

Prices On The Rise

The cost of wireless service increased 0.5 percent, or 23 cents, in the top 15 U.S. markets in June. The cost of service increased in all top 15 markets, but pricing increased the most in Pittsburgh (0.7 percent). Service cost increased the least in Minneapolis (0.1 percent). Econ One reports cost of wireless service based on 200, 500, 800 and 1,100 minutes of use per month.

Average Monthly Cost of Wireless Service Across Four Usage Levels*
Top 15 Markets

	June 2004		May 04		(% Change)
	Rank	(\$)	Rank	(\$)	
	Minneapolis	1.	\$ 44.86	1.	
Boston	2.	44.83	2.	44.58	0.6
New York	2.	44.83	2.	44.58	0.6
Philadelphia	2.	44.83	2.	44.58	0.6
Washington D.C.	2.	44.83	2.	44.58	0.6
St. Louis	6.	44.62	6.	44.37	0.6
Detroit	7.	44.31	7.	44.06	0.6
Pittsburgh	8.	44.25	8.	43.95	0.7 % H
Cleveland	9.	44.10	9.	43.89	0.5
Los Angeles	10.	43.58	10.	43.33	0.6
Dallas	11.	43.37	11.	43.12	0.6
Houston	11.	43.37	11.	43.12	0.6
Chicago	13.	42.79	13.	42.58	0.5
Miami	14.	41.94	14.	41.72	0.5
San Francisco	14.	41.94	14.	41.72	0.5
Average		\$ 43.90		\$ 43.67	0.5 %

* 200, 500, 800, and 1,100 minutes of use per month, assuming 70 percent peak-time use.

Note: "L" denotes market with largest monthly cost decline; "H" denotes market with largest cost increase.

Source: Econ One Research, Inc. and providers' Web sites as of June 1, 2004.

Source: Econ One

Survey Says: Be Nicer

In a survey of wireless phone subscribers, 42 percent said most Americans rarely or never use their cell phone in a courteous manner. Yet 95 percent claimed that they personally are a courteous cell phone user at least most of the time, according to a survey commissioned by AT&T Wireless.

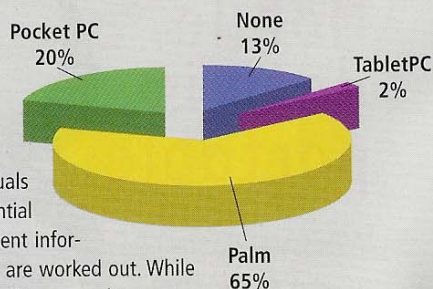
Other findings:

- 94 percent of survey respondents agreed that in some situations it is courteous to set

Nurses Weigh In On Wireless

More mistakes happen in hospitals and clinics than you might care to ponder. But never fear, wireless to the rescue. Gregg Malkary, managing director of Spyglass Consulting Group, interviewed more than 100 nursing professionals to find out the current and future potential of mobile computing and wireless technologies in the healthcare industry. "They had a lot of say," he says. As healthcare organizations are forced to make more investments in information technology to avoid costly errors, opportunities for deploying mobile devices are growing. The one form factor nurses don't like: the TabletPC, which they say is too large and heavy for the bedside. Nurses use PDAs primarily for drug reference databases, reference manuals and medical calculators, but the potential exists for storing more types of patient information — once some of the logistics are worked out. While the shortage of nurses continues, Malkary says the average age of nurses in the country is 47, indicating the next generation of nursing professionals will have more experience with computing. And, he says, wireless can provide a good alternative to one of the more common ways nurses store information in a hurry: any available scrap of paper product.

What type of handheld device do you own?



Source: Spyglass Consulting Group

Hispanic Share Of Boost's Customer Base Shrinks

NexTel Communications' Boost Mobile division accumulated a relatively high concentration of Hispanic customers in its online subscriber base, but its share is diminishing as it adds new markets, according to predictive analytics firm Compete. When Boost served customers only in California and Nevada, nearly 30 percent of its online subscribers were Hispanic. (According to the U.S. Census, 32 percent of the Californian population is Hispanic and 19 percent of the population in Nevada is Hispanic, both above the national average of 13 percent.)

By April, Hispanics represented only 17.5 percent of Boost Mobile's online subscribers, a reflection of Boost's entry into seven new markets. "In addition to Boost's geographic legacy, there are some usage model issues, such as interoperability with Nextel, that make Boost attractive to certain market segments," says Adam Guy, director of the wireless practice at Compete. "Although Boost's nationwide rollout will naturally dilute its composition of Hispanic subscribers, Boost is well-positioned to maintain its edge in serving the Hispanic community."