



7 Stats to Smarten Your Content

- YouTube reaches more U.S. adults aged 18–34 than any cable network; US adults spend an average of 1 hour, 16 minutes each day watching video on digital devices;. ([jeffbullas.com](#) & [brandwatch.com](#))
- 80% of companies say they deliver “superior” customer service; 8% of people think these same companies deliver “superior” customer service (Lee Resources)
- Worldwide, there are more than 1.71 billion monthly active Facebook users, which is a 15 percent increase year over year. (Facebook)
- 70% of consumers feel that brands are motivated by a self-centered desire to increase profits rather than by a sincere commitment to their customers. (Edelman)
- Twenty-seven percent of Americans believe we never landed on the moon ([list25.com](#))
- In more than half of all U.S. states, the highest paid public employee in the state is a football coach. ([zerohedge.com](#))
- 80% of Americans agree that smaller companies place a greater emphasis on customer service than large businesses. (American Express)