

# JWT | MEET THE NEW FAMILY



SEPTEMBER 2014

## TABLE OF CONTENTS

Introduction.....	3
Executive Summary & Methodology.....	5
The New Nuclear Family .....	6
Changing Gender Dynamics .....	8
Same-Sex Families.....	15
Kids Optional .....	22
Pets As Family .....	27
Solo Living .....	37
Multigenerational Families .....	47
Silver Families .....	56
Friends As Family .....	65
Appendix .....	73

### INTRODUCTION

The sitcom *Modern Family* lives up to its name. Along with the traditional nuclear family (a husband, wife and their kids), it features a grandfather who's formed a second family with a younger woman and her son, and a same-sex couple with a child. As the data in this report shows, the classic TV family—as represented by *Modern Family*'s Phil and Claire—is fast becoming just one of many variations on the nuclear unit as social norms change and more people “remix tradition” (one of our 10 Trends for 2014).

In many parts of the world, marriage is no longer a given, nor are children. At the same time, gay couples are embracing these traditional milestones as attitudes and laws change. And as people live longer, more are starting afresh in later decades and forming new families.

With the definition of nuclear family shifting, the broader notion of family is evolving. More people than ever are living sans family in households of one, forming families out of friends or even treating pets as family.

These families and ways of living have long existed, of course; what's new is that they are growing more common and less likely to raise eyebrows. What hasn't changed is that family—whatever its makeup—is still central to our lives.



The emergent diversity in family life includes partnerships without marriage, parenting without co-residence and various forms of ‘blended,’ ‘reconstituted’ and ‘chosen’ family. The life course is relabeled a ‘choice biography,’ a personalized project involving strategic life planning, adaption to changing circumstances and reflexivity.”

—LYNN JAMIESON and ROONA SIMPSON,  
*Living Alone: Globalization, Identity, and Belonging*, 2013



The notion of family is ever more important. We're seeing a lot of changes in what the family looks like, but it is still a really cohesive and important component of what people are thinking about.” —KATHY SHEEHAN, EVP and general manager, GfK Consumer Trends

### INTRODUCTION

(cont'd.)

Many brands aren't yet portraying the reality of today's family or speaking to its changing needs. But a growing number of marketers have broadened their definition of what a family means and incorporated new types of images into their messaging, recognizing and affirming these consumers; this report contains an array of examples.

Several brands have more generally addressed the changing family. Under the tagline "This is wholesome," the Mondelēz brand Honey Maid depicts diverse real-life parents, including same-sex couples, single dads and mixed-race families. And during this year's Winter Olympics, Chevrolet's Traverse presented a montage of real families ranging from traditional to alternative, including a group of friends having fun together, a gay family and an older man with a baby.

With its Families Project, Betty Crocker has been ambitious in its exploration of modern families, producing a report on families in America and creating a website that spotlights the effort, featuring same-sex couples, stay-at-home dads, single parents, a multigenerational household and more. "Families are changing a lot," says the brand. "But they've still got one thing in common—the love that makes a home. At Betty Crocker, we believe that a family is a family, no matter how it's arranged."



"While what it means to be a family hasn't changed, what a family looks like has. This is 'the new us.'"  
—Chevrolet

## MEET THE NEW FAMILY

### EXECUTIVE SUMMARY

This report considers how the notion of family is evolving, along with household makeup and interpersonal ties. We spotlight the decline of the classic nuclear family and how it's changing, focusing on new gender dynamics between husbands and wives, the proliferation of same-sex families, the growing inclination to forego children and even the family pet's new role. We also spotlight the rising popularity of multigenerational households, especially in the U.S., and, on the other end of the spectrum, the spike in solo dwellers around the globe. The section on "silver families" examines a growing inclination to start afresh in later years, with more Boomers divorcing, dating and forming new families. Finally, with the traditional family in flux, more people are considering friends as family.

Throughout, the report includes supporting data, key drivers behind each family trend, examples of how marketers are responding and what these shifts mean for brands.

### METHODOLOGY

Our trend reports are the result of quantitative, qualitative and desk research conducted by JWTIntelligence throughout the year. For this report, we also interviewed several experts on family.\*



**STEPHANIE COONTZ**  
professor of history and family studies,  
The Evergreen State College



**KATHY SHEEHAN**  
EVP and general manager,  
GfK Consumer Trends



**BELLA DEPAULO**  
social scientist and author of *Singlism*



**KIT YARROW**  
professor of psychology and marketing,  
Golden Gate University



## THE NEW NUCLEAR FAMILY

The traditional nuclear family—a husband and wife, plus kids—is no longer the norm. Today’s parents may not be married and might well be same-sex; often just one parent heads the household, while more couples are choosing not to become parents (unless we count pets, which are increasingly treated like kids). Among classic nuclear families, the dynamics are shifting as gender roles rapidly evolve.

Changing Gender Dynamics

Same-Sex Families

Kids Optional

Pets As Family

### RIP: CLASSIC NUCLEAR FAMILY

The classic nuclear family is fast becoming one of many variations on the nuclear unit. In the U.S., just 20% of households fit the conventional definition, down from 40% in 1970.

Unmarried parents represent the most common variant on tradition as more people delay or forego marriage. According to Roper Reports Worldwide, 16% of new mothers across 25 countries live with an unmarried partner, up from 10% in 2009. Almost half of British children are born to unmarried parents, and in the U.S., more than half of new mothers in their early 20s are not married. In China, births to single women are growing by 10-13% a year, even though this violates the one-child policy.

While some of these children live with both parents, single parents (usually women) are increasingly common. Among OECD countries that have published projections to 2025-30, the bulk expect a rise of at least 22% in sole-parent families; in Australia, Japan and New Zealand, these families are expected to exceed 30% of all family households. In the U.S., single parents have more than tripled as a share of households since 1960.

Meanwhile, people are remixing tradition and improvising family arrangements. For instance, it's becoming more common for couples to split up but remain in their home, jointly raising their kids while forming other romantic relationships. The nuclear family has become both more complicated and more flexible, taking on new forms to suit new mindsets.



The two-parent, male-breadwinner family is basically extinct.”

—SPENCER THOMPSON, analyst at the Institute for Public Policy Research, “The post-nuclear age,” *The Economist*, March 16, 2013

### CHANGING GENDER DYNAMICS

The dynamics of traditional nuclear families are changing as gender roles evolve and sometimes flip: Dads are taking on many more domestic duties, while more women are becoming the primary breadwinner.

As women earn more, the power balance between couples is equalizing. At the same time, we're moving toward a more nuanced concept of gender that questions some stereotypes and revises old assumptions. Women are less likely to be in charge of household tasks; dads are now co-parents. That means a major change in priorities: Max Schireson, head of Silicon Valley firm MongoDB, recently chose to downgrade to a vice chairman role so he could better help his wife raise their three children, as he explained in a blog post that went viral.

Though an equal balance of domestic responsibility has yet to be struck, a new take on family roles will be the norm. In 1977, almost two-thirds of Americans agreed when asked, "Is it much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family?"; in 2012, fewer than a third agreed.

“

We're almost like an opposite '50s couple. ... I'm staying at home, I do the dishes, I do the laundry, I do everything the housewife does. I'm just a dude.”

—Husband of a Wells Fargo managing director, “Wall Street Mothers, Stay-Home Fathers,” *The New York Times*, Dec. 8, 2013

“

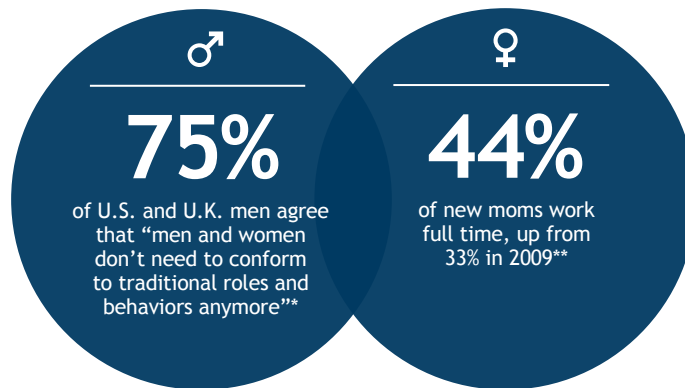
Friends and colleagues often ask my wife how she balances her job and motherhood. Somehow, the same people don't ask me. A few months ago, I decided the only way to balance was by stepping back from my job.”

—MAX SCHIRESON, CEO of MongoDB, “Why I am leaving the best job I ever had,” [maxschireson.com](http://maxschireson.com), Aug. 5, 2014

## CHANGING GENDER DYNAMICS: DRIVERS

**Breadwinner women:** We're moving well away from the days when men provided for the family financially and women took care of most other needs. Women are outpacing men in education and taking increasingly lucrative jobs; the gender pay gap is slowly narrowing. With more women matching or out-earning their husbands in salary, couples are rethinking the way household and child care duties are apportioned.

**Changing gender norms:** Conventional ideas about male and female domains, activities, behaviors and styles are evolving. In particular, men are coming to a more nuanced idea of masculinity that's less hard-charging and career focused, more well rounded and family focused. Millennials are leading the way, less confined to traditional gender roles and more willing to break long-standing norms, and Gen Z is poised to hold the least rigidly defined view of gender as they reach adulthood.



As women continue to rise in the workforce, there appears to be a corresponding impact on family dynamics. Millennials tend to have fewer preconceived notions about the breadwinning role and are more comfortable sharing the career spotlight."

—FRED MEDWAY, professor of psychology at the University of South Carolina, press release, "Mayflower Survey Reveals Families Are More Willing to Relocate for the Woman's Job," April 1, 2014

## CHANGING GENDER DYNAMICS: DOMESTIC DADS

**TWO  
MILLION**

Number of U.S.  
stay-at-home  
fathers, up from  
1.1 million  
in 1989\*

Men are taking a more active role in the home: Shared responsibility—in terms of household tasks and child care—is the new ethos. Although women generally still shoulder a majority of domestic duties, American fathers do more than twice as much housework than they did in 1965 and have nearly tripled the time they spend on child care since 1965 (from 2.5 hours a week to 7.3 hours), according to the Pew Research Center.

Dads are joining moms at the emotional heart of the family. Pew reports that two-thirds of American men between 18 and 34 say being a good parent is one of the most important things in their lives, significantly up from 39% in 1997. JWT's 2013 research found that two-thirds of American and British men surveyed said they would stay at home full-time with their family if they could afford to; two-thirds also said that they wish they could change their work schedule to better accommodate their family.

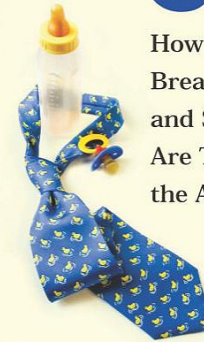
“

“Just as we saw a feminization of the workplace in the past few decades, with more emphasis on such skills as empathy and

listening, we are seeing the opposite at home—a masculinization of domestic tasks and routines. Many men are building this alternative model of home life that is outdoorsy, playful and more technology-oriented.”

—GOKCEN COSKUNER-BALLI,  
assistant professor of marketing  
at Chapman University,  
*The Wall Street Journal*, Jan. 22, 2013

## THE DADDY SHIFT



How Stay-at-Home Dads,  
Breadwinning Moms,  
and Shared Parenting  
Are Transforming  
the American Family

**Jeremy Adam Smith**

### CHANGING GENDER DYNAMICS: PRODUCTS EVOLVE

Products are increasingly designed for households in which men are taking on more household chores and doing more shopping for, playing with and generally caring for kids.

Some of these are geared to men who aren't well-versed in domestic tasks and the women who worry they'll get it wrong. One reason Procter & Gamble launched its single-serve Tide Pods in 2012 was to alleviate women's unease about men putting the wrong amount of detergent in the washing machine.

