



Quality time

A Hive report
June 2019



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01 Foreword

The ways in which we communicate, interact and socialise with those closest to us have changed dramatically in recent years.

Huge advancements in technology have created distraction, but also opportunity. Modern families are diverse, and often disparate. Relationships between different generations, that have different ways of communicating, can take time to evolve. But the desire to spend genuine, quality time with our nearest relatives and closest friends remains strong.

At Hive, we believe strongly in the power of technology to connect, but also to reassure. We believe that technology offers families the opportunity to remain connected through all stages of their lives, no matter where in the world they are.

As important, we believe that technology can play a hugely significant role in ensuring that the time we spend together can be truly 'quality time', by removing some of the barriers that families face. Technology can make our responsibilities – as carers, or as concerned parents, sons, daughters or grandchildren – easier to manage, so more of the time we spend together can be focused on simply enjoying one another's company.

This report, and the independent research and analysis that it draws on, seeks to understand how families across the UK view the time they spend together. What are the frustrations? What are the hopes? What are the different expectations from different generations in different corners of the nation?

The results, and the lessons that Hive can learn as a technological provider, are both interesting and insightful. In times of change, and in an era of huge opportunity, what is clear is that across the UK, many of us still yearn for a close, quality relationship with our loved ones and welcome solutions and opportunities to improve that relationship.

Hive's success depends on garnering a clear understanding of the millions of people that benefit from using our services and products every day.

As we hope they enjoy those, I hope you enjoy reading this insightful report.

Regards,



Claire Miles
Managing Director, Centrica Hive



02 Quality time

QUALITY TIME

For the purposes of our research, we have defined quality time as emotionally fulfilling time spent with loved ones, either in person or remotely.

Quality time: An evolving concept

The way we define our quality time together has evolved, just as the way we spend time with our loved ones has evolved.

It takes on different meanings for those of different ages, experiences and backgrounds.

We're spending less quality time together

Compared to five years ago, we are spending less quality time with our loved ones - roughly four hours fewer per month (26 hours this year, compared to 30 hours five years ago).

This could be because we are spending more of our time together on activities which we do not perceive as quality time. For example, 13% of us are likely to spend time helping our loved ones with chores and DIY, compared to 11% five years ago.

Technology helps us spend quality time we wouldn't otherwise get

As more of our relationships straddle not only counties, but sometimes continents, quality time is no longer restricted to just face-to-face interactions with our loved ones.

Today, technology plays a greater role than ever in maintaining those relationships and helping us spend quality time together.

For four in ten people (41%), technology helps us stay connected to our loved ones, even when we're not physically together. And as new technology and smart home devices allows us to connect with loved ones from afar, an additional 25% of us are more likely to spend time together in our homes today, compared to five years ago.

Smart home devices enable users to monitor or control life at home through apps and devices - whether that is the user's own home, or the home of a loved one. These new technologies are **helping people keep an eye on their loved ones, ensuring they are well, safe and secure.**

Watching TV together - is it quality time?

While some may be adamant that time spent in front of the TV is not true, quality time, most believe that it is, as long as it is a shared, interactive experience, like watching a sports match together.



“It’s time that makes you feel fulfilled, supported, and sort of emotionally ‘nourished’”
PARENT WITH ELDERLY RELATIVE, MAY 2019

“Quality time is when you’ve dedicated your attention to them, without distraction”
PARENT WITH ELDERLY RELATIVE, MAY 2019

“Technology helps you keep up that special connection when you’re not together”
PARENT WITH ELDERLY RELATIVE, MAY 2019

“Real quality time is spent together, doing activities together, but technology plays its part too”
GRANDPARENT, MAY 2019

“Technology means you can see your loved ones growing up, no matter where they live”
YOUNG ADULT, MAY 2019

Quality time: How do we spend it together?

We often do not make the most of our time with loved ones: less than half (44%) of the time we spend with them is genuine quality time. Instead, we often waste time or multi-task in each other's presence.

Parents are most likely to set aside time for their children (46% will prioritise them above all others), while those without children are more likely to prioritise their friends, with one in four (24%) choosing to do so.

But this can mean our parents, siblings, grandparents and grandchildren are often left out of the mix – and for those without children, family time is often not a top priority.

We don't get much quality time with our loved ones

On average, we spend just 26 hours a month of time with our friends and family.

This is equal to less than two days of our time a month, or just 51 minutes a day. We spend the same amount of time:



Getting ready for work
47 minutes a day



Preparing our food
50 minutes a day

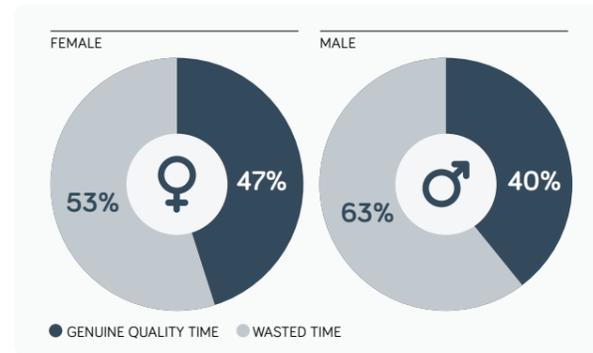


and twice as much time on Facebook, Messenger and Instagram
132 minutes a day

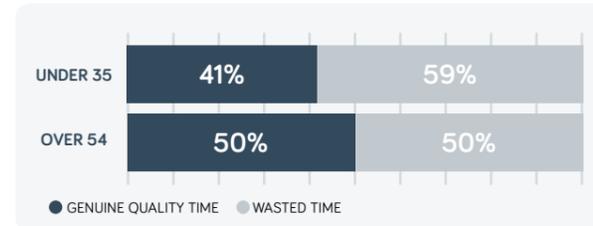
Overall, less than half (44%) of the time we spend with our loved ones is genuine 'quality time'.

Who gets the most quality time?

Gender On average, a greater proportion of the time women spend with their loved ones is genuine, quality time (47%) compared to men (40%).



Age For younger generations, a smaller proportion of their time spent with loved ones is true quality time. For those under age 35, 41% of their time is quality time, compared to nearly 50% for those over the age of 55.



"With work, childcare, and everything else... it's just so hard to find the time"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"You don't get proper, quality time with them for months – then a few months turns into a year"
YOUNG ADULT, MAY 2019

"I have more free time now, so I can spend more better-quality time with them. There's no rush or pressure to end it"
GRANDPARENT, MAY 2019



Location Those living in Plymouth, Newcastle and Liverpool spend the most quality time with their loved ones – averaging 32 hours a month between them.

Those in Sheffield, Southampton and Belfast spend the least, spending 20 hours a month, on average.





We prioritise our children or friends – but what about everyone else?

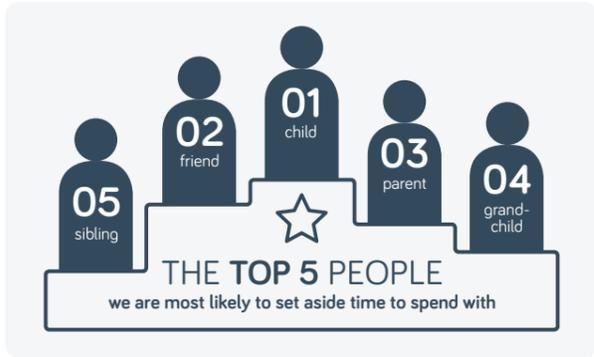
Parents are most likely to set aside time to spend with their children, with 46% choosing to prioritise them over any other relative or friend.

