

For Immediate Release

“African Americans and Hispanics Lead Mobile Culture”

Toronto (November 29, 2005) – When it comes to the use of enhanced mobile features such as texting and downloading ringtones, African Americans and Hispanics lead the market, a national study finds.

“If you want to know where mobile technology is going, watch these two groups of early adopters,” said Kaan Yigit, Study Director. “Similar to their culture-leading impact on music, entertainment and sports, African American and Hispanic consumers are leading the charge in mobile technology as cellular phones morph into all-in-one personal portals for entertainment and communication,” Yigit added.

Among the key findings of the research:

- 52% of Hispanics and 48% of African American cell phone owners text messaged in the past month, much higher than the overall average of 29%.
- Staying connected is particularly important to Hispanic Americans: 64% agree with the statement “I’m the kind of person who likes to be in touch all the time,” compared to the national average of 54%.
- African Americans are more likely to download ringtones: 37% of African American cellular owners downloaded a ringtone in the past, followed by Hispanics (28%) versus an overall average of 26%.
- Both Hispanics and African Americans are more likely to agree that “technology makes [my] life easier” (80% and 75% agree, respectively, compared to an overall average of 72%).
- While Verizon and Cingular are the leading wireless carriers nationally overall, the leading wireless provider – by a significant margin – for African Americans and Hispanics is Sprint.

The information for this release comes from a random national sample of 1,062 interviews conducted via telephone in May/June 2005. The survey is part of a series of North American syndicated research programs by Toronto-based Solutions Research Group – *Digital Life America* in the U.S. and *Fast Forward™* in Canada. To maintain an unbiased perspective, the company funds its own syndicated research.

The sample for the survey statistically reflects the regional and age/sex composition of the U.S. population. The results of the overall survey are accurate to ± 3.0 points for the population, 19 times out of 20.

- 30 -

David Ackerman	dackerman@srgnet.com	1.866.358.5986 x 25
Kaan Yigit	kyigit@srgnet.com	1.866.358.5986 x 22

www.srgnet.com

DIGITAL LIFE
AMERICA

FAST FORWARD™