



For Immediate Release

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**Communications Services Spending Increasing, Echoing Predictions of a Strong Economic Recovery
by The Index of Leading Economic Indicators**

Data from Centris show that some households spend a surprising \$300 per month on communications services

Fort Washington, PA – January 26, 2010 – Research firm Centris, market intelligence experts in the voice, video, and data markets, today released their most recent monthly Insights report that reveals an uptick in consumption spending for communications services among key segments in the US. The data echo results of the recently released Index of Leading Economic Indicators, which the Wall Street Journal reported in its January 21st edition as a predictor of the strongest economic recovery in 25 years.

According to the Centris Insights report, households that have four or more wireless phones, premium TV services, and Internet access can spend an impressive \$300 per month on their communications services.

William J. Beaumont, president of Centris, notes that the consumer self-reported survey indicates a positive trend for the communications industry. “When we examine the profile of American households, we see a strong pattern of communications consumption that should support growth for key providers of telecommunications, television, and Internet-related services,” Beaumont said.

“Our past reports showed a decline and bottoming-out in consumer spending in key areas until November of last year, when growth started to return. The most recent Insights report seems to support the notion that the economy may be headed for a significant rebound.”

Highlights from the Centris report include the following key findings:

- Wireless continues to be the biggest component of communication services cost, with monthly spending climbing to over \$93 in November 2009.
- Satellite and cable TV bills appear to be growing from levels reported earlier in 2009. Average monthly cable and satellite bills were both reported at approximately \$70. Average TV service bills (which include fiber providers) were reported at over \$72 monthly.
- Internet bills were over \$40 per month, representing an increase over the last twenty-four months.

The monthly, subscription-based Insights report offers selected findings from Centris’ annual address-based sampling survey of more than 36,000 households. Survey estimates have a statistical variation of +/- 2.5 percent.

About Centris:

Centris, located in Fort Washington, Pa., is a leading marketing science firm. It collects market information through its ongoing survey programs and builds national and local market models. Centris’ data and marketing analytic services help the world’s global communication and entertainment companies better understand the dynamics of their markets and improve the effectiveness of their marketing programs. For more information about Centris, visit www.centris.com.

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