

The Guide to... Flown The Nesters

Contributed by BMRB
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There are around 1.8 million adults in GB aged between 15 and 34, who are not married and do not live with relations – these are classified by TGI as being in the Lifestage group `Flown The Nest`.

Despite representing around 4% of the total GB adult population, `flown the nesters` account for 19% of all first time buyers of electric irons, 16% of electric kettles and 14% of microwave ovens.

They account for 11% of all those living in rented accommodation.

`Flown the nesters` are almost twice as likely as the average 15-34 to be `very interested` in newspaper articles about media, marketing or advertising.

A third of them agree that they are `a regular cinemagoer` and they are over 30% more likely than the average 15-34 to have visited the cinema in the last week.

They are over twice as likely as the average adult to eat Nestl? ice creams tubs/blocks, but 35% less likely to eat Birds Eye frozen cakes/gateaux.

125,000 of them access the internet for more than 30 hours a month.

A fifth of `Flown The Nesters` agree that `home d?cor is of no particular interest to them` and unsurprisingly they are 27% less likely than the average 15 to 34 to `specially choose` to view Changing Rooms.