



Millennial Dads: Equal Partners in Parenting

June 2015



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Dads have been depicted in many different ways through the decades:



Strong and supportive

These dads brought home the bacon but didn't bring up the baby.



Cliches in sweatpants

Cliff Huxtable and Al Bundy are both examples of the extreme stereotypes seen in the 80s.



Tough but sensitive

Dad was tough when needed, but tender when allowed.

1960s

1970s

1980s

1990s

2000s

2015



Opposite ends of the spectrum

Dad was either tough or sappy, with no man in the middle.



Goofy but goodhearted

Screen dads were becoming more well-rounded, more complex, and more ... real.

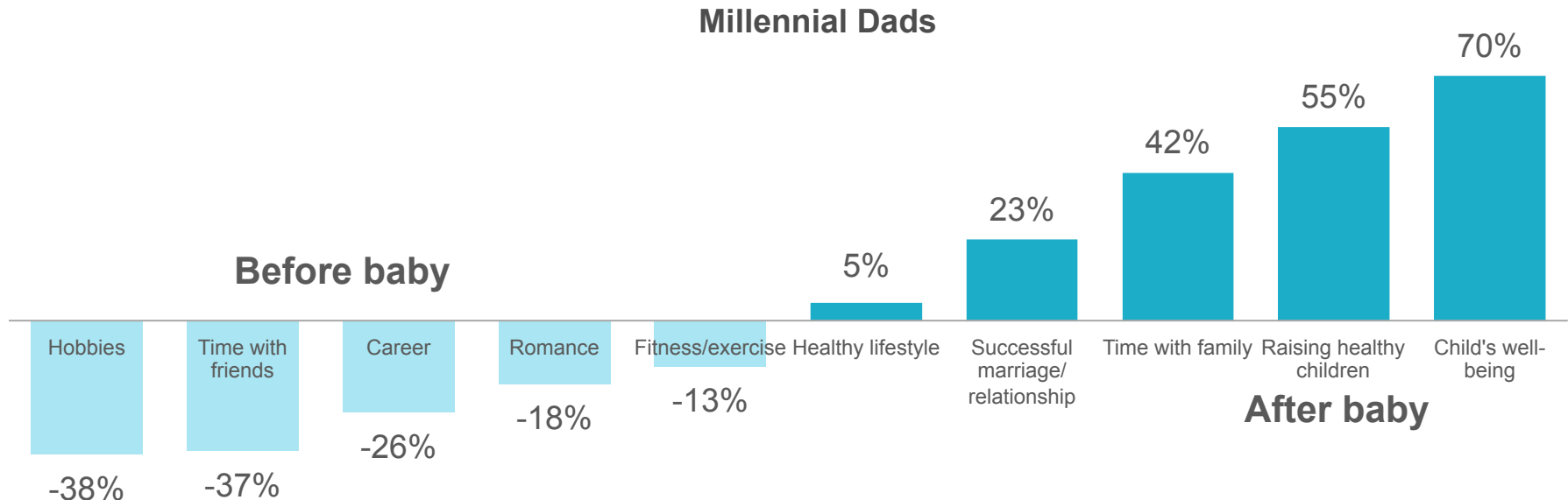


Family first

Dads are represented as involved in their children's lives, sharing parenting duties more equally.

Fundamental values shift in fatherhood

Q: What were your top five most important goals and aspirations before and after becoming a dad?

