



Multi-client study proposal

# The new families

---

X-ray of Spanish society through the eyes of the new family types.

March 2023



Punto de Fuga  
THE VALUE OF PEOPLE INSIGHT

**Our society is constantly changing.**

**And so are families.**

There are many **macro factors** that affect the evolutionary logic of our **social environment**: the spread and impact of the **pandemic**, the global **energy crisis**, **geopolitical** conflicts, the **general increase in prices** (the CPI closed 2022 with an increase of 5.7% and food prices rose by 15.3%).

All this has a clear **micro effect on the economy and on the daily life** of society in general and **families** in particular.



**Post-pandemic.  
Energy crisis.  
Price crisis.**

**New scenario.**

# New scenario. New families.

Our **society is broad, heterogeneous and very pluralistic.**

Proof of this is the **enormous diversity of families that make it up.** Types of families that a few years ago had an almost anecdotal presence are currently gaining greater social prominence.

**New types of families emerge and are recognised and others are consolidated** (\*).



1. Two-parent family
2. Single-parent family
3. Young family
4. Young DINKYES -40 years (Double Income No Kids Yet)
5. Mature DINKS +40 years (Double Income No Kids)
6. LGTBI homoparental families
7. Family with increased parenting support needs
8. Reconstituted family
9. Family living in rural areas
10. Intercultural family
11. Migrant family
12. Family in situation of vulnerability
13. Empty nest
14. Singles

(\*). The new Family Law is currently being drafted and a preliminary draft already exists.



**New scenario.  
New families.  
New insights.**

**In 2017 at Punto de Fuga we carried out the study "Las 1001 familias".** A multi-client psycho-sociological project that analysed the Spanish social reality from the point of view of families.

**In view of the new social scenario** that is taking shape (post-pandemic, energy and price crisis...) **and in view of the emerging new types of families**, we deem it **relevant to replicate this study.**

**With what aim?** The aim of **taking the pulse of our society through the experiences, expectations and concerns of Spanish families and the social change that is taking place in them.**

## **What about your brand ?**

are you aware of the new diversity of family realities?

**Punto de Fuga offers you the opportunity to participate in a multi-client study on the new Spanish families**

What **objectives are** we going to cover with the project?

## **Analysis of the Spanish social landscape through the wide diversity of families that compose it and the change that is taking place in them.**

- 1** Analysis of families and their **psychosocial INSIGHTS**
- 2** Families and their **cross-sectional axes of CONSUMPTION**
- 3** Your **BRAND** through the prism of these families  
**\*Private** target for each brand contracting the studio



## Psychosocial INSIGHTS screenshot

## Cross-sectional axes of CONSUMPTION

## Your BRAND and families

\*Private objective

### Cross-cutting analysis of the diversity of families.

#### And specific analysis for each family type.

What are these types of families like, how do they live and how do they approach life?

What are their family vital attitudes?

What are their expectations, their family projects and wishes?

How have they repositioned themselves in the aftermath of the pandemic and how do they cope with the current geopolitical uncertainty and rising cost of living?

Quantify all that insight capture to establish their family leitmotifs.

### An analysis of household consumption levers and behaviours in the main sectors of activity:

- Money / finance
- Food and beverages
- Purchase / distribution
- Health
- Sport
- Automotive and mobility
- Energy
- Fashion
- Insurance
- Household equipment
- Telecommunications, NNTT and Social Media
- Leisure (entertainment, culture, food services...)
- OTT streaming platforms
- The media

### Analyse the link that your brand establishes with these family types.

What image does your brand project in families? do they consider it "a brand that families can trust"? [...]

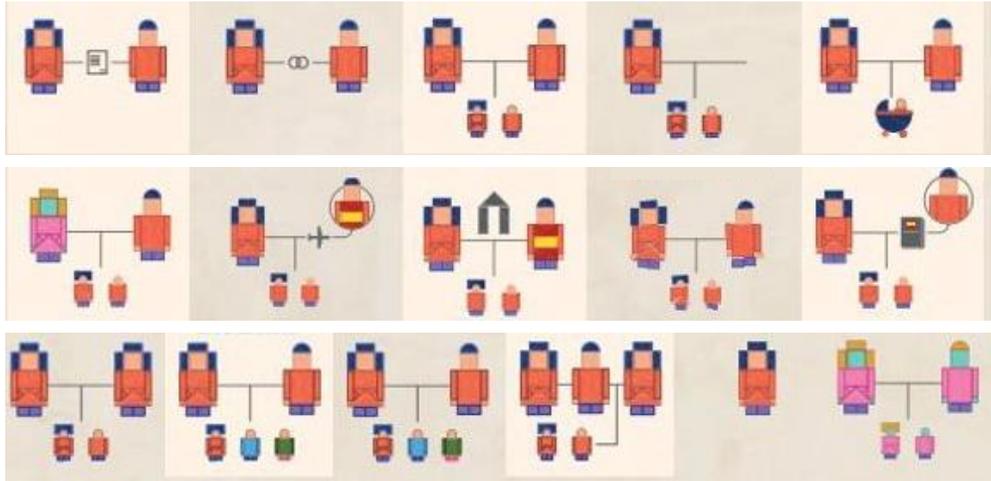
In which type of family does your brand have the best image?