Women are nearly twice as likely to set aside time to spend with a child or children than men (34% versus 19%) – often leaving little time for parents, siblings and friends. By contrast, men are nearly 40% more likely to prioritise their friends than women.

“I wish I had more quality time with my children, to feel like I’m not just a ‘nagging mum’ to them”
 PARENT WITH ELDERLY RELATIVE, MAY 2019

Those without children, as well as those between the ages of 16 to 24, are most likely to set aside time for their friends, with 24% and 25% respectively choosing to prioritise them. This is often due the perception that families have ‘unconditional love’ for one another, regardless of how much time is spent together – leaving some feeling left behind.

“I take my family for granted and end up spending more time with friends. I know my family will forgive me for it”
 YOUNG ADULT, MAY 2019



Grandparents are the **least likely group** for us to set aside time for, with 3% of us choosing to see them before any other family member or friends.

For grandparents, who often have more free time to spend with their loved ones, the impacts of this are often felt – and loneliness can set in.

“I’d love more time with my kids and grandkids, but younger people just want to get on with their lives, and don’t really have the time”
 GRANDPARENT, MAY 2019

Time together, wasted



Over half of us (57%) regularly spend time with family and friends that we consider enjoyable, quality time.

But much of our time is spent doing other things – over one in four (27%) of us regularly just ‘do nothing’ in each other’s presence – for example, having our heads in different personal devices, like phones and tablets.

Close to one in five (17%) of us regularly spend time with loved ones completing chores and tasks, such as helping one another with bills, bookings and appointments. This is particularly true for busy parents that support children as well as their parents.

“There’s so much to do around the house, sometimes none of our time together feels like real, quality time”
 PARENT WITH ELDERLY RELATIVE, MAY 2019

For one in ten (11%), much of the time we have with loved ones is spent nagging, bickering or fighting, even though we sometimes regret it afterwards.

“Sometimes we spend time arguing, which gets all of us in a bad mood – and I think, that’s such a waste of our time together!”
 YOUNG ADULT, MAY 2019

Quality time: What do we really want?

The majority of us (60%) spend quality time with our loved ones because we enjoy it. This is especially true when it comes to spending time with our parents, and also our friends and siblings.

Distance holds over one in four of us (28%) back from spending more quality time with loved ones, and the same is true for our work commitments. For nearly a third of those who feel they don't spend enough quality time with loved ones (32%), this makes us feel guilty.

Most of us enjoy spending quality time together

Six in ten (60%) of us spend time with family and friends because we enjoy it – although this is truer for older people than it is for younger people. Over 55-year olds are nearly twice (78%) as likely to spend time with loved ones out of sheer enjoyment, compared to 16 to 24-year olds (41%).

"It's the reason I wake up, really"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"If I'm having a bad time, seeing my grandson will always cheer me up"
GRANDPARENT, MAY 2019

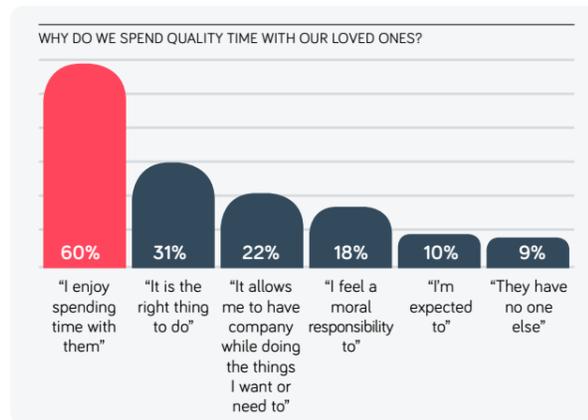
Compared to all other age groups, 16 to 24-year olds are most likely to spend time with family and friends because they are expected to by other family or friends – with 19% of them doing so.

Young people are also more likely to feel a moral responsibility to spend time with loved ones – with one in four (24%) 25 to 34-year olds admitting to this fact.

"Sometimes I force myself to spend time with my mum, because I know it means something to her"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"It kills time a lot more quickly if someone else is there while you're doing your day-to-day tasks"
YOUNG ADULT, MAY 2019

"I'll often call my loved ones to keep myself entertained. For example, if I'm walking from one place to another"
YOUNG ADULT, MAY 2019



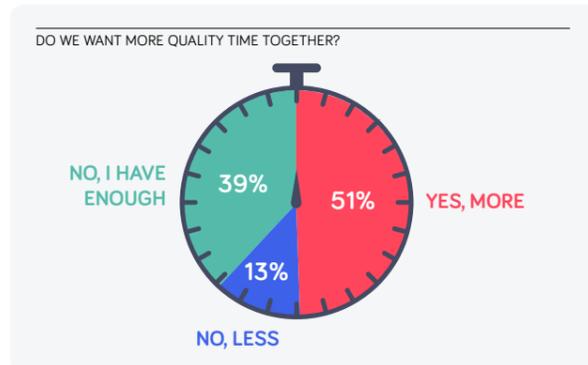
"Often, I do it for selfish reasons – when I just want to offload"
PARENT WITH ELDERLY RELATIVE, MAY 2019

Most of us want more quality time together

Despite many of us leading busy lives with little time to spare, and the rise of entertainment platforms at our fingertips, over half of us (51%) who spend quality time with loved ones want to spend more quality time with them.

Meanwhile, just 13% of us who spend quality time with loved ones would opt for less quality time together.

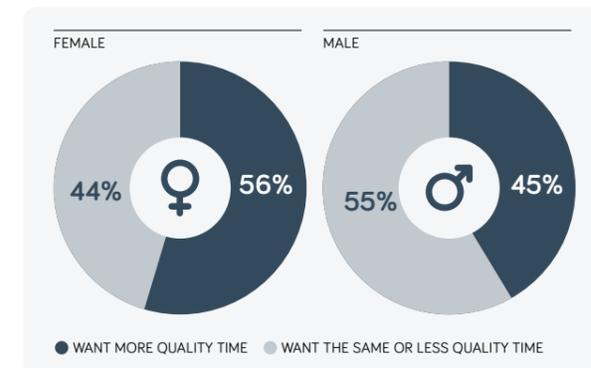
Over a third of us (39%) who spend quality time with loved ones are content with the amount of time we have together.



"I would love to spend more time with my kids – but it's very hard, I just don't have the time"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"I don't feel bad if I don't see my friends, but with my family, I really do. I treasure those relationships more"
YOUNG ADULT, MAY 2019

Gender 56% of women who spend quality time with loved ones wish they had more quality time with them – compared to just 45% of men.



"The more quality time you spend with loved ones, the better"
GRANDPARENT, MAY 2019

"You can get too much time with some people, and then just end up arguing. It's not quantity time... it's quality time!"
YOUNG ADULT, MAY 2019

Age Those over the age of 55 who spend quality time with loved ones are the least likely to want to spend more quality time with them, often because they have more free time to do so – only 40% do, while 55% are happy with the amount of quality time they currently receive.

Those aged 25 to 44 who spend quality time with loved ones are the most likely to want to spend more quality time with them, with nearly 61% saying this, on average.

We mostly want more quality time with our parents

One in four (24%) people who spend quality time with loved ones feel they do not spend enough quality time with their parents, and this is particularly true for those between the ages of 25 and 44, for whom this rises to 36%.

While young people often choose to spend time with friends over family, they tend to see family relationships as more special, and regret not spending more time with them.

Friends and siblings are our next top concern, jointly so.

