



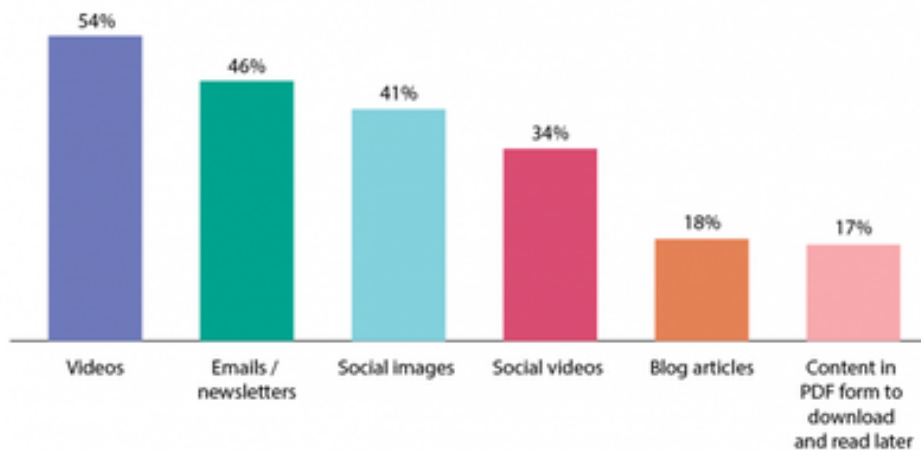
# Independent Research

Week 7: Digital Trends and Analytics

- [Fitness Trends](#)
- [Brookfield CT Statistics](#)
- [CT population graph](#)
- [Age Group Chart CT](#)

## For brands, video content is preferred

*What kind of content do you want to see from a brand or business you support?*

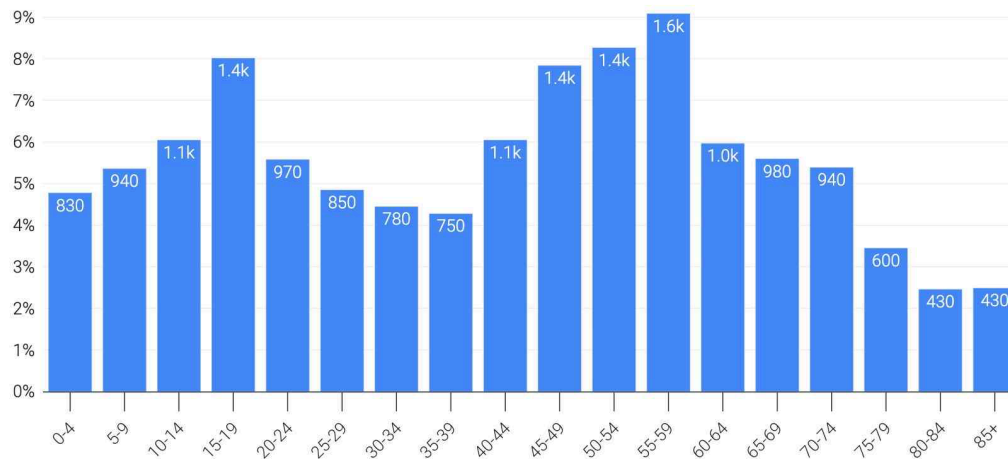


Base: 3,010 consumers in the US, Germany, Colombia, and Mexico  
Source: HubSpot Content Trends Survey, Q3 2017

HubSpot Research

## Brookfield, Connecticut population by age group

The largest age group is 55-59 years with a population of 1,585 (9.09%)

