

Search Patterns of Web Users in Russia's Regions

Summer 2010 | According to Yandex Search

Web users all over Russia make tens of millions of search queries on Yandex daily. The way people use the search engine may or may not depend on their location. This report is about how people in ten large cities in Russia – Khabarovsk, Novosibirsk, Omsk, Ekaterinburg, Samara, Nizhny Novgorod, Rostov-on-Don, Voronezh, Saint Petersburg and Moscow – search the web using the Yandex search engine.

The data in this report are for the period from January to April 2010. All key figures and facts are provided by Yandex or sourced from TNS Gallup.

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1. General search activity

Web users in the ten cities covered by this study — Khabarovsk, Novosibirsk, Omsk, Ekaterinburg, Samara, Nizhny Novgorod, Rostov-on-Don, Voronezh, Saint Petersburg and Moscow — account for 45% of all search queries on Yandex. Users in these cities make 18.5 m search sessions¹ per day, with the total duration of one hundred years.

On any given day, someone using Yandex search on average makes 6–7 queries during 2–3 search sessions. Each query, together with the time spent on viewing search results, takes about two minutes. In 55% cases searchers find what they are looking for with a single search query, right at the first attempt. As a rule, they only look at the first search results page (average number of search results pages viewed by users per search query is 1.3).

According to TNS, as of March 2010, 82.6% of the monthly online audience in Russia use Yandex, with 36.4% making searches at Mail.ru and 20.3% looking for information on Rambler (some use more than one search system). There are no TNS statistics available for Google.

1 Search session refers to a sequence of search queries a user makes to complete one search task. If a user hasn't made any new searches within 10 minutes after the last one, a search session is considered to be complete.

Length of search session is the time from the moment the user makes the first search query to the time when they make the last query within one search session. The time the user spends viewing search results for the last query is not included.

2. Search queries

2.1. Common and unique queries

Yandex processes about 100 m search queries daily. Some of the queries recur tens and even hundreds of thousands times a day. These queries are the same in all of Russia's ten largest cities, only with a slight variation in their popularity from city to city. Also, the most popular search queries in these cities include the names of large local web portals, like [e1], fifth most popular query in Ekaterinburg, or [нрс] ngs, fifth most popular in Novosibirsk. The most popular queries, despite their high frequency, are only a small part of all queries on Yandex. The top hundred most common searches account for only 5% of all search queries, while the top ten constitute only 3% of them.

Table 1. Top-10 most popular search queries on Yandex²

- 1 [в контакте] v kontakte
- 2 [одноклассники] odnoklassniki
- 3 [mail.ru] mail.ru
- 4 [порно] porn
- 5 [вконтакте вход на сайт] vkontakte enter website
- 6 [в контакте вход] v kontakte enter
- 7 [авто ру] avto ru
- 8 [порно онлайн] porn online
- 9 [мой мир] moi mir
- 10 [игры для девочек] games for girls

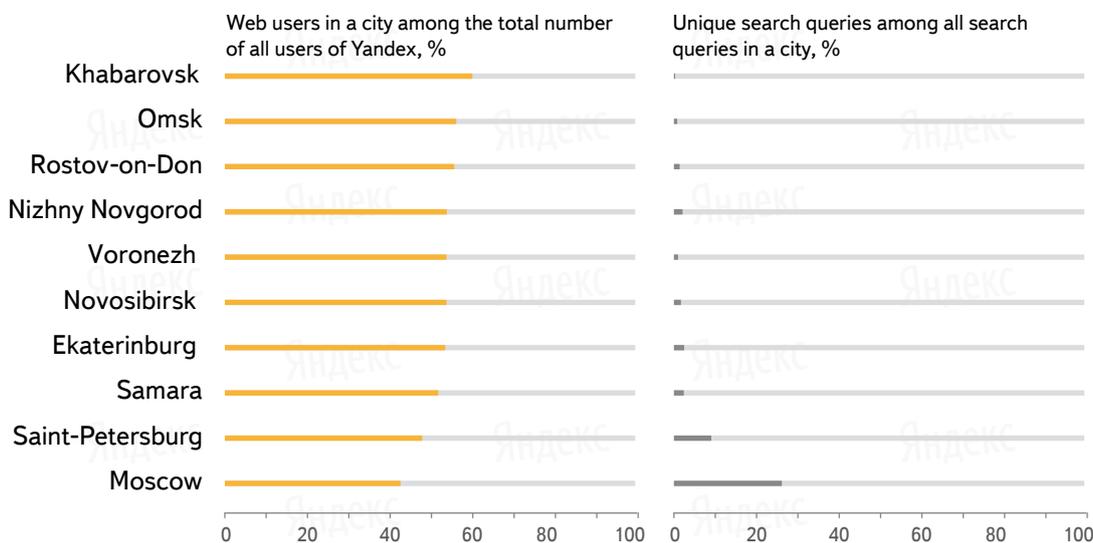
According to Yandex Search, April 2010

2 The estimate for each search query includes all variations of spelling together with misspellings, typos and searches typed as if they were a website's URL address. So, the estimate for [одноклассники] classmates includes [однокласники], [jlyjrkfscybrb], [www.odnoklassniki.ru] etc. This table shows the most frequently used spelling.

The lion's share of all search queries on Yandex are unique, those that are asked only once per day. The cities with a large number of web users tend to have a lower number of unique search queries — the more people search online, the higher is the chance that someone else will make their search using the same word. So, 60% of all search queries in Khabarovsk are unique, while the original searches in Moscow total to only 43%³.

