

MARKETSHARE THROUGH MINDSHARE

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volume 8, number 2

As we prepare for the really big events of March (St. Patrick's Day, Churchill's "Iron Curtain" speech, Dr. Seuss Day, Eric Clapton's Birthday), I'm pleased to note that none of that is reflected in this newsletter. But it does contain some interesting facts and food for thought. **Enjoy!**



Entertainment Media

1. Spider-Man Turn Off The Dark set a record for a Broadway show when it grossed nearly \$3,000,000 in one:

- a. Day
- b. Week
- c. Fortnight
- d. What's a fortnight?
- e. Month



2. The best selling single volume fiction book has sold 200+ million copies. It is:

- a. The Hobbit
- b. The Lion, The Witch And The Wardrobe
- c. A Tale Of Two Cities
- d. The Catcher In The Rye

3. The best selling single volume fiction book to date published in the 21st century is:

- a. Harry Potter And The Deathly Hallows
- b. The Da Vinci Code
- c. Angels And Demons
- d. The Girl With The Dragon Tattoo

4. The best selling single volume fiction book published in the 20th century is:

- a. Le Petit Prince
- b. The Lord Of The Rings
- c. Lolita
- d. Anne Of Green Gables



5. Of the top 20 best selling single volume fiction books of all time, how many were originally written in English?

- a. 10
- b. 15
- c. 9
- d. 12

6. A recent survey showed that in December, 2011 the percentage of Americans owning at least one tablet or ereader was up ____ %.

- a. 11%
- b. 14%
- c. 45%
- d. 67%

7. In 2011 the dramatic growth in tablet and ebook purchases reached ____% of US adults.

- a. 9%
- b. 19%
- c. 29%
- d. 39%

8. Women are more likely to own tablet devices than men.

- a. True
- b. False
- c. Equally likely

9. The most important consumer consideration when selecting a voice communications system is:

- a. Maintenance
- b. Features & ease of use
- c. Cost savings
- d. Reliability



TV Media

10. The Super Bowl's exciting finish resulted in an average of nearly ____ of all TV sets being tuned in to the game.

- a. 73.5%
- b. 48.9%
- c. 61.2%
- d. 56.7%





MADONNA

11. Overall the Super Bowl was viewed in what percentage of USA homes?

- a. 55.5%
- b. 47.0%
- c. 70.0%
- d. 52.4%

12. The Madonna halftime show averaged a record number of viewers, fully:

- a. 114 million
- b. 135 million
- c. 143 million
- d. 98 million

13. Independent surveys rated this commercial "worst of a bad bunch."

- a. Clint Eastwood for Chrysler
- b. Doritos "disappearing cat"
- c. David Beckham "underwear"
- d. Toyota Camry "couch"



14. Costs for a 30-second spot averaged:

- a. \$4.1 million
- b. \$3.5 million
- c. \$2.9 million
- d. \$1.9 million

Automobiles

15. 2011 was a good year for automakers, but _____ led the pack with a 27% increase:

- a. Nissan
- b. GM
- c. Ford
- d. Chrysler



16. The only Japanese manufacturer to sell more cars in the USA in 2011 was:

- a. Suzuki
- b. Honda
- c. Toyota
- d. Nissan





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Marilyn and Walter Poggi



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What's Up With This?

BTW our ad hoc survey of MTM volume 8, number 1 showed that 80% of readers missed the answer on Question #2.

One of these products is NOT a real brand:

- a. Black Bush liquor
- b. Coolpis soft drink
- c. Fiddle Faddle popcorn
- d. Cousin Edgar's Tasty Tater Tots

FYI, the answer is D.



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ANSWER KEY

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