



UNATTACHED AND UNCOMPROMISING: TRENDSPOTTER STUDY INTRODUCES THE NEW TWENTYSOMETHING WOMAN

JWT Worldwide survey identifies the “Atalanta” as a target group that’s pushing back the schedule for marriage and family to enjoy the “me” years

NEW YORK – March 15, 2007 – More than a quarter of today’s single twentysomething women say they would have children without a partner, according to a study released today from JWT. The openness to single motherhood is part of a trend toward growing independence and unwillingness to compromise revealed in the nine-country study of unmarried women in their 20s.

Commissioned by JWT—the largest advertising agency in the U.S. and the fourth largest in the world—the study surveyed a random and representative sample of almost 6,000 single women. Millward Brown conducted the quantitative study.

JWT describes this increasingly prevalent, important and influential twentysomething woman—who is independent, educated, upwardly mobile and in no rush to wed—as an Atalanta. In Greek mythology, Atalanta broke with convention and refused to settle down until she finished her education and saw the world; when Atalanta finally did marry, it was on her own terms.

“Today’s strong-willed single twentysomething is a contemporary Atalanta,” says Ann Mack, director of trendspotting at JWT. “She’s a huntress—especially when it comes to her personal, professional and sexual pursuits—and an adventurer, experimental and exploratory in nature.”

The Atalanta is not about eternal solitude, however—far from it. “The 20s are now truly a woman’s ‘me’ years,” says Marian Salzman, executive vice president, chief marketing officer at JWT. “It’s about sampling life and love.”

Five Atalanta Trends

Five of the trends the study reveals about the Atalanta woman:

1. Single motherhood by choice will become more common

Not so long ago (and in many places still), it was not possible for an unattached woman to deliberately plan to have a child. But that has changed significantly: A quarter of respondents (26%) say they would have children without a partner. Though most of these women will not go on to have a child on their own, their openness to the idea indicates that single mothers by choice will become a growing niche in the next five to 10 years.

2. I want Hillary ... or someone like her ... and my SATC ... or something like it

High-profile female role models are seen as a key factor enabling female independence, with the strongest agreement on this coming from the U.S., Australia, Mexico and China. “Media-friendly attitudes toward women” are also seen as a strong enabling factor contributing to female independence, and specifically “media portrayal of single women (e.g., *Sex and the City*).” Though *Sex and the City*’s finale aired three years ago, Atalantas continue to look for a comparable replacement that not only reflects their reality but influences it. They also look for role models who are passionate, dedicated and even obsessive about achieving their goals, like U.S. Senator and presidential hopeful Hillary Clinton.

3. They’re nesters, not nightclubbers

Living a life in constant motion, Atalantas seek refuge in the home. Their key challenge is finding a balance as they juggle work and/or school, family, friends, relationships, fitness and entertainment. Many feel they have little time to sit back and relax. It’s no surprise, then, that twentysomething women are more inclined to describe themselves as home-loving than clubbers.

4. The power of peers prevails

Atalantas look to their peer networks, both real and virtual, for advice on everything from cars to cosmetics to clothing. According to the survey, Atalantas emerge as almost equally balanced between career-minded and friend-focused. And at this stage in their lives, they tend to live with others from their peer group, especially in the U.K. (42%) and Australia (35%), where “flat sharing” is part of the culture.

5. Flirting with extremes

This population feels a push-pull between living a life of free-floating exploration and one dedicated to getting ahead unencumbered. Their personalities tend not to veer to one extreme or the other: They are carefree and spontaneous one minute, responsible and thoughtful the next. Respondents describe themselves as slightly more “anything goes” than the more controlled “maintaining standards,” but at the same time they believe themselves to be somewhat more organized than impulsive.

About JWT

JWT ranks as the largest advertising agency brand in the United States and as the fourth largest full-service network in the world. Its parent company is WPP (NASDAQ: WPPGY). JWT’s heritage of brand-building excellence extends back to 1864, making us the world’s oldest advertising agency brand. In 1939, JWT pioneered the first national consumer research panel. In 1988, we created the first research study of consumer lifestyles, “Lifestages.” We believe in being anthropologists first, advertising people second.

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