

# ***WHAT ARE THEIR CONSUMER HABITS?***



**Women's Voices  
Women Vote.**

**Consumer habits are defined by purchasing power, and unmarried Americans tend to have less purchasing power than married Americans.**

# FAST FACTS

## WHAT ARE THEIR CONSUMER HABITS?

	UNMARRIED	MARRIED
<b>MADE A PURCHASE OVER THE INTERNET IN THE PAST 12 MONTHS</b> (Scarborough USA, 2006) *voters only	44.5%	53.1%
<b>HAS LIFE INSURANCE</b> (Scarborough USA, 2006) *voters only	63.5%	78.8%
<b>OWNS...</b> (Pew Media Consumption survey, 2006)		
<b>A DVD PLAYER</b>	81.6%	90.9%
<b>A CELL PHONE</b>	64.7%	81.6%
<b>A DIGITAL VIDEO RECORDER/ TIVO</b>	18.9%	26.6%

# FAST FACTS

## WHAT ARE THEIR CONSUMER HABITS?

	UNMARRIED WOMEN	MARRIED WOMEN
<b>MADE A PURCHASE OVER THE INTERNET IN THE PAST 12 MONTHS</b> (Scarborough USA, 2006) *voters only	38.3%	
<b>HAS LIFE INSURANCE</b> (Scarborough USA, 2006) *voters only	56.2%	
<b>OWNS...</b> (Pew Media Consumption survey, 2006)		
<b>A DVD PLAYER</b>	79.1%	91.6%
<b>A CELL PHONE</b>	65.4%	84.1%
<b>A DIGITAL VIDEO RECORDER/ TIVO</b>	16.6%	23.0%

# SUMMARY

## WHAT ARE THEIR CONSUMER HABITS?

- *The top household items purchased by both voters and non-voters are household maintenance items.*
- *Married voters are more likely than unmarried voters to have life insurance, who are, in turn, more likely to have life insurance than unmarried non-voters. The percentage of unmarried Latinos with life insurance is very low.*
- *Automobile ownership is much more common among married voters than among unmarrieds. The highest car-owning/leasing rate for unmarrieds is found among whites and voters.*

# SUMMARY

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## **WHAT ARE THEIR CONSUMER HABITS?**

### **Online buying**

- ***Unmarried adults citizens purchase considerably less over the Internet than married adults do, again reflecting their lower income levels. Unmarried women buy less than men.***
- ***Unmarried voters purchase more online than non-voters, and younger and white unmarrieds purchase more than other groups. The online buying rate for unmarried seniors is very low.***
- ***While unmarried voters use the Internet most to buy travel-related items, unmarried non-voters are more likely to use it for buying clothing and accessories.***

# SUMMARY

## **WHAT ARE THEIR CONSUMER HABITS?**

### **Unmarried women**

- ***Unmarried women are similar to unmarried men both in their frequency of household item purchases and the types of items they buy.***
- ***Unmarried women buy online less than men do. Their top Internet purchases are clothing and accessories.***
- ***Women are about as likely as men to have life insurance, but Latinas have very low rates of life insurance coverage.***
- ***Car owning or leasing for unmarried women is considerably less than for unmarried men.***
- ***Most unmarried women own DVD players and cell phones, but in general, they have fewer electronic products than unmarried men.***

# *Unmarried non-voters intend to buy more high-ticket items in the next 12 months than unmarried voters do.*

## TOP ITEMS INTEND TO PURCHASE IN THE NEXT 12 MONTHS

### UNMARRIED VOTERS

- Furniture – 12.1%
- Digital camera – 9.3%
- Mattress – 8.9%
- Computer – 8.3%
- Major appliance – 7.5%
- High Definition Television (HDTV) – 5.9%

