

## Local Search Continues to Gain Momentum, According to comScore

### Google and Yahoo! Sites Lead in Local Search Market Share in the U.S.

**Reston, VA, September 28, 2006** - comScore Networks, a leader in measuring the digital age, today released the results of an analysis revealing the size and growth of the U.S. local search market. Local search is defined as searches conducted by consumers on the local or directory (Yellow Pages) sections of leading search sites, and other searches identified as having local intent.

According to the study, 63 percent of U.S. Internet users (or approximately 109 million people) performed a local search online in July, a 43-percent increase versus July of 2005. Google Sites (30 percent) and Yahoo! Sites (29 percent) garnered the largest share of local searches in July. Microsoft Sites captured 12 percent of local searches, followed by the Time Warner Network with 7 percent.

<b>Share of Local Searches by Site</b>	
<b>July 2006</b>	
<b>Total U.S. Home, Work and University Locations</b>	
<b>Source: comScore qSearch</b>	
	<b>Total Local Searches</b>
<i>Total Internet Population</i>	100%
Google Sites	29.8%
Yahoo! Sites	29.2%
Microsoft Sites	12.3%
Time Warner Network	7.1%
Verizon Communications	6.6%
YellowPages.com	3.9%
Ask Network	2.7%
Local.com	1.9%
InfoSpace Network	1.9%
DexOnline.com	1.4%
All Other	3.2%

Based on a recent comScore Search Satisfaction study, 41 percent of those conducting a local search were searching for something in their home area, as opposed to searching for information on businesses in locales that they intended to visit. Additionally, among those searching in their home area, 59 percent indicated they were searching for a restaurant or something entertainment-related, such as a theater, theme park or an attraction for sightseeing. Another 52 percent said they were searching specifically for a business phone number or address. Two out of five local searchers (41 percent) were looking for information on a local service in their home area, including car rental office, dry cleaner or lawyer.

The comScore study also found that performing a local search drives consumers to take action. During the second quarter of 2006, 47 percent of local searchers visited a local merchant as a result of their search behavior, while 41 percent made contact offline. More than one-third (37 percent) made contact online as a result of conducting a local area search.

"Local search is experiencing strong growth as more consumers adapt to the 'always on' nature of their broadband connection, which enables them to quickly find information on local businesses," said Jack Flanagan, executive vice president of comScore Media Metrix. "With approximately 849 million local searches conducted by Americans in July, local advertisers have a sizable market that can be reached through leading search sites."

Today, at 9:00 a.m. MT, Steve Dennen, director of product management at comScore, will review additional findings regarding the local search market at the Search Engine Strategies Local conference in Denver, Colorado.

#### **About comScore Networks**

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

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