

\$2.17 Billion - The amount of money spent over the past 20 years on Super Bowl commercials. The cost of a 30-second spot more than quadrupled during that time to \$3M in 2009. Because of the down economy, CBS reportedly is selling these ads for \$2.5M to \$2.8M this year. (Source: TNS Media Intelligence)

\$103M - The American Red Cross had raised about \$103 million for Haiti relief as of Sunday evening, and officials credited about 15-20% to the text message program. (Source: USA Today)

55% - The percentage of American shareholders who believe that the stock market will be higher a year from now. Just 11% believe that the market will be lower in a year, and the remainder are not sure. (Source: Gallup Inc.)

76% - The percentage of marketing professionals who would cancel, reduce, or suspend their business relationship with Tiger Woods if he were endorsing a product of one of theirs. (Source: Argyle Executive Forum)

46% - When asked how long it will be before the U.S. economy starts to recover, 46% of Americans guess three or more years and another 21% say two years. That leaves 29% falling into the optimistic camp, predicting that the country will see an economic recovery in one year or less. (Source: Gallup Inc.)