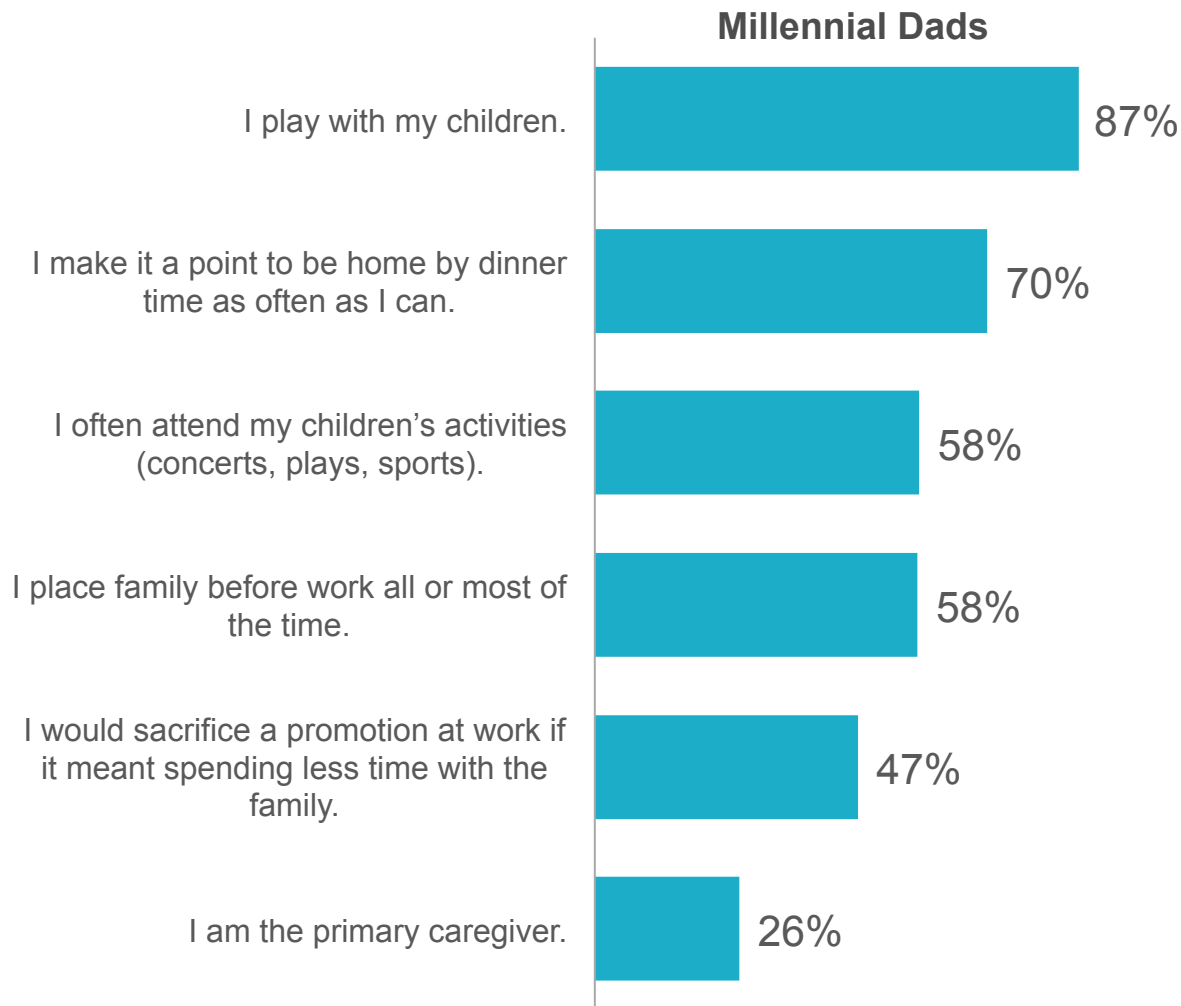


What stays the same

Over half of all men surveyed value financial security (53% after versus 52% before baby is born).

Millennial dads are fully embracing fatherhood

Q: How are you involved in your children's lives?



