

41% of users are planning to buy a LCD TV in the next 6 months.\*\*

**Gender**

Male	57%
Female	43%

**Age**

Up to 19 years	15%
20-29 years	21%
30-39 years	17%
40-49 years	18%
Over 50 years	29%

**Current occupation**

Employee	26%
Manager	11%
Self-employed / freelancer	17%
Still at school / trainee / student	23%
Other (e.g. housewife, pensioner)	23%

**Total annual net income**

£45.000 and over	15%
£35.000 to £44.999	15%
£25.000 to £34.999	18%
£15.000 to £24.999	27%
Less than £15.000	25%

**Does advertising in this category influence your brand or purchase decisions?**

Yes	59%
No	41%

**Have you changed your brand or purchase decision based on personal reviews of other members in this category?**

Yes	49%
No	51%



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**Do you prefer branded products?**

Yes	81%
No	19%

**Are you planning to buy a LCD TV in the near future?**

Yes, within the next 3 months	9%
Yes, within the next 6 months	32%
Not within the next 6 months	60%

**Are you planning to buy the following products within the next 12 months?**

*(more than one answer possible)*

BluRay Player	19%
DVD Player	18%
Games Console	17%
Home Cinema System	16%
MP3 Player	11%
Navigation System	9%
Beamer	1%
Other	7%
No, I am not	42%