Other products put a gender-neutral or masculine spin on child care goods. Maclaren's BMW Buggy stroller, for instance, "captures engineering excellence and innovative materials to deliver the ultimate strolling experience"; marketing features a chic dad and his daughter.



Diaper Dude is among many brands that market diaper bags and accessories like bottle holders to dads.



### CHANGING GENDER DYNAMICS: 'ANTI-DOOFUS DAD' MARKETING

Messaging is starting to better reflect changing gender dynamics. The “doofus dad,” the bumbling father who’s long been a media (and advertising) staple, is increasingly seen as a poor strategy—it’s simply bad business to alienate today’s co-parents. Indeed, some marketers are now creating explicitly anti-doofus dad ads.

Dove tapped into resentment toward unflattering media portrayals in a Father’s Day 2014 campaign for its Men + Care line. A press release headlined “It’s Time to Acknowledge the Ways Dads Care” cites Dove research finding that while three-quarters of fathers say they are responsible for their child’s emotional well-being, only 20% see this role reflected in media. A short film shows dads wholeheartedly participating in the upbringing of their kids, from potty training to broken-heart mending.



“Isn’t it time we celebrate dads?” asks this Dove Men + Care ad

**CHANGING  
GENDER  
DYNAMICS:  
'ANTI-DOOFUS  
DAD' MARKETING**  
(cont'd.)

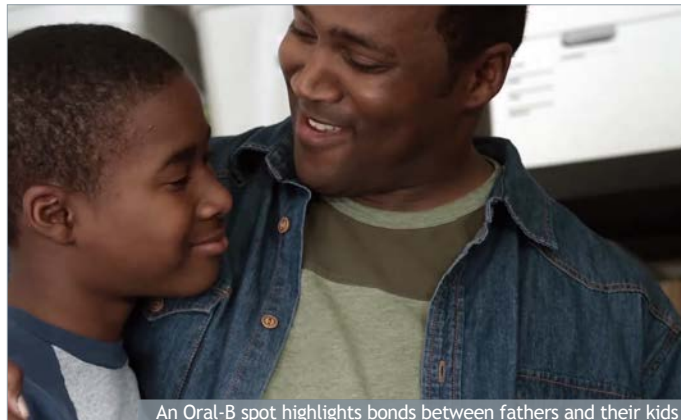
A Canadian campaign for Peanut Butter Cheerios, dubbed “the official cereal of dadhood,” is an ode to the modern dad. Far from clueless and uncool, the father in a lighthearted two-minute spot confidently tells the viewer, “Being awesome isn’t about breaking rules, it’s about making them.” He deftly manages the family’s four kids, finally proclaiming, “This, my friends—this is ‘how to dad.’”



### CHANGING GENDER DYNAMICS: MESSAGING EVOLVES

Marketers are increasingly acknowledging the involvement of dads. For instance, Jif peanut butter has billed itself as the choice of “choosy moms” for years; while the line hasn’t officially changed, the brand has made more mention of dads and featured them in ads.

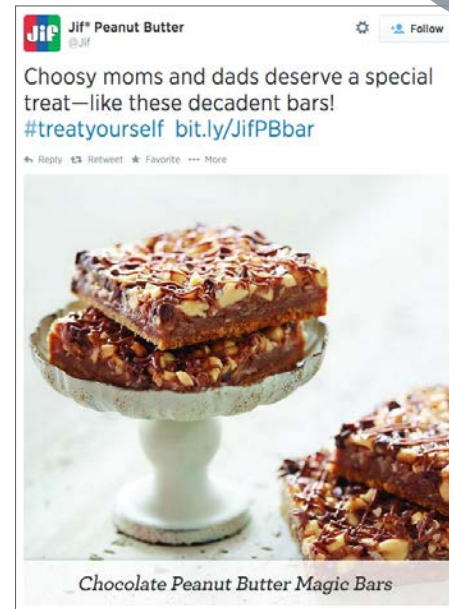
More marketers are also showcasing the father’s emotional support and engagement in his child’s life, taking a sentimental approach. Oral-B, for instance, shows sweet moments shared between fathers and kids of all ages in its “Power of Dad” commercials.



An Oral-B spot highlights bonds between fathers and their kids



In a 2013 commercial from Tide that features a dad and his small daughter, the father is nonchalant about doing the laundry, simply noting that he’s the one who does it.

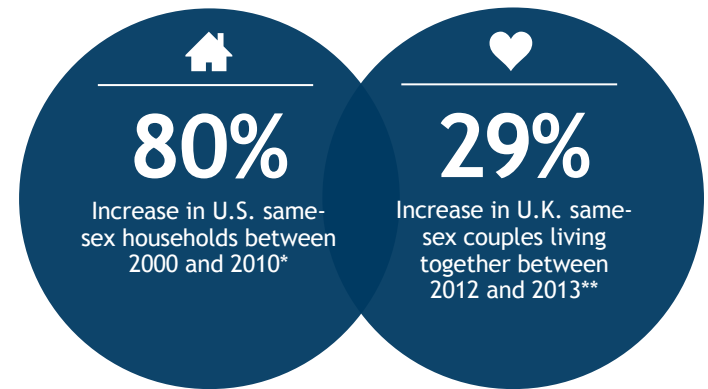


### SAME-SEX FAMILIES

The definition of “nuclear family” is rapidly broadening beyond heterosexual households as people become more accepting of homosexuality, governments legalize same-sex marriage and more gay couples have children.

While same-sex families still face disapproval and discrimination, attitudes and policies are evolving quickly. It wasn't until 2011 that more Americans approved of gay marriage than opposed it, according to the Pew Research Center. And a slim majority of Americans now say same-sex couples should be allowed to adopt children, up from 38% in 1999. Today, 17 countries allow same-sex marriage, in addition to some states in the U.S. and Mexico, and more than 20 others legally recognize same-sex couples in some way.

While classic nuclear units are waning among the general population, same-sex partners are embracing the greater freedom they have to form traditional households and families. Same-sex cohabitation is on the rise, as are same-sex parents—one-quarter of same-sex households in the U.S. now have children.



As lawmakers and courts expand the legal definition of the American family, same-sex couples are beginning to feel the same what-about-children pressure that heterosexual twosomes have long felt.”

—“Male Couples Face Pressure to Fill Cradles,”  
*The New York Times*, Aug. 9, 2012

## SAME-SEX FAMILIES: DRIVERS

**55%**

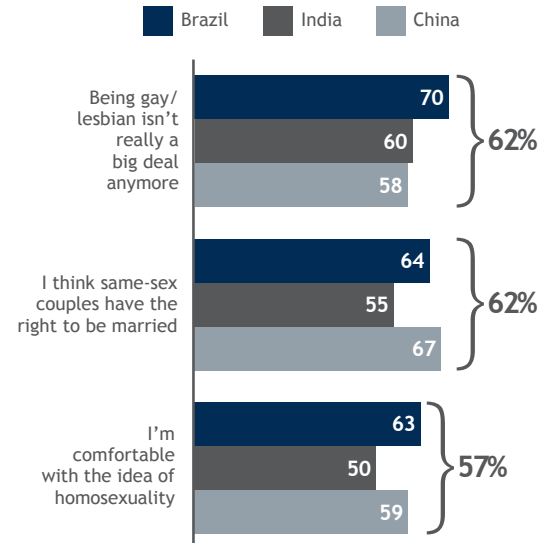
of Americans support marriage equality, up 28 percentage points since 1996\*

**Legalization of gay marriage:** The gay rights movement has made great strides in marriage equality since the turn of the century, beginning with the Netherlands' approval in 2001. Momentum is accelerating: Seven of the 17 countries where gay marriage is legal, and more than half the U.S. states where it's legal, approved gay marriage in the past two years.

**Millennial open-mindedness:** While attitudes toward homosexuality and gay marriage have evolved across the board in many parts of the world—in South Korea, Canada and the U.S., the percentage saying society should accept homosexuality has grown by at least 10 percentage points since 2007—the youngest generations are generally far more accepting than the oldest. For instance, 74% of American Millennials say homosexuality should be accepted by society, compared with 46% of Baby Boomers and 42% of the Silent Generation, according to 2013 research from Pew.

## NEW GENERATIONAL ATTITUDES

Percentage of Millennials who agree



Source: JWT, Meet the BRIC Millennials, 2013

## THE NEW NUCLEAR FAMILY

### SAME-SEX FAMILIES: GAY FAMILIES BECOME CULTURAL NORM

We've seen a cultural shift in some societies, from gay couples keeping quiet about their relationships to being needled by loved ones to not only marry but have kids. Pop culture is helping to rewrite this script: Same-sex parents are showcased in American sitcoms like *Modern Family* and dramas including *Scandal* and *The Fosters*. (Advertising is playing some role too; see next page.) Governments are starting to recognize this shift as well: California has passed a bill to change the birth certificate options for new parents, who will be able to list themselves as mother, father or simply "parent."



The Israeli show *Mom and Dads*, focusing on two gay men and the surrogate who has their baby, was sold to France and the U.K. last year.



*Modern Family's Mitch, Cam and Lily*

### SAME-SEX FAMILIES: SAME-SEX FAMILIES IN ADS

Major brands are starting to both target same-sex families and also show them as just another family in their mainstream marketing. Mondelēz's Honey Maid brand garnered buzz (along with some hate mail) this year for a campaign illustrating the tagline "This is wholesome" with a range of modern families, including two dads with a kid. And Coca-Cola's uber-inclusive Super Bowl ad this year included shots of two dads roller skating with their daughter.

In 2012, Amtrak launched its "Ride With Pride" campaign with a print ad showing two fathers riding the train with their son.



"No matter how things change, what makes us wholesome never will. Honey Maid: everyday wholesome snacks for every wholesome family."  
—Honey Maid

### SAME-SEX FAMILIES: SAME-SEX HUSBANDS/WIVES IN ADS

Brands have started featuring not only same-sex pairs in marketing but wedded couples specifically. For instance, last year an online ad for Microsoft Outlook showed two women getting married, and a 2012 Renault ad in France showed a father who appeared to be giving his daughter away at the wedding, but was actually marrying the groom at the altar himself. Renault's Twingo aligned itself with shifting social norms with the tagline, "Times have changed. The Twingo too."

A 2013 online spot for Amazon's Kindle Paperwhite featured a similar twist: A woman thinks a guy is hitting on her and explains that her husband is just getting her a drink from the bar—the man responds that his husband is doing the same.

A sentimental Expedia video from 2012 featured a real-life father coming to terms with his daughter's sexuality on the way to her marriage to another woman; once he arrives, he describes it as a "big turning point," and as father and daughter dance under the starlight, the tagline appears: "Find Your Understanding: Expedia."



