



The Power of The Single Woman

A Study From

i|M insights in marketing

Study Summary

Insights in Marketing's research indicates marketers are missing the mark among single women:





Methodology & Research Details

Methodology

IIM Proprietary Research:

Nationally Representative Sample:

N = 1700 women; N = 1700 men

(Representative samples of English Speaking Hispanics and African Americans)

Ages: 18-67, US Only

Other Resources Leveraged:

US Census Bureau 2012

US Bureau of Labor Statistics 2012

GFK MRI Survey of the American Consumer

(2013 Double Base)

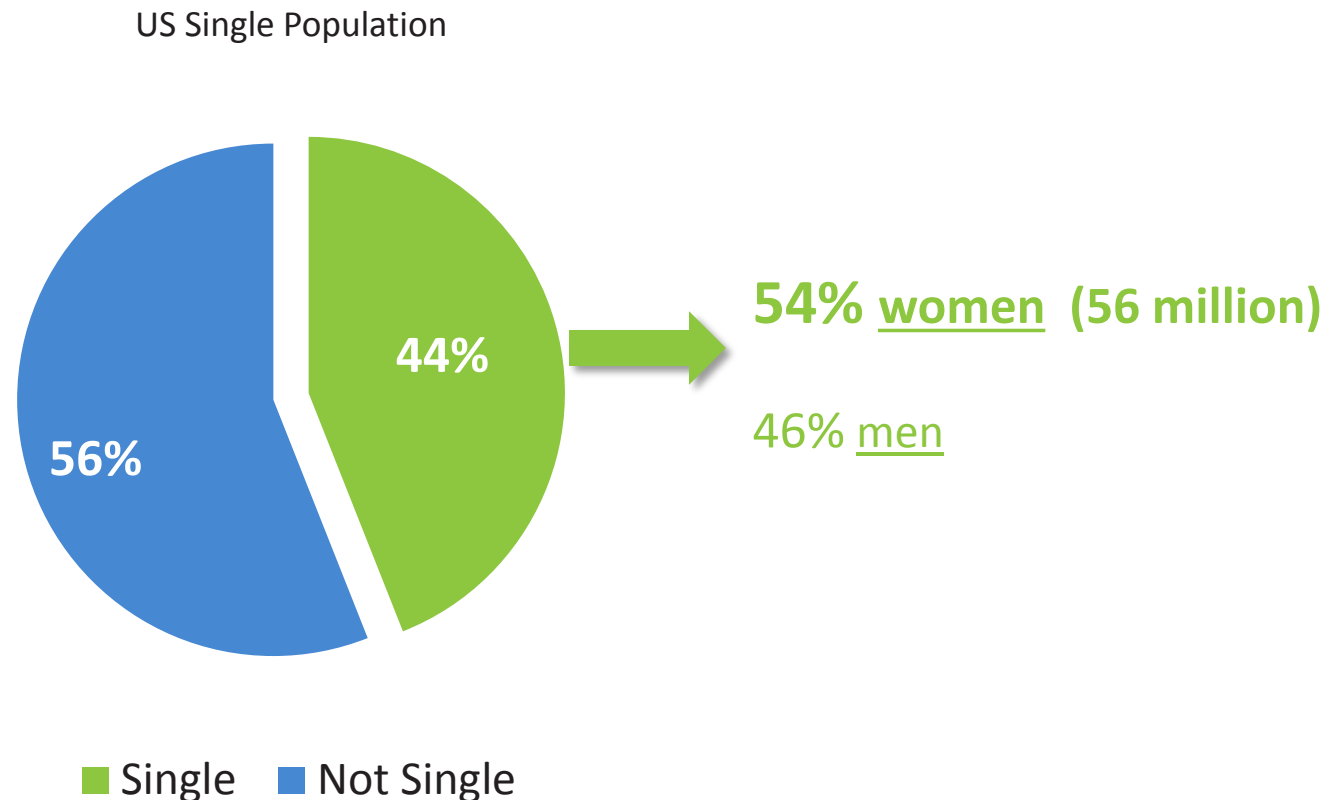


Select Findings



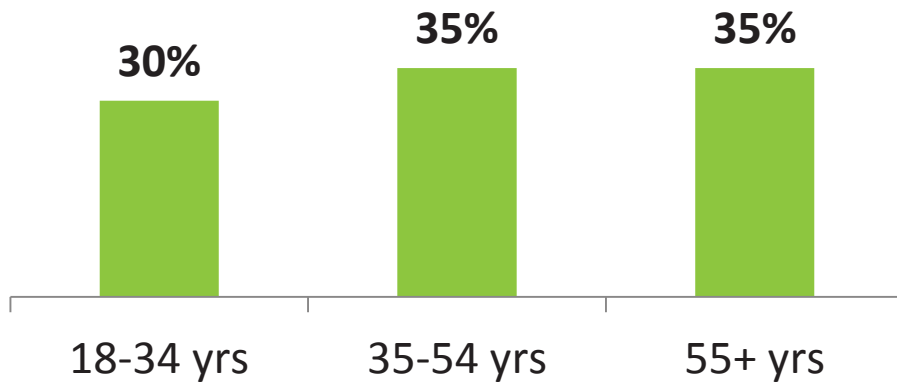
Single Women Out Number Single Men

There are 104 million unmarried people over the age of 18 in the U.S., representing nearly 44% of the adult population.

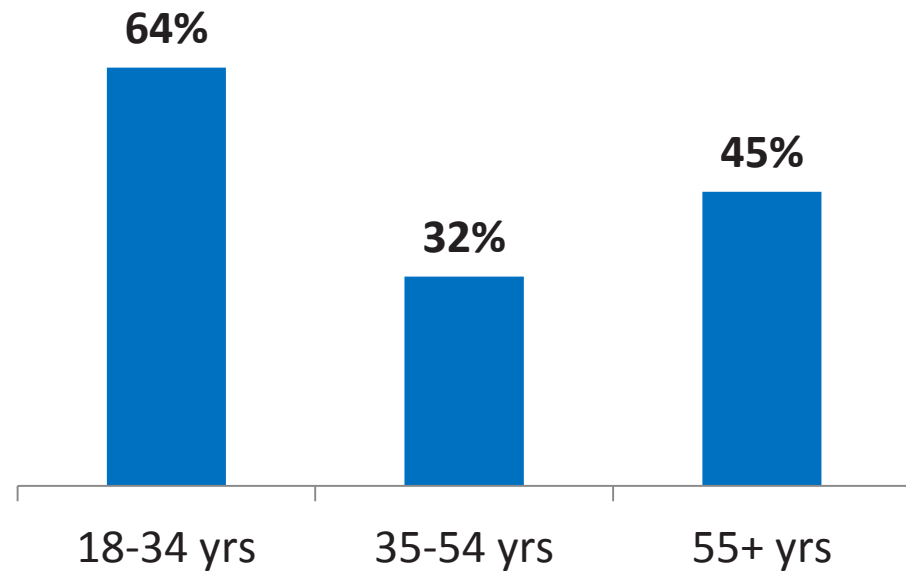


Single Millennials & Boomers Are Especially Important Cohorts For Marketers

Women 18+ in US



Single Women 18+ in US



Single women spend more than single men!

Average annual expenditure among single women is appx.