3 To wit: the number of unique queries is in inverse proportion to the logarithm of the number of web users.

Fig.1. Unique search queries by city



According to Yandex Search, winter 2010

2.2. Location-based searches and search queries with a city name

According to Yandex, about 16% of all user queries processed by its search engine are location-based, which means that the results returned to the user will vary depending on where the user is.

The most frequently made location-based searches are about weather, employment or dating. Also, many of location-based searches are about local amenities, such as [банк] bank, [кинотеатр] cinema, [доставка пиццы] pizza delivery, [заказ такси] taxi service etc. Other exemplary location-based searches are names of local businesses. So, users in different cities looking for [орбита] orbita, [мистраль] mistral or [лидер] leader actually look for different companies.

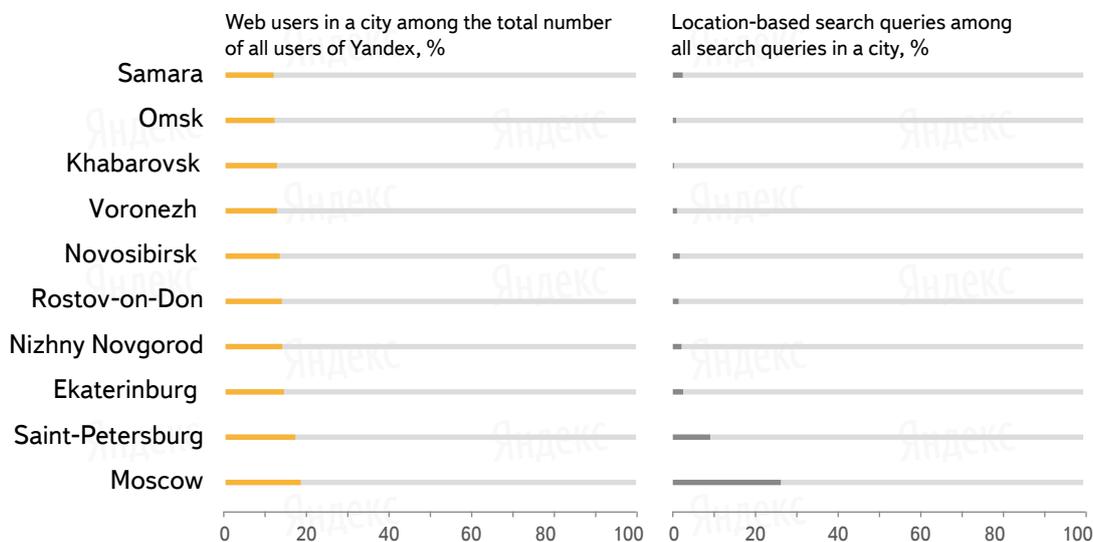
Fig. 2. Search queries referring to businesses with the same name in different cities

Khabarovsk webshop	[контур] kontur	Samara furniture store
Omsk cinema	[атриум] atrium	Ekaterinburg hotel
Voronezh cinema	[юность] yunost	Novosibirsk recreation centre
Rostov-on-Don car retailer	[орбита] orbita	Moscow cinema
Saint Petersburg cinema	[аврора] avrora	Nizhny Novgorod shopping centre

According to Yandex Search, winter 2010

As a rule, the more web users in a city, the higher is the number of location-based searches, with Samara being the only significant exception (fig. 3).

Fig. 3. Location-based search queries by city



According to Yandex Search, winter 2010

Search queries that contain the name of a city, like [кафе омск] cafe Omsk, retrieve the same results on Yandex regardless of where the searcher currently is — this kind of information might be requested by anyone, not necessarily by the local user, but also by a prospective visitor. Both might want to find out the same thing.

