

Number of Search Results US Adult Search Engine Users Review Before Clicking One, 2002-2008 (% of respondents)

	2002	2004	2006	2008
Only a few	16%	24%	23%	27%
The first page	32%	36%	39%	41%
The first 2 pages	23%	20%	19%	17%
The first 3 pages	10%	8%	9%	7%
More than 3 pages	19%	12%	10%	8%

Source: iProspect "iProspect Blended Search Results Study" conducted by JupiterResearch and NPD as cited in press release, April 7, 2008