

UNDERSTANDING CONSUMER LIFESTYLES: FAMILY LIFE CYCLE

Have you ever worried that once having children, your social life will...simply...evaporate? While some parents cannot wait to begin a family - others might be a bit more restrained, fearing it might impact their freedom and fun!

Our analyses suggest that you might be able to “have your cake and eat it too” ... or in this case, have your family and have your fun too.

Parents certainly do not enjoy the same activities from their pre-parenting days, but the fun factor is nowhere near lacking ... in fact it might be more abundant!

Strop Insights recently conducted a study exploring what types of activities are done for fun - among both parents and non-parents. The first chart (Chart 1) suggests that parents are significantly more likely to participate in all activities except for museum tour, concert and play theater. Of course, parents are notably more likely to enjoy amusement parks, bowling, or karaoke for fun - when compared to non-parents. Surprisingly, notably more parents visit comedy shows/clubs compared to those without kids. For those couples who might be having second thoughts about starting a family...fear not! There is still plenty of opportunity for social outlets.

In a similar vein, we explored whether kids dictate what parents do for fun. Taking an in-depth look at the data, results do vary depending on the age and gender of the children (Chart 2). Among parents with 3-year-olds, amusement parks, bowling, and karaoke are most frequently enjoyed - regardless of the gender of their children. But as children mature, parents seem to enjoy outdoor activities such as camping more. Also, parents with 14-year-old girls are significantly more likely to visit museums compared to parents with boys.

Understanding not only your consumer, but their lifecycle and behaviors can be an important factor in purchase decisions and product preference. By knowing your customers intimately and placing them at the heart of every decision, companies can create endless growth opportunities in their product development process. Through this study, we helped our client locate opportunities to optimize their new product feature by segmenting customers based on interests, engagement and family structure.

Chart 1: Which activities do you like to do for fun?

Percent Selected

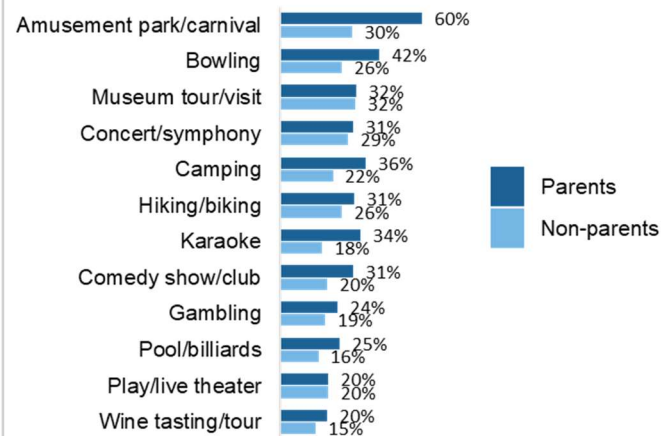
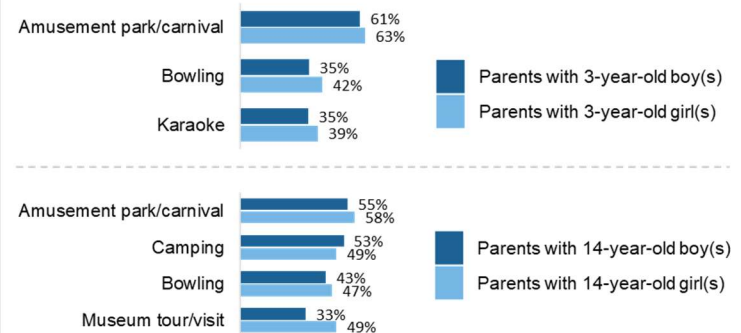


Chart 2: Top activities by children's age and gender

Percent Selected



Strop is a market research firm that combines the intellectual brainpower of seasoned business consultants with the innovative research and insight tools needed to get inside the hearts and minds of the people who matter most: your customers.

This article is part of our monthly “Insight on a Page” newsletter. Each month we’ll showcase a market research topic based on the work that we do. We hope that you find this interesting, if you wish to UNSUBSCRIBE please click on the link in the email.