

The Marketing Data Box

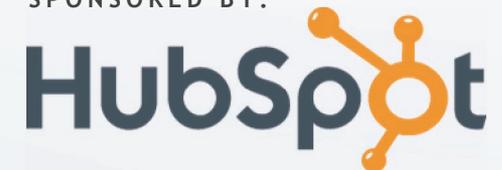
A QUARTERLY COLLECTION OF PRACTICAL
MARKETING TOOLS READY FOR
PROFESSIONAL USE

trends • insights • analysis • charts • ready to use • easy to share



MARKETING CHARTS
DATA INSIGHTS

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The Marketing Data Box

“The Marketing Data Box” is part of **Watershed Publishing’s Data Insights** series featuring news, data and research. The quarterly collection supplies the busy marketing professional with a time-saving collection of research and facts, in the form of charts and Excel documents, in order to make the knowledge demands of daily marketing an easier task. Our data comes from major data partners and captures essential marketing data over the short term for a fast, easy glance at trends.

The charts in this collection are **ready to use, download, format**, and otherwise support your marketing goals. **Feel free to share** the whole presentation or any slide, with your colleagues and business partners, but **please preserve credits** to our sponsor, **HubSpot**, our research partners who provide the source data, and our links to MarketingCharts.com.



By many accounts, the economy is on an upswing: Major advertisers increased spending by about 6%, but perhaps more importantly, roughly 40% of Americans indicated that the economy is “getting better.”

This is important news for marketers of all stripes, since it impacts the way they will approach their marketing efforts.

But that’s just one of many practical marketing facts that have been collected in “**The Marketing Data Box.**”

In this issue here are just a few facts you’ll discover:



- The **benefits and consequences** of social media to US Adults
- Whether Americans are **willing or not to pay** for online news
- The **average cost per lead** for outbound vs. inbound marketing
- The percentage of mobile users that **own smartphones**
- What activity **dominates mobile internet time** (and it’s not social networking)
- Ecommerce** growth rates
- What percent of US population **search online for health information**, and where they are most likely to go
- The TV programming that will make **your ads more likely to be thought of as trustworthy**

There are 65 charts on 54 data slides in this issue – as well as insightful analysis you can share with your blog or newsletter subscribers, and fellow marketing and sales team members. As a marketer, how can you resist?

Enjoy,

The HubSpot Team
<http://www.hubspot.com>





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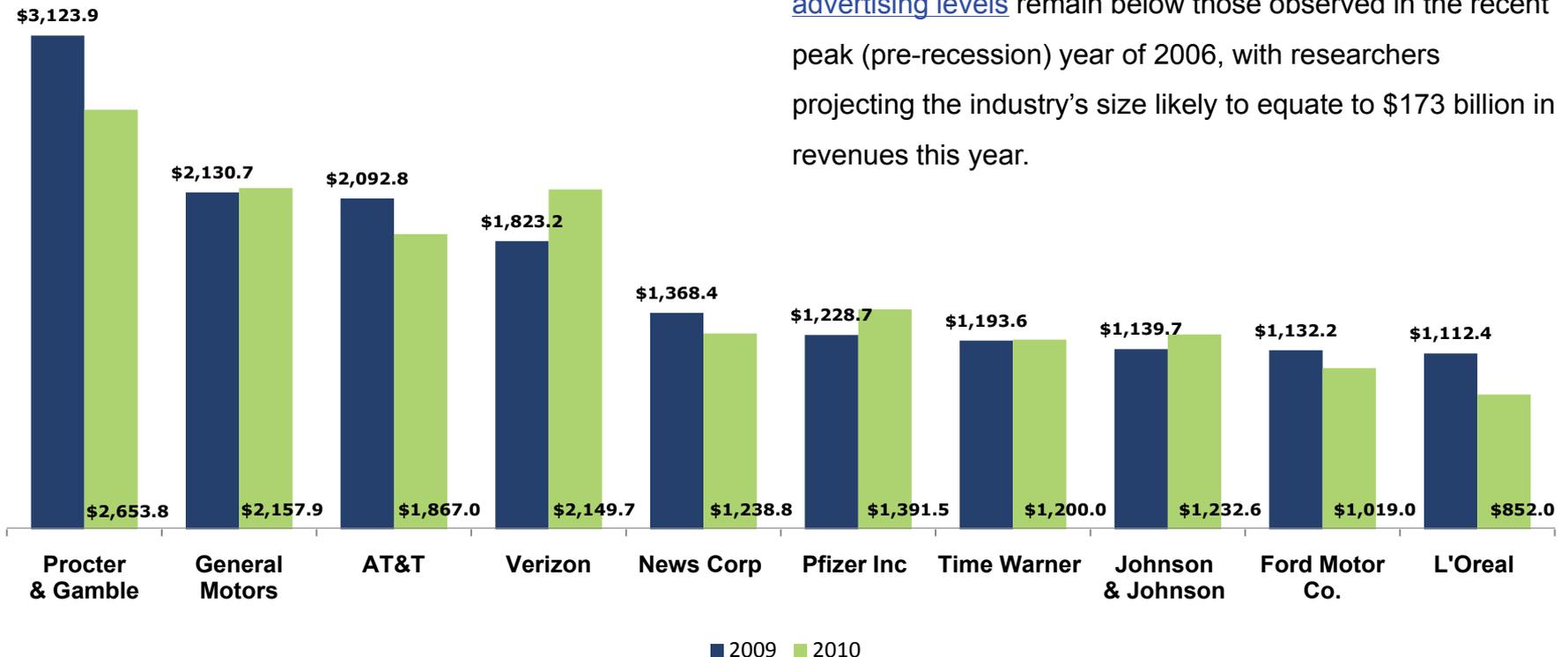
2011: \$173 Billion in Revenues



Top 10 Advertisers Spend Trend

2009 v. 2010, US\$ Millions

Source: Kantar Media



Large advertisers back to spending in 2010

Spending among the [10 largest advertisers](#) increased 5.9% to \$11.91 billion in the first nine months of 2010. However, [total advertising levels](#) remain below those observed in the recent peak (pre-recession) year of 2006, with researchers projecting the industry's size likely to equate to \$173 billion in revenues this year.

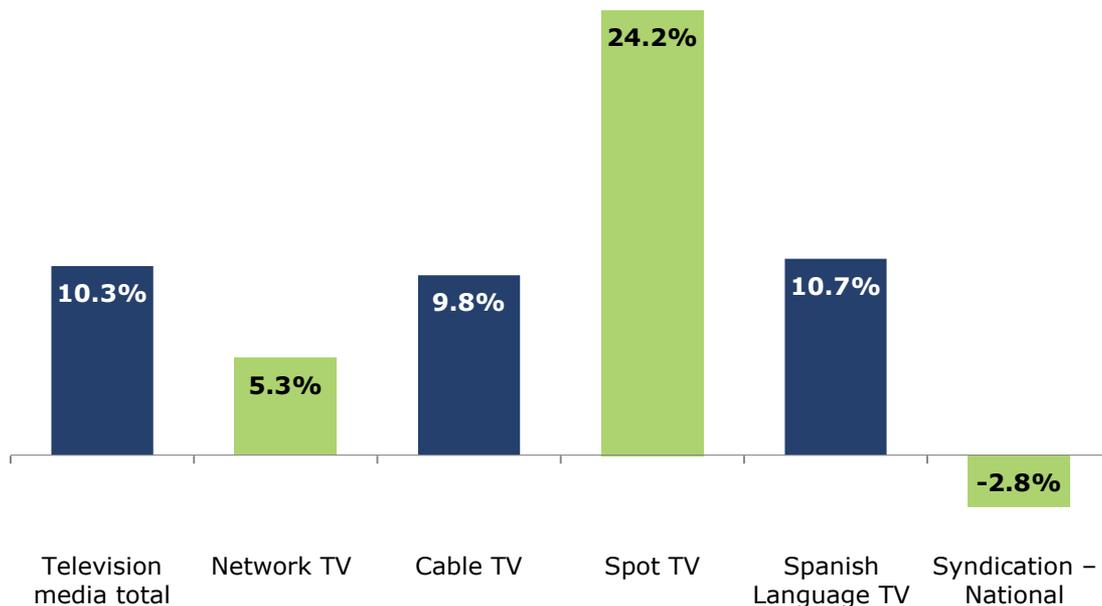
TV Media Best Y-o-Y Growth



Ad Spend for Television Media

2009 v. 2010, % change

Source: Kantar Media



Strong growth in television media

How did the spending flow? According to Kantar Media reports, of the major media channels, the TV sector reported the [best year-over-year ad expenditure](#) growth rate in 2010 (10.3%). Within the sector, extremely strong spot TV growth (24.2%) and impressive growth in Spanish language cushioned enough for the 2.8% contraction in large-scale national syndicated campaigns.

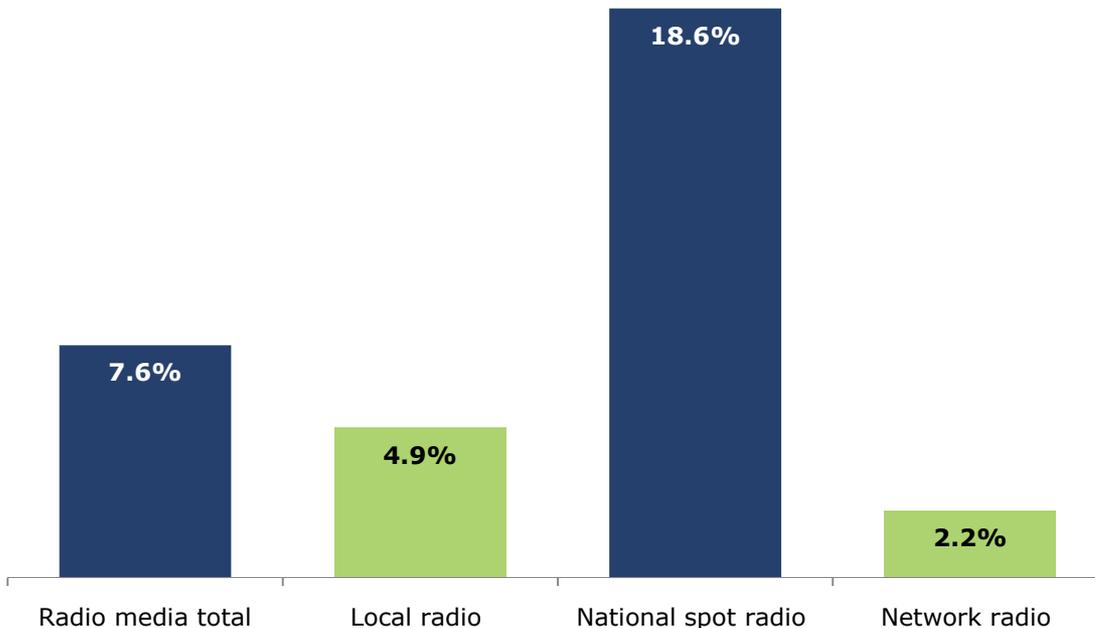
Ad Spend for Radio Up 7%



Ad Spend for Radio Media

2009 v. 2010, % change

Source: Kantar Media



Strong showing for radio

Radio has been hanging tough in these years, holding audience, and attracting advertising. Radio media spending increased 7.6% led by national spot radio, with an 18.6% increase. Radio has fared well overall in terms of listenership, too. Network radio maintained its reach to about 189.7 million listeners, or nearly 74% of Americans age 12 and up, [according to Arbitron RADAR 107](#).

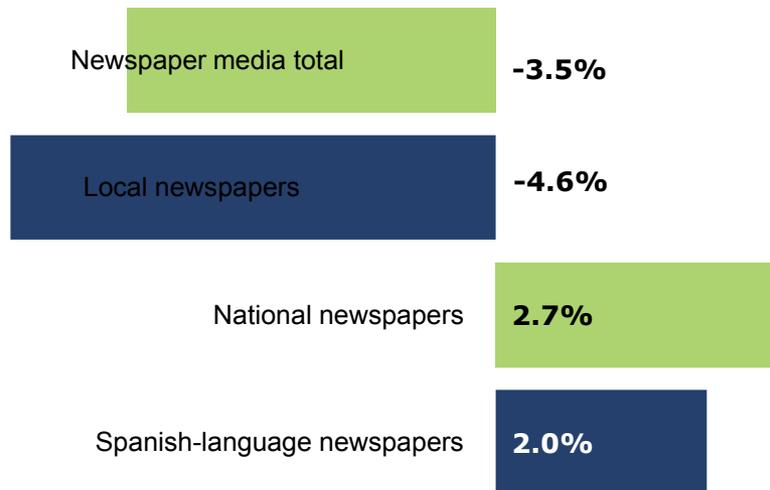
Newspapers: Negative and Slow



Ad Spend for Newspaper Media

2009 v. 2010, % change

Source: Kantar Media



Newspapers lose audience, revenue

There is not much good news for print advertising revenue stream. MagnaGlobal analysis indicates reported totals are held back by deep structural weakness in printed media, which weakens with every passing quarter.

MagnaGlobal predicts newspapers, magazines, directories and direct mail will likely decline by 2.9% during 2011.

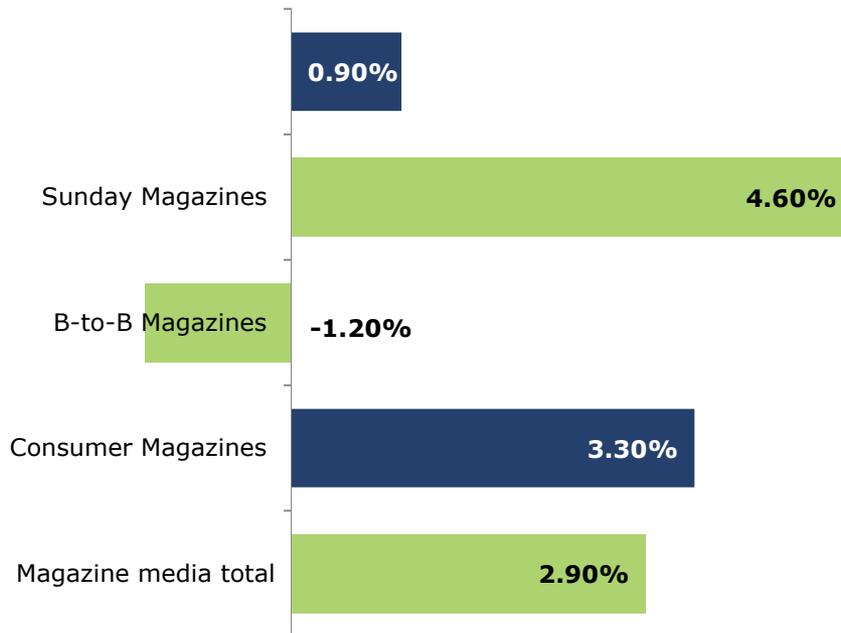
Sunday Mags are Bright Spot



Ad Spend for Magazine Media

2009 v. 2010, % change

Source: Kantar Media



Sunday magazines show some growth

Data from The Nielsen Company, also found that in terms of ad spending, [print media overall](#) (national and local magazines, newspapers, Sunday supplements and B2B) was flat, not picking up on the energy of other media. However, national Sunday supplements received a significant uptick with 20.5% growth from last year. (Local Sunday supplements fell about 13%.) National magazines were also up 7.4%.

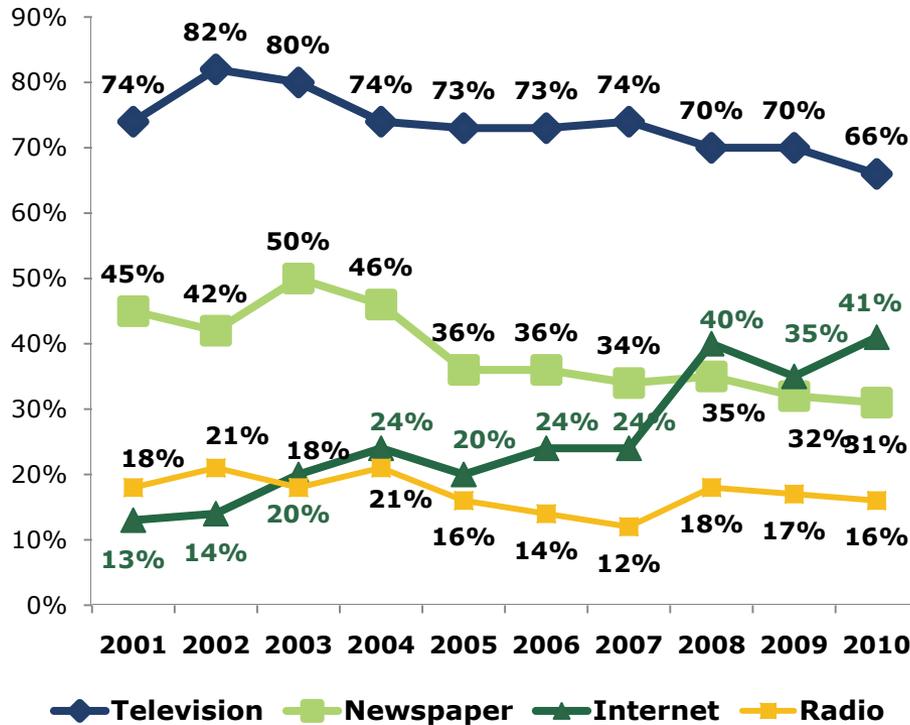
Online News Audience Up 17%



Consumer News Sources, 2001-2010

Percent (%) of adults

Source: Pew Research



News audience moves online

An increasing share of the US news audience turned to the internet in 2010, according to a new report from the Pew Project for Excellence in Journalism. Data from “State of the News Media 2011” [indicates](#) in 2010, every news platform except for the internet saw audiences either stall or decline.

Internet News Platform Grows 17%

Pew data indicates the US audience for the internet news platform grew 17.1% between 2009 and 2010. Every other major news platform declined during that year. For example, the local TV audience declined the least among the other platforms at 1.5%, while the cable TV audience declined the most at 13.7%.

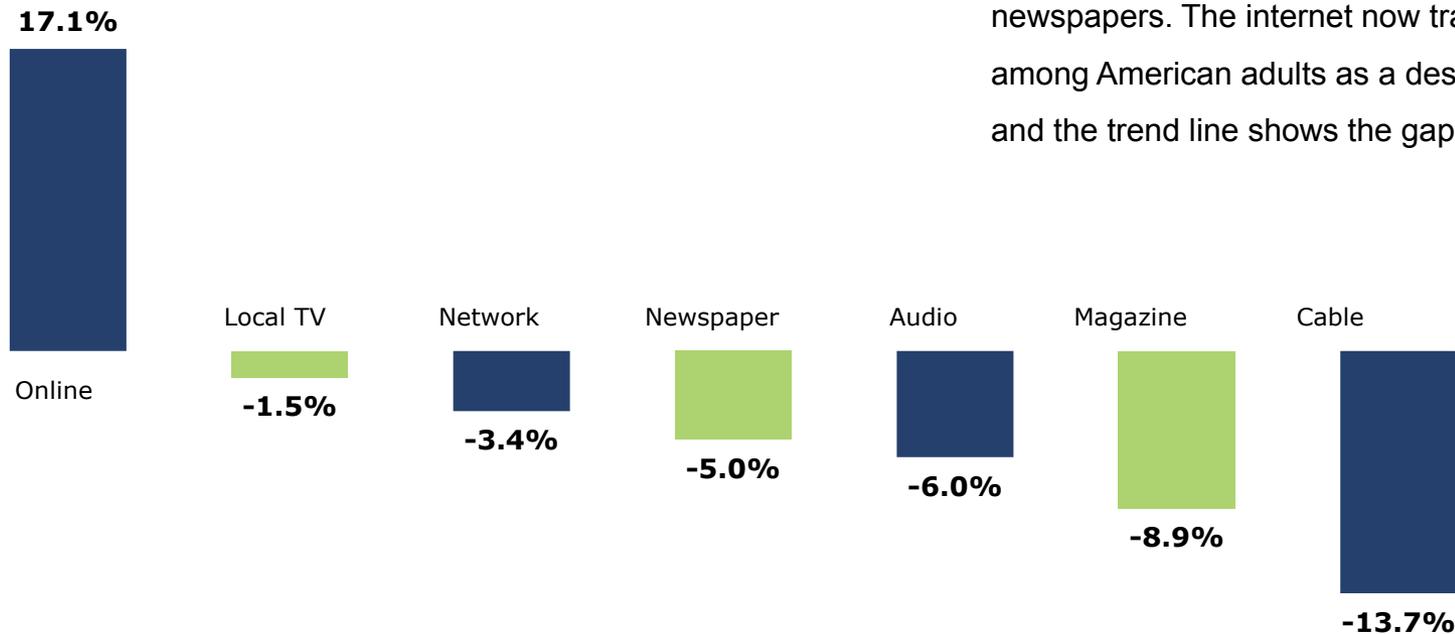
Online Tops Print as News Source



News Audience Shift
2009 v. 2010, % change
Source: Pew Research

More people choose online news

For the first time, according to Pew research, more people said they got news from the web than newspapers. The internet now trails only television among American adults as a destination for news, and the trend line shows the gap closing.



