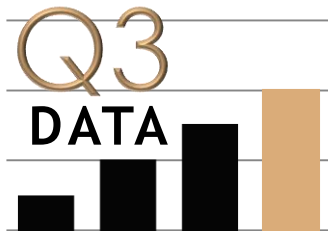




Charts Quarterly

MARKETING CHARTS



www.marketingcharts.com

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About Charts Quarterly

MarketingCharts.com presents hard data and research to marketers by supplying charts and Excel documents. Our data is collected from major data partners. More than 50 datasets are followed at www.marketingcharts.com. A fresh board of charts are published every day on our website. **Charts Quarterly** 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**.



At **HubSpot**, we help small and medium sized businesses get found on the Internet, by offering professional marketers and small business owners a software platform that fully supports their inbound marketing strategies.

But strategies need to be developed within the context of current data. That's why we are sponsoring Charts Quarterly, so that you can have access to the latest Internet trends.

We think you'll be surprised with what some of the charts reveal. For example, who would have thought that in August 2010, Yahoo Sites would rank as the top web property, ahead of Google Sites.

Also, companies need to know that nearly six in ten marketers plan on including social media spending in 2011.

There are 55 data slides in this issue of Charts Quarterly, and they cover a range of topics, from broadcast media sites to social media sites to financial and health sites to top advertisers in consumer goods.

Enjoy!

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



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Media & Marketing



Television Sites



Top 10 Broadcast Media Sites



Print Media Sites



Top 10 Brands Advertised on the Radio



Social Network Sites and Forums



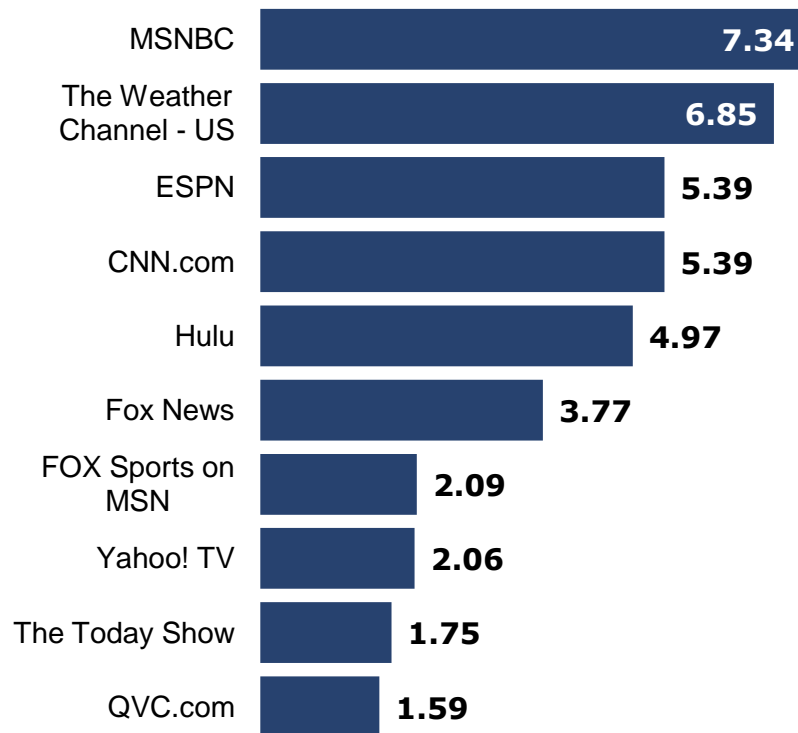
Video-Multimedia Sites

Top 10 Television Sites

by U.S. Market Share of Visits (%)



August 2010



Recession accelerates revenue decline

The annual decline in revenues for traditional media was larger in 2009 than originally forecast, according to [research](#) released in July 2010 by PriceWaterhouseCoopers.

PriceWaterhouseCoopers advises that the growth-rates disparity does not tell the whole story: legacy offline revenue streams are still significantly larger and will remain so for the next five years. The strongest growth will be in digital and online; the majority of revenues will be analog and offline.

Source: Hitwise

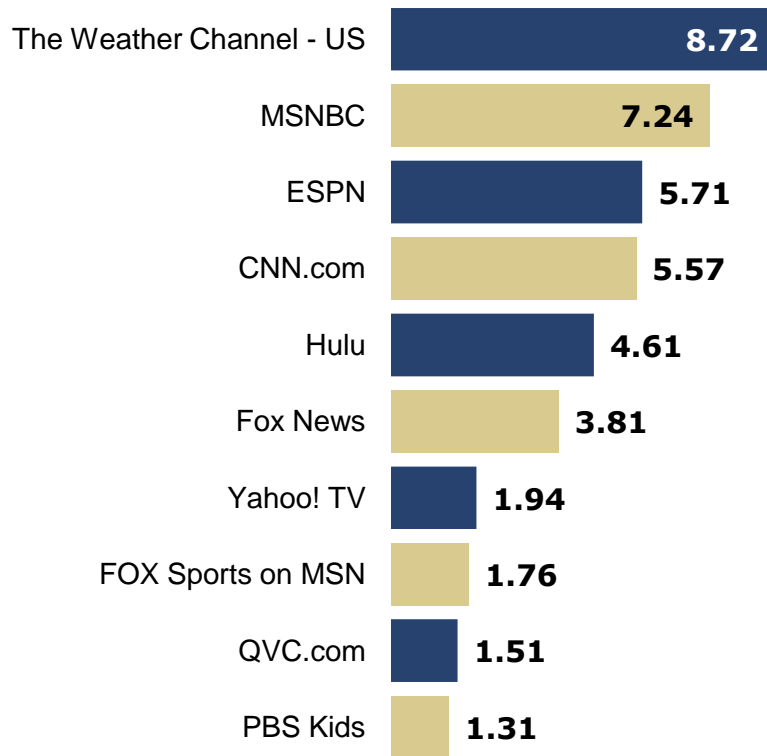


Top 10 Television Sites

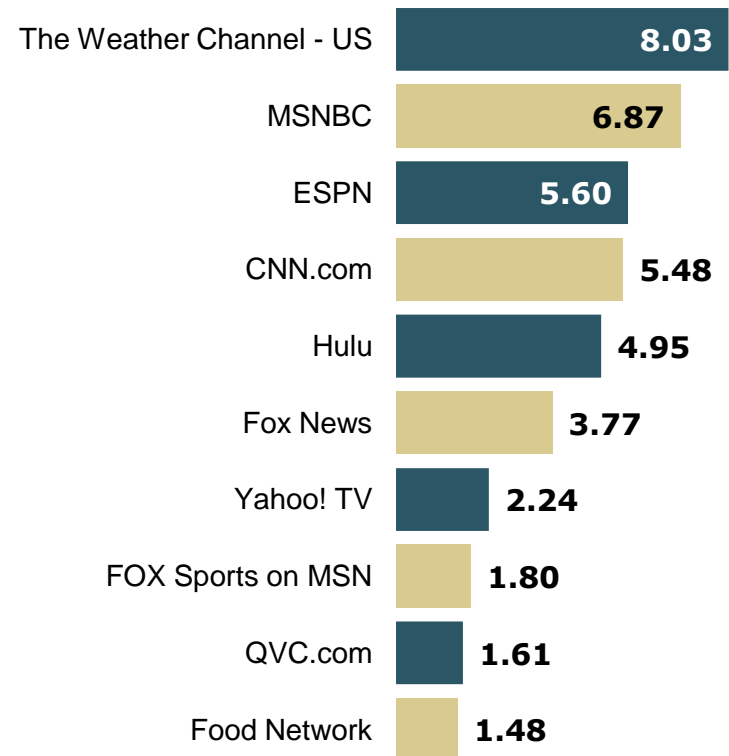
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

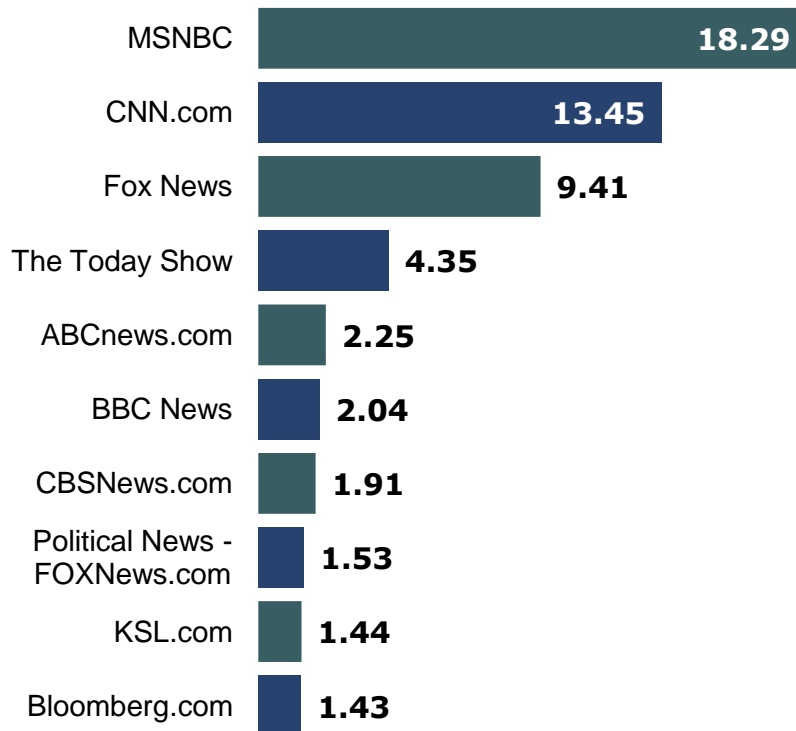


Top 10 Broadcast Media Websites

by U.S. Market Share of Visits (%)



August 2010



Crisis, opportunity, evolution...

A bright spot for television amid the general storm of ad revenue reports: TV broadcasters are capturing the online video audience at a faster rate than others according to [findings](#) from “Online Video & The Media Industry.” Across most categories between the first quarter and second quarter of 2010, average online video minutes watched held fairly steady. However, television broadcasters achieved the highest rate of growth, an increase of 3.1% – to 3:01 minutes.

Source: Hitwise



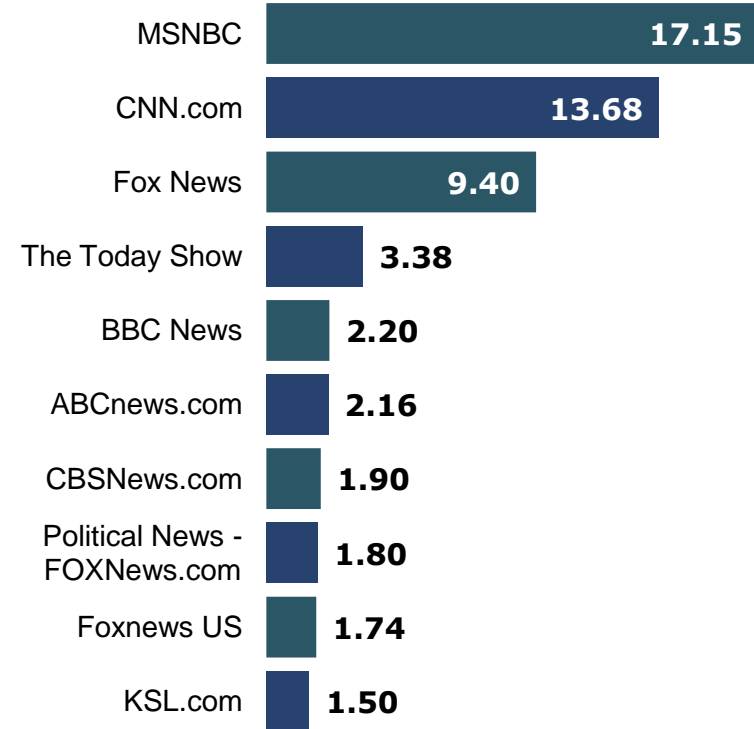
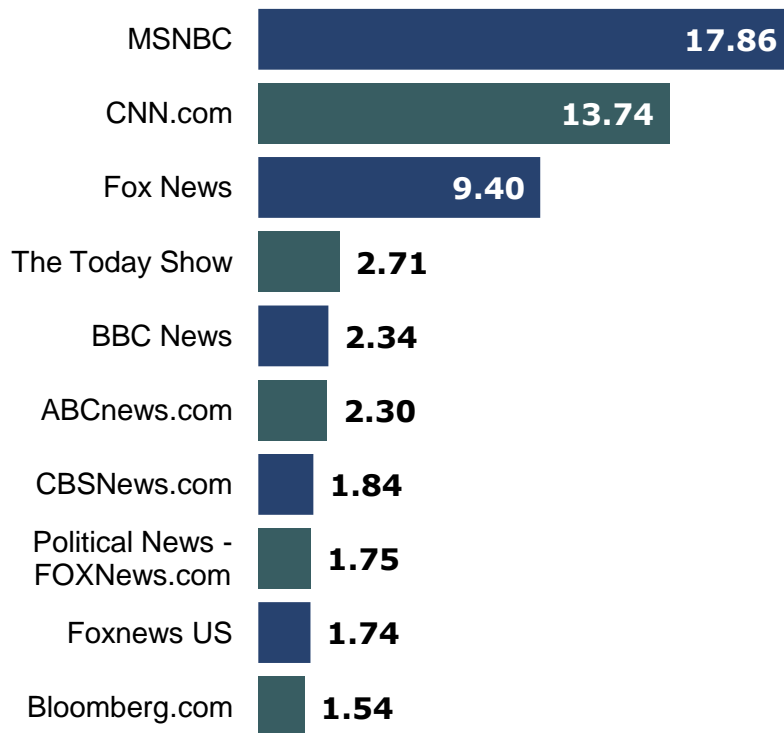
Top 10 Broadcast Media Websites

by U.S. Market Share of Visits (%)



June 2010

July 2010



Source: Hitwise

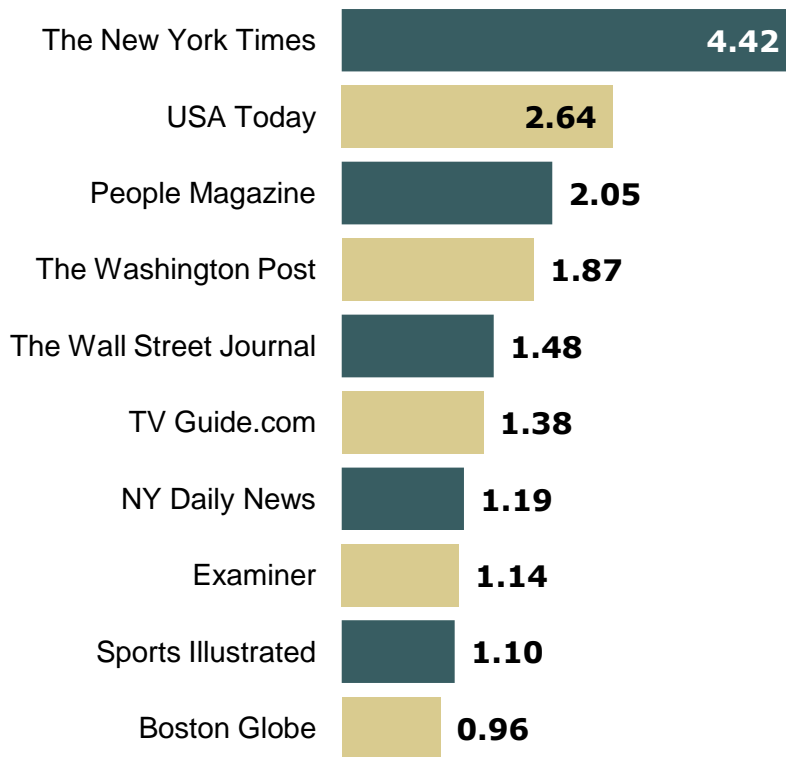


Top 10 Print Media Websites

by U.S. Market Share of Visits (%)



August 2010



Boosted CPM rate for online newspapers

Newspaper and consumer magazine publishing also had a larger 2009 revenue [decline](#).

However, comScore's [ranking of CPM](#) rates for digital media gave online newspapers the lead over all site categories where display ads appear. Online newspapers averaged a \$6.99 CPM rate for the month of April 2010, nearly three times the average CPM for the total US internet at \$2.52. Online newspapers achieved this distinction despite having one of the lowest display ad impression totals (8.5 billion) and impression shares (2.4%) of any leading site category.

Source: Hitwise

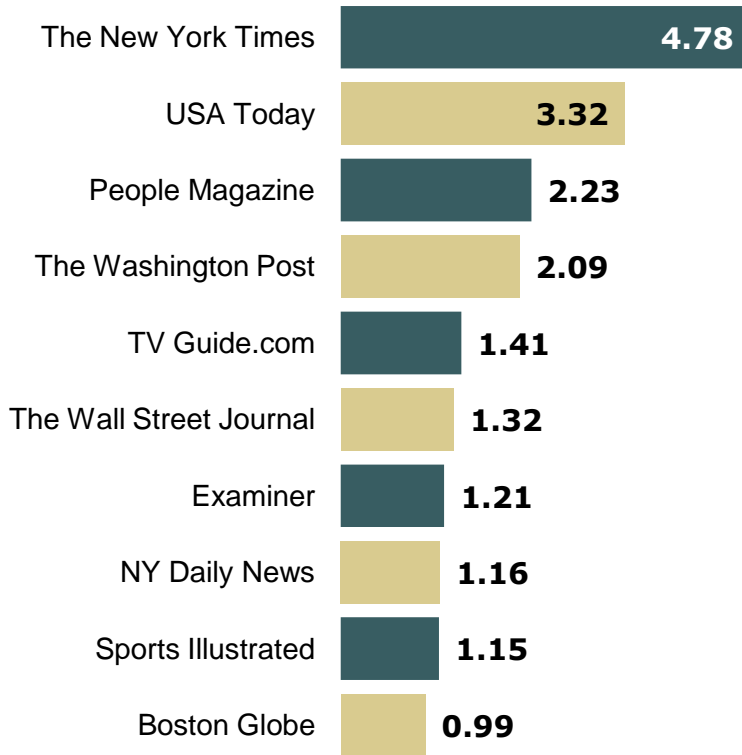


Top 10 Print Media Websites

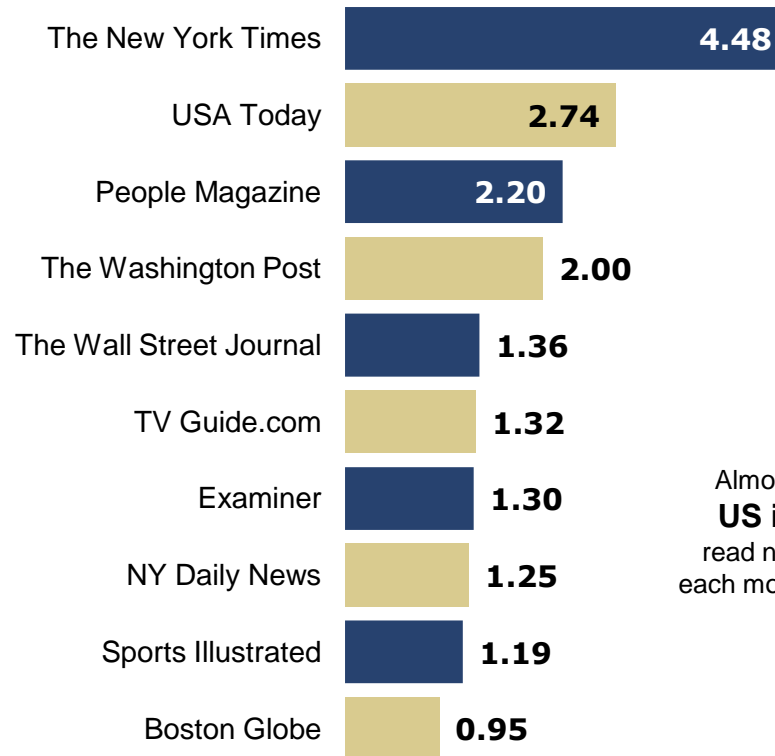
by U.S. Market Share of Visits (%)



June 2010



July 2010



Almost **three in five** US internet users read newspapers online each month, according to comScore data.

