

A close-up photograph of a person's hands tying the laces of a white sneaker. The shoe is positioned on a grassy field. The image is split vertically down the middle. The left side is overlaid with a semi-transparent dark grey rectangle containing white text. The right side shows the shoe and hands in more detail.

# Bing Network U.S. Audience

Updated as of June 2017



# Bing Network packs value

In April 2017 we delivered:



134 million  
unique searchers on Bing Network

55 million  
searchers not reached on Google



33.1 percent  
share of the U.S. search market



5.0 billion  
monthly searches on Bing Network

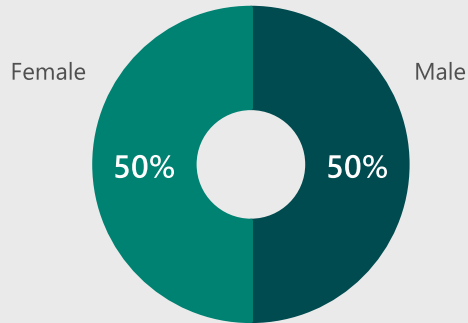


24 percent  
more spent online than average  
Internet searchers

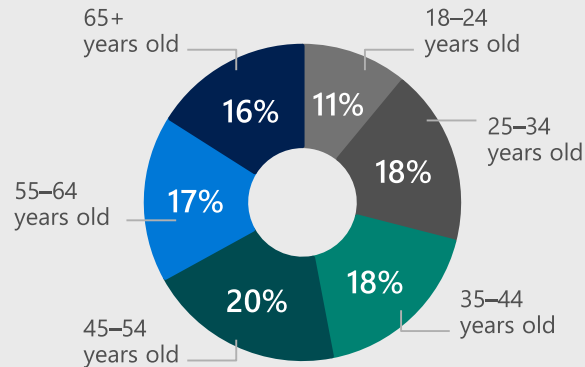


# Bing Network total audience

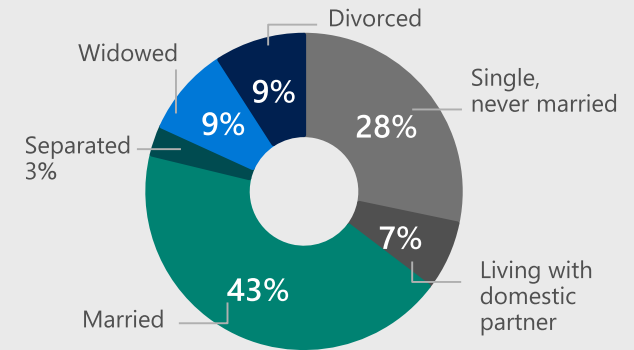
## Gender



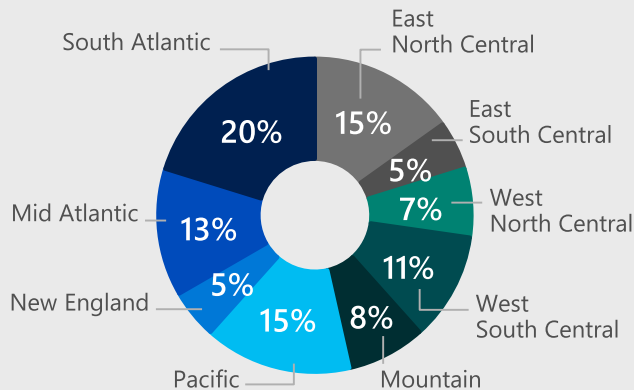
## Age



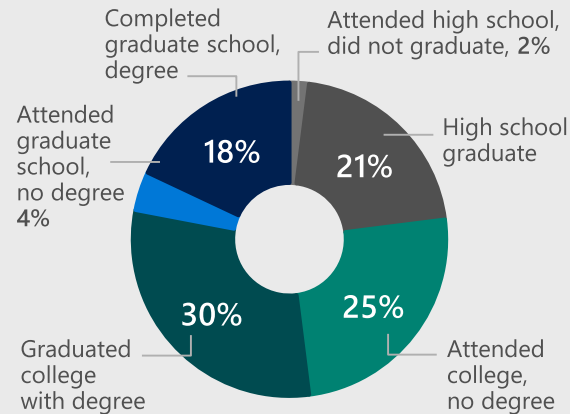
## Marital status



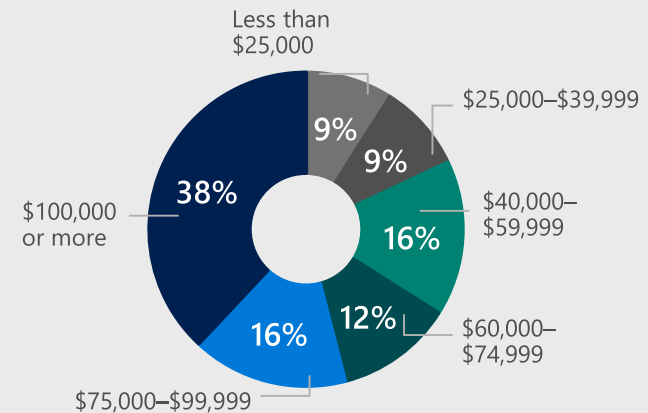
## Region



## Education



## Household income



# Bing Network drives value for automotive

In March 2017 we delivered:



14 million  
automotive searchers  
not reached on Google



17 million  
total automotive searchers



60 million  
total automotive searches

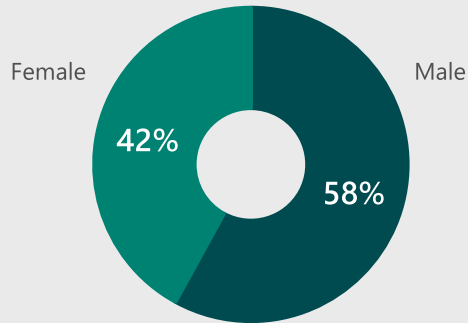


37 percent  
of all automotive paid clicks

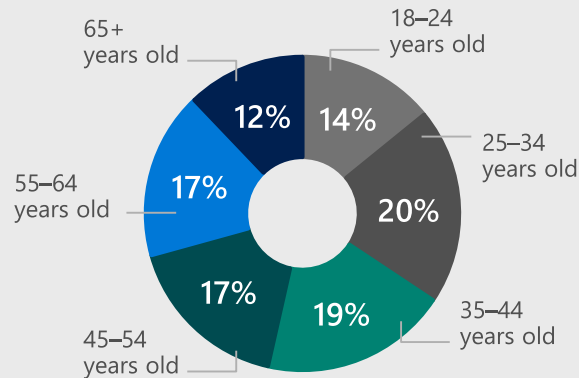


# Bing Network automotive audience

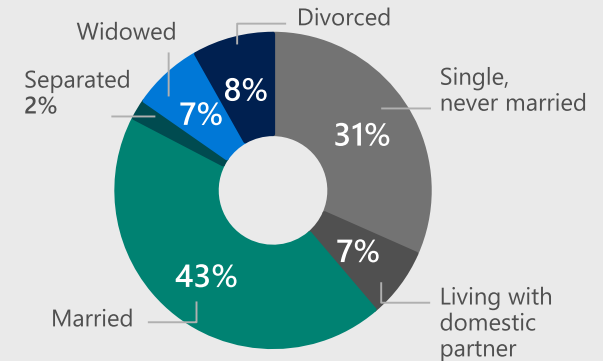
## Gender



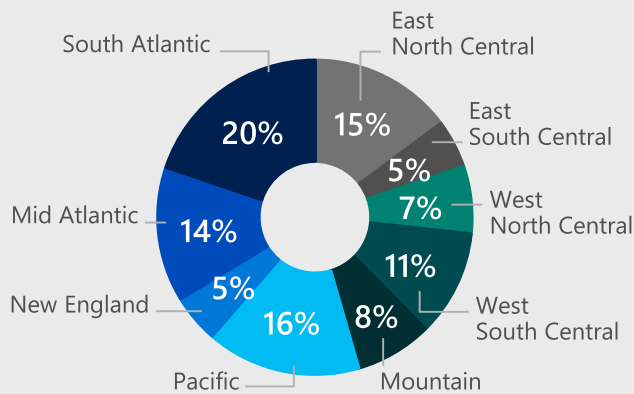
## Age



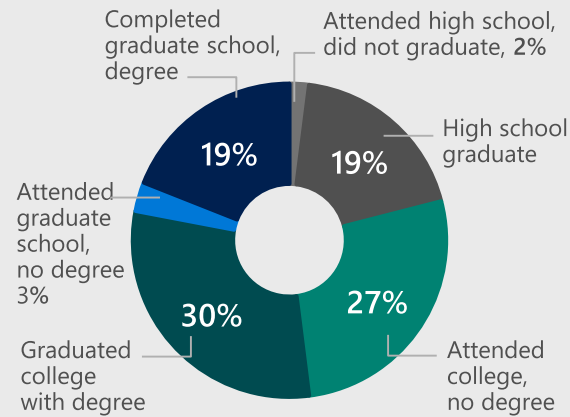
## Marital status



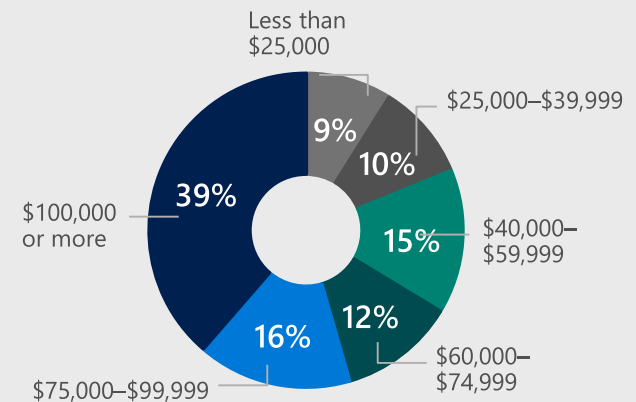
## Region



## Education



## Household income



# Bing Network packs value for education

In March 2017 we delivered:



22 million  
education searchers  
not reached on Google



31 million  
total education searchers



146 million  
total education searches

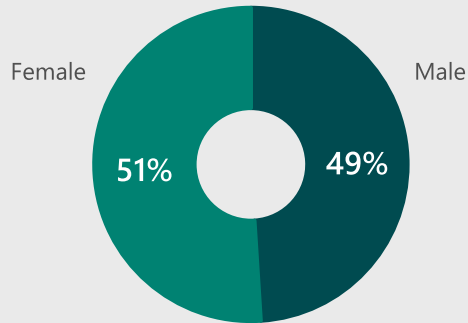


25 percent  
of all education paid clicks

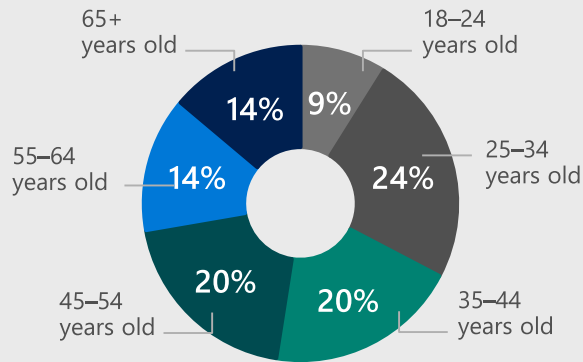


# Bing Network education audience

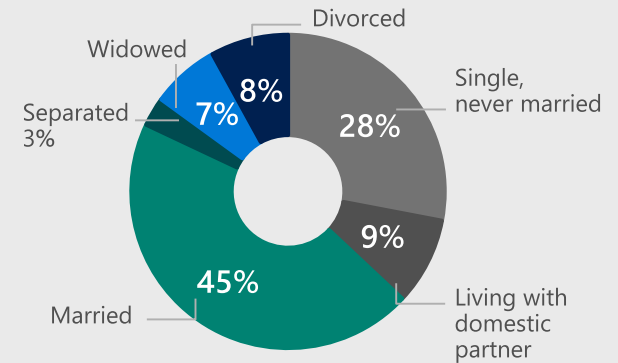
## Gender



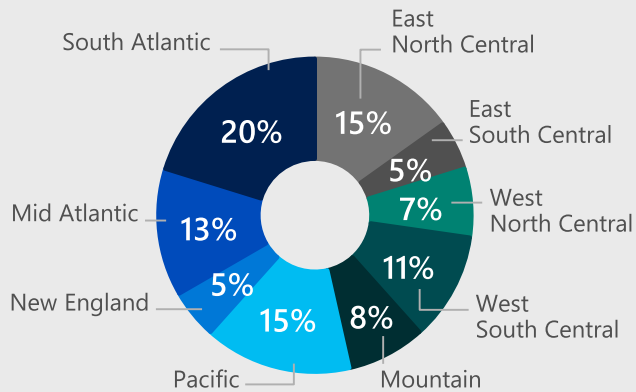
## Age



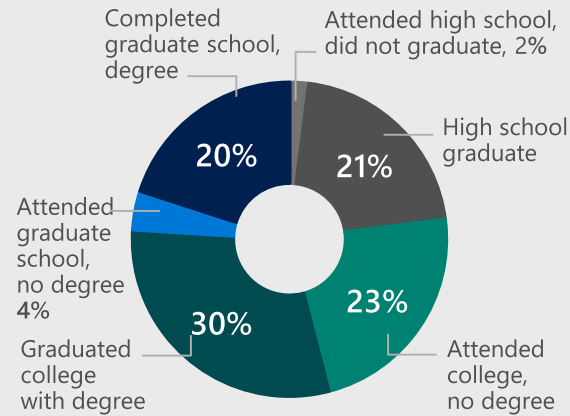
## Marital status



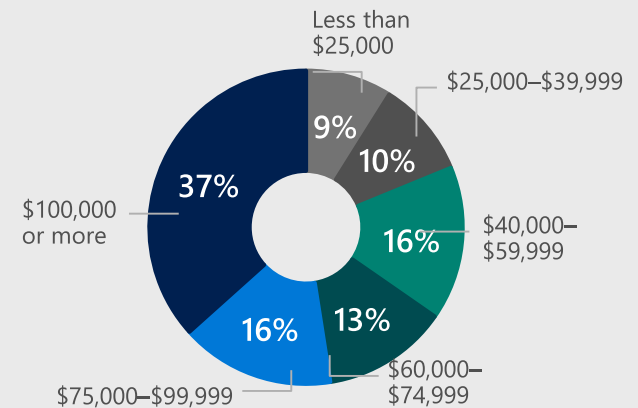
## Region



## Education



## Household income



# Bing Network packs value for financial services

In March 2017 we delivered:



35 million  
business/finance searchers  
not reached on Google



44 million  
total business/finance searchers



210 million  
total business/finance searches



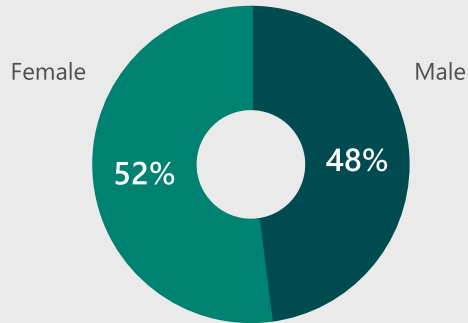
45 percent  
of all business/finance paid clicks



