

## Marketing to Non-Traditional Parents - US - September 2013

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“Non-traditional parents face the same challenges as traditional parents in providing for their kids and doing so in the most cost-effective ways possible. Marketers can acknowledge non-traditional families and the fact that their family settings have become more common by including them in advertising.”  
– Gretchen Grabowski, Travel & Leisure Analyst

### This report looks at the following areas:

- How many parents are non-traditional?
- Non-traditional parents' approaches to shopping for their kids
- How parents address children's health and personal care
- How children and families spend leisure time
- Non-traditional parents' perception of marketing to families

Non-traditional parenting has become more common in the U.S. as societal norms have shifted. Some 20.9 million children in the U.S. live in single-parent households as of 2012, representing some 28.3% of all children. Among non-traditional couples, nearly 40% of opposite-sex, unmarried couples say they are raising children together, along with about 16.4% of unmarried, same-sex couples as of 2011. These shares stand to increase as more states legalize same-sex marriage and allow joint income tax filing, making it easier for same-sex couples to adopt. Non-traditional parents' expectations of marketers, retailers, and service providers vary by type of parent, the household setting in which they are raising children, and even whether these parents share their children's race. However, all of them are likely to be drawn to the brands and companies that do the most to recognize the unique challenges of non-traditional parenting and incorporate their families into marketing initiatives.

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Shopping for children's school supplies

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