**\$30K a year compared to only \$26K
among single men**

Single Women Spend Money On A Wide Array Of Hobbies / Activities

% of single women spending on a regular basis



60%

eat/dine out



56%

shop



41%

go to the
movies



31%

travel

And, Single Women Are Influential

The aren't afraid to share opinions with others

60% say they experiment with new things

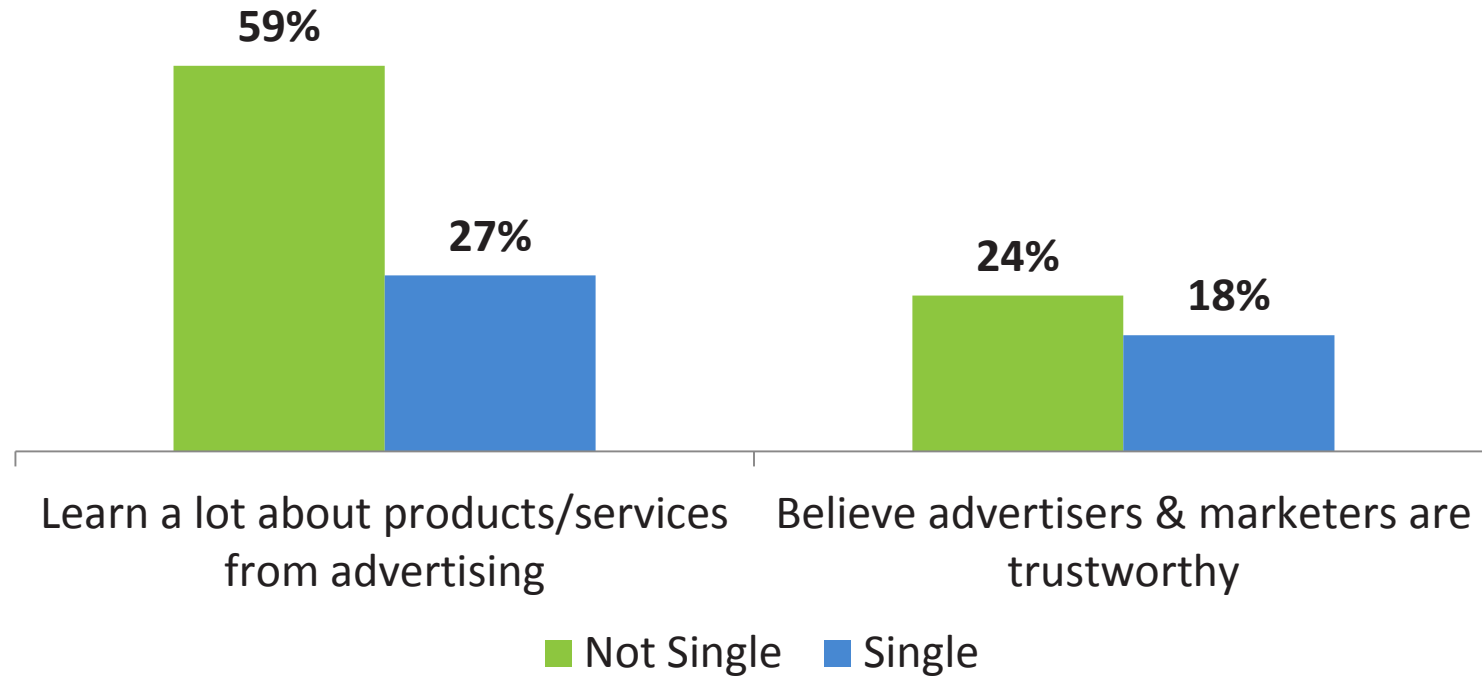
65% say they're unafraid to express their opinions

30% share opinions about products or services by posting reviews and ratings online

