

Single Lifestyles - UK - September 2017

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“While the rising cost of living has undeniably proven a challenge for all demographic groups, this is especially true for singles who may have no choice but to shoulder financial burdens alone. This has very real commercial implications as the group’s consequently reduced spending power makes them a more challenging audience.”

– **Jack Duckett, Senior Consumer Lifestyles Analyst**

This report looks at the following areas:

- **The financial challenge of being single**
- **Eroding the negativity around being single**

For brands looking to engage with this audience in the past, the temptation has often been to tap into their search for love. However, Mintel data for this Report shows that the vast majority of singletons did not actively try to meet a new partner in the last 12 months, suggesting that campaigns which focus on other aspects of single lifestyles could resonate more strongly with this cohort.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Consumer research methodology

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