

The Guide to... Hotel Parents

Contributed by BMRB
Tuesday, 10 May 2005
Last Updated Wednesday, 03 August 2005

The latest TGI data from BMRB shows there are around 4.7 million GB adults aged 35+ who have a child over 15 in their household – such people are classified by TGI as being in the Lifestage group ‘Hotel Parents’.

They are 36% more likely than the average adult to be in the highest Media Neutral Quintile group for newspaper exposure.

They account for almost a third of all those who own three or more cars and their annual mileage driven is 6% greater than the national average.

More than 600,000 ‘Hotel Parents’ listen to more than 28 hours of radio a week.

They are 38% more likely than the average adult to agree that they ‘rarely sit down to a meal together at home’.

‘Hotel Parents’ are 19% more likely than the average adult to be in the top TV viewing quintile.

They are almost 10% more likely than the average parent adult to agree ‘it’s difficult to say no to my kids’.

Two-thirds have done some kind of DIY in the past 12 months and are 28% more likely than the average adult to ‘specially choose to watch DIY SOS’.

Although ‘Hotel Parents’ are 33% more likely than the average adult to agree that computers confuse them, almost a third access the internet ‘most days’.