Gary Pattillo

Fast Facts

Books on phones

In October 2009, one out of every five new iPhone and iPod touch applications launched in Apple's App Store were book-related. Books and book applications exceeded the popularity of games in the previous four months. It is estimated about 1 percent of the entire U.S. population was reading a book on the iPhone in August 2009. The rise in eBook activity on the iPhone is in direct competition with the Amazon Kindle.

Peter Farago, *Flurry Smartphone Industry Pulse,* October 2009, November 1, 2009 [cited November 10, 2009]. Available at blog.flurry.com/bid/27796/Flurry-Smartphone-Industry-Pulse-October-2009.

In-demand occupations

The top five in-demand and desirable occupations in the United States (according to projected need and median wage), using Bureau of Labor Statistics, are: registered nurses, general and operations managers, physicians and surgeons, accountants and auditors, and elementary school teachers. The projected need for nurses (2006–16) is 1,001,000 employees. The projected need for elementary school teachers is 545,000. Of all occupations regardless of wage, the highest projected need is for retail salespeople, with 1,935,000 needed during the time period 2006–16. The need for librarians is projected to be 49,000.

U.S. Department of Labor and U.S. Department of Education, 2009, *Top 50 In-Demand Occupations. Bureau Of Labor Statistics 2008 Wages And 2006-2016 projection series,* 2009 [cited October 14, 2009]. www.careervoyages.gov/top50occupations-main.cfm.

Data deluge

Computer users worldwide generate enough digital data every 15 minutes to fill the U.S. Library of Congress. More technical data have been collected in the past year alone than in all previous years since science began, and the data is doubling every year. Preserving the data in readable formats remains an ongoing challenge.

Robert Lee Hotz, "A Data Deluge Swamps Science Historians," *The Wall Street Journal,* August 28, 2009 [cited August 29, 2009]. online.wsj.com/article/SB125139942345664387.html.

Most visited Web sites

According to comScore, Inc., the top five most-visited Web properties in September 2009 were Google sites (164,597,000 unique visitors), Yahoo sites (160 million), Microsoft sites (133 million), AOL (100 million), and Facebook (95 million). Visits to television-related Web sites grew in September to 95.6 million visitors. Education/information sites saw 72.3 million visitors, while computer software sites marked 34.4 million unique visitors.

comScore, Inc. *comScore Media Metrix Ranks Top 50 U.S. Web Properties for September 2009,* October 16, 2009 [cited November 6, 2009]. Available at www.comscore.com/Press_Events/Press_Releases/2009/10/comScore_Media_Metrix_Ranks_Top_50_U.S._Web_Properties_for_September_2009.

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