

JOINT NATIONAL READERSHIP RESEARCH 2001/2002

ALL ADULTS

TELECOMMUNICATION EQUIPMENT IN HOME

SAMPLE	TOTAL	REGION					COMMUNITY TYPE				TERMINAL EDUCATION AGE				WORKING STATUS			
		Dublin	Rest Leinster	Munster	Cork City/County	Conn/ Ulstr	Urban	Co. Boros	Other Urban	Rural	Primary	Secondary	Third level	Student	Any working	Work full time	Work part time	Not working
UNIVERSE EST.	3071 100.00%	911 100.00%	742 100.00%	855 100.00%	352 100.00%	563 100.00%	1841 100.00%	1219 100.00%	622 100.00%	1230 100.00%	474 100.00%	1660 100.00%	563 100.00%	374 100.00%	1674 100.00%	1403 100.00%	271 100.00%	1397 100.00%
ANY (Listed)	2525 82.2%	804 88.3%	610 82.3%	695 81.3%	286 81.3%	415 73.8%	1584 86.0%	1063 87.2%	521 83.7%	942 76.6%	227 47.9%	1403 84.5%	534 94.8%	361 96.7%	1533 91.6%	1292 92.1%	241 89.1%	992 71.0%
ANY MOBILE/CAR PHONE	2414 78.6%	761 83.5%	589 79.4%	677 79.1%	279 79.2%	388 68.9%	1513 82.2%	1012 83.0%	501 80.6%	901 73.3%	202 42.7%	1345 81.0%	511 90.8%	355 95.0%	1482 88.6%	1248 89.0%	234 86.3%	932 66.7%
Mobile/Cellular Phone	2414 78.6%	761 83.5%	589 79.4%	676 79.1%	279 79.2%	388 68.9%	1513 82.2%	1011 83.0%	501 80.6%	901 73.3%	202 42.7%	1345 81.0%	511 90.8%	355 95.0%	1482 88.5%	1248 89.0%	233 86.2%	932 66.7%
Car phone	52 1.7%	10 1.0%	13 1.7%	17 2.0%	11 3.0%	12 2.1%	29 1.6%	18 1.4%	11 1.8%	23 1.9%	1 0.2%	23 1.4%	19 3.4%	8 2.1%	40 2.4%	37 2.7%	2 0.8%	12 0.9%
Fax machine	151 4.9%	43 4.7%	37 5.0%	46 5.4%	22 6.3%	26 4.6%	82 4.4%	56 4.6%	25 4.1%	70 5.7%	3 0.7%	60 3.6%	60 10.7%	28 7.5%	104 6.2%	92 6.6%	12 4.3%	48 3.4%
Personal computer	1113 36.2%	425 46.7%	238 32.0%	279 32.7%	125 35.4%	171 30.3%	727 39.5%	535 43.9%	193 31.0%	385 31.3%	57 12.0%	516 31.1%	326 58.0%	214 57.2%	708 42.3%	586 41.8%	121 44.8%	405 29.0%
Internet access at home	1071 34.9%	400 43.9%	243 32.7%	256 30.0%	108 30.8%	173 30.7%	713 38.7%	502 41.2%	211 33.8%	359 29.2%	44 9.3%	489 29.5%	335 59.5%	203 54.3%	686 41.0%	583 41.5%	104 38.2%	385 27.6%
Any home alarm system	541 17.6%	304 33.4%	106 14.3%	88 10.3%	42 12.0%	43 7.6%	445 24.2%	355 29.1%	90 14.5%	96 7.8%	34 7.1%	234 14.1%	193 34.3%	81 21.6%	342 20.4%	295 21.0%	47 17.3%	199 14.2%