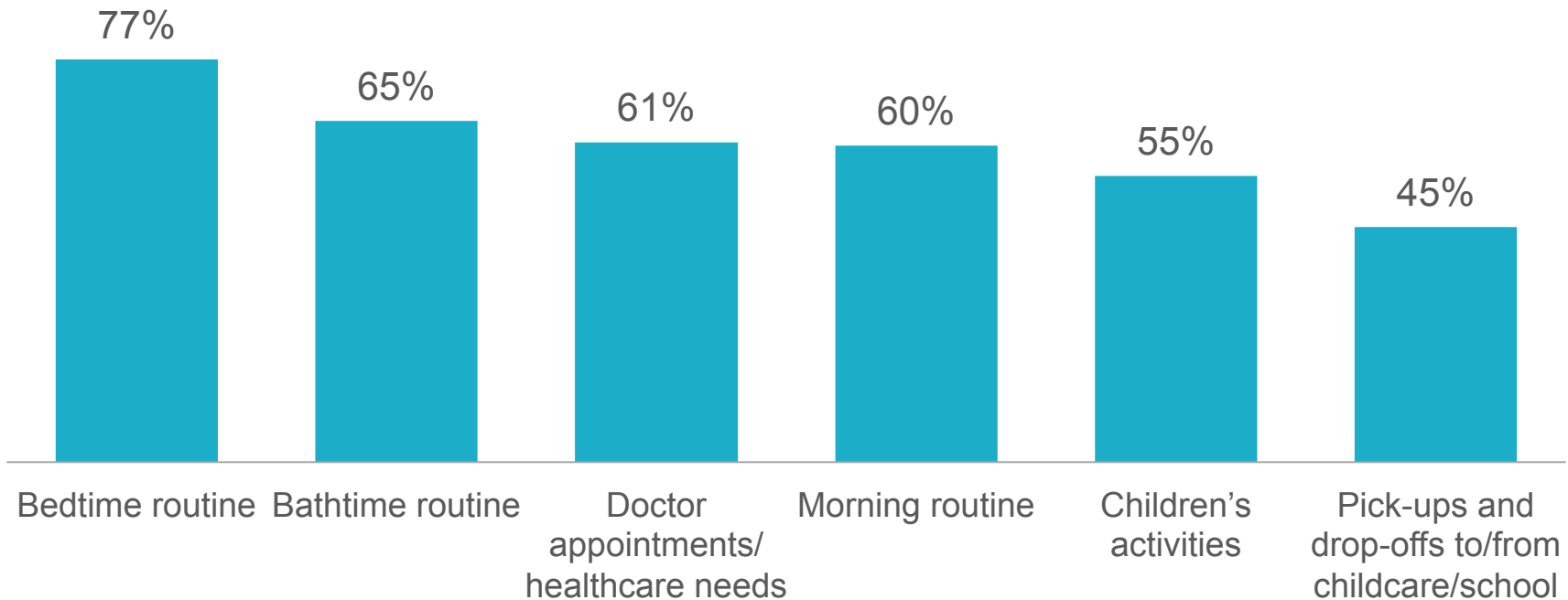
“Being an involved dad isn’t a trend. It’s just the way things are today.”

– Izzy’s dad, BabyCenter Community

And taking on full or partial responsibility for day-to-day needs

Q: Which of the following do you have complete or partial responsibility for when it comes to taking care of your children?

Millennial Dads



Source: BabyCenter Millennial Dads Study, June 2015. Based on a sample of millennial dads (n = 673).

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Yet they feel intense pressure to be perfect

9 in 10

say it's important to be the "perfect dad"
(vs. 8 in 10 of millennial moms).

1 in 3

report feeling overwhelmed.

35%

say it's hard for them to meet their own expectations at work and at home.

Source: BabyCenter Millennial Dads Study, June 2015. Based on a sample of millennial dads (n = 673), 2015 State of Modern Motherhood Report, BabyCenter 21st Century Mom® Insights Series, January 2015 .

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Millennial dads define “perfection” differently than millennial moms

Balances personal time with family time



How he describes the “perfect dad”

77%

How she describes the “perfect mom”

68%

Fit and healthy

51%

70%

Organized

47%

74%

Overall, millennial dads think they're doing a pretty good job

Prioritizes family over self



How he describes the "perfect dad"

