

They're not all the same' - single sub-groups

Contributed by MINTEL
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Men aged 25-40 What they like best about being single:

Making own decisions about how to spend money (71%)
Freedom to come and go as I please (66%)
Eat what I like, when I like (34%)
Making own decisions about how home looks (31%)
Enjoy own company (30%)
What they like least:
Not enough sex (27%)
No-one to talk to about everyday things (26%)
People assuming I want a partner (24%)
Not enough hugs (23%)
Eating out, leisure activities without a partner (20%)

Women aged 25-40

What they like best about being single:

Making own decisions about how to spend money (69%)
Freedom to come and go as I please (65%)
Making own decisions about how home looks (52%)
Sense of achievement from coping alone (36%)
Enjoy own company (30%)
What they like least:
People assuming I want a partner (36%)
Having to provide for myself financially (34%)
Dealing with children's day-to-day needs alone (31%)
No-one to talk to about everyday things (30%)
Worry about future finances (30%)

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