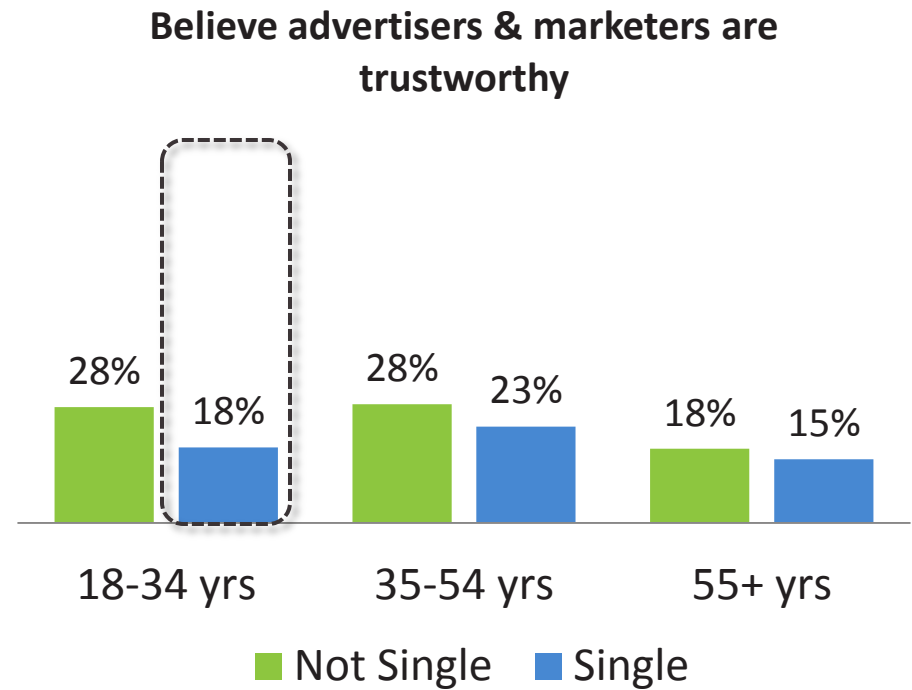
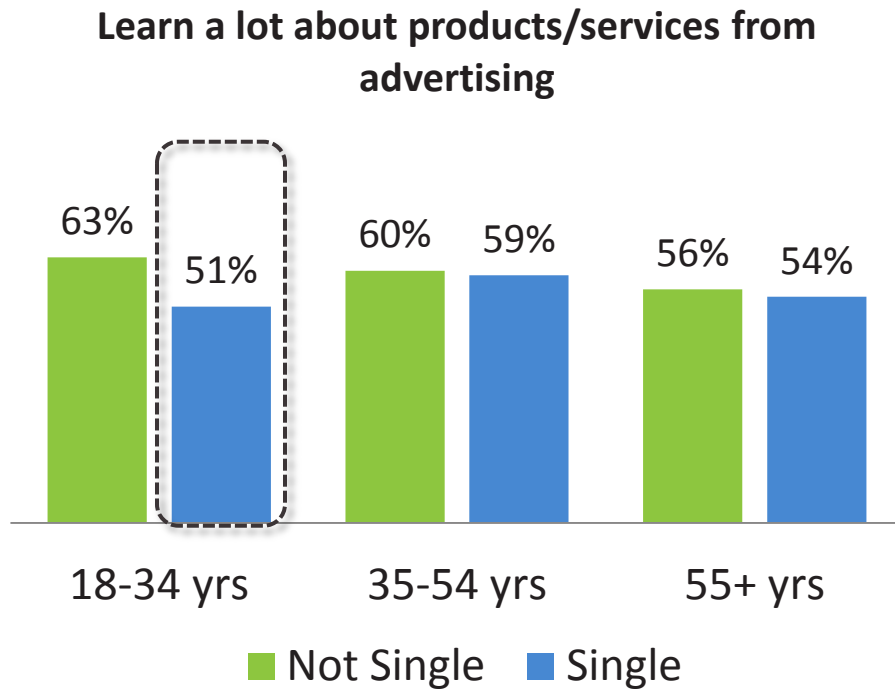
36% say people come to them for advice before making a purchase

