

**Top 10 Search Terms by Category
Four Weeks Ending January 26, 2008 (%)**

IT and Internet		Automotive Manufacturers	
Search Term	Search Volume	Search Term	Search Volume
paypal	5.87	toyota	2.08
paypal.com	1.43	honda	1.80
people search	0.86	nissan	1.49
mapquest.com	0.72	ford	1.34
www.paypal.com	0.66	dodge	1.06
pay pal	0.60	chevrolet	1.03
experian	0.43	harley davidson	0.70
intelius	0.32	jeep	0.69
people finder	0.31	mazda	0.67
mapquest	0.29	chevy	0.64

Movies		Net Communities and Chat	
Search Term	Search Volume	Search Term	Search Volume
netflix	1.70	myspace	6.09
imdb	1.30	myspace.com	2.84
cloverfield	0.98	craigslist	2.42
blockbuster	0.74	youtube	1.68
movies	0.59	www.myspace.com	1.45
fandango	0.58	facebook	0.97
heath ledger	0.50	my space	0.75
netflix.com	0.35	you tube	0.65
amc theaters	0.27	craigs list	0.50
regal cinemas	0.26	youtube.com	0.37

Food and Beverage Brands and Manufacturers		Pharmaceutical and Medical Products	
Search Term	Search Volume	Search Term	Search Volume
pizza hut	3.44	alli	0.87
starbucks	1.05	chantix	0.54
mcdonalds	0.79	lexapro	0.48
dominos pizza	0.79	viagra	0.40
subway	0.73	lyrica	0.39
special k	0.55	bipolar disorder	0.34
dominos	0.54	cymbalta	0.31
kfc	0.49	hpv	0.29
burger king	0.49	zoloft	0.27
pizzahut.com	0.48	phentermine	0.26



Blogs and Personal Web Sites		Broadcast Media	
Search Term	Search Volume	Search Term	Search Volume
perez hilton	0.58	cnn	2.57
yahoo 360	0.40	fox news	1.68
myspace	0.37	msnbc	0.98
area codes	0.19	cnn.com	0.90
360	0.18	news	0.79
myspace surveys	0.18	0.18	bbc news
livejournal	0.17	ksl.com	0.42
perezhilton.com	0.16	abc news	0.38
perezhilton	0.14	bbc	0.36
heath ledger	0.14	cnn news	0.36

Shopping Rewards and Directories		Travel Destinations and Accommodations	
Search Term	Search Volume	Search Term	Search Volume
pch.com	0.27	hotels.com	0.38
consumer reports	0.26	disney world	0.32
coupons	0.25	disneyland	0.23
www.pch.com	0.16	holiday inn	0.23
mycokerewards.com	0.15	walt disney world	0.21
free samples	0.15	hotels	0.17
free stuff	0.14	las vegas	0.16
pch	0.10	carnival cruise	0.16
mycokerewards	0.09	motel 6	0.15
grocery coupons	0.08	royal caribbean	0.14

Data provided by Hitwise



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