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

Introduction

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.

Introduction

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

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Objectives

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

Objectives

Psychosocial INSIGHTS screenshot

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.

Cross-sectional axes of CONSUMPTION

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

Your BRAND and families
*Private objective

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?

Target

Audience: Which targets will we address?
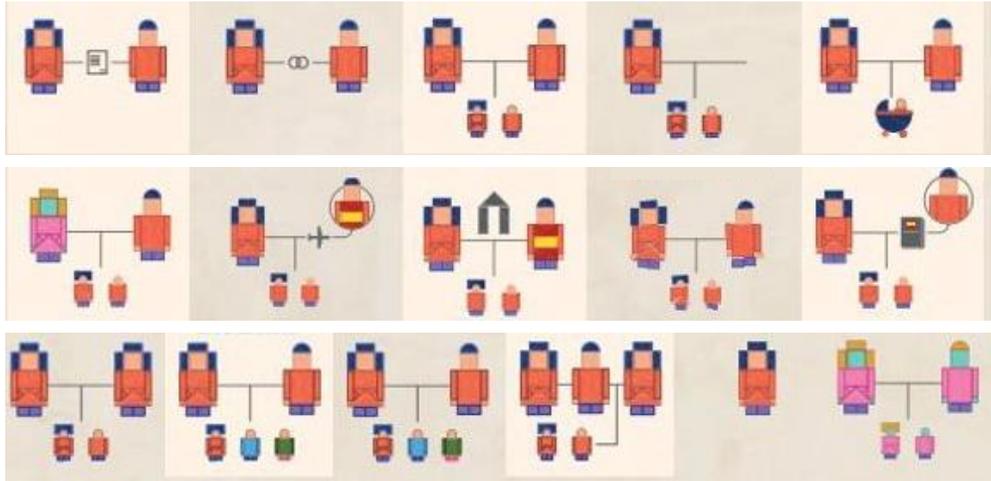
14
types of families

Methodology

The following **methodological approach** is proposed

QUALITATIVE

32 Focus Groups (FG)
Barcelona, Madrid, Seville, Bilbao, 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.

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Methodology
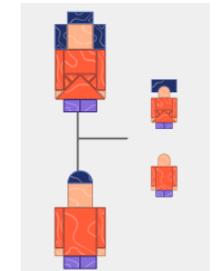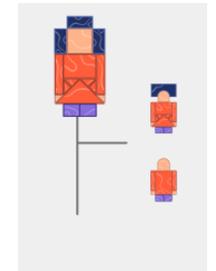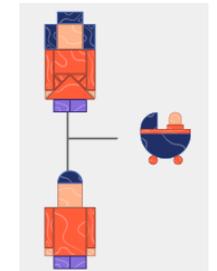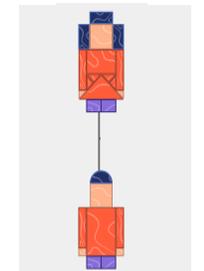
Two-parent family		Single-parent family		Young family		Young DINKYES -40a Double Income No Kids Yet		Mature DINKS +40a Double Income No Kids		LGTBI family homoparental		Family with increased parenting support needs	
QL	4 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW
QT	n=300	QT	n=150	QT	n=100	QT	n=100	QT	n=100	QT	n=150	QT	n=150
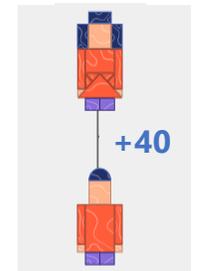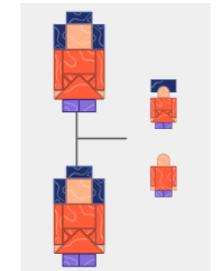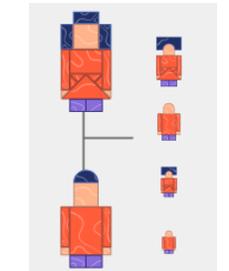
Reconstituted family		Family living in rural areas		Intercultural family		Migrant family		Family in situation of vulnerability		Empty Nest		Singles	
QL	2 FG 2 DW	QL	3 FG 2 DW	QL	2 FG 2 DW	QL	3 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW	QL	2 FG 2 DW
QT	n=150	QT	n=150	QT	n=150	QT	n=200	QT	n=150	QT	n=150	QT	n=300
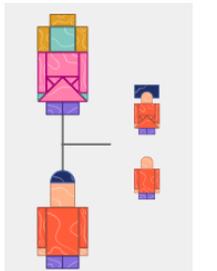
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Output

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

Including an index of **your brand's affinity** with **families**: **Family-index**
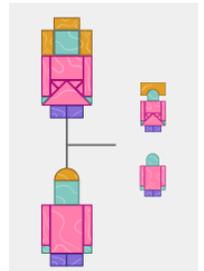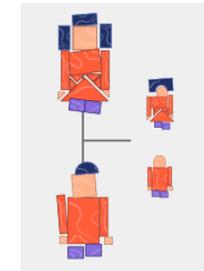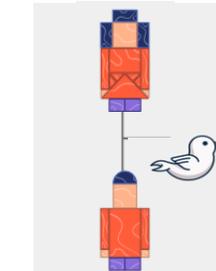
What **output** will you get?

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

2023

Timing

Contracting period: March 2023

Fieldwork: April and May 2023

Results report: June 2023

Budget

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

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#THANKYOU
#FAMILY

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