

AZARIA

HARNESSING PARENT POWER SINCE 2004

Family Report 2022

Annual research from specialist marketing agency Azaria reveals latest mindset of the UK family

2,239 number of UK parents surveyed by Mumsviews

11% currently pregnant

89% have children 10 or under

THE BIGGER PICTURE

86% have seen a notable rise in living costs

“The vast majority of people are experiencing rising living costs.”

44% said their family life is positive, whilst 52% said it is a mix of both positive and negative

75% said they love brands that care for the environment

“Families care about the environment more than ever before and actively seek brands that align with their values.”

SHOPPING

71% do less than a third of their shopping on the high street

53% say they don't feel loyal to specific brands

82% sometimes or always actively look to support small/local businesses

44% said that free delivery is a key factor when online shopping

“There are opportunities to create and enhance brand loyalty through good marketing, whilst the love for smaller and local business is growing.”

DIGITAL LIFE

56% said they use social media more this year than last

70% have concerns about their children and social media

61% sometimes purchase after seeing social ads

The increased negative impact of social media

26% this year

last year 22%

“Investing in digital marketing and social media remains key for brand-building and sales-driving, following a continued surge in families' online activities.”

“As we head into our third year of living with the pandemic, it is not a surprise to see that our UK families are relying on social media and digital marketing more than ever. Our research shows that 2022 could be seen as a ‘tipping point’ where shoppers are now actively seeking/choosing products and brands that align with their values as they look to preserving our planet for future generations.”

AMBER STEVENTON MANAGING DIRECTOR

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