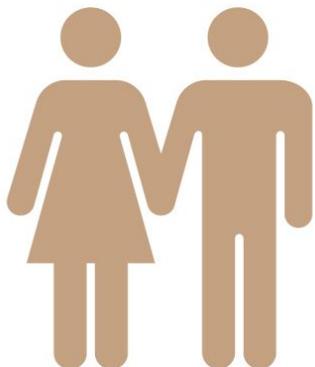


Marketing To Young Couples - UK - July 2011

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There are almost 16 million adults aged 16-34 living in the UK of which almost three in ten (4.6 million) are either married or living with their partner. The length of time that they have been together as well as the commitment that they have made to one another (be that through marriage or financial partnership) will have a significant impact on the way in which they spend their money and divide responsibilities at home. Declining marriage rates and the presence of children also have a significant impact on the relationship dynamics in terms of how much time these couples spend together and what their plans are for the future. This report pinpoints how, when and why couples begin to share ownership of key purchases.

In this report we answer the key questions:

- Explore purchasing decisions: Do they have a strict budget? Who in the relationship decides what to buy?
- Navigate spending priorities: How do consumers spend their leftover 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?
- Plans for the future: What do they plan to do and when are they planning on doing it?
- Effectively target: Mintel has identified three typologies that are distinct by their length of relationship

Definition

For the purposes of this report, a young couple is a partnership amongst young adults aged 16-34 who are married or living as married. Mintel estimates that 4.6 million adults aged 16-34 can be classified as young couples. An estimated 3 million are married whilst the remaining 1.6 million are living together, although they are presently unmarried.

Running analysis on Britain's young couples, Mintel has identified three mutually exclusive groups based on the length of relationship. These groups The Fledgling Couples (together for less than 5 years), Committed Couples (together for between five and 10 years) and the Established Couples (together for more than 10 years) and will be analysed in greater detail within this report.

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