

## Lifestyles of the Modern Family - UK - August 2013

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*"Children growing up in Single Parent families have a lot of say in family purchasing decisions, and brands that appeal to the tastes of both children and parents reap the most benefits."*

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

### This report looks at the following areas:

- What impact do family finances have on their lifestyle?
- How does children's influence on family decisions vary by family type?
- How actively do Non-resident Parents participate in the lives of the children they don't live with?
- What are parents prioritising when they shop for their families?

This report paints a picture of the modern family composition in Britain and looks at how the changing family make-up is affecting family lifestyles, spending habits and priorities. To understand the diversity of today's families, Mintel has identified four family typologies based on the composition of the family and whether parents and children live together full time.

Whilst the majority of children are being raised by two parents, single parents emerge as the second biggest family type in Britain. Mintel data shows the unique challenges and opportunities presented by this rising family set-up. Our research shows that children growing up with one parent are reaching emotional maturity faster and becoming more influential at a younger age, compared with children in families with two adults.

Whilst a significant minority of non-resident parents are not involved in their children's lives, the majority of these parents remain engaged in the decisions about purchases and activities for their children, as well as helping out with childcare.

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