### UNMARRIED NON-VOTERS

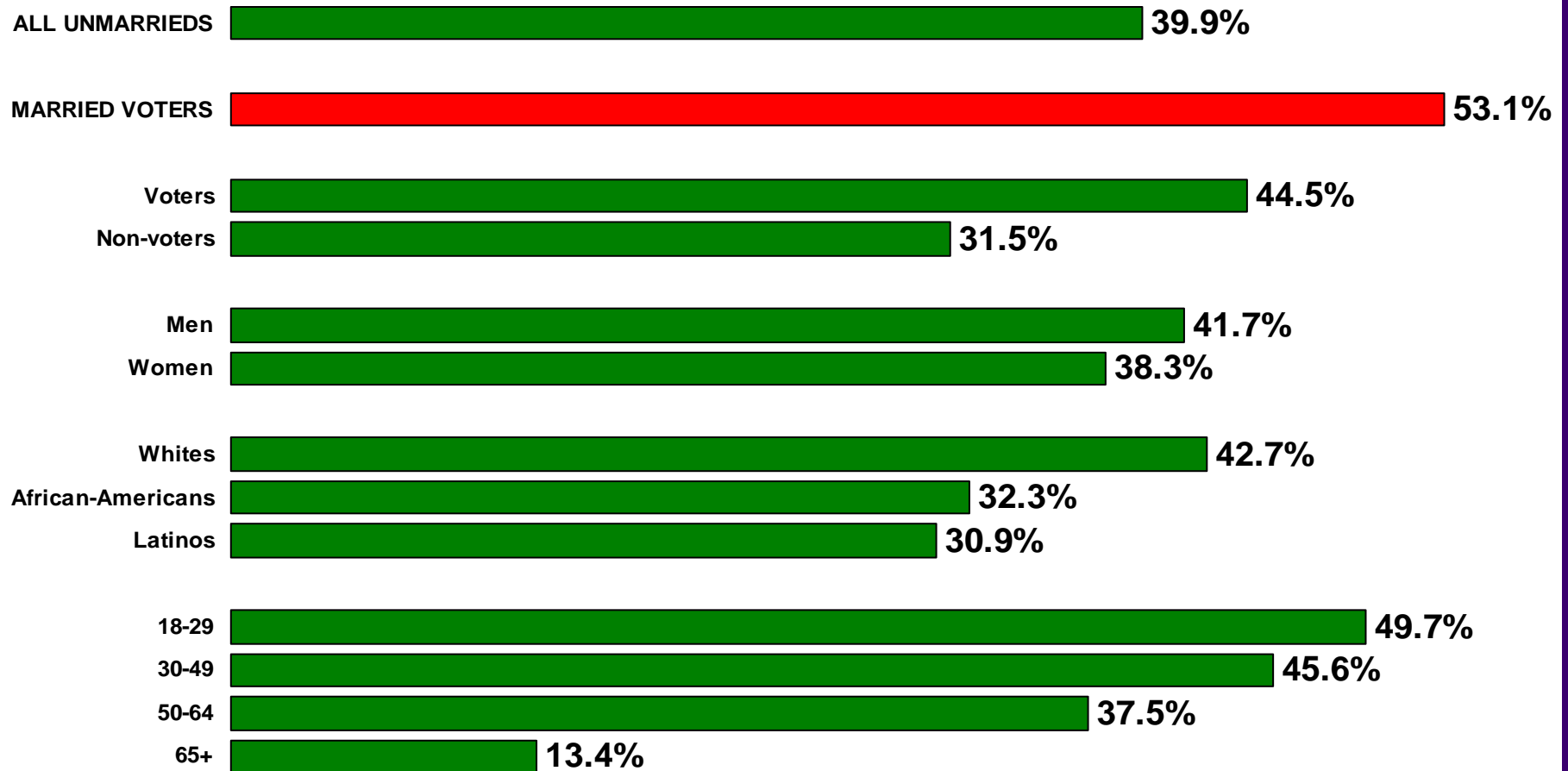
- Furniture – 13.7%
- Computer – 11.1%
- Digital camera – 10.7%
- Mattress – 10.0%
- Wireless/cellular service for self – 7.4%
- Major appliance – 7.2%
- MP3 player (iPod, etc.) – 6.7%
- High Definition Television (HDTV) – 5.9%
- DVD player – 5.6%
- Video game system – 5.0%

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried Americans shop often on the Internet, but less often than married Americans. Unmarried women are slightly less likely than unmarried men to shop on the web.*

### ANY INTERNET PURCHASES IN THE PAST 12 MONTHS



Scarborough USA, 2006

Unmarried America, 2007



***Unmarried voters are much more likely than unmarried non-voters to shop on the Internet. While unmarried non-voters choose clothing first, unmarried voters look for travel related material.***

