



FAMILIES@HOME 2026

A STUDY OF MODERN FAMILY LIFE IN THE UK

SEPTEMBER 2026



CONTENT

Our 2026 Families@Home report covers a **wide range of topics**:

- General context
- Social media ban
- Media and content
- Role of brands in families lives
- Financial confidence
- Food habits
- ... And many more!

This short report aims to showcase a few key findings from the research.
If you're interested in seeing the full report, please get in touch with the team:

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Foreword: Understanding modern family life

“

Family life has always been a balancing act, but right now it feels like there's **more to juggle than ever before**. Making budgets stretch, managing children's digital lives, finding time together and giving kids the freedom they need as they grow up are all part of the day-to-day reality for families.

That's what makes Families@Home so fascinating for us. It gives us a chance to **step inside family life and understand what's really changing**, but also what **continues to matter**.

This year, we've seen families making increasingly considered choices about **where they spend their money, time and attention**, while looking for simple ways to connect and enjoy being together. For brands, there's a real opportunity to understand those pressures and priorities, and think about how they can play a **genuinely useful and relevant role in family life**.

We hope this snapshot of our 2026 research gives you a flavour of what we've been hearing and, most importantly, **gets you thinking about what it could mean for your brand**. We have **lots more to share**, so **please get in touch if you'd like to find out more!**

Cat Hunter
Director, RED C Research





Families@Home takes a holistic and future-focused approach to understanding modern family life



QUALITATIVE

In this wave, we spoke to...

9

families, two of whom have been with us since the beginning

This wave we heard from

19

children, aged 4-15

- Both mums & dads
- Regional spread across the UK
- Diverse households in terms of:
 - Ethnicity
 - Social grade
 - Household structure
 - Neurodiversity



QUANTITATIVE **.YONDER**

We also partnered with Yonder's omnibus study, speaking to

n=2,084

nationally representative adults

As part of this we heard from

n=491

Parents of kids aged 0-18

- Both mums & dads
- Regional spread across the UK
- Diverse households in terms of:
 - Ethnicity
 - Age of child
 - Household structure



Financial resilience is being tested as rising costs erode families' sense of security

82%

Agree that 'getting good value for money has become increasingly important' to them

vs 86% for non-parents

Day-to-day cost of living is increasingly hard maintain

- Challenge maintaining quality of life
- Huge outgoing expenditure
- Rising food bills (greater use of discount supermarkets)
- Cutting out little luxuries (i.e. buying coffee out!)

66%

Prioritise quality over quantity when it comes to purchases or experiences

vs 66% for non-parents

Big - and necessary - financial expenses use up families' savings buffers

- Big holidays to see family abroad
- Renovations
- High mortgage rates (and looming mortgage rate increases)
- Feeling like there's no buffer



Income is just **not keeping pace with the cost of living** and raising a family

- Dad of girls aged 12 and 10



As budgets tighten, the family meal is gaining value beyond nutrition: it is an **affordable way to create connection, participation and shared experiences**

“ We used to eat separately more often but now [we're] trying hard to eat with the children earlier. It means they are cooking with us more and trying more things

Parent of children aged 12, 10 & 8

“ We have tried hard to eat two family meals a week together... and have made efforts to continue

Parent of children aged 8, 6, 4 & 1

The 'why' of the social media ban is widely accepted by parents



71%

Support the social media ban*

vs 65% for non-parents (significantly lower)

Highest amongst parents of under 10s (76%)

67%

Believe that the social media ban will help
protect young people from
seeing inappropriate content and trends

vs 56% for non-parents (significantly lower)

Highest amongst parents of 1-4 and 9-12 (74%)

56%

Feel that social media/online
has a negative impact
on their child's/children's wellbeing

In line amongst all ages



Parents recognise the importance of developing financial literacy early in life

85%

Financial confidence is an important life skill that I want to teach my child/ children

Parents **explain the cost of everyday items** and encourage their children to compare prices, save for things they want, and **distinguish between needs and wants**

Parents feel these experiences **teach children valuable skills**, helping them develop good attitudes towards money and prepare them for managing their finances independently in adulthood

Some parents involve their children in budgeting conversations, creating awareness of the financial discussions and decision-making that goes on within the family

“ I talk to them about the daily budget e.g. when at the beach yesterday. We have £10 between us to each buy an ice cream – what are our options?

Mum of kids aged 6 and 8

“ We explain to them the costs of things and prioritising

Mum of boys aged 11 and 15

Kids' viewing is stretching in three directions: play, escape and togetherness



Safe, play-related

For younger kids, parents like titles that are directly related to the toys kids are playing with – they encourage further play and imagination away from screen time



Other worldly

Older kids look to genres and titles that provide escapism and fantasy. Strong lead characters are inspiring and relatable

Anime continues to rise in popularity as kids are drawn to a unique format, with engaging visuals and an endless variety of storylines to choose from



Co-viewing

Event viewing as families is really valued as meaningful time together. Regular viewing of shows like Gladiators, Match of the Day, Race Across the World and The Traitors.

Big TV moments like Eurovision offer opportunities for families to plan evenings together with excitement

As children get older, they're enjoying their newfound freedom

"What is the best thing about being your age?"

“ I can **go out without my parents** and meet my friends to bike, fish and scoot
- Boy aged 11

“ Freedom to go out with my friends
- Boy aged 12

“ I like Year 5 and I'm **allowed to do stuff without Mum and Dad** like take my brother on a bike ride
- Boy aged 10

“ I can **go to the park on my own** or with my 6 year old brother
- Boy aged 8

“ I'm allowed to go **swimming without a grown up** at the caravan now I'm 8!
- Boy aged 8





GET IN TOUCH FOR THE FULL REPORT

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