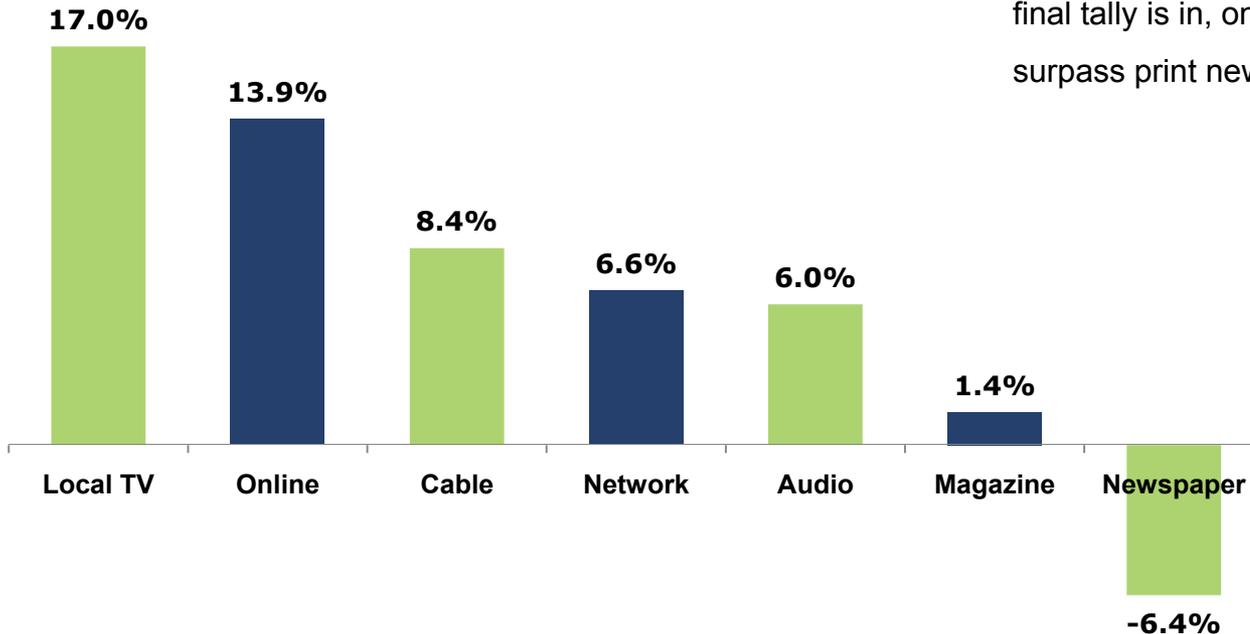
Online Ad Revenue on Top, Too



Revenue Growth by News Source

2009 v. 2010, % change

Source: Pew Research



More online ad revenue than print

Financially, the tipping point also has come. When the final tally is in, online ad revenue in 2010 is projected to surpass print newspaper ad revenue for the first time.

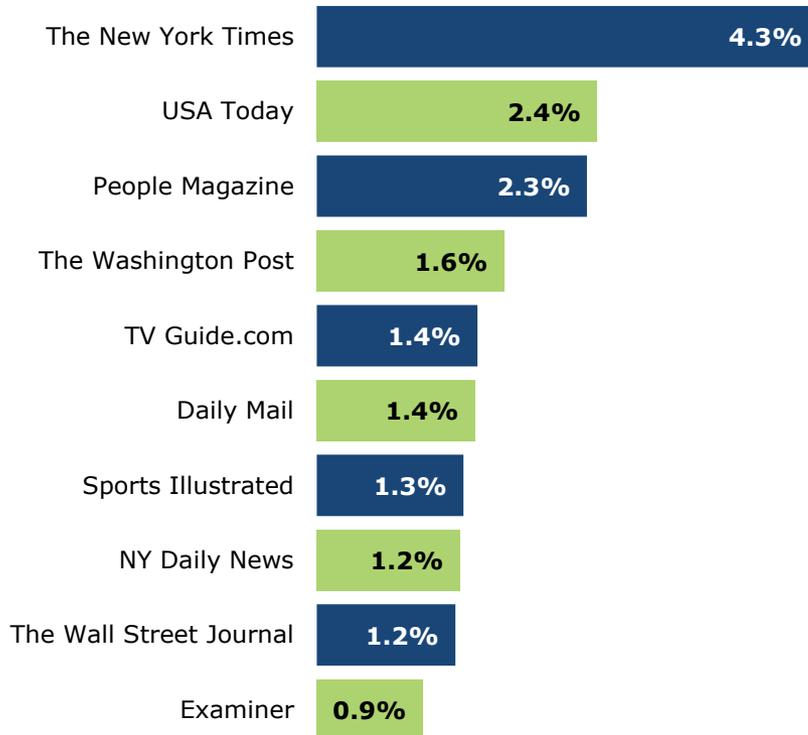
23% Would Pay for Online News



Top 10 Print Media Websites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



Online newspapers examine paid content

Frankly, we don't hear the shouts of "told you so." Newspapers are implementing paid content models, and consumers, influenced by mobile devices, are more prepared for the leap. 23% of Americans said they would pay [\\$5 a month for an online version](#) if their local newspaper would otherwise perish. 47% of Americans used a mobile device to obtain news content, but 10% of those who have downloaded local news apps have paid for them to date.

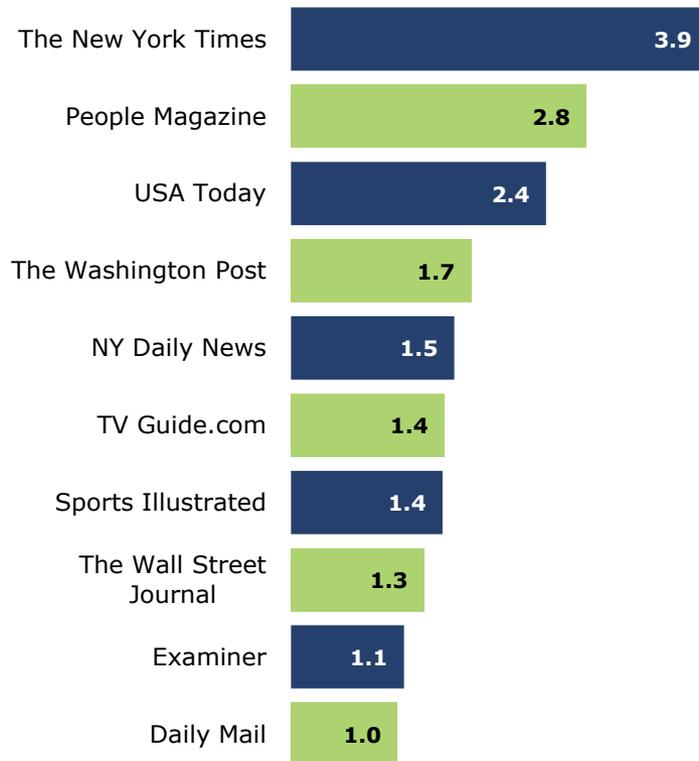


Top News Brands Lead Web, Too

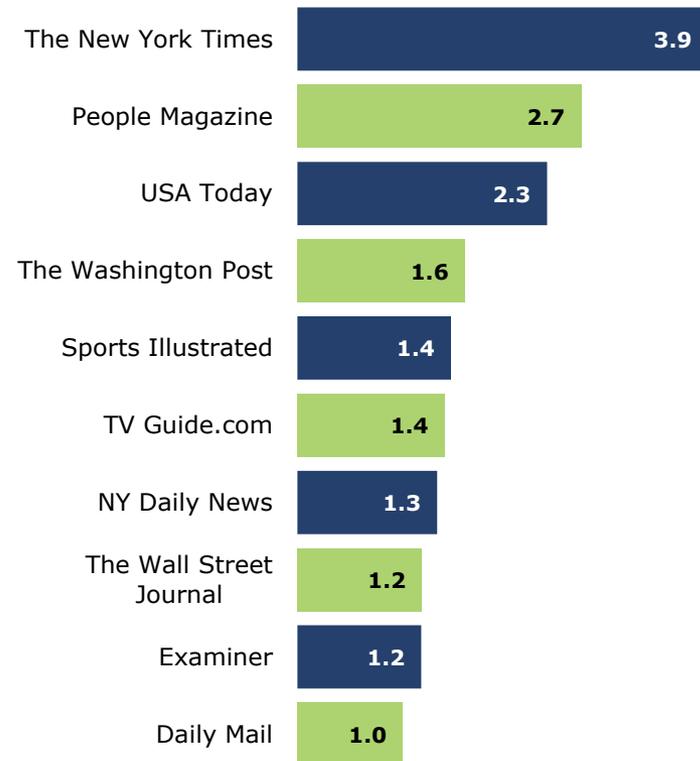
Top 10 Print Media Websites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



February 2011

Spending & Channels

Marketing Media, B2B v. B2C

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Types of Email Sent, B2B v. B2C

Average Cost per Lead

Above Average Cost per Lead

Below Average Cost per Lead

Cost per Click: Yahoo-Bing, Google

Top 10 Ad Focus Properties

Google & Facebook Use

Benefits of Social Media

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Top 10 Social Network Sites

Internet Usage by Youth

Web, Email Lead Day-to-Day Ops



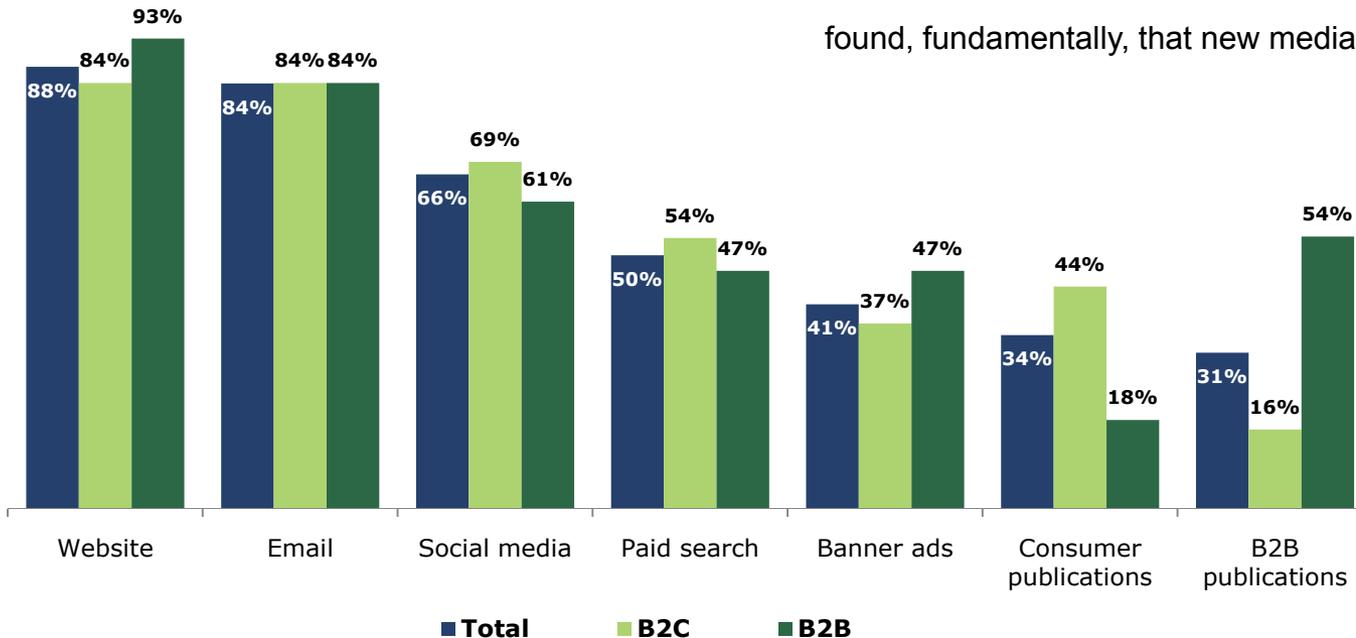
Marketing Media, B2B v. B2C

February 2011, % of respondents

Source: Multichannel Merchant

Outlook: 2011 marketing is new media

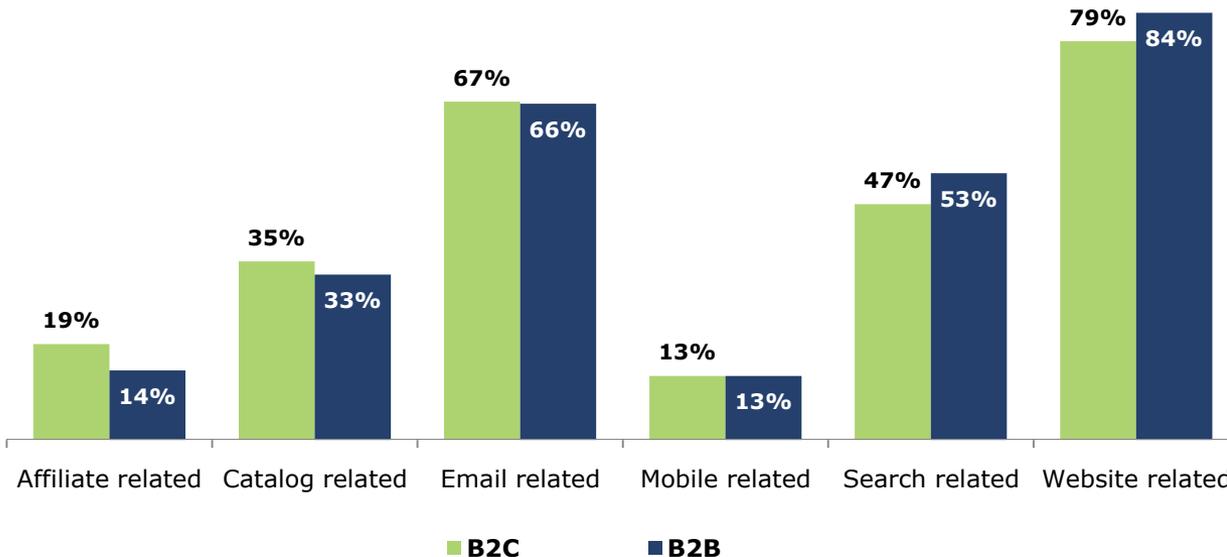
In terms of day-to-day business, "Outlook: 2011 Marketing," a [survey](#) of B2B and B2C marketers from Multichannel Merchant, found, fundamentally, that new media have superseded the old.



67% Say Email More Important



Marketing Metrics, B2B v. B2C
February 2011, % of respondents
Source: Multichannel Merchant



Email, website metrics important tools

Also looking for cost-effective marketing tools, many respondents from the Multichannel Merchant survey use email as a marketing tool and wished they could improve their campaigns; 67.3% said that email-related metrics became more important to their business in the past year. This is up from 56.1% in the previous year's survey.

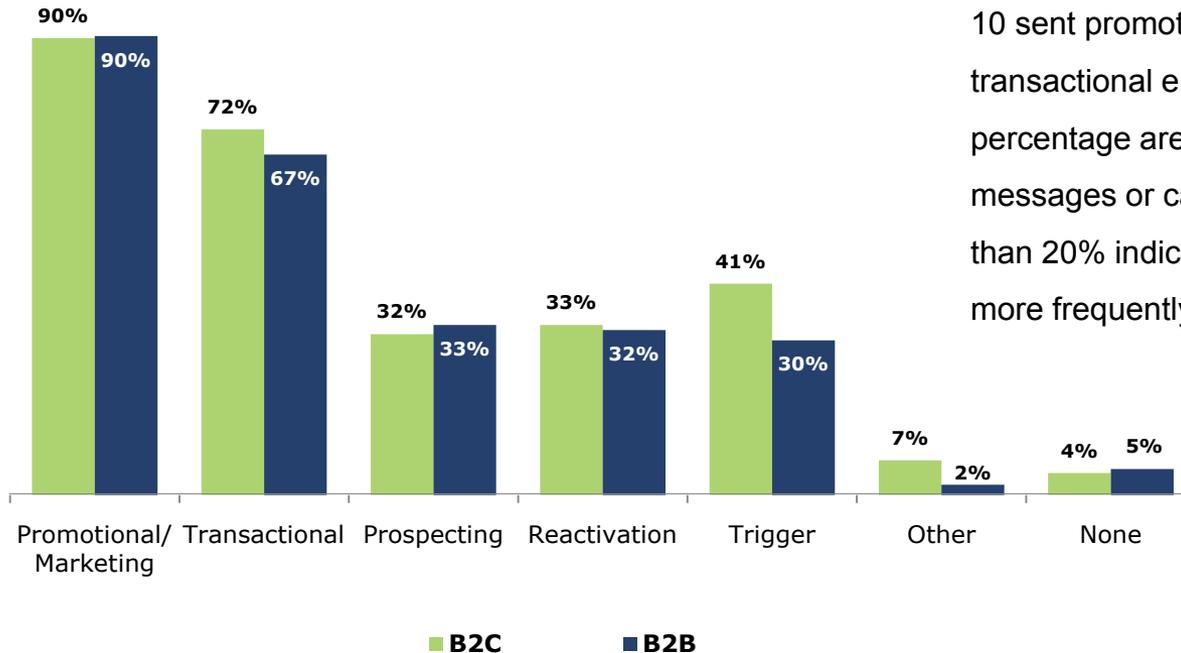
More Use of Practical Email Tools



Types of Email Sent, B2B v. B2C

February 2011, % of respondents

Source: Multichannel Merchant



Trigger emails on the rise

Of the respondents that conducted email marketing, 9 of 10 sent promotional messages, and 7 in 10 sent transactional emails (e.g., order confirmations). A growing percentage are using trigger emails such as birthday messages or cart abandonment follow-ups, with just more than 20% indicating that this was a practice they've done more frequently in the past year.

