



Celebrating five years of Families@Home

As our Families@Home project reaches its fifth anniversary, we’re continuing to take a holistic, retrospective, and future-focused approach to understanding modern family life.

Over the past five years, F@H has explored themes such as Generation Alpha’s brand engagement and the cost-of-living crisis. For this milestone edition, we broaden our lens, investigating family dynamics, child development, and household decision-making.

This is just a taster of our findings, we’d love to take you through the wider insights!

👉 Please get in touch at info@redcresearch.co.uk

Key topics explored in the report

How are families feeling	Mental health	Cost-of-living	Lasting impact of COVID
Family activities	Social media	Connecting with brands	Future forecast



📱 Social media & screentime

- Social media is a constant source of stress for parents.
- 2 in 3 worry that their children are exposed to harmful content on social media/ online, regardless of age.
- However, it remains key for young people’s discovery of new trends, entertainment and socialising.



❤️ Spending quality time together

- Everyday joy is found in the feeling of togetherness.
- Families are returning to the cinema as a favourite ‘day out’.
- Trusted/longstanding IP’s and family-friendly shows are preferred, an opportunity to spend time together.
- Despite competing digital pulls, children are anchored by connection, rituals, and play.



💛 Brand connection

- Brands that win tap into affordability, passions, and digital lives, fueling creativity and fandom.
- Children are drawn to digital games where they can express their creativity.
- Gen Alpha isn’t homogenous: there are different trends and needs as they grow.

✨ Get in touch to find out more! ✨
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