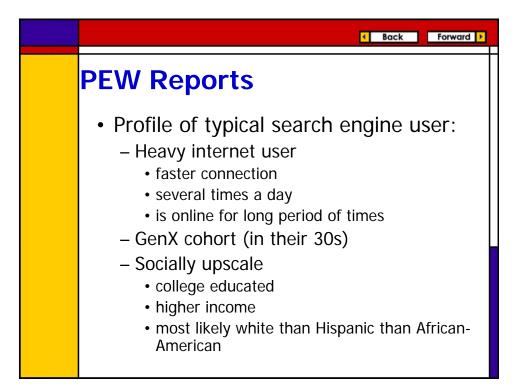
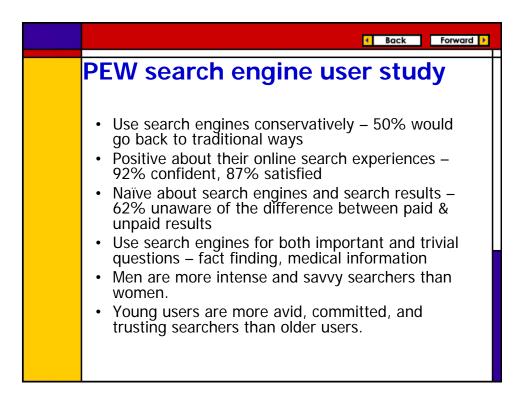


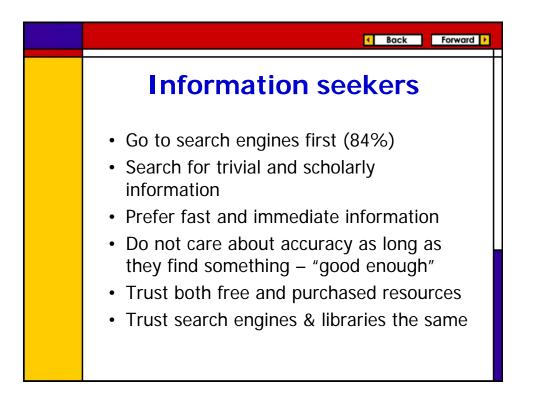
4 Back Forward ▶
 Back Forward PEW Reports 84% of internet users have used search engines 2nd ranking internet activity following email Popularity: Google (89.8muv) Yahoo! (68muv), MSN 49.7, Ask Jeeves (43.7muv), and AOL (36.1muv) Age groups of internet users: 18-28 42% 51-59 39%
- 29-40 51% 60-69 31% - 41-50 37% 70+ 25%

