

How this ad recession compares

Declines and recovery in ad spending and jobs for recent recessions

RECESSION	START OF AD-SPENDING DECLINE	START OF AD-SPENDING RECOVERY	START OF AD-JOBS' DECLINE	AD JOBS HIT BOTTOM	AD JOBS PASS PRE-RECESSION LEVEL
JULY '90 TO MARCH '91	Weakness apparent starting October '90; sharp decline begins January '91	January '92, 10 months after recession ended	November '90, four months after start of recession	February '92, 11 months after recession ended	November '94, 44 months after recession ended
MARCH '01 TO NOVEMBER '01	January '01, two months before start of recession	May '02, six months after recession ended	December '00, three months before start of recession	January '04, 26 months after recession ended	Industry has not returned to pre-recession bubble peak
DECEMBER '07 TO ...	March '08, three months after start of recession	NA	November '07, a month before start of recession	NA	NA

1. Advertising and related services. Source: Ad Age DataCenter analysis of data from Bureau of Labor Statistics, National Bureau of Economic Research and WPP's TNS Media Intelligence

THE GREAT RECESSION

Facts about the downturn that began in December 2007

GDP Economy has shrunk 3.9% from its peak to current level, the most severe decline in the post-World War II period

UNEMPLOYMENT RATE 9.4% in July, vs. 9.5% in June, the first drop since April '08. Projected to peak in early 2010 above 10%, the highest since 1983

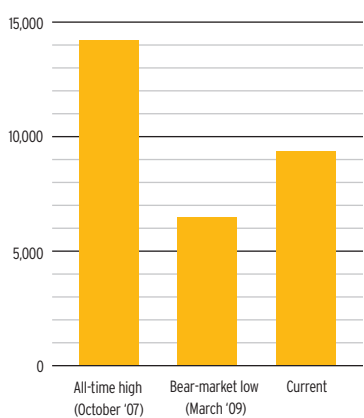
JOB LOSSES Six of the 10 biggest monthly job losses since World War II have occurred in this recession. But July losses were the lowest since August '08

DURATION Entering its 21st month, making it the longest recession since the Depression

Source: Bureau of Economic Analysis, Bureau of Labor Statistics, IHS Global Insight, National Bureau of Economic Research

BULLS AND BEARS

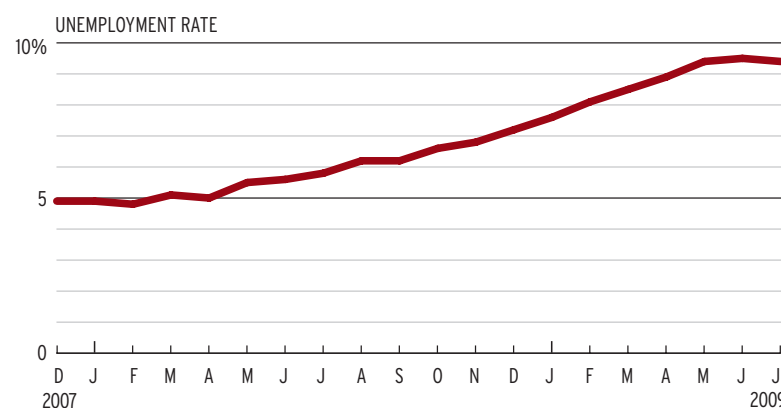
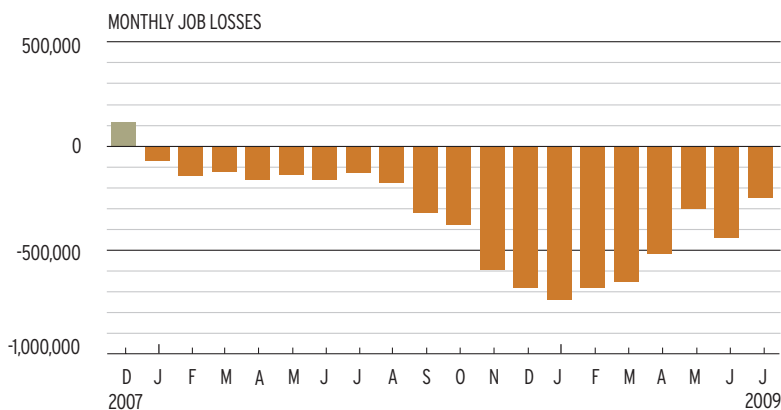
The Dow Jones Industrial Average has surged since March but remains far below its pre-recession peak



Source: Bloomberg

U.S. EMPLOYMENT

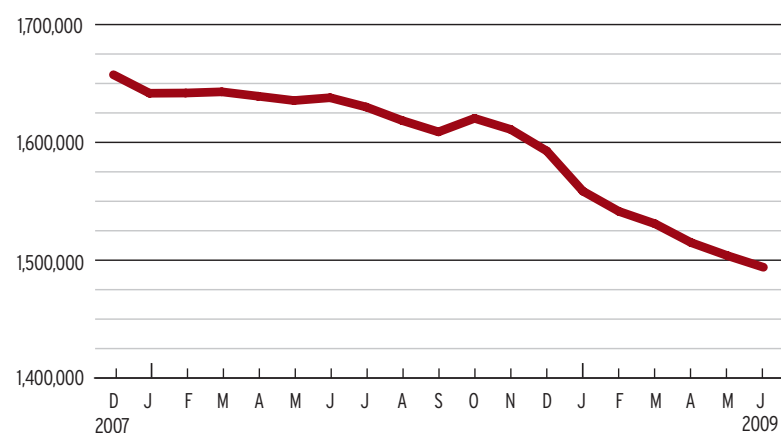
Another "jobless recovery"? The number of jobs lost each month is falling, but it will take time for millions of unemployed Americans to find work. The nation's unemployment rate likely will climb higher even as the economy begins to recover



Source: Bureau of Labor Statistics

AD-INDUSTRY JOBS

The U.S. ad industry—advertising, marketing services and media—has cut 163,400 jobs, or 10% of employees, since the start of the recession



Full data: AdAge.com/adjobs. Source: Ad Age DataCenter analysis of Bureau of Labor Statistics data