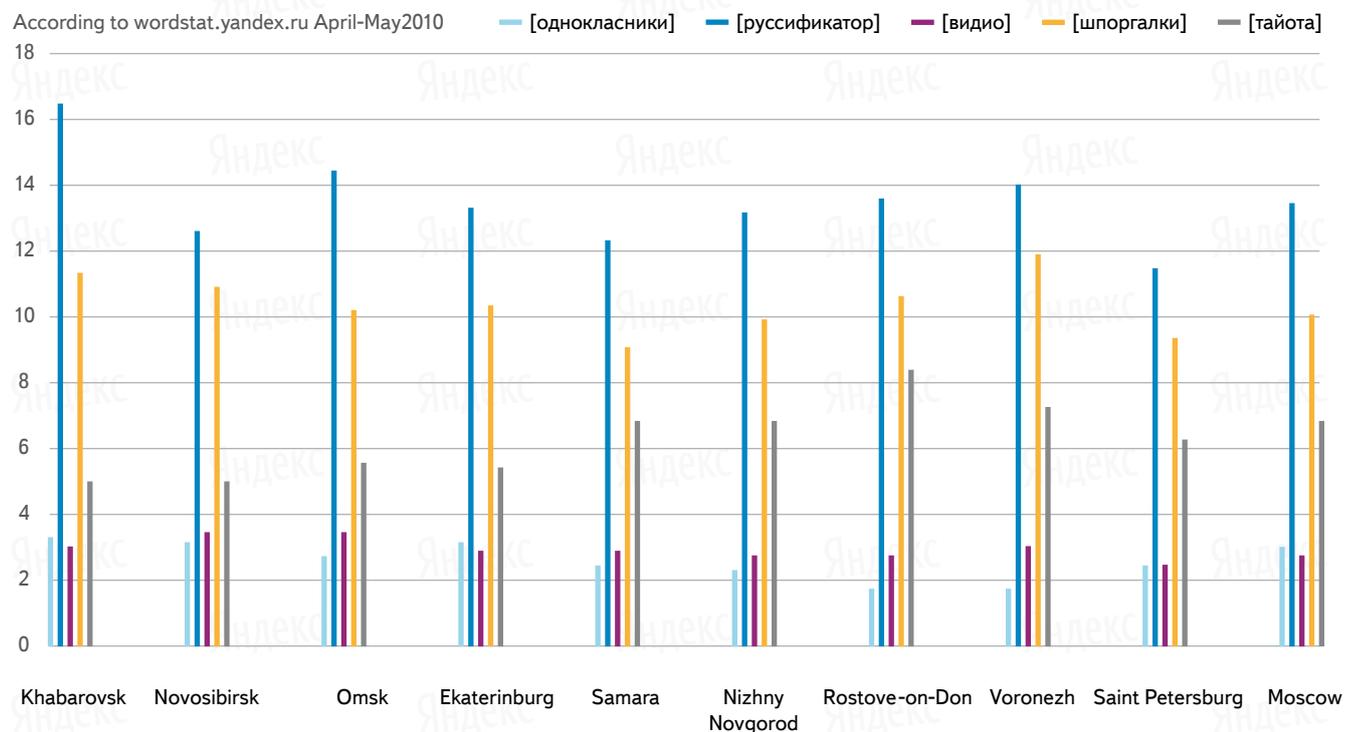
Those who type the name of a city in their query most often want to find some information about a certain location — [карта петербурга] Saint Petersburg map, [адреса воронежа] Voronezh addresses, [новгород районы] Novgorod districts or about the local weather — [погода в ростове-на-дону] weather in Rostov-on-Don. Other things that people frequently look for where they live include employment and consumer goods — [вакансии в новосибирске] vacancies in Novosibirsk, [куплю авто в самаре] buy auto in Samara, [магазины хабаровска] shops in Khabarovsk. The most popular searches with the name of a city other than the user's current location often include hotel names — [гостиница екатеринбург] hotel Ekaterinburg.

2.3. Mistakes and typos

According to Yandex search, about 10% of search queries contain mistakes or typos. The most common misspelled query is [онокласники] classmates, with one Cyrillic 'c' instead of two. This query is a popular one, so its general high frequency of occurrence accounts for the large number of misspellings. On the whole, however, web users make the most common spelling mistake in this word (miss 'c') on average in only 3% of cases.

The most difficult to spell among the popular search queries is [агентство] agency, with this word missing Cyrillic 'т' in more than 30 cases per 100 correctly spelled searches. Other examples of commonly misspelled popular queries include [руссификатор] Russian language pack installer, [шпоргалки] cribs, [тайота] Toyota, [видео] video.

Fig. 4. Frequently misspelled queries



According to wordstat.yandex.ru April–May 2010

3. Search activity of the Yandex search users in Russia's largest cities

Khabarovsk

Every day Khabarovsk web users perform 160,000 search sessions on Yandex, which in total last one year.

In Khabarovsk, a web user spends on average 3 minutes 16 seconds per search session making 2.5 searches. Their search sessions last 22 seconds longer than average for the ten largest cities.

53% One search query

47% More than one search query

In most cases, it takes just one search for online users in Khabarovsk to find what they are looking for.

In other cases, search sessions consist of more than one search with an average session having 4.1 queries and taking 6 minutes 59 seconds.

Khabarovsk web users are more active in the evening making more online searches than average, while their daytime search activity is lower than average. The difference becomes especially significant on weekdays and is virtually non-existent at weekends.



Khabarovsk's web searchers account for 390,000 daily search queries (0.4% of all search queries on Yandex).

A search query made in Khabarovsk consists on average of 3.5 words, which, just as the queries coming from Omsk, is the longest in Russia.

Unique queries — 60%.

[изменение пропорций с помощью финансов] changing proportions using finance, [12 подвигов геракла] 12 feats of Hercules

Location-based queries — 12.5%.

[погода] weather, [киноафиша] film listings, [знакомства] dating

Queries with a city name — 8.4%. Most frequently mentioned cities — Khabarovsk, Ulan-Ude and Lensk.

[газеты хабаровска] Khabarovsk newspapers, [компании хабаровска] Khabarovsk businesses, [ленск саха] Lensk Sakha, [билеты улан удэ] tickets Ulan-Ude

Question queries — 3.2%.

[как мне себе помочь] how can I help myself, [как оформить межвахтовый отдых] how to arrange a between-shifts vacation, [как поступить в медицинский ВУЗ] how to get into a medical school

Queries made by users in Khabarovsk more often than by users in other cities:

[тихоокеанская звезда] Pacific star, [бэйдайхэ] Beidaihe, [презент] prezent



Novosibirsk

Web users in Novosibirsk make 790,000 search sessions on Yandex daily, which in total last four and a half years.

On average, Novosibirsk residents spend 3 minutes 4 seconds per search session making 2.5 search queries. Their search sessions last 10 seconds longer than average for the ten largest cities.