### TOP ITEMS PURCHASED ON THE INTERNET IN THE PAST 12 MONTHS

#### UNMARRIED VOTERS

- Airline tickets – 18.2%
- Books – 18.1%
- Clothing & accessories – 17.8%
- Other travel reservations (hotels, auto rental, etc.) – 12.1%
- CDs, tapes, or other music – 11.7%

#### UNMARRIED NON-VOTERS

- Clothing & accessories – 12.2%
- Books – 10.6%
- Airline tickets – 9.9%
- CDs, tapes, or other music – 8.1%

Scarborough USA, 2006

Unmarried America, 2007

*The most popular on-line purchases for unmarried women are clothing and accessories; they purchase these at the same rate as unmarried men. For most other popular items, men buy at a higher rate than women.*

## TOP ITEMS PURCHASED ON THE INTERNET IN THE PAST 12 MONTHS

### UNMARRIED WOMEN

- Clothing & accessories – 17.8%
- Books – 15.6%
- Airline tickets – 14.8%
- Other travel reservations (hotels, auto rental, etc.) – 9.4%
- CDs, tapes, or other music – 9.3%

### UNMARRIED MEN

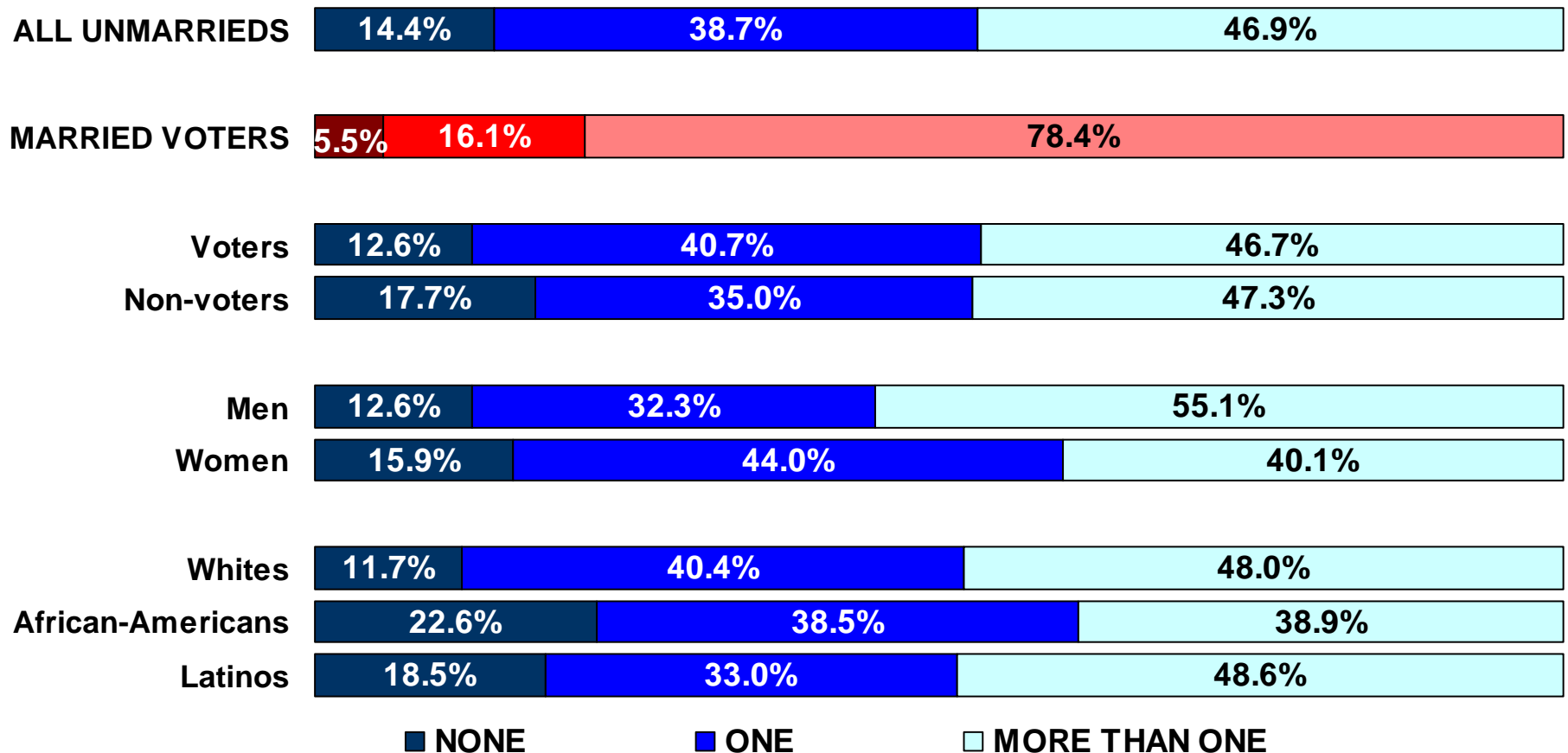
- Books – 20.2%
- Airline tickets – 19.2%
- Clothing & accessories – 17.8%
- CDs, tapes, or other music – 15.9%
- Computer hardware/software – 15.3%
- Other travel reservations (hotels, auto rental, etc.) – 13.2%

