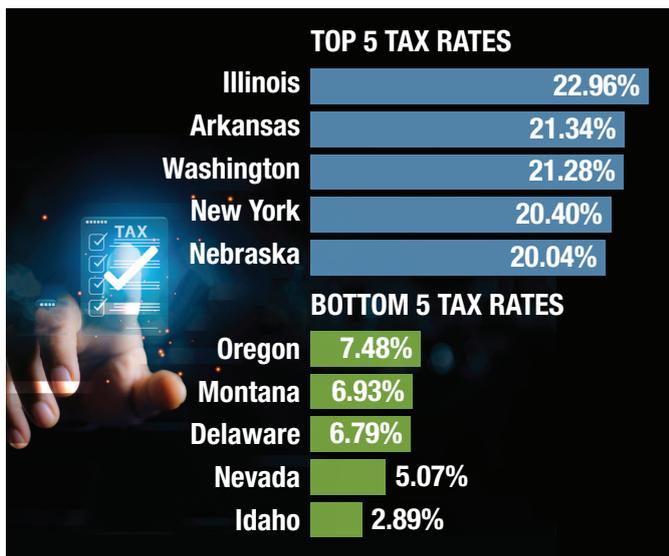
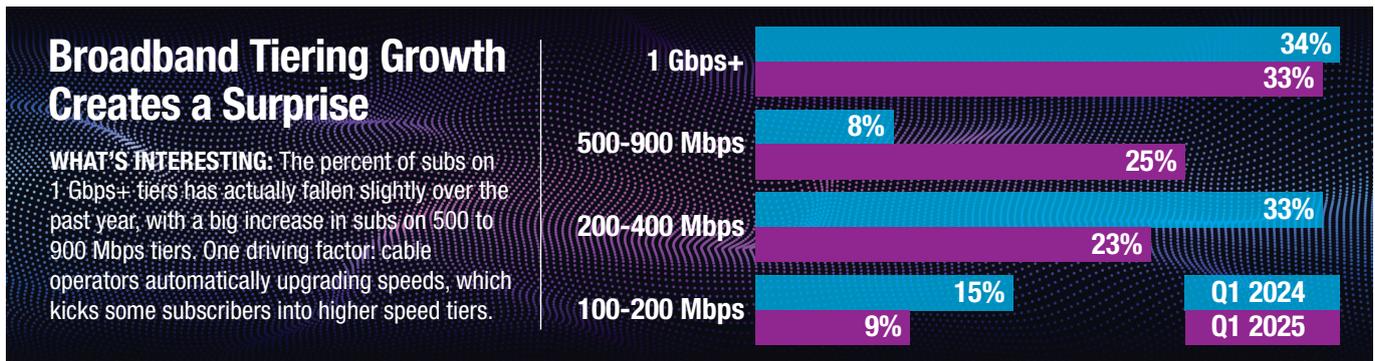


# DATAPOINTS

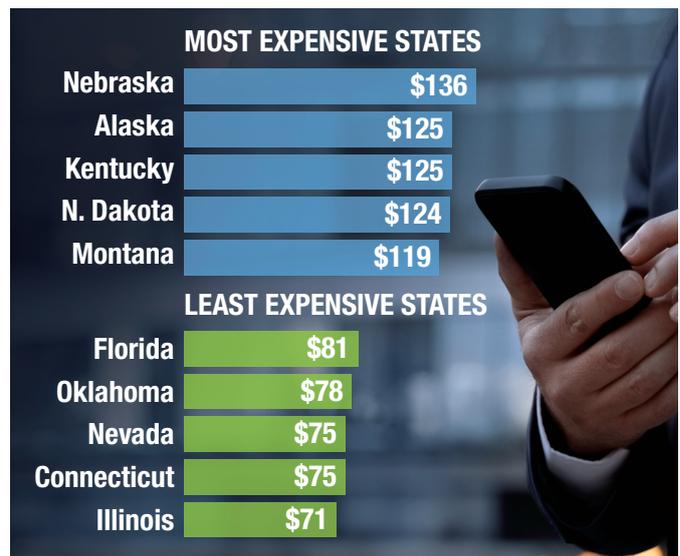
## Running the Numbers

"Datapoints" is supplied by MS Consulting LLC



### Mobile Phone Plan Taxes Can Vary Widely Across the U.S.

**WHAT'S INTERESTING:** Some large states have the highest mobile taxes, such as Illinois, New York and California, but Arkansas also makes the top five. Oregon and Delaware are among the lowest states, just ahead of Idaho. State taxes become part of the value equation as cable operators look to manage mobile pricing for that growth category.



### Mobile Bills Most Expensive in Smaller States

**WHAT'S INTERESTING:** While large states have higher mobile taxes, it is smaller states, like Nebraska, Alaska and Kentucky, that actually have the highest mobile bills. One key factor: the cost of building cell towers and offering service over such wide terrains. The cheapest bills, despite taxes, were found to be in Illinois.

