

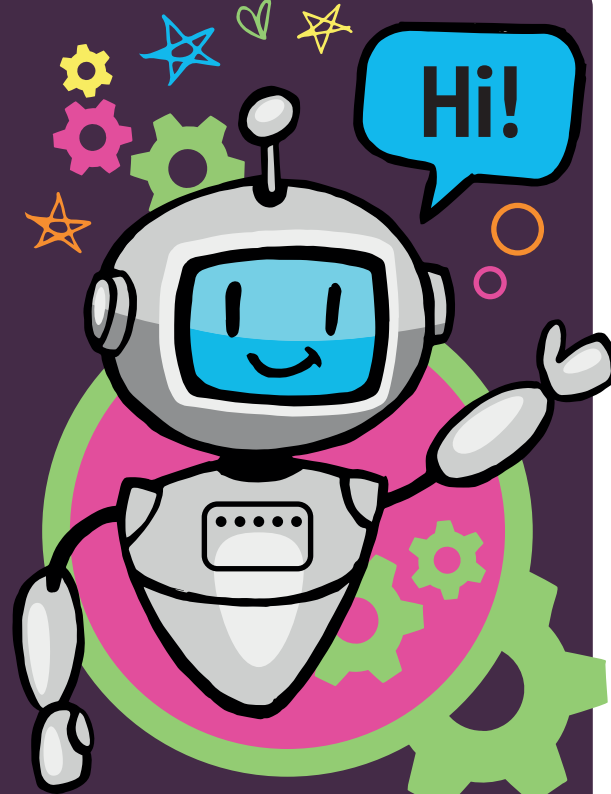


FAMILY REPORT 2026

With over 20 years' experience as a specialist family PR & marketing agency, **Azaria** explores how **AI** is shaping modern parenting. Highlighting the opportunities, concerns, and behaviours that brands need to understand to connect meaningfully with today's families.

Key facts about AI

- Many parents feel overwhelmed by the speed of **AI** adoption and worry about its impact on children.
- Parents are using **AI** to save time, reduce mental load, and support everyday family decisions.
- Trust and real human connection remain essential for brands using **AI**.



Key statistics AI insights

- **87.4%** own a smart speaker or digital assistant.

87.4%

- **Six in ten** say **AI** makes everyday life easier, while **58%** say it saves time and helps reduce the mental load.

6 in 10

- **Four in ten** parents say **AI** helps them save money, and over **a third** believe it supports their children's learning.

42% Save money...
36.4% Supports...

- **Nearly half** worry **AI** is moving faster than we can control.

46.2%

- **One in five** parents say they feel overwhelmed by **AI**.

19.6%

- **Over half** are concerned about raising children in a world shaped by **AI**.

53.1%

- **Four in ten** parents feel 16+ is the appropriate age, showing that there is a cautious approach to exposure.

Four in Ten...

- **Two thirds** say seeing an advert, image, or influencer post they suspected was **AI**-generated made them trust the brand less.

65.7% If...AI?
Trust the brand less...

- **Six in ten** find chatbots or virtual assistants helpful, while only 6.3% find **AI**-generated content useful.

59.4%

- When it comes to **AI**-led marketing, parents are most put off by **AI**-generated influencer content, followed by website pop-ups and social media ads.

58% Influencers...
40.6% Pop-ups...
32.2% Media ads

- When it comes to personalised ads, **half** say they've become neutral to them, while a **quarter** find them helpful.

Personalised Ads...

- **Two thirds** say they are worried about how family data is collected and used.

66.5%

- **Eight in ten** parents agreeing they would trust a brand more if there is real human connection alongside **AI**.

80.4%

What parents say about AI

"I hope AI will help families by saving time, supporting learning and making everyday decisions easier, so we can spend more quality time together."

"I think it's fantastic but also terrifying because it's hard to know what is real and what isn't these days."

Another stated:

"I am concerned about how children will be able to fact check about what is "real" and what is AI (social media, images)."



How do we feel about AI?

"Parents are embracing **AI** for its convenience, using smart speakers, chatbots, virtual assistants, and even **AI**-generated content in their daily lives, but many are overwhelmed by the pace of change. Our research shows that trust is now the defining factor. Brands need to combine innovation with real human connection, transparent communication, and clear data practices. They should also be mindful of which tools parents find genuinely helpful, and how families approach **AI** exposure for children. Those that rely solely on **AI** risk losing credibility and alienating their audience."

Amber Steventon Managing Director

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