In which one is your brand image weakest?

How do they rate your brand?

And your competitors?

**Audience:** Which **targets** will we address?



# 14 types of families

The following **methodological approach** is proposed

QUALITATIVE

## 32 Focus Groups (FG)

Barcelona, Madrid, Seville, Bilbao, Valencia, rural areas

## 28 Digital Week (DW)

Self-administered ethnographic videos (1 week)  
(2 x family type)



QUANTITATIVE

## n=2.300 online interviews

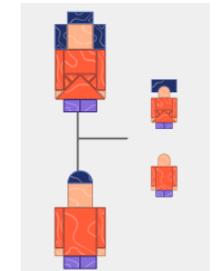
Field: national



## Implementation and sample.

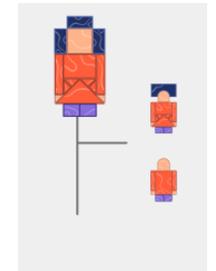
**NOTE: the Two-Parent Family** will be dealt with specifically in that target profile and also cross-sectionally in other profiles (e.g. there will be two-parent families among rural or vulnerable families, etc...).

Methodology



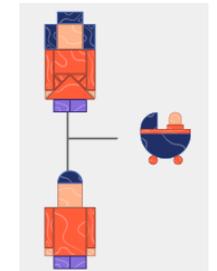
Two-parent family

QL	4 FG 2 DW
QT	n=300



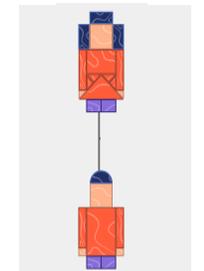
Single-parent family

QL	2 FG 2 DW
QT	n=150



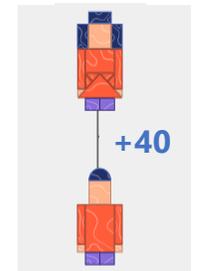
Young family

QL	2 FG 2 DW
QT	n=100



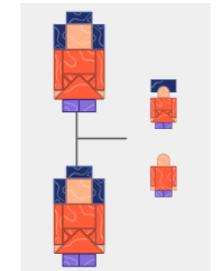
Young DINKYES -40a  
Double Income  
No Kids Yet

QL	2 FG 2 DW
QT	n=100



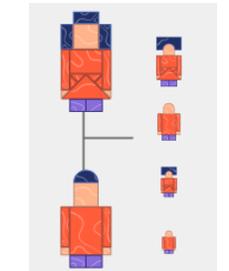
Mature DINKS +40a  
Double Income  
No Kids

QL	2 FG 2 DW
QT	n=100



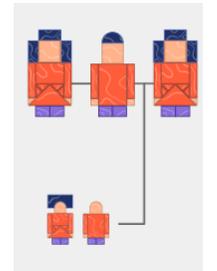
LGTBI family  
homoparental

QL	2 FG 2 DW
QT	n=150



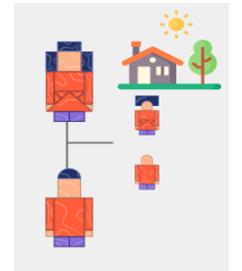
Family with increased  
parenting support  
needs

QL	2 FG 2 DW
QT	n=150



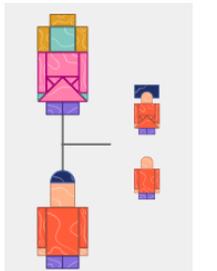
Reconstituted  
family

QL	2 FG 2 DW
QT	n=150



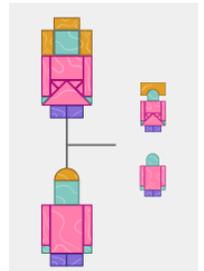
Family living in rural  
areas

QL	3 FG 2 DW
QT	n=150



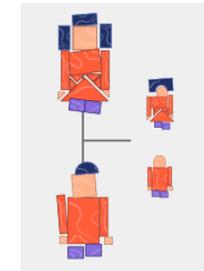
Intercultural  
family

QL	2 FG 2 DW
QT	n=150



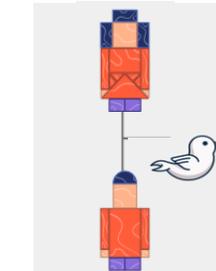
Migrant family

QL	3 FG 2 DW
QT	n=200



Family in situation  
of vulnerability

QL	2 FG 2 DW
QT	n=150



Empty Nest

QL	2 FG 2 DW
QT	n=150



Singles

QL	2 FG 2 DW
QT	n=300

What **output** will you get?

