

Visits to Stock Web Sites Increase 19 Percent in February 2009



Yahoo! Finance top-visited Web site, Sirius XM top stock search term

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Hitwise®, an Experian company, announced today that U.S. visits to the Stocks and Shares category increased 19 percent in February 2009 compared with February 2008. The category accounted for 1.11 percent of all U.S. Internet visits in February 2009 — ranking as the third-highest month in the past year, behind October and September 2008. The average time spent within the category was 11 minutes and 24 seconds, an increase of 14 percent over February 2008.

“With recent declines in the Dow Jones Industrial Average Index, consumers are increasingly turning to Web sites to monitor financial news and portfolio performance,” said Heather Dougherty, director of research, Hitwise. “There is a strong need for continuous information, particularly during economic uncertainty, that provides an opportunity to drive repeat visits and increase customer communication — especially advice that could help customers weather the storm.”

In February 2009, Yahoo! Finance was the top-visited Web site in the category, with 22.21 percent. MSN Money received the second-highest number of visits (7.32 percent), followed by CNN Money (7.16 percent).

Percentage of U.S. visits among Stocks and Shares category					
Rank	Web site	Domain	February 2008	February 2009	Year-over-year change
1	Yahoo! Finance	finance.yahoo.com	23.63%	22.21%	-6%
2	MSN Money	moneycentral.msn.com	8.14%	7.32%	-10%
3	CNN Money	money.cnn.com	2.35%	7.16%	205%
4	Scottrade	www.scottrade.com	2.52%	5.48%	118%
5	TD AMERITRADE	www.tdameritrade.com	5.13%	4.40%	-14%
6	Fidelity Investments	www.fidelity.com	4.97%	4.06%	-18%
7	Vanguard	www.vanguard.com	3.04%	2.42%	-20%
8	Market Watch	www.marketwatch.com	2.14%	2.26%	6%
9	Kitco	www.kitco.com	2.03%	2.25%	11%
10	E*Financial	www.etrade.com	2.75%	2.12%	-23%

Note: The Hitwise data featured is based on U.S. market share of visits, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million U.S. Internet users. Hitwise measures more than 1 million unique Web sites daily, including subdomains of larger Web sites. Hitwise categorizes Web sites into industries on the basis of subject matter and content, as well as market orientation and competitive context.

Source: Hitwise, an Experian company

Branded Web sites are most popular

Among the top 300 search terms sending traffic to the Stocks and Shares category, 64 percent were for branded terms in February 2009. Stock searches made up 20 percent, and generic searches made up 16 percent. The majority of searches within the Stocks and Shares category are navigational, where Internet visitors simply are searching on the brand name of their desired destination.

Among the search terms in the Stocks and Shares category in February 2009, Sirius XM was the top-searched stock amid talk of potential bankruptcy filing, Bank of America, General Electric, Pure Spectrum and Cross Atlantic Commodities round out the top five search terms for the month. The top generic search terms were “currency converter”, “gold price”, “gold prices”, “exchange rates” and “gold.”

Top Stocks and Shares category search terms		
Rank	Search term	Company
1	siri	Sirius XM Radio Inc.
2	bac	Bank of America
3	ge	General Electric
4	pspm	Pure Spectrum Inc
5	cxac	Cross Atlantic Commodities Inc.
6	auy	Yamana Gold Inc.
7	gm	General Motors
8	c	Citibank
9	shld	Sears Holdings Corporation
10	ibm	IBM

Note: The search term data is based on the volume of all U.S. searches for the four weeks ending Feb. 28, 2009, resulting in traffic to the Stocks and Shares category from the Hitwise sample of 10 million users.

Source: Hitwise, an Experian company

About Hitwise

Hitwise, an Experian company, is the leading online competitive intelligence service. Only Hitwise provides its 1,500 clients around the world with daily insights on how their customers interact with a broad range of competitive Web sites and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise’s patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy-to-use, Web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs.

Hitwise, an Experian company (FTS:EXPN), <http://www.experianplc.com>, operates in the United States, the United Kingdom, Australia, New Zealand, Hong Kong and Singapore. More information about Hitwise is available at <http://www.hitwise.com>.

For up-to-date analysis of online trends, please visit the Hitwise Intelligence — Analyst Weblogs at <http://www.ilovedata.com> and the Hitwise Data Center at <http://www.hitwise.com/datacenter>.

About Experian

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For more information, visit www.experianplc.com.

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