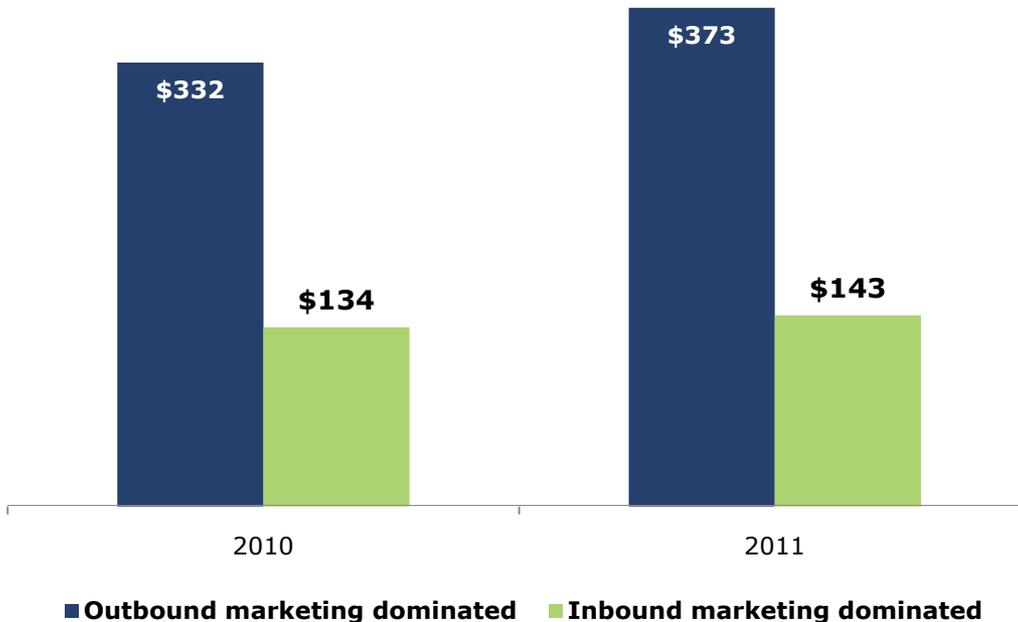
54% Increase Inbound Budget



Average Cost per Lead, Inbound vs. Outbound

2010 v. 2011, % of respondents' costs by lead channel

Source: HubSpot



Businesses review cost-effective tools

In 2011, the average cost per lead for outbound-dominated businesses was \$373, while inbound businesses reported their leads cost on average \$143. 54% of those businesses surveyed for HubSpot's ["2011: The State of Inbound Marketing"](#) are increasing their inbound marketing budgets.

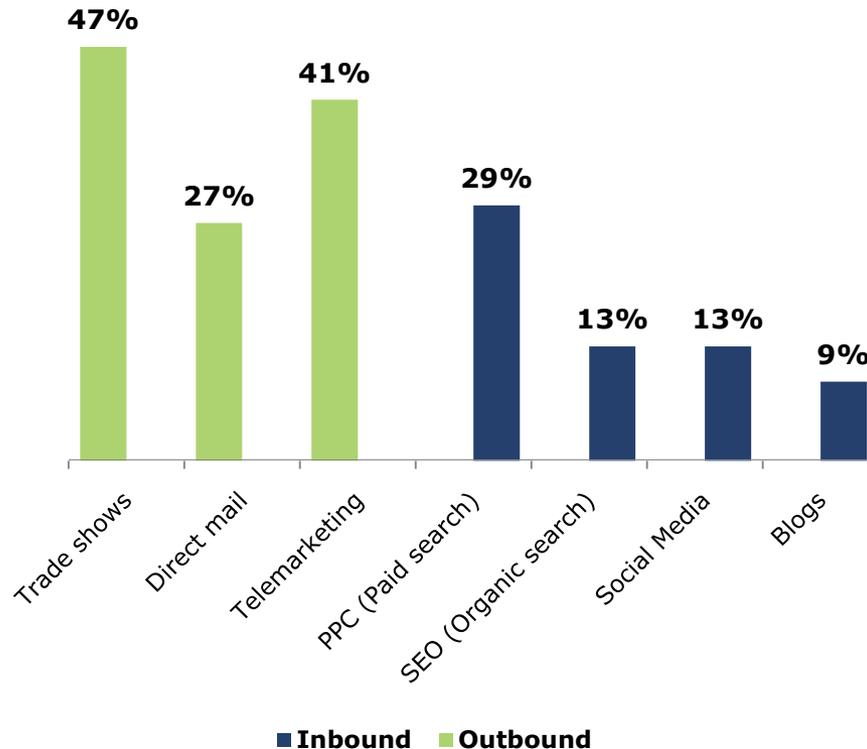
29% Think Paid Search is Costly



Above Average Cost per Lead, Inbound vs. Outbound

2010 v. 2011, % of respondents' costs by lead channel

Source: HubSpot



Paid search priciest inbound channel

When classifying each lead generation category as — below average cost, near average cost, or above average cost — businesses consistently ranked inbound marketing channels as having costs lower than outbound channels. PPC was the only inbound channel that was ranked among the outbound channels in terms of costs. Trade shows, PPC, direct mail and telemarketing were most frequently ranked as more expensive.

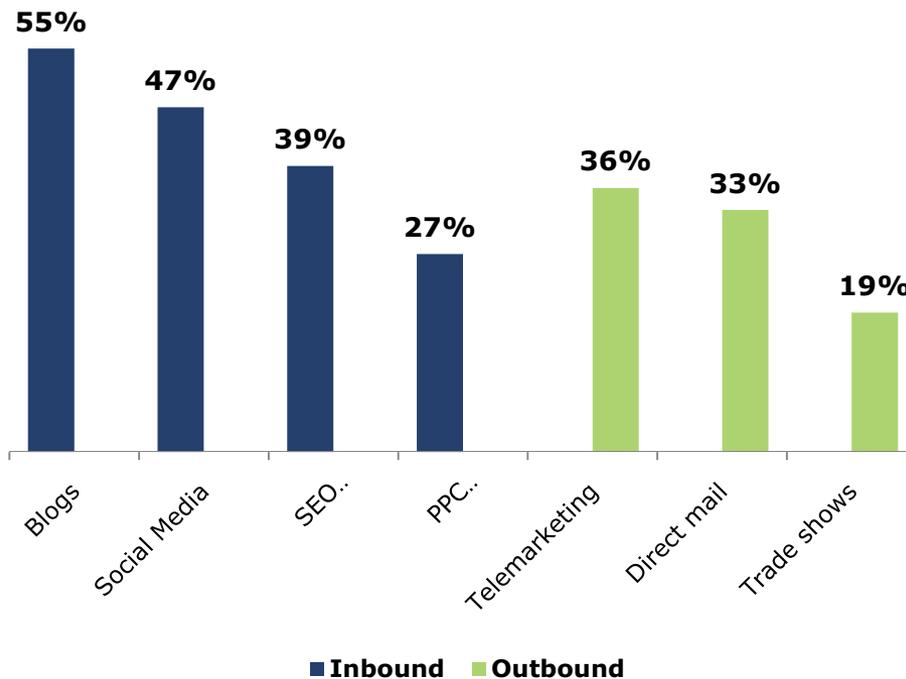
Blogs Tops at Lower Cost Leads



Below Average Cost per Lead, Inbound vs. Outbound

2010 v. 2011, % of respondents' costs by lead channel

Source: HubSpot



Blogs, social media gain budget share

Blogs had the highest instance of being reported as a below average cost, with 55% of companies reporting this. The average budget spent on company blogs and social media increased from 9% in 2009 to 17% in 2011. Marketers, the survey found, are decreasing the portion spent on PPC, direct mail and telemarketing.

20¢ Separate Google, YaBing CPC



Cost per Click: Yahoo-Bing, Google

Aug-Dec. 2010, Trend since Launch

Source: Marin Software / Razorfish



Yahoo-Bing CPC trends down

More on what is cost-effective for marketers, Marin Software and Razorfish [studied paid-search performance](#) before, during and after the transition that brought together Yahoo-Bing (i.e. August 15th to December 15th 2010). Pre-transition, Yahoo-Bing's CPC was more or less identical to Google. However after the transition, Google's CPC trended significantly higher than Yahoo-Bing.

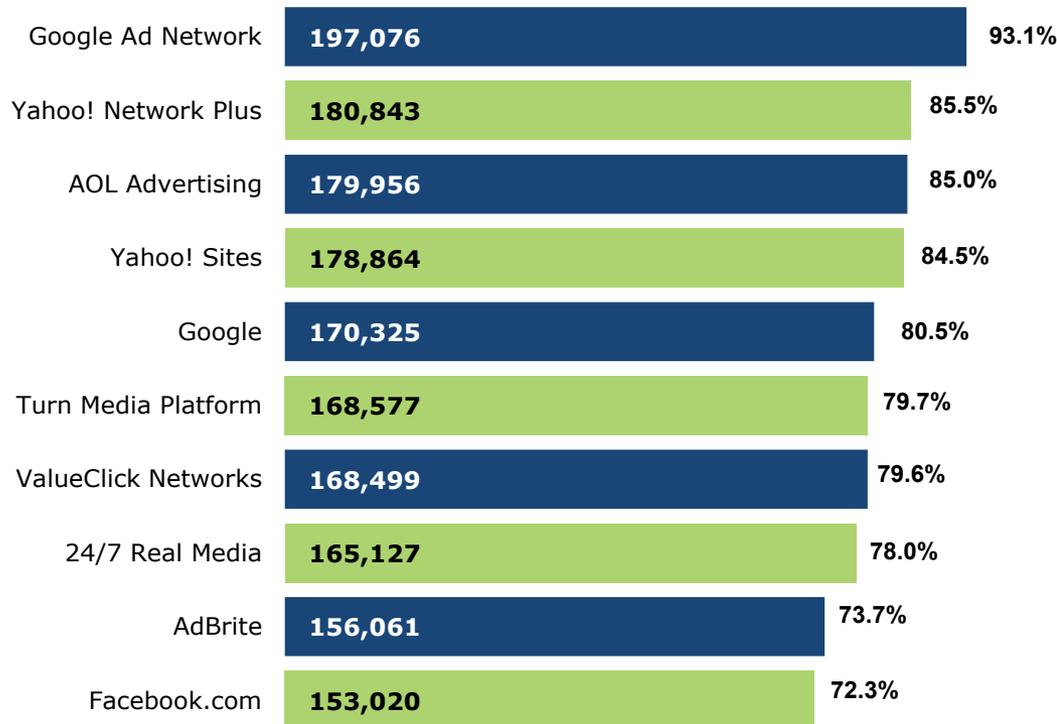
16 Million More Visitors at Google



Top 10 Ad Focus Properties

by Unique Visitors (000) and % Reach, Jan. 2011

Source: comScore



GoogleAd Network reach is 93%

In terms of online advertising, the Google Ad Network led the January 2011 Ad Focus ranking with an impressive reach of [93.1% of Americans online](#), followed by Yahoo Network Plus with an 85.5% reach, AOL Advertising with 85% and Yahoo Sites with 84.5%.

Facebook.com crossed into the top 10 for the first time in January 2011 with a 72.3% reach.

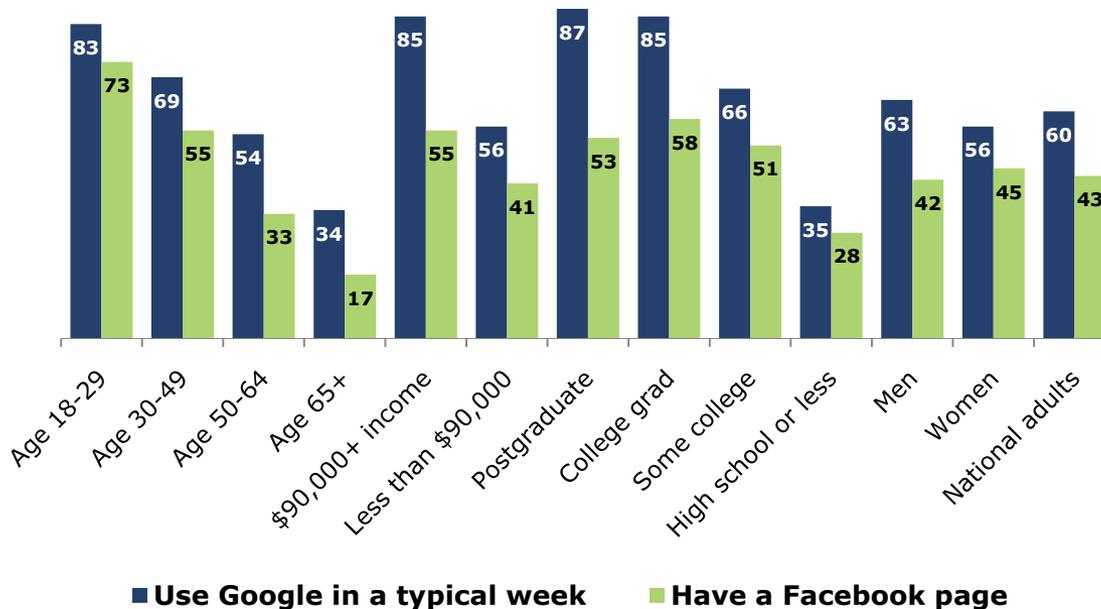
Google Use Tops Facebook by 40%



Google & Facebook Use

Base: US youth ages 8-21, Online more than 1 hr "yesterday," Feb. 2011

Source: Gallup / USA Today



Google used more than Facebook

[Gallup data](#) indicates men (42%) are about as likely as women (45%) to have a Facebook page. However, men (63%) are 12.5% more likely than women (56%) to say they visit Google in a given week. Overall, 40% more US adults say they use Google in a typical week (60%) than have a Facebook page (43%).

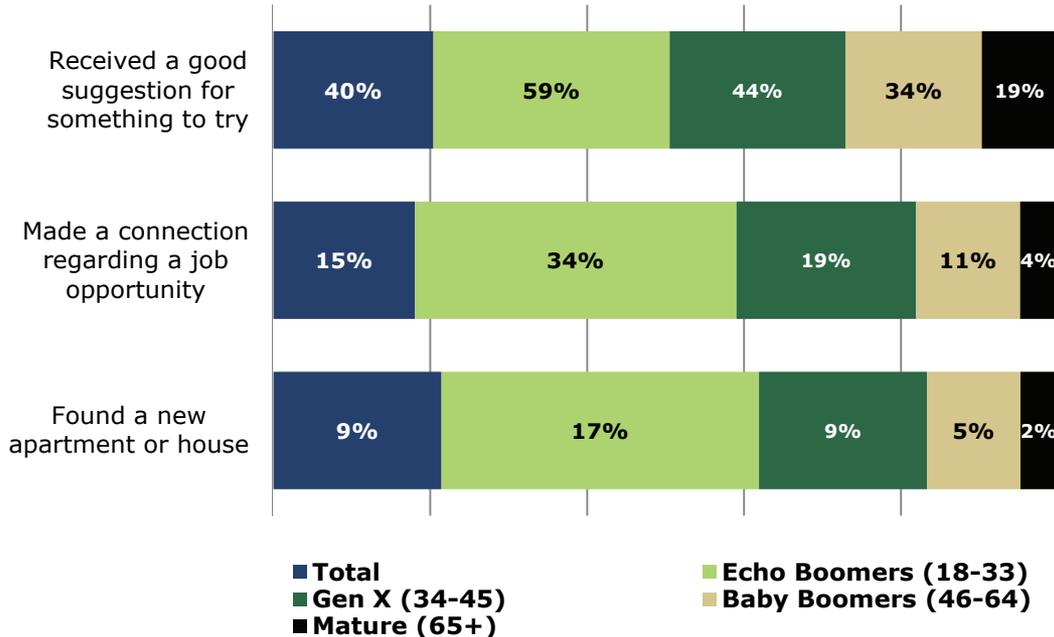
65% See Pros of Social Media



Benefits of Social Media

January 2011, US adults, answered "yes, frequently" or "yes, occasionally"

Source: Harris Interactive



Users assess benefits of social media

No doubt, the social media is booming, and of yet, there is very little negative backlash. A majority of US adults are using social media (65%), and a similar number say they have received a [positive benefit](#) from its use, a poll from Harris Interactive found. Example, one-quarter of Echo Boomers have found a job opportunity through social media (24%).

43% Encounter SocNet "Cons"



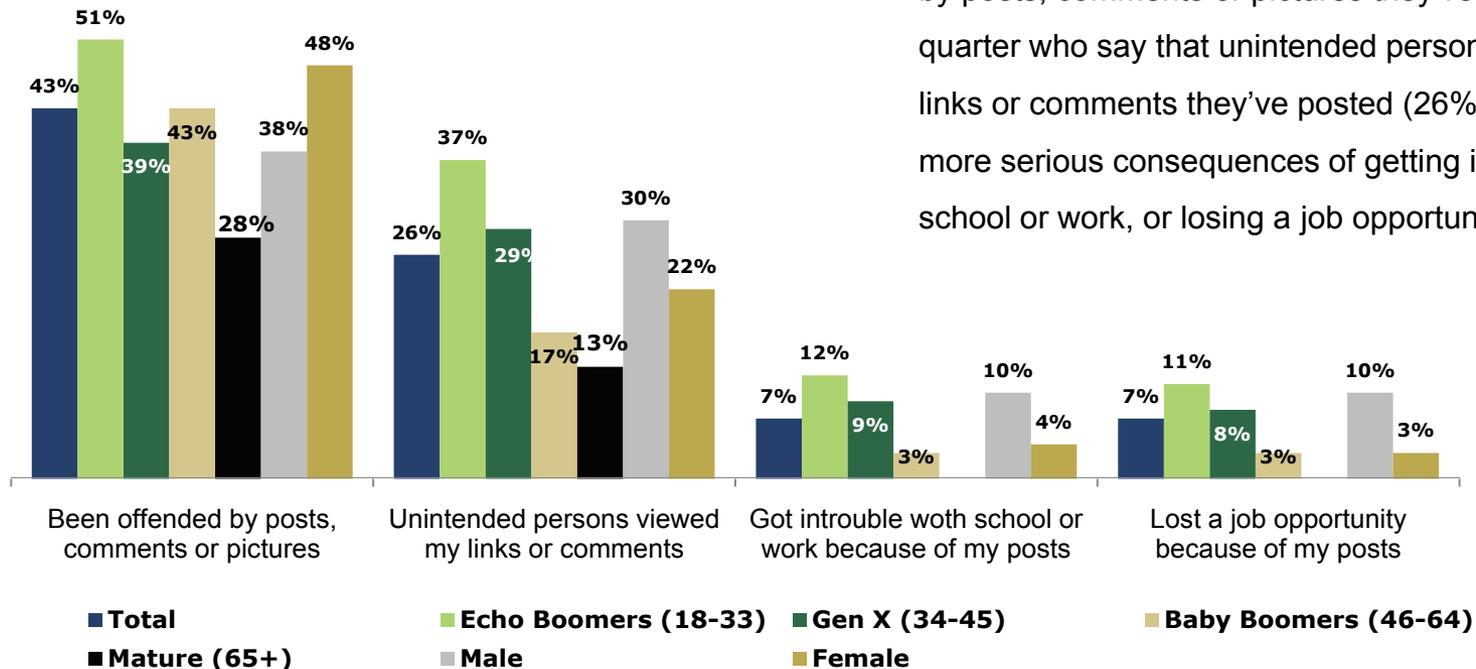
Benefits of Social Media

January 2011, US adults, answered "yes, frequently" or "yes, occasionally"

Source: Harris Interactive

Social networks cause problems for some

43% of social media users say they have been offended by posts, comments or pictures they've seen, and the quarter who say that unintended persons have viewed links or comments they've posted (26%). Some reported more serious consequences of getting in trouble with school or work, or losing a job opportunity. (7% for both).



