

# Lifestyles of Young Adults - UK - November 2013

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*"The internet has become the main hub of activity for today's young adults, as over half now prefer to watch TV programmes online, rather than on the TV set. Brands would benefit from heeding this trend and adjusting their marketing mix to incorporate online sources and social media."*

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

## This report looks at the following areas:

- Are young adults keen to move out of their parents' home?
- Does the bank of mum and dad close once adult children leave home?
- What impact does independent living have on lifestyles of young people?
- How are young people using social media to communicate with brands?

The continuously tough employment market and rising costs of living mean that many young adults are unable to move out of their parental homes, even after they graduate from university. Furthermore, those who move out find they are paying high proportions of their disposable income towards basic living costs and household staples, leaving many unable to make ends meet without financial help from the bank of mum and dad. This report shows that many parents continue supporting their adult offspring even after they have flown the nest, and nearly a third of young people believe that their parents will continue supporting them financially for as long as they can.

This report explores ways in which parents help their adult children financially and otherwise. It also examines changes in spending habits and lifestyle after young adults move out of their parents' home, and examines their attitudes towards finances and future. The report also looks at the extent that their leisure habits and lifestyle are split between online and offline activities, including ways in which young people use social media.

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