Source: Hitwise

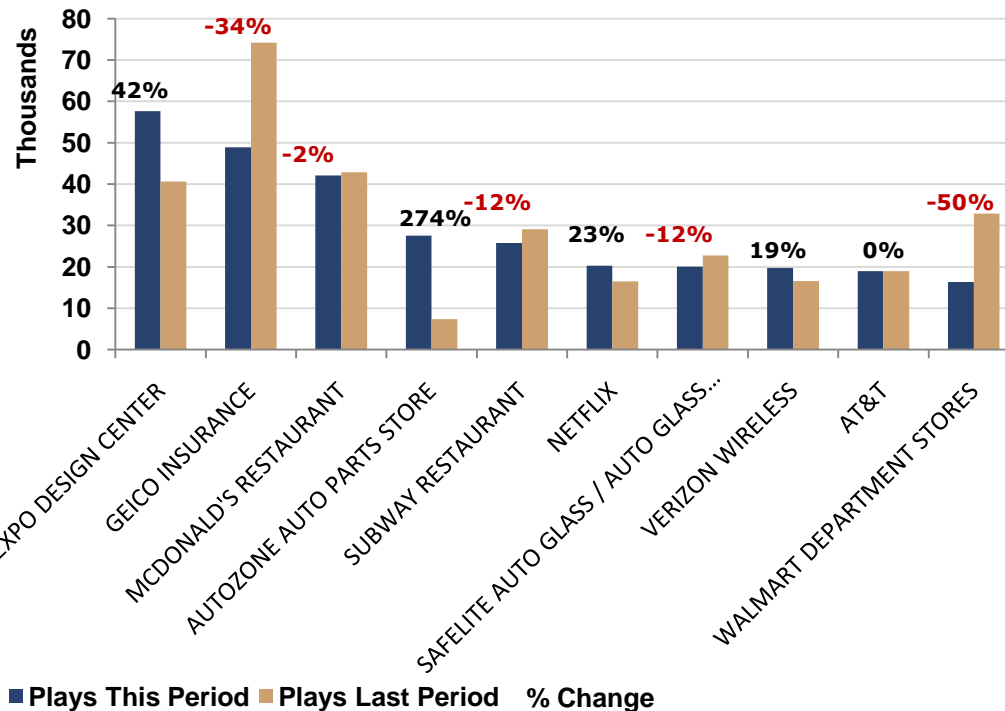




Top 10 Brands Advertised on Radio

by Number of Ad Plays

Week * of August 30, 2010



Radio games in Washington

Radio – does the fight for survival in the digital age get any tougher than this? The National Association of Broadcasters is looking for a government mandate to require cell phone manufacturers to [insert an FM chip](#) into all cell phones and smart phones. Radio stations would surrender their exemption to licensing fees, and pay a performance fee of 1% of net revenue. Cell phone makers are opposed to the plan.

Source: Mediaguide * All weekly charts are currently available online at www.marketingcharts.com

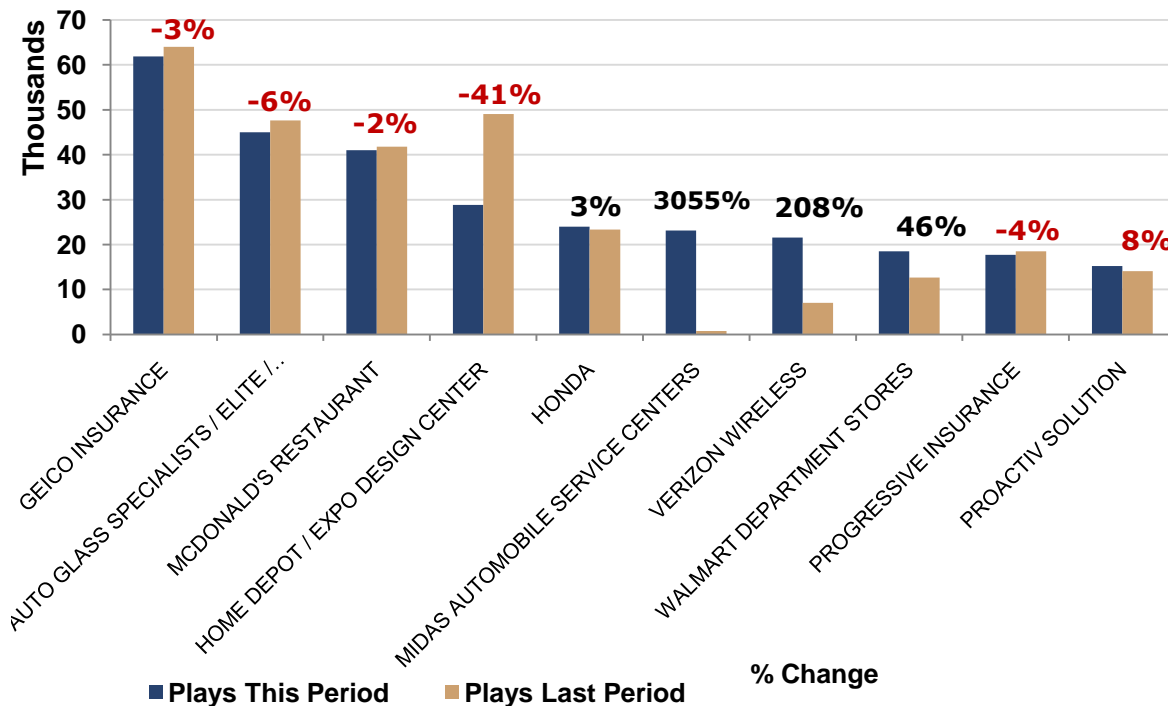




Top 10 Brands Advertised on Radio

by Number of Ad Plays

Week * of July 26, 2010



Blip on the revenue radar

The NAB bid coincides with a [bright moment for radio](#): Local ad revenue grew 3% from Q2 2009, to \$3.04 billion. More impressively by growth rate, national ad revenue increased 16% from the same period a year earlier, to \$702 million. Combined US local and national radio ad revenue climbed 6% in Q2 2010, to \$3.75 billion.

Source: Mediaguide * All weekly charts are currently available online at www.marketingcharts.com

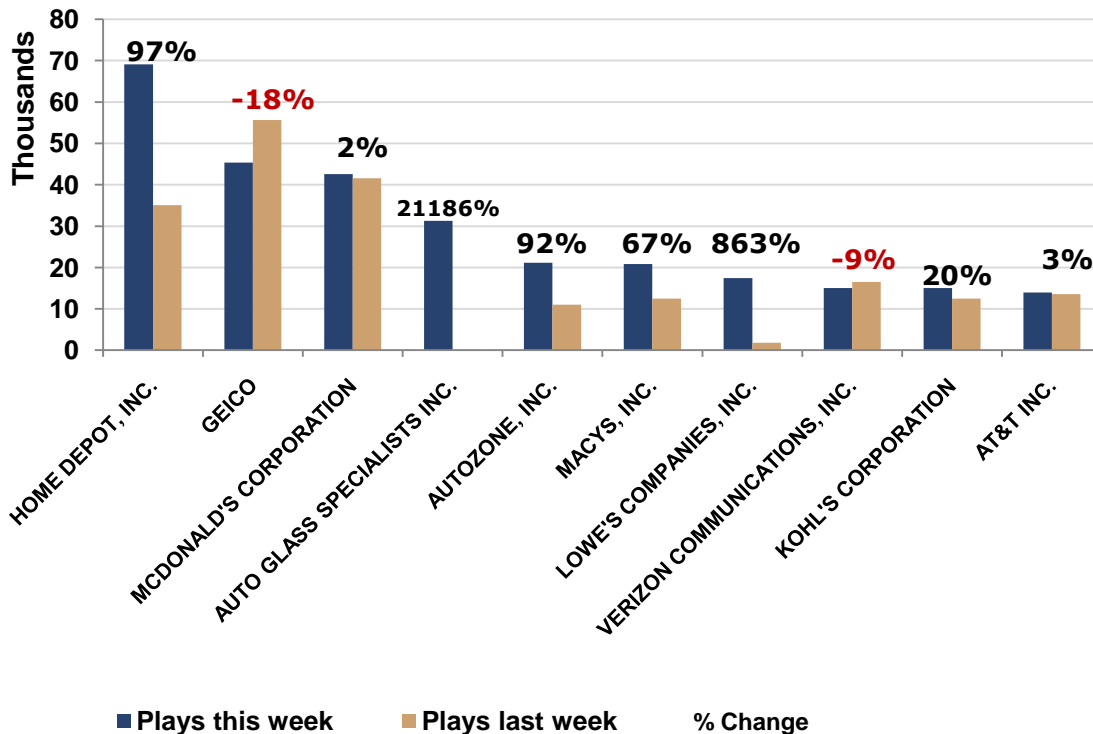




Top 10 Brands Advertised on Radio

by Number of Ad Plays

Week * of June 28, 2010



Who is listening?

[Recent Nielsen data](#) reveals that adults age 25-54 listened to the radio an average of 24 hours and 23 minutes each week during spring 2010, while 18-to-34-year-olds tuned in for 22 hours and 29 minutes. An FM chip brings radio into a wider field of advertising options and revenue potential, but to whom will Washington listen? Tune in next time...

Source: Mediaguide * All weekly charts are currently available online at www.marketingcharts.com

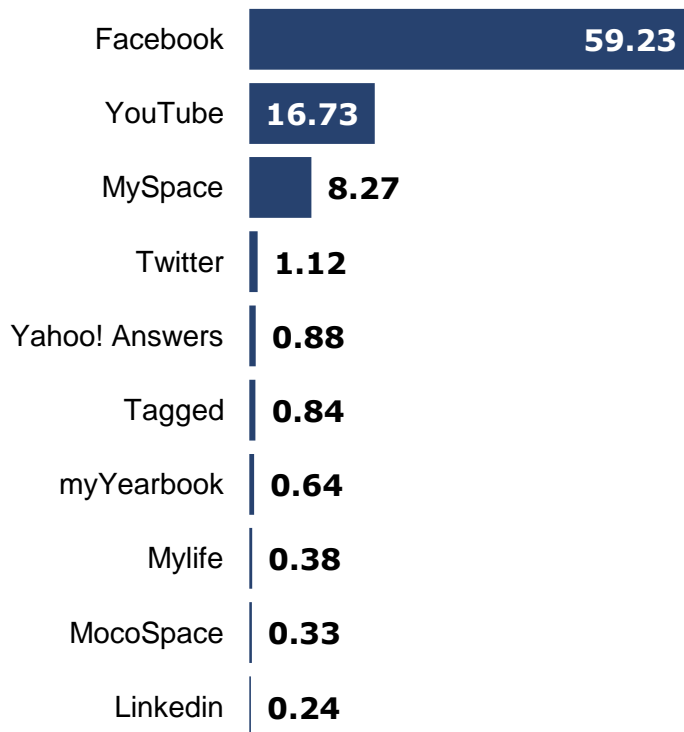


Top 10 Social Network Sites

by U.S. Market Share of Visits (%)



August 2010



Social-media spending a realistic goal

Back in the real world, having a “presence on social networks” is one of the top priorities for marketers in 2010, with [nearly six in 10](#) planning to include social-media spending in their next-year’s marketing budget, according to the “2010 Media Planning Intelligence Study” from the Center for Media Research.

The number of marketers hoping or expecting to allocate dollars to social networks puts the medium second only to e-mail. Specifically, 57.7% of respondents “ideally” plan, and 56.3% “realistically” plan to include social media in their media plans next year.

Source: Hitwise

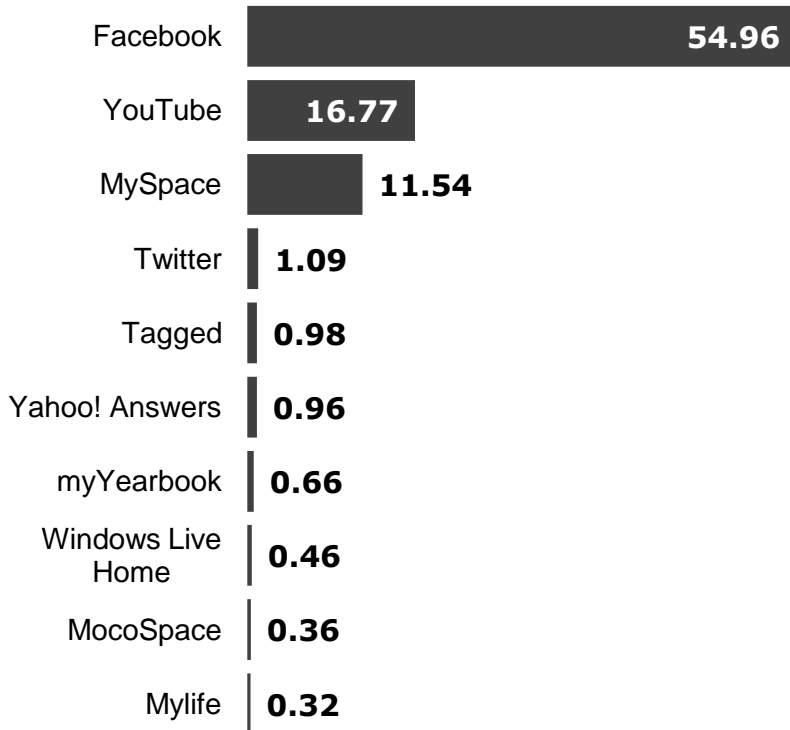


Top 10 Social Network Sites

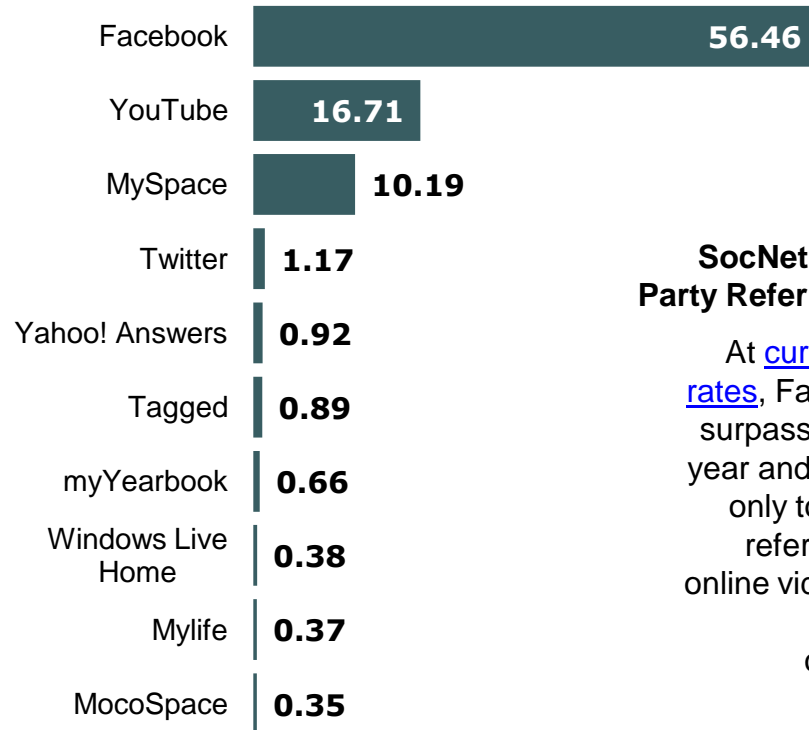
by U.S. Market Share of Visits (%)



June 2010



July 2010



SocNets Lead 3rd Party Referral Growth

At [current growth rates](#), Facebook will surpass Yahoo this year and be second only to Google in referral traffic to online video content for media companies.

Source: Hitwise

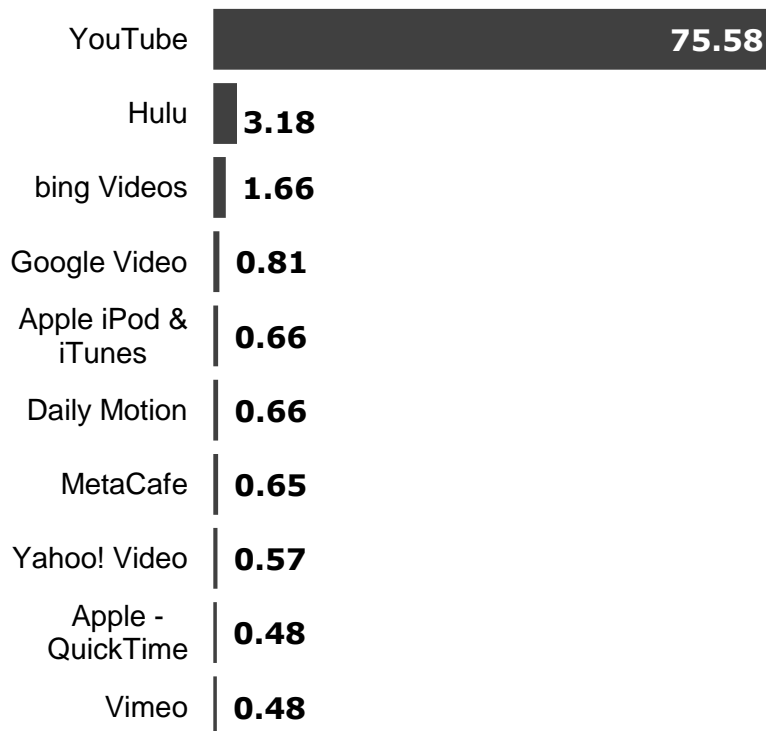


Top 10 Video Multimedia Sites

by U.S. Market Share of Visits (%)



August 2010



Growth in online video, ads

More than 10.2 billion videos were streamed in the US in June 2010, a 1.3% increase from June 2009 and a 4% jump from the previous month.

[Americans viewed](#) more than 4.3 billion video ads, with Hulu generating the highest number of ad views at 566 million. Video ads reached 46.1% of the total US population an average of 31.5 times during the month. Hulu also delivered the highest frequency of video ads to its viewers with an average of 24.2 during the course of the month, and reached 7.8% of the US population.

Source: Hitwise

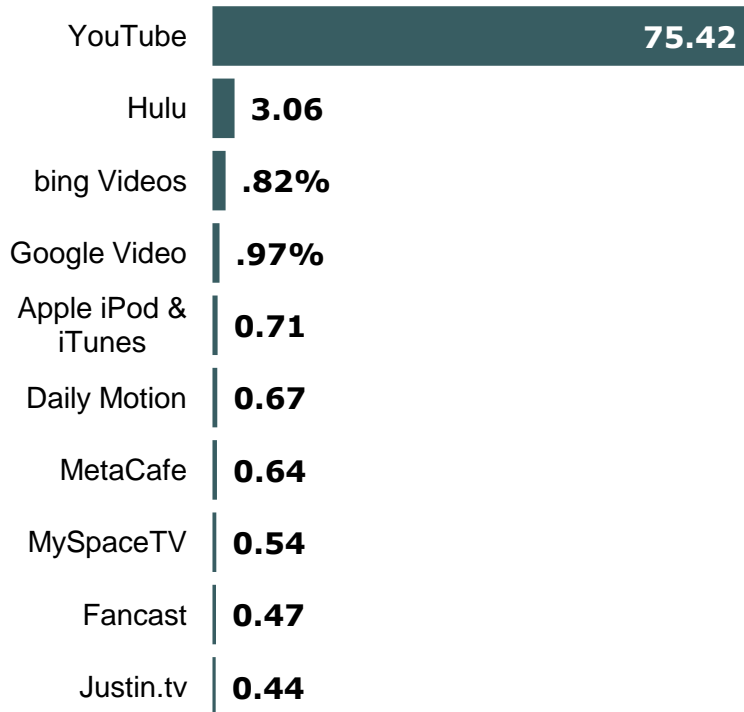


Top 10 Video Multimedia Sites

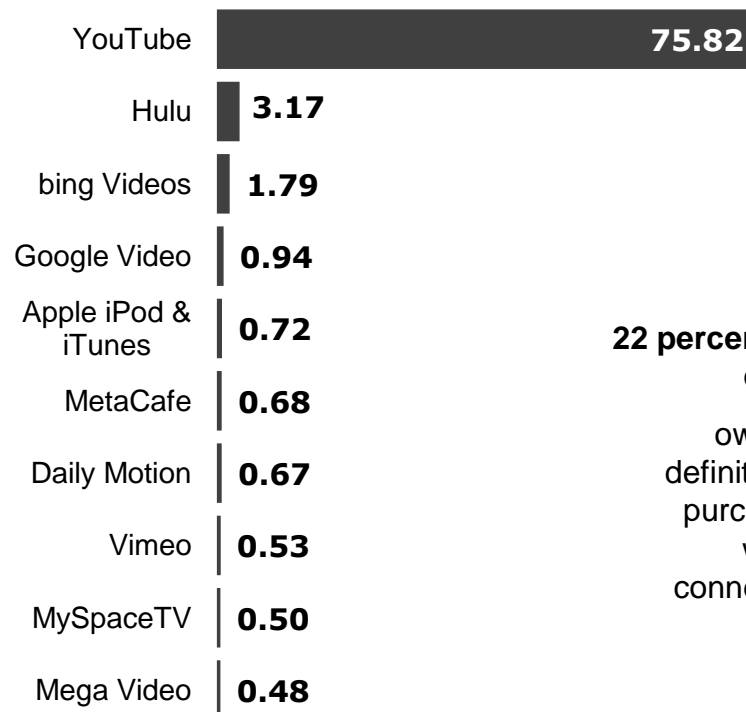
by U.S. Market Share of Visits (%)



June 2010



July 2010



22 percent of global consumers

own or have a definite interest in purchasing a TV with internet connection in the [next year](#).