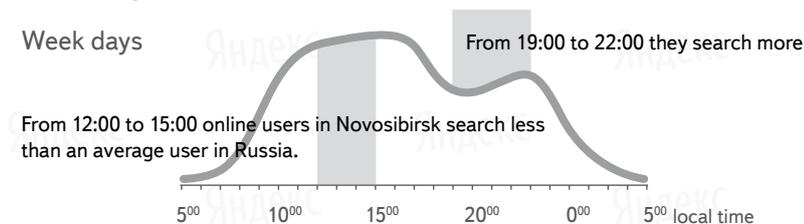
54% One search query

46% More than one search query

In most cases, it takes just one search for online users in Novosibirsk to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.1 queries and taking 6 minutes 38 seconds.

On weekdays from 12:00 to 15:00 online users in Novosibirsk search slightly less than average, and conversely, from 19:00 to 22:00 they search more. The weekend search activity of the Novosibirsk web users does not differ from average.



Novosibirsk users make 1.9 m search queries (2% of all searches) on Yandex daily.

A search query coming from Novosibirsk has on average 3.3 words.

Unique queries — 54%.

[натурный лабораторный эксперимент] field lab experiment, [что изучает социология культуры] what does cultural sociology study

Location-based queries — 13.2%.

[погода] weather, [работа] job, [фото] photo, [новости] news, [мтс] mts

Queries with a city name — 8.2%. Most frequently mentioned cities:

Novosibirsk, Barnaul and Novokuznetsk.

[новосибирск 2010] Novosibirsk 2010, [нгс новосибирск] ngs Novosibirsk, [сайты новосибирска] Novosibirsk websites, [куплю барнаул] buy Barnaul, [новости новокузнецк] news Novokuznetsk

Question queries — 3.4%.

[как похудеть] how to lose weight, [как заработать в интернете] how to make money in the internet, [как найти игру черепахи ниндзя] how to find the ninja turtle game, [как демонтировать дверную коробку] how to remove the door frame

Queries made by users in Novosibirsk more often than by users in other cities:

[электронный город] electronic city, [сибмама] sibmama, [сибстрин] sibstrin



Omsk

Every day, web users in Omsk make 310,000 search sessions on Yandex, which in total last almost two years.

On average, Omsk residents spend 3 minutes 10 seconds per search session making 2.5 search queries. Their search sessions last 16 seconds longer than average for the ten largest cities in Russia.

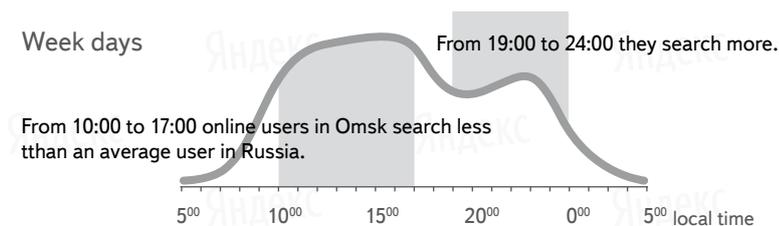
53% One search query

47% More than one search query

In most cases, it takes just one search for online users in Omsk to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.3 queries and taking 6 minutes 44 seconds.

Online searchers in Omsk are more active than average at night, while the levels of their daytime activity are below average. The difference is much more significant on weekdays than on weekends.



Omsk users make 790,000 search queries (0.8% of all searches) on Yandex daily.

A search query coming from Omsk has on average 3.5 words. Omsk and Khabarovsk online users make the longest search queries.

Unique queries — 56%.

[исламский богослов?] Islamic theologian?, [0,5 печатного листа сколько это] 0.5 printer's sheet is

Location-based queries — 11.9%.

[погода] weather, [почта] mail, [недвижимость] real estate, [галактика] galaxy

Queries with a city name — 8.1%. Omsk, Novosibirsk and Barnaul.

[авто омск] auto Omsk, [атриум омск] Atrium Omsk, [новосибирск авто] Novosibirsk auto, [поезда барнаул] trains Barnaul, [выставка барнаул] exhibition Barnaul

Question queries — 3.6%. Web users in Omsk make question queries more often than users in other cities of Russia.

[что делает океанолог] what does an oceanologist do?, [как удалить баннер с рабочего стола] how to remove a banner ad from desktop, [как сделать суши] how to make sushi, [как выиграть в рулетку] how to win at roulette

Queries made by users in Omsk more often than by users in other cities:

[сибади] sibadi, [атриум кино] Atrium cinema, [авангард] avangard



Ekaterinburg

Every day, web users in Ekaterinburg make 930,000 search sessions on Yandex, which in total last five and a half years.

On average, Ekaterinburg residents spend 3 minutes 8 seconds per search session making 2.5 search queries. Their search sessions last 14 seconds longer than average for the ten largest cities in Russia.

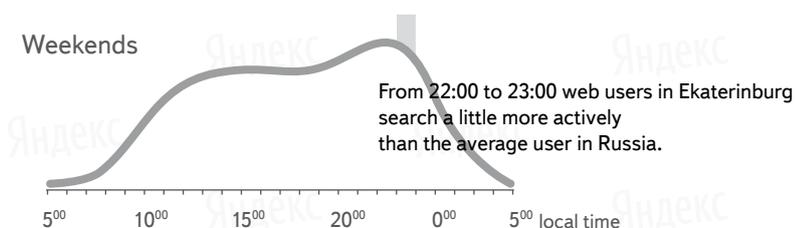
52% One search query

48% More than one search query

In most cases, it takes just one search for online users in Ekaterinburg to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.2 queries and taking 6 minutes 35 seconds.

