

**Top 10 Search Terms by Category
Four Weeks Ending February 28, 2008 (%)**

IT and Internet		Automotive Manufacturers	
Search Term	Search Volume	Search Term	Search Volume
paypal	6.15	toyota	2.02
paypal.com	1.69	honda	1.68
mapquest.com	1.02	nissan	1.60
pay pal	0.68	ford	1.29
www.paypal.com	0.56	dodge	0.86
people search	0.53	harley davidson	0.86
experian	0.46	chevrolet	0.73
paypal account	0.37	honda motorcycles	0.67
mapquest	0.34	hyundai	0.66
intelius	0.32	mazda	0.62

Movies		Net Communities and Chat	
Search Term	Search Volume	Search Term	Search Volume
netflix	1.89	myspace	5.61
imdb	1.33	myspace.com	2.75
blockbuster	0.66	craigslist	2.59
movies	0.56	youtube	1.66
fandango	0.52	www.myspace.com	1.39
netflix.com	0.37	facebook	0.86
regal cinemas	0.26	my space	0.73
hollywood video	0.21	you tube	0.63
movie times	0.21	craigs list	0.53
www.netflix.com	0.21	youtube.com	0.36

Food and Beverage Brands and Manufacturers		Pharmaceutical and Medical Products	
Search Term	Search Volume	Search Term	Search Volume
pizza hut	3.18	alli	0.52
mcdonalds	0.77	flu symptoms	0.51
starbucks	0.75	viagra	0.50
dominos pizza	0.66	lexapro	0.31
subway	0.60	chantix	0.30
pepsistuff.com	0.53	lyrica	0.30
dominos	0.43	hpv	0.29
candystand	0.42	levaquin	0.29
burger king	0.39	cymbalta	0.27
candystand.com	0.38	bipolar disorder	0.25



Blogs and Personal Web Sites		Broadcast Media	
Search Term	Search Volume	Search Term	Search Volume
perez hilton	0.50	cnn	2.82
yahoo 360	0.37	fox news	1.49
myspace	0.34	msnbc	1.08
360	0.18	cnn.com	1.05
la salette journey	0.17	news	0.73
perezhilton.com	0.17	cnn news	0.59
area codes	0.16	bbc news	0.44
edison chen scandal	0.16	abc news	0.40
myspace surveys	0.15	ksl.com	0.38
myspace.com	0.14	bbc	0.30

Shopping Rewards and Directories		Travel Destinations and Accommodations	
Search Term	Search Volume	Search Term	Search Volume
consumer reports	0.24	hotels.com	0.41
coupons	0.20	disney world	0.27
free stuff	0.14	holiday inn	0.24
mycokerewards.com	0.14	disneyland	0.21
free samples	0.12	trip advisor	0.21
mycokerewards	0.10	hotels	0.20
my coke rewards	0.08	walt disney world	0.17
grocery coupons	0.08	carnival cruise	0.16
pch.com	0.07	las vegas	0.15
printable coupons	0.06	motel 6	0.15

Data provided by Hitwise



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