Source: Hitwise





Internet Infrastructure



Top U.S. Web Properties



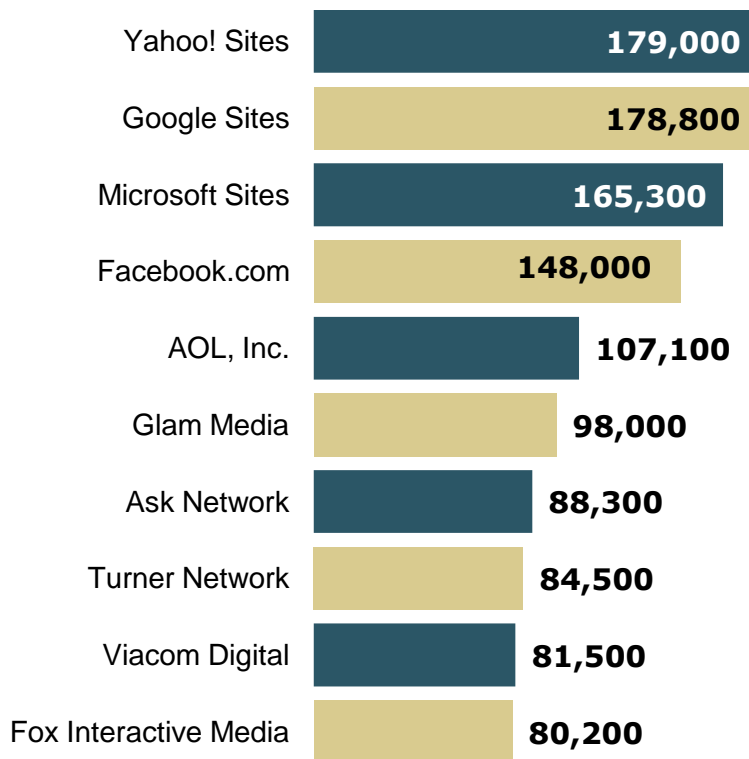
Top Internet Portal Frontpages

Top U.S. Web Properties

by Unique Visitors (000)



August 2010



Source: comScore

Change at the top: Yahoo ousts Google

Aided by heavy traffic to Yahoo Sports, Yahoo Sites ranked as the [top web property](#) in August 2010 with 179 million visitors. Falling to no. 2 was longtime top web property Google Sites with 178.8 million.

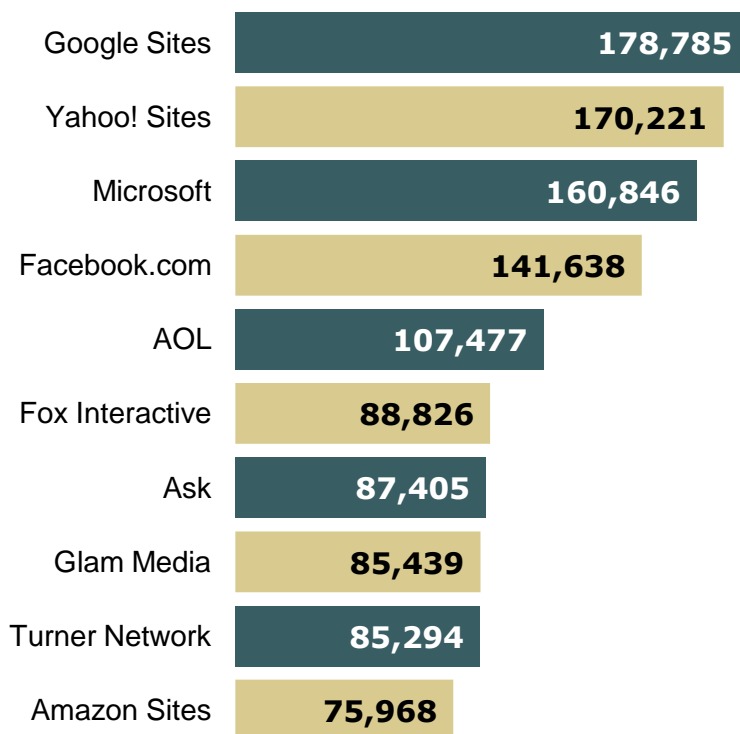
Google Sites also lost US explicit core search market share between July and August 2010, falling from 65.8% to 65.4%. Yahoo Sites, which grew their share from 17.1% to 17.4%, and Microsoft Sites, which increased their share from 11% to 11.1%, appear to be the main beneficiaries.

Top U.S. Web Properties

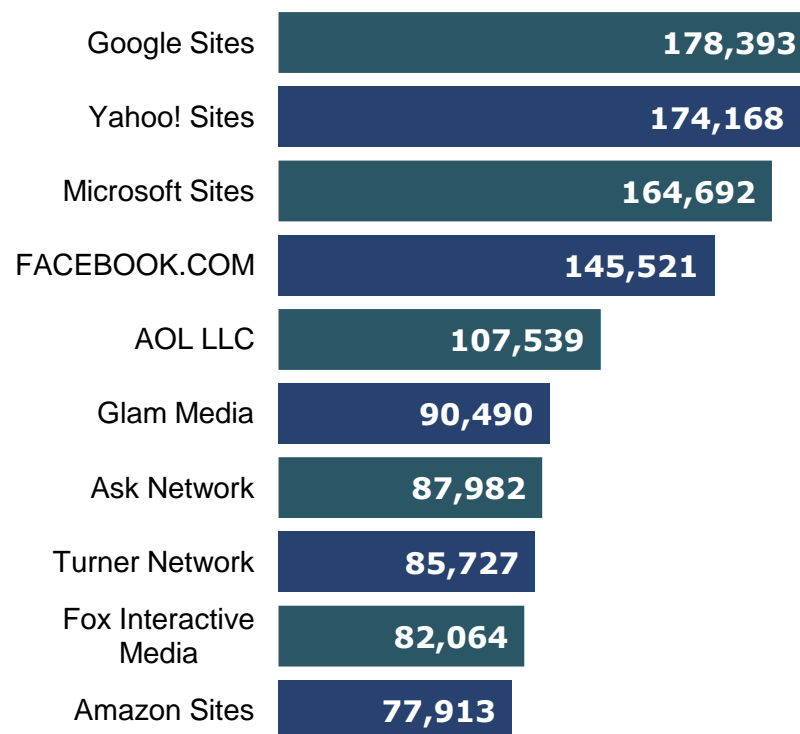
by Unique Visitors (000)



June 2010



July 2010



Source: comScore

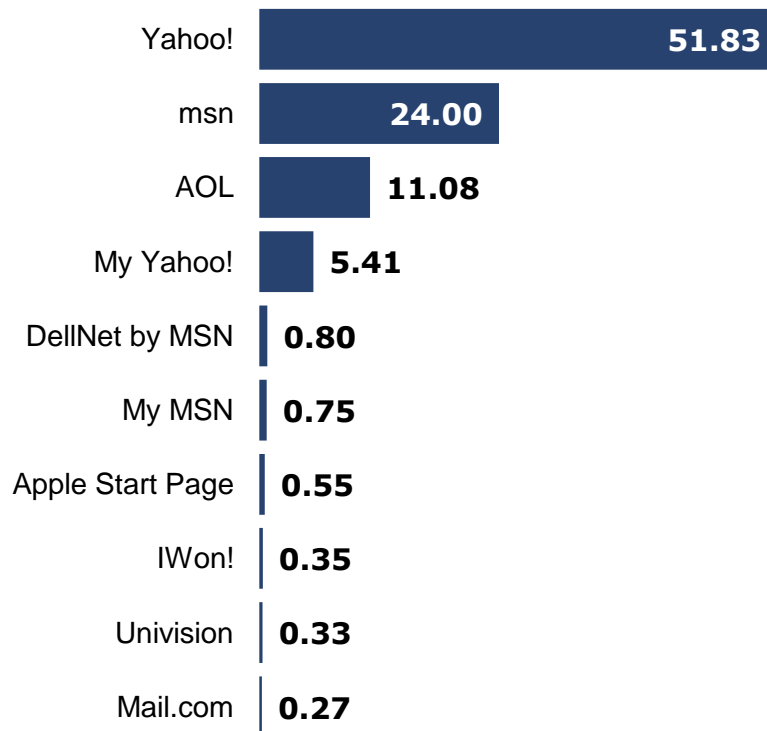


Internet Portal Front Pages

by U.S. Market Share of Visits (%)



August 2010



Bing-Yahoo merger a quiet affair

Even with relatively exciting things happening in the US search market, the growth of social sites, and traditional media evolution efforts (or – in the case of radio – political strong-arm tactics), change is not much of a theme-song around the homepage. It remains to be seen what can rattle this ranking.

Included among speculation on the potential effects of the August [Bing-Yahoo merger](#) is the development of a new platform for marketers...

Source: Hitwise

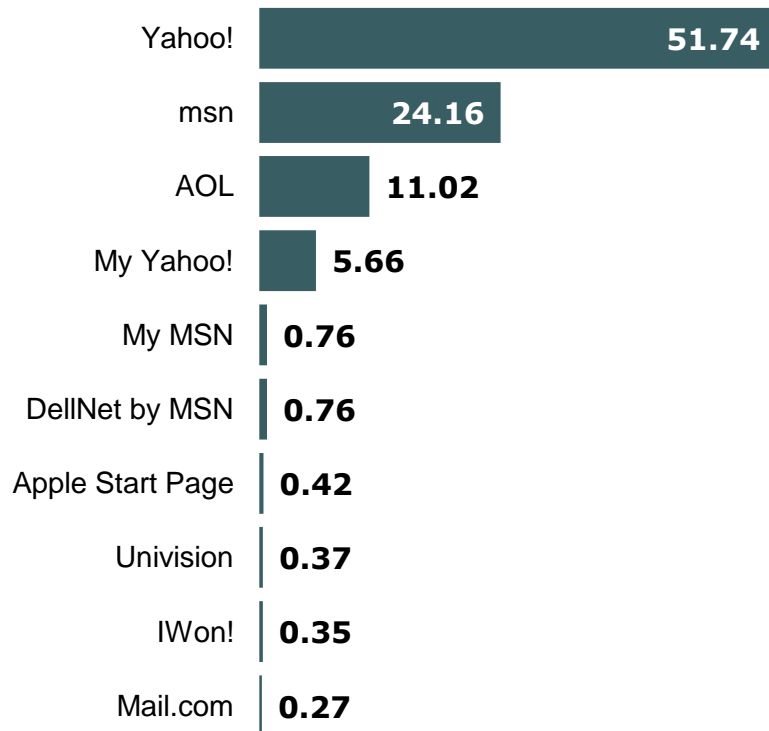


Internet Portal Front Pages

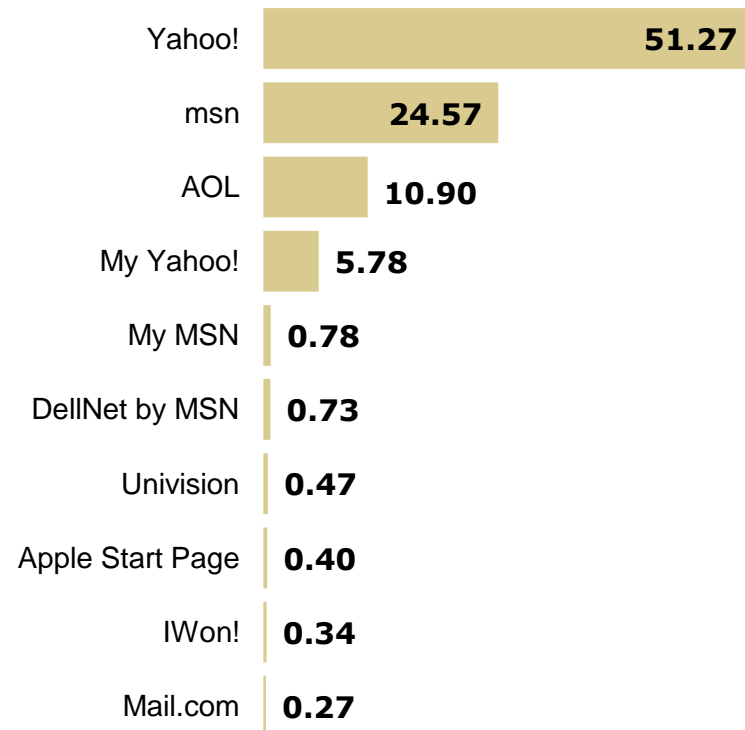
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise





Industry Sectors



Health Information Sites



Top 10 Politics Sites



Real Estate Sites



Telecom Sites



Mobile Phone Sites



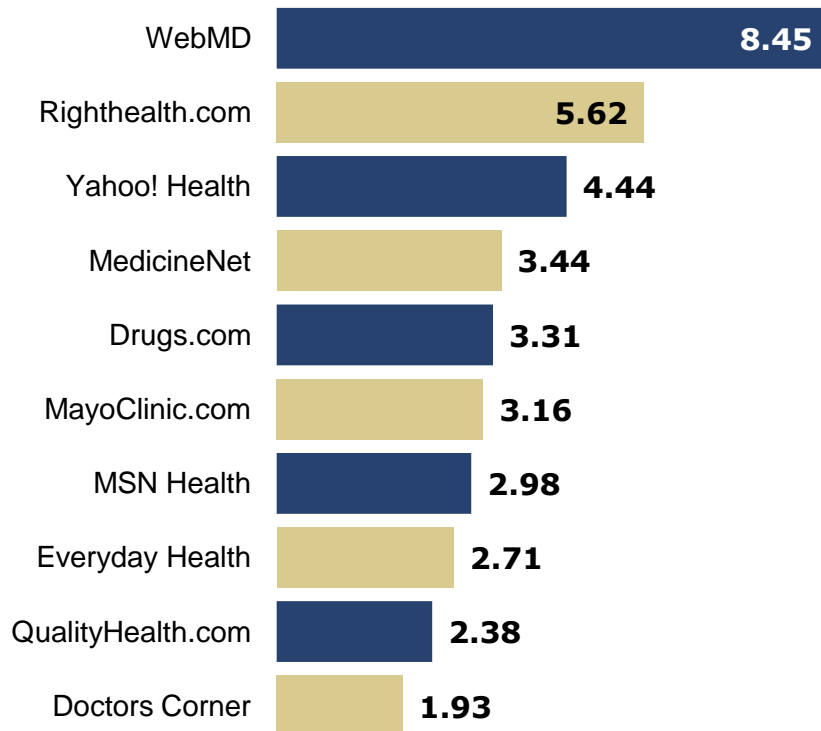
Community-based Organization Sites

Health Information Sites

by U.S. Market Share of Visits (%)



August 2010



Doctors heed web advice

Physicians also are turning to digital media as a source of health-related information, according to [data from comScore](#). In Q1 2010, General Health Content, including sites such as WebMD.com and About.com Health, reached 75% of physicians.

comScore analysis of the top health sites visited by physicians revealed that WebMD.com ranked as the top General Health Content site for physicians reaching 20.5%, while NIH.gov led as the most-visited government site reaching 30.5%.

Source: Hitwise

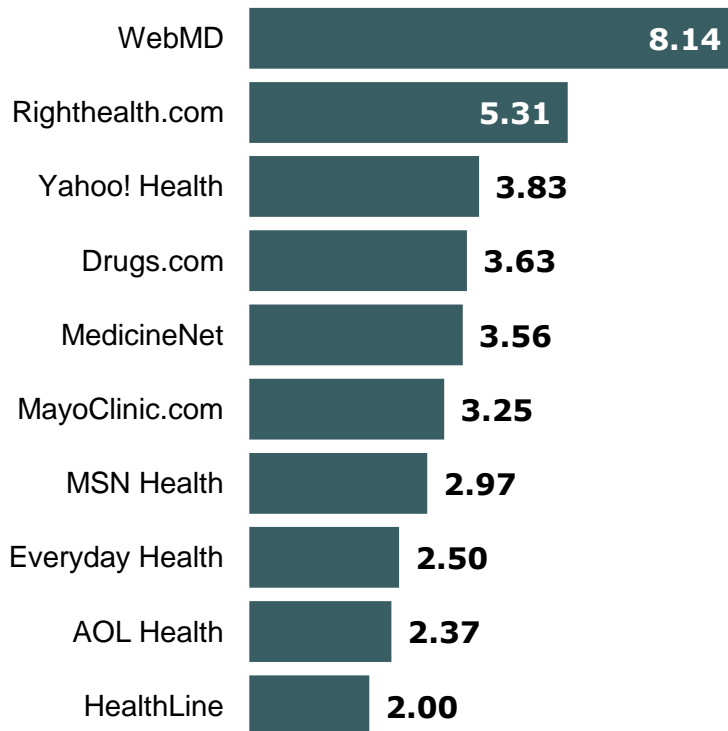


Health Information Sites

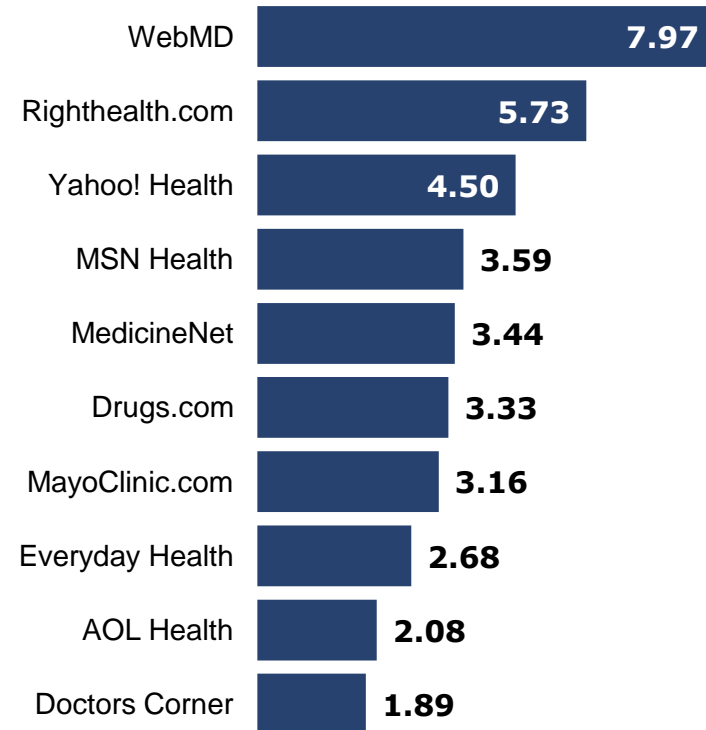
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

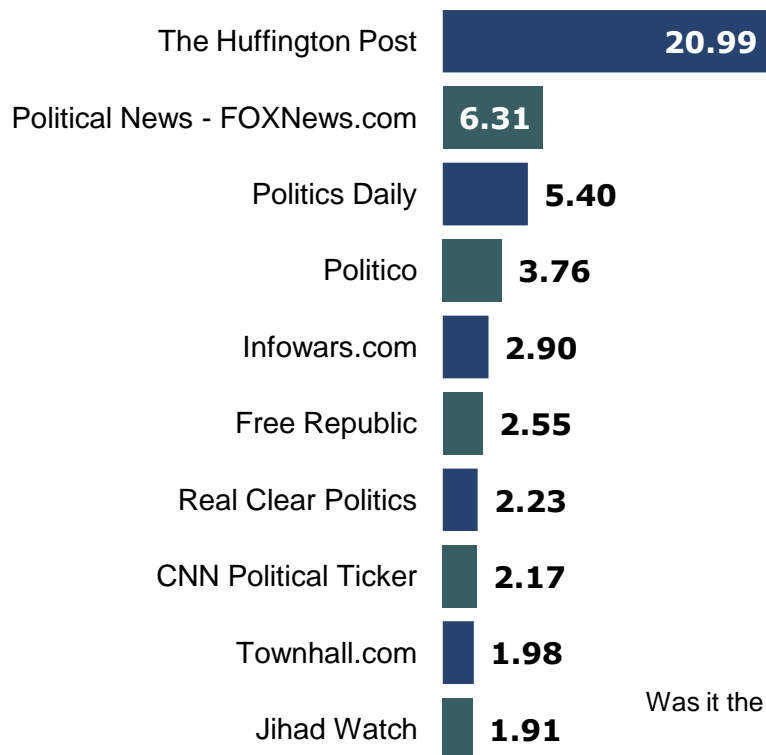


Top 10 Politics Sites

by U.S. Market Share of Visits (%)



August 2010



Was it the **Ground Zero mosque proposal** that brought Jihad Watch into our Top 10?