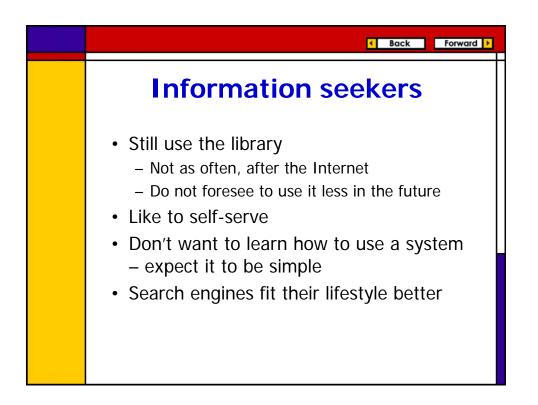


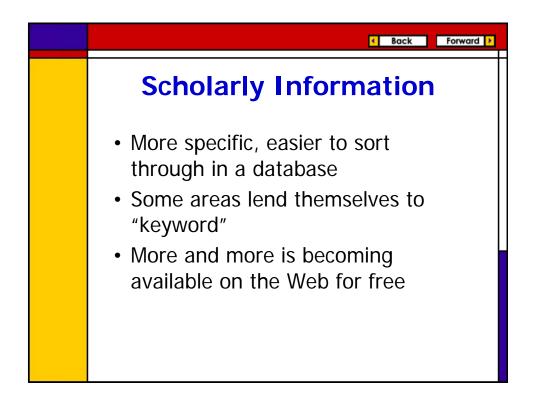


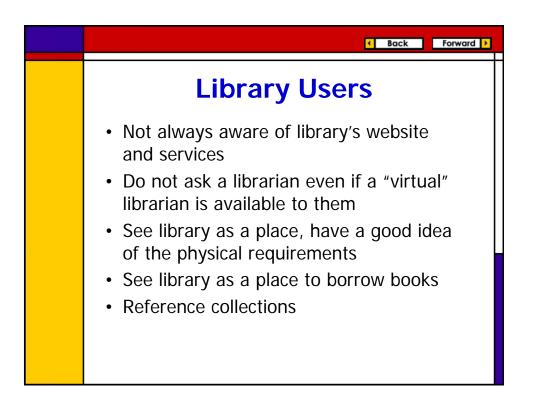


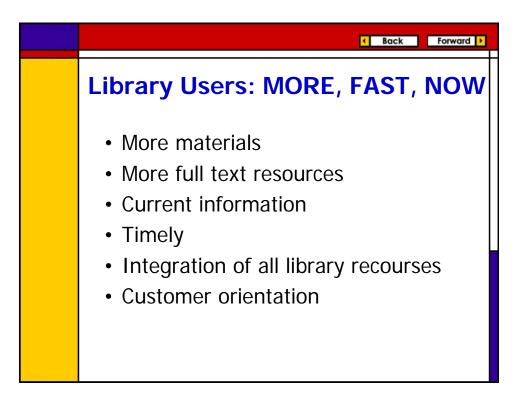
Back Forward >
Search engine users:
What do they seek?
 More diverse individual interests than before People, places, things Travel, commerce Computers, technology Health information Education Entertainment
 If they don't use search engines, they use a: Favorite site Familiar portal, database Specific recommended URL Link(s) from one site to another

