

## U.S. Search Engine Rankings, December 2007

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The year closed with Google holding 58.4 percent share of searches, slightly lower than the previous month, according to December 2007 U.S. search engine rankings data released by [comScore](#).

Yahoo (22.9 percent) and Microsoft (9.8 percent) had a combined share of searches of 32.7 percent, still not approaching Google if the [proposed deal between Microsoft and Yahoo goes through](#). Yahoo gained half a percentage point in share and Microsoft stayed the same from November to December. In the same period, Google's share of searches receded 0.02 percent.

U.S. Core Searches by Search Engine, December 2007			
Core Search Entity	November 2007 (%)	December 2007 (%)	Point Change
Total core search	100.0	100.0	0.0
Google sites	58.6	58.4	-0.2
Yahoo sites	22.4	22.9	0.5
Microsoft sites	9.8	9.8	0.0
Time Warner network	4.5	4.6	0.1
Ask network	4.6	4.3	-0.3
Note: Data are based on the five major search engines, including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that aren't on the core domain of the five search engines aren't included in the core search numbers.			
Source: comScore, 2008			

In December, U.S. Internet users conducted a total 9.6 billion search queries, down 3.9 percent from the month before. All core search providers, including Google (-4.3 percent); Yahoo (-1.7 percent); Microsoft (-4.5 percent); AOL (-2.6 percent); and Ask.com (-10.3 percent), experienced a drop in the number of searches served.

ComScore's QSearch data are based on an opt-in global panel of over 2 million consumers. The panel is observed for browsing and transactional behavior and participates in survey research to capture attitudes.

<b>U.S. Core Search Queries by Search Engine, December 2007</b>			
Core Search Entity	November 2007 (M)	December 2007 (M)	Percent Change (%)
Total core search	10,030	9,636	-3.9
Google sites	5,882	5,629	-4.3
Yahoo sites	2,249	2,211	-1.7
Microsoft sites	984	940	-4.5
Time Warner network	453	442	-2.6
Ask network	463	415	-10.3
Note: Data are based on the five major search engines, including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that aren't on the core domain of the five search engines aren't included in the core search numbers.			
Source: comScore, 2008			

<b>U.S. Expanded Search Queries by Search Engine, December 2007</b>			
Expanded Search Entity	November 2007 (M)	December 2007 (M)	Percent Change (%)
Total expanded search	13,907	13,523	-2.8
Google sites	7,326	7,165	-2.2
Google	5,923	5,651	-4.6
YouTube/all other	1,403	1,514	7.9
Yahoo sites	2,395	2,363	-1.3
Yahoo	2,358	2,326	-1.4
All other	37	37	0.0
Microsoft sites	984	963	-2.1
MSN Windows Live	947	927	-2.1
Microsoft/all other	37	36	-2.7
Time Warner network	838	784	-6.4

AOL	445	434	-2.5			
MapQuest/all other	393	350	-10.9			
eBay	489	508	3.9			
Ask network	464	416	-10.3			
Ask.com	263	238	-9.5			
MyWebSearch.com/all other	201	178	-11.4			
Fox Interactive Media	436	350	-19.7			
MySpace	427	342	-19.9			
All other	9	8	-11.1			
Craigslist.org	207	220	6.3			
Amazon sites	178	215	20.8			
Facebook	119	102	-14.3			
Source: comScore, 2008						