

August 2012 US search engine rankings

RESTON, US: comScore, Inc, a leader in measuring the digital world, has released its monthly [comScore qSearch](#) analysis of the US search marketplace. Google Sites led the explicit core search market in August with 66.4% of search queries conducted.



US Explicit Core Search

Google Sites led the US explicit core search market in August with 66.4% market share, followed by Microsoft Sites with 15.9% and Yahoo! Sites with 12.8%. Ask Network accounted for 3.2% of explicit core searches, followed by AOL, Inc. with 1.7%.

comScore Explicit Core Search Share Report* August 2012 Total US - Home & Work Locations Source: comScore qSearch	
Core Search Entity	Explicit Core Search Share (%)
	Aug-12
Total Explicit Core Search	100.0%
Google Sites	66.4%
Microsoft Sites	15.9%
Yahoo! Sites	12.8%
Ask Network	3.2%
AOL, Inc.	1.7%

**"Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.*

More than 17 billion explicit core searches were conducted in August, with Google Sites ranking first with 11.3 billion. Microsoft Sites ranked second with 2.7 billion searches, followed by Yahoo! Sites with 2.2 billion, Ask Network with 550 million and AOL, Inc. with 292 million.

comScore Explicit Core Search Query Report August 2012 Total US - Home & Work Locations (Source: comScore qSearch)	
Core Search Entity	Explicit Core Search Queries (MM)
	Aug-12
Total Explicit Core Search	17,046
Google Sites	11,317

Microsoft Sites	2,710
Yahoo! Sites	2,177
Ask Network	550
AOL, Inc.	292

"Powered By" reporting

In August, 68.8% of searches carried organic search results from Google, while 25.3% of searches were powered by Bing.

A Note about August 2012 qSearch Reporting

With the release of August 2012 US qSearch data, comScore introduced two important methodological enhancements to our estimates that will affect qSearch data on a go-forward basis. The first enhancement is the incorporation of updated demographic universe estimates based on data from the 2010 US census, which provides an improved accounting of the percentage of the population falling into each demographic segment. The second enhancement was an improvement in comScore's enumeration survey methodology to represent persons in cell-phone-only households better.

Due to the effects of the changes to the August 2012 US qSearch data, comScore's monthly qSearch press release will limit public reporting to the standard current month rankings and will exclude the month-over-month changes, which include the effects of inorganic increases or declines due to the methodological enhancements. The qSearch press release will resume normal reporting of month-over-month changes with the release of September 2012 data.

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