

| Year | Grammy Award Record of the Year | Person of the Year | Inventions | In the News |
|-------------|--|----------------------------|---------------------------------|--|
| 2013 | "Rolling in the Deep" | Pope Francis | Quantum computer | Obamacare |
| 2012 | "Somebody That I Used to Know" | Barack Obama | Cloud computing | Trayvon Martin |
| 2011 | "Need You Now" | The Protester | Stem cells from fat | Japan earthquake |
| 2010 | "Use Somebody" | Mark Zuckerberg | iPad | Haiti earthquake, BP oil spill |
| 2009 | "Please Read the Letter" | Ben Bernanke | Ares Rockets | Economic stimulus |
| 2008 | "Rehab" | Barack Obama | Retail DNA tests | Stock market decline |
| 2007 | "Not Ready to Make Nice" | Vladimir Putin | iPhone | Housing bubble bursts |
| 2006 | "Boulevard of Broken Dreams" | You | Induced stem cells, YouTube | Plot to blow up planes |
| 2005 | "Here We Go Again" | Bill & Melinda Gates, Bono | Twitter | Hurricane Katrina, Terri Schiavo |
| 2004 | "Clocks" | George W. Bush | SpaceShipOne | Tsunami |
| 2003 | "Don't Know Why" | The American Soldier | Toyota hybrid | Iraq war, gay marriage |
| 2002 | "Walk On" | The Whistleblowers | Blue Tooth | DC sniper |
| 2001 | "Beautiful Day" | Rudy Giuliani | iPod | 9/11, Afghanistan |
| 2000 | "Smooth" | George W. Bush | Flash drive | Presidential election |
| 1999 | "My Heart Will Go On" | Jeff Bezos | DVR | Columbine |
| 1998 | "Sunny Came Home" | Bill Clinton, Ken Starr | Viagra | Clinton impeachment |
| 1997 | "Change the World" | Andy Grove | Nonmechanical MP3 player (iPod) | Death of Diana |
| 1996 | "Kiss from a Rose" | Dr. David Ho | USB | Bombing in Atlanta at the Summer Olympic Games |

continued →

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| 1995 | "All I Wanna Do" | Newt Gingrich | JAVA, DVD | Oklahoma City bombing |
| 1994 | "I Will Always Love You" | Pope John Paul II | HIV Protease | Rwandan genocide |
| 1993 | "Tears in Heaven" | The Peacemakers | Smartphone, Pentium processor | Branch Davidians |
| 1992 | "Unforgettable" | Bill Clinton | Plasma color display | Rodney King |
| 1991 | "Another Day in Paradise" | Ted Turner | Webcam | Gulf War |
| 1990 | "Wind Beneath My Wings" | The Two George Bushes | World Wide Web | Mandela released |
| 1989 | "Don't Worry, Be Happy" | Mikhail Gorbachev | High-definition TV | Berlin wall comes down, Tiananmen Square |
| 1988 | "Graceland" | Endangered Earth | Digital cell phone | Michael Milken |
| 1987 | "Higher Love" | Mikhail Gorbachev | Statins, disposable contacts | Iran-Contra affair |
| 1986 | "We Are the World" | Corazon Aquino | MIR space station, disposable camera | Chernobyl, Challenger |
| 1985 | "What's Love Got to Do with It" | Deng Xiaoping | MS Windows | New Coke, Reagan-Gorbachev |
| 1984 | "Beat It" | Peter Ueberroth | Portable CD player, Apple Mac | Subway vigilante |
| 1983 | "Rosanna" | Ronald Reagan | PDA, Internet, Apple Lisa | Bombing of Beirut marine barracks |
| 1982 | "Bette Davis Eyes" | The computer | CD player, camcorder, artificial heart | Tylenol scare |
| 1981 | "Sailing" | Lech Walesa | Graphical User Interface, MS DOS | Charles and Diana marry |