64%

How he describes himself

63%

Focused on child's creative pursuits



38%

37%

Keeps children busy with activities

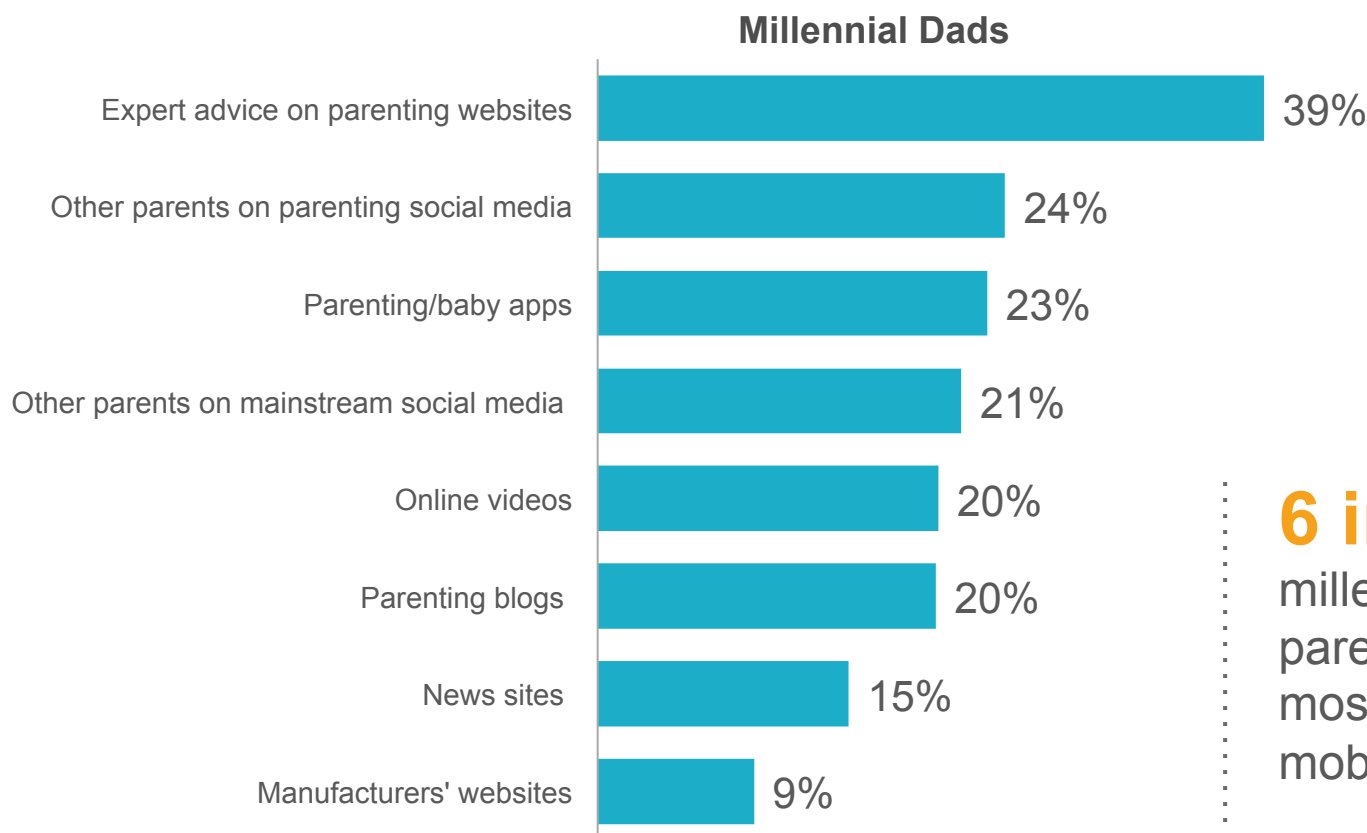


35%

33%

Dads are relying on digital resources in their new parenting reality

Q: Where have you sought out parenting information or support online in the past month?



6 in 10
millennial dads access
parenting information
most often from their
mobile devices.

Digital supports and empowers them

Q: For which of the following reasons do you use online resources for parenting-related information?

7 in 10

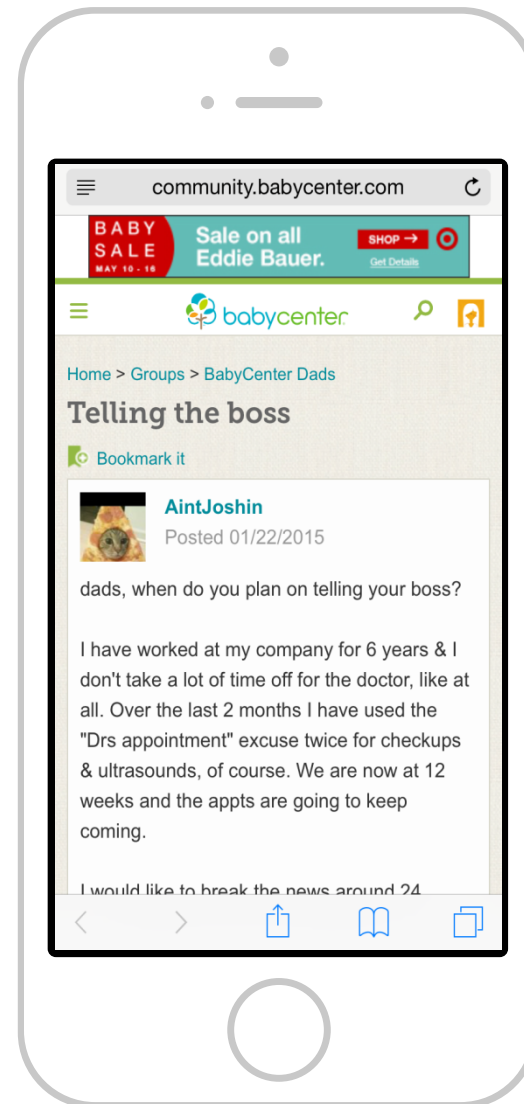
want parenting tips and tricks.