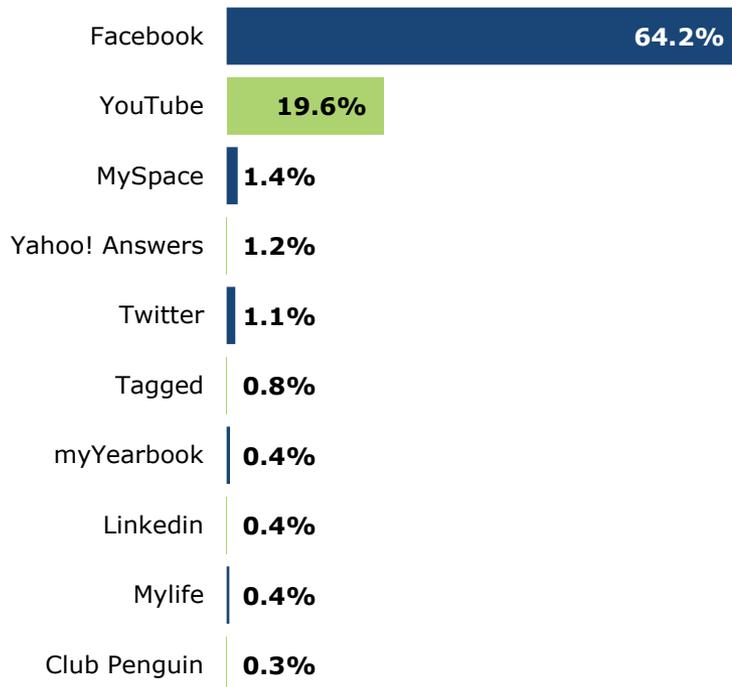
Facebook Ad Recall 10% Higher



Top 10 Social Network Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



Ad recall higher than standard homepage ad

Nielsen analyzed fourteen Facebook ad campaigns, and found that consumers who were exposed to a standard homepage ad on Facebook had [10% higher ad recall](#), 4% higher brand awareness and 2% higher purchase intent than consumers who were not exposed. When a Facebook homepage ad features social context (i.e., the ad includes a list of people on the viewer's "friend list" who are registered fans of the brand or product), the increase in recall, awareness and purchase intent compared to non-exposed consumers is substantially higher than that caused by standard Facebook homepage ads.

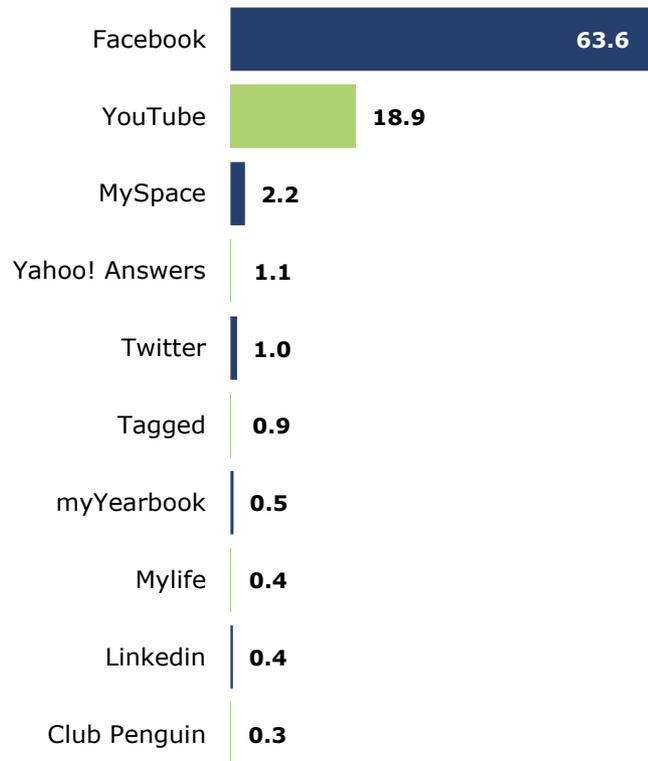
Users Average 5.5 Hours Monthly



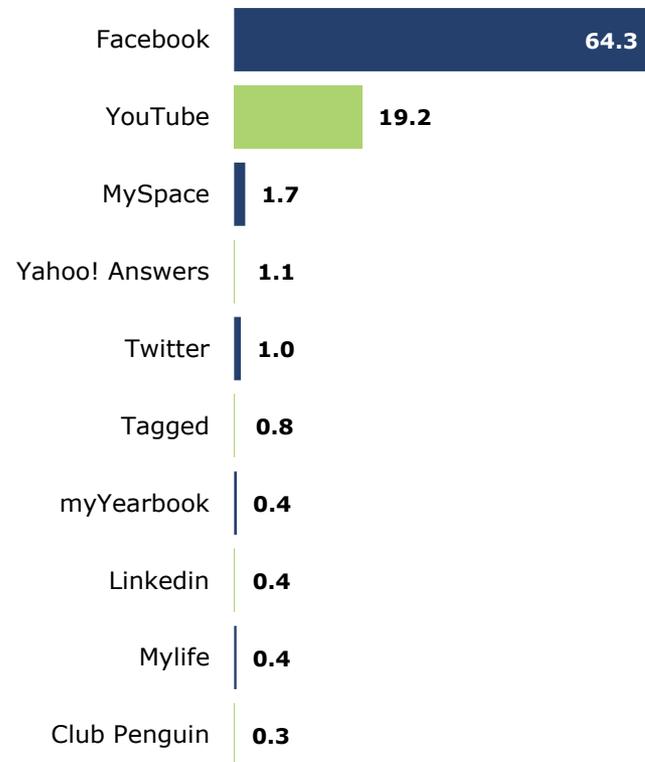
Top 10 Social Network Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



Users Spend More Time with SocNets

On average, global web users across 10 countries spent roughly [five and a half hours](#) on social networks in February 2010, up more than two hours from February 2009.

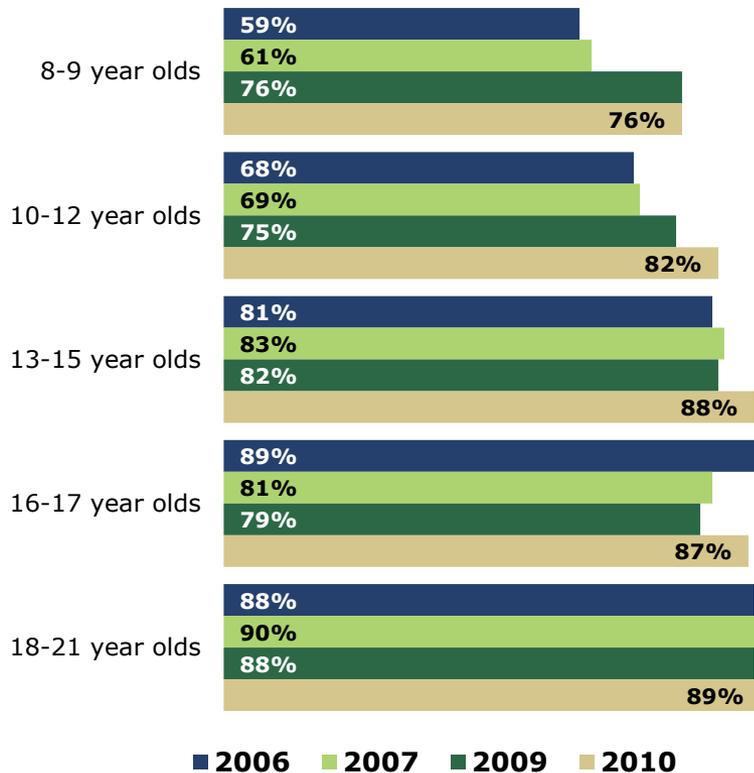
9 in 10 Youth Online 1+ Hours



Internet Usage by Youth

2006-2010, Base: US youth ages 8-21, Online more than 1 hr "yesterday" 2006-2010

Source: Harris Interactive



Every day, youth spend an hour-plus online

A Harris Interactive study on the [internet habits of youth](#) found that eight in 10 8-to-12-year-olds (79%) and nine in 10 13-to-24-year-olds (88% of 13-to-17-year-olds, 90% of 18-to-24-year-olds) spend an hour or more online on a typical day.

The average number of hours spent online daily increases with age, rising from 1.9 hours among 8-to-12-year-olds to 3.5 hours among 13-to-17-year-olds, topping at 4.5 hours among 18-to-24-year-olds.

Online Video & Mobile

Top 10 Video Multimedia Sites

Top 10 Video Sites by Ads Viewed

Smartphone Penetration

SMS Sent/Received per Month

Mobile Internet Time by Category

Top 10 Mobile Phone Sites

Top 10 Television Sites

TV Programs for Ad-based Purchases

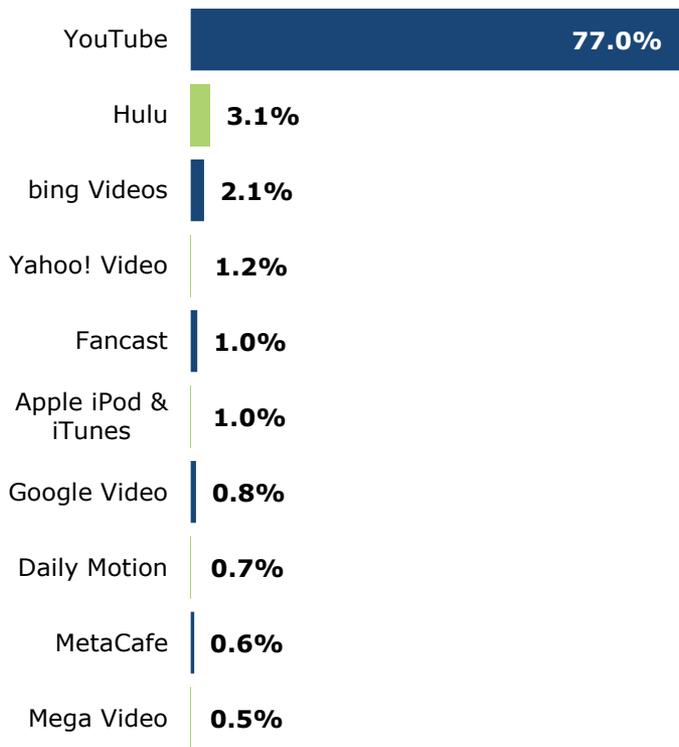


179 Million Watch Video Online

Top 10 Video Multimedia Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



American watch 14 hours of online video

Gaining its share of some of this increased internet audience, the online video market continued to gain momentum in 2010, with an average of [179 million Americans watching video](#) each month, [according to](#) a new white paper from comScore. Engagement levels also rose during the year, with viewers watching online videos more frequently.

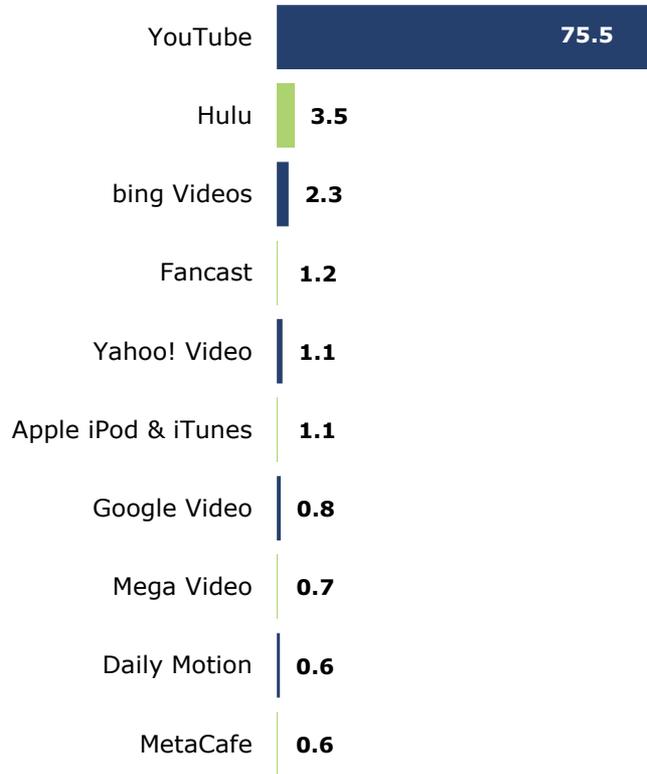
Americans also spent about 12% more hours viewing online video in 2010 (14.2) compared the prior year (12.7) due to increased content consumption and more video ad streams. The average American streamed a record 201 videos in December 2010, up 8% from 187 a year earlier.

Top 10 Video Multimedia Sites

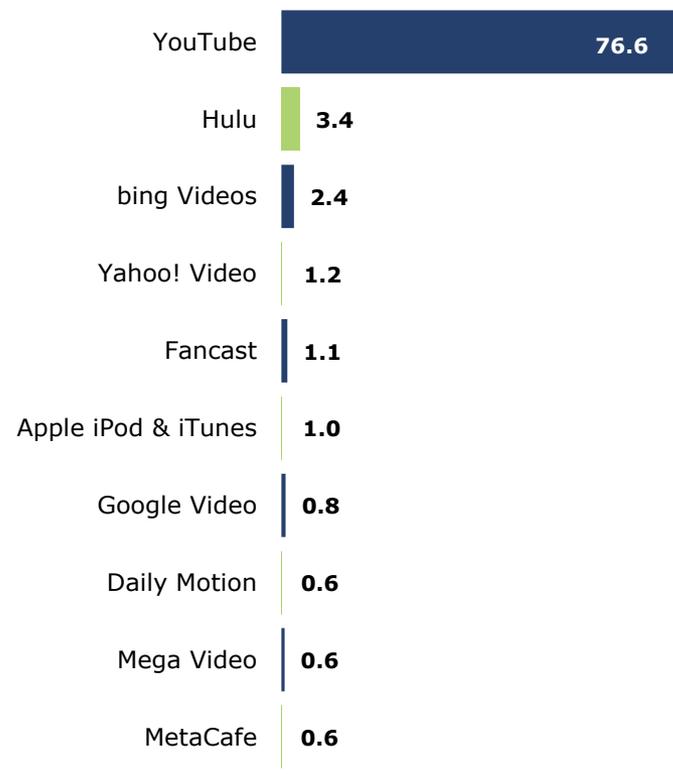
Top 10 Video Multimedia Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



February 2011



Three of the top 10 [most-shared videos](#) in February 2011 began as ads aired during the 2011 Super Bowl (Feb. 6, 2011). These include the top two videos, “Volkswagen Commercial: The Force” and “Chrysler Eminem Super Bowl Commercial: Imported from Detroit.”

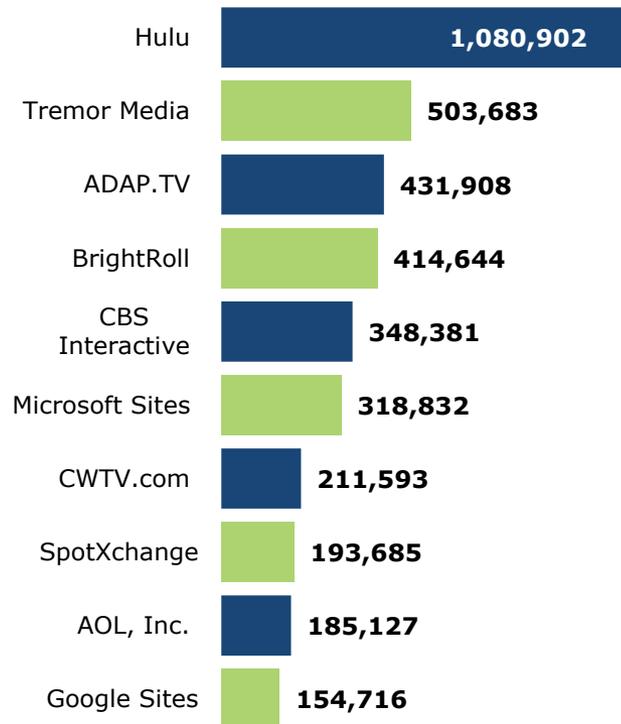
45% of Americans See Video Ads



Top 10 Video Sites by Ads Viewed

January 2011, Ads viewed (000)

Source: comScore



Online video ads reach 45% of population

As an ad market, online video is maturing as well, Americans [viewed more than 4.3 billion video ads](#) in January, according to comScore data. Hulu generated the highest number of video ad impressions at nearly 1.1 billion. Tremor Media Video Network ranked second overall (and highest among video ad networks) with 503.7 million ad views.

Time spent watching videos ads totaled 1.7 billion minutes during the month, with Hulu streaming the largest duration at 434 million minutes. Video ads reached 45% of the total US population an average of 32 times during the month.

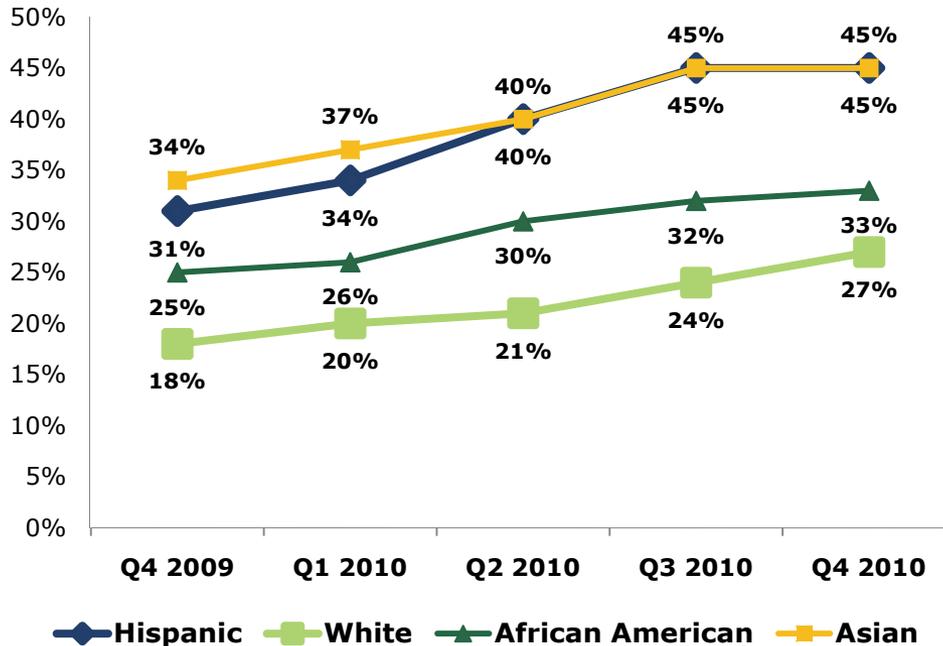
In U.S., 31% Own Smartphones



Smartphone Penetration

Base: % of population, 2009-2010 demographic trend

Source: The Nielsen Company



One-third of consumers have smartphones

As of December 2010, nearly a third (31%) of all [mobile consumers](#) in the US owned smartphones. But smartphone penetration is even higher among mobile users who are part of ethnic and racial minorities in the US; namely Asian/Pacific Islanders (45%), Hispanics (45%) and African-Americans (33%), populations that also tend to skew younger. Meanwhile, only 27% of white mobile users reported owning a smartphone.

Teens Power-Text, Seniors Don't!

