

Online spending to reach \$144 Billion by 2010 – Google & Yahoo Searches Up 75% & 53% Respectively

Within three years, 50% of all retail sales will be influenced by the Internet, according to analysts at Jupiter Research. "This ... is (a) staggering statistic ... (and) presents an enormous opportunity for retailers..." said David Schatsky, senior vice president of research at JupiterResearch. Jupiter also forecasts that *online retail spending will increase from \$81 billion in 2005 to \$95 billion in 2006, and grow to \$144 billion in 2010.*

A new research report from Nielsen/NetRatings ([NTRT](#)) indicates that the number of *online searches conducted through 60 search engines has grown 55 percent year over year.* NetRatings estimated 5.1 billion searches were conducted in the United States in December 2005, compared with 3.3 billion in December 2004.

"The double-digit increase in online search activity marks a significant milestone in the evolution of Internet consumer behavior," said Ken Cassar, senior director of analytics at the firm. "*Online search is the primary tool most people rely on to do everyday research.*" Cassar also said that Google Inc. ([GOOG](#)) handled 2.5 million inquiries last December, a gain of 75%; Yahoo Inc. ([YHOO](#)) search was up 53% and MSN Search rose 20%.