

Single Lifestyles - UK - March 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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"An estimated 6.8 million adults in Britain still feel there is a social stigma attached to being single. However, with more adults postponing marriage/starting a family and a higher proportion of separated, widowed and divorced retirees, focusing on the needs of the single consumer is increasingly a priority."

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- How is the makeup of the population of British singles changing?
- How do singles improve their chances on the dating scene?
- Is being single more expensive than having a partner?
- How successful are online technologies at fostering romantic connections?

Modern relationships are diverse and no longer follow the same trajectory as in previous generations. With women prioritising their careers before having children, partnerships and having a family can take a backseat, whilst getting on the property ladder has been challenging, owing to subdued lending post-credit crunch of 2008. Collectively, these trends mean that the traditional chain of milestones of adulthood is less and less clear.

Despite some grumblings of discontent about the still existing stigma associated with showing up alone to a dinner party or to a restaurant, the overwhelming majority enjoy their freedom to do what they want when they want. Over half are also happy about their standard of living despite the fact that couples generally enjoy greater financial security and save more money together, perhaps proving that people continue to adapt and live within their means.

This report will compare the daily habits of adults by their marital and relationship status and will uncover their spending priorities and goals for the future. The report examines the things that singletons do to improve their chances of finding their future partners, as well as providing an understanding of the dating habits of single adults. The report also explores the ways in which existing couples met their partner. Drawing from exclusive consumer research run for this report, Mintel examines of broader attitudes towards being single in Britain, from the perspective of adults who are not married or living with partners.

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