Twingo tells viewers that "times have changed" in this TV spot with a twist

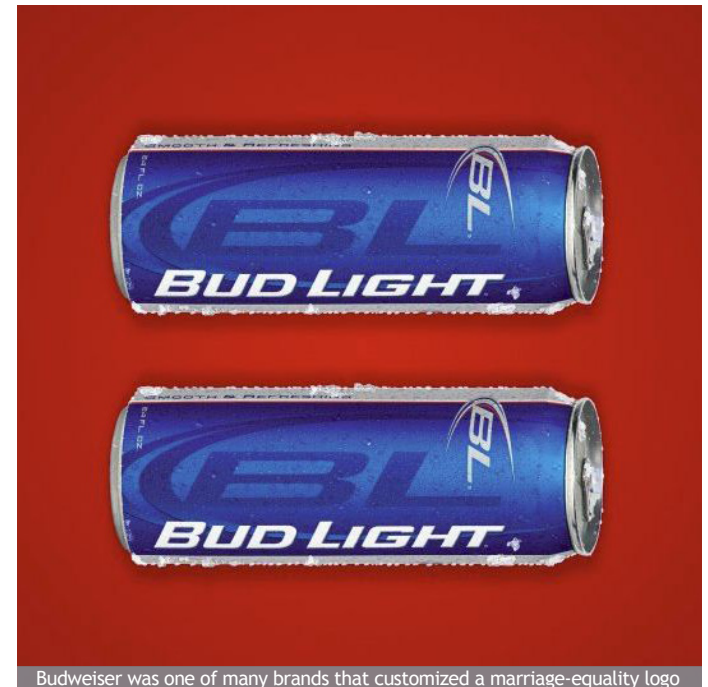


Male and female vacationer are both traveling with a husband in this Kindle ad

### SAME-SEX FAMILIES: BRANDS TAKE A STAND ON SAME- SEX MARRIAGE

As the drive for marriage equality wins more adherents, brands are increasingly taking a supportive stance. Last year, when the LGBT advocacy group Human Rights Campaign created a red version of its equality sign that many supporters posted on social media, marketers including Levi's, HBO, Absolut and Budweiser featured the image in communications or put their own spin on it.

Among various other efforts: Ben & Jerry's has supported gay-marriage initiatives in Vermont, changing its Chubby Hubby flavor to Hubby Hubby, and in the U.K., with a limited-edition Apple-y Ever After flavor and related campaign. Kenneth Cole released a print ad showing two men holding hands that read: "52% of Americans think same-sex marriages don't deserve a good reception. Are you putting us on?"



## SAME-SEX FAMILIES: BRANDS CAPITALIZE ON SAME-SEX MARRIAGE

Global marriage rates have been on the decline since 1990, but with the growing legalization of gay marriage, same-sex weddings are on the upswing. In the U.S., these marriages increased fivefold between 2004 and 2010, according to UCLA demographer Gary Gates. That's good news for many brands. Hotels and other travel marketers, for instance, have promoted same-sex honeymoon packages.

Virgin Holidays celebrated same-sex marriage approval in the U.K. in 2013 with an ad (at right) targeting gay couples planning a honeymoon. The company's head of communications told *The Telegraph*: "People do mainly think of us as a family travel brand, so it's quite a big step for us to say we are family, and we are for all." More recently, the brand provided a free dream honeymoon to a gay couple as the prize in a magazine contest.

Marriott's LGBT-targeted #LoveTravels campaign includes promotion for its wedding services. Rival Hilton has explicitly stated support for hosting same-sex couples and weddings.

A new campaign from the U.K. department store House of Fraser tells gay customers: "Gentlemen, it's time to think outside the closet and take him up the aisle in style."



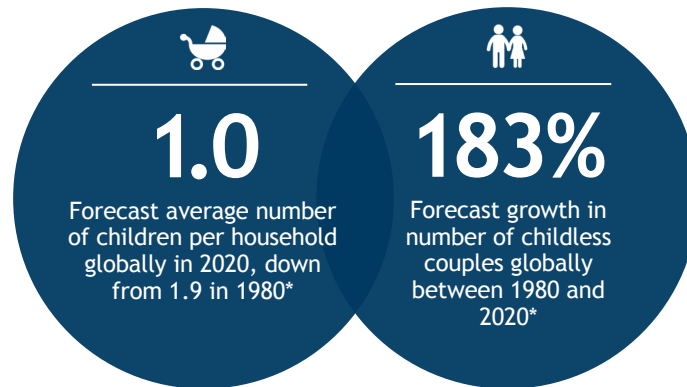
## KIDS OPTIONAL

As more people divert from life's traditional milestones, fewer are choosing to have children. An array of factors—including the growing cost of raising kids, women's rise in the workforce, the trend toward delaying marriage and children, and urbanization—are driving this shift in cultural norms.

### 1 IN 5

women in the U.S., the U.K., Ireland, Canada and Australia end their childbearing years without having children, twice as many as a generation ago\*\*

The U.S. birthrate is half what it was in 1960, and birthrates in most of Europe have experienced a similar downward trajectory. Other regions are following suit. Euromonitor forecasts that by 2020, the average number of children per household in Asia and Latin America will fall to the global average of 1.0, down from 2.2 and 2.3, respectively, in 1980.\*



### KIDS OPTIONAL: DRIVERS

**Changing social norms:** The social imperative to procreate is weakening as society elevates individual choice. Once considered selfish for focusing on themselves, childless people are increasingly challenging that label, making “child free” more acceptable and less guilt-inducing. When *Time* polled readers in 2013 asking if they thought people who choose not to have children are “selfish,” 93% said no.

People are also less inclined to see children as central to a marriage: In 2007, 41% of Americans said children are very important for a successful marriage, down from 65% in 1990, according to the Pew Research Center. Another changing viewpoint is the gradual decoupling of womanhood from motherhood—people are somewhat less inclined to see having kids as central to being a woman. [continued →](#)

“

As their ranks rise—the community of adults without kids diversifies in terms of race, education levels and political affiliations—so do positive attitudes about being able to lead a fulfilling, childless life. Along the way, these women are inventing a new female archetype, one for whom having it all doesn’t mean having a baby.”

—“Having It All Without Having Children,”  
*Time*, Aug. 12, 2013



Last year, director Jason Eksuzian launched the web series *Dinks*, a satirical show that chronicles the enjoyable and sometimes awkward experiences of a “dual income, no kids” couple.

## KIDS OPTIONAL: DRIVERS

(cont'd.)

**Pushing off family:** Young people are extending adolescence (see page 39), delaying marriage and often prioritizing careers, frequently not thinking about kids until their 30s or even 40s—reducing the likelihood of conception. Women who want biological children often find it’s no longer an option, or at least not an easy one.

**Women in the workforce:** With more women around the world in the workforce and rising up the professional ladder, couples are faced with figuring out child care arrangements, especially as urbanization means fewer extended family members living nearby. Some women also fear that having children will hinder their careers. In the U.S., urban women under 30 without kids now earn more than their male counterparts, but that edge evaporates as women age, especially if they have children, per Reach Advisors.

**The burden of kids:** While children of past generations may have been an economic boon—contributing labor and household income—they now have the opposite effect. An average middle-class American couple will spend more than \$245,000 to raise a child born in 2013 to age 18, according to the U.S. Department of Agriculture; college costs can bring that figure to almost half a million.

Meanwhile, with people feeling particularly pressured in this high-stress era, some are apt to see kids as more anxiety-provoking than anything else. A parody video by comic Jason Messina suggests “Not Having Kids” as an antidote to stress, citing benefits such as “eliminating the ultimate crushing of your dreams and aspirations.” Behind the humor, the video points to real considerations that young couples are mulling.

## i can barely take care of myself

TALES FROM A HAPPY LIFE  
WITHOUT KIDS

Jen Kirkman



Standup comedian Jen Kirkman embraces the joys of a childfree life in her 2013 book.

### KIDS OPTIONAL: DOTING AUNTIES

“PANKs” (professional aunts, no kids) have been gaining marketers’ attention—childless aunts or close family friends who dote on the kids in their lives, often aided by high discretionary incomes. (Uncles who play the same role are, of course, PUNKs.) America’s roughly 23 million PANKs (average age: 36) spend an average of \$387 annually on each child in their lives, according to KRC Research. Besides gifts, PANKs help with educational expenses, child care and household chores, and act as trusted confidantes to kids.



Best Buy targeted PANKs with a holiday 2013 TV spot featuring actress Maya Rudolph reading the story of “Auntie Judy,” who desperately needs to find gifts for her nieces and nephews. Initially overwhelmed by a long list, the aunt finds everything she needs at Best Buy.



Huggies brought a new mother and her PANK sister together, sponsoring the aunt’s surprise trip to meet her nephew for the first time and fulfilling a promise to deliver “hugs from the person you wish could be there most.”

### KIDS OPTIONAL: CHILD-FREE TRAVEL

Travel brands are increasingly adapting to the needs of travelers without kids by creating child-free experiences. Sandals has long had couples-only resorts, while British holiday firm Thomson now has Thomson Couples, a collection of 50-plus adults-only hotels. A recent survey by Small Luxury Hotels found that 77% of luxury travelers prefer adult-only hotels over child-friendly ones.

In New York, the Westin Grand Central is partnering with *Otherhood* author Melanie Notkin to target women without kids via a package dubbed Womanhood Redefined. The hotel invites child-free women “to celebrate your own personal journey with a rejuvenating getaway,” one that includes Notkin’s book, along with extras like a consultation with the hotel’s running expert and a discount at a nearby yoga studio.



### Thomson Couples Only from Thomson



To attract vacationers without kids, Visit Orlando launched an ad in the U.K. last year targeting couples who can travel at times other than traditional school breaks.

### PETS AS FAMILY

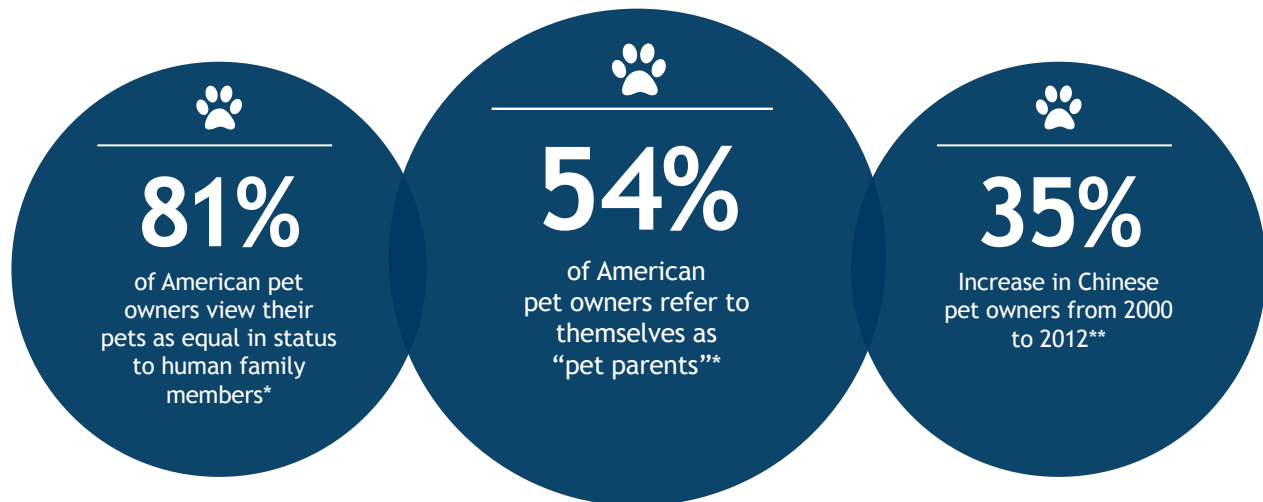
Pets have become full-blown members of the family, with owners treating animals much like humans. As a result, luxury goods, health care, gourmet food and specialized services for pets are booming.

Around the world, pet ownership is on the rise, accompanied by a shift in sentiment. As pets fill new needs—assuaging loneliness in solo households, serving as kid substitutes for those without children—their household status has grown. Many of today's pets get their own birthday parties, go on vacation with the family and are provided for in wills, according to a survey by Pet360.

People are becoming more likely to humanize their pets, from developed countries to emerging markets like

China, India, Brazil, Japan, Vietnam and Mexico. China is expected to see a 64% increase in spending on pets between 2012 and 2017, and Euromonitor forecasts that Brazil will overtake Japan as the No. 2 pet care-spending country by 2016.

While pets have always held a special place in the home, "It's only in the last decade or two that it's been broadly socially acceptable to say a dog or cat is a family member," *Citizen Canine* author David Grimm told *Wired*.



