



## 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.



For this milestone edition, we broaden our lens, investigating family dynamics, child development, and household decision-making.

### Key topics explored in the report

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

### Social media and screentime

Social media is a constant source of stress for parents, with 2 in 3 worried that their children are exposed to harmful content on social media/ online, regardless of age. It remains, however, 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, often seen as 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, fuelling 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

Book a complimentary overview of the full report today:  
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