Busy parents are keen to spend more quality time with their children, but are often too busy juggling chores, work and family commitments. 22% of parents who spend quality time with their family or friends but think there is one person they do not spend enough quality time with say their work commitments hold them back from doing this; while 14% say their daily chores are a major barrier.

For middle-aged parents with older children, the situation is often reversed – with the latter often living far away or having a busier social schedule.

Few of us feel we do not spend enough quality time with extended family (19%), grandparents (11%) and grandchildren (11%).



"I'd love to see my daughter more, but she lives far away and there's nothing I can do about it"
PARENT WITH ELDERLY RELATIVE, MAY 2019

Not spending quality time with our loved ones makes us feel guilty

Thinking about the loved ones we do not spend enough time with invokes negative feelings.

Some of us feel guilty (32%), upset (22%) or disappointed in ourselves (30%) – while others feel concerned (21%), or anxious (15%) about spending time apart.

HOW DO WE FEEL ABOUT NOT SPENDING ENOUGH QUALITY TIME TOGETHER?



On the receiving end, older relatives often feel an emotional impact when their loved ones don't have time for them.

"I feel depressed if I have less quality time with my loved ones – that's no way to live"
GRANDPARENT, MAY 2019

We feel less guilty when we don't spend enough quality time with our friends, however. In this instance, we recognise that relationships often deteriorate over time, and friends drift apart.

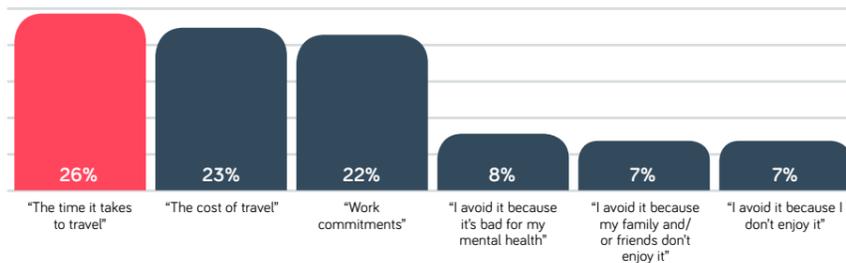
But we're being held back by the distance between us

Distance apart is the biggest factor stopping us spending more quality time together – both in terms of the time it takes to travel (impacting 26% of us), and the cost (impacting 23% of us) – with the average distance between us and our closest friends and family being 72 miles.

Work, chores and other social commitments are also major barriers, particularly for busy young parents.

Just 7% of people actively avoid spending time with loved ones because they, or another family member or friend, do not enjoy it.

WHAT ARE THE MAJOR BARRIERS TO SPENDING MORE QUALITY TIME TOGETHER?



¹ Excluding respondents who do not know



Peace of mind, 100 miles apart

For Roger, a 59-year-old account manager based in Henley, smart home technology has meant a new-found peace of mind for him and his brother.

After their father's mid-dementia and Alzheimer's diagnosis a few years ago, Roger and his brother found themselves frequently driving 100 miles to Birmingham to see him, in a panic.

But for their fiercely independent father, the prospect of a care home was too difficult to bear. That's when Roger discovered Hive Link – a new smart home service that monitors a person's day-to-day activity and behavioural patterns.

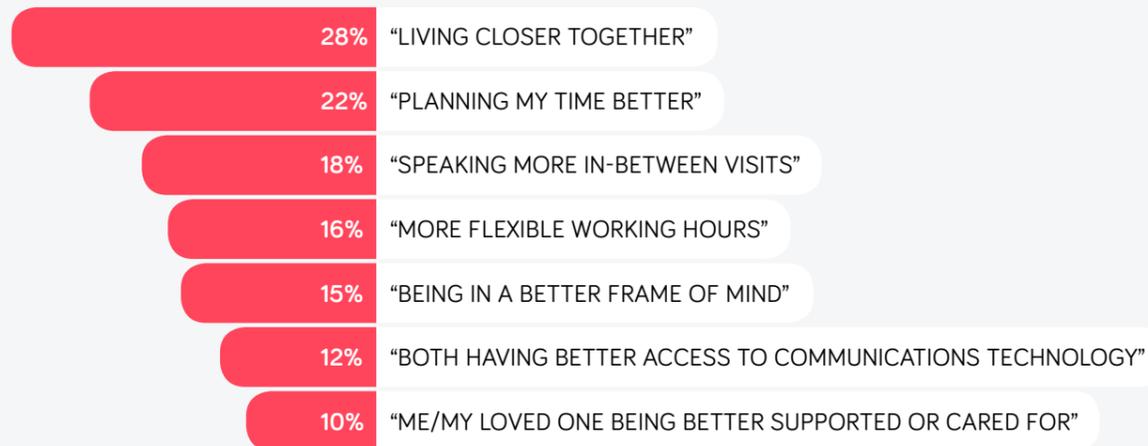
Knowing they will receive an app alert whenever their father's daily routine is out of the ordinary, Roger and his brother now have the much-needed confidence that their father can continue living independently in his own home.

"It makes me sad – but priorities change, and that's life"
YOUNG ADULT, MAY 2019

Quality time: A look to tomorrow

If we want to spend more quality time together, how do we make it happen?

WHAT WOULD ENABLE US TO SPEND MORE QUALITY TIME TOGETHER?



In the future, living closer together, better planning and flexible working patterns could all enable us to spend more quality time together. Better care comes into play, too – one in ten (10%) say they would be able to spend more quality time with loved ones if they, or their loved one, had an improved care system in place.

"It has to be planned in advance – because otherwise, I just don't have the time"
YOUNG PARENT, MAY 2019

"Outings can just get so expensive with transport, or food, or tickets"
YOUNG PARENT, MAY 2019

"Everyone's ambitious, and dedicated to their work – so our schedules are just too busy"
YOUNG ADULT, MAY 2019

But sadly, for almost one in five people (23%), there is nothing they could do to enable them to spend more quality time with their loved ones. Often, it is their loved ones that are unable to find time for them, and other priorities take over, while some simply prefer their own company.

"I've got loads of time, but my loved ones don't. They're just too busy"
GRANDPARENT, MAY 2019

"Sometimes I just prefer my own company – more time with loved ones isn't really a priority for me"
YOUNG ADULT, MAY 2019

What role could technology play?

The way we spend quality time with our loved ones is continually evolving. Today, it is easier than ever to interact with friends and relatives on the other side of the world.

An increasing number of people believe technology is an essential part of keeping in contact with friends and family – four in ten (39%) compared to three in ten (30%) just five years ago.

Meanwhile, new apps and devices allow us to reach our loved ones instantly and communicate in many different ways – from emojis to gifs, texts and tweets.

"I've been getting used to FaceTime, and really, it's nearly as good as being with each other"
GRANDPARENT, MAY 2019

For many people, this technology opens up huge opportunities, and a chance to make and maintain relationships much more easily.

Technology is not just helping us to spend more quality time together, with nearly four in ten of us (37%) now connecting more frequently as a result, but it is also freeing us up so that we can make the most of our time spent together. For example, it helps loved ones to check up on one another in between visits, and to make arrangements quickly and more easily.

