50% of Google Users Click Within 9 Seconds of Their Search

% of users who click before time (y-axis)

100%
75%
50%
25%
0%

75% click before 17 sec
Average: 14.6 sec
50% click before 9 sec
25% click before 5 sec

Time (seconds) (x-axis)

0   10   20   30   40   50