

The guide to ... 'Nest Builders'

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86% of them believe it is 'important to have a lasting relationship with one partner'.

Nest builders are roughly two and a half times more likely than the average adult to be 'very interested' in media/marketing/ advertising newspaper articles.

Around two-thirds claim to 'listen to the radio every day'.

They are more than two and a half times more likely than the average to spend over 30 hours a month on the Internet. Over a quarter of all nest builders access the Internet for 'employment opportunities'.

They over twice as likely as the average to visit the cinema at least once a month.

A quarter of all first time buyers of combined fridge/ freezers are nest builders, as are 12% of buyers of new dining room tables and chairs.

88% of nest builders agree that 'if at first you don't succeed, you must keep on trying'.

They are just under twice as likely as the average adult to claim they notice advertising on free postcards in cinemas, pubs, bars, coffee bars or health clubs

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