

## Stats on Cell Phone Use

Today, more people have cell phones than fixed telephone lines, both in the United States and internationally.

There are more than one billion cell phone users worldwide.

China's mobile phone market, already the world's biggest, has passed 400 million users, the government said Thursday.

Americans spend, on average, about seven hours a month talking on their cell phones.

204,067,434 Estimated Current US Wireless Subscribers 2/25/06

Wireless Penetration Over 65 percent of total U.S. Population

More than 60 million teenagers now carry cell phones, and most take them everywhere they go.

Anywhere, anytime communication is now demanded by all generations of mobile users who no longer want to be chained to their PCs.

Text messaging combines the portability of cell phones with the convenience of e-mail and instant messaging. Cell phone users are getting hooked.

Text Messaging, also known as SMS or Short Message Service, is developing very rapidly throughout the world. By mid-2004 texts were being sent at a rate of 500 billion messages per annum

32.5 billion SMS messages in United States in first six months of 2005, up 32% from 24.7 billion in last six months of 2004

154% growth in monthly Text Messages: 7.3 billion messages in June 2005, up from 2.9 billion messages in June 2004.

911 calls in United States on cell phones average 224,000/day.

Is there a wireless 411 directory?

Currently, there is not a wireless 411 directory. There are no official listings of cell phone numbers. A directory is planned for 2006.

In addition, under the current plan, the wireless 411 directory will be using an opt-in approach, which will only list your phone number if you expressly grant permission

It is currently illegal for marketers using auto-dialers to call cell phones.

Cell phone customers must give permission, or opt in, to be added to be contacted by businesses. Customers who do opt in become a loyal fan club of the businesses they receive text messages from.

