

COMPUTERS

MORE THAN 2.4 MILLION

people aged 15+ state that they have a computer in their household.

So, which media do these consumers use to keep up to date?

Well, **70%** of these people have read a newspaper in the last seven days.



Moderate to Heavy Media Consumption*

	Technology Section (Daily Paper) %	TV %	Radio %	Internet %
Bought Computer (Last 12 Months)	34	28	27	30
Intend to Buy Computer (Next 12 Months)	18	13	12	14
Purchased Computer Hardware (Last 12 Months)	14	6	7	9
Purchased Computer Software (Last 12 Months)	8	4	5	6

Newspaper readers devote most of their computer time to personal usage.

Moderate to Heavy Media Consumption*

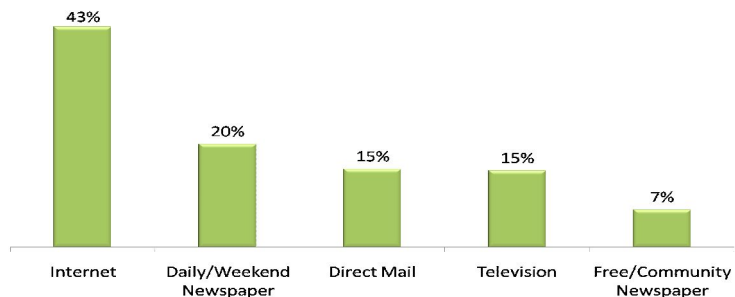
Technology Section (Daily Paper)	%
Mainly Personal Use	68
Mainly Business Use	3
Use Equally	29

* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w
TV: watch 14+ hours p/w
Radio: listen to 7+ hours p/w
Internet: Use 60+ mins p/w



Main Media Source for Information on Computer Software



Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ Computer In Household - Population: 2,457,000 Sample: 7,723