



## **The Guide to...Home Electronics (December 2009)**

- *97% of Irish adults have a TV set at home and 74% have two or more. Half have a main set with a screen size of 30" or more and 55% have an LCD or plasma as their main set.*
- *The most popular TV brand is Philips, followed by Sony and Panasonic. In Britain the top brands are Sony and Samsung.*
- *53% of adults have a games console at home, up from 47% last year. The top selling console this year is the Nintendo Wii, bought new by 380,000 adults.*
- *A fifth of adults play console games and 5% use their console to play games online. 9% play PC games online. In 2009 average spend on console games was €153 down from €187 in 2008.*
- *56% of adults have a digital compact camera compared to 46% in Northern Ireland and 54% in Britain. The most popular digital camera brands are Canon, Fuji and Sony.*
- *64% of adults have a DVD player and 26% have a DVD recorder. 11% have a PVR (personal video recorder) and 6% have a Blu-Ray player.*
- *45% have a combined hi-fi system and 13% have separates. This compares to 37% and 9% respectively in Northern Ireland.*
- *10% of adults (340,000 people) have a DAB digital radio for receiving digital broadcasts.*
- *38% of adults like to buy new gadgets and appliances (of whom 55% are men). 23% say that computers confuse them, down from 28% last year.*
- *15% of adults talked to many different people about TV, video or audio equipment. 8% think they know a lot about this area and 6% (220,000 people) are confident they could convince others.*

Source: ROI TGI 2009. Base: Adults 15+.