

JOINT NATIONAL READERSHIP RESEARCH 2001/2002

ALL ADULTS

TELECOMMUNICATION EQUIPMENT IN HOME

	TOTAL	SEX			STATUS				AGE							SOCIAL CLASS					
		Male	Female	House wife	Married/ Widowed	Own Child	No Dep. Child	Single	15-19	20-24	25 -34	35-44	45- 54	55- 64	65 +	AB	C1	C2	DE	F50+	F50-
SAMPLE	7006	3235	3771	2884	4517	1627	2707	2489	697	714	1040	1064	1136	1087	1268	773	1745	1552	2059	635	242
UNIVERSE EST.	3071	1511	1560	1140	1859	825	970	1212	322	348	611	536	475	343	436	399	783	691	860	230	108
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
ANY (Listed)	2525	1264	1262	882	1463	771	634	1062	309	333	568	498	418	242	157	388	713	614	579	176	55
	82.2%	83.6%	80.9%	77.3%	78.7%	93.5%	65.4%	87.6%	95.9%	95.8%	93.0%	92.9%	87.9%	70.5%	36.0%	97.3%	91.1%	88.9%	67.3%	76.3%	51.0%
ANY MOBILE/CAR PHONE	2414	1209	1205	835	1380	742	585	1034	302	330	557	479	392	225	129	369	683	588	551	169	54
	78.6%	80.0%	77.3%	73.2%	74.2%	90.0%	60.3%	85.3%	93.6%	94.8%	91.2%	89.4%	82.6%	65.5%	29.6%	92.5%	87.2%	85.2%	64.1%	73.3%	49.7%
Mobile/Cellular Phone	2414	1209	1205	835	1380	742	584	1034	302	330	557	479	392	225	129	369	683	588	551	169	54
	78.6%	80.0%	77.2%	73.2%	74.2%	90.0%	60.3%	85.3%	93.6%	94.8%	91.2%	89.4%	82.5%	65.5%	29.6%	92.5%	87.2%	85.2%	64.1%	73.3%	49.7%
Car phone	52	34	18	10	31	17	12	21	7	5	18	8	9	3	2	20	15	9	2	3	2
	1.7%	2.2%	1.1%	0.9%	1.7%	0.02	1.2%	1.7%	2.1%	1.4%	3.0%	1.6%	1.8%	0.8%	0.4%	5.0%	1.9%	1.3%	0.3%	1.3%	2.3%
Fax machine	151	81	71	44	96	51	43	55	15	21	28	30	30	18	8	59	54	24	5	9	2
	4.9%	5.3%	4.5%	3.9%	5.2%	0.061	4.4%	4.6%	4.8%	6.1%	4.6%	5.7%	6.4%	5.2%	1.9%	14.7%	6.9%	3.5%	0.6%	3.9%	1.4%
Personal computer	1113	581	532	342	633	346	241	479	167	163	217	215	209	97	44	265	379	237	150	68	13
	36.2%	38.4%	34.1%	30.0%	34.1%	42.0%	24.9%	39.5%	51.8%	46.9%	35.5%	40.2%	44.1%	28.4%	10.0%	66.5%	48.4%	34.2%	17.4%	29.7%	12.4%
Internet access at home	1071	558	514	330	618	333	240	453	157	151	214	213	201	96	40	293	379	209	119	60	11
	34.9%	36.9%	32.9%	29.0%	33.2%	40.4%	24.7%	37.4%	48.7%	43.3%	35.0%	39.7%	42.3%	28.1%	9.2%	73.5%	48.4%	30.2%	13.9%	26.2%	10.4%
Any home alarm system	541	269	272	188	330	163	147	211	61	69	116	109	83	55	48	176	194	112	41	16	1
	17.6%	17.8%	17.4%	16.5%	17.8%	0.198	15.1%	17.4%	19.1%	19.7%	19.0%	20.3%	17.5%	16.0%	11.0%	44.1%	24.8%	16.2%	4.8%	6.9%	1.4%