On weekdays from 11:00 to 12:00 online users in Ekaterinburg search slightly less than average, and conversely, on weekends from 22:00 to 23:00 they search slightly more.



Ekaterinburg users make 2.4 m search queries (2.4% of all searches) on Yandex daily.

A search query coming from Ekaterinburg has on average 3.3 words.

Unique queries — 54%.

[поздравление для ремонтника автоклавов] greeting for an autoclave operator, [основные критерии нравственного поведения] basic criteria of moral behaviour

Location-based queries — 14.2%.

[погода] weather, [знакомства] dating, [новости] news, [мотив] motif

Queries with a city name — 8%. Most frequently mentioned cities — Ekaterinburg, Kamensk-Uralsky and Serov.

[районы екатеринбурга] Ekaterinburg districts, [интернет екатеринбург] internet Ekaterinburg, [карта каменска уральского] Kamensk-Uralsky map, [серов завод] Serov plant



Question queries — 3.4%.

[как вы познакомились с мужем] how did you meet your husband, [как покрасить алюминиевую фольгу] how to paint aluminum foil, [как связать жилетку спицами] how to knit a vest

Queries made by users in Ekaterinburg more often than by users in other cities:

[оленьи ручьи] Olenye Ruchy, [e1], [убрип] ubrir

Samara

Every day, web users in Samara make 780,000 search sessions on Yandex, which in total last almost five years.

On average, Samara residents spend 3 minutes 16 seconds per search session making 2.5 search queries. Their search sessions last 22 seconds longer than average for the ten largest cities in Russia.

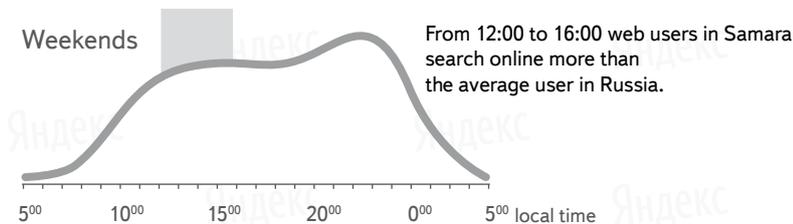
54% One search query

46% More than one search query

In most cases, it takes just one search for online users in Samara to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.2 queries and taking 7 minutes 5 seconds.

On weekends from 12:00 to 16:00 online users in Samara search more than the average user in Russia.



Samara users make 1.9 m search queries (2% of all searches) on Yandex daily.

A search query coming from Samara has on average 3.4 words.

Unique queries — 52%.

[герой нашего времени краткий пересказ главы Белла] 'A Hero of Our Time' short summary of the chapter 'Bella', [заявления о назначении компенсационной выплаты] application for compensation

Location-based queries — 11.7%.

[погода] weather, [почта] mail, [тв программа] tv programme, [авто] auto

Queries with a city name — 9.6%. Most frequently mentioned cities are Samara, Saratov and Ulyanovsk.

[63 самара] 63 Samara, [дом самара] dom Samara, [ооо саратова] Saratov's ltd-s, [ульяновск автобусы] Ulyanovsk buses

Question queries — 3.4%.

[как развлечь людей на вечере встреч] how to entertain people at a school reunion, [как привлечь деньги в свою жизнь] how to attract money into your life, [как правильно выбрать квартиру] what is the right way to choose an apartment

Queries made by users in Samara more often than by users in other cities:

[63.ru], [грушинский фестиваль] Grushinsky festival, [крылья советов] Krylia Sovetov



Nizhny Novgorod

Every day, web users in Nizhny Novgorod make 660,000 search sessions on Yandex, which in total last four years.

On average, residents of Nizhny Novgorod spend 3 minutes 10 seconds per search session making 2.5 search queries. Their search sessions last 16 seconds longer than average for the ten largest cities in Russia.

52% One search quer

48% More than one search query

In most cases, it takes just one search for online users in Nizhny Novgorod to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.2 queries and taking 6 minutes 41 seconds.

Residents of Nizhny Novgorod search online more than average in the morning and less than average in the evening. The difference is more significant at weekends than on weekdays.



Web user in Nizhny Novgorod make 1.7 m search queries (1.7% of all searches) on Yandex daily.

A search query coming from Nizhny Novgorod has on average 3.4 words.

Unique queries — 54%.

[опиумная война китай и анлия] opium war China and England, [100 лучших мелодий против стресса 2010] 100 best melodies for stress 2010

Location-based queries — 13.8%.

[погода] weather, [работа] job, [сайт знакомств] dating website, [синема парк] cinema park

Queries with a city name — 7.7%. Most frequently mentioned cities — Nizhny Novgorod, Arzamas and Vyksa.

[карта новгород] map Novgorod, [расписание новгород] timetable Novgorod, [из рук в руки новгород] From Hands to Hands Novgorod, [арзамас сити] Arzamas city, [лазурный выкса] Lazurny Vyksa

Question queries — 3.4%.

[как влияют осадки на самочувствие человека] what is the impact of precipitation on human wellbeing, [как приобрести костюм космонавта] how to buy a space suit, [как быстро накачать пресс] how to quickly boost abs

Queries made by users in Nizhny Novgorod more often than by users in other cities:

[нсс] nss, [нижегородское кольцо] Nizhny Novgorod ring, [дорога тв] Doroga TV



Rostov-on-Don

Every day, web users in Rostov-on-Don make 480,000 search sessions on Yandex, which in total last almost three years.