## PETS AS FAMILY: DRIVERS

**Solo Living:** Animals provide companionship and sometimes a sense of security for the rising number of solo dwellers, who are often more able to lavish time and money on pets.

**Substitute kids:** With young women delaying or forgoing children, some are adopting dogs instead. American women under 30 are giving birth to fewer kids, while ownership of small dogs is rising among women in their 20s and 30s, leading some to deduce a connection. In Japan, pets now outnumber children under age 15 by some 6 million.

Young couples postponing kids are also adopting pets as practice for the real thing, a trend some have dubbed “mutternity.” Meanwhile, many Baby Boomers—often accused of being helicopter parents—are looking for ways to fill empty nests. Reportedly, custody battles over pets are on the rise among divorcing couples.

LIVING



# More young women choosing dogs over motherhood

By [Antonio Antenucci](#) and [David K. Li](#)

April 10, 2014 | 10:46pm



## PETS AS FAMILY: FURRY FOODIES

With pet owners seeing their animals as people, the standard pet food options no longer feel up to snuff. More consumers are cooking pet food from scratch or buying foods with the same careful consideration they're putting into their own purchases. In response, brands are creating a multitude of high-quality options.

As more consumers make their own pet food, brands including Sojos, The Honest Kitchen and Freshpet are providing premium products that require owners to defrost, mix or refrigerate food before feeding it to their companions.

**\$95.7  
BILLION**

Forecast value of  
the global pet food  
industry by 2017,  
up from \$75.4  
billion today\*



A new book from  
nutritionist and chef  
Gayle Pruitt focuses  
on preparing joint  
meals for humans  
and pets.

### PETS AS FAMILY: FURRY FOODIES

(cont'd.)

Consumers are applying the same criteria to pet food that they use for themselves: The trends most responsible for driving the pet food industry's growth are all-natural and organic products, and grain-free dog foods. Pet food companies such as Iams (with its Healthy Naturals line), Purina (with its Beyond brand) and Innova are creating gluten- and dairy-free products and using "real" meat. Food trucks just for pets are popping up across the U.S.



The Fido to Go food truck serves "hand-crafted, gluten- and allergen-free canine cookies & doggy ice creams/ frozen yogurts."

### PETS AS FAMILY: PLUSH ACCOMMODATIONS

Upscale apartment buildings are upping the ante when it comes to providing for pets. Property developer Greystar operates 750 apartment communities in the U.S. designed for pet owners, featuring grooming and washrooms for dogs and monthly “yappy hours” for tenants and their dogs. Gerding Edlen outfits its apartments with outdoor doggie bathrooms, called pet decks, and lounges complete with fire hydrants and pet play spaces.

Doggie day care centers have been popping up across North America and Europe, assuaging the “home alone” guilt that pet parents feel. Some of these centers are outfitted with webcams so owners can monitor their dogs throughout the day.

When travelers leave their dogs and cats behind, some pets get a vacation of their own. For instance, the Kickapoo Ranch pet resort near Houston advertises “a variety of innovative services and amenities, including luxury guest accommodations, countless leisure activities, customized pampering, spa and grooming services, training and day camp.” (Spa services include a “pawdicure” and “nail pawlish.”)

Increasingly, vacationers are taking their pets along, and more hotels are catering to these guests, some offering luxury bedding, organic food, monogrammed towels and pet TV programming.

The Peninsula Beverly Hills boasts that it “takes ‘pet-friendly’ to a whole new level,” providing pets with personalized towels and dog beds, a custom menu and even walks around the block.



## PETS AS FAMILY: LIVING IN STYLE

Upscale brands including Louis Vuitton, Gucci, Kate Spade and Kiehl's sell pet accessories, carriers and other care products. Brands including PurpleBone and Mungo & Maud in the U.K. focus on high-fashion pet ensembles such as cashmere sweaters, polo shirts and tweed jackets.

BarkBox, modeled after the popular Birchbox subscription service for beauty products, is a monthly service that sends samples of high-quality goods for dogs, including all-natural pet treats, toys and hygiene products.



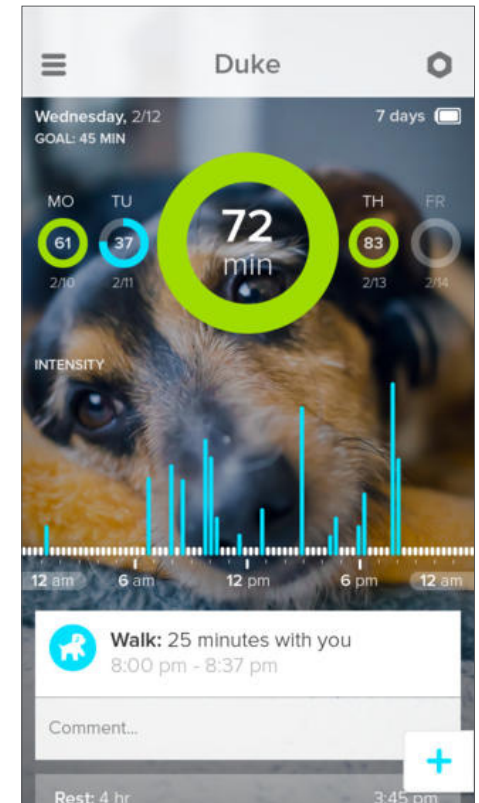
Mungo & Maud's cashmere dog pullover retails for more than \$200.

## PETS AS FAMILY: PET HEALTH CARE

Pet health care has moved far beyond necessary trips to the vet. Americans now spend more than \$14 billion a year to keep their pets healthy, not including over-the-counter remedies. Pet owners are paying attention to mental health as well: Eli Lilly subsidiary Elanco manufactures Prozac for dogs with separation anxiety and other issues, branded as Reconcile.

“Increasingly, animal lovers are coming to expect the same quality of health care for their four-legged friends that they can claim for themselves,” notes a section of Bayer HealthCare’s website devoted to animals. Aeon Pet, a subsidiary of the Japanese supermarket conglomerate, recently opened a nursing home for dogs in Tokyo, charging \$1,000 a month for round-the-clock medical care for aging pooches along with gym, grooming and spa services.

Where humans have Fitbits and similar activity-monitoring wristbands, pets get Whistle, which attaches to a collar and sends data on activity, health and location to an owner’s smartphone app.



### PETS AS FAMILY: MARKETING TO PET PARENTS

Subaru built a marketing campaign around man's best friend, creating a website, five TV commercials, a Facebook profile and Tumblr featuring the Barkleys, a family of golden retrievers who approve of Subaru vehicles.

A commercial for Advantix pet food shows an owner cramming three friends into the backseat of his car to make room in the front for a canine passenger. The tagline: "To you, they're more than just a pet, so protect them with K9 Advantix II."

Ikea Germany, which allows only seeing-eye dogs in its stores, offers "dog parking," an area where owners can leash their dogs on an artificial lawn. Employees care for the dogs as customers shop.

Targeting women for enrollment in health care plans as part of the Affordable Care Act, the Obama administration ran ads showing singing pets encouraging their humans to enroll because they love them like "a mother or brother or father or sister."



### WHAT IT MEANS FOR BRANDS

**Rethink assumptions about nuclear families:** At a time when married couples may not be planning on kids, parents could be same-sex or a dad might be the primary caregiver, brands must think carefully about the language and imagery they use and the way they target products and services.

Given today's fluid gender roles within the family, for instance, supermarket brands can't assume that their primary customer is a woman, that it's Mom who's shopping for the kids and that their male customer is clueless. Jif peanut butter's longtime positioning as the choice of "choosy moms" feels increasingly outdated (although the brand has started showing fathers in ads and referencing dads in communications). Meanwhile, Getty Images has teamed with Sheryl Sandberg's Lean In foundation to challenge clichés around women and mothers in stock imagery.

**Acknowledge every type of family:** Brands should not only update their assumptions about their consumers, they should seek to better reflect the new reality of nuclear families. As we've noted, brands including Honey Maid, Betty Crocker and Chevrolet have been celebrating untraditional families—campaigns that have met some backlash but on the whole are likely to reap rewards at a time when consumers want brands to stand for something. JWT research conducted earlier this year found that 84% of American adults think the people in TV ads should reflect the U.S. population, and 62% feel brands that show same-sex couples in ads are being appropriately inclusive.



A 2012 campaign for a Mamas & Papas stroller included a gay couple and a single parent. The U.K. baby brand celebrated "the diversity and individualism that forms the makeup of the modern family, for whom parenting has simply become a positive extension of their current lifestyle."

### WHAT IT MEANS FOR BRANDS

(cont'd.)

**Don't hesitate to take a stance:** Consumers expect brands to help drive social change, and today's consumer is increasingly open-minded about new forms of family (indeed, increasingly likely to be part of a less-than-conventional family). Brands can recognize and legitimize newer or less traditional forms of family. Honey Maid said it received 10 times more positive feedback than negative after launching its "This Is Wholesome" campaign. Virgin Holidays reported that an ad supporting same-sex marriage in the U.K. received an overwhelmingly positive response, with the image shared on Facebook more than 5,000 times (a company record).

**Cater to new needs:** With fewer families fitting into conventional formats, brands can consider how to get more flexible about the size and shape of their offerings. Holiday packages or hotels, for instance, can better accommodate multiple generations, single parents or solo travelers. Brands can also tap into the growing market for same-sex weddings and same-sex parents going on holiday.

**Do dads more justice:** The "doofus dad" concept is clearly outdated, and today's men aren't likely to feel emasculated by routine child care chores once primarily the domain of women. Fathers should be depicted as approaching these tasks with humor or a "no big deal" attitude.

**Think beyond children:** As we've noted, more people are choosing to eschew kids and/or treat their pets as children. As *Wired* observed recently, "Dogs and cats are individuals. They're our friends. Some of us even consider them family." Brands are tapping into this by creating products for pets that are just as appealing to people.



[Brands] are finding that by expressing or standing up for some values which they genuinely support, and which not 100% of people support—something that shows a bit of 'Hey, we're willing to put our opinions out here and put our values out in public'—that that is the way the brand can seem like more than just a label on packaging. And it's something that will get people to start talking about something other than just what your graham crackers taste like."

—DAVID ROGERS, digital marketing professor at Columbia Business School, "Big Brands' New Face Is LGBT Families," *Buzzfeed*, April 10, 2014



## SOLO LIVING

In tandem with the decline of traditional nuclear families, solo living is on the rise as more people postpone couplehood, eschew it altogether, divorce or even “live apart together.”

Across the world, the number of people living alone is edging upward, for reasons ranging from the new post-adolescent life stage to declining marriage rates to urbanization. Plus, technology now gives family and others a virtual presence, helping to dampen the loneliness or boredom that once seemed to characterize the solo dweller.

In many markets, living solo has become the norm rather than the exception. In the U.K., for instance, single households are estimated to have more than doubled over the last four decades—and they now outnumber traditional households (two parents plus children) by almost two to one.

Two Scandinavian countries have the highest concentration of solo dwellers—47% of households in Sweden and 40% in Norway—but the trend is becoming widespread: The growth markets of China, India and Brazil are experiencing the fastest rise in one-person households, according to *The Guardian*. By the end of this decade, the Asia Research Institute expects that four Asian countries will be among the top 10 in one-person households. In Japan, these households will increase by almost 12% between 2012 and 2020, according to a Euromonitor forecast.



## DRIVERS

**FIVE  
MILLION+**

Number of  
18- to 34-year-old  
Americans living  
alone, compared  
with just half a  
million in 1950\*

**Remixing Tradition:** One of our 10 Trends for 2014: With social norms quickly changing and a new anything-goes attitude, people are mashing up cherished traditions with new ideas. Given fewer pressures and expectations to follow a predictable path, people feel more free to delay or disregard the usual milestones of marriage and family.