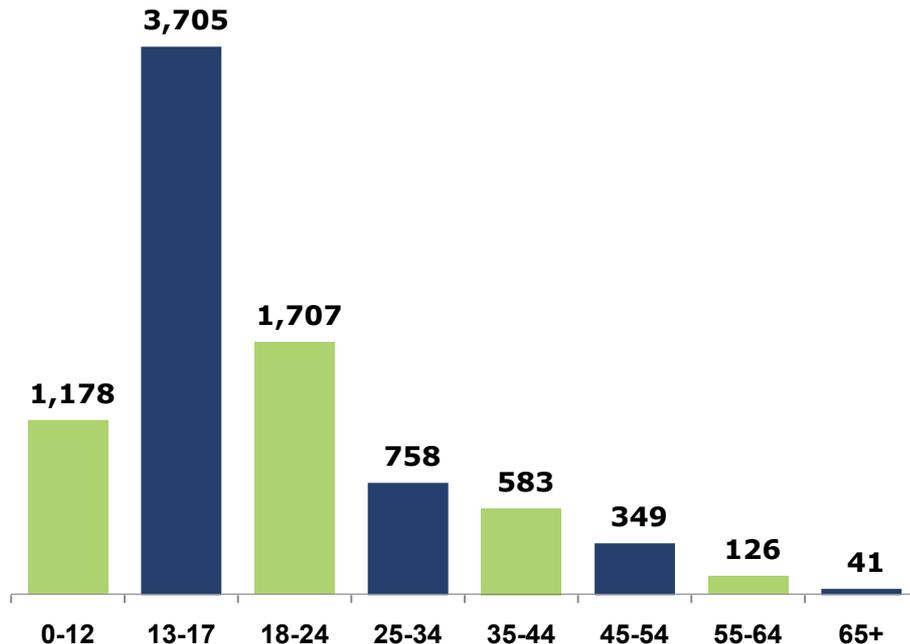


SMS Sent/Received per Month

Base: Mobile phone users, Total by age

Source: The Nielsen Company

Younger phone owners like text feature



Younger mobile phone users [definitely text far more often](#) than older users, as the only other age group to average more than 1,000 texts per month is 0-12-year-olds (1,178). Text usage starts rapidly dropping among older age brackets, with 25-to-34-year-old mobile phone users sending and receiving an average of 758 per month. This number drops sequentially with each succeeding age bracket, hitting a low of 41 among mobile phone users 65 and older.

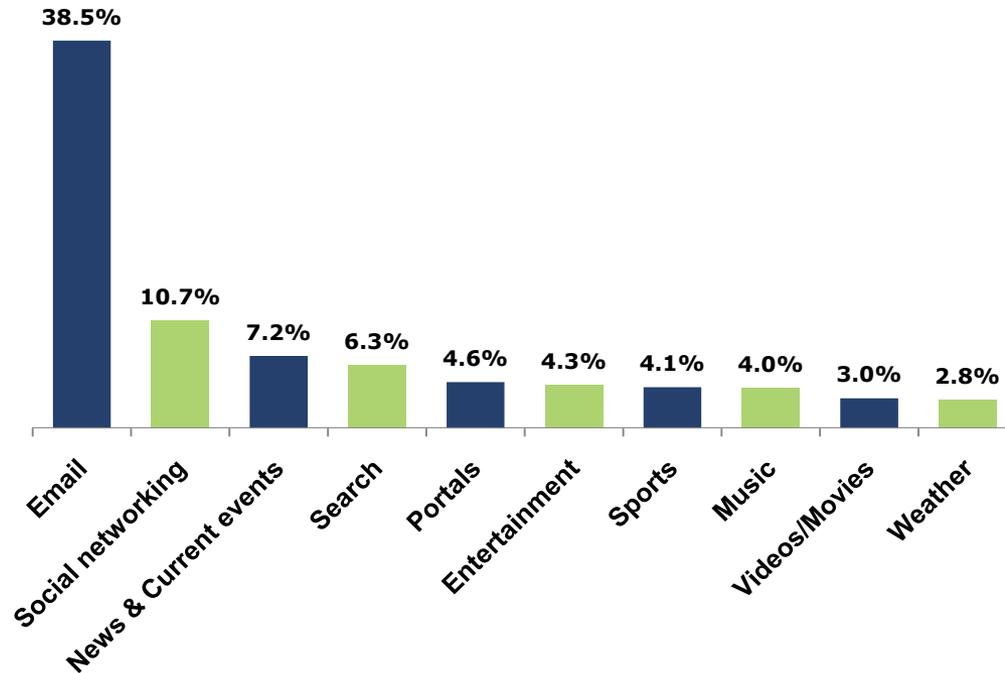
Email Leads Mobile Internet Time



Mobile Internet Time by Category

January 2011, % share of total mobile internet time

Source: The Nielsen Company



Email tops for mobile internet time

A look overall at how US consumers with [mobile internet access](#) spend their mobile online time, the study finds email represents a leading 38.5% of time spent. No other activity comes close, with social networking coming in a distant second (10.7%). This data comes from The Nielsen Company's "State of the Media 2010."

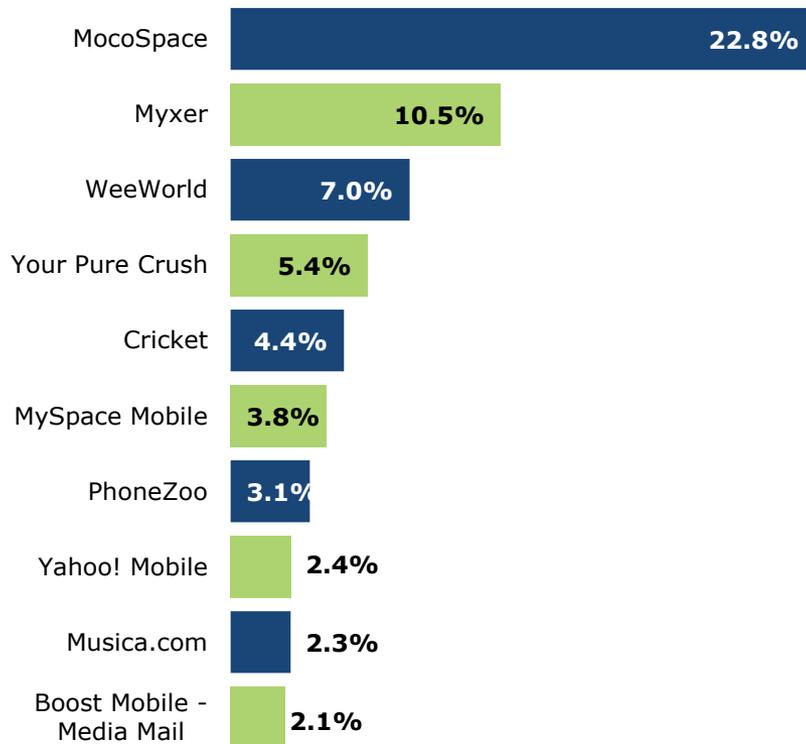
25% are "Avid" Phone Gamers



Top 10 Mobile Phone Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



44% have tried a mobile phone game

More than half (52%) of 2,425 US and UK mobile phone owners surveyed have [played a game on a mobile phone](#) at some time in the past, [according to](#) a survey PopCap Games/Information Solutions Group (ISG). 44% of US respondents have played a mobile game at least once. In addition, about 33% of respondents have played a game on their mobile phone handset in the past month, and nearly a quarter (24.6%) have played in the past week, qualifying them as "avid mobile phone gamers."

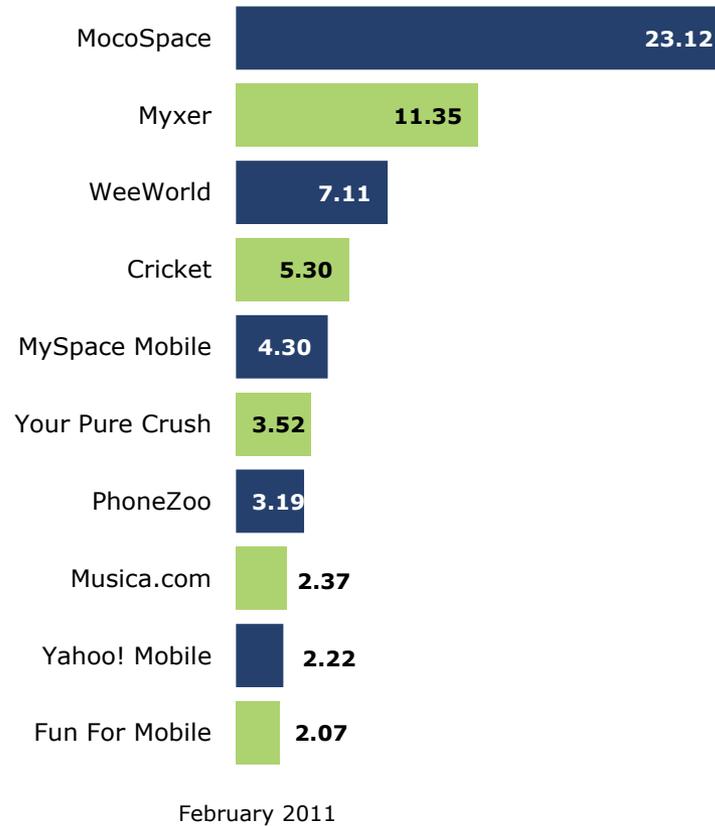
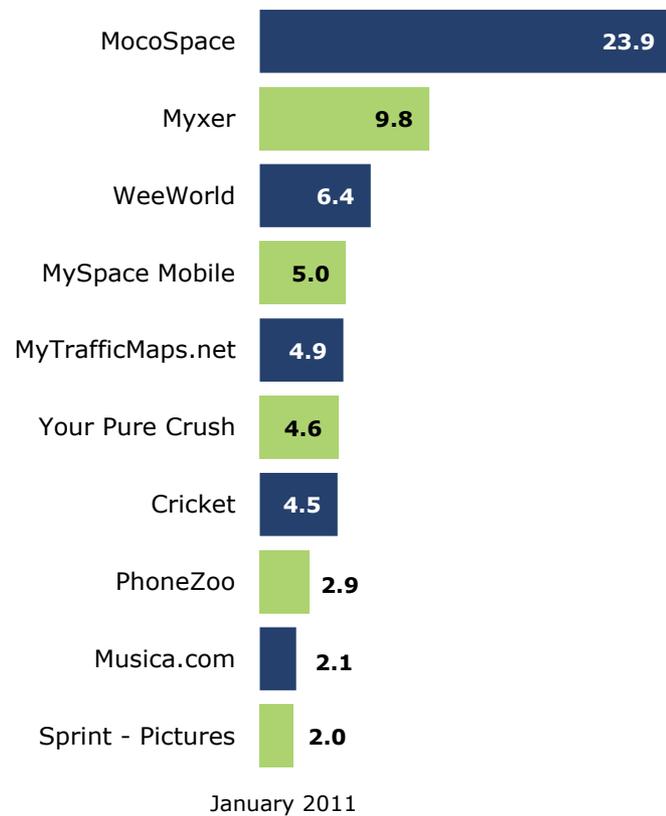
2011: Mobile Ads to Increase 60%



Top 10 Mobile Phone Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



Interest in mobile advertising has been catalyzed among large advertisers during the past year, and MagnaGlobal [expects growth of 60.1% during 2011.](#)

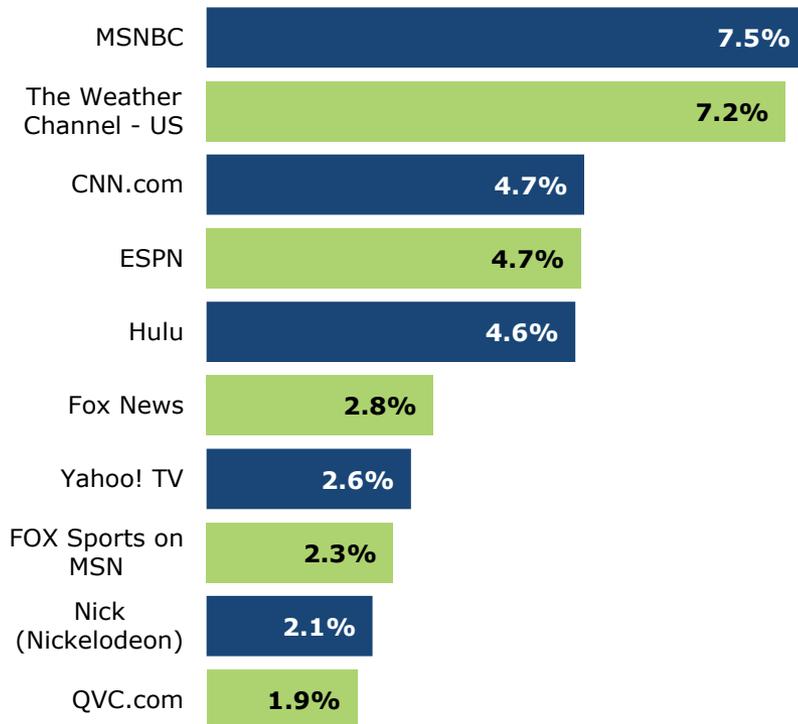
TV Will Hold 41% of All Ad Revenue



Top 10 Television Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



Television to stay on top ad revenue heap

Worth noting, for now, that despite some pressure from the other “2 Screens” – a.k.a., competition from online and mobile, in 2011, [TV will retain its global leadership](#) of all media forms in terms of total revenues, including ad revenues, subscriptions, pay-per-view and license fees, [according to](#) Deloitte research. TV will account for about 41% of all ad revenues, and grow its share to 42% by 2012. TV ad revenue share grew close to 10% between 2007 and 2010, from 37% to more than 40%. Even playback does not make a dent. Data from a Nielsen Company [study indicates](#) that DVRs actually contribute significantly to commercial viewing. On a total US basis, DVR playback added a 16% lift to the average minute of primetime commercials.

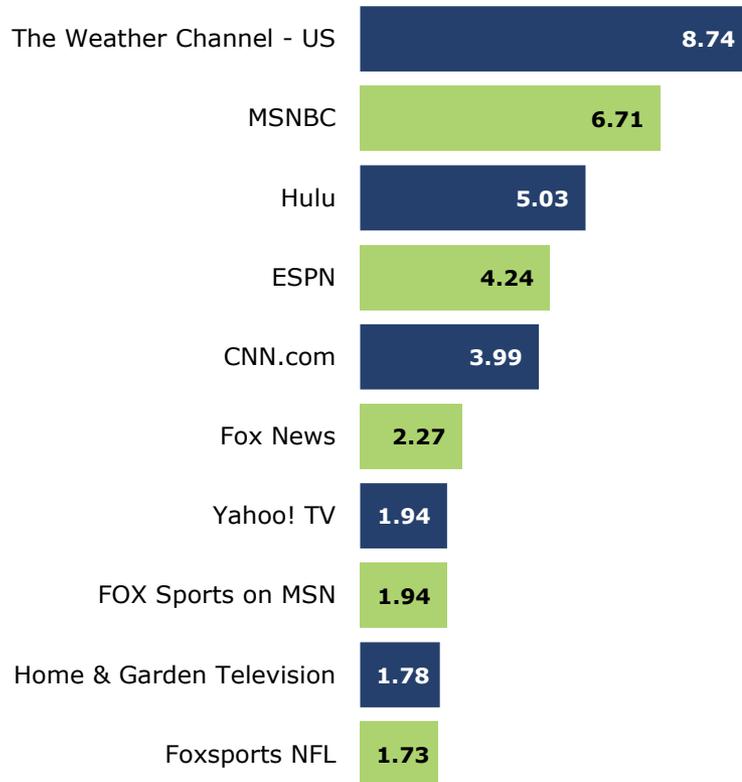


Top 10 Television Sites

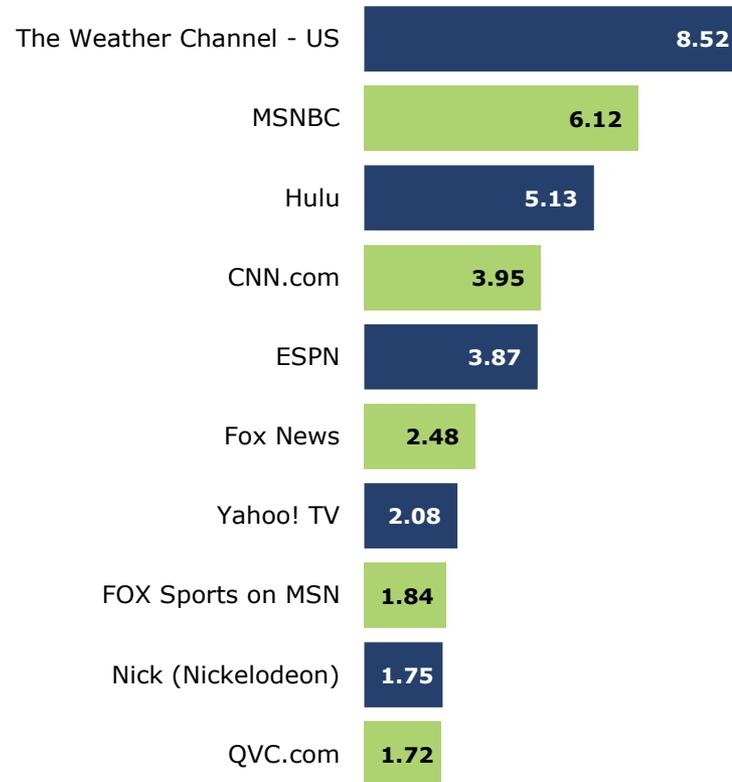
Top 10 Television Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



February 2011

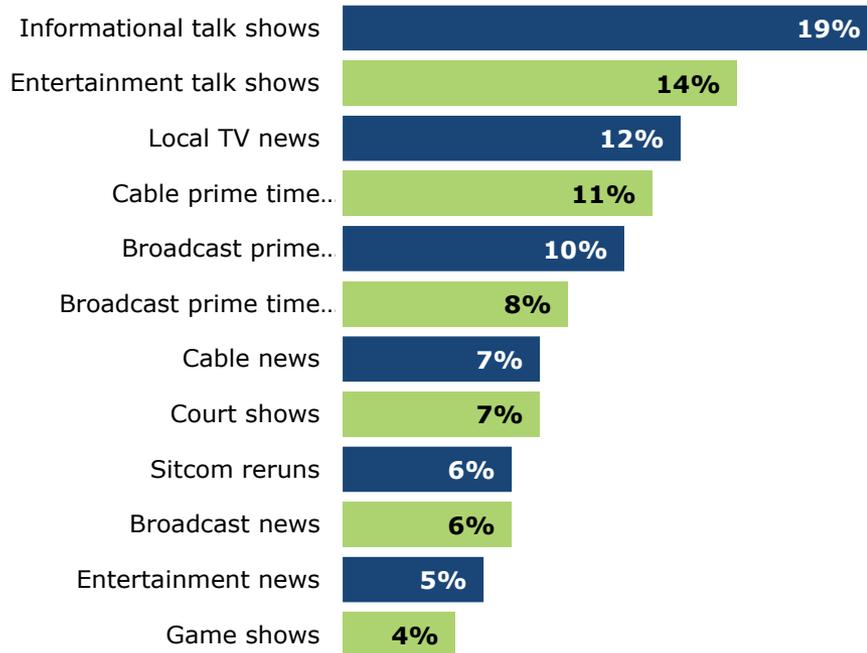


Trust Meter: Local TV News is Third

TV Programs for Ad-based Purchases

December 2010, Viewers of genre 2x a week or more

Source: Hearst/Frank N. Magid Associates



Local TV news trusted, ads reliable

In terms of consumers, local TV news was found to be an effective medium for advertisers, [according to](#) a study from Frank M. Magid Associates, Inc. and Hearst Television. Viewers indicated that they find local news advertising to be trustworthy and relatable at higher rates than most other TV genres.

Products and services advertised during local TV news programs were ranked trustworthy by the third-highest percentage of respondents (16%), trailing entertainment talk shows (23%) and informational talk shows (27%).

