The Guide to BMW owners

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Interesting facts about BMW owners

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â€¢ Those who have bought a BMW in the last 3 years are predominately male (53%), down from 60% in 1994.

â€¢ They are 46% more likely than the average to be in the â€˜playschool parentsâ€™ lifestage group.

â€¢ BMW owners are 98% more likely to read a â€˜broadsheetâ€™ newspaper, than the average adult. They are 84% more like than the average to be â€˜very interestedâ€™ in cars and motoring issues in newspapers.

â€¢ They are 178% more likely than the average car owner to admit they are very â€˜possessive about their carâ€™ and are 84 more likely to â€˜love a fast, punchy style of driving.â€™

â€¢ They are also 82% more likely than average adult to have seen advertising at an airport in the past week.

â€¢ They are 13% more likely than the average car owner to claim to â€˜enjoy taking risksâ€™

â€¢ Two-thirds of all BMW owners are happy with their standard of living, however they are 10% more likely than the average person in full-time employment to â€˜worry about work during leisure timeâ€™

â€¢ BMW owners are 42% more likely than the average adult to â€˜spend money without thinking.â€™ They are 35% more likel than the average to find expensive aftershaves/perfumes irresistible, and 35% more likely to wear designer clothes

â€¢ 65% of BMW owners are concerned about â€œpollution and congestion caused by cars,â€• with 83% of BMW owners using unleaded fuel.

â€¢ They are 28% more likely than the average adult to listen to the radio less than 10 Â½ hours a week. They are 41% more likely than the average adult to visit the cinema at least twice a year

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

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