**Extending adolescence:** Over the past few decades, a new post-adolescent developmental phase has emerged. One academic terms it “emerging adulthood”: a period of self-exploration and freedom from the full responsibilities and limitations of adult life. In the U.S., the average age at marriage is now five years older than it was in 1970.

**Fewer marriages, more divorces:** Marriage rates are declining in many markets. Among the reasons: As women surpass men in education and gain professionally, becoming more financially independent and career-focused, they are less inclined to see marriage as an essential checkpoint and find it harder to meet mates with similar or higher qualifications. Meanwhile, more older, long-married couples are divorcing, as discussed in the Silver Families section.

continued →



HBO's *Girls* shows young women navigating “emerging adulthood” in New York City



The huge parts of life that used to be tied in with marriage have all come undone, and they're separate pieces now. ... Women especially, regardless of whether they eventually want to marry or not, aren't doing the old thing of just marking time until they find ‘the one.’”

—BELLA DEPAULO, social scientist and author of *Singlism*

## DRIVERS (cont'd.)

**Urbanization:** The globe is getting more urbanized, and cities are conducive to solo living—offering easy opportunities for socializing and finding like-minded people with whom to enjoy urban activities. Many major cities are becoming havens for solo dwellers. According to Eric Klinenberg, author of *Going Solo*, one-person households represent as many as 6 in 10 of the total in Stockholm, more than half in Paris and nearly half in Manhattan and Washington, D.C.

**Rising prosperity:** Solo living is only an option for those who don't need to pool resources and split expenses. As markets like China, India and Brazil get wealthier, they're seeing a concurrent rise in single-person households.

**Living apart together:** Some married or committed couples are choosing to live separately, an arrangement that sociologists term LAT (living apart together). Most famously, Helena Bonham Carter and Tim Burton have embraced the concept. Some see it as the best of both worlds, while for others it's simply the most practical arrangement.



Unlike 50 years ago, today we cycle in and out of different living arrangements: we live alone, then we live with a partner, we live alone again, we shack up with someone again. At certain points in modern lives, living alone is the more desirable state.”

—ERIC KLINENBERG, “America: Single, and loving it,”  
*The New York Times*, Feb. 10, 2012

### SINGLETON HOMES

Households shrunk down to one mean new types of homes. In expensive cities, “micro-apartments” offer a cheaper option. New York’s first micro-unit complex is expected to open next year; apartments ranging from 250 to 370 square feet will use innovative design to maximize the small space. Other cities experimenting with micro-apartments include San Jose, Seattle, London, Warsaw, Tokyo and Shanghai.

For those anxious about living on their own, trial-stay apartments offer an opportunity to test it out. In Japan, where young people have generally moved from their parents’ home into their married home, PanaHome markets apartments to the growing demographic of single women 20-35, providing a way to try out independent living without making a substantive financial commitment.



An exhibit at the Museum of the City of New York showcased micro-apartments that maximize small urban spaces

## SINGLETON HOMES

(cont'd.)

With more people living in homes better suited to one person than several, furniture brands are creating more products suited to tight spaces. Ikea has expanded its range of “small space” products. Its latest PS collection, launched in April, targets 20-somethings “on the move” in cramped urban apartments.

In Korea, e-commerce site AKMall features a “single life corner” stocked with products targeted at one-person households, including multipurpose furniture and self-help books for singles.



AKMall in Korea offers multipurpose furniture for solo dwellers



Ikea's PS collection for small, cramped apartments

## SINGLETON TRAVEL

Solo dwellers are helping to drive an increase in solo travelers. In 2013, 15% of summer travelers in the U.S. planned to fly alone, up from 11% in 2011. In response, more travel companies are making things easier for solo travelers, doing away with single supplements, adding safety features for women on their own and creating social opportunities for singles.

Cruise companies are catering to solo guests in various ways. Two years ago, after seeing a bump in solo travelers among its largely Boomer customer base, Grand Circle Cruise Line stopped charging single supplements, and its “solo traveler challenge” guarantees the lowest price for Americans on their own. The company can match singletons with a roommate and helps them connect via its Travel Companions online community. In addition, staff are trained to include singles in activities.

To cater to solo female travelers, hotels are launching women-only floors. Aside from amenities tailored to women, these may offer more security—some hotels require a key card to access the floor—and female room attendants. High-end hotel Dukes London has Duchess Rooms, suites with female staff members and tables for women who would prefer to eat in, rather than dine alone.

To help solo travelers socialize, airlines including KLM and AirBaltic have used apps to help customers select a seatmate based on social profiles.



Since 2010, Norwegian Cruise Line has offered Studio Staterooms, ultra-compact lower-cost rooms just for solo travelers.



“Women-Only” floor at the Naumi Hotel in Singapore

## SINGLETON DINING

More food brands and retailers are packaging their goods in sizes geared for one. Green Giant offers a Just for One line of vegetables, while DiGiorno and Celeste are among the brands selling frozen pizza for a single diner. The Hanwha Galleria mall in Seoul has a “buy small” section, where shoppers can buy single-serve portions of wine or packets of cereal.



Some restaurants are courting single diners by making the solo dining experience more appealing—for example, by installing communal tables or bar stools, ameliorating the potential awkwardness of dining alone—or playing up solo diners in their ad campaigns.

For instance, Japanese fast food group Yoshinoya has launched Ichinabeya, a chain that offers traditional hot pot food (normally intended for groups) for solo diners.

47%

of all eating occasions in the U.S. occur alone\*

In South Korea, TGI Fridays cut the number of two-person tables to offer more room for single diners and launched the Simple Meal, a collection of menu items intended for solo patrons.



## SINGLETON DINING

(cont'd.)

Last year Eenmaal, a pop-up in Amsterdam, billed itself as the first restaurant for solo eaters. The upscale restaurant had only tables for one. The organizers plan to expand the concept to London, Berlin and the U.S.

In a more offbeat example, the Moomin Café in Tokyo aims to combat any anxiety associated with eating alone by providing diners with a large stuffed animal to occupy the other seat at the table.



A "friend" to share a meal with at Moomin Café



Table for one at Eenmaal

## WHAT IT MEANS FOR BRANDS

The needs and mindset of consumers navigating life independently are often unique—and unmet by many existing products and services. At the same time, the demographic can be wildly diverse in age, income and mindset, much different from the stereotypical image of a young adult at a transitional stage or a widower. In the U.K., for instance, *The Financial Times* notes that “suddenly singletons” are well-paid divorced professionals, while many young “struggling singletons” are unemployed.

**Rethink product design:** Just as brands “supersize” household products for families, they can “single-size” products for solo dwellers. Furniture brands can adjust for solo living by creating more products for smaller spaces or fewer people (e.g., tables that can serve multiple purposes).

**Celebrate the solo life:** Some marketers still see the solo dweller as a lonely spinster or bachelor living in disarray, yet many in this demographic embrace the freedom of living alone and are none the worse for being solo. With the “Right-Hand Ring” campaign, De Beers and JWT pioneered this approach more than a decade ago by encouraging single women to buy diamond rings for themselves.



“The main thing to keep in mind is that many people [live alone] because they like it. This is something they want—it’s a positive thing. What should totally go out the window are all these ads making fun of people living alone and making fun of single people.”

—BELLA DEPAULO, social scientist and author of *Singlism*

**Make solo consumers comfortable:** Brands can help to alleviate any awkwardness, discomfort or safety concerns that people may have when dining, traveling or doing other things alone. For instance, women-only hotel floors help women feel safer and more comfortable. Or tables for one—such as those at Eenmaal—eliminate any stigma associated with dining alone.

**Bring singletons together:** Some solo consumers are happy sticking to themselves, but many welcome opportunities for meeting others, whether for dating or simply socializing (author Eric Klinenberg points out that single people tend to be significantly more social than married people). Brands can create spaces and services that facilitate socializing, whether by installing communal tables at restaurants or reserving lounges for singles on a cruise.

In Korea, COEX cinemas selected a group of singles to watch a romantic comedy and sat them together, giving out free tickets to those who left the theater together. It then renovated some of its theaters to cater to them, creating seating so that audience members sit in twos. Whole Foods launched singles nights in 2013 after a store in Atlanta was voted the top spot to pick up a date. The concept has expanded to markets from Florida to New York.



## MULTIGENERATIONAL FAMILIES

Multigenerational households are on the rise as more people seek to cut living costs, as generational gaps narrow and as people live longer. While multigen homes have always been the norm in many parts of the world, they're proliferating more widely, notably in the U.S.

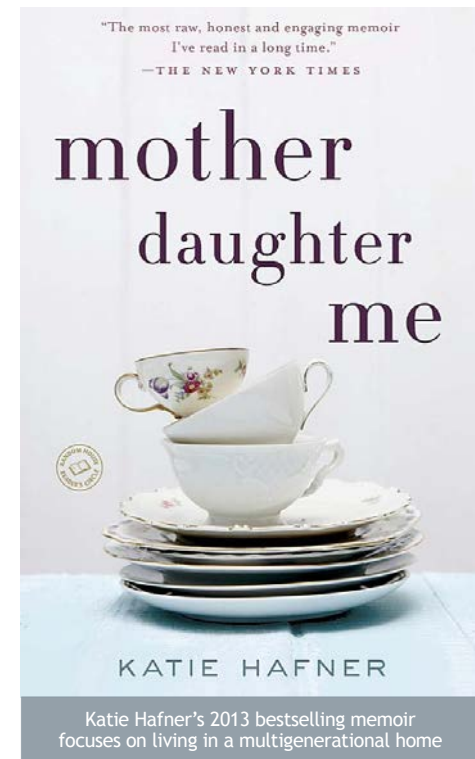
At the other end of the spectrum from the trend toward solo living, multigenerational households are becoming more common, especially in the U.S. A recent Pew Research Center analysis finds that the number of Americans living in multigenerational homes (57 million) is more than double what it was in 1980. The share of people in these homes rose to 18% in 2012, up from a low of 12% in 1980.

“

It's easy to forget that multigenerational households were once the rule, not the exception.

The 1950s nuclear family was only possible because a thriving middle class and social safety net fostered newfound economic mobility. But the middle class has shrunk considerably in the last few decades, besieged by years of stagnant wages, rising debts and a growing concentration of wealth at the very top. It's clear that nuclear families no longer make sense for everybody. In fact, thanks to compelling economic advantages, multigenerational families may become the new norm in today's post-recession economy.”

—DEDRICK MUHAMMAD, NAACP senior director of economic programs, “The New Middle-Class Family,” *The Huffington Post*, Jan. 9, 2013



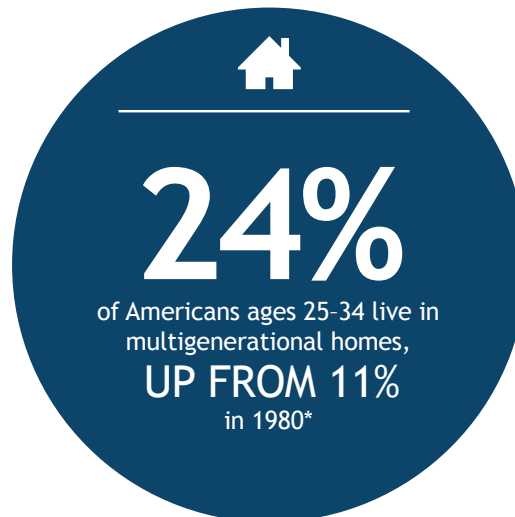
Katie Hafner's 2013 bestselling memoir focuses on living in a multigenerational home

## DRIVERS

**Financial pressures:** While a recent Pew analysis shows that multigenerational living in the U.S. has increased steadily since 1980, the downturn accelerated this trend as more people sought to cut living expenses and as young adults struggled to become financially independent. Two-thirds of Americans in multigenerational households said they moved in together for financial reasons, according to a 2011 Generations United report.