"Technology can be really helpful to make arrangements, so you can spend more actually quality time when you're together"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"Technology helps you bridge between your interactions, so when you see each other, you can make the most of it"
PARENT WITH ELDERLY RELATIVE, MAY 2019

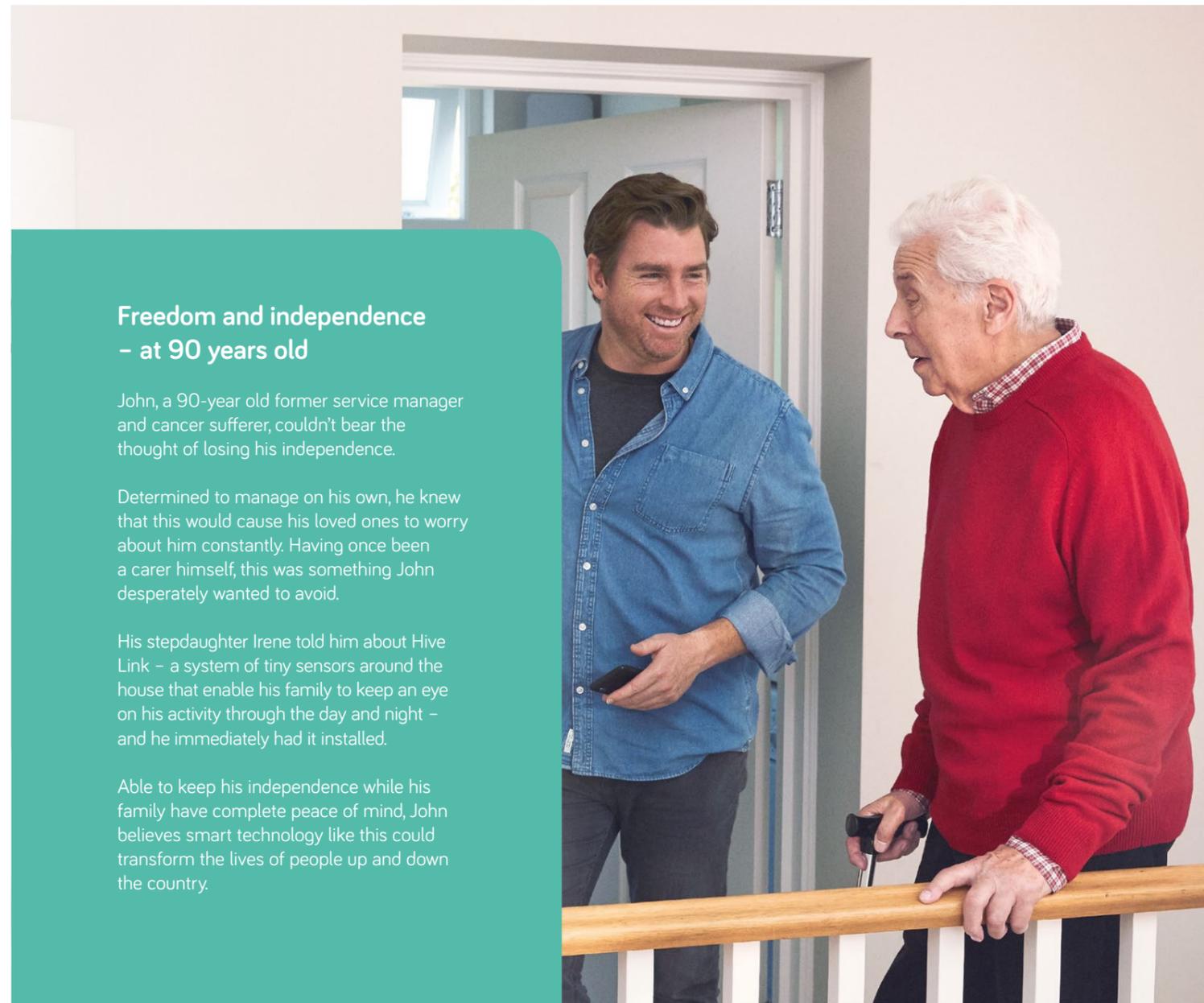
Freedom and independence – at 90 years old

John, a 90-year old former service manager and cancer sufferer, couldn't bear the thought of losing his independence.

Determined to manage on his own, he knew that this would cause his loved ones to worry about him constantly. Having once been a carer himself, this was something John desperately wanted to avoid.

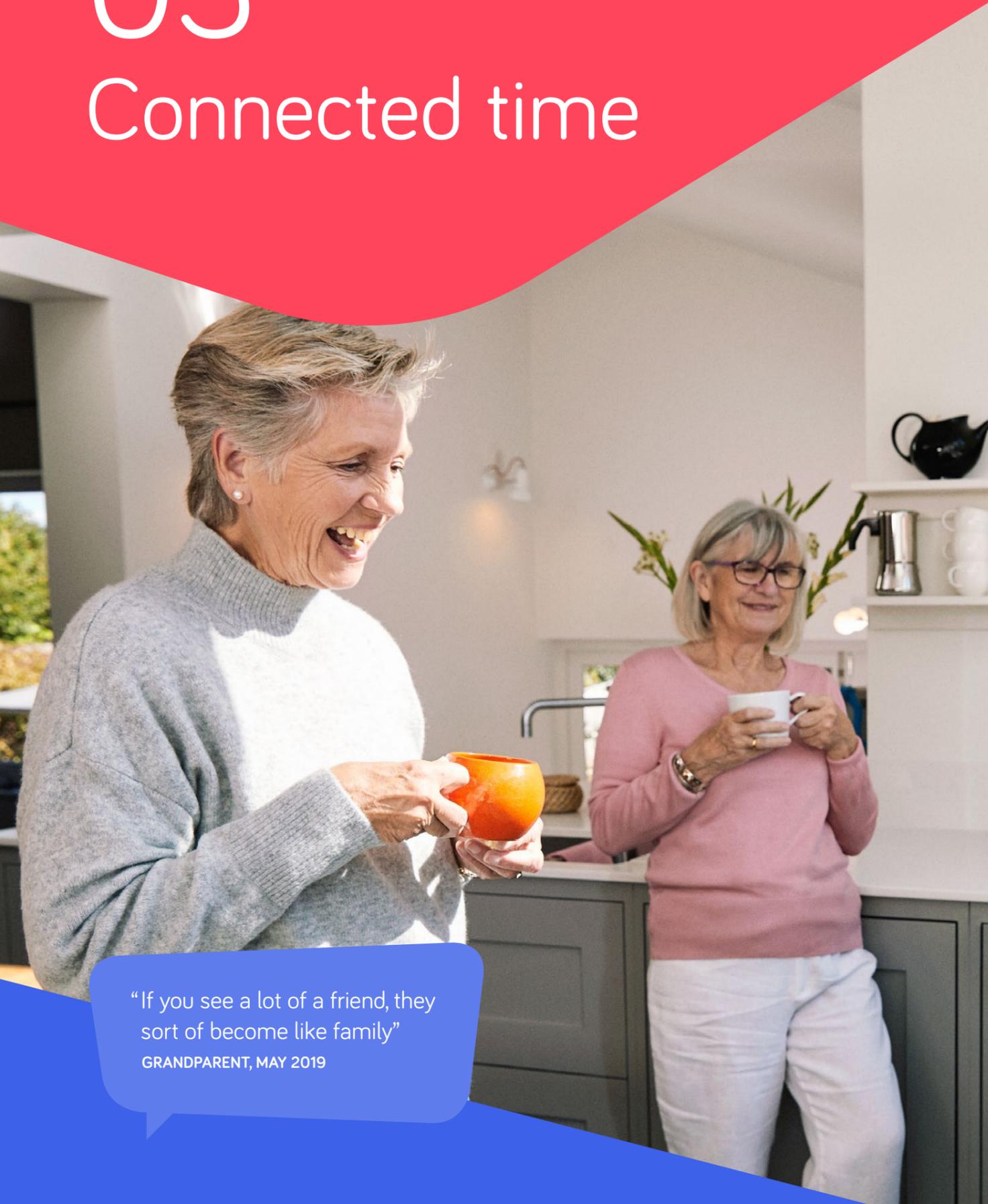
His stepdaughter Irene told him about Hive Link – a system of tiny sensors around the house that enable his family to keep an eye on his activity through the day and night – and he immediately had it installed.

