

The 10 Surprising TGI Facts

Contributed by BMRB
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TenÂ great yet surprising TGI facts.

The 10 Surprising TGI Facts

â€¢ 83% of GB adults have a garden, in France the proportion is just over 50%, in Germany it is a third and in Spain it is a little over 20%

â€¢ Those in full-time employment are almost 40% more likely than the average to have noticed advertising on petrol pumps/nozzles â€”in the last week.â€™

â€¢ BMW owners are twice as likely as the average to play golf.

â€¢ Amongst 11-14-year-olds, the most admired individuals are Will Smith, Eminem and JK Rowling

â€¢ â€”Fledglingsâ€™ (aged 15-34 and living with their own parents without children of their own) are twenty-two per cent more likely than the average 15-34-year-old to listen to more than 15 hours of commercial radio a week.

â€¢ Recent graduates (aged 22-30) are 41% less likely than the average adult to â€”especially choose to watchâ€™ â€”Universi Challenge.â€™

â€¢ Youth TGI Media Opinions data shows the most â€”excitingâ€™ media, for 11-19-year-olds, is the cinema.

â€¢ 71% of 11-19-year-olds have their own mobile phone, in 2000 it was 42%.

â€¢ Adults (18+) living in Wales are 92% more likely than average to drink 14 pints or more of draught lager a week.

â€¢ Over a quarter of those who eat more than two chocolate bars a week consider their diet to be â€”very healthy.â€™