**Boomerang kids:** As young adults extend adolescence (see more on page 39), shoulder significant student debt and/or struggle to find good jobs, they are living with their parents for longer stretches of time. In the U.S., the elderly (age 85 and up) have been the most likely to reside with multiple generations of family, Pew reports, but adults 25 to 34 became the cohort most commonly found in multigen homes as of 2011. In the U.K., the number of boomerang kids has increased 20% since 1997, according to the Office for National Statistics.

continued →



### DRIVERS

(cont'd.)

**Increased longevity:** The Boomer generation is more likely than any in the same age bracket before them to have parents in their 80s, 90s and beyond. So at the same time that Boomers are living with more adult children, they're also taking in parents, many of whom are physically, mentally or financially unable to remain on their own—thus earning Boomers the moniker The Sandwich Generation. In turn, as Boomers get older, they will seek to “age in place,” staying put as their kids' families move in to help.

**Converging generations:** The cultural gap between kids, parents and grandparents is narrowing, and while plenty of differences separate the generations, they tend to coexist more easily than in the past. For Millennials, parents are often “peerents”—more like peers than authority figures.

**Increasingly diverse population:** America's immigrant and ethnic populations have been increasing significantly, and these households are more likely to be multigenerational due to economic pressures as well as to cultural tradition. Pew reports that while 14% of non-Hispanic whites were living in multigenerational households in 2012, roughly a quarter of Hispanic, African-American and Asian households were multigenerational.



“There has been a rediscovery of the importance of intergenerational ties in recent years, partly perhaps because marriages have become more fragile, partly because adult kids often delay marriage long enough so that they socialize more with their parents in their 20s, and partly because more democratic and individualized child-rearing values have led to a greater sense of closeness.”

—STEPHANIE COONTZ, professor of history and family studies at The Evergreen State College, “How to Make Multigenerational Living Work,” *U.S. News & World Report*, Jan. 14, 2011

### MULTIGENERATIONAL HOMES

Homebuilders have naturally capitalized on this trend, adding second master suites and new privacy features. Pulte Homes, America's largest builder by revenue, reported in 2012 that 30% of its customers were requesting multigenerational housing features. Luxury U.S. homebuilder Toll Brothers recently added more options for multiple generations—for instance, an add-on with a bedroom, bathroom, walk-in closet, sitting room and optional patio, small kitchen or private entrance.

Miami-based Lennar Homes started offering "NextGen" homes in 2011, billed as offering "both privacy and togetherness for today's modern family." Q2 2014 sales of the multigen brand grew 58% year-over-year.

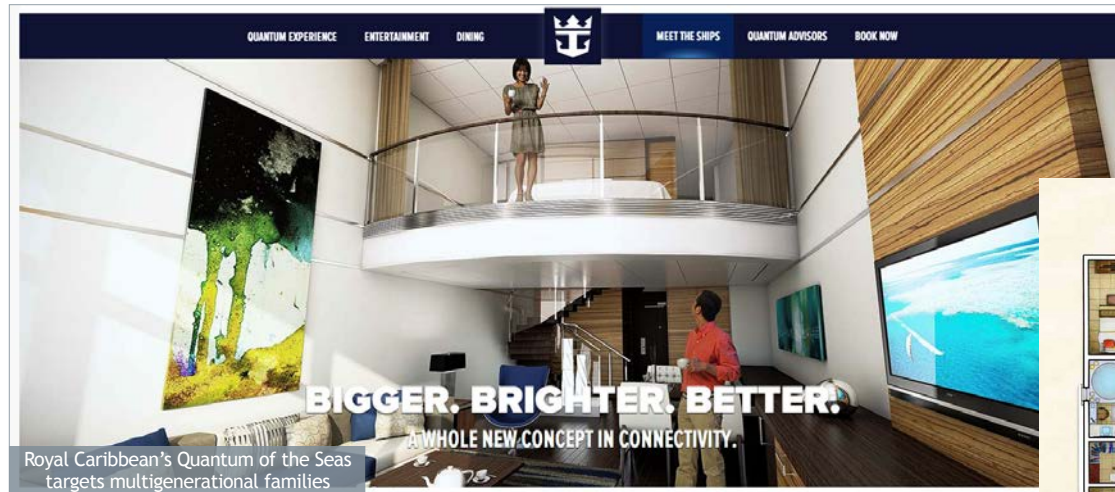


## MULTIGENERATIONAL FAMILIES

### MULTIGENERATIONAL TRAVEL

Hotels and cruise liners have been expanding accommodations in a bid to cater to multiple generations on vacation together. For instance, the new Royal Caribbean ship Quantum of the Seas features Family Connected Junior Suites, which incorporate three staterooms, “enabling flexibility to share time together, while also allowing everyone to have their own spaces.”

**36%**  
of Americans  
were planning a  
multigenerational  
vacation in the  
next 12 months as  
of June 2014, a 4%  
increase over 2013\*



Grand Residences  
Riviera in Cancun, a new  
resort, is made up of suites  
that are 50% bigger than  
units at comparable hotels;  
some can accommodate  
up to 13 people.

### FINANCIAL PLANNING

More financial brands are catering to multigenerational households. This year for the first time, for instance, Ameriprise Financial created a guide addressing how it can assist multigen households on questions such as investment strategies for commingled household assets.

Multigenerational families have different insurance needs, as standard liability coverage may not accommodate everyone in the household. Prudential Insurance is among the companies that have addressed these needs.



A 2013 Bank of America spot portrayed a time lapse of a family growing over the years, eventually evolving into a multigenerational household. After tracing the bank's involvement with the family's finances, the ad ended with the line, "We know we're not the center of your lives, but we'll help you connect to what is."

## MULTIGENERATIONAL FAMILIES

### MULTIGENERATIONAL FAMILIES IN ADS

A Swiffer commercial for the WetJet mopping tool featured a young woman living with her mother and her grandmother—who, until they got a Swiffer, had very different ideas of how to clean a floor.

As the downturn forced many Spanish families to squeeze in together, Ikea pivoted from showing young people furnishing their first homes to emphasizing that the retailer could help bigger households optimize their space, with the tagline “If there’s room for two, there’s also room for three.”

Oscar Mayer showcased a lovable grandfather in a multigenerational household who is overly frank. Viewers are told: “Sometimes being too transparent is a bad thing, but not with the Oscar Mayer clear pack.”



A Swiffer spot shows three generations of women sharing a home



Oscar Mayer's overly frank grandpa

### WHAT IT MEANS FOR BRANDS

**Reflect multigenerational bonds:** Many multigenerational families say their living arrangements have brought them closer together. Grandparents, for instance, become a core part of their grandkids' daily lives, not simply visiting on special occasions.

**Reconceptualize the caregivers:** In multigenerational homes, caregiving responsibilities may frequently fall to grandparents. Marketers of kids' products will want to keep grandparents in mind in their messaging as well as in product design.

**Provide flexibility for multigen families:** Brands can make things easier for multigenerational households with generous family plans, customized subscriptions (for instance, Netflix lets people who share a login create their own subsections) and other ways for people to easily share products and services.

**Living independently together:** Millennials and their aging grandparents all say they want the same thing: independence. Brands can provide products and services that help adult children and elderly parents carve out some privacy and space to do their own thing.

**Care for the Sandwich Generation:** Boomers are getting squeezed in trying to accommodate the demands of the household's adult children and elderly parents. Appeal to these Boomers by helping to simplify their lives, take some of the burden off their shoulders and relieve their stress.



While many families came together because of the economy, they stayed together by choice. People expect stress from this arrangement, but they don't expect the benefits.”

—DONNA BUTTS, executive director of Generations United, “Multigenerational Households on the Upswing,” *The New York Times*, Dec. 13, 2013





## SILVER FAMILIES

More than ever, family is in flux among older generations. As people enjoy longer, healthier lives, they're more motivated to leave behind unhappy situations and forge new families.

Thanks to factors including longer average lifespans, people are taking a more positive view of aging—growing less likely to see middle and old age as a time when life slows down and more likely to re-evaluate the status quo and seize new opportunities. This helps to explain rising rates of divorce among Boomers.

Some in the new population of older singles are embracing solo living, often creating families out of friends, while others are starting new nuclear families. Families are shifting and re-forming as more people diverge from the traditional life path.



Historically, people have lived a linear life plan. ... You learned until, let's say, 20 years. Then you worked and raised your family for approximately 40 years, and then you rested. In that model, we were inclined to think of old people as people who were done, who were out to pasture. What's replacing the linear life plan is a cyclic life plan, in which people are continually reinventing themselves and trying new things. That erases a lot of the expectations for what you're supposed to do when and particularly the idea that once you reach 60, you've climbed to the top of your mountain and now the rest of your life you'll be descending. And so, this idea of reinvention."

—KEN DYCHT WALD, founder and CEO of Age Wave, Q&A with JWTIntelligence.com, Jan. 18, 2012

## DRIVERS

**Longer, healthier, more active lives:** With many more active years potentially ahead, more people are reluctant to resign themselves to unhappy situations. At the same time, fewer people are planning on traditional retirements, thanks to economic need, better health and greater interest in remaining active and challenged. (By 2020, a quarter of the U.S. workforce will be 55 or older, up from 13% in 2000, according to Stanford research.) Later decades are less apt to be viewed as a slower, quieter period of life.

**Sex and drugs:** Healthy sex lives now extend into later years not only because of better overall health but thanks to drugs like Viagra or Cialis for men and Osphena for women. Renewed sexual vitality contributes to family flux as “people rediscovering their sexuality seek new partners,” reports the Silver Century Foundation.

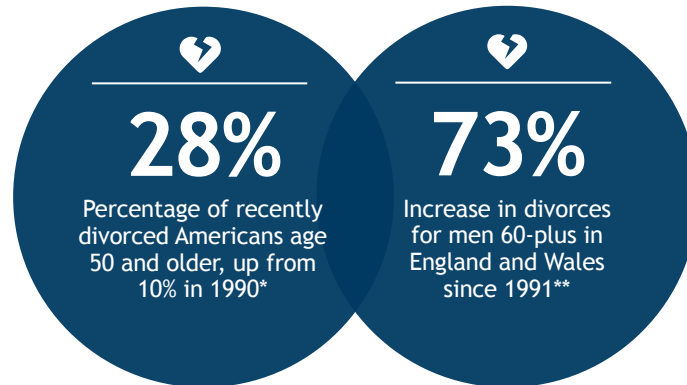


### GRAY DIVORCES

More people are getting divorced at an older age. In the U.S., the divorce rate for people over age 50 doubled between 1990 and 2012 even as the overall divorce rate dropped, according to the AARP. Some European countries are seeing a similar trend, and while divorce is not as common in Asia, there is some evidence of a bump in silver divorces.

Many Baby Boomers grew up in nuclear families where mothers didn't work or earned significantly less than fathers and parents stayed together "no matter what." But as more women gain economic independence and the stigma of divorce lessens, financial and social pressure to stay in unhappy marriages is dissipating.

"If late-life divorce were a disease, it would be an epidemic," said Jay Lebow, a psychologist at the Family Institute at Northwestern University, in a 2012 *AARP* magazine article on divorce.



