

we are More



MORE SUBSCRIBERS ARE TECHNO-SAVVY!

TECHNOLOGY PROFILE

- 85% of subscribers own 5+ technology products
- 73% of subscribers own 7+ technology products
- 33% of subscribers own 10+ technology products

CURRENTLY OWN

89% CD player	174
86% Cell phone	118
85% Home computer	120
84% DVD player	151
82% Printer	164
73% Stereo Equipment	149
58% Digital Camera	261
34% Cable Internet connection	147
28% Broadband Internet connection	N/A
24% Home theater system	171
24% DSL Internet connection	104
24% Satellite Dish	113
22% MP3 Player/iPod	382
22% Digital Video Camera	340
20% HD/Flat screen TV	177
19% Handheld computer/PDA	296

INDEX TO ALL WOMEN

PURCHASES

- Helped influence electronics purchasing decision
- 70% Friends & family
- 30% Co-workers
- 27% Articles & pictures in magazines
- 24% Newspaper advertisements
- 24% Sales Person
- 22% Internet/Website
- 19% TV advertisements
- 18% Magazine advertisements
- 18% Catalogues
- 7% TV programs

POWERFUL

30% Likely to recommend technology/electronics to friends and family.

Source: MORE 2005 Subscriber Study, MRI Spring 2005 (base: Women)
Base: Total Respondents

Smart Talk for Smart Women