Retail & Consumer Goods

Economic Confidence Index

Outlook for Economy in 2011

Top Investment/Finance Sites

Online Retail Spending

Department Store Advertisers

Youth Influence and Purchases

Number of Online Content Buys

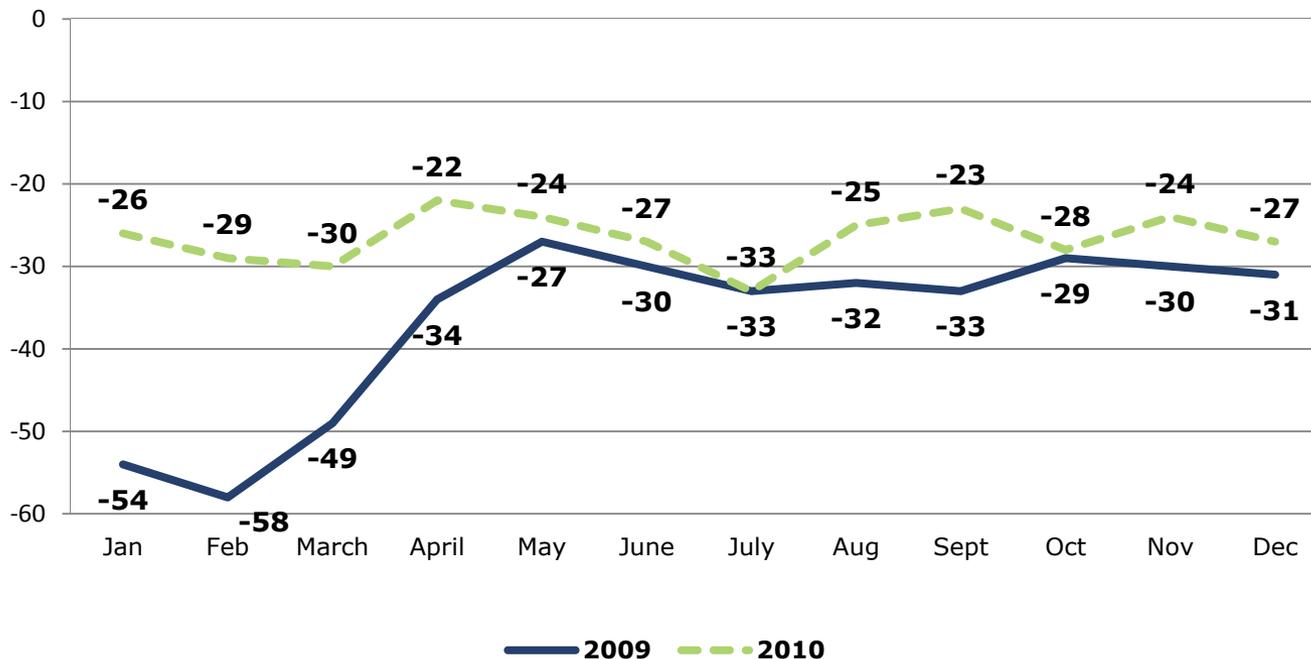
Economic Mood ... Improving



Economic Confidence Index

2009-2010, Full-year Trend, Base: US Consumers, Monthly Averages

Source: Gallup



Economy mood swings

Perhaps testament to the realities of the country's financial growth [economic confidence](#) indices are still reflecting a shift in consumer perspective [according to](#) Gallup data. Gallup's Economic Confidence Index averaged -31 over the first two weeks of December, fully offsetting November's improvement to -24, and essentially matching the monthly readings of -29 in October and -33 in September.

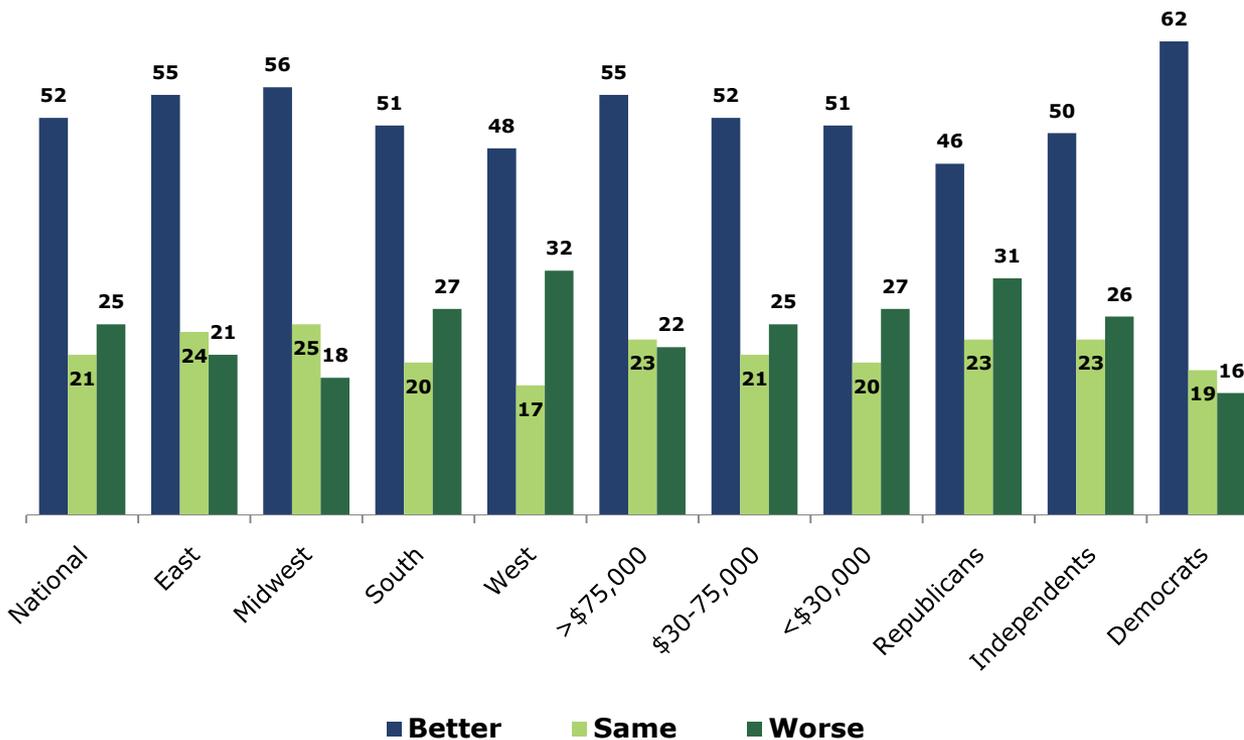
58% Say 2011 Will be Better



Outlook for Economy in 2011

Base: % of adults, January 2011

Source: Gallup



Economy mood swings

With the turn of the year, perhaps buoyed by the holidays and new year cheer, Americans report [considerably more optimism than pessimism](#) about what it may bring. Fifty-eight percent of respondents say 2011 will be better than 2010, 20% say 2011 will be worse, and 21% say it will be the same.

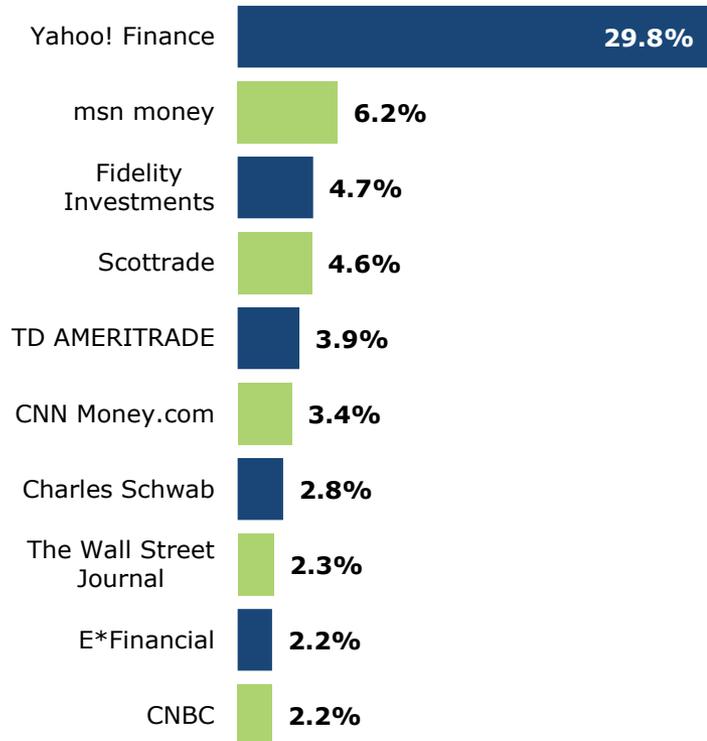
41% Say Economy is "Better"



Top 10 Investment/Finance Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



Economy mood swings, optimism grows

By January, another Gallup poll revealed that forty-one percent of Americans said [the economy is "getting better,"](#) up 17% from 35% in December 2010 and about 8% from 38% a year ago. This level of optimism ties for the highest since Gallup daily tracking began in January 2008.

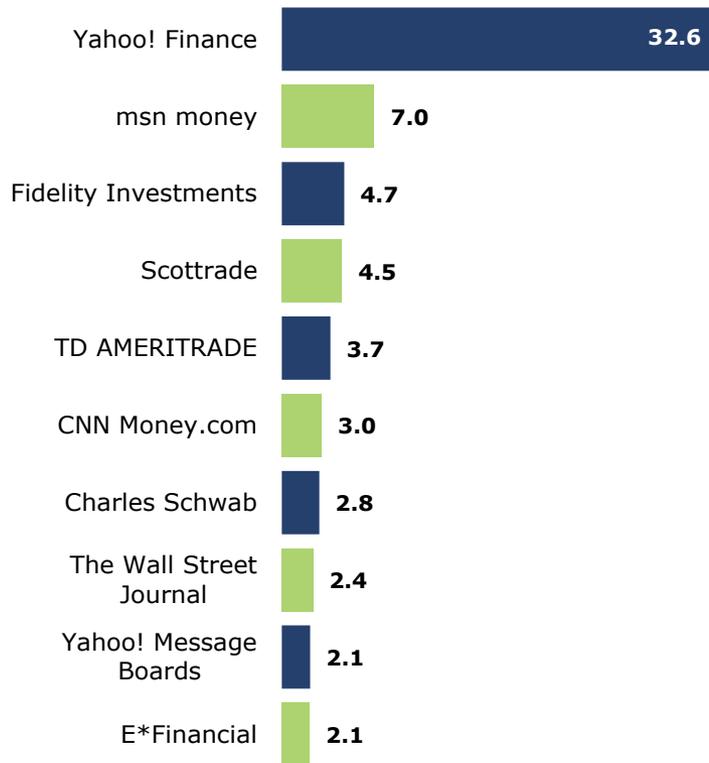
Top Investment/Finance Sites



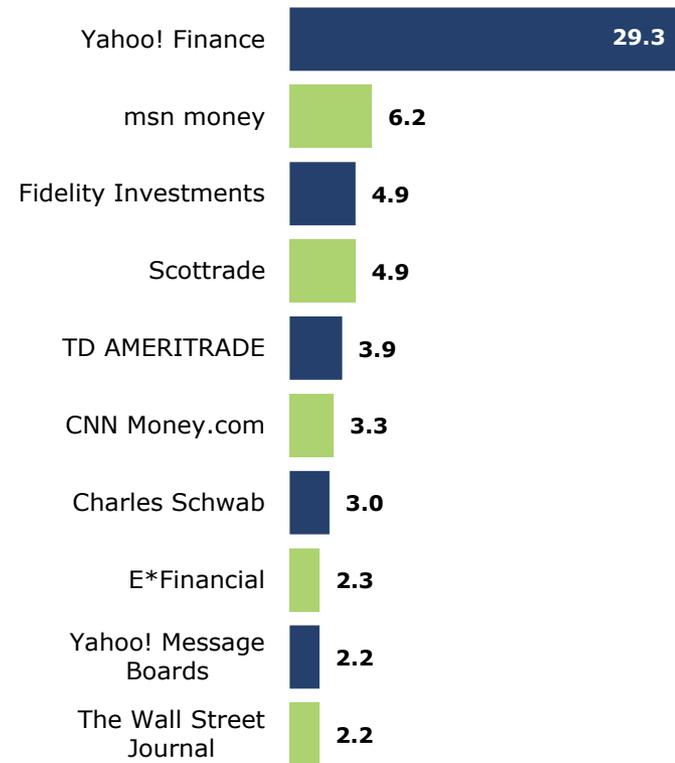
Top 10 Investment/Finance Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



February 2011

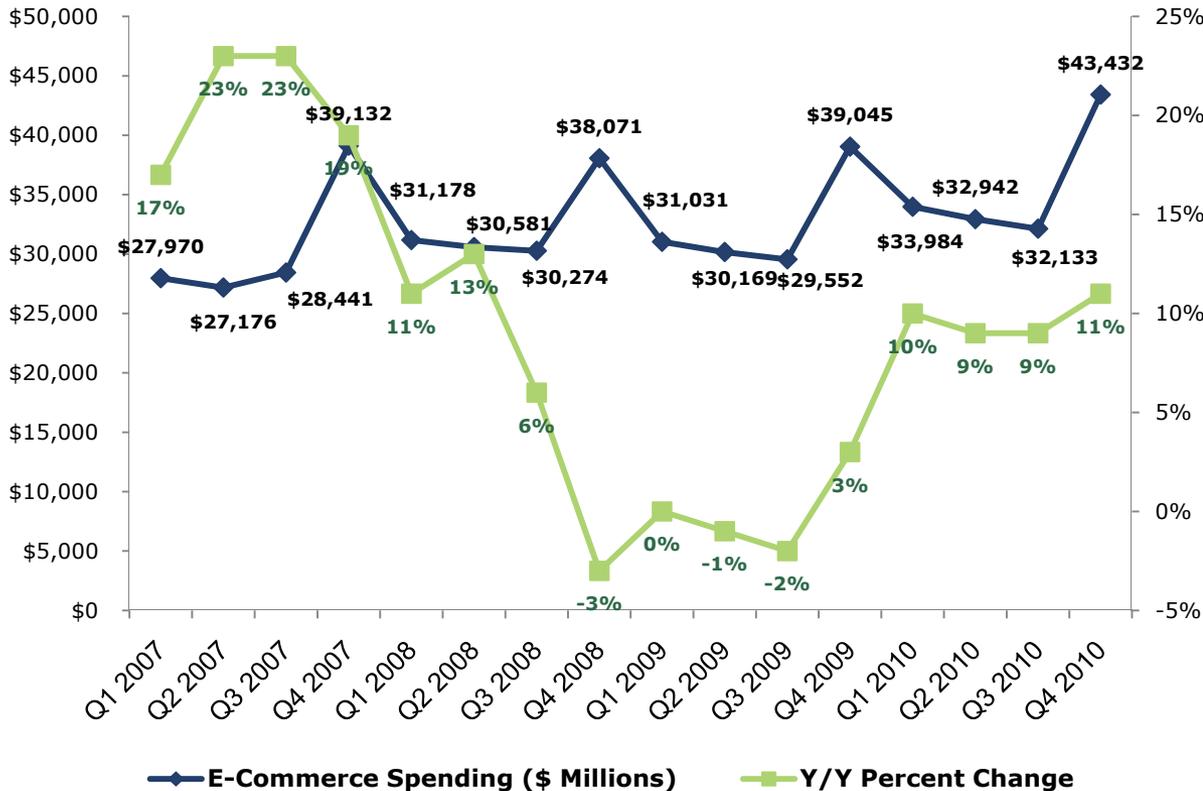
Online Retail Hits Record \$43.4B



Online Retail Spending

2007-2010, Base: All U.S. adults, % change

Source: Pew Research



Record online retail spending

As the mood picks up, so does consumer spending: US online retail spending reached a [record \\$43.4 billion](#) during Q4 2010, [according to comScore](#). This figure is up 11% from \$39 billion in Q4 2009 and 35% from \$32.1 billion in Q3 2010. This marks the fifth consecutive quarter of positive year-over-year growth and second quarter of double-digit growth rates in the past year.

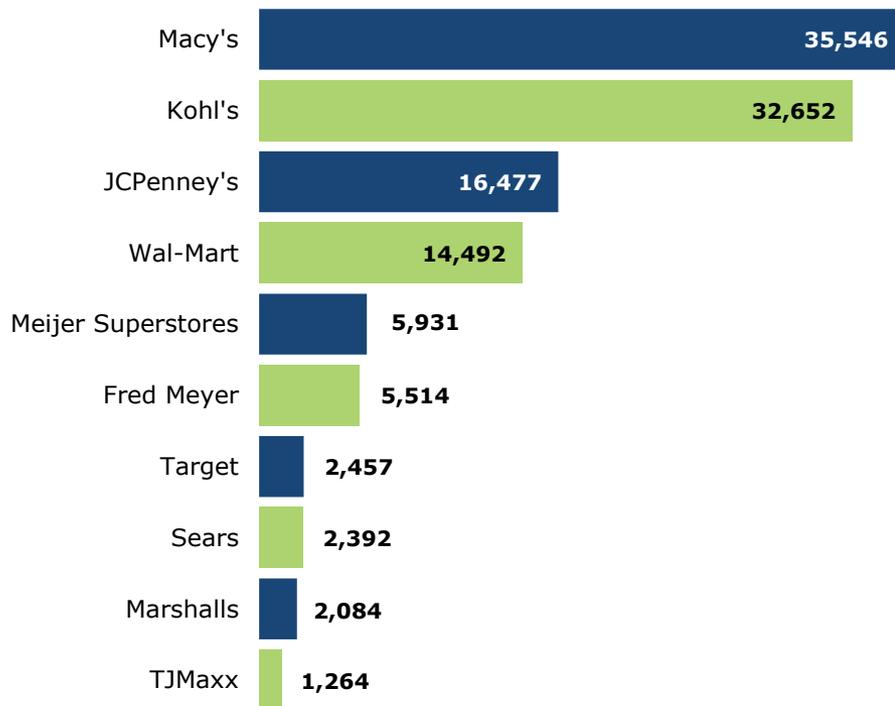
Double-digit Growth for "eTail"



Top 10 Department Store Advertisers

By No. of Ad Plays, March 2011

Source: Mediaguide



E-commerce growth below pre-recession level

Though this is an improvement, retail e-commerce growth rates are still significantly below those reported during 2007, which ranged from 17-23%. They are more in line with the respective 11% and 13% growth rates reported during the first two quarters of 2008 (the current recession is generally considered to have started in December 2007). However, comScore predicts continued double-digit year-over-year growth in US retail e-commerce spending for the upcoming quarters of 2011.