Scarborough USA, 2006

Unmarried America, 2007

*Unmarried Americans are less likely to own or lease a car – and much less likely to own or lease more than one car – than married voters. The lowest rates of car owning/leasing are found among African-Americans, Latinos, non-voters, and women.*

### CARS OWNED OR LEASED BY HOUSEHOLD



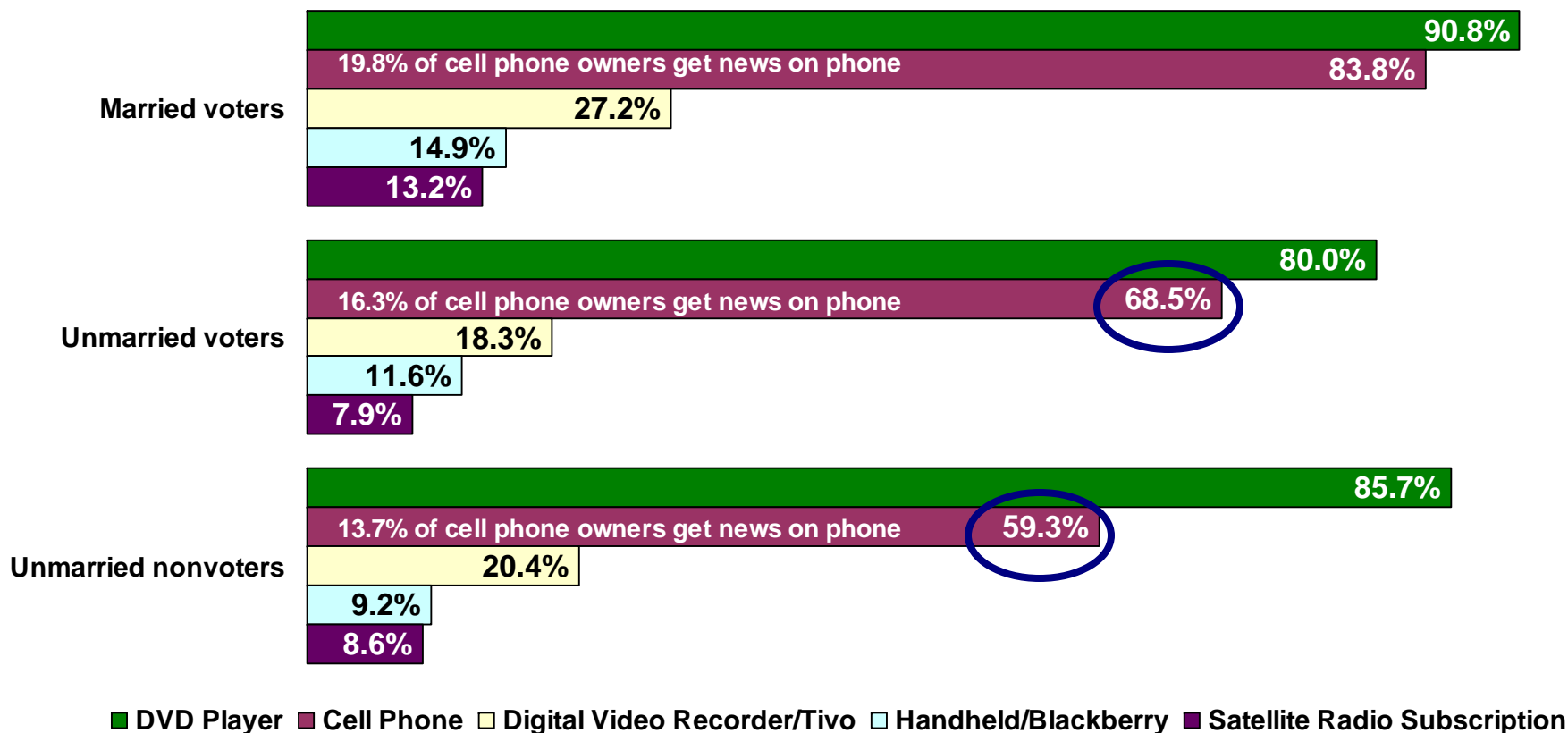
Scarborough USA, 2006

Unmarried America, 2007



**Cell phone text-messaging is becoming a quick and viral way to spread information from one person to the next, but unmarried voters are less likely than married voters to have a cell phone.**

