

-One out of every seven minutes of media consumption today takes place via mobile devices

-Mobile usage is expected to grow by 60% over the next 2 years

-77% of respondents say they use TV and mobile together

-56% have been driven to mobile from other media

-38% have taken action based on mobile ads

Source: Marketers Must Adapt to Mobile Media Explosion: Study by IPQ's Universal McCann and AOL as quoted in BRANDWEEK JULY 8, 2009

95% use mobile media to FILL DOWNTIME

82% use mobile media AT WORK

81% use mobile media WHILE SHOPPING

80% use mobile media to AT HOME

65% use mobile media WHILE COMMUTING

-1 in 4 people in Nashville text daily

-51% of texters in the market are WOMEN

-58% of women who text are 35 years old or older!

-The median age of Nashville text users is 37 years old!

-The median income of Nashville text users is \$68,158

Age Group	Average Number of Monthly Calls*	Average Number of Monthly Text Messages*
All Subscribers	204	357
Ages 12 & Under	137	428
Ages 13-17	231	1,742
Ages 18-24	265	790
Ages 25-34	239	331
Ages 35-44	223	236
Ages 45-54	193	128
Ages 55-64	145	38
Ages 65+	99	14

People under the age of 45 are sending more texts than placing phone calls by a ratio of 2 to 1. This trend will continue as data plans become more inclusive and less expensive.

Source: The Nielsen Company (January 1, 2006 to June 30, 2008) *Note: Data includes U.S. wireless subscribers only.