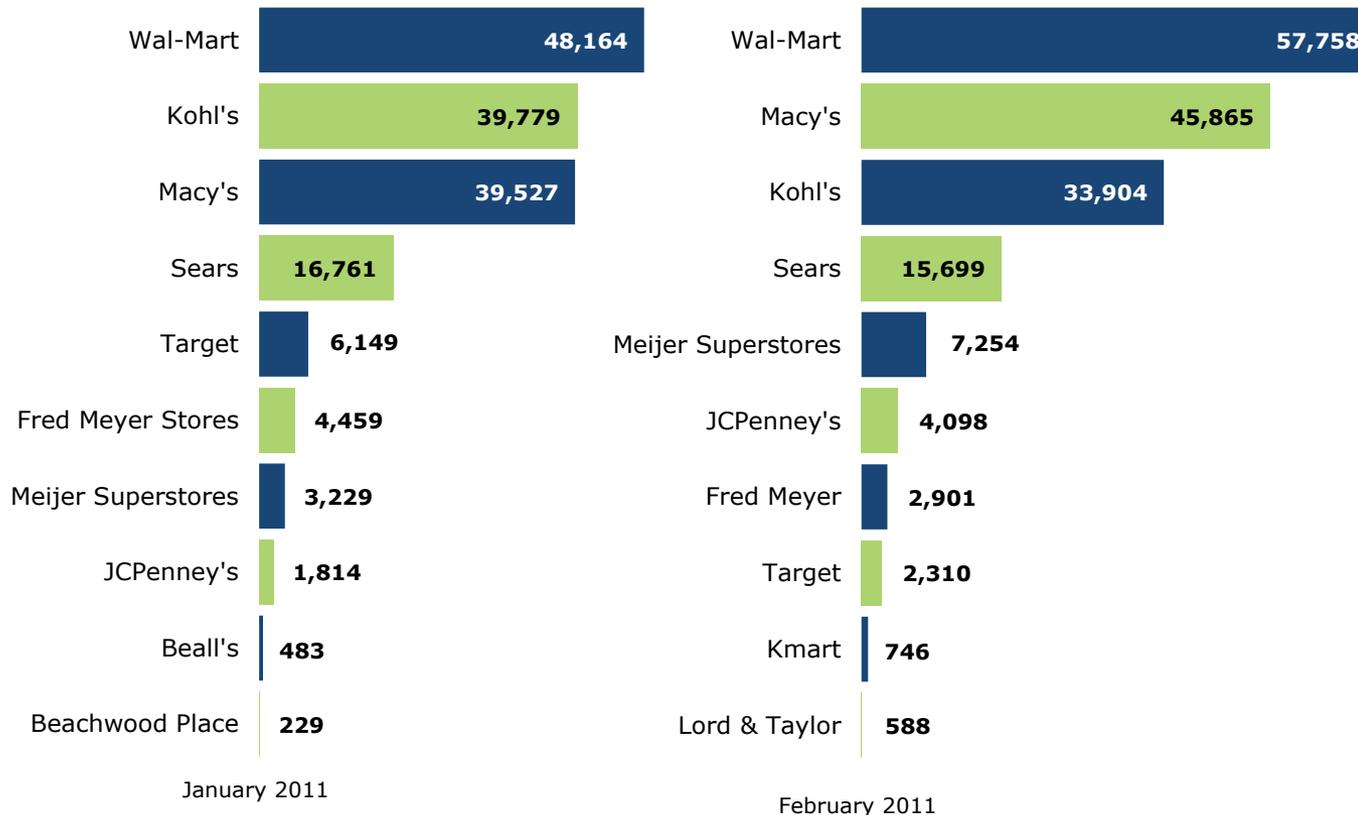
Department Store Advertisers



Top 10 Department Store Advertisers

By No. of Ad Plays, Jan. & Feb. 2011

Source: Mediaguide



Overall self-reported daily consumer spending in stores, restaurants, gas stations, and online averaged **\$55 per day in the week ending Jan. 9, 2011, according to Gallup data.** This is down 27% from the \$75 average for the month of December 2010 (a post-holiday drop was expected), but also well below the \$68 average for the same week in 2010.

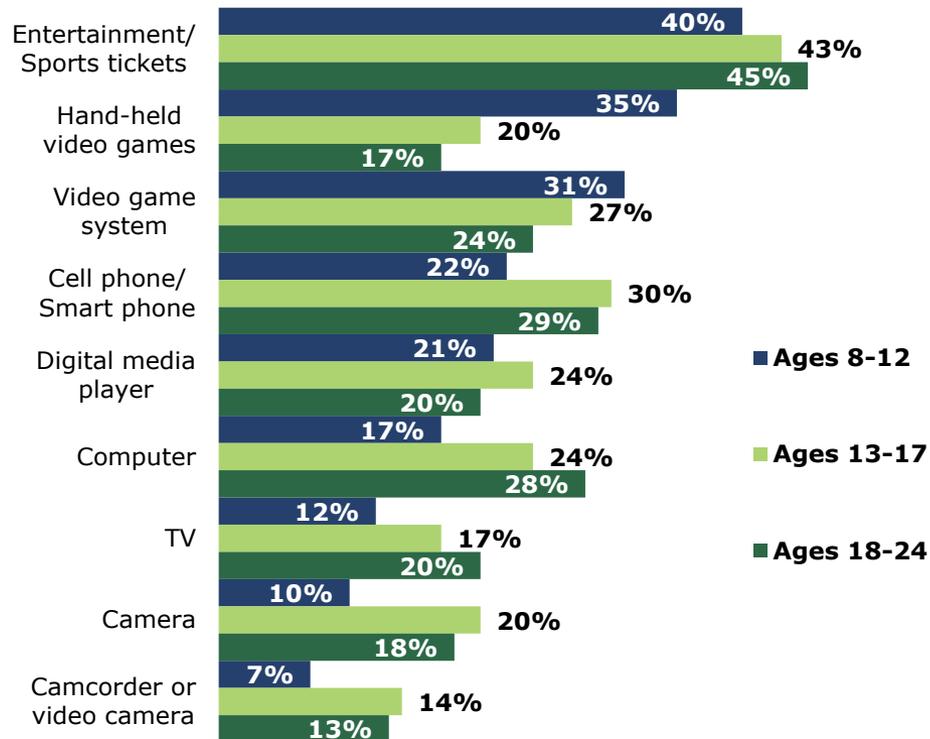
Youth Carry \$123.5B "Purse"



Youth Influence and Purchases

December 2010, (buy or influence others to buy) % of US youths aged 8-21

Source: Harris Interactive



Youth regain hold on purse strings

Youth spending may be on the rebound after declining earlier in the current recession.

Total spending among 8-to-21-year-olds was at \$132.2 billion in 2007, which dipped to \$112.8 billion by 2009, reports Harris Interactive. However, this year it is projected to reach \$123.5 billion, a roughly 9% increase. Roughly four in 10 US consumers ages 8-24 will personally buy or influence the purchase of entertainment/sporting event tickets in the next month.

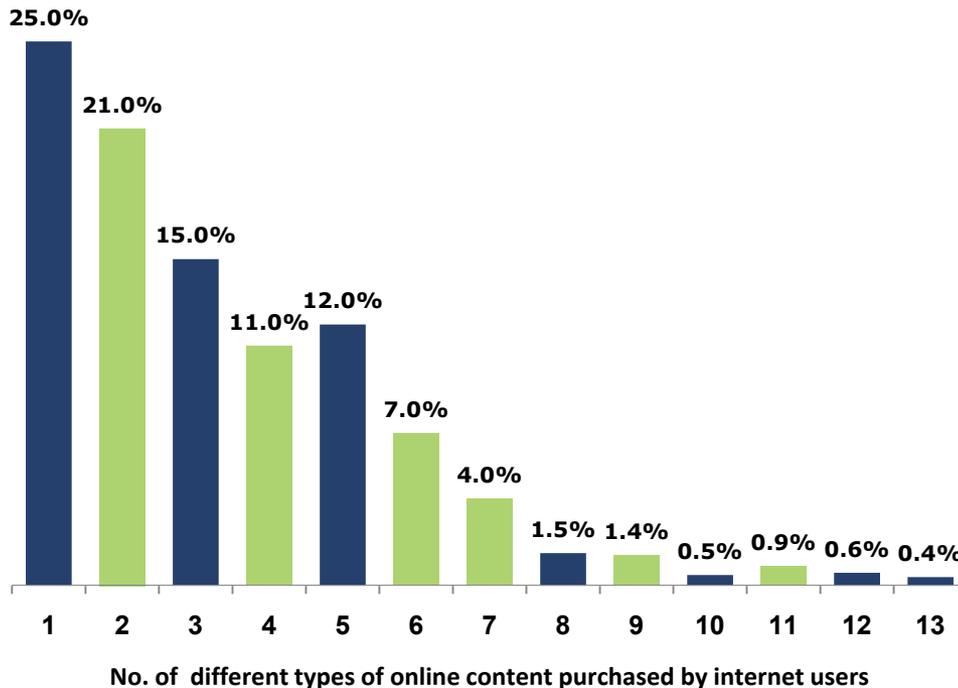
About \$50 Monthly for Tunes, etc.



Number of Online Content Buys

December 2010, Percent (%) of US adults

Source: Pew Research



Users average about \$47 for online content

Nearly [two-thirds of internet users](#) (65%) have paid to download or access some kind of “intangible” online content. Music, software, and apps are the most popular content for pay-to-access or download [according to](#) a Pew study. Of them, nearly half (46%) have purchased only one or two of the types of content. The average expense for online content was approximately \$47 per month, including both subscriptions (an average of \$12 per month) and individual file access (an average of \$22 per month).

Lifestyle & Community

Health Research by Age

Health Information Sites

Top 10 Politics Sites

Perception of Year Ahead

Top 10 Real Estate Sites

Community-based Organizations

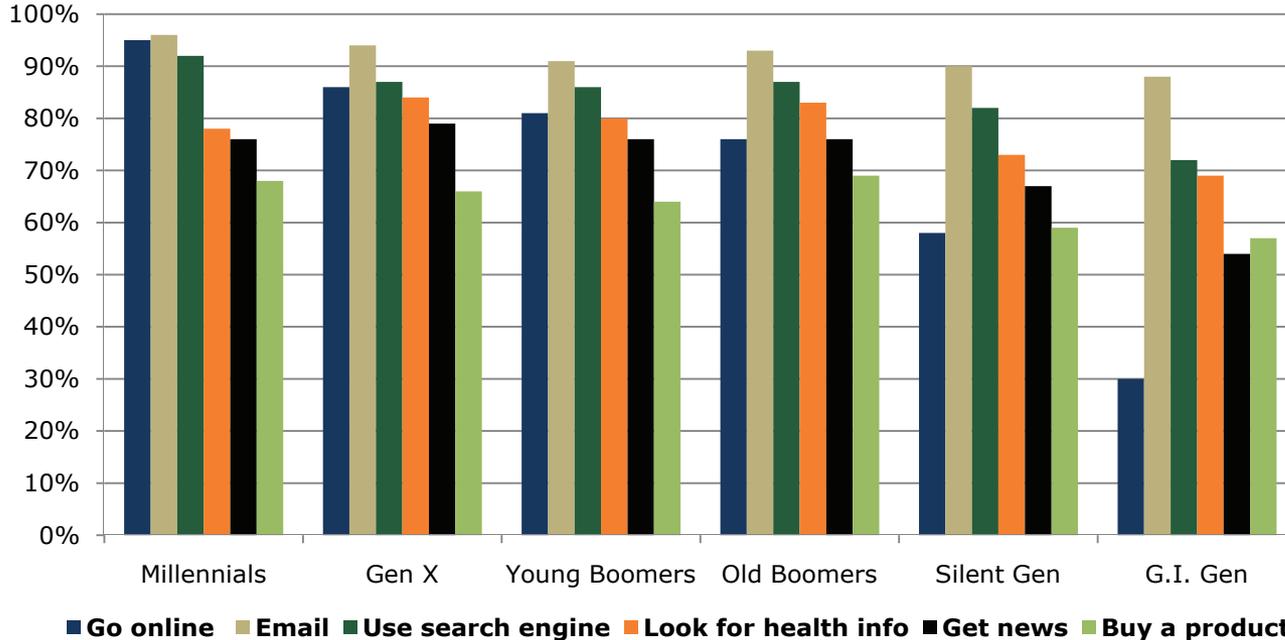
8 in 10 Research Health Online



Health Research by Age

February 2011, Percent (%) of US adults

Source: Pew Research



80% research online

Eight in 10 US internet users [look online for health information](#) making it, overall, the third most popular online pursuit among all those tracked by Pew.

Since one-quarter of adults do not go online, the percentage of online health information seekers is 59% among the total US adult population.

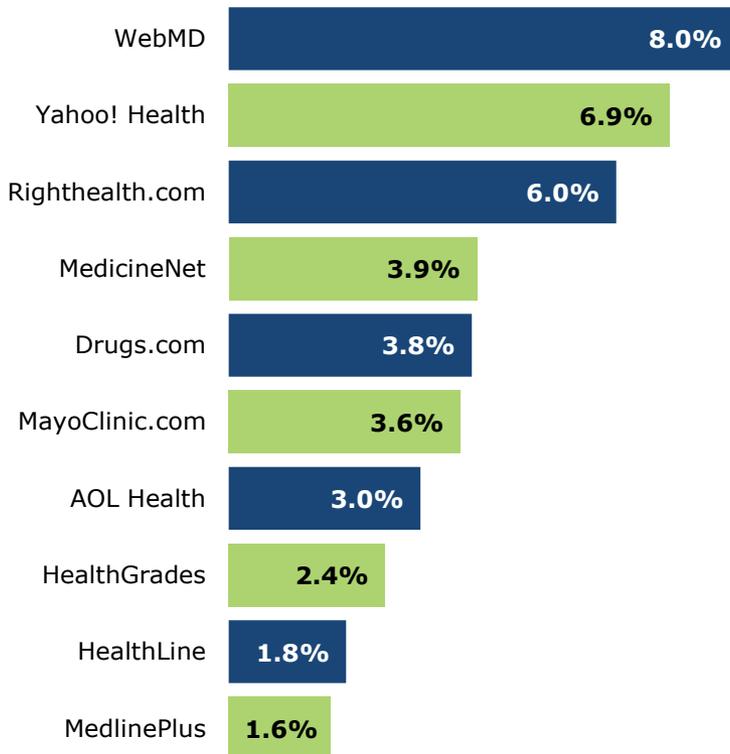
65% of Women Research Online



Top 10 Health Information Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



Online health research by age, gender, race

The study also found that women, non-Hispanic whites, younger adults, and those with higher levels of education and income are more likely to gather health information online. For example, 65% of women but 53% of men look up online health. Non-Hispanic whites (63%) have a higher rate than African-Americans (47%) or Latinos (45%). Also, 71% of 18-to-29-year-olds but only 29% of those 65 and older look up health information online. Pew says there are two forces at play in the data: simple access to the internet and general interest in health information. For example, women and men are equally likely to have access to the internet, but women are more likely than men to report gathering health information online.

44% of Adults Hope to Lose Lbs.

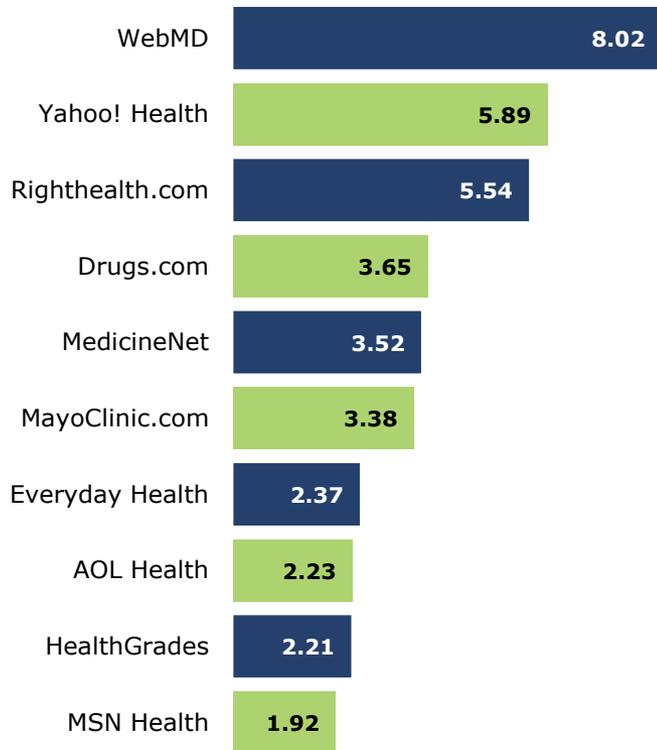


Results of a Harris Poll indicate that [forty-four percent of US adults](#) have made losing weight one of their resolutions for 2011.

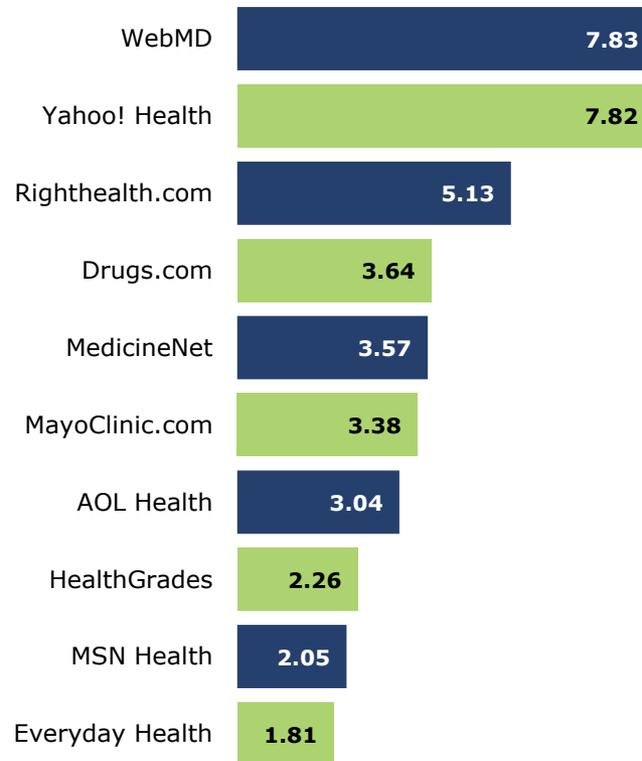
Top 10 Health Information Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



February 2011

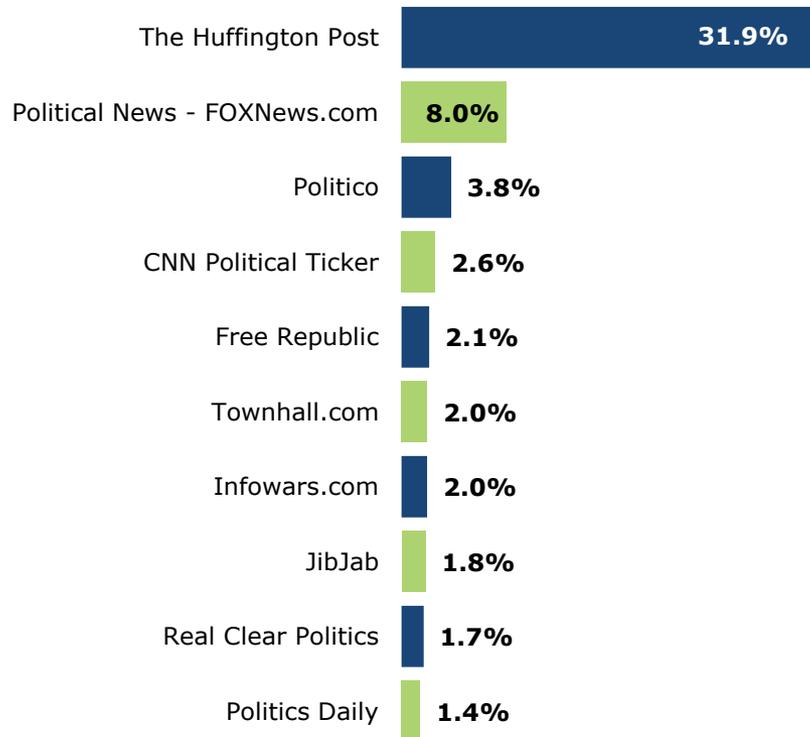
26% Used Cell Phone for Politics



Top 10 Politics Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



Politics goes mobile

More than a quarter of American adults (26%) used their cell phones to learn about or participate in the 2010 mid-term election campaign, according to findings from the Pew Research Center's Internet & American Life Project. The [mobile political user group](#) is more male than female, young than old, better off financially than less well-off, and better educated than less well-educated. African-Americans are also more likely than whites or Hispanics to be in this group.

