



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%



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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



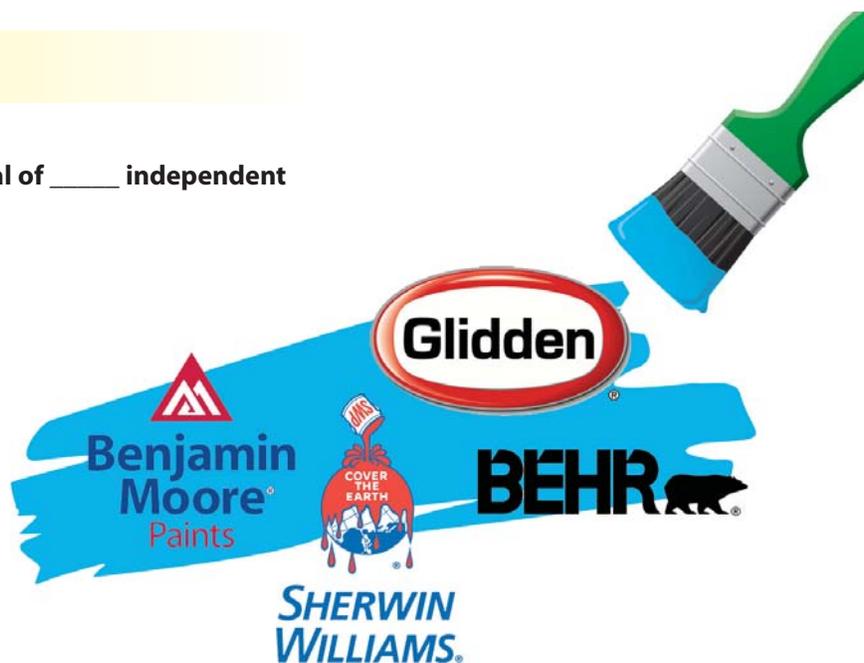
Consumer Products.

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



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

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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