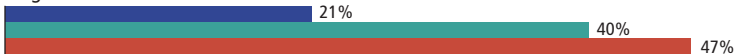


High Tech Ownership

Percentage who currently own:

Dial-up Broadband Wireless

Digital Cable TV



PC Laptop/Notebook (Note: NOT Apple/Mac)



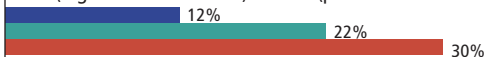
Portable/handheld gaming device (e.g., GameBoy, Sony PSP)



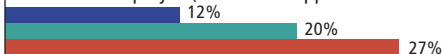
Wireless home network (links multiple PCs together)



DVR (digital video recorder) or PVR (personal video recorder), such as TiVo



Portable MP3 player (such as an Apple iPod or Rio player)



Dual Disc CDs (CD and DVD content on same disc)



0 10 20 30 40 50 60

n=1,044



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