



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2001-I-14]

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CELL PHONE USE HITS 60% IN MARICOPA

Phoenix, Arizona, March 15, 2001. If you wonder why inconsiderate cell phone usage seems more common these days in restaurants, entertainment halls and even the grocery store, it is probably not due to a general increase in rudeness in our society, but rather to an increase in the number of rude people who have come to own cell phones. Six of ten adults in Maricopa County now have cell phones and among the most affluent elements of our society, the percent approaches the percent who wear sunglasses on sunny days - 86 percent.

Ownership of cell phones is strongly driven by income and age. For example, only a third of adults in the lowest income groups own cell phones, but the percent rises quickly as income rises: 46 percent among families in the \$25,000 to \$44,999 bracket, 78 percent in the \$45,000 to \$64,999 bracket and finally to 86 percent among the top income earners.

Consumers who own cell phones are most likely to be of working age, with the highest ownership in the 35 to 54 age bracket (73%). In contrast, among retirees, only 43 percent carry cell phones. Cell phone ownership is fairly uniform across ethnic groups and by gender.

Access to the Internet from home registers at nearly the same level (63%), but is somewhat more evenly distributed across income and age groups.

Looking at both technologies, eight of ten people who own a cell phone have home access to the Internet. Overall, across all households, 48 percent have both cell phones and Internet access.

Among employed persons 67 percent have cell phones and 57 percent have Internet access at their place of employment.

The findings outlined in this report are based on a survey of 608 residents of Maricopa County conducted in February by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit www.brcpolls.com.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-I-14), is based on 608 interviews with adult heads of household throughout the metropolitan Phoenix area during February of 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.05 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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	% WHO PERSONALLY HAVE EACH	
	Internet Access At Home	Cellular Phone
TOTAL	63%	60%
<u>INCOME</u>		
\$65,000 +	89	86
\$45,000 to \$64,999	74	78
\$25,000 to \$44,999	58	46
Under \$25,000	31	33
Under 35	60	54
35 to 54	73	73
55 +	50	49
Retirees	49	43
Caucasian	66	62
Hispanic	48	59
Other	59	55

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