

The guide to Latest Technology Adopters

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Latest TGI data shows that web Cam owners are four times more likely than the average adult (15+) to also own a plasma screen

Two-thirds of home cinema owners are male

DAB digital radio owners are over twice as likely as the average adult to be classified as a "Fledgling"

A third of plasma screen owners consider themselves a "regular cinema go-er," and they are over twice as likely as the average adult to list "thrillers" as their favourite film genre

Over 750,000 owners of a recordable CD player listen to more than 28 hours of radio a week

Home Cinema owners are almost three times more likely than the average adult to spend more than 30 hours a month accessing the internet

Two-thirds of web cam owners claim to have noticed bus stop/shelter advertising in the past week

DAB digital radio owners are 139% more likely than the average adult to have spent £20,000 or more on their current car

Over two-thirds of those who own a web cam, home cinema, DAB digital radio, plasma screen or recordable CD player, claim they "like to buy new gadgets and appliances."

Web cam owners are a third more likely than the average adult to live in the North of England (Standard Region).

Almost a quarter of DAB digital radio owners watch in excess of 30 hours of TV a week

Home Cinema owners are 43% more likely than the average adult to "especially choose to watch" "Star Trek"