On average, residents of Rostov-on-Don spend 3 minutes 7 seconds per search session making 2.5 search queries. Their search sessions last 13 seconds longer than average for the ten largest cities in Russia.

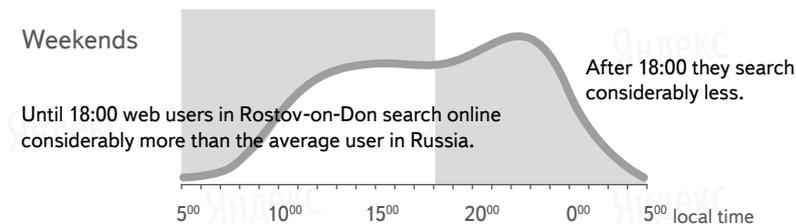
53% One query

47% More than one query

In most cases, it takes just one search for online users in Rostov-on-Don to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.2 queries and taking 6 minutes 43 seconds.

Residents of Rostov-on-Don search online more than average in the morning and less than average in the evening. The difference is much more significant at weekends than on weekdays.



Web users in Rostov-on-Don make 1.2 m search queries (1.2% of all searches) on Yandex daily.

A search query coming from Rostov-on-Don has on average 3.4 words.

Unique queries — 56%.

[котировки от саксобанка] Saxo Bank ratings, [вред от пылесоса] harm from vacuum cleaner

Location-based queries — 13.7%.

[погода] weather, [знакомства] dating, [работа] job, [новости] news, [афиша] event listings

Queries with a city name — 6.5%. Web users in Rostov-on-Don add names of cities to their search queries less often than users in other cities. The cities they mention most frequently are Rostov-on-Don, Taganrog and Azov.

[квартиры ростов] apartments Rostov, [расписание ростов] timetable Rostov, [авто ростов] auto Rostov, [таганрог лестница] Taganrog stairs, [школы азова] Azov schools

Question queries — 3.4%.

[как приготовить медовуху] how to brew medovukha, [что за новый вирус закрывает весь экран] what is this new virus that covers the whole of the screen, [как отогреть замёрзший бак с водой] how to defreeze a frozen water tank

Queries made by users in Rostov more often than by users in other cities:

[розовый слон] pink elephant, [все для вас] all for you, [фк ростов] FC Rostov



Voronezh

Every day, web users in Voronezh make 410,000 search sessions on Yandex, which in total last almost two and a half years.

On average, residents of Voronezh spend 3 minutes 7 seconds per search session making 2.5 search queries. Their search sessions last 12 seconds longer than average for the ten largest cities in Russia.

54% One query

46% More than one query

In most cases, it takes just one search for online users in Voronezh to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.2 queries and taking 6 minutes 47 seconds.

Residents of Voronezh search online more than average in the morning and less than average in the evening. The difference is much more significant at weekends than on weekdays.



Web users in Voronezh make 1 m search queries (1% of all searches) on Yandex daily.

A search query coming from Voronezh has on average 3.4 words.

Unique queries — 54%.

[что значат три зелёных огонька в темноте] what do the three green lights in the dark mean, [10000 лет до нашей эры] 10,000 years before Christ

Location-based queries — 12.5%.

[погода] weather, [знакомства] dating, [рет] ret, [авто] auto

Queries with a city name — 8.7%. Most frequently mentioned cities — Voronezh, Borisoglebsk and Rossosh.

[объявления воронеж] classifieds Voronezh, [спартак воронеж] Spartak Voronezh, [карта борисоглебска] Borisoglebsk map, [знакомства росошь] dating Rossosh

Question queries — 3.3%.

[как узнать тип своего Интернет соединения] how to find out the type of your internet connection, [как провести урок биологии про жизнь] how to give a biology lesson about life, [как сделать фактурный потолок] how to make a patterned ceiling

Queries made by users in Voronezh more often than by users in other cities:

[каamelot] camelot, [у антона] chez Anton, [кольцовский сквер] Koltsovsky public garden



Saint Petersburg

Every day, web users in Saint Petersburg make 3.2 m search sessions on Yandex, which in total last more than 17 years.

On average, residents of Saint Petersburg spend 2 minutes 51 seconds per search session making 2.5 search queries. Their search sessions last 3 seconds less than average for the ten largest cities in Russia.

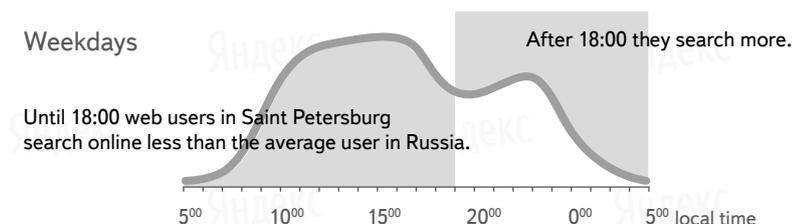
55% One query

45% More than one query

In most cases, it takes just one search for online users in Saint Petersburg to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.2 queries and taking 6 minutes 18 seconds, which is shorter than an average search session in any of the ten largest cities in Russia.

Compared with web users in other cities, online searchers in Saint Petersburg are the last to start and to finish their searching. This tendency is especially evident on weekdays.



Web users in Saint Petersburg make 7.8 m search queries (8.1% of all searches) on Yandex daily.

A search query coming from Saint Petersburg has on average 3.1 words. Like searches from Moscow, search queries from Saint Petersburg are the shortest in Russia.

Unique queries — 48%.

