

## **Recession Driving Increased Usage of Internet**

More than half of adult Americans have suffered during the recession and two-thirds have turned to the Web for help in coping and understanding the downturn according to a survey published by *The Pew Internet and American Life Project*.

The report reveals stark figures indicating that 52% of the respondents suffered a major economic loss including 35% who saw their savings decline by over 50%. During this difficult period, 69% of all American adults have gone online looking for help with personal economic issues and to gather information about the recession. **Dr. John Morse** of Byron Media forecasts a continuation of increased Web usage in the next 2 years as the unemployed and under-employed pursue new jobs.

Among so-called "online economic users" the report concludes:

- 67 percent used the Internet to find the lowest price available for an item they needed to buy
- 52 percent have used the Web to help understand the economic problems
- 41 percent have sought information about new jobs
- 25 percent have turned to the Web seeking information about ways to protect their finances
- 22 percent have sought material online about unemployment and other government benefits

*Pew Internet and American Life Project, July, 2009*

## **Music Sales Move to the Web as CD Sales Continue Their Decline**

U.S. sales of CD's and other physical sound carriers have declined for ten consecutive years and all indications point to continued losses in the years ahead. *eMarketer* is forecasting escalating percentage decreases starting at 25% in 2009 and reaching 35% in 2013. U.S. sales of recorded music will dwindle to \$5.52 billion in 2013, from \$7.31 billion in 2009. Conversely, on-line sales of music are predicted to rise from \$2.22 billion this year to \$3.82 billion in 2013 while digital sales move from \$3 billion to \$4.56 billion

*eMarketer, July, 2009*

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