

Lifestyles of Couples Without Children - UK - December 2014

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“Having children has gone from being seen as a social duty to being regarded as a lifestyle choice, as the financial burden of parenthood continues to rise. Whilst brands continue to vie for the attention of parents, they are neglecting the more cash- and time-rich childfree couples to whom the family-friendly image might not appeal.”
– Ina Mitskavets, Senior Lifestyles and Consumer Analyst

This report looks at the following areas:

- Catering better to the leisure needs of childfree couples
- Measuring demand for childfree zones at venues

Having children was once seen as a social duty, but the decision is now perceived to be a lifestyle choice. More couples are choosing to remain childfree, as they do not want to make compromises in their education, career or the way they live. As the more traditional progression from a singleton, to a relationship, to a mortgage, marriage and kids, is no longer as clear-cut, advertisers and brands can no longer assume that every family will someday include a child.

Up until a certain age (usually younger for women than for men) all people are viewed by society, companies and advertisers as future parents, and this has profound implications for marketing efforts. Families with children are a powerful consumer force, and brands often court parents with special deals, discounts and events. However, there is scope to extend more offerings specifically targeting childfree couples, who are often more cash- and time-rich, to make them feel more visible amongst a sea of ads targeting parents with kids.

This report will juxtapose the lifestyles of childfree couples with those of couples with kids. It will look at their satisfaction with different aspects of their relationship. It will further examine demand for childfree zones in public venues and look at attitudes towards family discounts and catering. Finally, the report will detail how the short-term priorities of couples with and without children vary, and how financial dynamics within relationships may change with the presence of children.

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