[видят ли глубоководные рыбы] can deep water fish see, [автомобили названные в честь животных] cars named after animals

Location-based queries — 17%.

[погода] weather, [работа] job, [почта] mail, [шанс] chance, [киноафиша] film listings, [компьютерный мир] Computer World

Queries with a city name — 7.7%. Most frequently mentioned cities — Saint Petersburg, Moscow and Pskov.

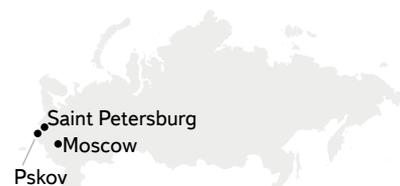
[сайт петербурга] <Saint> Petersburg website, [консульства петербурга] <Saint> Petersburg consulates, [банки петербурга] <Saint> Petersburg banks, [метро москва], metro Moscow, [погода псков] weather Pskov

Question queries — 2.9%.

[как бросить курить] how to quit smoking, [как появились разные народы] how did different nationalities emerge, [как построить домик для домашнего кролика] how to build a house for a bunny

Queries made by users in Saint Petersburg more often than by users in other cities:

[зенит] Zenith, [график разводки мостов] bridge opening times, [кронверк синема] Kronwerk Cinema



Moscow

Every day, web users in Moscow make about 10.8 m search sessions on Yandex, which in total last more than 56 years.

On average, residents of Moscow spend 2 minutes 46 seconds per search session making 2.4 search queries. Their search sessions last 8 seconds less than average for the ten largest cities in Russia.

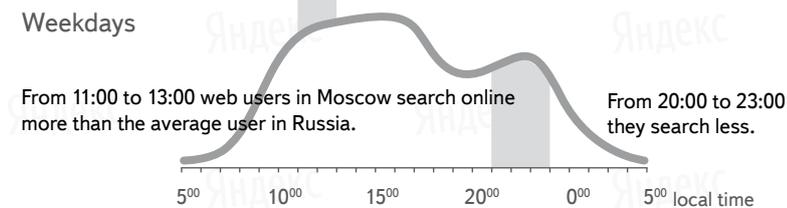
58% One query

42% More than one query

In most cases, it takes just one search for online users in Moscow to find what they are looking for.

Other search sessions consist of more than one search query with an average session having 4.3 queries and taking 6 minutes 32 seconds.

On weekdays from 11:00 to 13:00 web users in Moscow search slightly more than the average user in Russia. From 20:00 to 23:00 they search less than average.



Web users in Moscow make about 25.9 m search queries (27% of all searches) on Yandex daily.

A search query coming from Moscow has on average 3.1 words. Like searches from Saint Petersburg, search queries from Moscow are the shortest in the ten largest cities in Russia.

Unique queries — 43%.

[антенно-фидерный тракт] antenna-feeder path, [1 сентября восприятие художественного текста] 1st September perception of artistic text

Location-based queries — 18.3%.

[погода] weather, [работа] job, [знакомства] dating, [билайн] Beeline, [карта метро] metro map, [тв программа] tv programme

Queries with a city name — 7%. Web users in Moscow do not mention cities in their search queries very often, probably because of their current location in the metropolis. If they do mention a city, however, it's likely to be Moscow, Saint Petersburg or Zelenograd.

[эхо москвы] Echo of Moscow, [москве лет] Moscow <how> old, [квартиры в зеленограде], apartments in Zelenograd. [поезд петербург москва] train <Saint> Petersburg Moscow

Question queries — 2.8%. Web users in Moscow make question queries less often than users in other cities.

[как завязывать галстук] how to tie a tie, [что такое любовь] what is love, [как утеплить дом] how to insulate a house, [как зайти в одноклассники если закрыт доступ] how to access odnoklassniki if access is denied

Queries made by users in Moscow more often than by users in other cities:

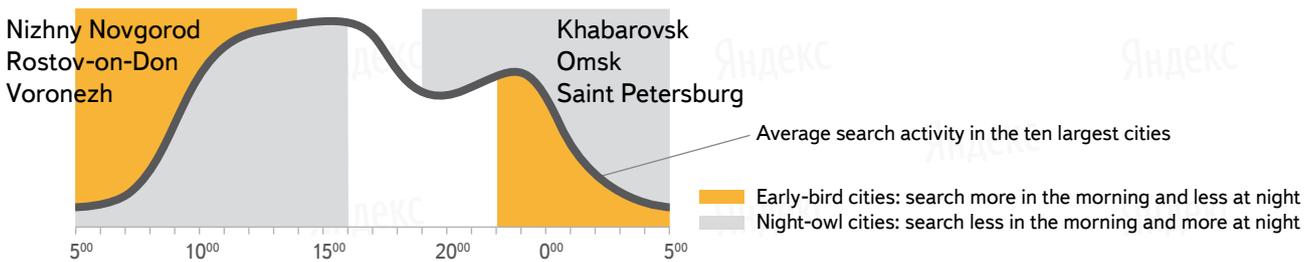
[циан] cyan, [чиптрип] cheaptrip, [шереметьево табло прилета] Sheremetyevo arrivals



4. Comparing users' search activity in different cities

There are two types of cities — early-birds and night-owls — based on how people living in these cities use the Yandex search engine during the day. Web users, whose search activity is above average in the first half of the day, live in Nizhny Novgorod, Rostov-on-Don and Voronezh. Those who prefer searching online in the evening and do this more than an average Russian user live in Saint Petersburg, Omsk and Khabarovsk (fig.5). The deviation from average in the night-owl cities is especially significant on weekdays, while in the early-bird cities this difference becomes more apparent at weekends.

