

On the Move

Billboard Readers...

are affluent decision-makers who are on the road for work and pleasure.

8.1 Average roundtrip domestic flights taken in the past year

4.2 Average international flights taken in the past 3 years

26% took 3 or more roundtrip international flights in the past 3 years

Average nights stayed in a hotel in the past year: **19**

73% stayed more than 6 nights in a hotel in the past year

Average cost per room: **\$176/night**

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

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

67%
took 3 or more roundtrip domestic flights in the past year

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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