

Better Living Through Technology

Billboard Readers...

are affluent early—adopters who regularly buy – and upgrade – home entertainment.

Home electronics/recreational equipment owned:

DVD Player/Recorder:	90%
Lap Top Computer:	80%
VCR:	75%
Digital Camera:	60%
Portable Music Player: (iPod, MP3, etc.)	45%
Video Camera:	42%
Home Gaming Systems: (PlayStation 2, XBox, Nintendo, etc.)	32%
PDA:	30%
TiVo:	25%
DirectTV:	25%
HD TV:	20%
Satellite TV:	18%
Satellite Radio:	17%
Plasma/LCD TV:	17%



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

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