

Phoenix Area Business Networking Trends[†]	<i>1st Half 2010</i>	<i>1st Half 2011</i>	delta (H1'11-H1'10)	increase
Active Networkers [‡]	5,268	6,759	1,491	28.3%
Business Networking Event Listings	3,608	3,807	199	5.5%
Average Travel Distance per Attended Event (Miles)	10.1	12.5	2.4	23.4%
Median Travel Distance per Attended Event (Miles)	7.2	9.8	2.6	35.9%
Average Fee Paid per Attended Event (USD)	\$6.07	\$14.90	\$8.83	145.5%
Median Fee Paid per Attended <i>Fee-Based</i> Event (USD)	\$13.00	\$25.00	\$12.00	92.3%
Average Number of Events Attended per Active Networker	11.8	13.4	1.7	14.1%
Median Number of Events Attended per Active Networker	12.9	14.5	1.6	12.6%
Average Spent per Active Networker* (USD)	\$81.40	\$216.54	\$135.14	166.0%
Total Spent on Phoenix Area Business Networking* (USD)	\$0.43 M	\$1.46 M	\$1.03 M	241.3%

[†]Source: NetworkingPhoenix.com member interactions) | *travel component based \$2.81/gallon Jan-Jun 2010 avg; \$3.55/gallon Jan-Jun 2011 avg @ 33.7 miles/gallon

Notes:

NetworkingPhoenix.com has privileged access to rich data flows in the domain of business networking; they normalize aggregate, mine, and transform the millions of data points they collect everyday into meaningful, digestible, and accessible information for the Greater Phoenix business community.

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[‡]Active Networkers is defined as the total number of registered NetworkingPhoenix.com members who have RSVP'd, or added to their online agenda, at least one event during the 1st half of 2010 or 1st half of 2011, respectively. During the 1st Half of 2010, there were 10,096 registered members and 39,898 people who visited the site from the Phoenix Area. During the 1st Half of 2011, there were 16,476 registered members and 117,454 people who visited the site from the Phoenix Area.