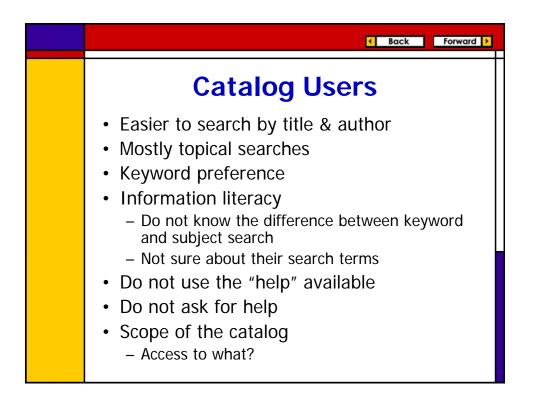


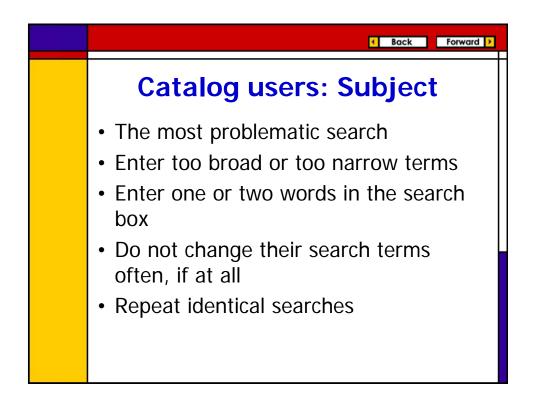


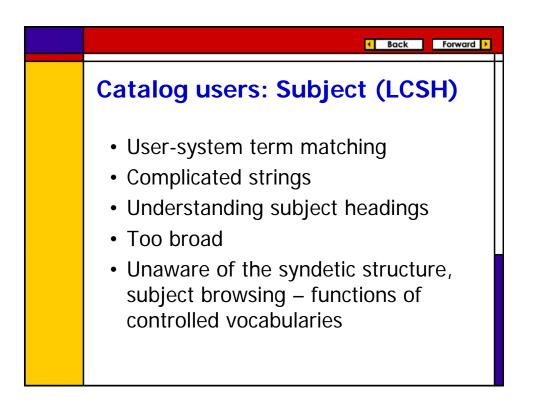


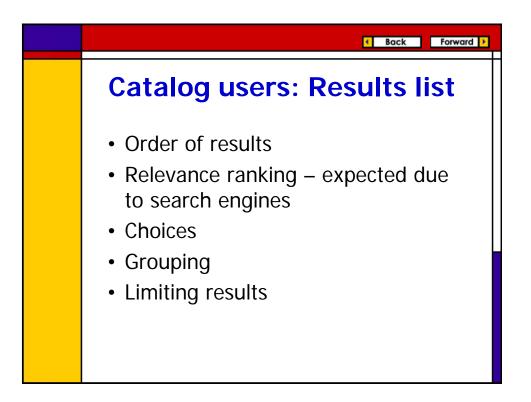


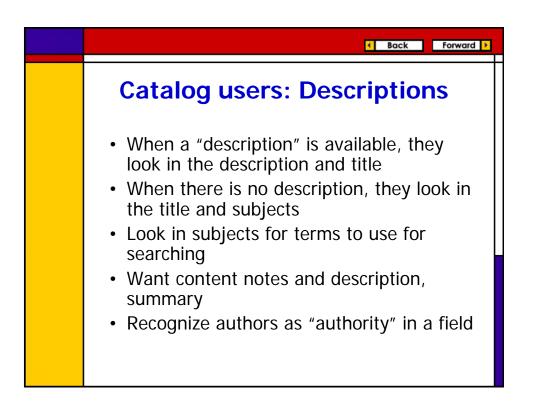


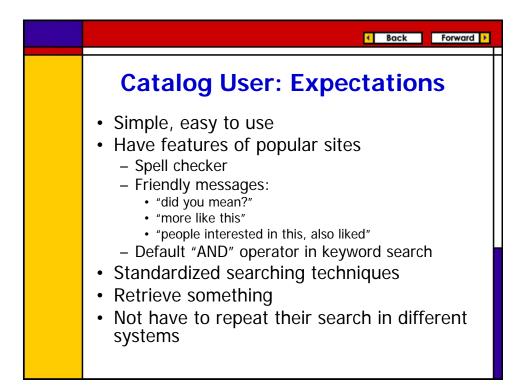


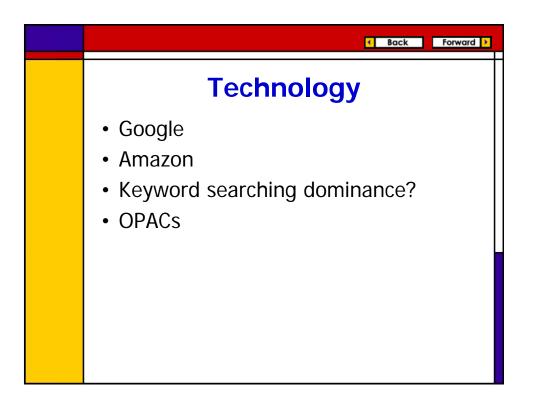


