

The Guide to Barbeque Owners

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The latest TGI from BMRB shows there are around 18.5 million adults in the UK who have a barbeque at home. Since 1995, this figure has increased by 21%.

Barbeque owners have a family income that is 25% greater than the average.

They account for 70% of those who have spend ?200-plus on garden furniture in the past 12 months, and 70% of those who buy French/Belgian beer for home consumption.

Barbeque owners are 40% more likely than the average adult to be in a household where the youngest child is aged between five and nine.

They are 47% more likely than the average adult to access weather forecast websites.

Barbeque owners are almost 20% less likely than the average adult to be a vegetarian, but their weekly spend on fresh meat is 15% greater than the average.

They are 18% more likely than the average adult to be in the top 20% of outdoor media exposure.

Half of all those who are very interested in magazine articles about food and drink own a barbeque, and are 29% more likely than the average adult to use HP BBQ sauce.

Barbeque owners are 12% more likely than the average adult to `specially choose to watch` Hell`s Kitchen.

For more information please visit <http://www.bmrb.co.uk/>