

Out & About

Billboard Readers...

spend money on food, top-shelf drink and nightlife—and influence others in the choices they make.

63% of Billboard readers dine out 3 or more times a week

78% attend the movies

63% see live music

32% attend the theater

28% visit night clubs

Of Billboard readers who purchase alcoholic beverages:

80% purchase Wine

70% Beer

52% Vodka

38% Champagne

25% Rum

21% Whiskey/Scotch/Bourbon

20% Gin



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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