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|------|---------------------------------------|-----------------------------------|---|----------------------------------|
| 1980 | "What a Fool Believes" | Ronald Reagan | Compact Disc | John Lennon shot |
| 1979 | "Just the Way You Are" | Ayatollah Khomeini | Walkman | Camp David peace treaty |
| 1978 | "Hotel California" | Teng Hsiao-P'ing | Spreadsheet, bottled water | Panama Canal returned |
| 1977 | "This Masquerade" | Anwar Sadat | Mobile phone, personal stereo | Death of Elvis |
| 1976 | "Love Will Keep Us Together" | Jimmy Carter | Ink jet printer | OPEC raises price of oil \$13.30 |
| 1975 | "I Honestly Love You" | American Women | digital camera, laser printer | U.S. recession |
| 1974 | "Killing Me Softly" | King Faisal | Hybrid vehicle | Watergate |
| 1973 | "The First Time Ever I Saw Your Face" | John J. Sirica | Personal computer, email | U.S. leaves Vietnam |
| 1972 | "It's Too Late" | Nixon & Kissinger | Ethernet | Equal Rights amendment |
| 1971 | "Bridge Over Troubled Water" | Richard Nixon | LCD, MRI, VCR microprocessor | U.S. wage freeze |
| 1970 | "Aquarius" | Willy Brandt | Pocket calculator, relational database, floppy disc | Voting age reduced |
| 1969 | "Mrs. Robinson" | The Middle Americans | Bar code scanner | Woodstock |
| 1968 | "Up, Up and Away" | Astronauts Anders, Borman, Lovell | RAM | MLK assassination |
| 1967 | "Strangers in the Night" | Lyndon B. Johnson | Handheld calculator | Detroit riots |
| 1966 | "A Taste of Honey" | Twenty-five and under | Fuel injection | Cigarette warning labels |
| 1965 | "Girl from Ipanema" | Gen. Westmoreland | CD | Watts race riots |

Sources: "Grammy Awards" 2012; "Headlines That Shaped History" 2007; "News and Events on This Day in History" 2012; "Public's Top Stories" 2010; "TIME's Person of the Year" 2012; "Timeline of United States Inventions (After 1991)" 2012; "Timeline of United States Inventions (1946–1991)" 2012; "The Top Story Index" 2012.

Figure 1: Generational timeline.

| After searching online, how do you communicate with others about a service, product, or brand? (Check all that apply) | Millennial | Gen X | Boomer | All |
|--|-------------------|--------------|---------------|------------|
| Blogging | 15.5% | 7.4% | 2.3% | 6.3% |
| Cell Phone | 54.5% | 42.0% | 31.4% | 36.8% |
| Email | 44.6% | 54.51% | 54.8% | 52.4% |
| Face-to-Face | 62.9% | 69.5% | 68.0% | 65.7% |
| Instant Messaging | 37.7% | 19.2% | 8.4% | 16.8% |
| Online Communities/Social Media (Facebook, Twitter, and so on) | 38.1% | 24.7% | 11.2% | 19.6% |
| Telephone (Landline) | 21.9% | 27.5% | 37.1% | 32.2% |
| Text Messaging | 44.0% | 31.7% | 15.4% | 24.3% |
| Other (please specify) | 0.9% | 1.2% | 2.3% | 2.2% |

Source: *BIGinsight™*, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 2: How do you communicate?

| Regarding your credit card debt, do you . . . | Millennials | All |
|---|-------------|-------|
| Pay the balance in full each month | 46.8% | 35.1% |
| Pay a portion of the balance | 33.5% | 28.6% |
| Pay the minimum | 7.8% | 10.4% |
| I don't have a credit cards | 11.9% | 25.9% |

Source: BIGinsight™, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 3: Credit card debt.

| Which of the following online activities do you regularly do for fun and entertainment? | Millennial | Gen X | Boomer |
|--|-------------------|--------------|---------------|
| Play video games | 49.6% | 27.0% | 16.4% |
| IM/Chat | 44.7% | 31.3% | 10.2% |
| Download music/video | 43.7% | 32.6% | 16.5% |
| Shop online | 38.9% | 44.4% | 41.5% |
| Use Facebook and other social media | 37.1% | 34.9% | 23.4% |
| Watch TV shows online | 37.5% | 25.9% | 18.3% |

Source: BIGinsight™, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 4: Online activities for fun.

| What is your household status? | Millennials | Gen X | Boomers | All 18+ |
|---------------------------------------|--------------------|--------------|----------------|----------------|
| Own | 27.4% | 59.7% | 77.4% | 63.6% |
| Rent | 40.9% | 33.8% | 20.4% | 27.1% |
| Live with parents or family | 31.8% | 6.5% | 2.2% | 9.2% |

Source: BIGinsight™, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 5: Home ownership.

