

## Marketing to the Modern Family - UK - July 2011

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Running analysis on Britain's parents, Mintel has identified four mutually exclusive groups based on how close-knit their relationship with their children is. These groups will be analysed in greater detail within this report. This report identifies the key characteristics of each family typology and helps understand their relationship with their children. It also sheds light on the extent of children's influence on parent's purchase decisions, and recommends tactics for marketing to each type of family. The report also examines family lifestyle and their attitudes towards discipline and family life, to recommend marketing strategies and business initiatives to improve work/life balance in order to encourage more unity and promote more positive relations within modern families.

### In this report we answer the key questions:

#### Definition

Modern family: adults aged 16+ with children or stepchildren aged 0-21 living in their household. Mintel estimates that presently there are 9.8 million such families living in the UK.

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