71% of Cell Phone Owners Votes

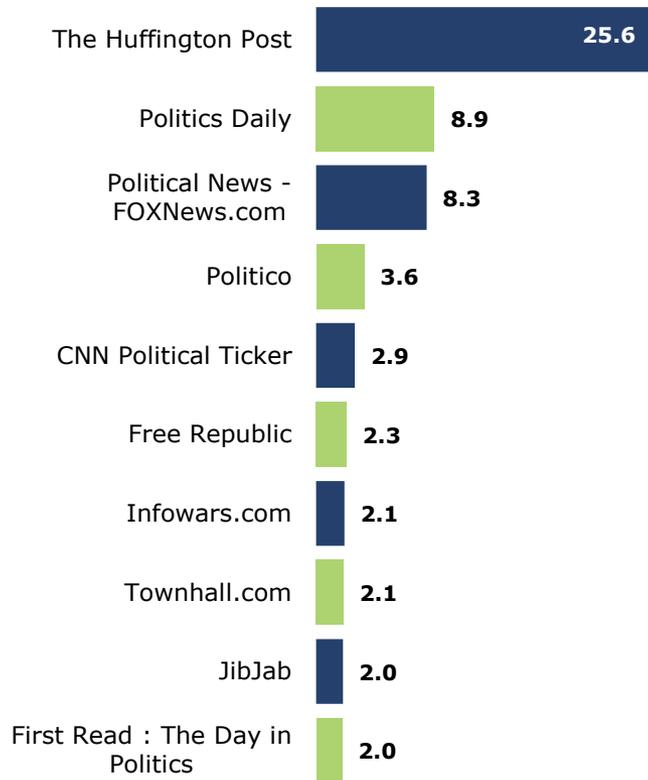


14% of all American adults used their cell phones to tell others that they had voted. Some 71% of cell owners voted in the election, so that amounts to 27% of the mobile phone users who voted.

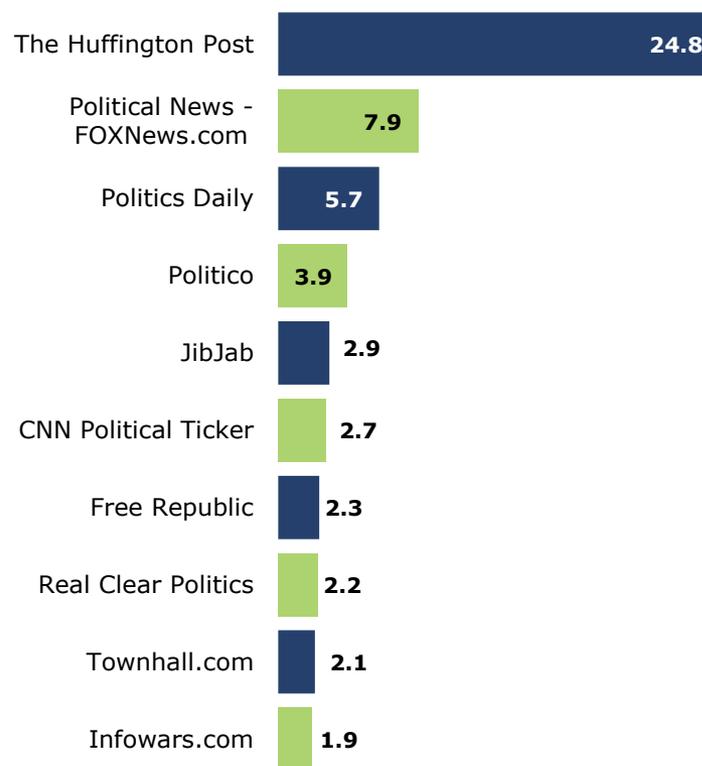
Top 10 Politics Sites

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January 2011



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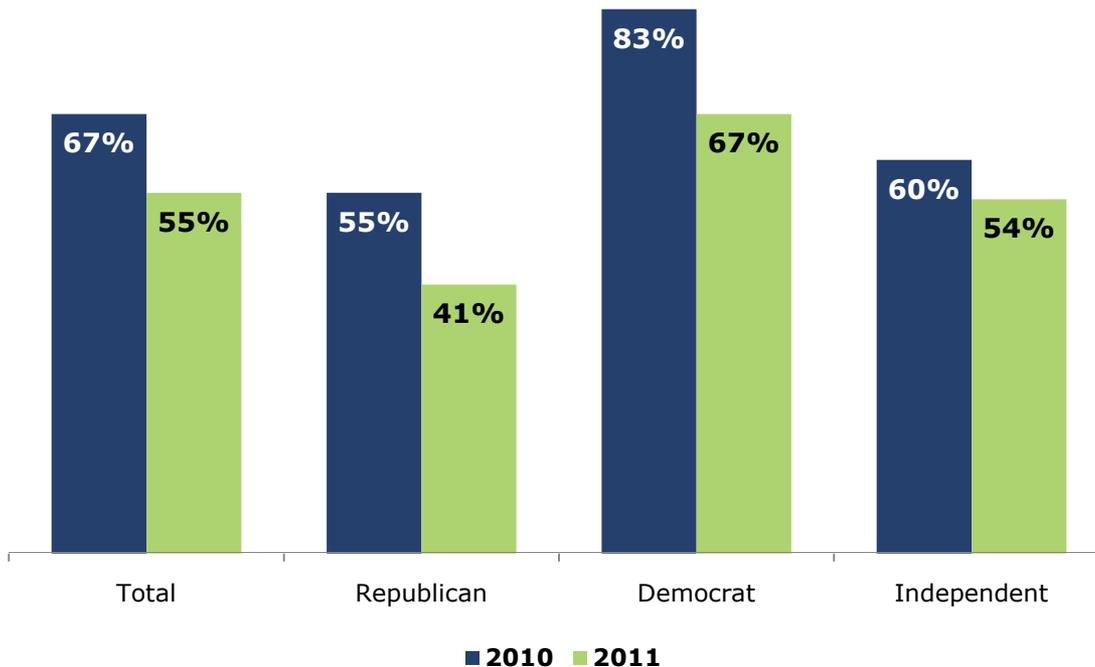
Dems: 67% Upbeat (83% in 2010)



Perception of Year Ahead

2010 v. 2011, Percent (%) saying year ahead will be better

Source: Pew Research



Looking ahead to next year, most Americans (55%) say that 2011 will be better than 2010, while 31% say the coming year will be worse. But there was even more optimism at the start of this year: In January, 67% said that 2010 would be a better year than 2009. Considering a Democrat is currently president, it is not surprising that a much higher percentage of Democrats (67%) think 2011 will be better than 2010, compared to 41% of Republicans and 54% of Independents.

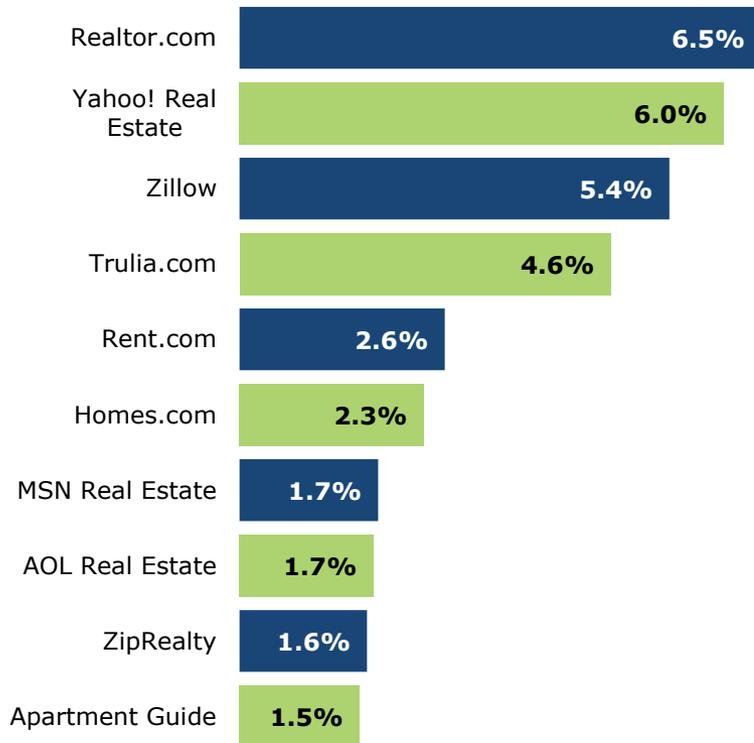
Still 22% Have Mortgage Issues



Top 10 Real Estate Sites

by U.S. Market Share of Visits (%), March 2011

Source: Experian Hitwise



22% of homeowners, down from 29%, have troubles

A Harris Poll [finds that](#) fully 22% of people with mortgages are having difficulty meeting their mortgage payments, including 7% who are having “a great deal of difficulty”. Furthermore, 21% of those with mortgages are “underwater.” However, these numbers are somewhat lower than they were in March 2010. Those having difficulty paying off their mortgages have declined 24%, from 29% to 22%. Those having a great deal of difficulty are down 36%, from 11% to 7%. Furthermore, at this time last year, 24% of those with mortgages thought they were underwater, 12.5% higher than the number now.

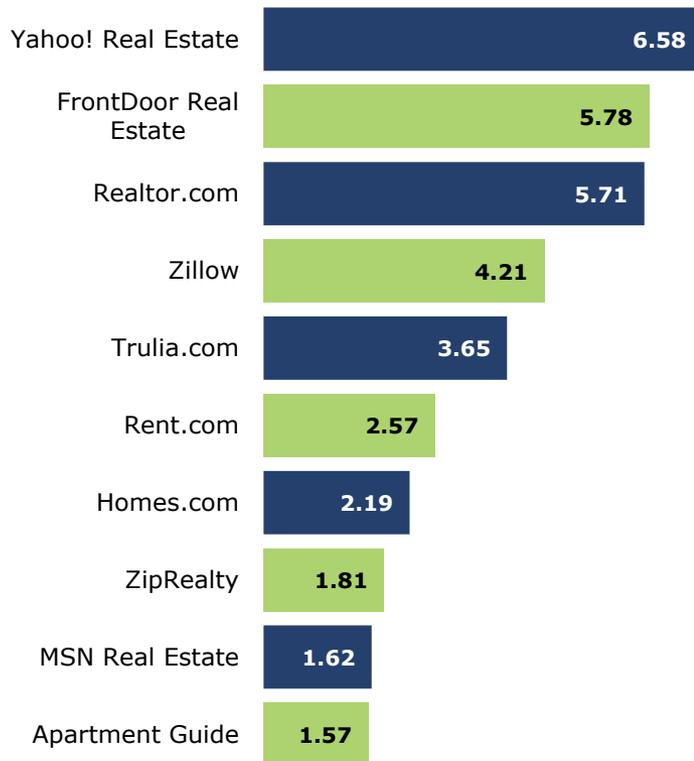


Top 10 Real Estate Sites

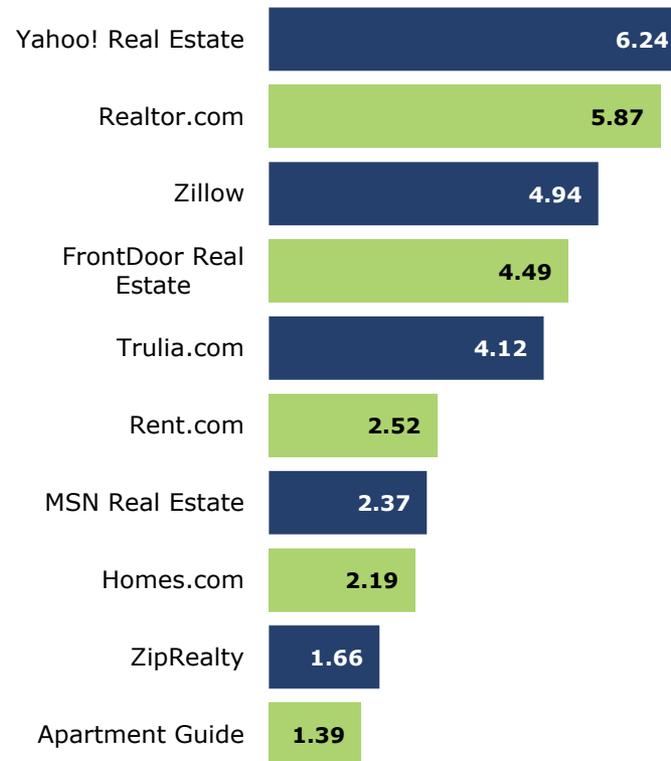
Top 10 Real Estate Sites

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

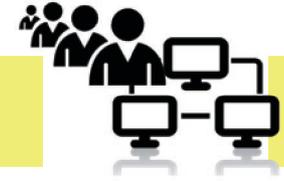
Source: Experian Hitwise



January 2011



February 2011

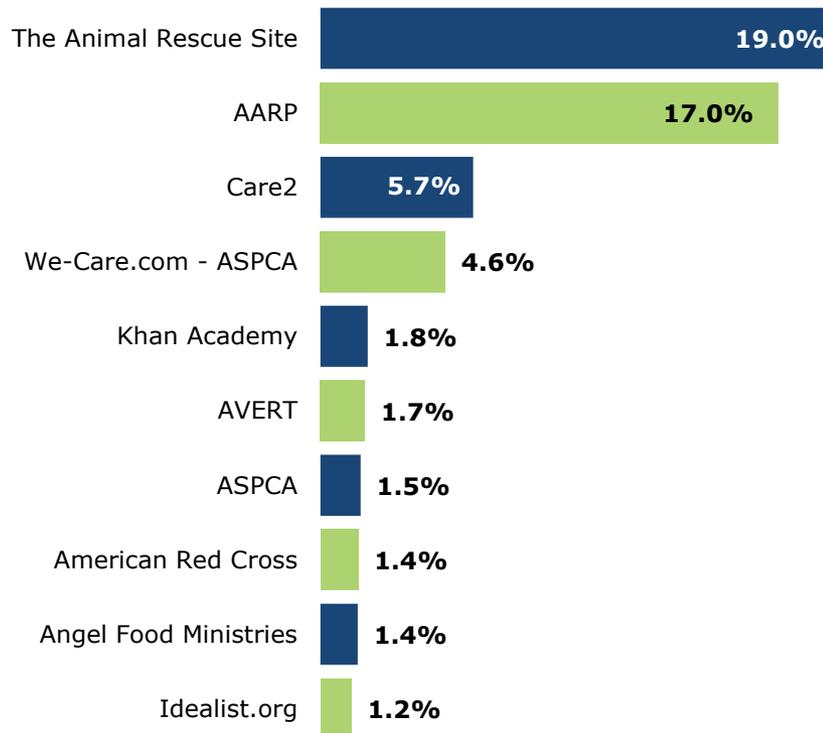


Lives “Overall” a Little Better

Top 10 Community-based Organizations

by U.S. Market Share of Visits (%), March 2011

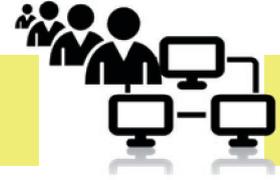
Source: Experian Hitwise



Well-Being Index improves for 2010

Americans' Well-Being Index score improved to an average of 66.8 in 2010 from 65.9 in 2009 and 2008, [according to](#) Gallup-Healthways Well-Being Index data. This year-over-year increase in overall wellbeing reflects increases across five of the six key areas of wellbeing, with the largest gains in how [Americans evaluate their lives overall](#). Although overall Well-Being Index scores mostly show improvement between 2009 and 2010, monthly scores reveal that Americans' higher level of well-being in 2010 resulted from relatively better scores in the first half of the year.

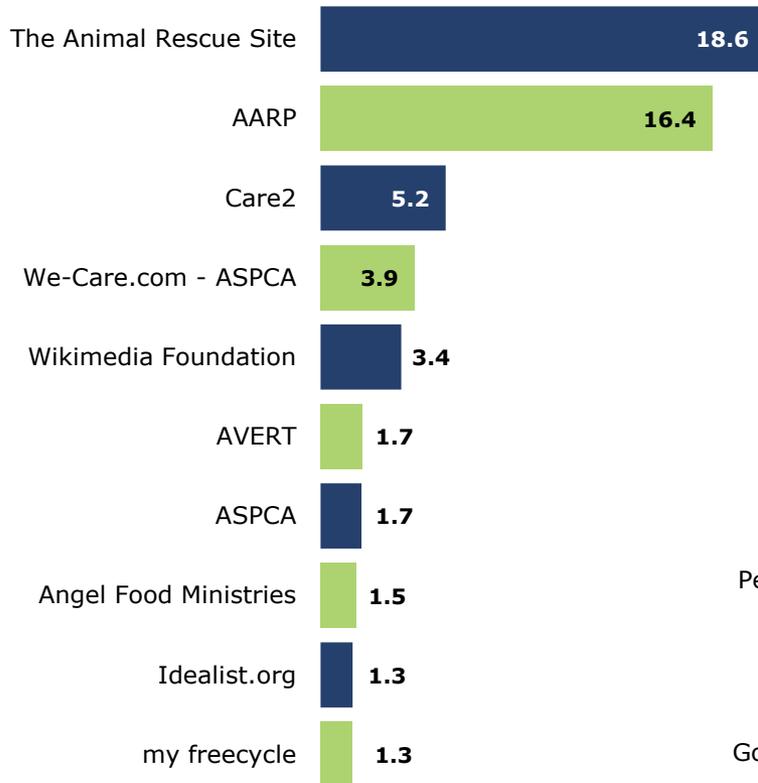
Community-based Organizations



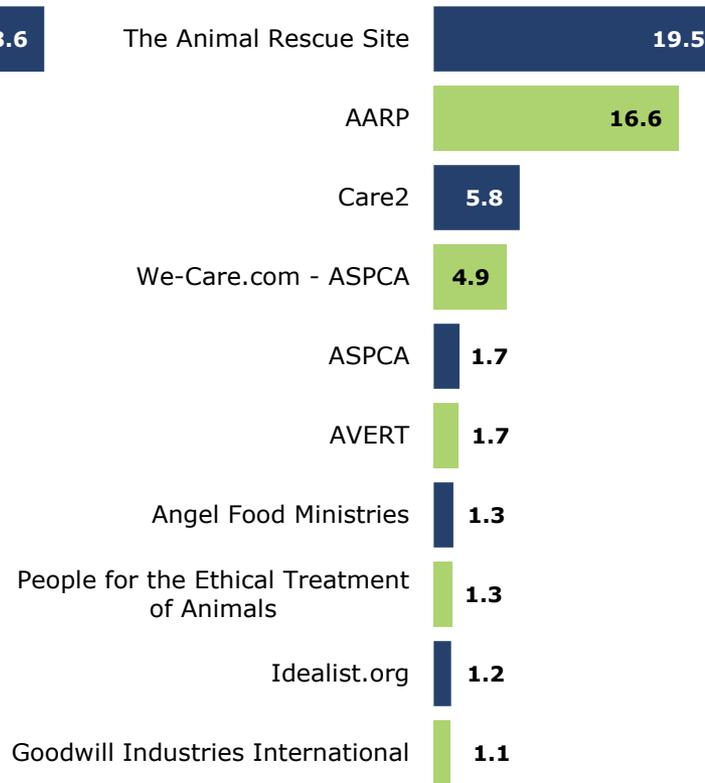
Top 10 Community-based Organizations

by U.S. Market Share of Visits (%), Jan. & Feb. 2011

Source: Experian Hitwise



January 2011



February 2011

[The top 100th of 1%](#)

of the wealthiest Americans, now make an average of **\$27 million** per household, [according to](#) Mother Jones analysis. In contrast, the average income for the bottom 90% of the US population is **\$31,244**



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