

Let Billboard take the Wheel!

Billboard Readers...

are affluent automotive enthusiasts —

Multiple car owners with the purchasing power to add a new set of wheels in their garage.

Average vehicles owned or leased: **2.1**

27% plan to purchase or lease a new vehicle in the next year

Average price planned to pay: **\$35,791**

54% plan to spend over \$30,000 on this purchase

58% plan next auto purchase to be foreign

35% plan next auto purchase to be domestic:

Average number of vehicle rentals in the past year: **3.4**

34% have rented 4 or more vehicles in the past year

68%
own 2 or more cars

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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