

March 2021: One year on

"I love my mummy because... She helps me when I need..."

Happy mother's day love from PERCUS



Since March 2020 we've been talking with families to understand the emotional experience of lockdown. It's been one year since lockdown measures were first introduced in the UK and we've been exploring how families have been coping during the 3rd lockdown.

In this latest wave of our research, we've found that children and parents have really struggled...

PARENTS...



I think there are big highs and big lows. I feel very cooped up and bored a lot of the time
- Mum of girls age 5 + 2, boy 14 months

CHILDREN...



I'd say the last month has been the hardest, as everything is starting to take its toll - 5 of us all under one roof is becoming very boring and mundane
- Mum of girls age 11, 17 + 18



For many, the 3rd lockdown has proved to be the most difficult of all lockdowns
Our latest wave of research has uncovered the most visible signs of mental deterioration amongst adults and children



Sending gifts is no longer reserved for special occasions, instead becoming a way of checking-in with loved ones and boosting moods



Financial circumstances vary across households. Whilst some are saving money, others are using food banks after sustained financial issues

But there's hope for brighter days in 2021..



The full Families@Home project report explores these insights in detail and sheds light on what's keeping families going, gifting habits, schooling and communication behaviours. To find out more please contact info@redcresearch.com