No recession, no limits in politics

Political ad spending [will reach \\$4.2 billion](#) this year, twice the \$2.1 billion spent in 2008 elections, predicts Borrell Associates. Online ads are expected to reach \$45 million.

The significant spending can be attributed to the fact that the mid-term cycle is particularly competitive, including nearly 100 congressional elections. Normally there are just 35 to 40 congressional elections taking place.

Source: Hitwise

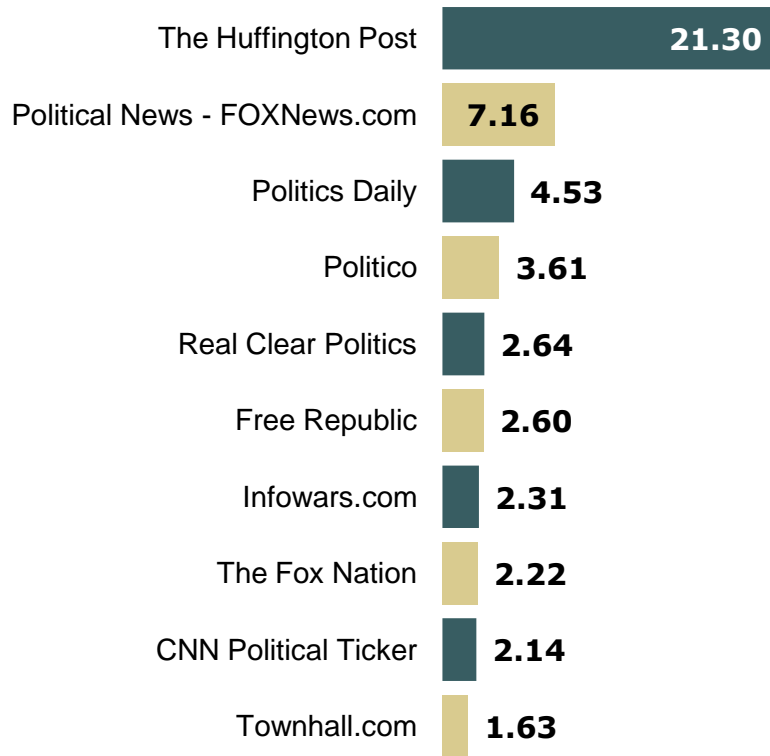


Top 10 Politics Sites

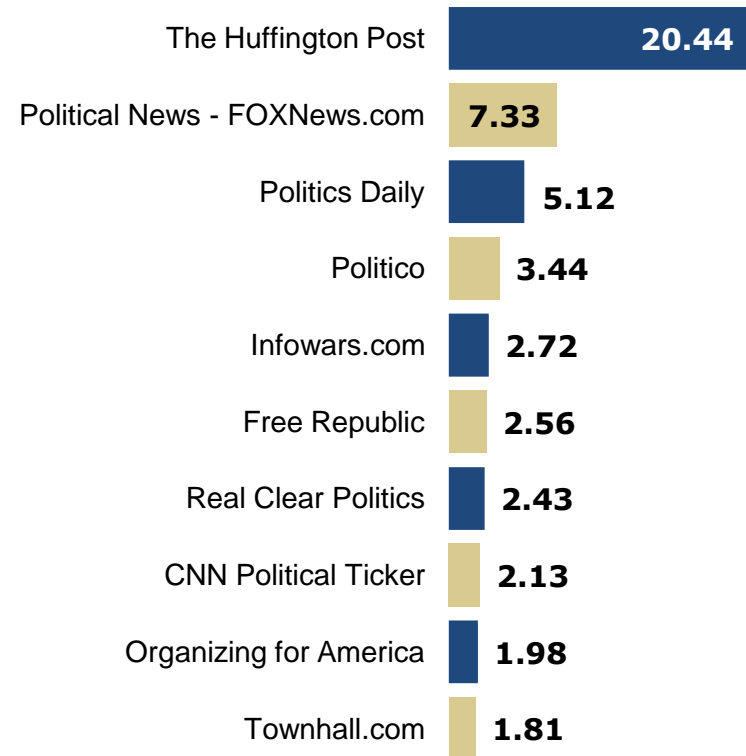
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

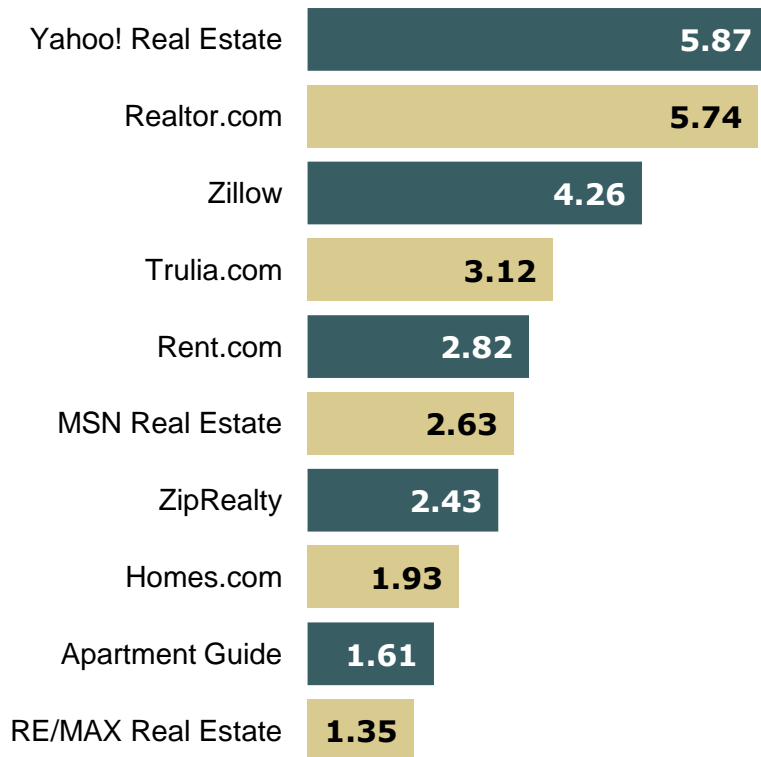


Top 10 Real Estate Sites

by U.S. Market Share of Visits (%)



August 2010



Some optimism in the housing market

Despite widespread consumer pessimism about the near-term housing market, more than half (55%) of [young professional homeowners](#) are confident they would get the asking price for their house at this point in time, according to results of a recent American Express Spending & Saving Tracker study.

As a group, they (31%) remain more flexible than the general population of homeowners (21%) in willingness to sell their house for less than the asking price.

Source: Hitwise

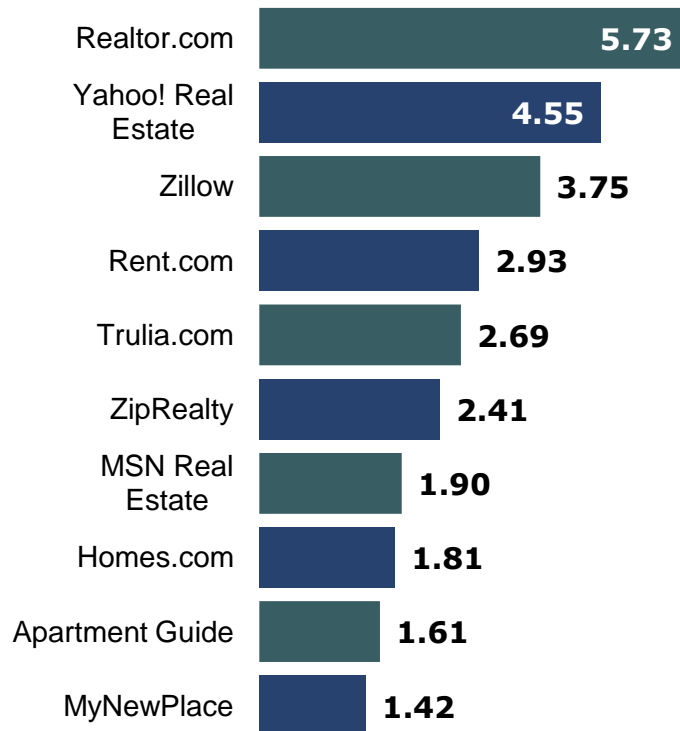


Top 10 Real Estate Sites

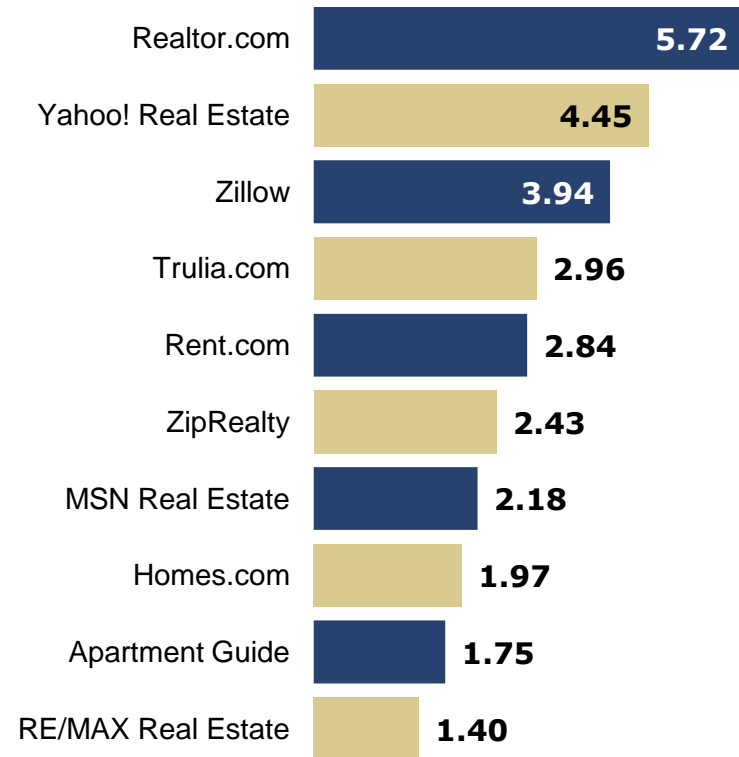
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

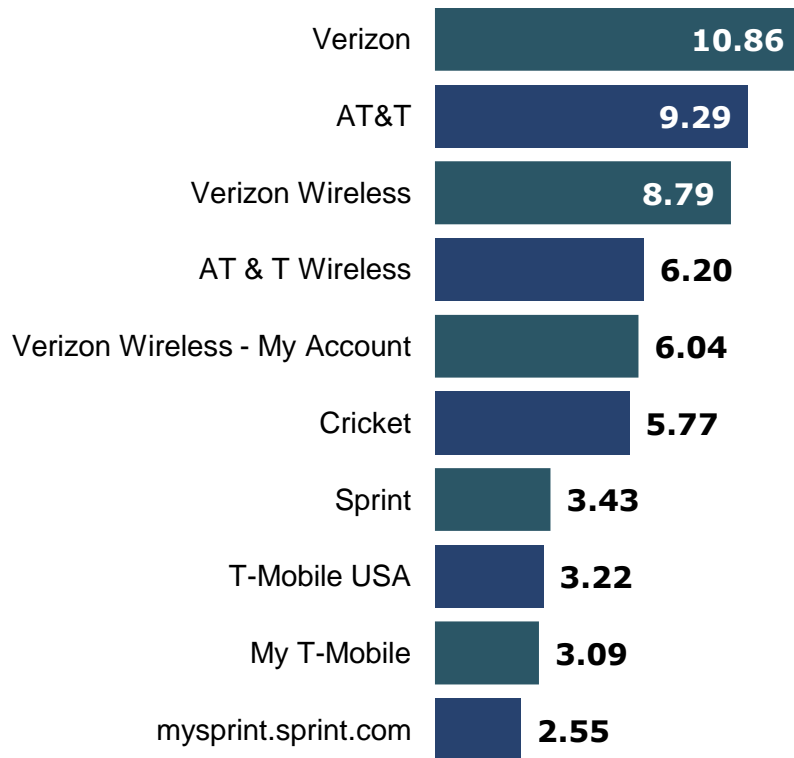


Top 10 Telecom Sites

by U.S. Market Share of Visits (%)



August 2010



Consumers seek service off the phone

The 2010 US Wireless Customer Care Performance Study finds [substantial increases](#) in the proportion of wireless customers who seek customer care through the web or at the retail store versus by phone.

During the first half of 2010, 11% of customers, up from 9% last year, indicate they contacted their provider online, through email or the website. 29% traveled to a store location for a customer-care inquiry or issue, up 3% from the same period last year. Stores scored best for customer satisfaction, and satisfied customers indicated their willingness to remain with their carrier.

Source: Hitwise



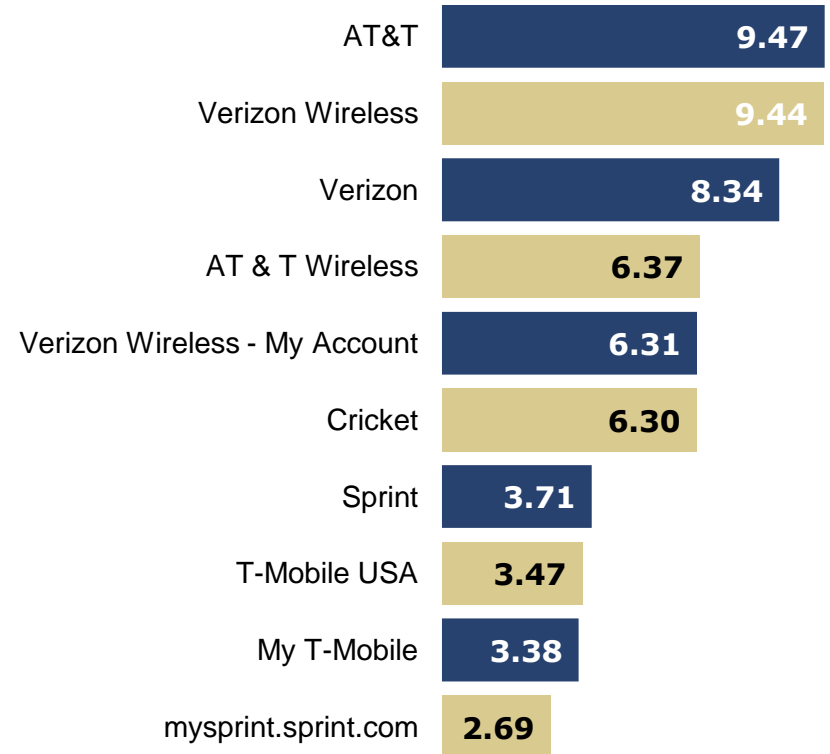
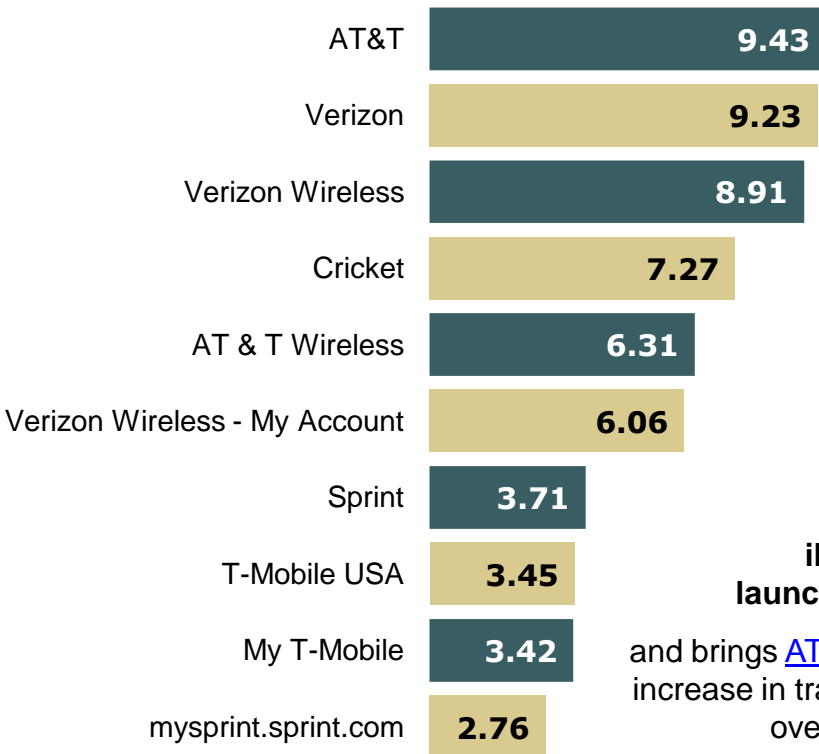
Top 10 Telecom Sites

by U.S. Market Share of Visits (%)



June 2010

July 2010



**iPhone 3GS
launches June 6**

and brings [AT&T's site](#) an increase in traffic of 8.2% over May 2010.

Source: Hitwise

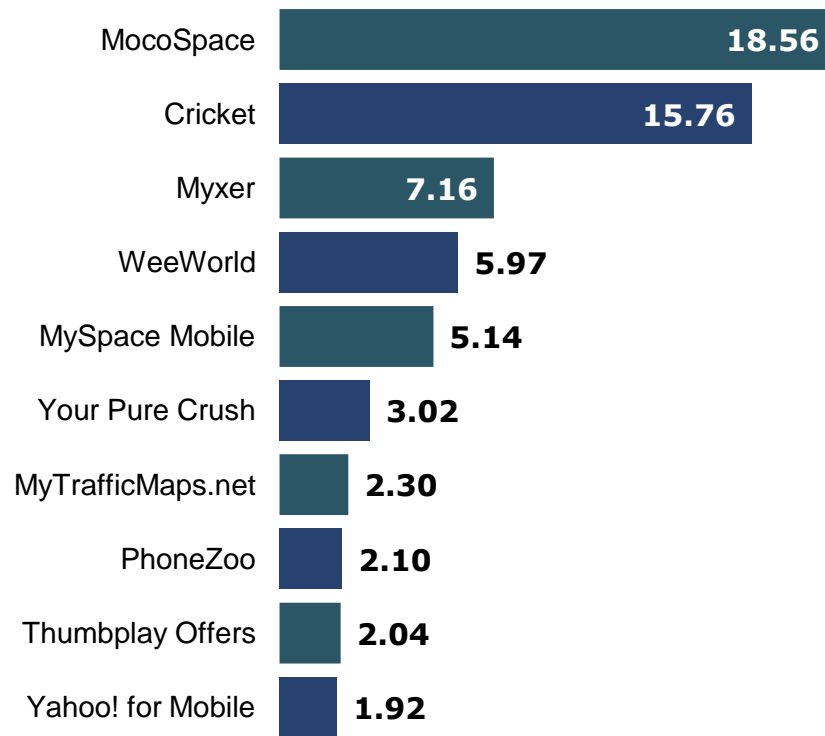


Top 10 Mobile Phone Sites

by U.S. Market Share of Visits (%)



August 2010



4 in 10 mobile ads are targeted

Free stuff and cell-phone fun may bring the most traffic, but almost half of [mobile advertising](#) campaigns drove traffic to their website in July 2010, according to the latest S.M.A.R.T. Report from Millennial Media.

47 percent of mobile advertising campaigns directed users to the website. Another 30% directed traffic to a custom landing page, while 23% opened into an expanded rich media experience. Slightly more than four in 10 (43%) mobile advertising campaigns were aimed at a targeted audience, with 57% launched as broad reach campaigns.

