

## **Sales RUSH – Customer Connected Adrenaline**

### **H**ot Off the Presses - The Newest Mobile Statistics

- Mobile subscribers – 276.6 million, which is 89% of the US population (CTIA June 2009)
- Wireless-Only US Households-20% (CTIA June 2009)
- U.S. Monthly SMS Messages-135.2 Billion (CTIA June 2009)
- Yearly US SMS Messages-1.25 Trillion (CTIA June 2009)
- Subscribers to unlimited data plans – 170 million (CTIA)
- Adults spend an average of 20 minutes daily engaged with mobile devices (Ball State University)
- Over 48 percent of users who have a device six months or newer use mobile media (browsing, downloading or application use) (comScore)
- Unlimited data plan users grew 43 percent in the last year (comScore)
- 32 million or 14 percent received news or info on phone – up 85 percent (comScore)

### **DID U KNOW ?**



**Setting an example  
is not the main  
means of  
influencing others; it  
is the only means.  
Albert Einstein**

- Approximately 27 percent of 25-44 year olds are interested or highly interested in participating in mobile marketing campaigns (Mobile Marketing Association)
- 33 percent of mobile subscribers are tempted to buy products they see in mobile advertising, the highest of any medium (comScore)
- According to the study "Going Mobile: How Publishers Are Preparing for the Burgeoning Digital Market," 70% of publishers are paying more attention to the mobile market this year than last. (Audit Bureau of Circulations)
- More than 246 million data-capable devices are in the hands of consumers today. More than 40 million of these devices are Smartphones or wireless-enabled . (CTIA Semi-Annual Wireless Industry Survey, October 2009).

- Wireless subscribers are sending more pictures and other multi-media messages—more than 10.3 billion MMS messages were reported for the first half of 2009, up more than 100% in mid-year 2008 (CTIA Semi-Annual Wireless Industry Survey - October 2009).
- As of June 2009, there were more than 276 million wireless users. This represents a year-over-year increase of nearly 14 million subscribers (CTIA Semi-Annual Wireless Industry Survey - October 2009).
- From January to June 2009, wireless US customers sent 518 texts a month and made 220 calls – CTIA

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