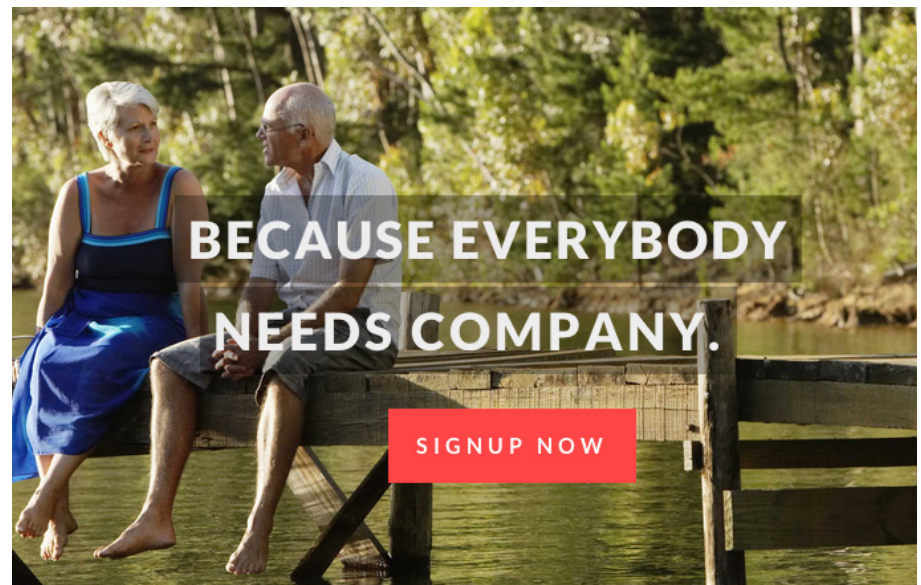
“Staying together ‘until death do us part’ is a bigger challenge than it used to be because we expect so much more of marriage than we did in the past, and we have so many more options when a marriage doesn’t live up to those expectations. ... If you are a healthy 65, you can expect another pretty healthy 20 years. So with the kids gone, it seems more burdensome to stay in a bad relationship, or even one that has grown stale.”

—STEPHANIE COONTZ, professor of history and family studies at The Evergreen State College, “Divorce After 50 Grows More Common,” *The New York Times*, Sept. 20, 2013

### SILVER DATING

With divorce rates climbing, many silver solos are getting back into the dating game. Online dating sites report a marked upswing in their Boomer-and-beyond clientele: After seeing an 89% increase in this cohort between 2005 and 2010, Match.com parent IAC launched OurTime.com for singles 50 and older in 2011. The over-50 set is also one of eHarmony's fastest-growing consumer segments. In the U.S., the AARP launched a dating site in partnership with How About We in 2013.

Stitch is a new service positioned as a way for “older adults” to find companionship—from romantic partners to activity partners and travel buddies. Explains Stitch: “As people age, their needs, wants and desires become very different from what they were when they were younger. Yet every dating site today is built around the same assumptions and modeled on how young people date and look for love.”



## SILVER DATING

(cont'd.)

In India, dating services such as SecondShaadi.com, targeted at singles who are divorced, widowed or “looking to start late in life,” have taken off. Silver Innings Matrimonial & Companionship was Mumbai’s first matchmaking agency exclusively for ages 50 and older when it opened in 2013.

Publications are offering Boomers advice on divorce, dating, sex and remarriage, including the AARP’s magazine *Zoomer*, a lifestyle publication for Canadians over 45, and Happen, Match.com’s online magazine.



**thegoodlonglife**

Curious, intelligent, entrepreneurial, hard-working, fun, and adventurous.

Her Story | Photos | Our History



Like

71 year old woman  
New York, New York, United States

Seeking: men 55-70  
Within: 50 Miles of New York, New York, United States

Relationship: Divorced  
Have kids: Yes, they live away from home (1)  
Want kids: No, but it's OK if my partner has kids  
Ethnicity: White / Caucasian  
Body type: Athletic and toned  
Height: 5'9" (175cms)  
Faith: I'll tell you later  
Smoke: No Way  
Drink: Social Drinker

See all 2 photos

Last year, a 71-year-old Martha Stewart announced on Today that she had created a Match.com profile.




**zoomer**

HOME HEALTH MONEY TRAVEL LIFESTYLE SEX & RELATING SPIRIT ARTS & ENTERTAINMENT

## FIVE KEY WAYS TO KEEP SECOND MARRIAGES ON TRACK

Diane Sewell | July 18th, 2014



**STARS & ROYALS**

**COURTNEY LOVE TALKS NEW KURT COBAIN BIOPIK**  
Courtney Love says a new biopic of her...

**ONE DIRECTION PLAN 'SQUEAKY CLEAN' MOVIE**  
One Direction's new movie will portray...

**CATHERINE ZETA-JONES 'A MESS' AFTER HUSBAND'S DIAGNOSIS**  
Catherine Zeta-Jones was a "mess" after...

More

### WEDDINGS

All this silver dating leads to more weddings, and increasingly these celebrations are full-blown affairs (as are the honeymoons).

Women ages 55-plus accounted for 5.2% of U.S. marriages in 2011, up from 2.6% in 2001, per Bowling Green State University's National Center for Family and Marriage Research. Among men 55-plus, the proportion rose from 6.6% to 7.9% over that 10-year span.

"Pensioners" helped to drive a rise in marriage rates in England and Wales in 2012, according to recent U.K. data. Among those aged 65 to 70, marriage increased by 25% year-over-year for men and by 21% for women.



An older bride searches for a wedding gown on *Say Yes to the Dress*



Only a few years ago, it was considered in poor taste for a bride over age 55, particularly if she had been previously married, to do things like wear a fancy wedding gown, rock out to a DJ at the reception or have the groom slip a lacy garter belt off her leg. But those days are gone: Older couples no longer are tying the knot in subtle ways.”

—“Older brides with fancy gowns, garter belts, DJs,”  
Associated Press, Aug. 22, 2013

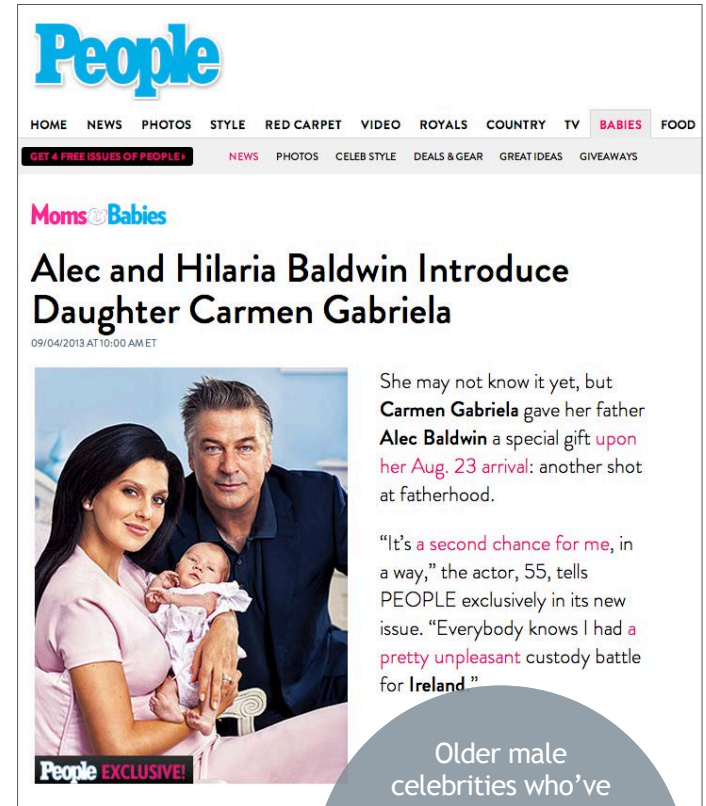
## BECOMING PARENTS AT AN OLDER AGE

As more people delay having children or move on to second families, older parents are becoming more common. Men in their 50s and even 60s with young kids—variously dubbed “start-over dads” or “second-time dads”—are increasingly common. In the U.K., the number of men age 50 or older fathering children increased 40% between 2001 and 2013.

With medical advances such as in vitro fertilization and egg freezing, as well as a growth in surrogate pregnancies, some women can now become mothers after 40 or even 50, allowing for new families later in life. In the U.K., pregnancy rates among women over 40 have doubled since 1990.



Shameless actress Tina Malone gave birth in 2013 at age 50.



She may not know it yet, but **Carmen Gabriela** gave her father **Alec Baldwin** a special gift **upon her Aug. 23 arrival**: another shot at fatherhood.

"It's a **second chance** for me, in a way," the actor, 55, tells PEOPLE exclusively in its new issue. "Everybody knows I had a **pretty unpleasant** custody battle for Ireland."

Older male celebrities who've become second-time dads, including actors Michael Douglas, Hugh Grant and Alec Baldwin, have extolled the joys of the experience.

### WHAT IT MEANS FOR BRANDS

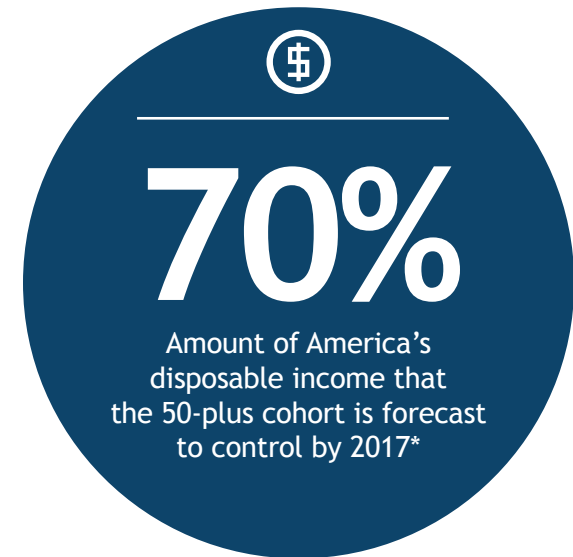
The world population is rapidly aging: WHO estimates that the percentage of people 60 and older will double by 2050, to 22%. New families will form as these people reconsider how they want to spend extended lives. Relatively few brands speak to this cohort, yet Baby Boomers and the older Silent Generation tend to be better off financially than younger consumers.

**Address social, single, silver consumers:** As gray divorces rise and more mature consumers rejoin the single life, marketers must understand that older people are increasingly single by choice and have different mindsets than their coupled counterparts. Brands can help bring singles together or help them celebrate their status. For instance, a commercial for Chevrolet's Camaro features an older couple about to go out on a date. The woman's middle-aged son notes, "Nice car," to which the man says, "Keeps me young." The couple turn young as they get into the car and speed off.

**Reflect today's reality, not yesterday's:** With more older people in the dating pool, grappling with new relationships or having kids rather than grandkids, marketers will need to move away from long-held stereotypes of how older consumers are living their lives.

**Target to life stage:** Brands are still adjusting to the idea that age no longer equates automatically with a particular life stage as more consumers divert from traditional life paths. New parents, for instance, may be decades older than the faces seen in typical marketing communications. Honeymooners may well be seasoned travelers celebrating a second or third marriage.

**Address financial concerns:** Typically having more assets, people who divorce and remarry after 50 have different financial concerns from other groups. Financial and legal marketers can proactively address these concerns by offering later-stage divorce services such as retirement fund splitting.