Source: Hitwise

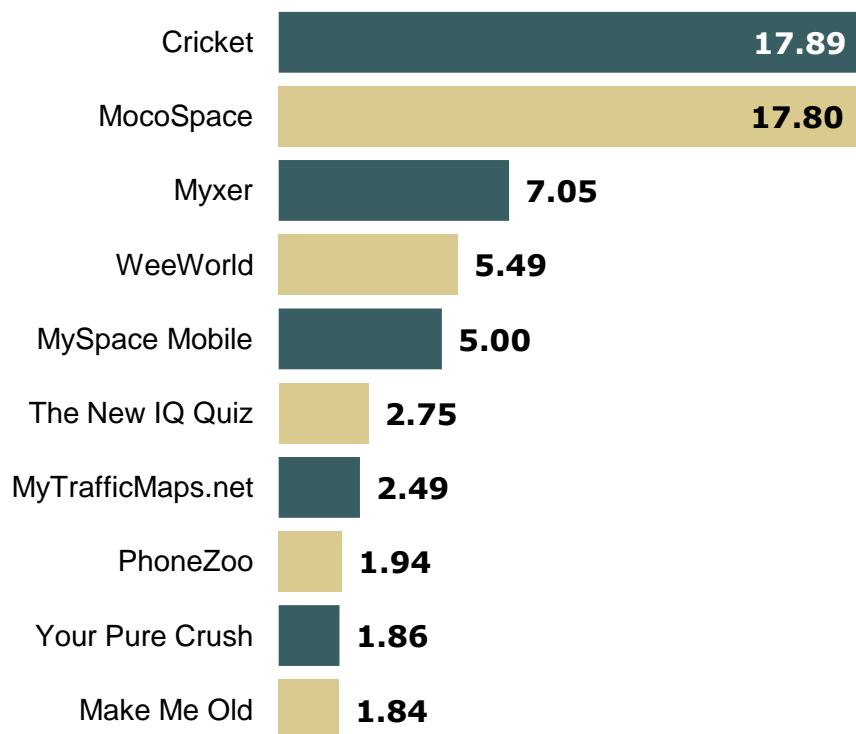


Top 10 Mobile Phone Sites

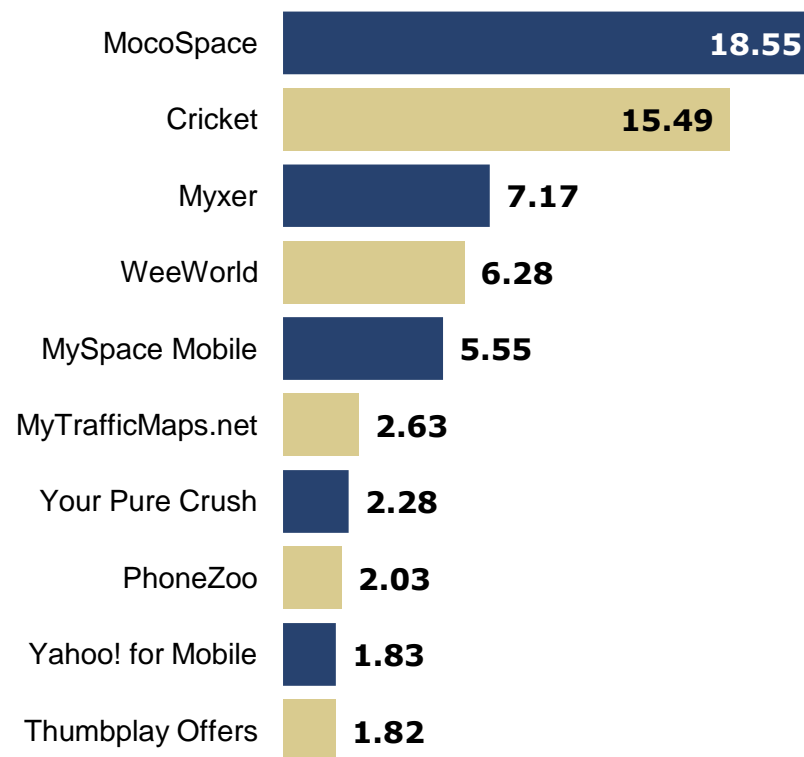
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

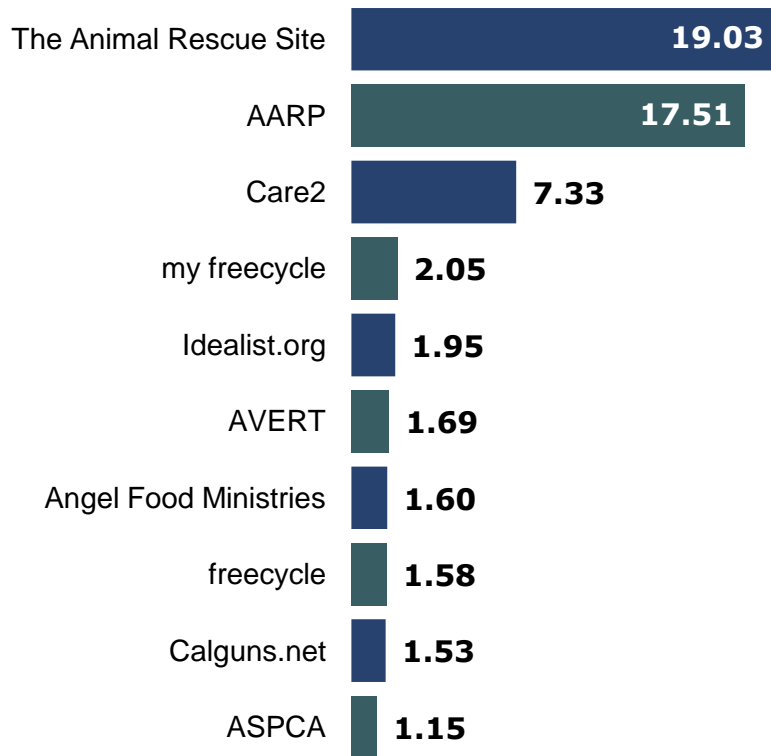


Community-based Organizations

by U.S. Market Share of Visits (%)



August 2010



22% opt-in to community news

Roughly [2 in 10 adults](#) uses digital tools to stay informed about local issues, according to data from the Pew Internet & American Life Project.

22% of all adults receive alerts about local issues (such as traffic, school events, weather warnings or crime alerts) via email or text messaging. Another 20% of all adults had used digital tools to talk to their neighbors and keep informed about community issues in 2009.

Fourteen percent (14%) of internet users, or 11% of all American adults, read a blog dealing with community issues in the 12 months preceding December 2009.

Source: Hitwise



Community-based Organizations

by U.S. Market Share of Visits (%)



Women more likely than men to [use community sites](#)

Age 15 to 24:
60% of women
55% of men

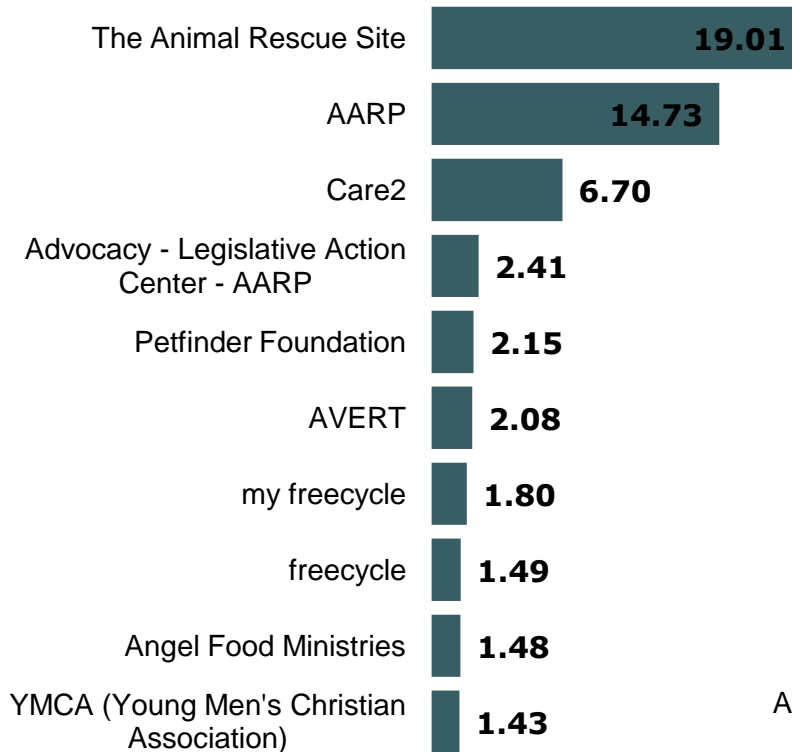
Age 25 to 34:
60% of women
55% of men

Age 35 to 44:
65% of women
55% of men

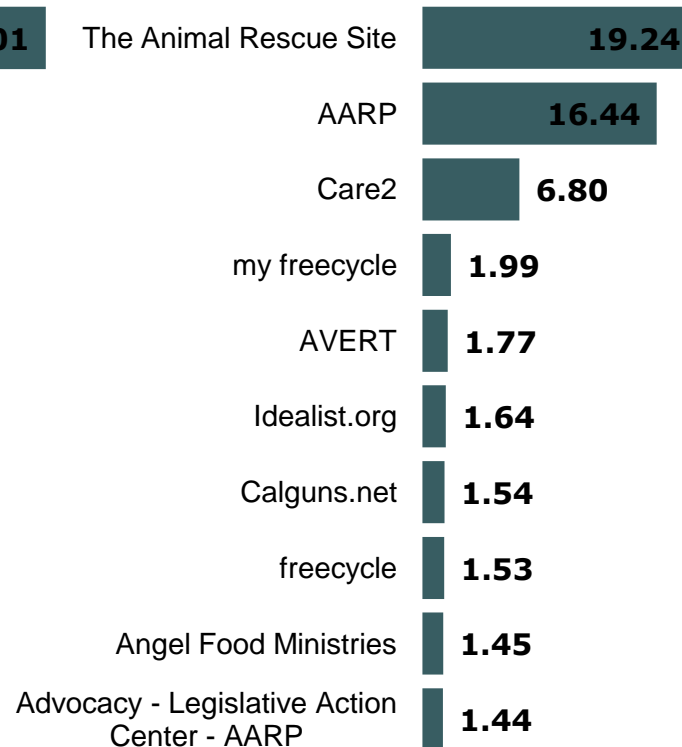
Age 45 to 54:
70% of women
60% of men

Age 55 & up
70% of women
60% of men

June 2010



July 2010



Source: Hitwise





Financial



Top Banks Advertisers on Radio



Top 10 Investment /Finance Sites



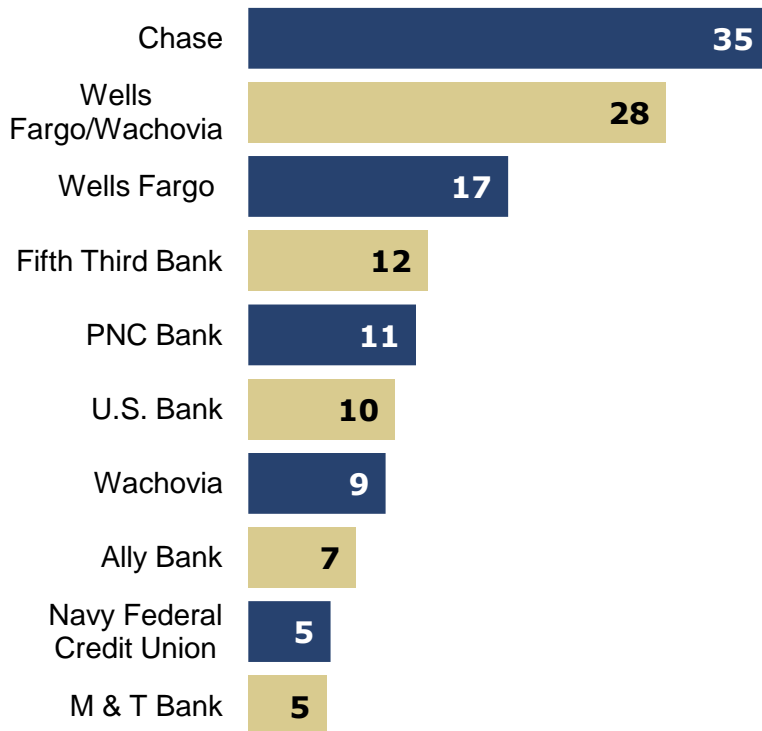
Internet-based Business-Finance Sites

Top Bank Advertisers on Radio

by Number of Ad Plays (000)



July 2010



Troubles continue for 48% of Americans

About [half of Americans](#) (48%) say they are in worse financial shape now than before the recession began; only one in five (21%) say they are in better shape. Grouped by income, those with annual household incomes below \$50,000 are the most likely to say they are in worse shape, while grouped by age, those in late middle age (50 to 64) are most likely to say this.

Government data show that average household wealth fell by about 20% from 2007 to 2009, principally because of declining house values and retirement accounts. Pew analysis indicates this is the biggest meltdown in U.S. household wealth in the post-World War II era.

Source: Mediaguide

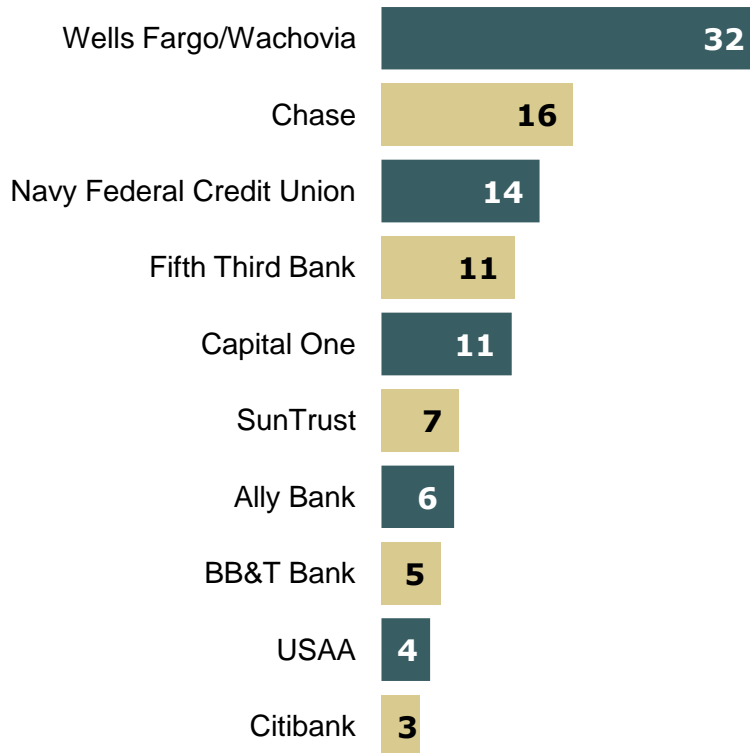


Top Bank Advertisers on Radio

by Number of Ad Plays (000)



June 2010



One-third adults over 62 delay retirement

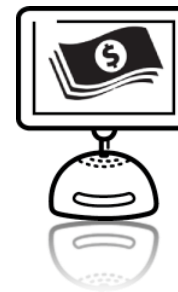
One-third (32%) of adults now say they are not confident that they will have enough income and assets to [finance their retirement](#), up from 25% who said that in February 2009. Among adults ages 62 and older who are still working, a third say they have already delayed retirement because of the recession. And among workers in their 50s, about 60% say they may have to do the same.

Source: Mediaguide

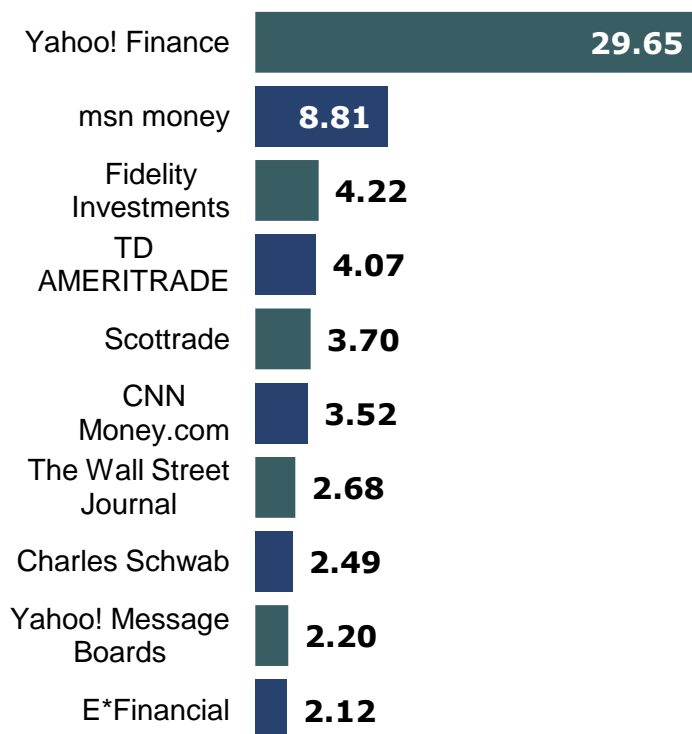


Top 10 Investment/Finance Sites

by U.S. Market Share of Visits (%)



August 2010



Brokerages gain in customer satisfaction

However, despite the tenuous macroeconomic environment, the US equity markets' considerable recovery in 2009 has actually driven a [net increase in customer satisfaction](#) among brokerage customers. Some 64% of respondents expressed satisfaction with their primary firm in 2010, up six percentage points from 58% in 2009, according to

In 2010, 70% of survey respondents reported being "highly satisfied" with their primary bank, a marginal decrease from 71% last year. Credit card companies also reported a small decline in customer satisfaction scores, from 62% in 2009 to 60% in 2010.

Source: Hitwise



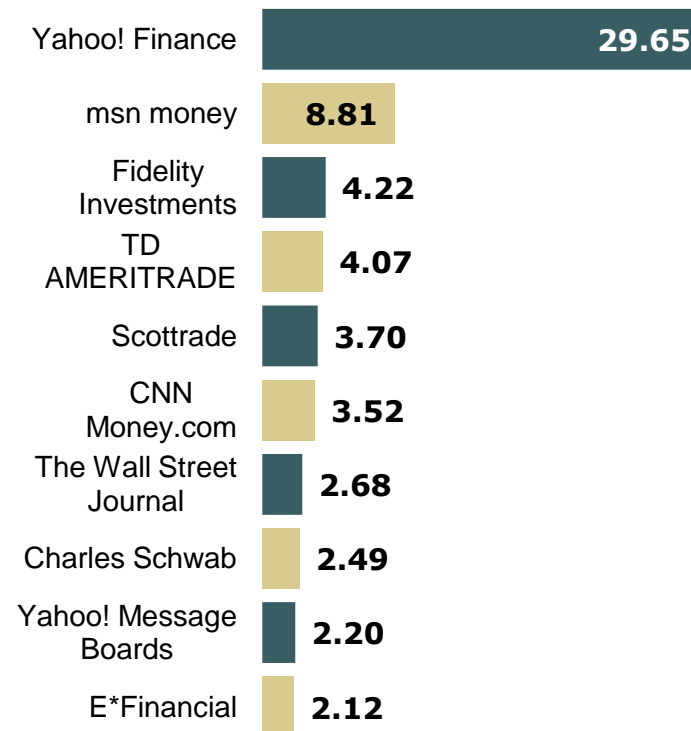
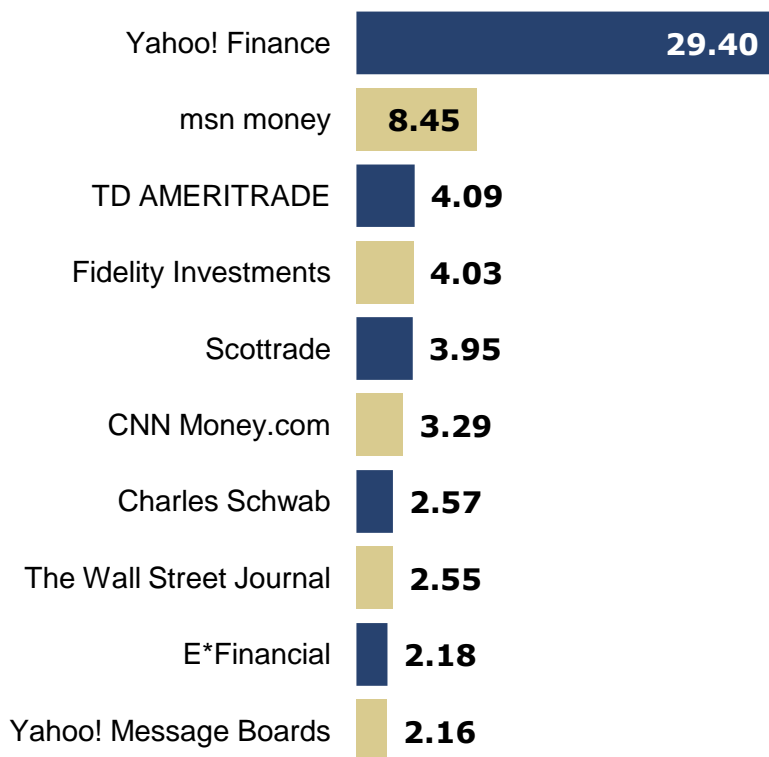
Top 10 Investment/Finance Sites

by U.S. Market Share of Visits (%)



June 2010

July 2010



Source: Hitwise

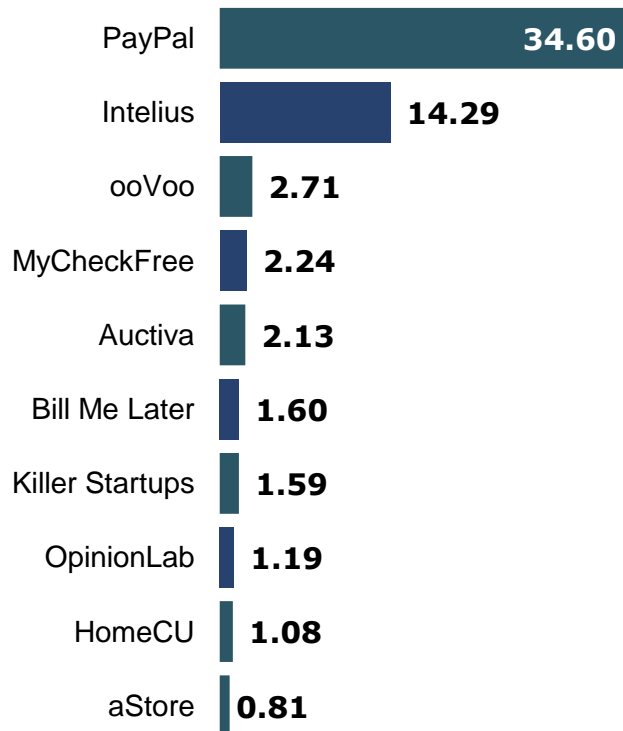


Internet-based Business-Finance Sites

by U.S. Market Share of Visits (%)



August 2010



Public perception improves

Overall, Americans are slowly [improving their perception](#) of the reputation-battered financial services industry, according to the Harris Interactive 2010 EquiTrend study.