**"Do you own a...?"**



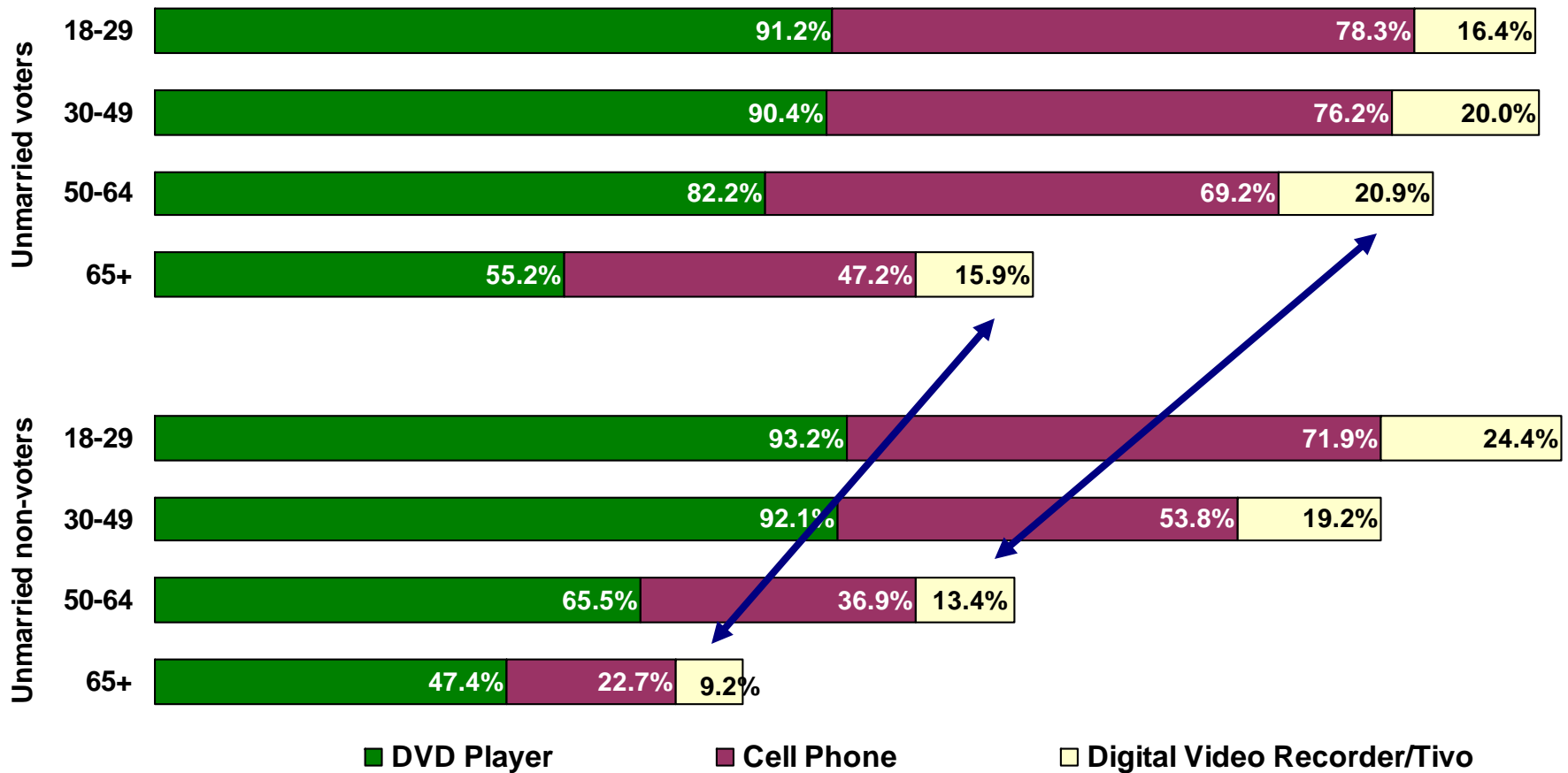
Pew Media Consumption survey, 2006

Unmarried America, 2007



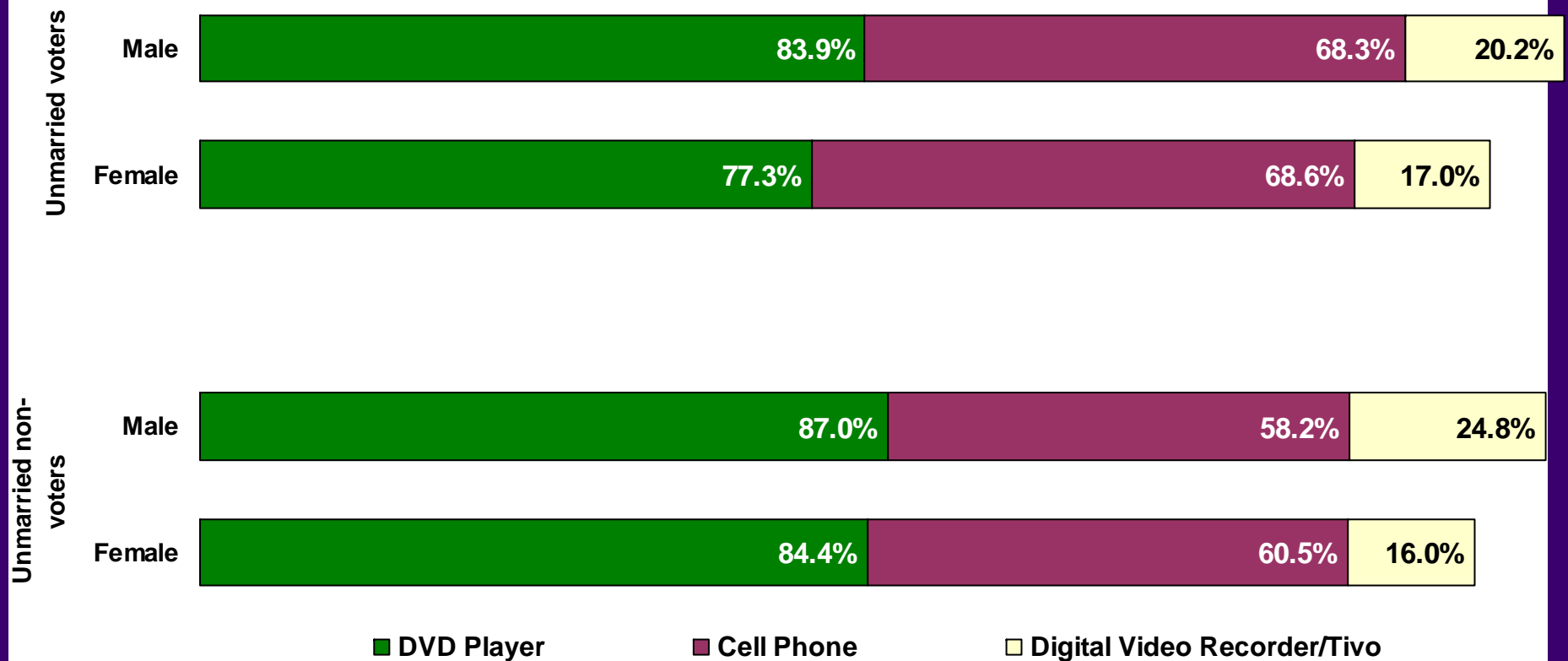
**Younger voters have the most electronics. While there is no difference in owning electronics between unmarried voters and non-voters under 30, middle-aged voters are somewhat more likely to own these devices than their non-voting counterparts are. This difference is even more pronounced among seniors.**

**"Do you own a...?"**



*Unmarried voting women purchase fewer electronic items than unmarried men do. There is no serious gender gap among non-voters, but Tivos and video recorders are more popular among non-voting men.*

"Do you own a...?"