6 in 10

look for answers to their specific parenting questions.

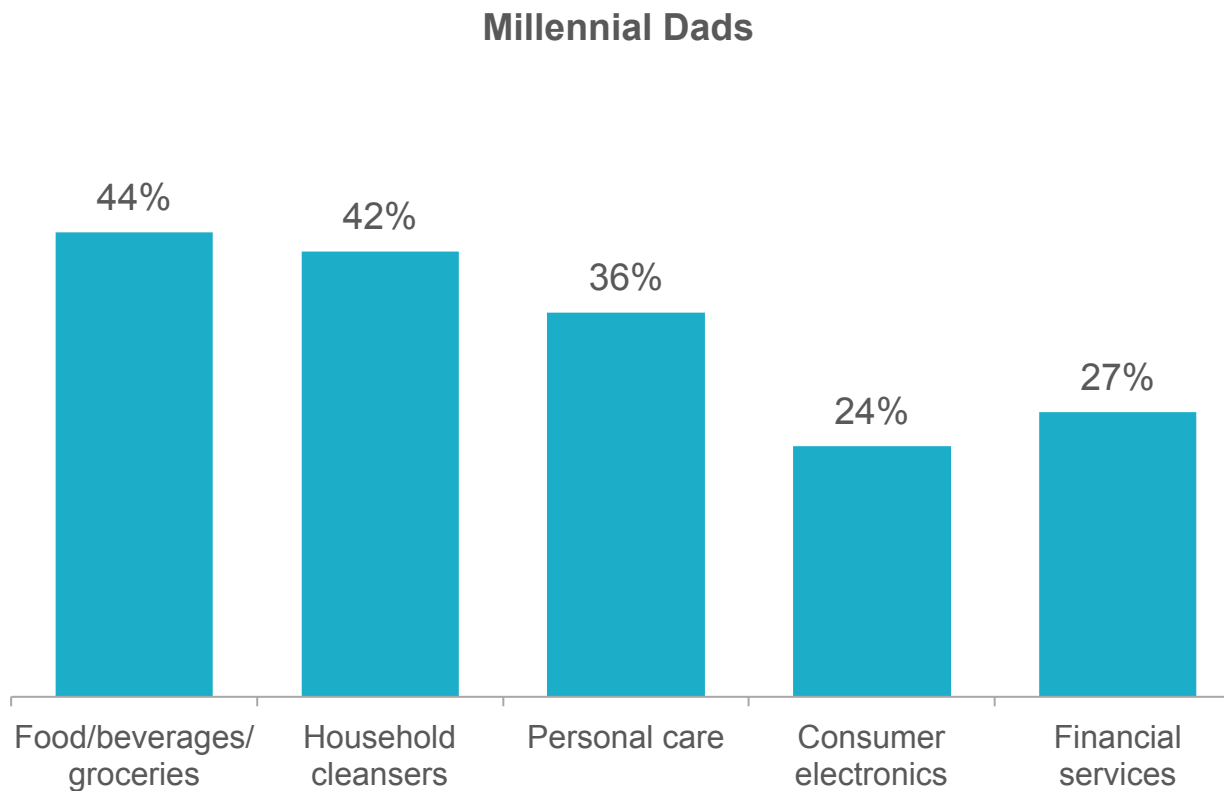
5 in 10

want to read about others' experiences.



Fatherhood triggers new brand choices

Q: Since becoming a dad, have you changed the brands you buy across these categories?