The data in the financial services category shows evidence of recovery in terms of consumer perceptions. The average brand equity scores across all financial services brands are on their way back to 2008 levels, a result of increases in both quality and purchase consideration perceptions.

Source: Hitwise

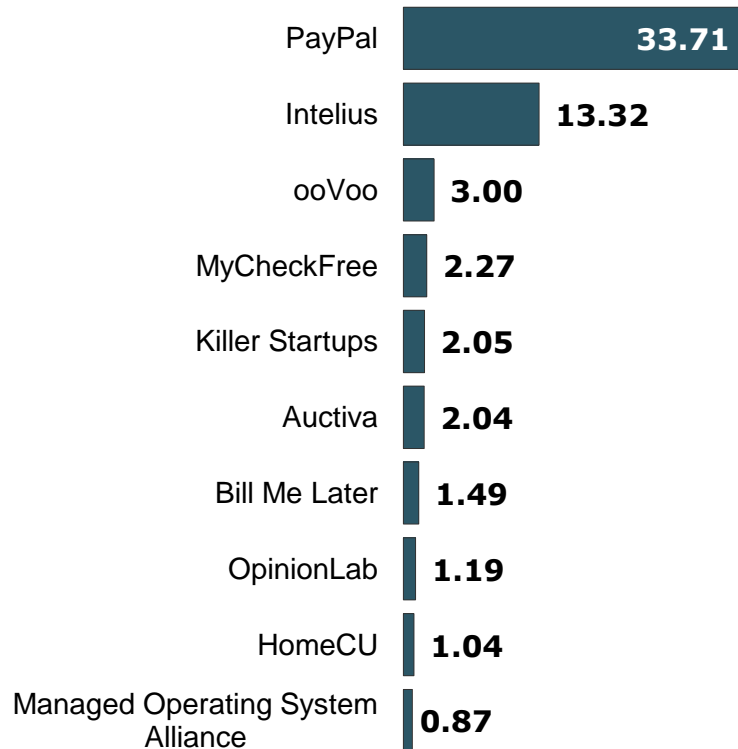


Internet-based Business-Finance Sites

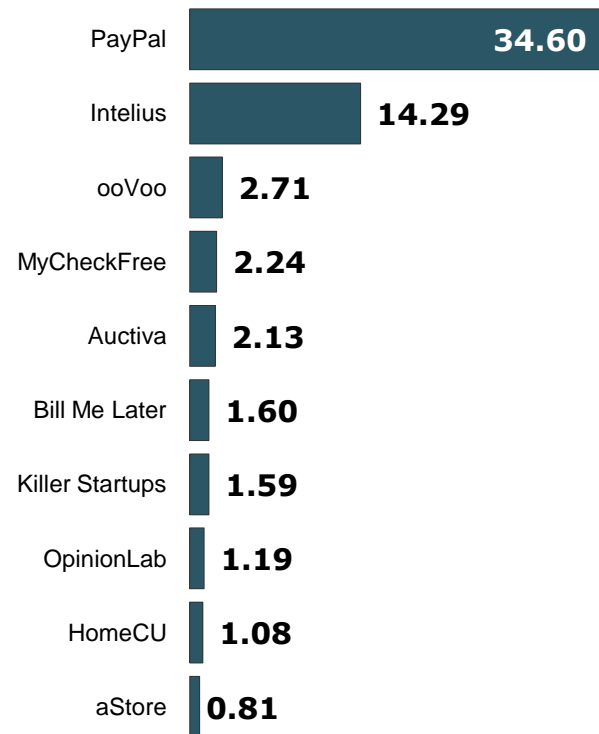


by U.S. Market Share of Visits (%)

June 2010



July 2010



Source: Hitwise





Retail & Consumer Goods

 Hardware/Home: Top Radio Advertisers

 Department Stores: Top Radio Advertisers

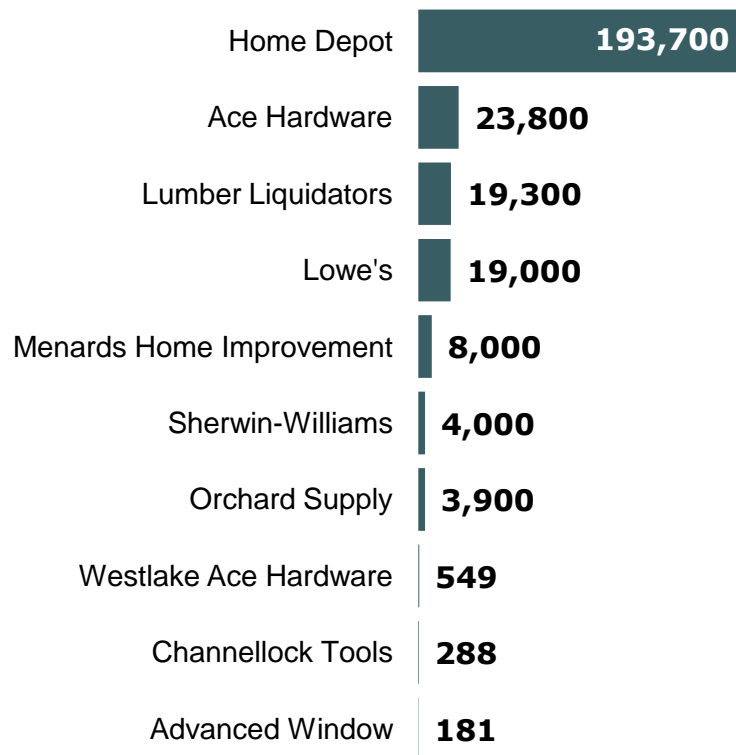
 Beer & Malt Beverages : Top Radio Advertisers

Hardware / Home: Top Radio Advertisers



by Number of Ad Plays

July 2010



Housing, job market keep spending flat

The Deloitte Consumer Spending Index remained unchanged in August 2010 compared with July 2010, with a [lack of improvement](#) due primarily to housing and unemployment. The Index looks at consumer cash flow as an indicator of future consumer spending.

The Index (tax burden, initial unemployment claims, real wages and real home prices) remained at 4.73%, steady with the previous month.

Source: Mediaguide

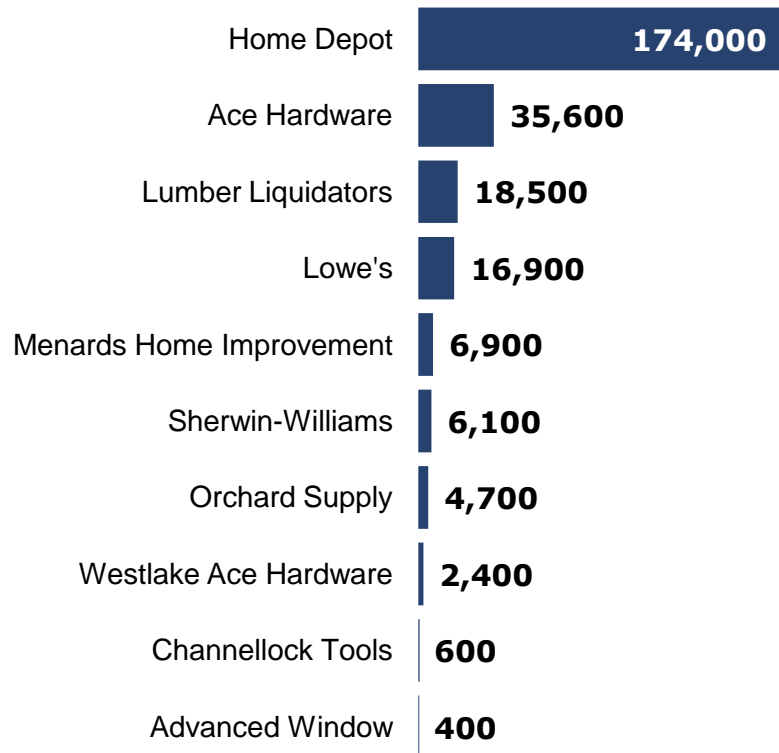


Hardware / Home: Top Radio Advertisers



by Number of Ad Plays

June 2010



Consumers stick to basic purchases

Despite recent stagnant results, the Index still remains at one of its highest levels in the past six years.

Alison Paul, vice chairman and Deloitte's retail leader in the US, said consumers are sticking to basic purchases rather than spending cash reserves. "This scenario will test retailers' creativity and ability to drum up some excitement for consumers," said Paul. "Retailers need to draw customers off the sidelines with promotions and merchandising that are relevant and unique to increase conversion rates."

Source: Mediaguide

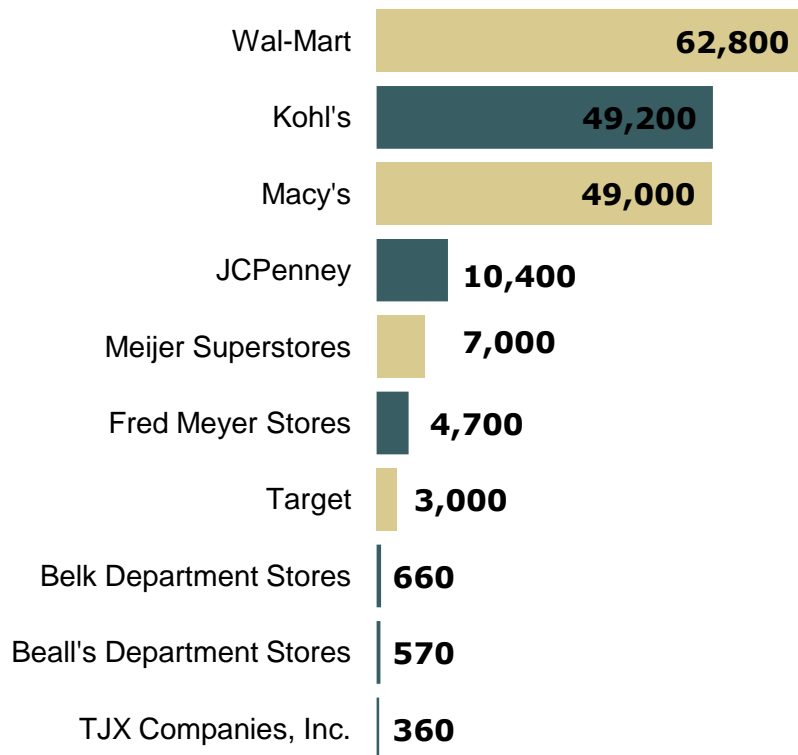
HubSpot



Department Stores: Top Radio Advertisers

by Number of Ad Plays

July 2010



Back-to-school shopping up after 2 years

According to the Back-to-School Consumer Intentions and Actions survey, the [average US family will spend](#) \$606.40 on clothes, shoes, supplies and electronics for school-aged children K-12 this year, more than the \$548.72 in 2009, and the \$594.24 spent in 2008. Total spending on school-aged children in grades K-12 is expected to reach \$21.35 billion.

Spending on back-to-college merchandise should total \$33.77 billion, up 12% from \$30.08 billion in 2009 and 8% from \$31.26 billion in 2008.

Source: Mediaguide

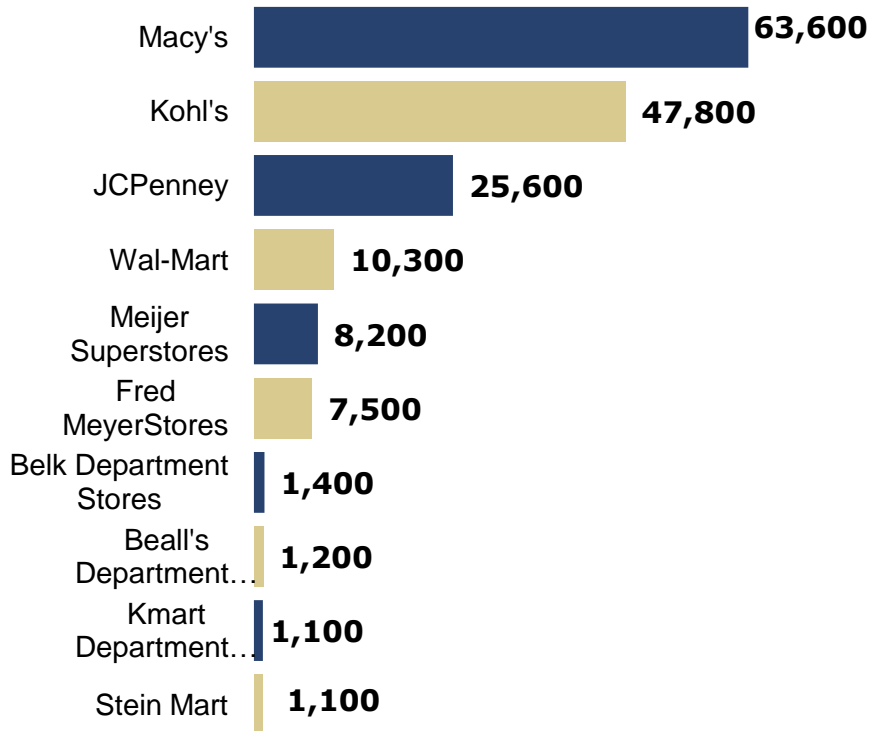




Department Stores: Top Radio Advertisers

by Number of Ad Plays

June 2010



Shoppers rank back-to-school ads

The same survey asked shoppers to rank their favorite commercials promoting back-to-school merchandise, with discount leader Wal-Mart tops on both lists:

K-12

1. Wal-Mart
2. Target
3. Staples
4. JCPenney
5. Kmart
6. Kohl's
7. Old Navy
8. Office Depot
9. Office Max
10. Sears

College-age

1. Wal-Mart
2. Target
3. Staples
4. JCPenney
5. Kmart
6. Macy's
7. Kohl's
8. Best Buy
9. Office Depot
10. Office Max

Source: Mediaguide

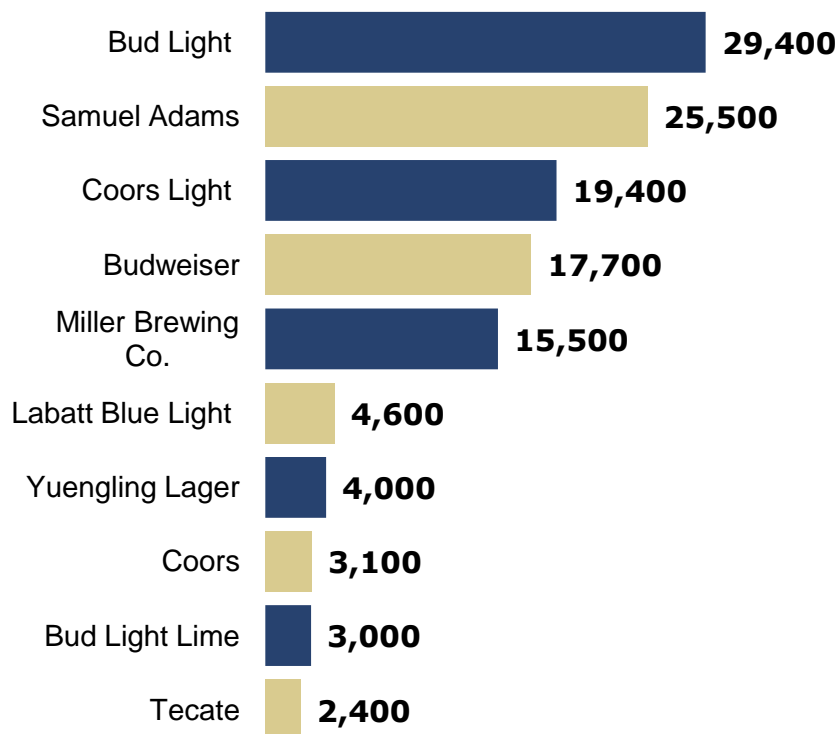




Beer & Malt Beverages: Top Radio Advertisers

by Number of Ad Plays

July 2010



Drinkers staying loyal to brand

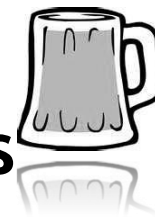
When it comes to alcohol, most consumers [are staying loyal](#) to their preferred brands during the recession, according to a study from The Nielsen Company.

More than three-quarters of beer (83%), wine (76%) and spirits (81%) drinkers have not changed the products they purchase.

Of the 16% of beer consumers, 23% of wine consumers and 18% of spirits consumers who have switched to a less expensive product, the majority are satisfied with the quality of less expensive alcohol. 67% (beer), 79% (wine) and 63% (spirits) say they generally find good quality products at lower prices.

Source: Mediaguide

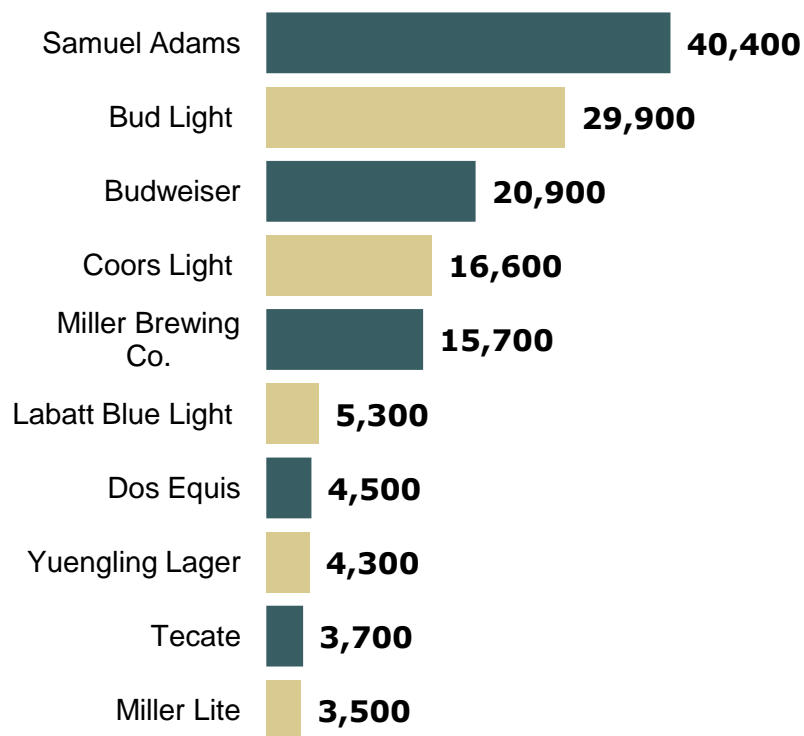




Beer & Malt Beverages: Top Radio Advertisers

by Number of Ad Plays

June 2010



Purchase behavior is more cautious

Even though most alcohol consumers are sticking with their preferred brands during the recession, their purchase behavior is becoming increasingly cautious. Compared to the start of the economic downturn, about one-third (36%) of consumers say their purchases are more planned, and less on impulse.

Nielsen research shows that a significant percentage of consumers claim they are going out less often now than before the economic downturn. Nearly half of consumers (47%) report going to bars or clubs less often.