A full report with all the learnings from the study: Insights, motivations, and quantification of the data.

**La familia MONOPARENTAL y su nuevo status social. Orgullo.**

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore**

**Sit voluptatem laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore**

No entienden el rol de la familia en sociedad sin una vertiente social en pro lorem ipsum. Los demás son también familia lorem.

En ello, lorem ipsum doblar esfuerzos: el mare nostrum, y a través de las NNTT quizás lo es más

**EQUIPAMIENTO TECNOLÓGICO**

- ▶ Cuentan con conexiones de telefonía e internet
- ▶ Prácticamente todos los miembros de la familia tienen acceso a un *smartphone* y ordenador
- ▶ Si pueden, las familias intentan tener al menos una *tablet*

78% "Nos gusta disponer de más de un alfabeto lorem ipsum"

12% "priorizamos el encuentro digital a las reuniones sociales"

76%

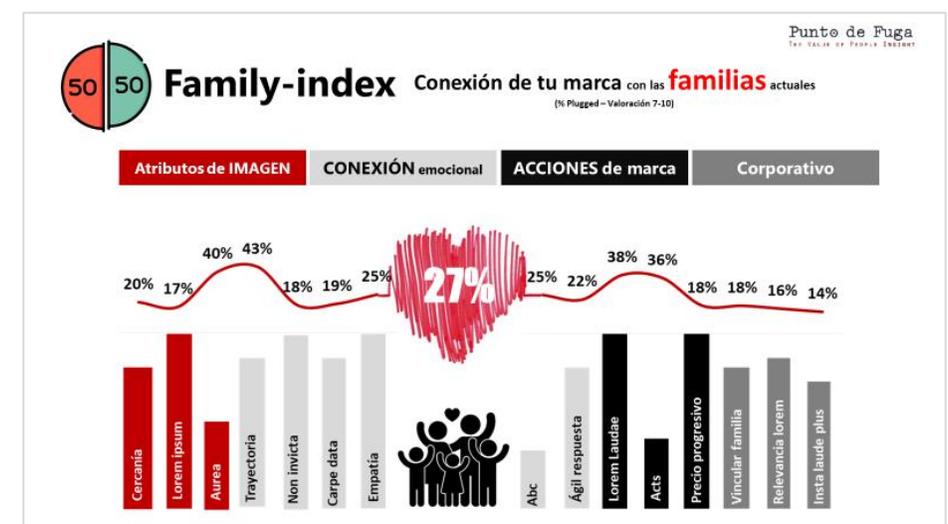
76%

76%

76%

**ALIMENTACIÓN "Check Review" de los elementos estructurales**

Elementos estructurales	Key points – elements positius	Break points	Take into account
<b>Social Facts</b>	<ol style="list-style-type: none"> <li>lorem ipsum insta gramer ansopea non invicta</li> <li>Molto útil en caso de ipse so antea</li> <li>Práctico al realizar la lorem</li> </ol>	<ol style="list-style-type: none"> <li>Braaking pinta aparato frenos relevantis</li> </ol>	Reforzar la sincronización con elementos digital del target
<b>Brand Emotional link</b>	<ol style="list-style-type: none"> <li>Non invicta excessivament</li> <li>No cosa de antea</li> <li>Molto ilegible el contingut lorem non invicta</li> <li>No resulta especialis.</li> </ol>	<ol style="list-style-type: none"> <li>¿Canalizaoy rigor?</li> <li>Semblante poco rigoreto</li> </ol>	Fontes / origen de la información: aclarire que es la propia ZCC qui rigoris multi facto
<b>Rol &amp; identificación</b>	<ol style="list-style-type: none"> <li>Gramer ansopea non</li> <li>Visualmente y esto so antea</li> <li>Es confundato info poco lorem ipsum</li> </ol>	<ol style="list-style-type: none"> <li>No aparato locomotore</li> </ol>	Lorem ipso non ladudamos repentinum in Barcino



Including an index of your brand's affinity with families: **Family-index**

What **output** will you get?

And also a video summary with the main learnings from the study:



2023



**Contracting period:** March 2023

**Fieldwork:** April and May 2023

**Results report:** June 2023



Punto de Fuga

If you are interested ask us and we will give you more information of this interesting project!!



# Punto de Fuga

THE VALUE OF PEOPLE INSIGHT

**For more information, please contact:**

**Barcelona:**

[laura.torreadell@puntodefuga.es](mailto:laura.torreadell@puntodefuga.es)

[jaume.vilanova@puntodefuga.es](mailto:jaume.vilanova@puntodefuga.es)

**Madrid:**

[monica.rebordinos@puntodefuga.es](mailto:monica.rebordinos@puntodefuga.es)

[joseluis.rentero@puntodefuga.es](mailto:joseluis.rentero@puntodefuga.es)

[www.puntodefuga.es](http://www.puntodefuga.es)



**#THANKYOU  
#FAMILY**