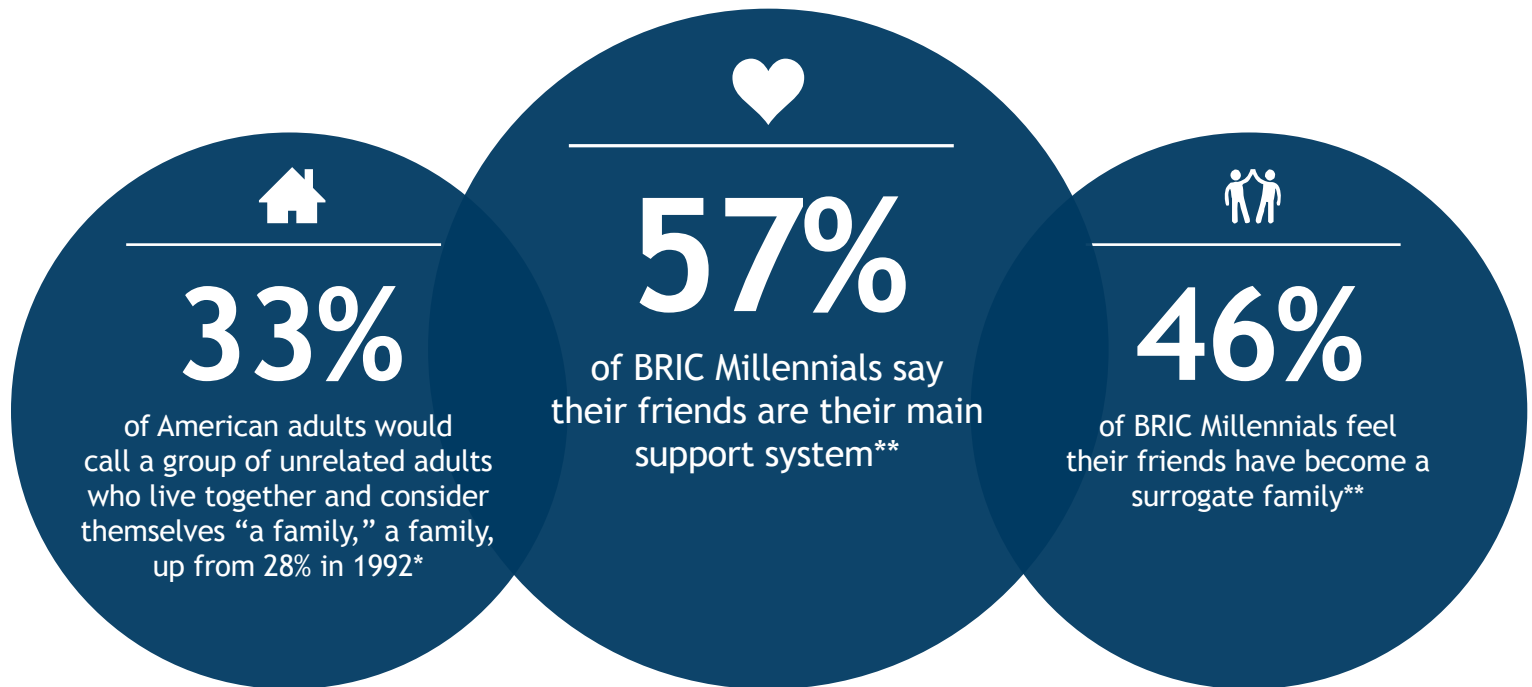




## FRIENDS AS FAMILY

Constantly connected to social networks but often physically distant from their families, urbanites are increasingly weaving together families out of friends.

Friends who serve essentially as family—which sociologists term voluntary or fictive kin—“often become central to one’s identity,” explains *New York Times* writer Natalie Angier, and “may provide a sense of belonging, as well as financial and emotional relief.” The need to seek stable sources of support is rising as traditional family structures decline and as urbanization leads to more scattered families.



### DRIVERS

**Urbanization:** As more young people gravitate to cities, especially in emerging markets, they're often leaving behind their families and forming close ties with like-minded friends. The friends-as-family lifestyle celebrated in the TV show *Friends* is becoming more common around the world.



Chinese web series *Planet Homebuddies* shows six white-collar Millennials living together in a Shanghai loft. Its theme song even comes from the songwriter responsible for *Friends*' "I'll Be There for You."



In India, where young people have traditionally lived at home with their parents, the TV show *Roomies* depicts a more modern scenario: Five young friends share a house, helping each other through career, dating and other dilemmas.

### DRIVERS (cont'd.)

**Solo living:** As outlined in the Solo Living section, more people are living alone—delaying, foregoing or leaving behind marriage—and lack the support structure that a traditional household provides.

**Mobile + social:** Social mobile tools make it easier for people to stay connected with friends, who often maintain a flow of communication throughout the day.

Messaging apps like GroupMe let groups create conversations and stay in constant contact.



### BRAND EXAMPLES

As more people forge families from their friends, they're remixing classic family traditions. For instance, some American Millennials, especially college students, are celebrating Thanksgiving with friends, dubbing the meal "Friendsgiving." Taco Bell held a 2013 Friendsgiving feast for some of its social media fans, who then tweeted and Instagrammed the affair.

Supermarket chain Whole Foods has offered tips on how to throw the best "friend-filled feast," and in 2012, Crate and Barrel released a "Friends&Giving" TV spot, highlighting the retailer's theme of combining "new" with "tradition."



Taco Bell held a "Friendsgiving" feast for some of its social media fans

### BRAND EXAMPLES

(cont'd.)

In India, a lighthearted campaign from mobile provider Airtel showed students hanging out and having fun together, asserting, “Every friend is important.”

One of Pepsi’s 2013 Chinese New Year ads spotlighted the stars of its main commercial talking about their ties to close friends. “Where there is love, there is family,” declares the ad. While Chinese New Year is focused on reuniting with “the family we were born to,” Pepsi reminds people to thank their “other ‘family’”—“the ones who have been with us throughout the year.”



In China, the one-child policy has helped forge tight bonds between female friends, since few women have sisters. A Baileys campaign shows best friends discussing their relationship. In one spot, TV host Zhu Dan and her manager, Jia Qua, mention a big fight they once had, which was resolved after Qua texted, “I really love you, do you love me?” Says Qua in a voiceover, “The first person I think of calling, whether happy or sad, is her. She’s always there for me. I think this is what sisterhood means.” Baileys also named April 17 a day to celebrate sisterhood (the date sounds like “I swear to be together” in Mandarin).



### BRAND EXAMPLES (cont'd.)

Brands are upgrading family plans by explicitly allowing friends to join in.

Indian telecom brand Airtel, for instance, offers Special 5, providing lower rates for communications with five subscribers of a customer's choosing. Marketing for Special 5 centers around friends, not family.

U.S. telecom Sprint's recent "Framily Plan" let customers add up to 10 people to their plan—the more people, the greater the amount saved. With the plan, "Friends are like family," explained a TV spot. Another ad showed a man deciding who would be in his Framily plan, choosing his daughters, his partner and members of his fantasy football league.

Several airline loyalty plans allow friends and family to pool points. Last year, JetBlue created a Family Pooling option; targeting students and other Millennials, the airline specified that biological ties are optional.



Per JetBlue's Family Pooling loyalty plan, "A 'family' is defined as a group of people united by a common affiliation. ... Everyone in the family counts."



### WHAT IT MEANS FOR BRANDS

**Appeal to the bonds of siblinghood:** From China to the U.S., urbanites are increasingly weaving together family-like groups in the years before they create their own nuclear families. In depicting young friends, brands can paint them as de facto sisters and brothers.

**Help forge new families:** To create new family groups, urbanites are seeking connection around shared interests. Brands can create services and experiences that facilitate these kinds of connections. Supper club startup Feastly, for instance, brings foodies together for dinners at cooks' homes. Last year, the Wine Apartment complex opened in Tokyo's upscale Shibuya neighborhood. Tenants have access to a shared wine cellar, as well as a sommelier who regularly visits the building.

**Facilitate group consumption:** Brands can reframe the idea of group consumption, shared services and loyalty programs to cater to people who are closer to friends than to biological family members. JetBlue's Family Pooling loyalty program, for instance, doesn't differentiate between friends and family.

**Enable moments of independence:** With many people packed together in urban areas, forming friendships and families on the fly, there will inevitably be moments when people need to break away or assert their independence. Products that allow people to find their own space will be valuable. For friends living together, fridges might have separate compartments for each inhabitant. Netflix is already doing something similar, allowing people who share the same account to create their own profiles.

**Think differently about traditions:** Major holidays like Thanksgiving, Christmas and Passover are often centered around the traditional biological family. Increasingly, though, these events can be a time for community among friends, especially those living far from their families and unable to convene.

## MEET THE NEW FAMILY

### APPENDIX MORE ABOUT OUR EXPERTS/ INFLUENCERS



**Stephanie Coontz, professor of history and family studies, The Evergreen State College**

Coontz teaches at The Evergreen State College in Olympia, Wash., and serves as director of research and public education at the Council on Contemporary Families. She has written seven books on marriage and family life, testified about her research before Congress, and is a frequent guest columnist for *The New York Times* and CNN.com.



**Bella DePaulo, social scientist and author of *Singlism***

DePaulo, a project scientist at UC Santa Barbara, is an expert on single life. She is the author of books such as *Singled Out: How Singles Are Stereotyped, Stigmatized, and Ignored and Still Live Happily Ever After* and *Singlism: What It Is, Why It Matters, and How to Stop It*. She also writes the “Living Single” blog for *Psychology Today*.



**Kathy Sheehan, EVP and general manager, GfK Consumer Trends**

Sheehan joined GfK in 2001 and currently has global responsibility for all of GfK’s consumer trends services, including Roper Reports Worldwide, Roper Reports U.S. and the Roper Green Gauge studies of consumers and the environment. Previously, Sheehan was associate director of customer knowledge at OgilvyOne Consulting and held several roles at The Columbia House Co. She received an M.B.A. in international business and marketing from the Zicklin School of Business and an M.A. in international political economy from NYU.



**Kit Yarrow, professor of psychology and marketing, Golden Gate University**

Yarrow chairs the psychology department at Golden Gate University in San Francisco and is a jointly appointed professor of both psychology and marketing. Her ability to apply clinical psychology to the field of behavioral economics has won her four endowed research professorships and recognition as the 2012 Outstanding Scholar of Golden Gate University. Yarrow is co-author of *Gen Buy: How Tweens, Teens and Twenty-Somethings Are Revolutionizing Retail* and author of *Decoding the New Consumer Mind: How and Why We Shop and Buy*.

## MEET THE NEW FAMILY

### THANK YOU

**JWT:** JWT is the world's best-known marketing communications brand that has been inventing pioneering ideas for the past 150 years. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries, employing nearly 10,000 marketing professionals. JWT consistently ranks among the top agency networks in the world and continues a dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content today. For more information, please visit [www.jwt.com](http://www.jwt.com) and follow us @JWT\_Worldwide.

**JWTIntelligence:** JWTIntelligence is a center for provocative thinking that focuses on identifying shifts in the global zeitgeist. Its aim is to bring the outside in—to help inspire ideas beyond brand, category and consumer conventions—and to identify emerging opportunities so they can be leveraged for business gain. As a part of JWT, the world's best-known marketing communications brand, JWTIntelligence has conducted trends research and analysis across categories and geographies for nearly a decade. For more information, please visit [www.jwtintelligence.com](http://www.jwtintelligence.com) and follow us @JWTIntelligence.

## JWT INTELLIGENCE

466 Lexington Avenue  
New York, NY 10017

[www.jwt.com](http://www.jwt.com) | [@JWT\\_Worldwide](https://twitter.com/JWT_Worldwide)  
[www.jwtintelligence.com](http://www.jwtintelligence.com) | [@JWTIntelligence](https://twitter.com/JWTIntelligence)  
[www.anxietyindex.com](http://www.anxietyindex.com) | [@AnxietyIndex](https://twitter.com/AnxietyIndex)

### MEET THE NEW FAMILY

Written by	Will Palley Allison Kruk
Edited by	Marian Berelowitz
Proofreader	Hallie Steiner
Fact checker	Gregorio Londono
Contributor	Tony Oblen
Design	Peter Mullaney

### CONTACT:

**Marian Berelowitz**  
Editorial Director  
212-210-7378  
[marian.berelowitz@jwt.com](mailto:marian.berelowitz@jwt.com)  
[@melonbee](https://twitter.com/melonbee)

**Will Palley**  
Trends Strategist  
212-210-7225  
[william.palley@jwt.com](mailto:william.palley@jwt.com)  
[@wpalley](https://twitter.com/wpalley)