| Which media influence your purchase decision when buying . . . | Millennials | Gen X | Boomers |
|---|--------------------|--------------|----------------|
| Electronics | | | |
| In-store promotion | 46.9% | 39.3% | 32.6% |
| Internet advertising | 39.8% | 27.6% | 22.6% |
| Social media | 28.7% | 14.3% | 8.0% |
| Apparel/clothing | | | |
| Word of mouth | 36.4% | 37.5% | 32.3% |
| In-store promotion | 39.5% | 43.0% | 39.6% |
| Social media | 20.0% | 12.0% | 5.3% |
| Grocery | | | |
| Word of mouth | 34.8% | 39.7% | 38.0% |
| In-store promotion | 36.8% | 51.2% | 58.3% |
| Internet advertising | 17.3% | 15.4% | 12.6% |
| Social media | 14.8% | 10.8% | 5.5% |

Source: *BIGinsight™*, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 6: Influence of various media.

2010 Online Communities/Social Media (Facebook, Twitter, and so on)

| Millennials | Gen X | Boomer | All Adults |
|-------------|-------|--------|------------|
| 38.1% | 24.7% | 11.2% | 19.6% |

Source: *BIGinsight™*, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 7: Social media users.

| Research Online: Over the last ninety days, which types of products did you research online before buying them in person? | Millennials | All |
|--|--------------------|------------|
| Apparel | 22.9% | 21.3% |
| Appliances | 24.1% | 19.1% |
| Beauty Care/Cosmetics | 14.7% | 13.9% |
| Car/Truck | 13.1% | 11.0% |
| Electronics | 44.9% | 40.6% |
| Food/Groceries | 13.9% | 13.6% |
| Furniture | 13.0% | 11.1% |

continued →

| Research Online: Over the last ninety days, which types of products did you research online before buying them in person? | Millennials | All |
|--|--------------------|------------|
| Home Decor | 15.0% | 12.1% |
| Home Improvement Items | 19.4% | 14.8% |
| House/Land | 3.8% | 3.1% |
| Jewelry/Watches | 10.0% | 8.9% |
| Medicines/Vitamins/Supplements | 16.1% | 14.2% |
| Shoes | 19.5% | 17.9% |
| Tires/Batteries/Auto Parts | 12.3% | 10.3% |
| Other | 8.4% | 9.1% |

Source: *BIGinsight™*, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 8: Online products research.

| Which media influence your purchase decision when buying . . . | Millennials | Gen X | Boomers |
|---|--------------------|--------------|----------------|
| Electronics | | | |
| Word of mouth | 44.3% | 45.1% | 41.9% |
| In-store promotion | 46.9% | 39.3% | 32.6% |
| Internet advertising | 39.8% | 27.6% | 22.6% |
| Social media | 28.7% | 14.3% | 8.0% |
| Apparel/clothing | | | |
| Word of mouth | 36.4% | 37.5% | 32.3% |
| In-store promotion | 39.5% | 43.0% | 39.6% |
| Internet advertising | 27.9% | 22.6% | 16.9% |
| Social media | 20.0% | 12.0% | 5.3% |
| Grocery | | | |
| Coupons | 53.7% | 67.3% | 73.4% |
| Word of mouth | 34.8% | 39.7% | 38.0% |
| In-store promotion | 36.8% | 51.2% | 58.3% |
| Internet advertising | 17.3% | 15.4% | 12.6% |
| Social media | 14.8% | 10.8% | 5.5% |

Source: *BIGinsight™*, Media Behaviors & Influence Study (Worthington, OH: Prosper Business Development, 2011).

Figure 9: Media influences for electronics, apparel, and grocery.

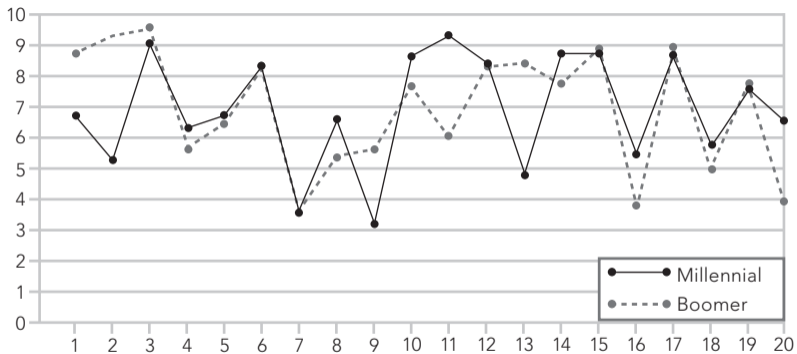


Figure 10: Culture calculator.