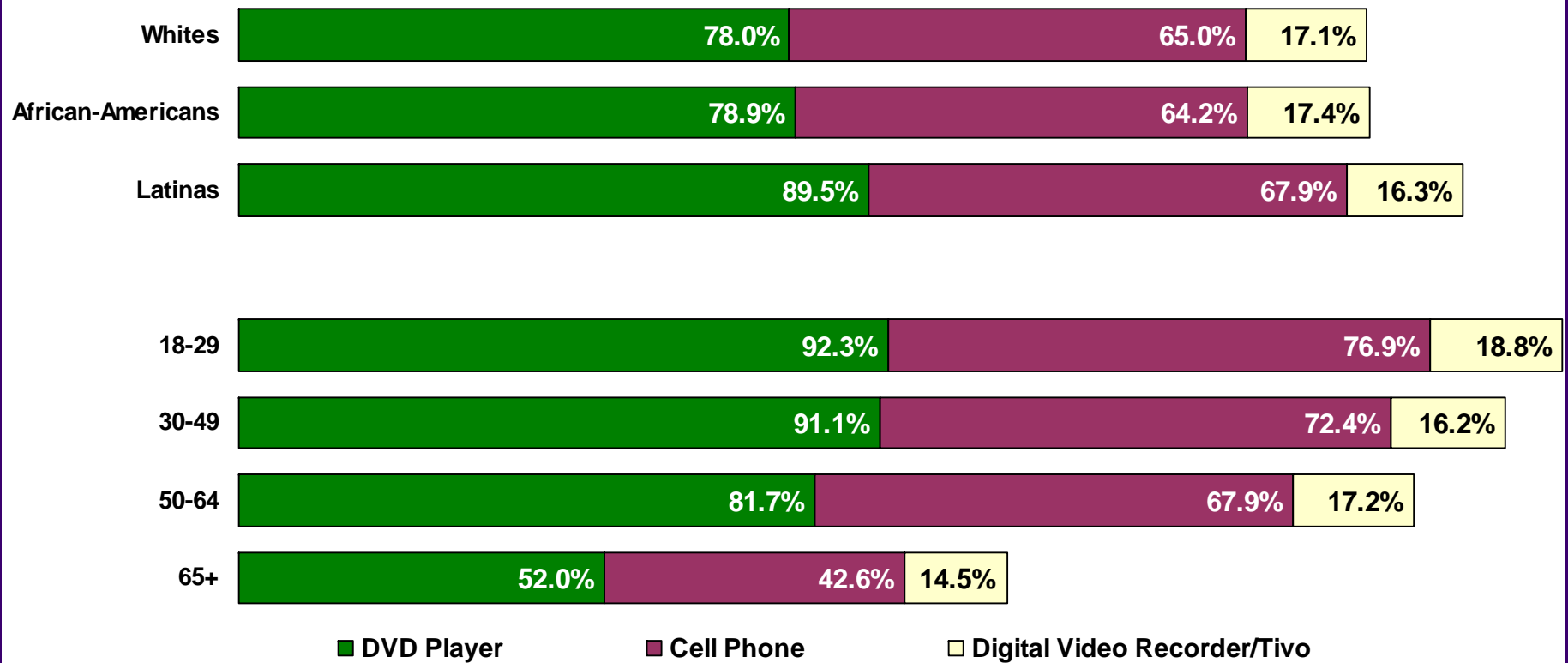
Pew Media Consumption survey, 2006

Unmarried America, 2007



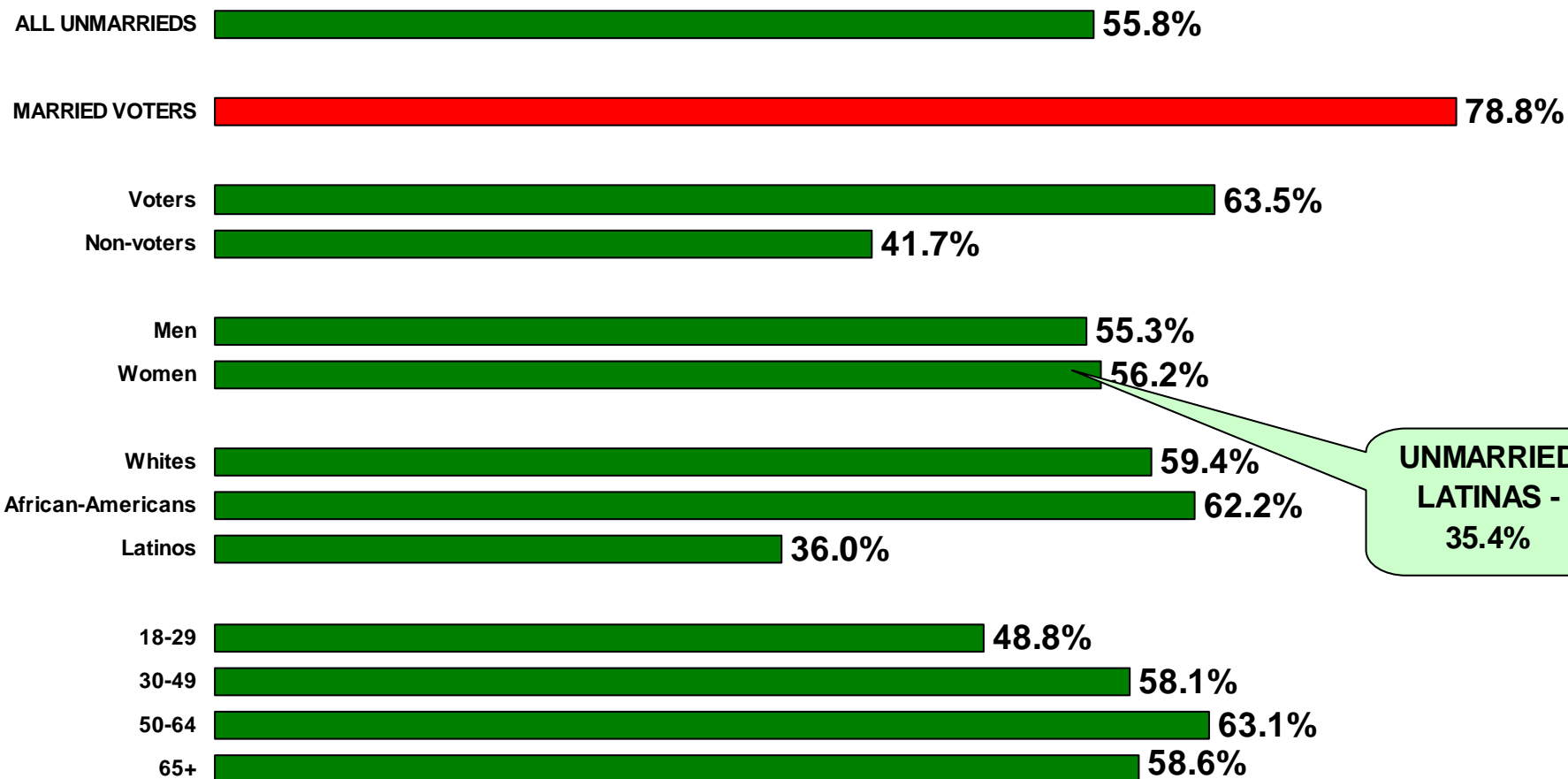
**Unmarried Latina women are more likely than their white and black cohorts to own cell phones and DVD players. Younger unmarried women are more likely to own major electronic items. There is a very sharp drop-off in ownership after age 65.** 15

**"Do you own a...?"  
UNMARRIED WOMEN ONLY**



*Unmarried voters are far less likely than married voters to have life insurance. There is little difference between unmarried men and women, but barely more than one-third of Latino unmarried women have life insurance. Unmarried voters are much more likely than non-voters to have coverage, and less than half of unmarrieds under 30 are covered.*

### HAS LIFE INSURANCE



**UNMARRIED LATINAS - 35.4%**



Scarborough USA, 2006

Unmarried America, 2007

