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# Newzful

## Consumer

### Useful facts. Sample of weekly email.

1. **TO BUY OR NOT TO BUY** - The top three reasons people buy are: **price, company reputation and trust in brand name.** (Source: National Association of Call Centers, NACC)
2. **THE BOOMING GENERATION** - Americans over 50: have 77% of all financial assets, comprise 54% of all consumer demand and **buy 77% of all prescription drugs.** (Source: StatisticBrain)
3. **BACK-TO-SCHOOL BUSINESS.** Consumers will spend approximately \$70 billion on back-to-school merchandise. About \$23 billion of this is spending by parents of children in kindergarten through 12th grade. The remainder represents spending by students starting or returning to college. Aside from the winter holidays, **the back-to-school season is the second largest consumer spending event for retailers.** (Source: Experian)
4. **JUST LOOKING, THANKS** - 90% of online retail website visitors are **browsers, not buyers.** (Source: Nielsen )
5. **WILL THAT BE ALL?** Sixty percent of online trips include only one category. (Source: Nielsen)
6. **I'LL KNOW IT WHEN I SEE IT** - 60% of brand purchase **decisions are made in-store.** (Source: Nielsen)
7. **FIND LADIES ONLINE** - Measuring time spent by women online: In first place, American women average 42 hours per month online, followed closely by women from Canada and the UK. (Source: ComScore)
8. **FUN AND GAMES** - More than half of all US mobile phone users, about 125.9 million people or 39.8% of the total US population, **will play games on their**

**phones this year**, as the ongoing explosion in usage pushes mobile gaming revenues to \$1.78 billion in the US. (Source: EMarketer)

9. **FEELING CONNECTED?** Americans spend an average of **58 minutes per day on their smartphones** -- talking takes up 26% of the time, texting 20%, social networking 16% and visiting websites 14%. (Source: Experian)

**10. BUYING THE LOVE** - 77 percent of adults on social networking sites has shown support for a product, a service, a company, etc., by becoming a fan, a friend or a follower. When asked why they did so, the **#1 reason given was to get a discount**. (Source: Experian)

**11. MY DEVICE IS BETTER THAN YOUR DEVICE.** Fifty-two percent of millennials rank far above or above average when it comes to being early adopters of technology. That means more than half of adults ages 18 to 34 want to be the first to have the latest electronic equipment, are **willing to pay almost anything for an electronic product** and actively want to be a source of information on electronic equipment to others. (Source: Experian)

**12. YOU SCRATCH MY BACK** - Influencers (those who promote products or services via their blogs or other content) most prefer receiving a first look or review opportunities for new products, features or releases when presented with branding opportunities as well as being paid to create custom content. Also high on the scale are prizes and samples to give away to their audience. (Source: Technorati)

#### **QUOTE:**

*"Our DNA is as a consumer company - for that individual customer who's voting thumbs up or thumbs down. That's who we think about. And we think that our job is to take responsibility for the complete user experience. And if it's not up to par, it's our fault, plain and simple." --Steve Jobs*

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