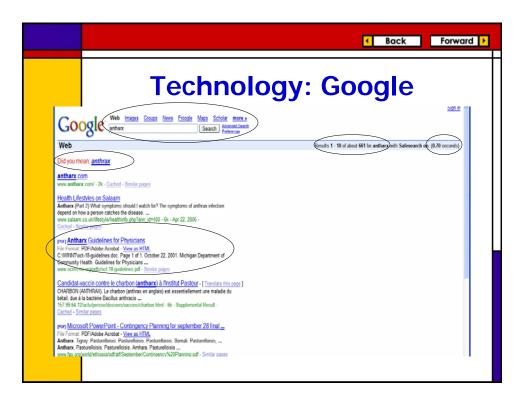




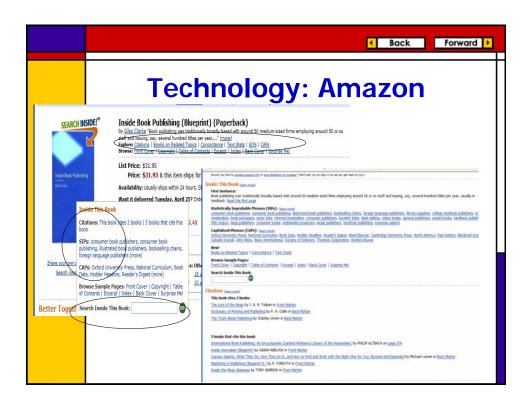


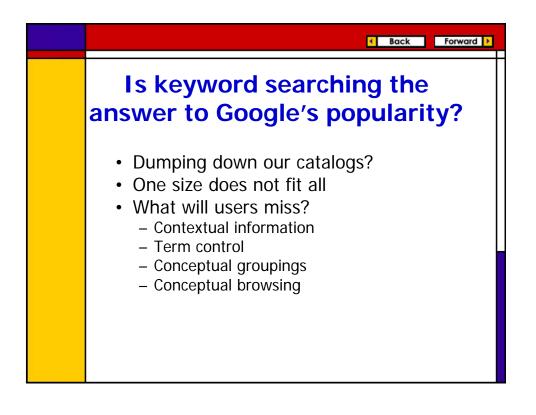


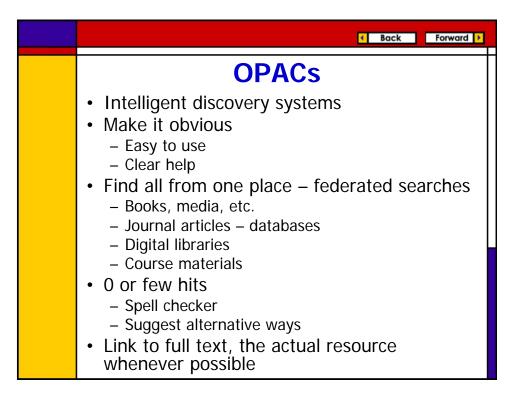


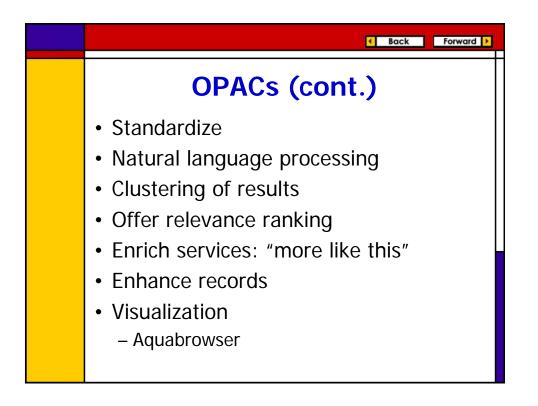




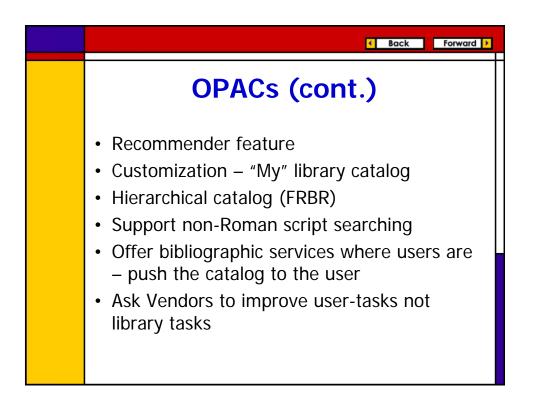


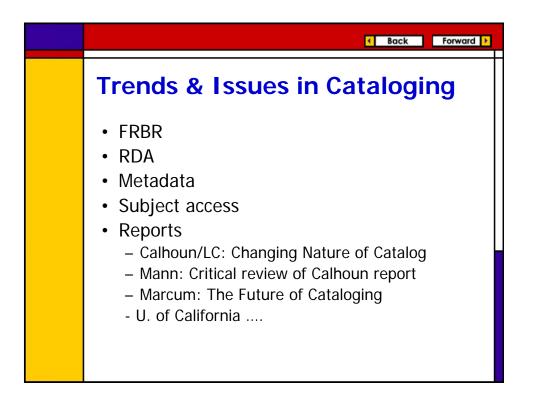


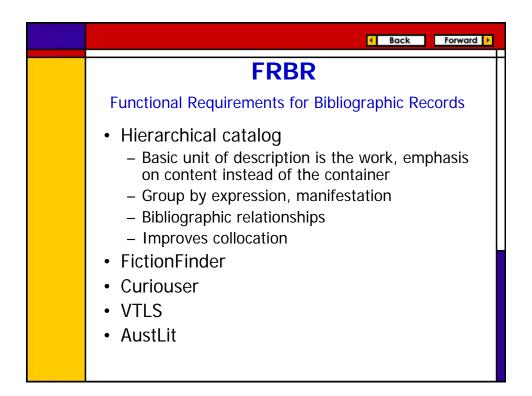


