

# RECURRING HABITS

*Recurring revenue is stronger than ever before.*

You may not realize it, but recurring revenue business models go far beyond “traditional” subscriptions, such as monthly magazine subscription or “in-a-box” club memberships—and as a result, companies are profiting from it like never before. Here’s a closer look at how that translates to the individual consumer.

**\$857/mo.**

## DID YOU KNOW?

*The average consumer spends \$857 in monthly subscription?*

## AVERAGE MONTHLY SUBSCRIPTION STATS

1% \$5

ROADSIDE ASSISTANCE

3% \$25

HOME OWNER'S/ RENTER'S INSURANCE

4% \$30

LANDLINE PHONE



10% \$83 MEDIA



15% \$125 CAR INSURANCE



18% \$158 CELL PHONE/ DATA PLAN



23% \$197 UTILITIES



26% \$222 HEALTH INSURANCE

## MORE CUSTOMERS MORE REVENUES

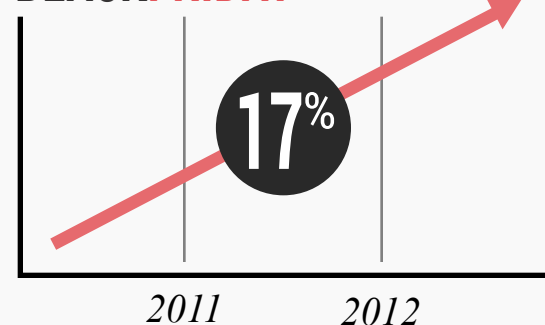
**226** MILLION ADULT U.S. CONSUMERS

*provide a significant financial impact, and are increasingly embracing online subscription models.*

**47%** OF U.S. BUSINESS

*have adopted or are considering adopting a recurring revenue business model.*

BLACKFRIDAY



This is evidenced in the rapid growth of Cyber Monday, for one. In 2012, consumers spent \$1.98 billion on Cyber Monday- a 17% increase over 2011. Comparatively, U.S. consumers spent \$1.3 billion on Black Friday.



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