

Marketing to Singles - UK - April 2011

Report Price: £2195 / \$3380 / €2623

What is this report about?

Consumer behaviour can be complicated and bewildering. What makes people think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

Identifying an individual's personality type makes it easier to understand the underlying behavioural patterns of that individual. Even though a person may behave differently depending on situations, personality is regarded as relatively stable. Personality traits and characteristics have a strong influence on behaviour.



What have we found out?

- Understand shifts in attitudes towards being single: Fewer people are getting married and singles are predicted to outnumber those who are married in the next couple of decades. Singles are increasingly a consumer force to be reckoned with. The stigma associated with being single has virtually disappeared and more singles are perfectly content with their dating status. Understanding the everyday habits and opinions of this growing consumer group is paramount.
- Explore budgeting habits: Do they have a strict budget, or (with no partner to account to) do they spend money without thinking? Who is more influenced by lower prices and discounts? What role does affluence play in people's willingness to pay more for higher quality products?
- Navigate spending priorities: How do consumers spend their left-over income after paying off their bills? Who is more likely to spend on indulging themselves and who would rather put the extra money away for a rainy day? How does everyday stress factor in the spending priorities?
- Understand lifestyle and attitudes towards being single: How happy are singles with their dating status? What are the pros and cons of being single? What impact does happiness with being single have on their lifestyle and attitudes?
- Plans for the next two years: What are their priorities for the next couple of years, and which goals do they think they will actually be able to achieve?
- Effectively target: Mintel has identified three typologies that are distinct by their dating/relationship status, and show significant demographic differences, particularly in terms of age and income.

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