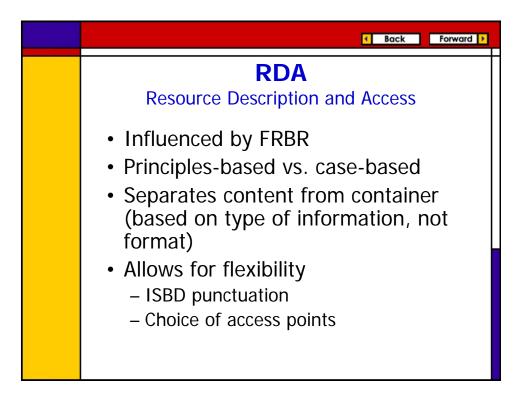


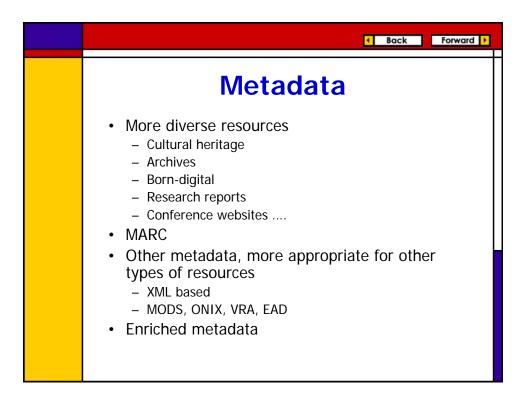


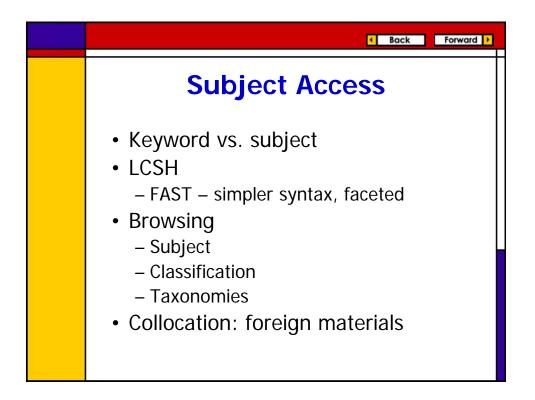


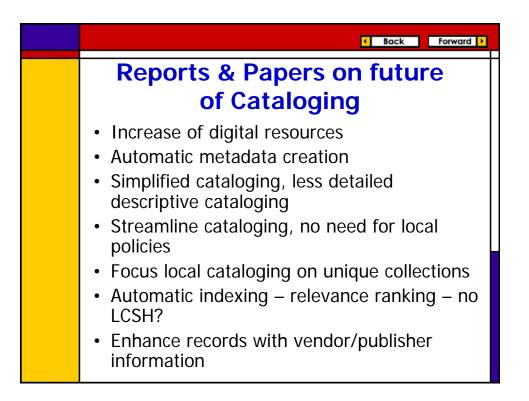


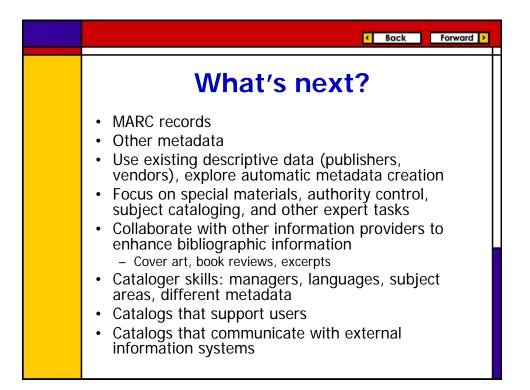


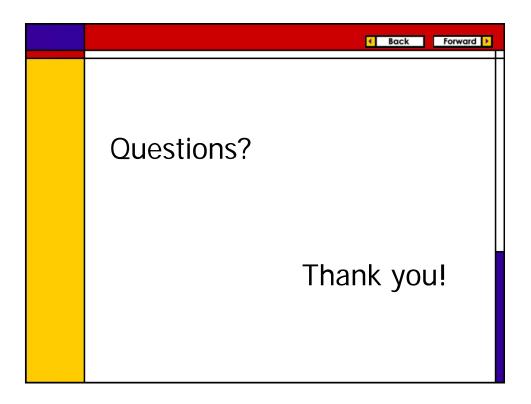












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