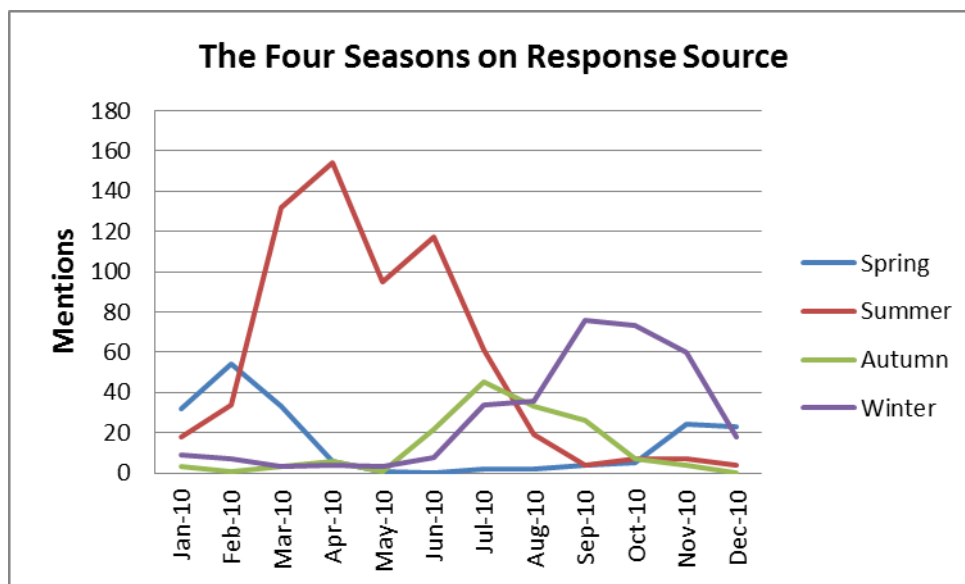


The Four Seasons and Christmas with Response Source
January 2011

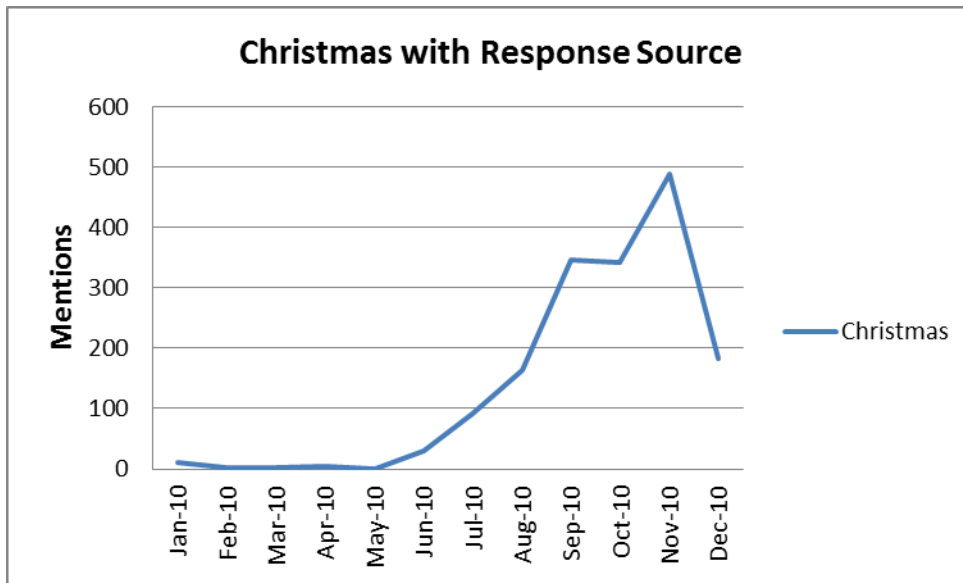
The Four Seasons and Christmas with Response Source

Daryl Willcox Publishing analysed its database of 22,433 Response Source queries from journalists to PR professionals for 2010 by registering mentions of keywords. Keywords searched for were 'Christmas', 'Spring', 'Summer', 'Autumn' and 'Winter'.

Month 2010	Number of times each season appeared in Response Source queries				Total number of queries for the month
	Spring	Summer	Autumn	Winter	
January	32	18	3	9	1,696
February	54	34	1	7	1,667
March	33	132	3	3	2,010
April	6	154	6	4	1,744
May	1	95	1	3	1,617
June	0	117	22	8	1,952
July	2	61	45	34	2,021
August	2	19	33	36	1,929
September	4	4	26	76	2,145
October	5	7	7	73	2,064
November	24	7	4	60	2,204
December	23	4	0	18	1,384
Totals	186	652	151	331	22,433



Month 2010	Number of times the word 'Christmas' appeared in Response Source queries	Total number of queries for the month
January	10	1,696
February	3	1,667
March	3	2,010
April	5	1,744
May	0	1,617
June	30	1,952
July	91	2,021
August	163	1,929
September	347	2,145
October	343	2,064
November	489	2,204
December	183	1,384
Total	1,667	22,433



About Daryl Willcox Publishing

Daryl Willcox Publishing (www.dwpub.com) provides information services for people in journalism, public relations and marketing. Launched in 1997, the company connects media professionals to create opportunities for timely, relevant press coverage. Products include the Response Source Journalist Enquiries System, SourceWire and Response Source press release wires, the Freelance Journalist Directory and the FeaturesExec media database. Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR Companies.

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