

# 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:

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

**95%**  
are heavy  
internet  
users

### 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.com • Billboard.biz

**Billboard**

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