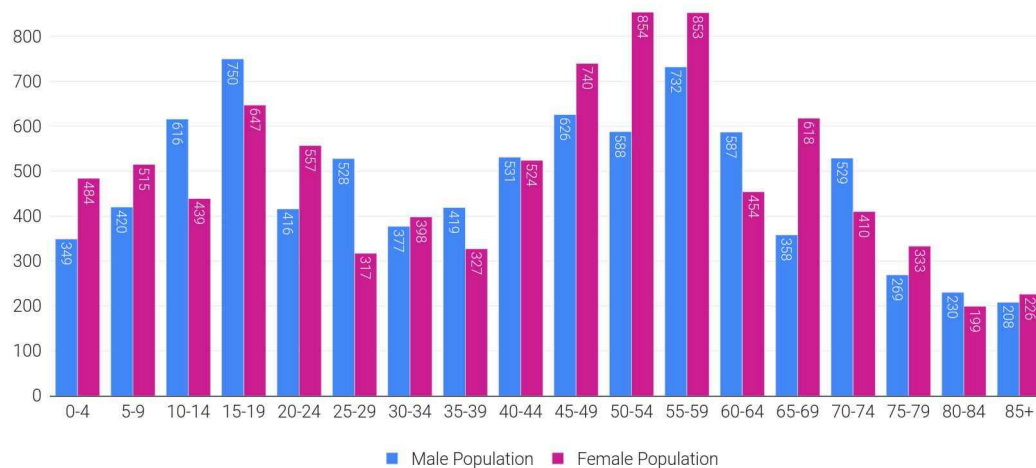


Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

**Neilsberg**

## Brookfield, Connecticut population by gender & age

Largest age group (population) : Male # 15-19 years (750) | Female # 50-54 years (854)

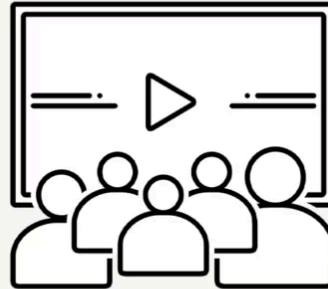


Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

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## Video Content Attracts More People than Any Other Content

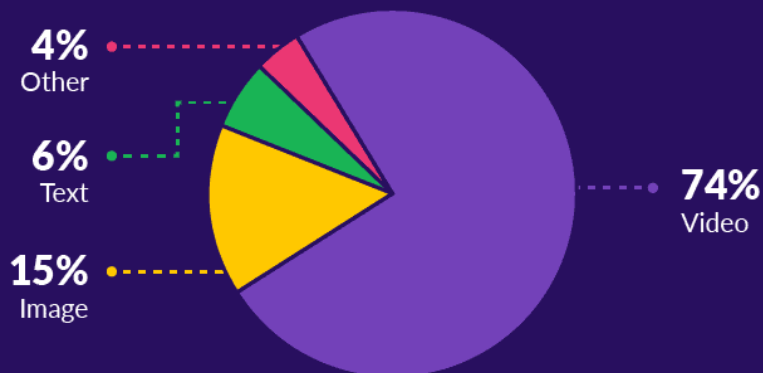
**93% of brands** say they gained new customers by sharing video content through social media. Video is the format that the top social media platforms such as Facebook and Instagram are currently boosting. Video content is twice as likely to be shared than image and text formats combined.



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## Which Type of Content Gets the Best Engagement on Social Media?

% of marketers who chose each option



Note: Some values have been rounded down

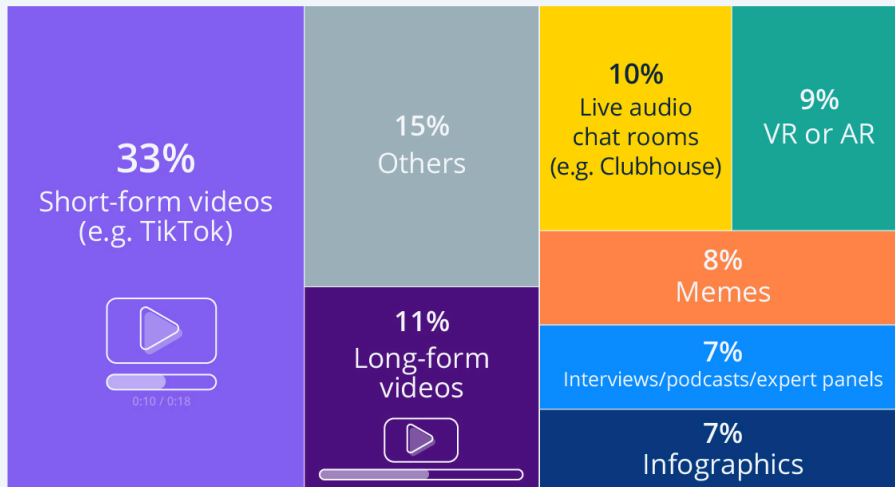
Source: Renderforest



[Graphic Link](#)

# Marketers Double Down on Short-Form Video in 2023

Share of social media marketers who plan to invest most in the following types of content in 2023



1,000+ social media marketers surveyed worldwide in Jan. 2023

Source: HubSpot



statista

[Source Statista](#)

## Is video marketing worth the effort?

HERE'S WHAT MARKETERS HAD TO SAY ...

91%

of marketers are satisfied with the ROI of video marketing on social media.

85%

of marketers say that video is an effective way to get attention online.

93%

of businesses landed a new customer because of a video on social media.

[Source](#)