
MARKET FACTS!

MARKET FACT #78

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15%

more Google searches happened in 2007 when people placed Google.com as their browser homepage, and when they switched away, they did 27% less searches.

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COMMENT: Some major strategic business revelations have been coming to light thanks to the DOJ vs Google antitrust case. In this case, know now that once a person sets their homepage to Google.com they tend to search 15% more on Google (!). The practicality of default options. After all, as the source points out: ["As you know, most end users do not change defaults"](#).

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