



Back due to popular demand, our latest Marketing Quiz has more fun facts. This time the topics are music, buying habits, social media, and consumer products. **Have Fun!**



Sounds Of Silence? *Music & Internet.*

1. According to Pew Research, the percentage of U.S. Internet users who have EVER paid to stream or download music is:

- a. 8%
- b. 48%
- c. 23%
- d. 33%



2. Since starting, iTunes has downloaded approximately:

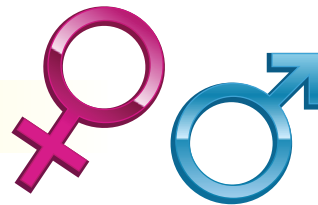
- a. 10 billion songs
- b. 1 billion songs
- c. 500 million songs
- d. 50 million songs



3. According to Steve Jobs, since its introduction, Apple has sold how many iPods?

- a. 1 billion
- b. 500 million
- c. 400 million
- d. 250 million

Girl & Guy Talk: *Venus or Mars.*



4. The average number of contacts in a woman's email or mobile list is:

- a. 375
- b. 270
- c. 170
- d. 75





5. The sport boasting the highest percentage of American female fans is:

- a. Major League Baseball
- b. NFL Football
- c. NBA Basketball
- d. Major League Soccer

6. Men make approximately what percentage of consumer buying decisions in the U.S.A.?

- a. 65 - 70%
- b. 55 - 60%
- c. 35 - 40%
- d. 15 - 20%

Facing Up To Facebook: The Facts.

7. The best time of day to post on Facebook is:

- a. 7:00 a.m.
- b. 8:00 a.m.
- c. 11:30 a.m.
- d. 8:00 p.m.

8. Other than the word "Facebook," the most shareable word on Facebook is:

- a. Video
- b. Most
- c. World
- d. Why

9. Facebook currently has about how many active users?

- a. 900 million
- b. 700 million
- c. 500 million
- d. 400 million

10. The average Facebook user has how many friends?

- a. 330
- b. 230
- c. 130
- d. Less than 100

11. About what percentage of Facebook users are located in the U.S.A.?

- a. 65%
- b. 60%
- c. 45%
- d. 30%



**Find us on
Facebook**

Connect with Progressive Marketing Group by visiting our Facebook page. See our newest multimedia video presentation and join in the discussion!



Internet Consumers: Key Characteristics.

12. What percentage of online consumers trust recommendations from people they know?

- a. 65%
- b. 60%
- c. 45%
- d. 90%

13. What percentage of online consumers trust recommendations from people they don't know?

- a. 65%
- b. 70%
- c. 45%
- d. 60%

14. The #1 influence for consumer electronics purchases is:

- a. Twitter
- b. Print advertising
- c. Online advertising
- d. Word of mouth

15. Roughly 2/3 of all searches are through Google. Who is second with 16%?

- a. Microsoft/Bing
- b. Yahoo!
- c. AOL Search
- d. Ask.com



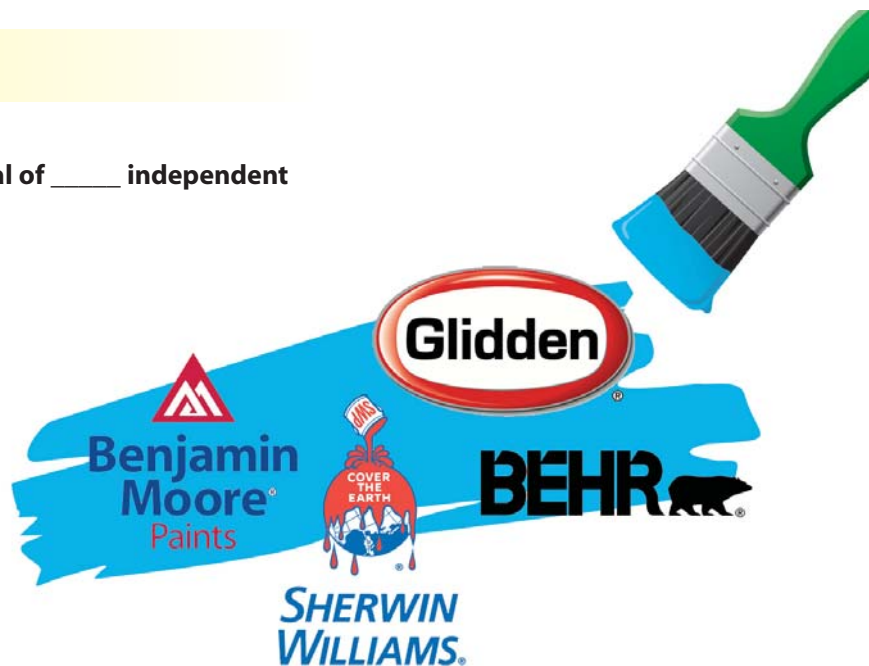
Consumer Products.

16. Benjamin Moore paint is sold through a total of _____ independent dealers & Benjamin Moore stores?

- a. 5,200
- b. 7,200
- c. 9,200
- d. 10,200

17. The U.S.A.'s largest producer of paint is:

- a. Benjamin Moore
- b. Sherwin-Williams
- c. Glidden
- d. Behr





18. Of the chocolate giants, which one has been in business since 1860?

- a. Nestlé
- b. Cadbury
- c. Ferrero
- d. Callebaut

19. Nestlé is the world's largest chocolate manufacturer. Second is:

- a. Hershey's
- b. Cadbury Schweppes
- c. Ferrero
- d. Callebaut

20. Match the chocolate maker with its country of origin:

- ___ Belgium
- ___ England
- ___ Italy
- ___ USA
- ___ Switzerland



Strategic marketing can make a difference in your business.
Call us at (631) 756-7160 to discuss which strategies will work best for your organization.



Email PMG at news@pmgstrategic.com for a complimentary copy of the PMG Bottom Line Branding and Positioning Booklet.

▶ **Jamie Stanco**, President and Founder of Progressive Marketing Group, Inc., is a recognized authority on strategic marketing, messaging, positioning and branding.

▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

(631) 756-7160
www.pmgstrategic.com

All logos and trademarks are property of their respective owners. Information contained herein is proprietary and may not be used or reproduced, in whole or in part, without the express written consent of Progressive Marketing Group, Inc. ©2011 Progressive Marketing Group, Inc. All rights reserved.

ANSWER KEY

1) d, 2) a, 3) d, 4) c, 5) d, 6) d, 7) b, 8) d, 9) c, 10) c, 11) d, 12) d, 13) b, 14) d, 15) a, 16) a, 17) b, 18) a, 19) d, 20) d, b, e, a, c