Fig. 5. Users' search activity during the day in different cities



According to Yandex Search

Comparing search queries with a city name coming from different parts of Russia it becomes clear that the concept of what qualifies as 'short distance' varies greatly across the country. In Central Russia, where cities are spaced more densely, web users tend to ask about the cities in a relatively close proximity to the user's location. So, people in Rostov-on-Don frequently ask about the cities within 60 km, while users in Siberia or in the Far East are often interested in remote cities, some of which might be as far as 2,000 km away from the searcher.

Fig. 6. Most frequently mentioned cities



According to Yandex Search

Web searchers in Moscow spend less time than web users in other cities looking for the information they need — more often than others they use just one search query to find the relevant result and they also view fewer search results pages. Web users in Saint Petersburg demonstrate similar search behavior.

Web users in Khabarovsk make few search queries, but thoroughly view search results pages. Their search queries also tend to be longer than search queries in other cities.

Search behavior of the users living in Novosibirsk and Ekaterinburg approximates most closely the search behavior of the average user in Russia's ten largest cities.

Key facts and figures

Yandex Search returns results to 100 m queries daily. 45% of these come from web users in ten cities — Khabarovsk, Novosibirsk, Omsk, Ekaterinburg, Samara, Nizhny Novgorod, Rostov-on-Don, Voronezh, Saint Petersburg and Moscow. Every day web users in these cities make 18.5 m search sessions that in total last one hundred years.

On any given day when a searcher uses Yandex Search to find something, they make on average 6–7 queries within 2–3 search sessions. The most avid web searchers live in Omsk (making on average 7.1 search queries per day), while web searchers in Khabarovsk and Moscow are the least active (5.8 search queries per day).

In 55% cases it takes just one search query for a web user to find what they are looking for. Moscow searchers lead with 58% of all search sessions in this city consisting of only one query, while the percentage of search sessions with only one query is the lowest in Ekaterinburg and Nizhny Novgorod (52%). Among the search sessions that consist of more than one query the longest come from Samara (7 minutes 5 seconds) and the shortest are made by the users in Saint Petersburg (6 minutes 18 seconds).

An average user takes about two minutes to make a search query and view the results. Web users in Moscow and Saint Petersburg spend less time per query than users in other cities (1 minute 58 seconds), while users living in Khabarovsk need more time than anyone else (2 minutes 15 seconds).

Unique queries, those that appear only once per day, are the most numerous. The higher is the number of web users in a city, the lower is the percentage of unique queries.

Top ten most popular search queries on Yandex are almost identical for all ten cities. These queries account for only 3% of all searches.

About 16% of search queries on Yandex are location-based. Most frequently, such queries are about weather, job or dating. Moscow has the highest percentage of location-based queries (18%), Samara has the lowest (12%).

About 7% of search queries on Yandex feature the name of a city. Samara had the highest percentage of these queries (9.6%), Rostov-on-Don has the lowest (6.5%).

Most frequently, web users ask about the city where they live and also about the cities in close proximity. The distance to these cities varies greatly from region to region with the shortest range in Rostov-on-Don (20 km to Azov) and in Moscow (20 km to Zelenograd), and the longest in Khabarovsk (2,000 km to Ulan-Ude).

About 3% of all search queries on Yandex are questions. Omsk has the highest percentage of these queries (3.6%), Moscow has the lowest (2.8%).

The average length of a search query does not differ much from city to city. The shortest searches come from Moscow and Saint Petersburg (3.1 words), the longest from Omsk and Khabarovsk (3.5 words).

Web users in Saint Petersburg, Omsk and Khabarovsk search more than the average Russian user in the evening, while users living in Nizhny Novgorod, Rostov-on-Don and Voronezh search more than average in the morning.

Appendix

Table 2. Users' search patterns in different cities of Russia

	Khabarovsk	Novosibirsk	Omsk	Ekaterinburg	Samara	Nizhny Novgorod	Rostov-on-Don	Voronezh	Saint Petersburg	Moscow
Search queries per user per day	5.8	6.5	7.1	6.7	6.6	6.9	6.8	6.4	6.3	5.8
Search sessions per user per day	2.3	2.6	2.8	2.6	2.7	2.7	2.7	2.6	2.6	2.4
Average duration of one search query, min	2:15	2:07	2:04	2:03	2:13	2:03	2:05	2:05	1:58	1:58
Average duration of one search session, min	3:16	3:04	3:10	3:08	3:16	3:10	3:07	3:07	2:51	2:46
Average duration of a search session consisting of more than one search query, min	6:59	6:38	6:44	6:35	7:05	6:41	6:43	6:47	6:18	6:32
Search sessions consisting of only one query, %	53	54	53	52	54	52	53	54	55	58
Average length of search query, words	3.5	3.3	3.5	3.3	3.4	3.4	3.4	3.4	3.1	3.1
Unique search queries, %	60	54	56	54	52	54	56	54	48	43
Location-based queries, %	12.5	13.2	11.9	14.2	11.7	13.8	13.7	12.5	17.0	18.3
Search queries with a city name, %	8.4	8.2	8.1	8.0	9.6	7.7	6.5	8.7	7.7	7.0
Question queries, %	3.2	3.4	3.6	3.4	3.4	3.4	3.4	3.3	2.9	2.8