Source: Mediaguide





Automotive



Auto Manufacturer Sites



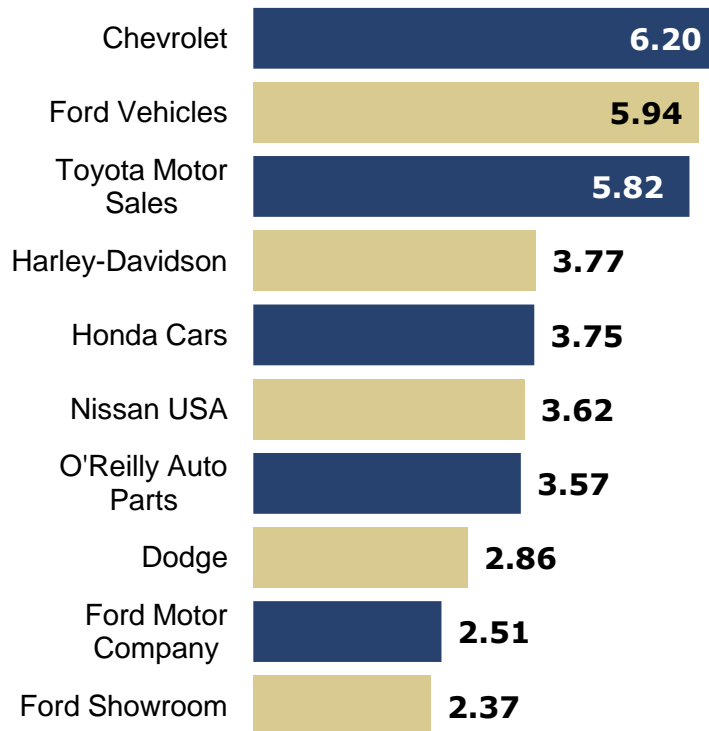
Auto Classifieds Sites

Top 10 Auto Manufacturer Sites

by U.S. Market Share of Visits (%)



August 2010



Automobile Q2 ad market a bright spot

Every cloud has its silver lining, and for magazine publishers, it comes in the form of a [glossy auto spread](#). For the first time in nine quarters, both total magazine pages and rate-card-reported revenue posted gains during Q2 2010, according to Publishers Information Bureau.

Magazine rate-card-reported advertising revenue closed at \$5.2 billion, up 5.7% over the same period in 2009. PIB recorded 43,427.11 ad pages, a gain of 0.8% compared to Q2 2009.

For the first time since 2007, the auto category posted both the highest-percentage increase in ad revenue (41%) and pages (28%).

Source: Hitwise

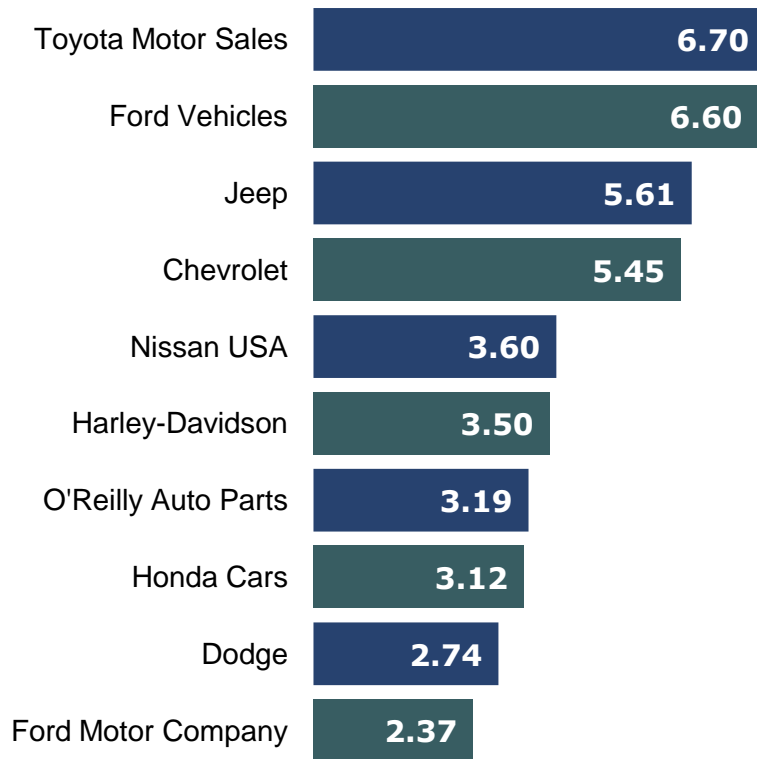


Top 10 Auto Manufacturer Sites

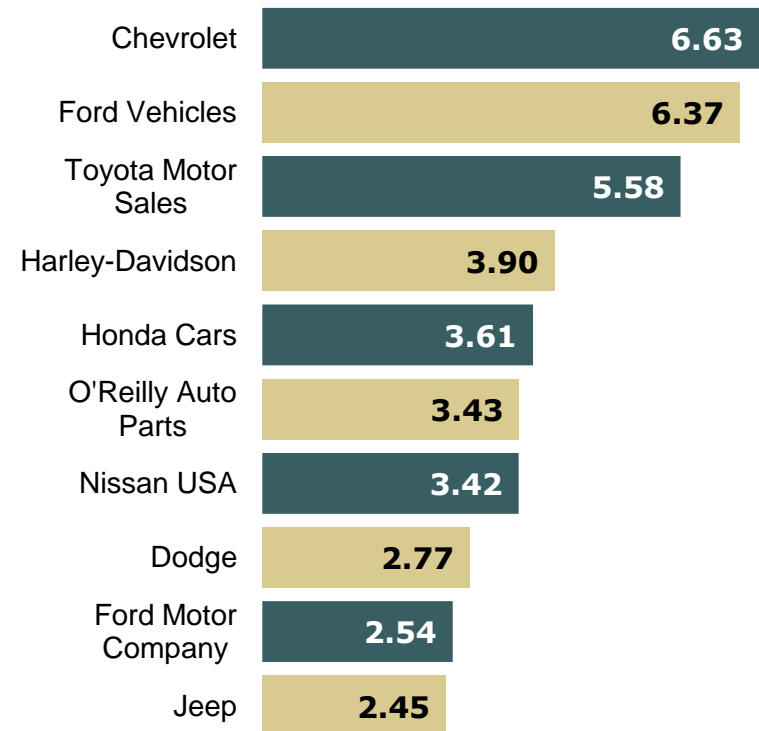
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

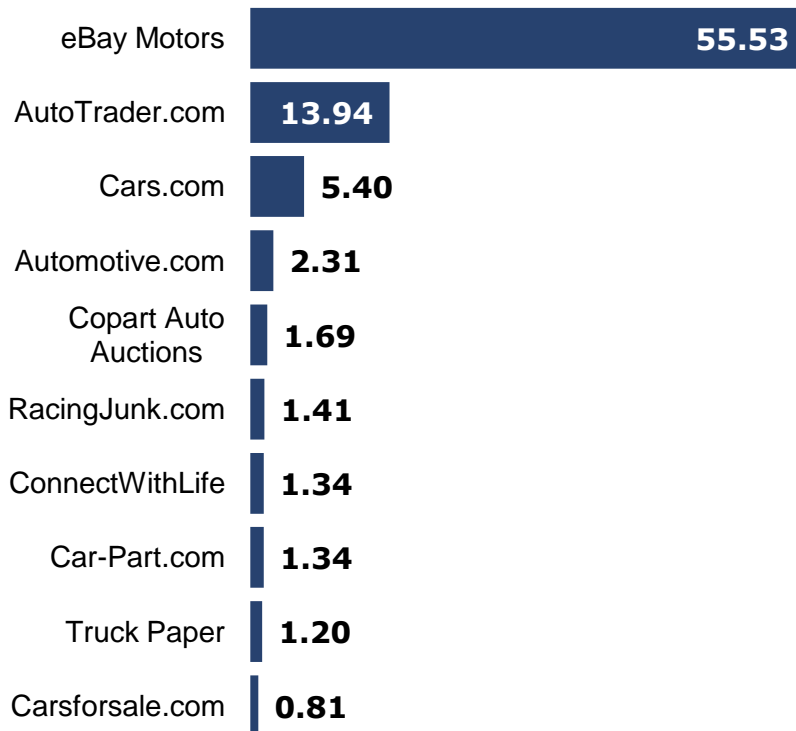
HubSpot

Top 10 Auto Classifieds Sites

by U.S. Market Share of Visits (%)



August 2010



Auto campaigns a boost across media

Auto makers, more competitive for customers, [increased spending](#) 23.4%, to just over \$6 billion, according to Kantar Media, and contributed to Q1-Q2's overall ad revenue hike of 5.7%, to \$63.57 billion.

Three auto manufacturers were in the top 10, the most from that sector in more than three years. General Motors had the largest growth rate, lifting spending 45.6%, to \$1.0 billion. Toyota, seeking to rehabilitate its image after recalling millions of vehicles for safety hazards, raised its ad budgets by 23.3%, to \$527.7 million. Ford Motor, which has recently been gaining market share, accelerated expenditures by a modest 12.2%, to \$524.1 million.

Source: Hitwise

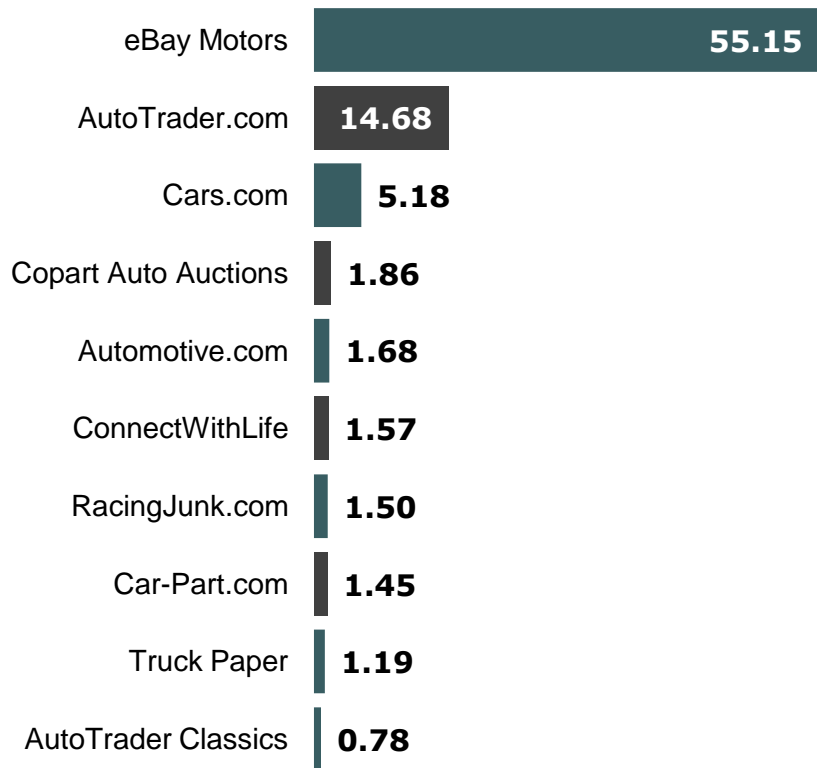


Top 10 Auto Classifieds Sites

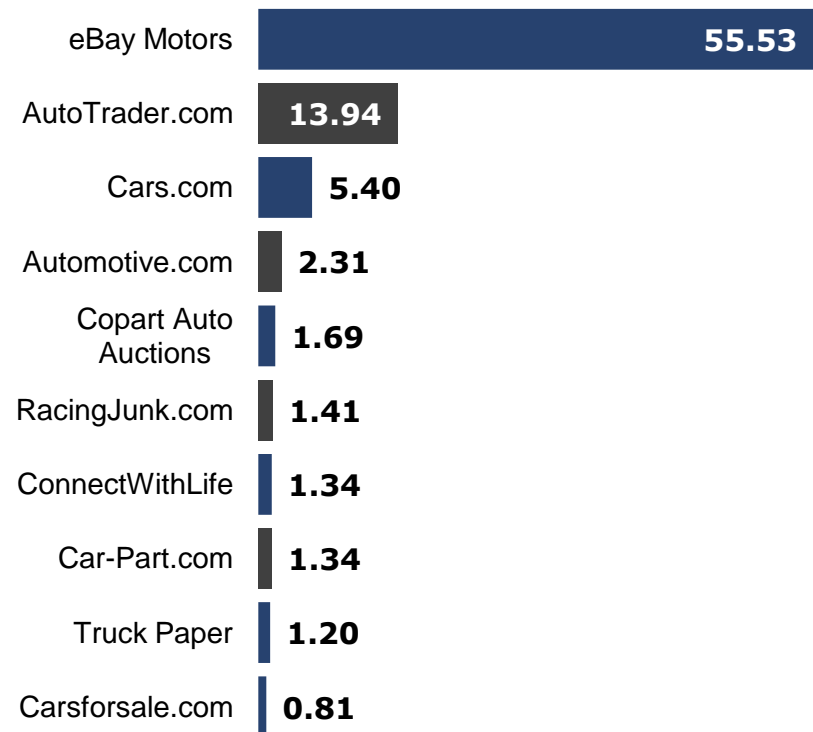
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise





Sports & Entertainment



Top 10 Sports Sites



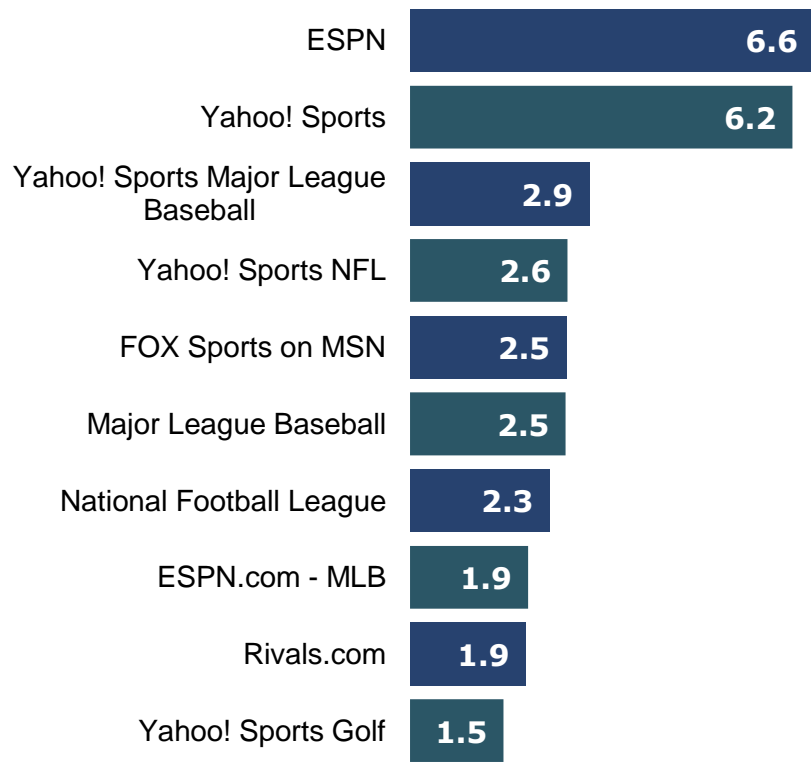
Top 10 Games Sites

Top 10 Sports Sites

by U.S. Market Share of Visits (%)



August 2010



World Cup brings chance for traffic

Beginning in February 2010, sites in Compete's "Soccer" category experienced [strong month-over-month gains](#). In June 2010, the category saw a total of 8,132,868 unique visitors (UVs), a 231.8% increase from May's visitors.

Espn.go.com streamed every match live and experienced tremendous traffic increases as a result. During June 2010, a total of 20,439,267 UVs visited espn.go.com, giving the site a 27.76% increase from the previous month and a 48% uptick from June 2009.

Source: Hitwise

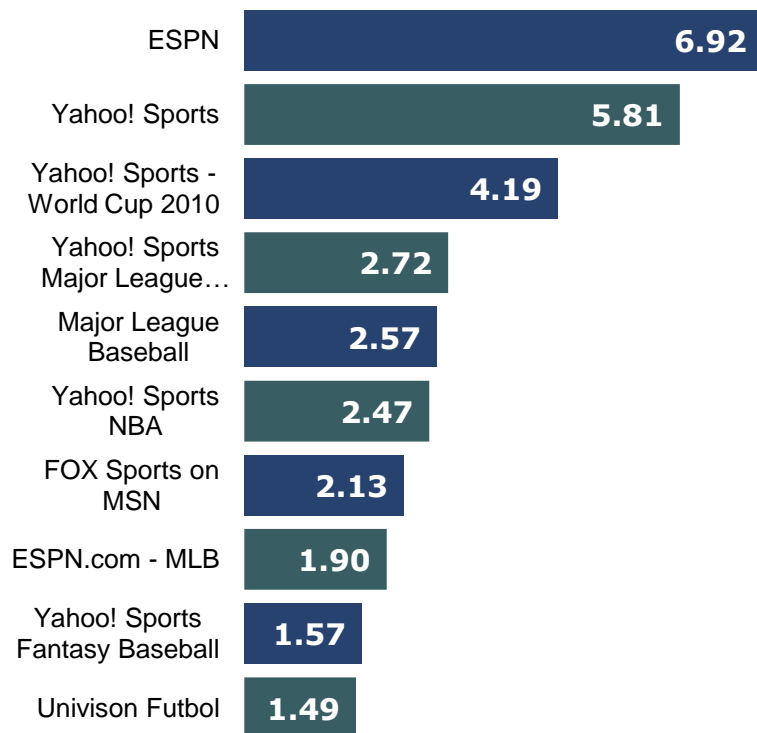


Top 10 Sports Sites

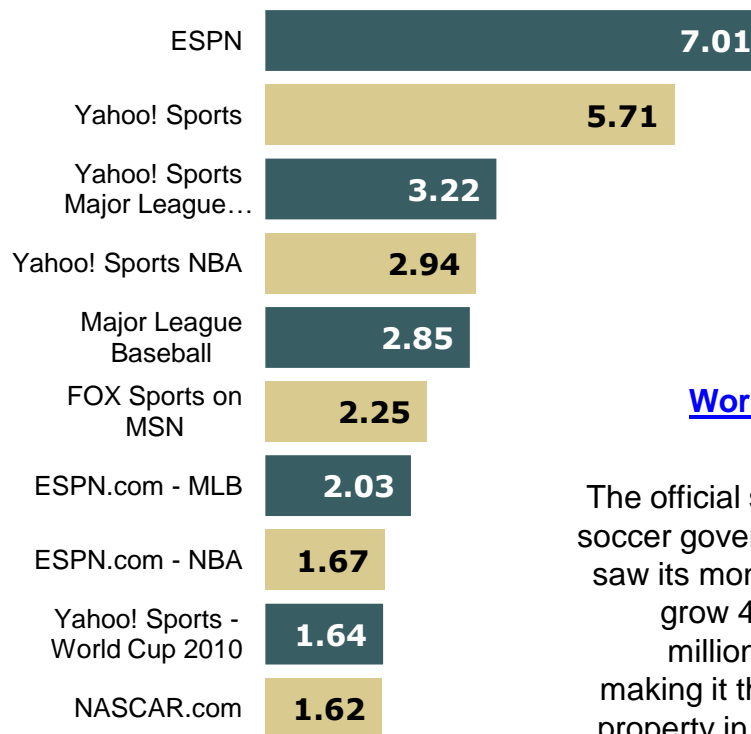
by U.S. Market Share of Visits (%)



June 2010



July 2010



World Cup Soccer traffic in June

The official site of the world soccer governing body FIFA saw its monthly visitor total grow 487%, from 1.39 million to 8.18 million, making it the no. 1 gaining property in terms of rate of visitor growth.

Source: Hitwise

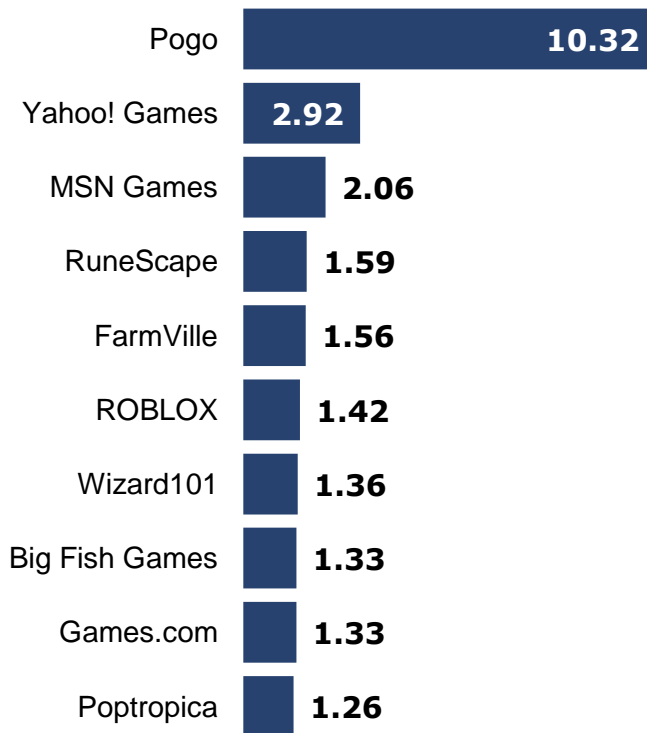




Top 10 Games Sites

by U.S. Market Share of Visits (%)

August 2010



Gaming trends show little/no evolution

“How Women Are Shaping the Internet” indicates women are much more likely to [play casual games](#) (i.e., solitaire, Sudoku and Scrabble) than action, adventure, and sports games, which are favored by young males.

comScore Plan Metrix data shows that the biggest gender disparity exists with online puzzle games, played by 20.5% of women but only 7.4% of men. This is followed by online card games, played by 17.3% of women and 8.2% of men, and board games, played by 10.5% of women and 5.3% of men.