Able to keep his independence while his family have complete peace of mind, John believes smart technology like this could transform the lives of people up and down the country.



03

Connected time



“If you see a lot of a friend, they sort of become like family”

GRANDPARENT, MAY 2019

Our nearest & dearest

We all connect with the people we care for in different ways and for different reasons. How we connect has changed over the last five years, and fluctuates over time as relationships change.

For some, technology is essential to stay connected with family and friends. For others our connections are with those closest to home.

What helps us feel connected to our nearest?

Across the UK, the people we feel most connected to are also often those we live nearest. A fifth of people surveyed (20%) live more than 50 miles from the people they feel most connected to.

Our choices and priorities shift throughout our lives. Many people move away from home for a great job or to study. This trend has grown in certain areas of the UK, which have seen students and young people move away.

More than one in ten (11%) respondents over the age of 55 live over 100 and up to 500 miles away from their closest loved ones. Parents are more likely to live near loved ones and develop close connections with those that live nearby.

“I feel closest to the people who live near me – I tend to see them more often”

GRANDPARENT, MAY 2019

“You appreciate your parents more as you get older – you’ve got to appreciate every minute you have with them”

PARENT WITH ELDERLY RELATIVE, MAY 2019

...and dearest?

Just how close are we to the people we hold dear? While the driving forces behind our relationships with our closest family and friends change throughout our lives, there are clear trends when examining just how close we all are.

Young people (16 to 24 years old) are more likely to feel disconnected from family and friends when compared to other generations, while 54% of those over the age of 55 say they feel ‘very connected’ to family and friends. Women are 7% more likely to feel ‘very connected’ to their loved ones compared to men (36% versus 29%).

35 to 44 year olds are not as connected to family or friends as those aged under 35 or over 45. This suggests that those in this age group, who may be trying to maintain connections across more than one generation barrier, struggle more than others to ensure their relationships are fulfilling.

Connected time: Who are we closest to, and why?

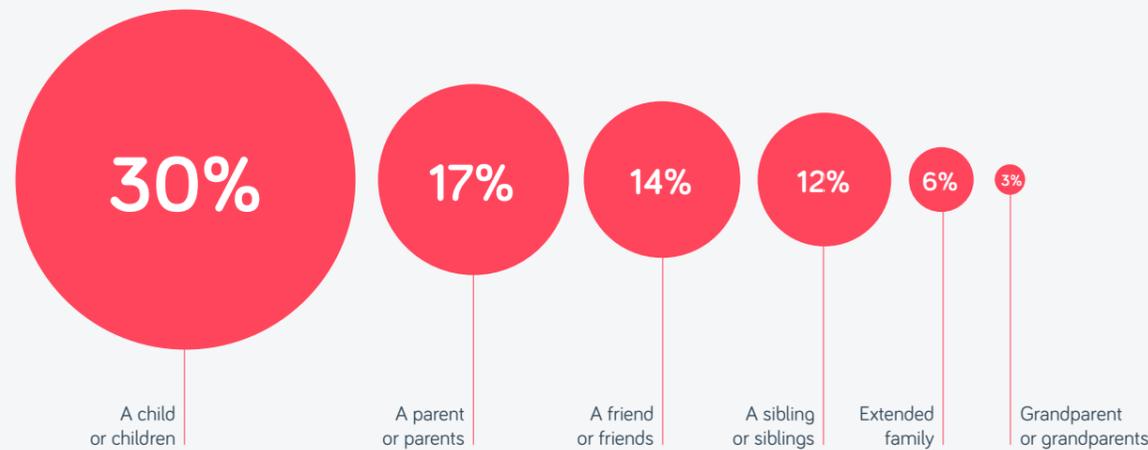
Parents and children hold the strongest bonds – even into adulthood – with 10% of parents feeling closest to their own parents rather than their children.

WHO DO THOSE WITH CHILDREN FEEL CLOSEST TO?



We feel closer to our friends than our siblings (14% versus 12%) – with more men feeling closest to their friends than women (16% versus 13% respectively).

WHO DO WE FEEL CLOSEST TO?



“I’m closest to my brother, we have the same ethos & outlook”
PARENT WITH ELDERLY RELATIVE, MAY 2019



“I used to care more about friends, but after a loss in the family, I spent a lot more time with my mum and sisters”
YOUNG ADULT, MAY 2019

We just want to have fun

We are drawn to the people who are the most fun – and available – to spend time with. This becomes increasingly important to those over the age of 55, who appear to prioritise the people who they find the most enjoyable to spend time with. Over 55s are also the least likely to feel close to people through obligation.

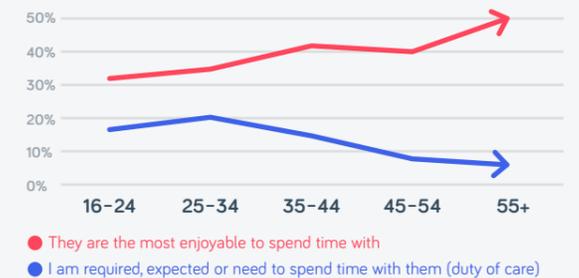
Those under the age of 35 are more likely to feel obligated to spend time with their loved ones (16 to 24, 17% and 25 to 34, 20%) compared to those 45 years old or over (45 to 54, 8% and 55+, 6%).

Parents go for ease, being much more likely to prioritise people who are close by or are more available to spend time together, while non-parents place more value on relationships which support either their mental health or that of family and friends.

“I definitely feel a moral responsibility to spend time with my parents”
PARENT WITH ELDERLY RELATIVE, MAY 2019

“Because I’m retired, I spend more time with my loved ones now than ever before – and it gives me something to really look forward to”
GRANDPARENT, MAY 2019

