Wired & Connected: Online Usage

Billboard Readers...

are affluent, influential and online – active Internet users who are on the web throughout the day—both in the home and at work.

92% have an Internet connection at home

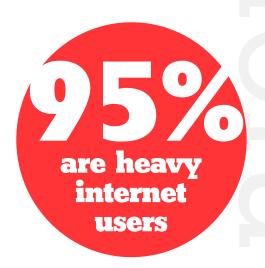
89% have an Internet connection at work

Average hours spent online per week: 14

71% visit Billboard.com or Billboard.biz

Billboard readers use the Internet for the following purposes:

96% Email: 83% Purchasing products: 82% Product research: **78%** Travel purchase: 78% **Business info:** 72% Reading publications: 61% Banking: 60% Download software: **57%** Technology: 53% Education: 42% Real estate: 41% Career services: 40% Download music: 36% **B2B** transactions:



The Billboard Reader:

73% have influence in consumer purchasing decisions

\$236,000: Average annual household income

57% have six-figure salaries or higher

\$1.1 million: Average combined value of assets

Source: Harvey Research 2005 Subscriber Study



Billboard.comBillboard.biz