

# Mobile & Connected Wireless Usage

## Billboard Readers...

are well-traveled, affluent and influential people on the go who stay connected with the latest in cellular phone technology and features.

Average monthly cell phone bill: **\$115**

**16%** download ringtones

**38%** use their cell phone for one or more purposes other than calls

**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

**84%**  
own cell  
phones

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**Billboard**

New York  
646.654.4622

Los Angeles  
323.525.2299

Nashville  
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London  
44.207.420.6075