The widest gender gap where men have a higher usage rate exists in online action games, played by 12.2% of men and only 6.8% of women.

Source: Hitwise

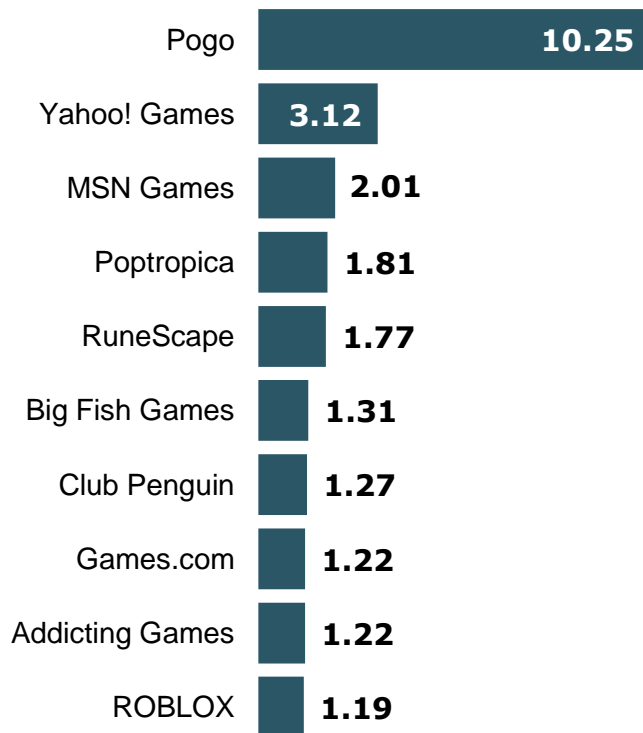


Top 10 Games Sites

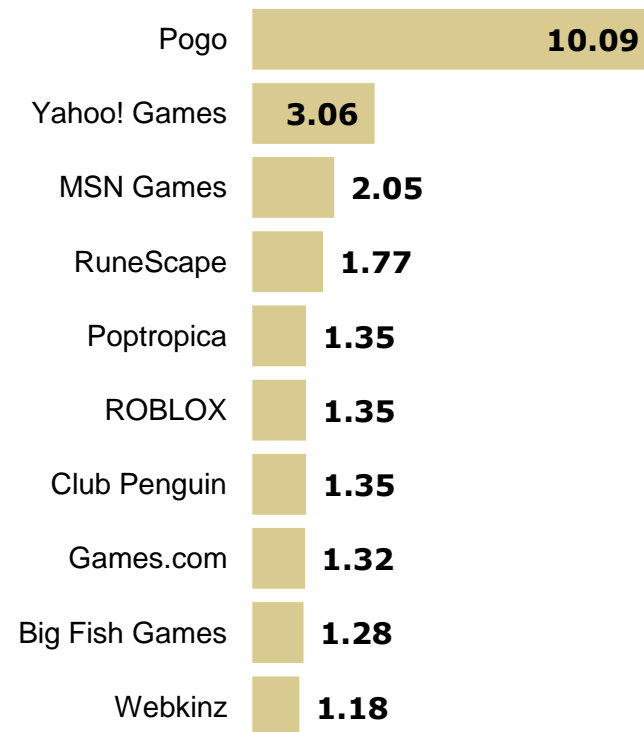
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise





Lifestyle & Leisure



Family Sites



House & Garden Sites



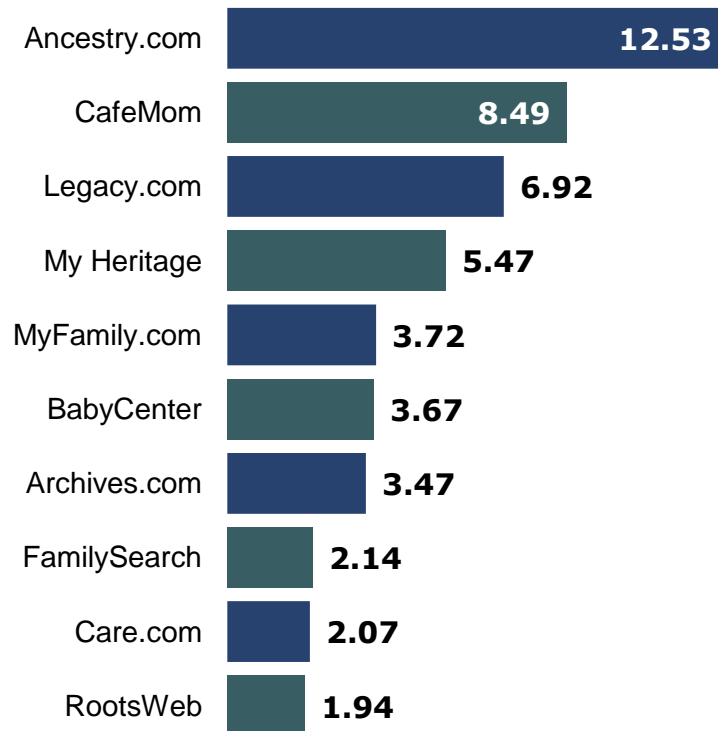
Quick Service Restaurants

Top 10 Family Sites

by U.S. Market Share of Visits (%)



August 2010



Gen Y intends to stay connected

Generation Y Millennials will continue their current habit of [sharing large amounts](#) of personal information online as they age, according to the recent “Future of the Internet” study from the Pew Research Center’s Internet & American Life Project and Elon University’s Imagining the Internet Center.

Sixty-seven percent of technology experts, and 69% of total survey respondents, agreed with a statement that said in part, “By 2020, members of Generation Y will continue to be ambient broadcasters who disclose a great deal of personal information in order to stay connected and take advantage of social, economic, and political opportunities.”

Source: Hitwise

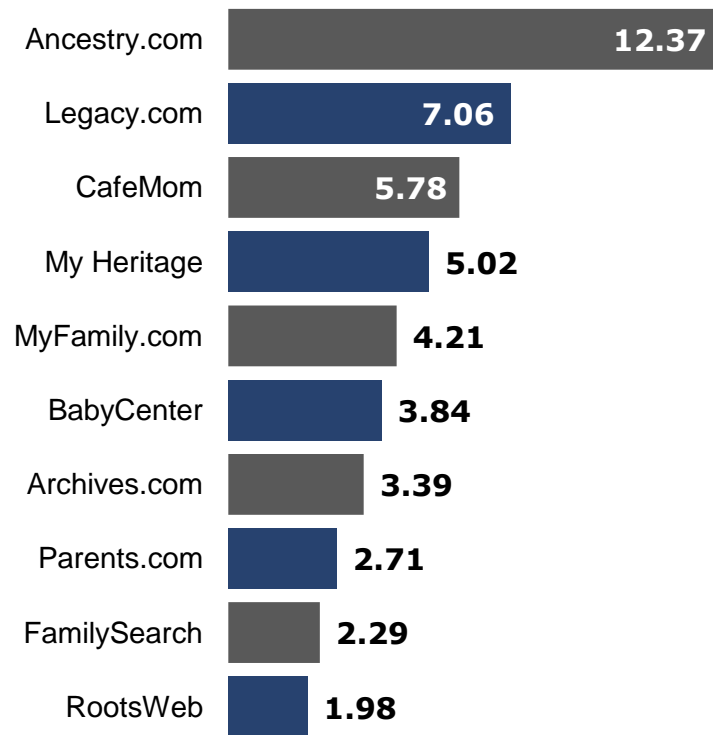


Top 10 Family Sites

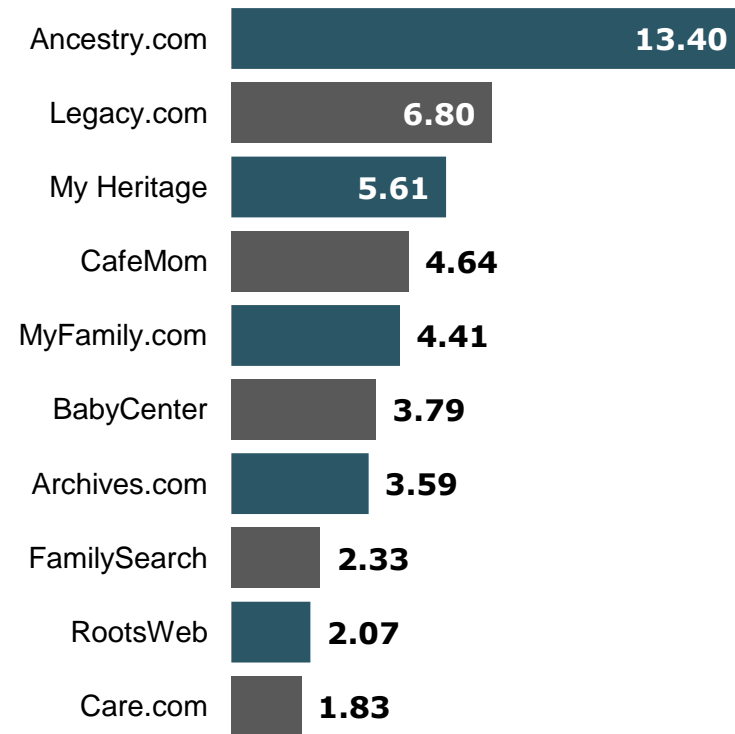
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

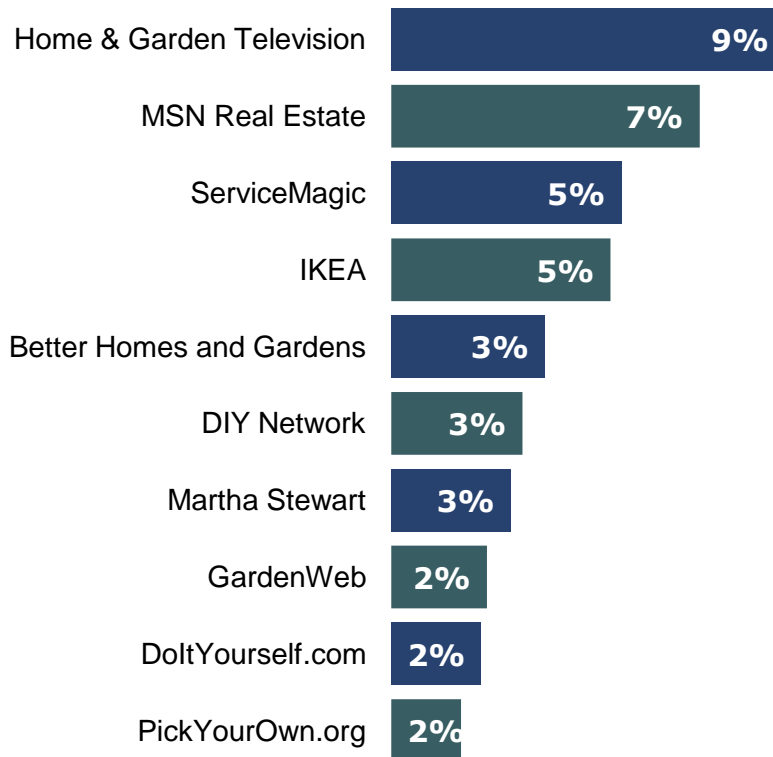


House & Garden Sites



by U.S. Market Share of Visits (%)

August 2010



Source: Hitwise

Some good news in consumer spending

The Consumer Reports Past 30-Day Retail Index for August 2010 is at 11.4, up from 10.4 in July 2010 and 9.5 in August 2009. The August rate of per capita spending was up slightly to \$286, from July's \$274.

The Index represents the proportion of [Americans buying](#) in the following categories: major home appliances, small home appliances, major home electronics, personal electronics, and major yard and garden equipment.

In the past 30 days, the largest gains were posted by personal electronics (24.9%, up from 22.5%); small appliances (20.3%, up from 17.4%); and major home electronics (12.7%, up from 10.8%).

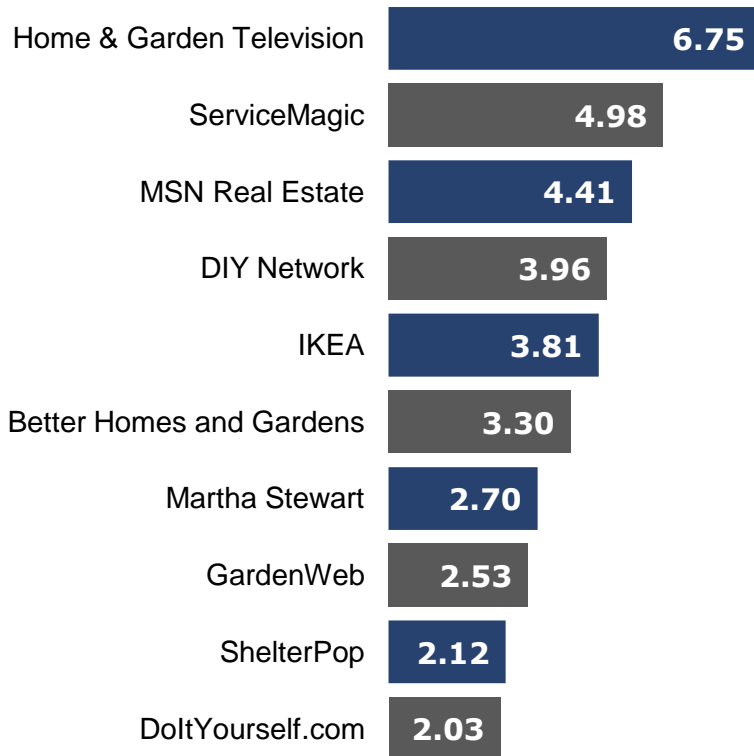


House & Garden Sites

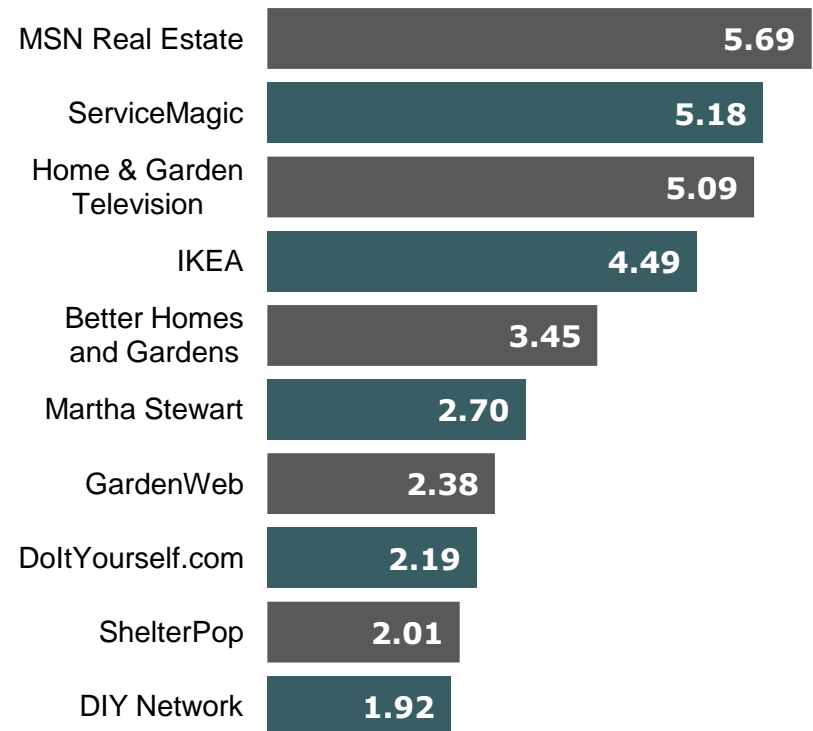
by U.S. Market Share of Visits (%)



June 2010



July 2010



Source: Hitwise

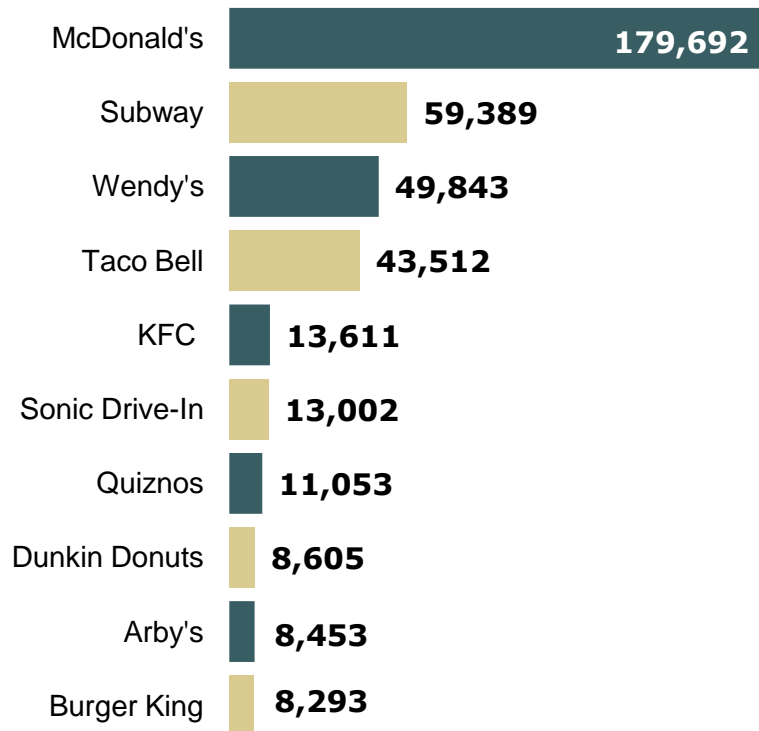


Quick Service Restaurants: Radio Ads

by Number of Ad Plays



July 2010



83% of quick-service diners seek value

As the recession lingers, consumers are dining out less often, and [more value-focused](#) when they do go to a restaurant, according to a recent Harris Poll. Quick-service and casual-dining restaurants have had a slowdown in the past six months, with 34% and 31% of adults respectively saying they have decreased visits to these types of restaurants compared to a year ago.

Prices are important to more than eight in 10 consumers when choosing a quick-service or a casual-dining restaurant. Among quick-service customers, a total of 83% consider price important, with 22% finding it extremely important, and 27% finding it very important.

Source: Mediaguide

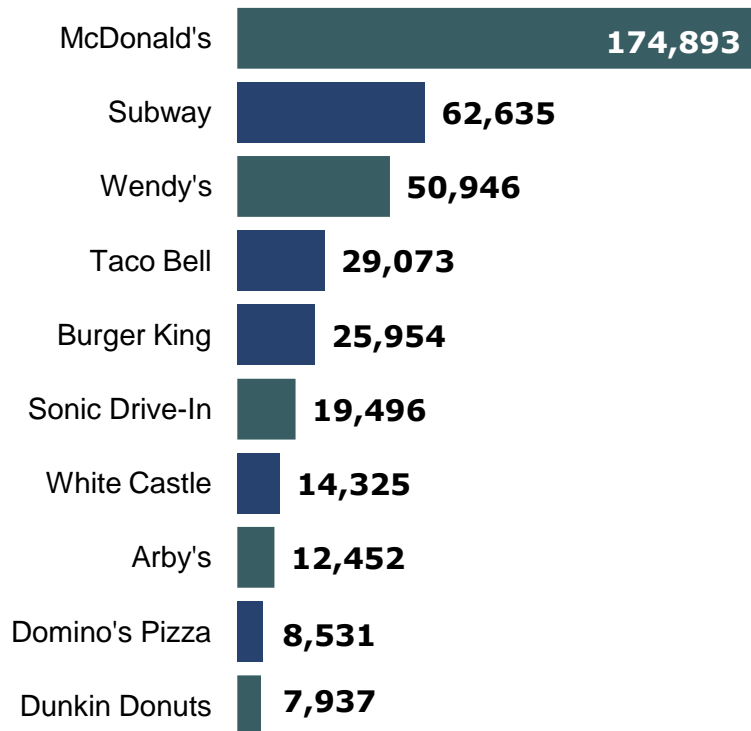


Quick Service Restaurants: Radio Ads

by Number of Ad Plays



June 2010



Smaller wallet makes the demands

Consumers have shown a tendency over the past few years to move their dining-out dollars to lower-price, quick service restaurants, but any restaurant brand that promotes good value as a reason to dine out and then successfully meets consumer demand with price-conscious menu items is more likely to draw a greater share of today's smaller wallet, according to the Harris report.

Source: Mediaguide





Our Data Partners

Our data partners for October 2010 Charts Quarterly are **compete**, **comScore**, **Hitwise** and **Mediaguide**. At MarketingCharts, we consistently follow and locate new data sets from our partners in order to publish the most relevant resources for our readers.



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