Yet, Marketers And Advertisers Are Not Fully Capitalizing On This Opportunity

Single women are less likely to learn from or trust in advertising



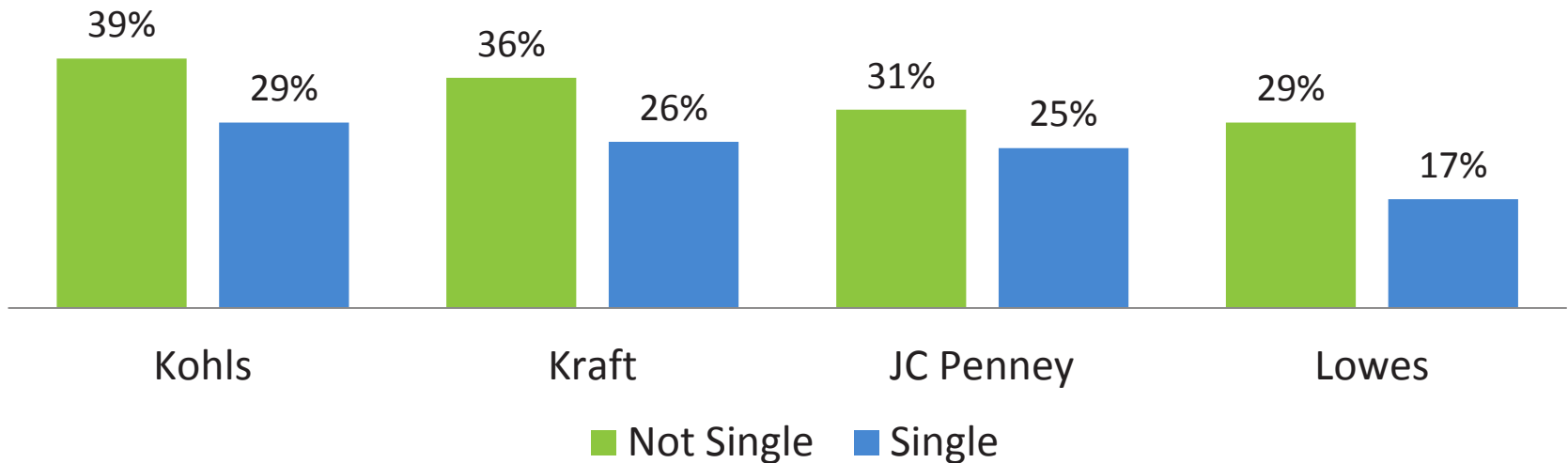
Unmet Potential Appears Particularly High With Single Millennial Women



Some Top Brands Show Opportunity

Singles are more likely to indicate that brands are not marketing to them effectively

Feel market their products or services effectively to them



It's Important to Understand What Drives Consumers' Decisions

Single women are more likely to skew towards the following core motivators:

Strengths

Weakness

Curiosity

Success
Achievement
Recognition
Leadership

Pressure
Burn-Out
Work/Life Imbalance
Trouble Keeping Up

Acceptance

Open
Experiential
Outgoing
Dynamic

Impatient
Impulsive
Self-Centered
Pleasure Seeking

*And, It's Critical To Leverage These Core Motivators
To Build A Connection*

Core Motivator

How To Connect Your Brand To Her

Curiosity



- Appeal to their variety-seeking behavior w/ new products & varieties
 - Allow them to interact with your brand
- Ensure your product/service delivers because they will share their experience with others
- Help them learn something

Acceptance



- Make them look good
- Keep your promises
- Give them high quality products/services that work & reflect the image they want to portray
- Make it easier for them to balance all their obligations

*So, How Do You Get Your Share Of The Opportunity
Among Single Women?*

A person wearing a white t-shirt is holding a white rectangular sign in front of their face. The sign has the handwritten text "Who am I ?" written on it in black ink. The person's hands are visible, gripping the bottom edge of the sign.

Who am I ?

Understand at a deeper
level who she really is
and how to
connect with her
in meaningful ways

Find Out More About Us & Our Research



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Uncovering insights that **matter.**

Visit Our Website: www.insightsinmarketing.com

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