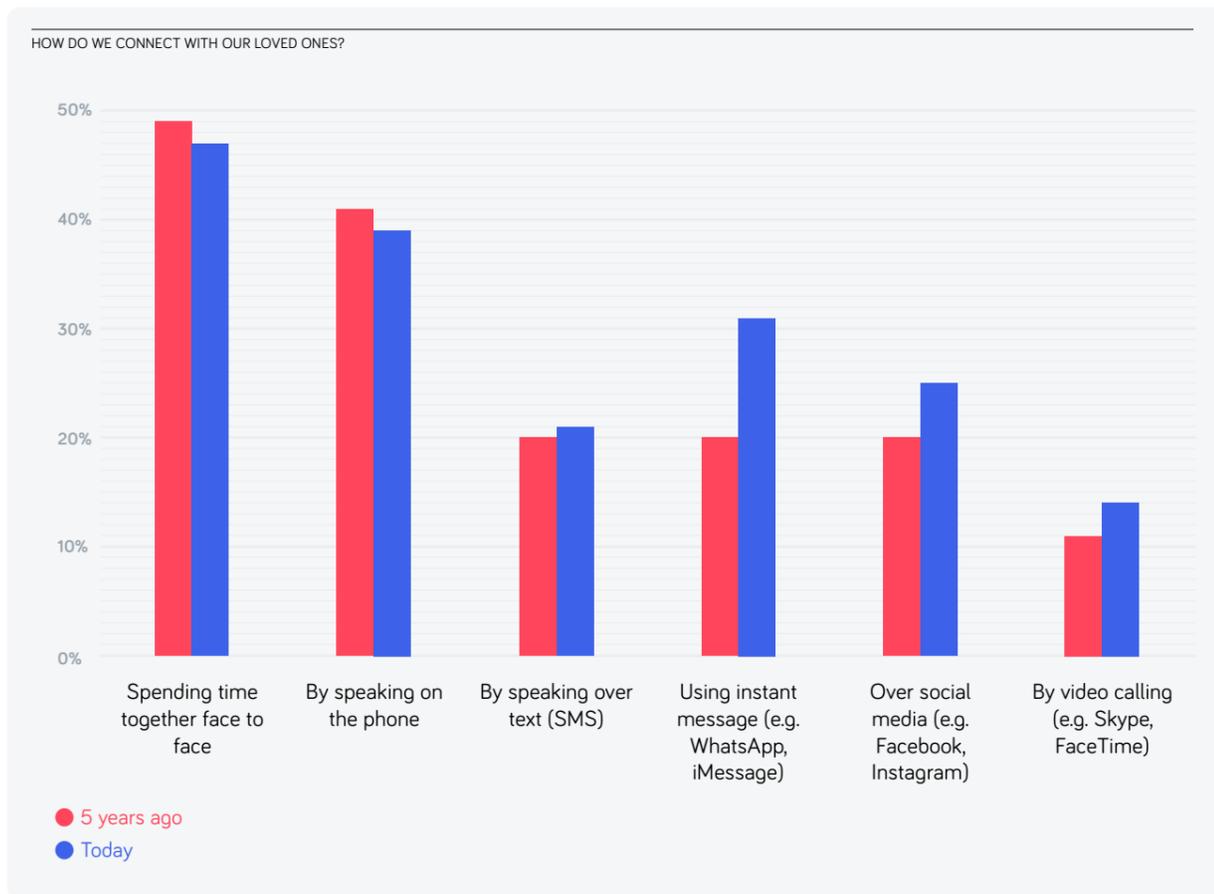
HOW OUR REASONS FOR CONNECTION CHANGE AS WE AGE



“Now that I’m in my fifties, I want to spend my free time doing what I want to do!”
PARENT WITH ELDERLY RELATIVE, MAY 2019

Connected time: 'Just text me!'

We spend less time together than we did five years ago – and our methods of communication have changed. iMessage has increased by 11%, and over social media platforms like Facebook and Instagram by 5%.

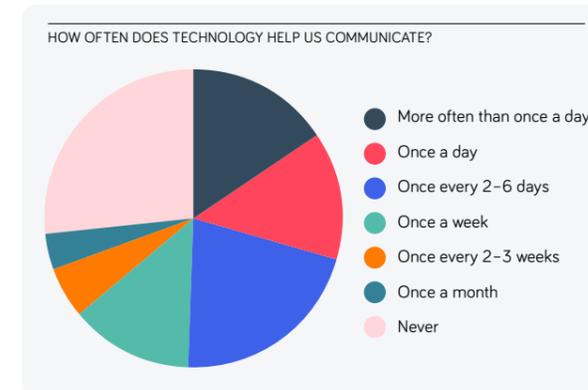


“Social media makes me have more contact with people, and generally feel more connected”

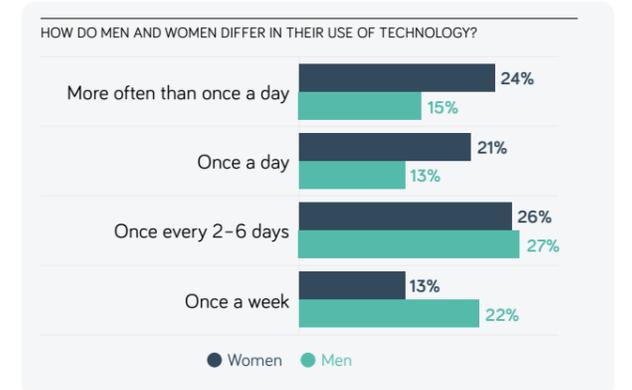
GRANDPARENT, MAY 2019

The growing importance of technology

We connect more and more through technology – with the average respondent contacting their closest family members or friends five times a week using technology.



While for men, technology is an essential tool to communicate with friends and family, they do not use it speak to their loved ones as often, with over a quarter of men (27%) using technology to communicate every 2-6 days.



Women use technology more frequently than men to communicate with family and friends, with 24% contacting friends and family more than once a day through technology, versus 15% of men.

“I spend a lot more time now connecting via social media, because there’s so many different apps and mediums to use”
PARENT WITH ELDERLY RELATIVE, MAY 2019



Connected time: 'I was worried!'

Technology has become an essential part of how we communicate with the people closest to us. It helps us know that our loved ones are safe, happy and healthy. This trend increases if there is a duty of care, or responsibility. For example, parents are more likely to depend on technology to stay connected.

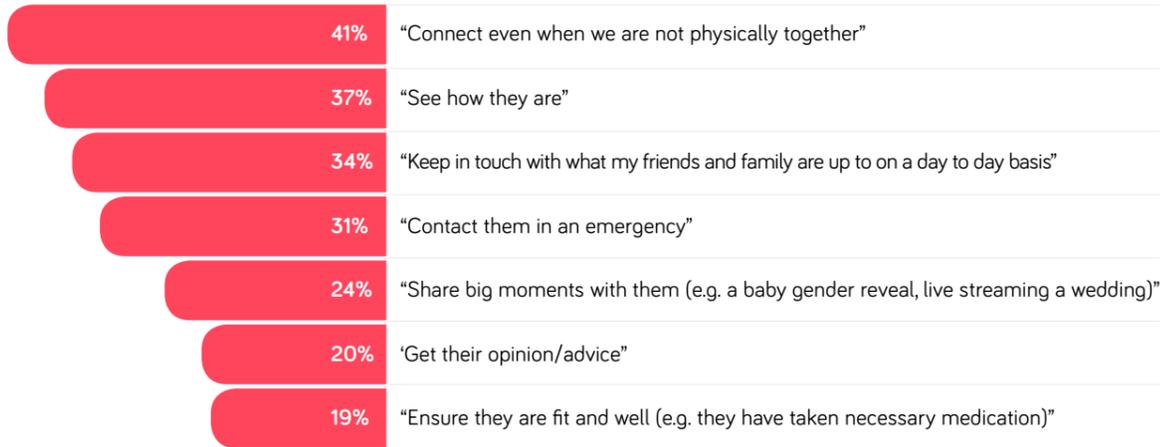
The top five reasons people use technology to communicate with family and friends are transactional – asking a question or seeking support. Over 40% of us use technology to connect with people when we are apart. As such, technology has increased the level of support we can give to our loved ones – and also increased how much support we expect to get.