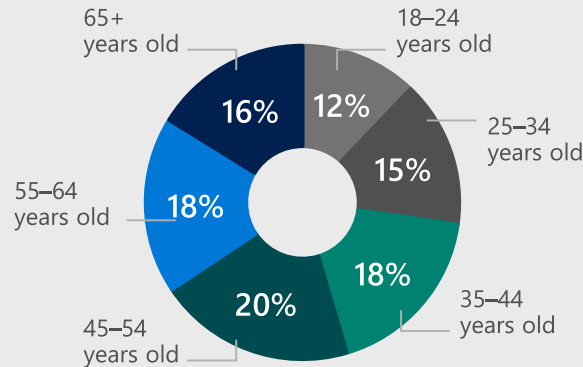


# Bing Network financial services audience

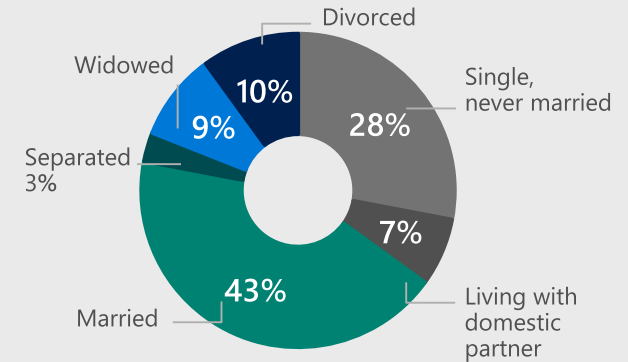
## Gender



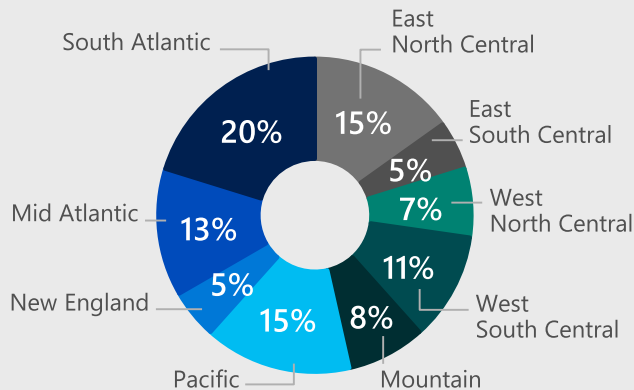
## Age



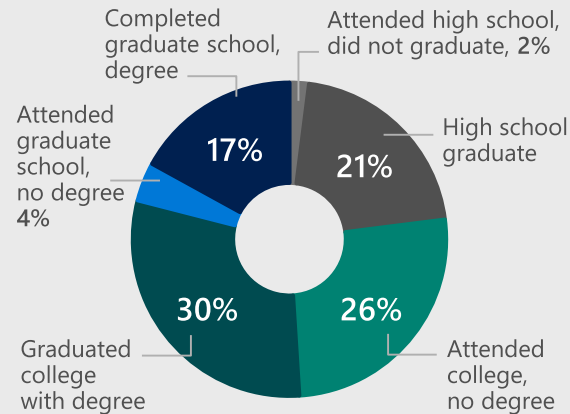
## Marital status



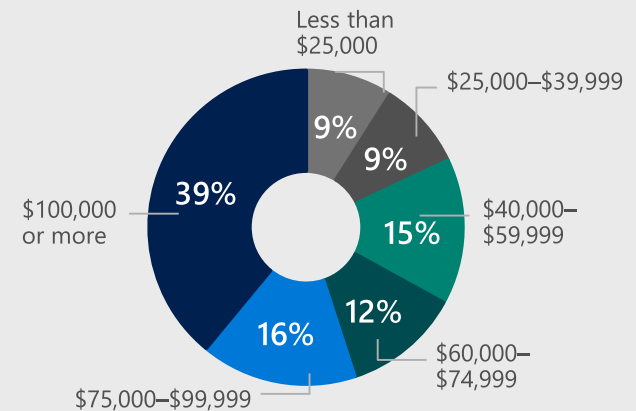
## Region



## Education



## Household income



# Bing Network packs value for health

In March 2017 we delivered:



21 million  
health searchers  
not reached on Google



26 million  
total health searchers



106 million  
total health searches

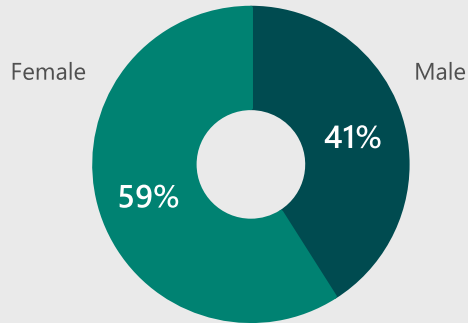


43 percent  
of all health paid clicks

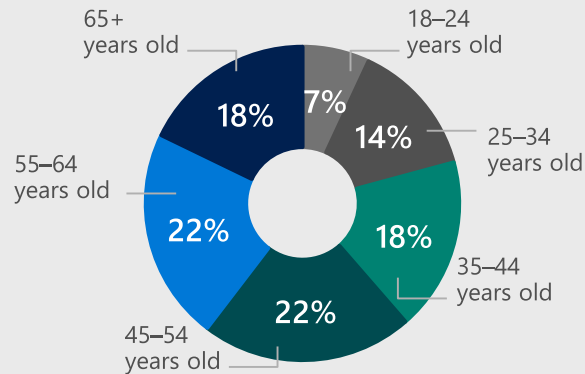


# Bing Network health audience

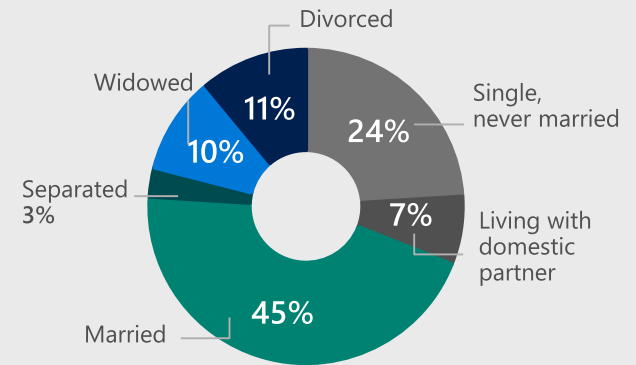
## Gender



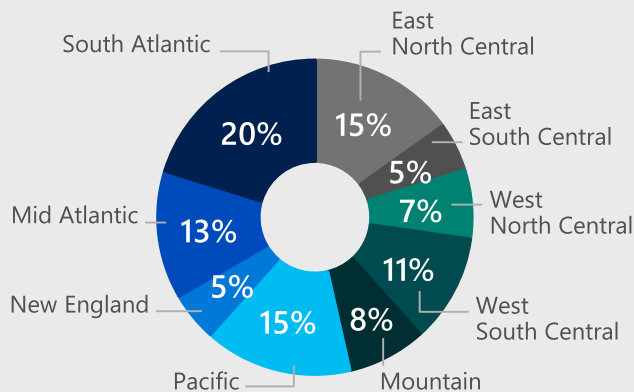
## Age



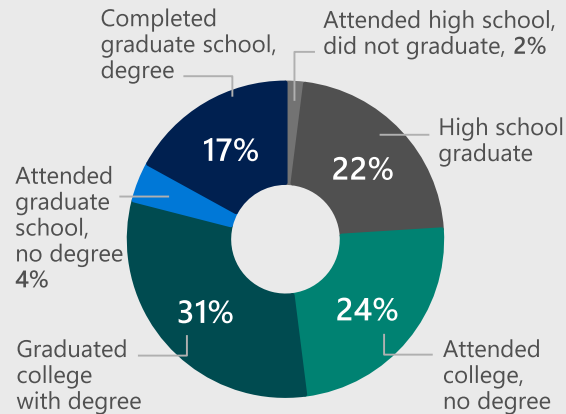
## Marital status



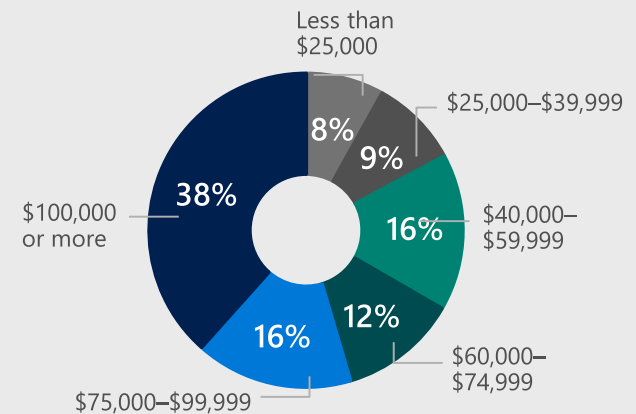
## Region



## Education



## Household income



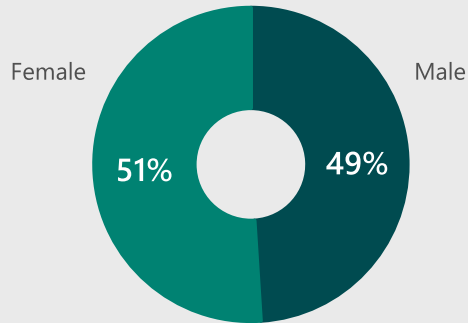
# Bing Network packs value for retail

In March 2017 we delivered:

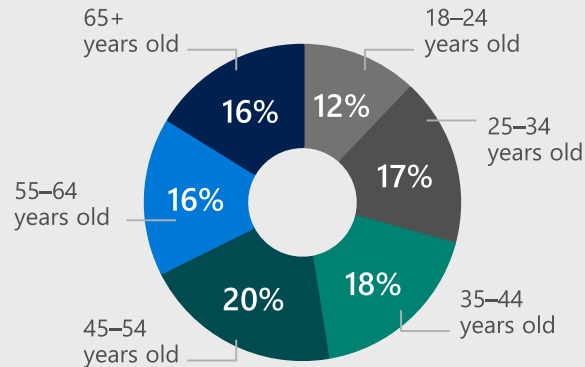


# Bing Network retail audience

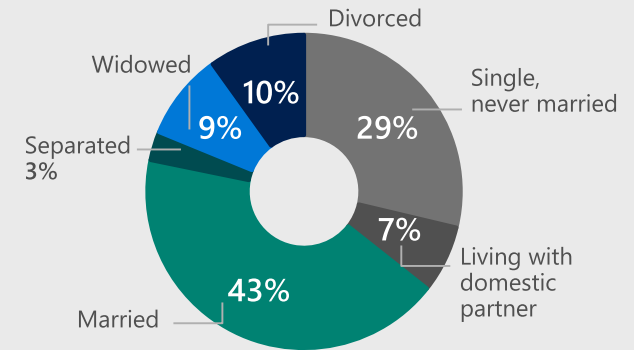
## Gender



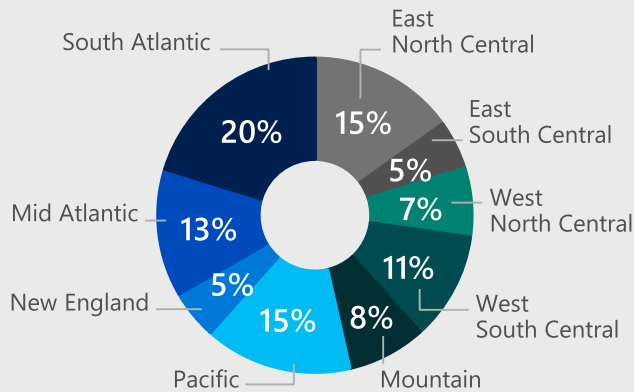
## Age



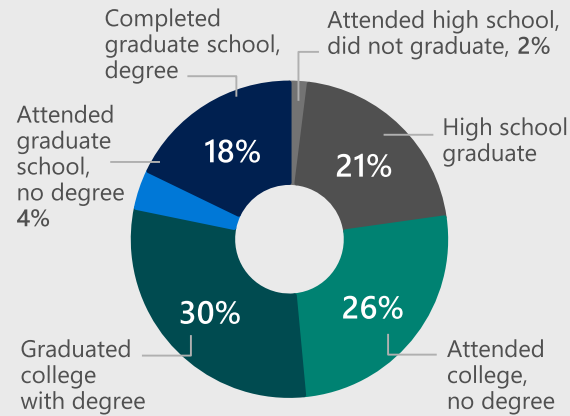
## Marital status



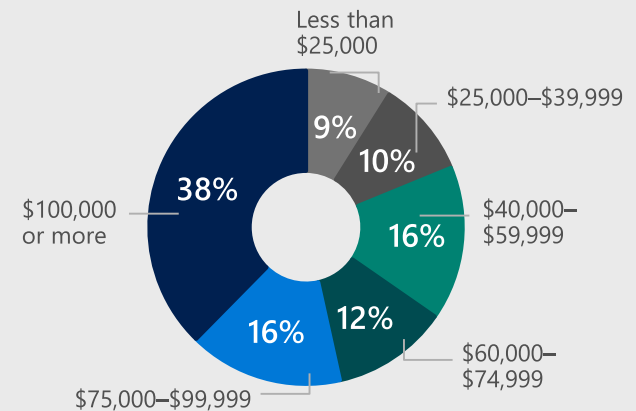
## Region



## Education



## Household income



# Bing Network packs value for technology

In March 2017 we delivered:



29 million  
technology searchers  
not reached on Google



38 million  
total technology searchers



100 million  
total technology searches

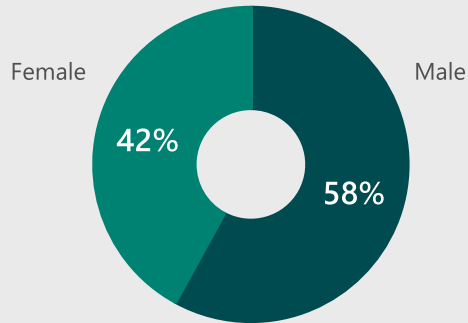


38 percent  
of all technology paid clicks

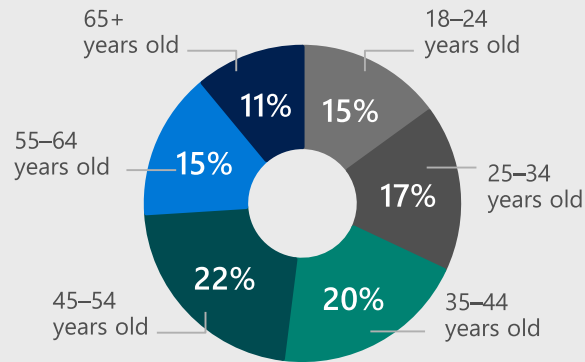


# Bing Network technology audience

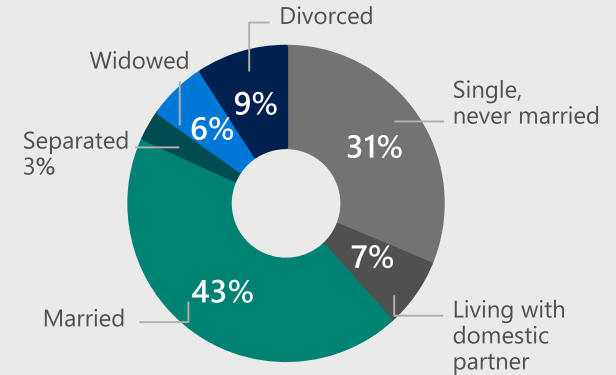
## Gender



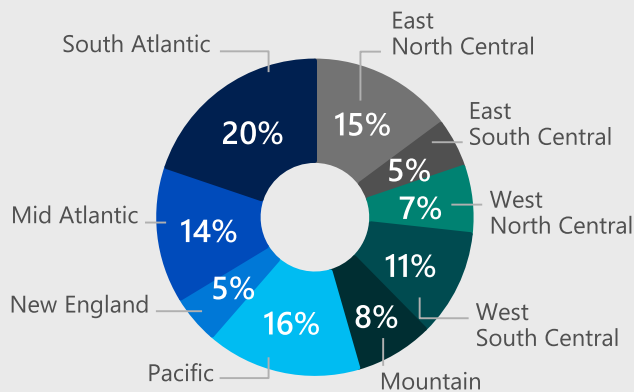
## Age



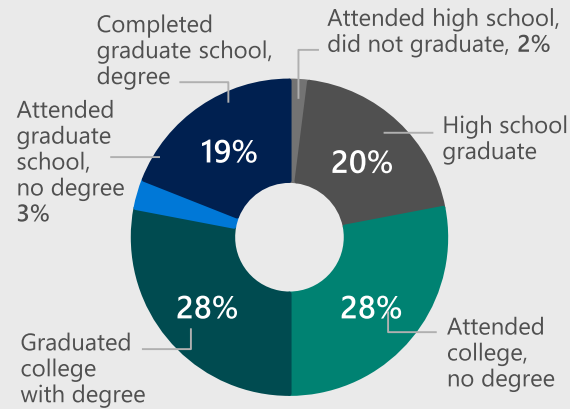
## Marital status



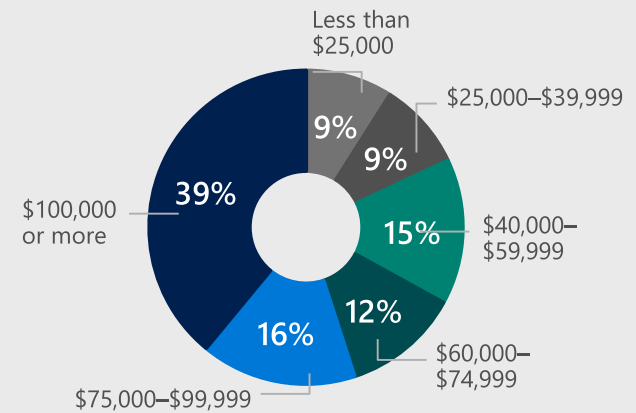
## Region



## Education



## Household income



# Bing Network packs value for telecom

In March 2017 we delivered:



11 million  
telecom searchers  
not reached on Google



12 million  
total telecom searchers



27 million  
total telecom searches



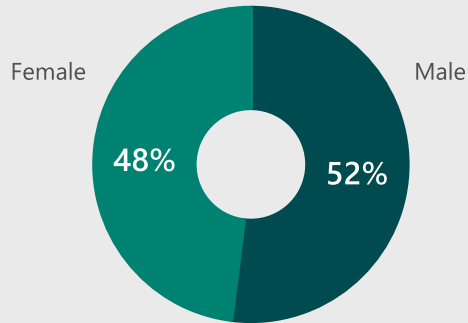
38 percent  
of all telecom paid clicks



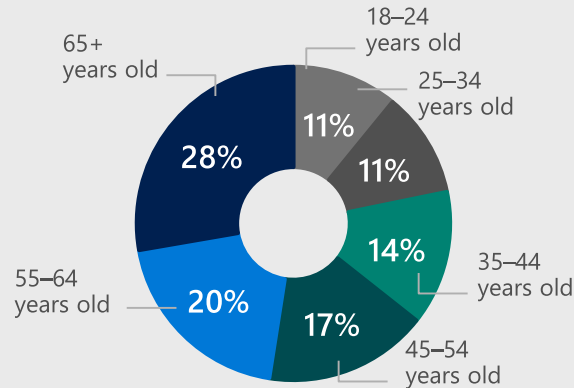


# Bing Network telecom audience

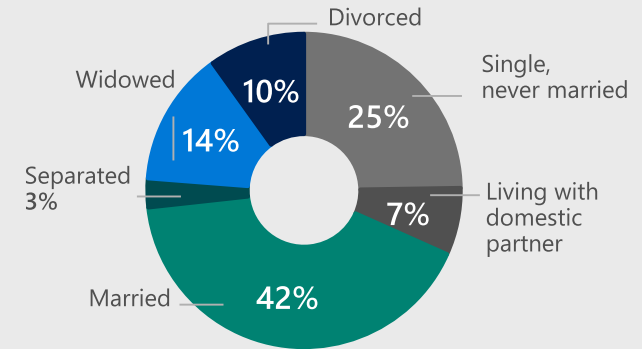
## Gender



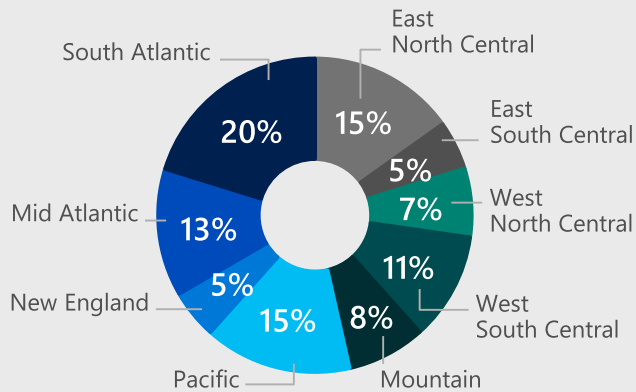
## Age



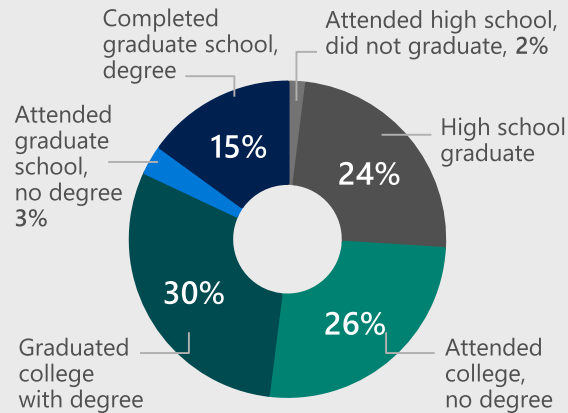
## Marital status



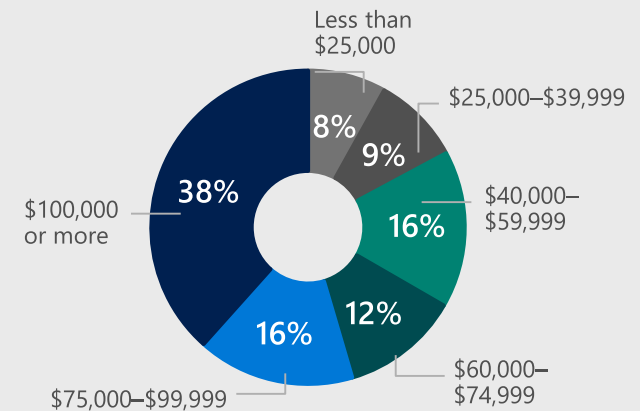
## Region



## Education



## Household income



# Bing Network packs value for travel

In March 2017 we delivered:



25 million  
travel searchers  
not reached on Google



31 million  
total travel searchers



124 million  
total travel searches

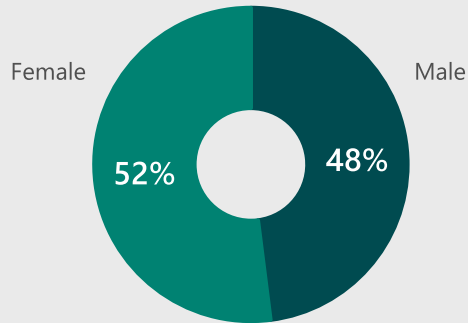


39 percent  
of all travel paid clicks

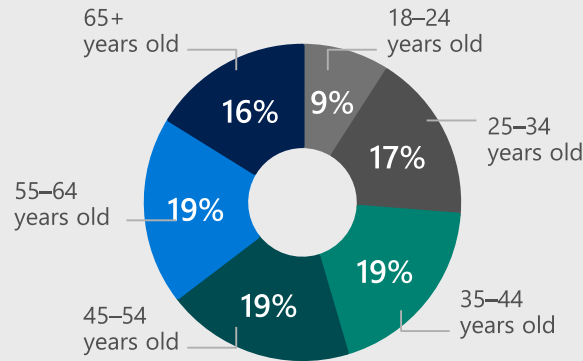


# Bing Network travel audience

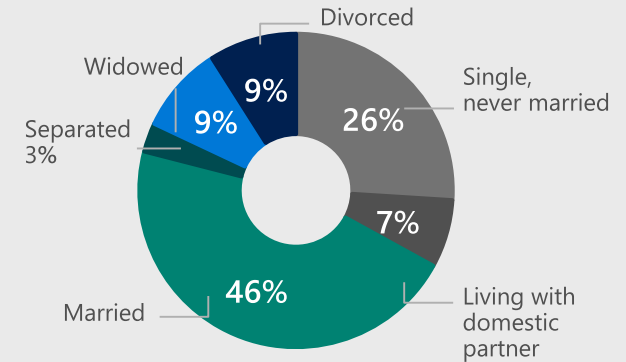
## Gender



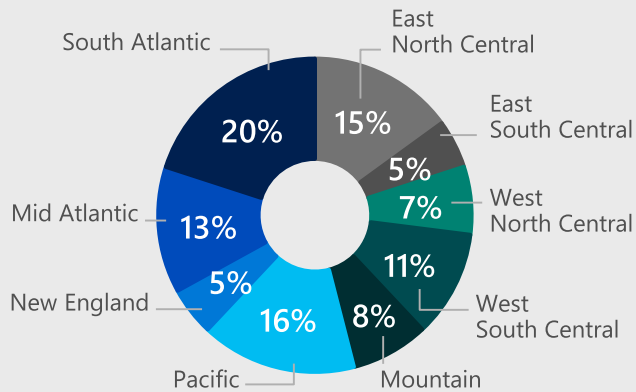
## Age



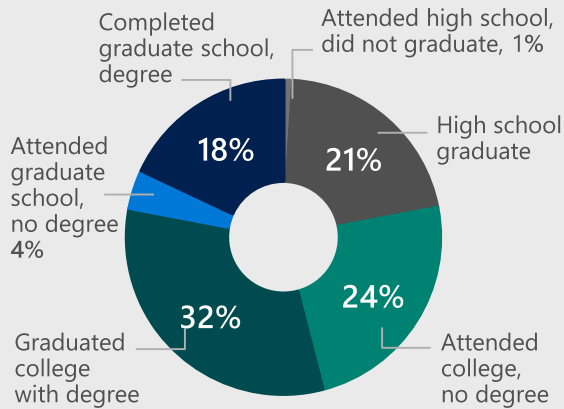
## Marital status



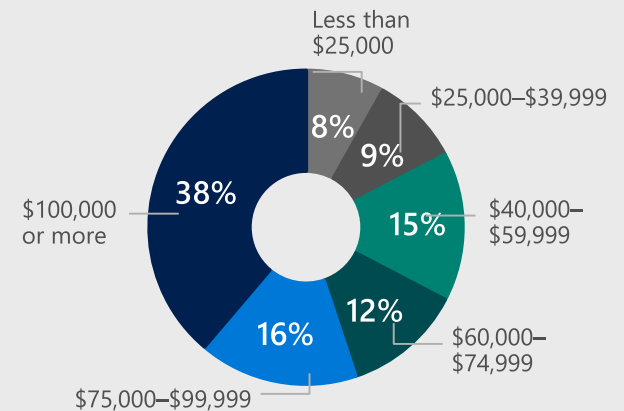
## Region



## Education



## Household income



**[bingads.com/audience](https://bingads.com/audience)**





Microsoft