

Family Report 2021

Survey from leading family specialist PR agency Azaria reveals UK household habits



2,016

The number of UK parents surveyed via Mumsviews

88/12

12% were expecting
88% were already parents



Lockdown Life



61% said 2020 had both a positive and negative impact on them

68%

Said lockdown had affected their mental health



83% cooked or baked more



62% got creative



65% exercised outdoors



58% played board games



47% will practice more self-care

"Despite everything, 2020 created opportunities for families to spend quality time together like never before."

Shopping

Online shopping appeal...

Free delivery (40%)

Discounts (36%)

Easy to use website (13%)

51%

Say they sometimes look for small brands to purchase from



8/10

Nearly 80% regularly purchase from Amazon

When asked if they'll go back to the high street asap...



34% said yes



31% said no



35% said it will be the same

"Has the pandemic changed shopping habits forever? Only time will tell."

54%

Said they felt loyal to brands



Social Media

Positive or negative effect on them...

54%

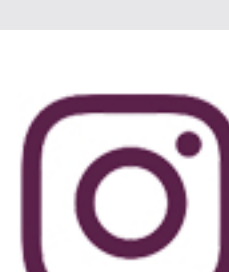
Impartial

25%

Positive

21%

Negative



60% are using social media more than ever

"Social media became a lifeline for many."

Say they purchase products after seeing social ads

63%

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"It has never been more interesting to run our annual Family Report. In a year that will go down in history for many reasons, our survey reflected the positive and negative impact of the situation. Whilst the digital world connected families, friends, colleagues and businesses, the desire to meet, see smiles and hug remains stronger than ever. One thing we know is that people will continue to have babies, and brands that can adapt will remain strong."

- Amber Steventon, Managing Director