“It gives me peace of mind. You get immediate reassurance that they’re OK”
PARENT WITH ELDERLY RELATIVE, MAY 2019

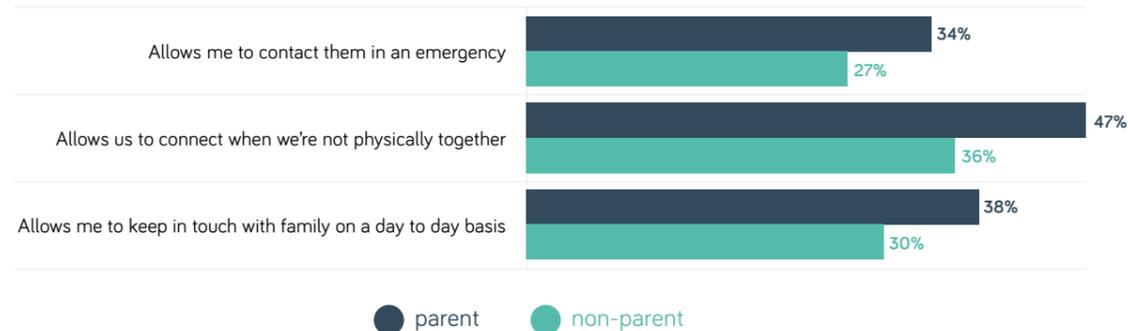
Only a fifth (20%) of us see technology as a way of getting the opinions or advice of our loved ones.

“It’s really reassuring to see a loved one over FaceTime and to see they’re OK”
YOUNG ADULT, MAY 2019

HOW DOES TECHNOLOGY ENABLE US TO INTERACT WITH LOVED ONES?



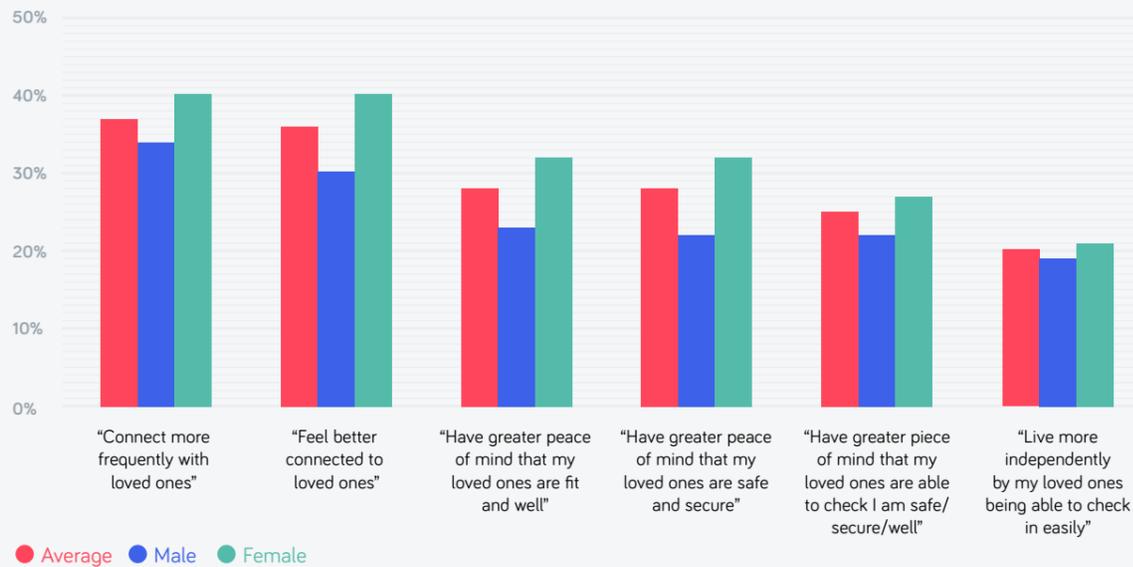
HOW DO PARENTS AND NON-PARENTS COMPARE?



Connected time: Technology is a part of our relationships

Technology enables us to better connect with family and friends. Over a quarter of us (28%) feel that technology gives us the peace of mind that our loved ones are safe and secure. More than a quarter of those aged between 16 and 24 (28%) feel that technology has helped them to live more independently (compared to the national average of 20%).

WHAT DOES TECHNOLOGY ENABLE US TO DO?



"Technology helps me have a relationship with my son that I wouldn't be able to have otherwise"
GRANDPARENT, MAY 2019

"It gives you the reassurance of being able to instantly contact them"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"Sometimes it's a bit much - people texting and calling you - you can't just 'disappear'"
PARENT WITH ELDERLY RELATIVE, MAY 2019

Women feel the benefits of technology in relationships more acutely than men. Over 40% of women say that technology has enabled them to both be and feel better connected to family and friends. Women are also 10% more likely than men to feel that technology has given them peace of mind that family and friends are safe and secure (32% of women versus 22% of men).

How does technology impact our relationships with those we don't regularly see?

More than a third (35%) of people feel that technology has a positive impact on relationships with friends and family that we do not see regularly. This increases to over 40% in people above the age of 45.

"Technology means that it doesn't really matter how close or far you live from someone"
YOUNG ADULT, MAY 2019

"I'm closer to people than I was a few years ago, because of technology, and especially social media"
GRANDPARENT, MAY 2019

"Technology helps you bridge all the face to face interactions, to keep you feeling connected in the in-between times"
PARENT WITH ELDERLY RELATIVE, MAY 2019



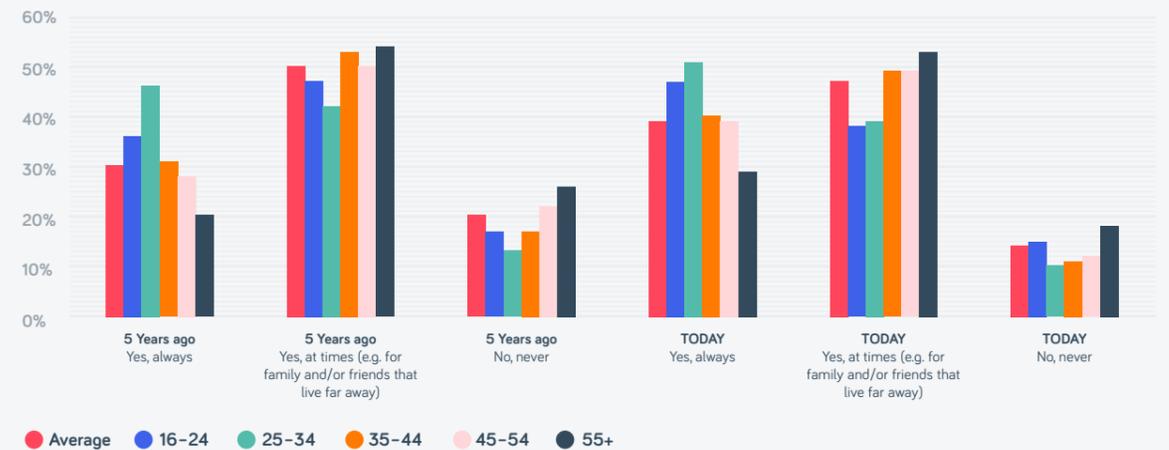
How has the importance of technology changed?

More people believe that technology is important when it comes to connecting with family and friends, when compared to five years ago. 13% more people use technology to connect with friends and family regularly now (54%) compared to five years ago (41%).

This feeling is stronger among women, and even stronger in those over 45.

There is a clear difference in how the views of early adopters of technology versus late adopters have changed over time. The number of people over 55 who feel that technology does not have a role to play in how they connect with loved ones has decreased significantly in the last five years. In contrast, the percentage of those aged 16 to 24 who feel this technology does not have a role to play in their relationships has stayed static in the last five years.

IS TECHNOLOGY AN ESSENTIAL PART OF KEEPING IN CONTACT WITH OUR LOVED ONES?



