



...AND WHAT IT MEANS FOR MARKETERS!

ACCORDING TO RESEARCH, our attention span has markedly decreased in just **15 YEARS...**



AVERAGE ATTENTION SPAN IN 2000: **12 SECONDS**



AVERAGE ATTENTION SPAN IN 2015: **8.25 SECONDS**

IN FACT, scientists reckon we now have shorter attention spans than goldfish...



So as marketers, we're trying to sell to goldfish - no wonder it sometimes feels difficult!

HUMAN BEINGS ARE A FORGETFUL LOT...



25% of teens forget major details of close friends and relatives.

7% of people forget their own birthday from time to time.

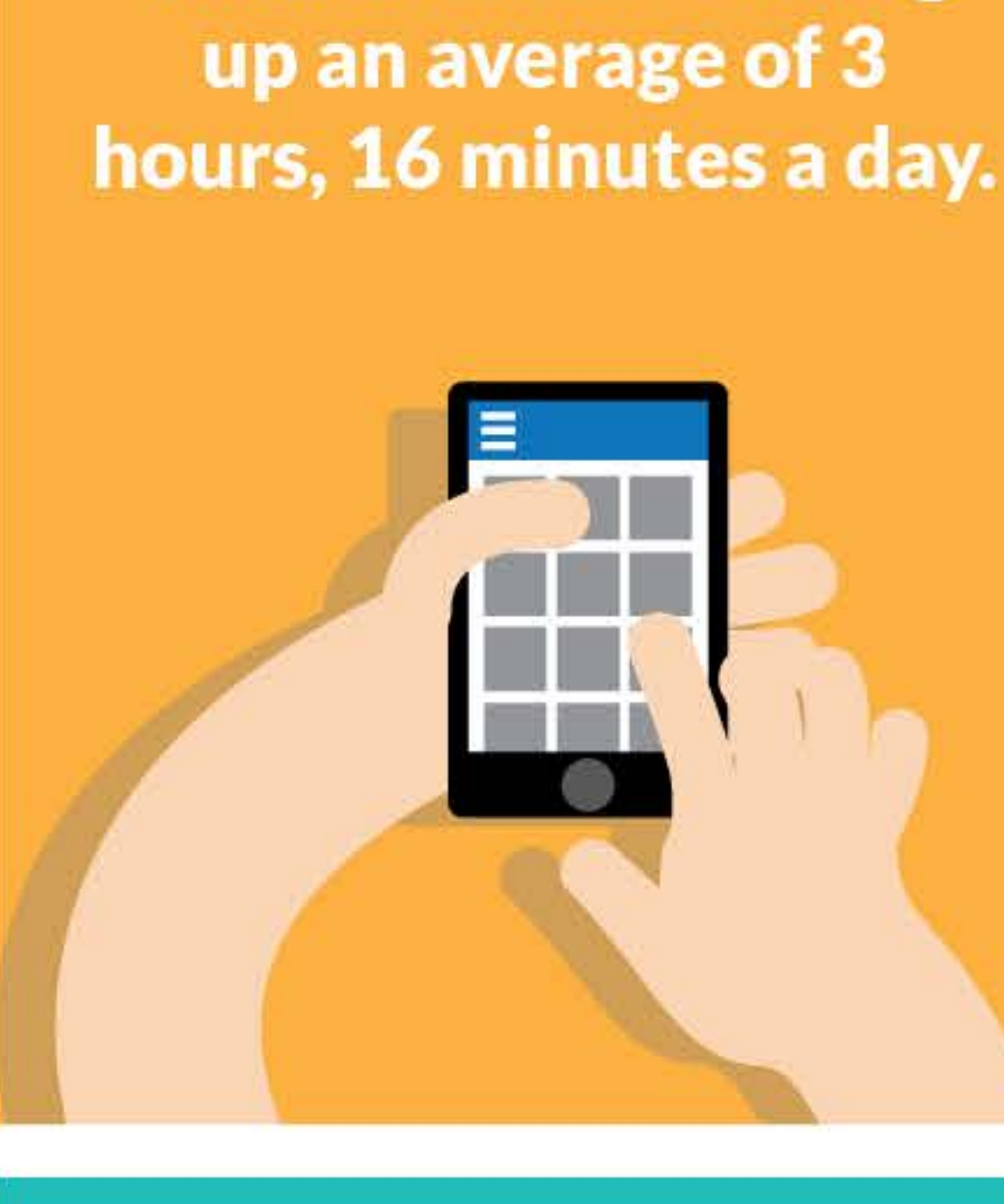
39% of Americans have forgotten one basic piece of information or lost one every day item in the past week!

WE'RE EASILY DISTRACTED...

An office worker, on average, will check their email inbox **30 TIMES** every hour.



The average user picks up their phone more than **1,500** times a week - taking up an average of 3 hours, 16 minutes a day.



On the average web page, users will read at most **28%** of the words during an average visit; 20% is more likely.



The average page visit lasts less than a minute and users often leave web pages in just **10-20 SECONDS**



THIS IS ALL BAD NEWS FOR MARKETERS...

THE GOOD NEWS?

There are still ways to hold attention. According to Nielsen research, pages with a clear value proposition are able to hold people's attention for much longer.

TOP TIPS

- ◆ Be clear in your messaging.
- ◆ Focus on UX and ease of navigation. Users won't hang around to try and find what they're looking for, so make it easy.
- ◆ Keep your messaging short and sweet.
- ◆ Appeal to consumer desires - tell stories.
- ◆ Use rich media like video - and make the first 8 seconds attention-grabbing

VIDEO HOLDS ATTENTION

Average length watched of a single internet video - **2.7 MINUTES**

59% of senior executives would rather watch a video than read text, when both are available.

SOURCES:

* National Center for Biotechnology Information, U.S. National Library of Medicine, The Associated Press
 * <http://mkl041.cbslocal.com/2013/08/07/young-people-actually-way-more-forgetful-than-old-people/>
 * <http://www.dailylocal.co.uk/sciencetech/article-2783677/How-YOU-look-phone-The-average-user-picks-device-1-500-times-day.html>
 * <http://www.nngroup.com/articles/how-little-do-users-read/>
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 * http://images.forbes.com/forbesinsights/StudyPDFs/Video_in_the_CSuite.pdf