Connected time: A spotlight on carers

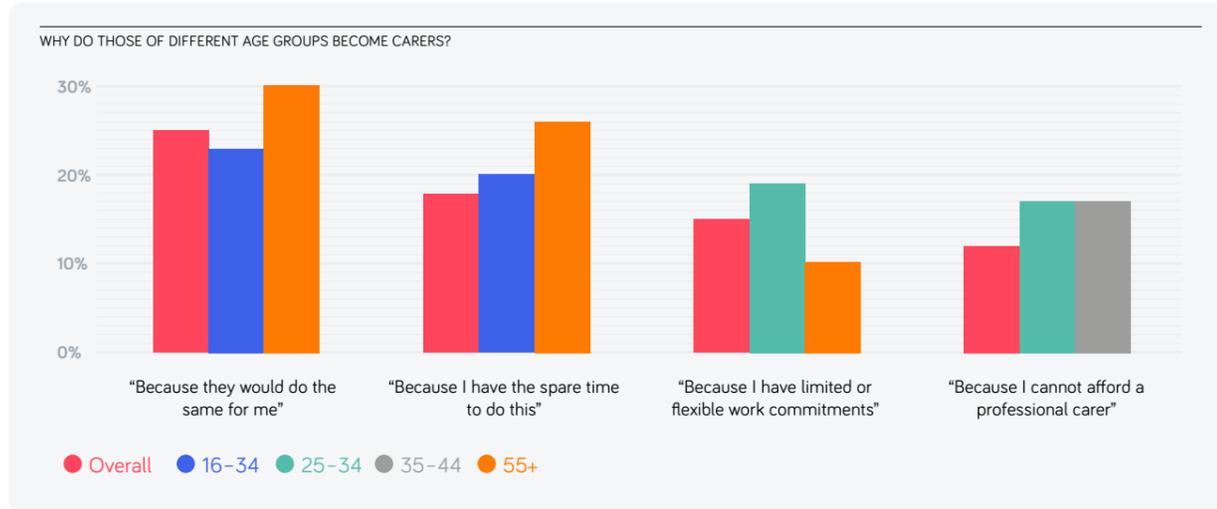
Of those surveyed, over 40% of us provide support or care for a loved one. The majority of these carers do so out of love for their friend or family member.

A quarter of people (26%) over the age of 55 who support or care for a family member or friend feel that they have become carers in part because they have the spare time to do so. This is the same age group that is driven to connect with people because of the enjoyment they get out of their time together.

Those aged 25 to 34 feel an obligation to act as a carer for a loved one because they feel their friend or family member would do the same for them (23%). This

demographic also feels that flexible work commitments (19%) and the affordability of professional care (17%) had an influence on them becoming a carer for their loved one.

More than one in ten (12%) of those who said they are a carer for a family member or friend do so because they cannot afford to pay a professional to care for their loved one. This number increases by five percent for those 25 to 34 years of age (17%).



"There's no one else to do it, really"
PARENT WITH ELDERLY RELATIVE, MAY 2019

"Because I want to; because it's the right thing to do"
GRANDPARENT, MAY 2019

"If I had to care for a loved one in the future, I would feel like it's my duty"
YOUNG ADULT, MAY 2019

The impact of care on carers

One in eight people in the UK are carers.

Thousands of people across the UK care for family, friends and loved ones, and no matter how positive the relationship and dynamic of care, many carers feel this impacts other areas of their lives.

The most common impact across all different groups is the feeling of guilt from not getting the chance to visit more. Overall, 36% of those surveyed felt this guilt – this feeling is most acute in those aged 45 to 54 (54%).

The social lives and mental health of carers are also affected by giving care to family or friends.

More than a quarter of carers aged between 16 and 34 are likely to feel that their role as a carer means they have to compromise on their social life. The younger age bracket of 16 to 24 feels their carer role also has a negative impact on their love life (24%). 9% of those who act as a carer and are over the age of 55 say that caring for their loved one impacts the hours they are able to work in their profession.

"Technology could mean living independently for much longer – which is what we all want for our relatives"
PARENT WITH ELDERLY RELATIVE, MAY 2019

Technology & connected care

Those who care for a loved one believe connecting via technology would help alleviate key concerns and lessen the pressure or detrimental impacts of being a carer.

Over a fifth (21%) of carers surveyed believe that technology could help the family or friends they care for live a better quality of life by becoming more independent. Those surveyed also believe technology can help carers to manage tasks better – for example, technology can make it much easier to check on what shopping was needed more regularly (21%).

The 'sandwich generation' – people who are both a carer and a parent – have split responsibilities as they have generations either side to look after. More than a third (37%) of carers, who are also parents, say that technology could help them check in on their loved one more regularly.

OVER A QUARTER OF CARERS BELIEVE THAT TECHNOLOGY WOULD:

- 33% Enable them to check in more regularly
- 30% Settle concerns about their loved one's overall health & wellbeing without having to visit them

"It can help you keep tabs on them better – that's the biggest benefit"
GRANDPARENT, MAY 2019

"All you have to do is press a button, and you can instantly see how they are"
GRANDPARENT, MAY 2019



04

Conclusion

As you would expect from our diverse, modern nation, spending quality time with our loved ones means different things to different people.

For some, it means spending time together in person – whether around the dinner table, at the park, or in front of the television. For others, it is a weekly Skype session with a loved one back home or abroad.

The value of this quality time – however we individually choose to define it – is clear. And yet it is also evident that many of us feel guilty, or stressed, about the amount of time that we are able to spend with those closest to us.

Many of us devote huge personal resources to helping and looking after our loved ones, at times at the expense of spending genuine, quality time together. For those who are carers, this is particularly true.

Technology plays a huge role in how we connect with our loved ones. Often derided as a distraction, in fact innovative technological solutions can provide a huge opportunity in creating and sustaining our relationships.

Not only in making us more accessible and connected to each other in a way that previous generations would find incredible, but also by helping us to care for, assist and reassure our loved ones with minimum stress or hassle. This, in turn, can help us all to spend more quality time together, potentially reducing those feelings of guilt and helping us truly enjoy the time we spend together.

That is the driving force and the inspiration behind Hive and its connected products.



05

Methodology

To generate the content for this report, Hive conducted two phases of research, comprising of quantitative and qualitative data collection.

Quantitative data collection

We conducted a nationwide poll to generate statistics on the topics of:

- How loved ones spend quality time together.
- The connections between loved ones.

The poll was nationally representative, weighted to properly reflect the range and make-up of families across the UK (i.e. by age, location, ethnicity, gender, etc).

The poll surveyed 2,000 adults between 8th and 10th May 2019.

We partnered with Censuswide, an established research consultancy, to deliver this research.

For the purposes of the research, we defined 'loved ones' as family or friends respondents spend time with, but not a spouse or partner.

Qualitative data collection

We conducted three focus groups to explore in greater depth the feelings and motivations around the topics of:

- How loved ones spend quality time together.
- The connections between loved ones.

Each of the groups focused on a different demographic, to explore the generational divide around the themes above:

- Young, single male and female adults with no dependants
– Ages 22 to 30
- Mothers and fathers with two sets of dependents (children and elderly parents)
– Ages 34 to 52
- Older male and female adults with grandchildren
– Ages 47 to 68

All the groups were held in London in May 2019, with all respondents living around London and the South East. The groups were brought to a London location.

We partnered with Censuswide, an established research consultancy, to deliver this research.

For the purposes of the research, we defined 'loved ones' as family or friends respondents spend time with, but not a spouse or partner.

We defined 'quality time' as emotionally fulfilling time spent with loved ones (excluding a spouse or partner) in person or remotely via technology.



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