4 in 10

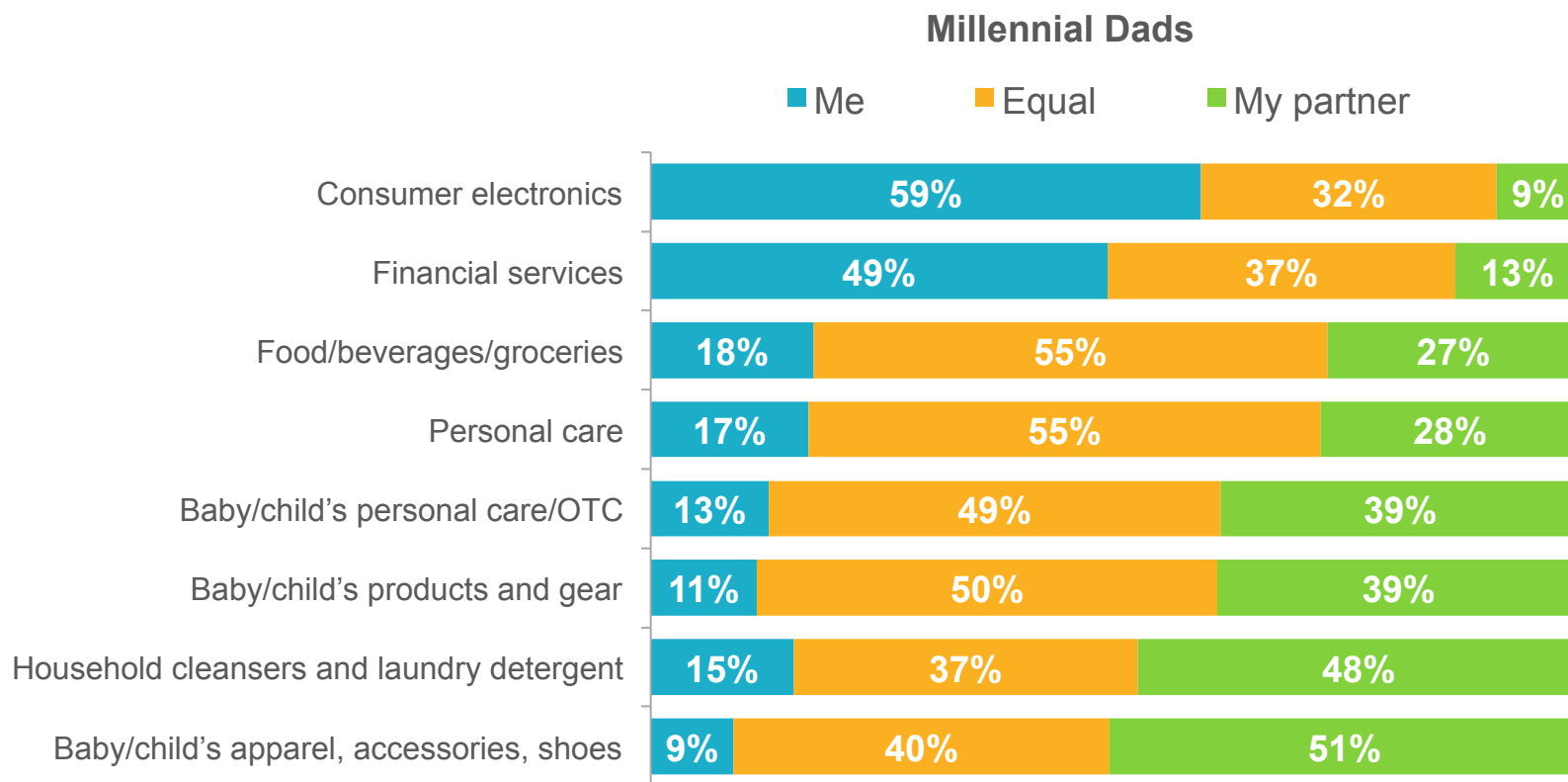
millennial dads use online parenting-related resources for product recommendations.

While **7 in 10** millennial
dads report having
complete or partial
shopping responsibility
for the household or
children's products...



...moms are still the main decision makers across most categories

Q: Thinking of you and your spouse or partner, who is the primary decision maker in each of the following product categories?



Source: BabyCenter Millennial Dads Study, June 2015. Based on a sample of millennial dads (n = 559).

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Key takeaways

Millennial dads put more focus on perfection

9 in 10 dads feel the need to be “perfect” in parenting vs. 8 in 10 moms.

They’re looking for answers online, especially on mobile

7 in 10 are looking for parenting tips and tricks, with **6 in 10** accessing parenting information most often through their phone.

They have household buying power, but are not the ultimate decision makers in many categories

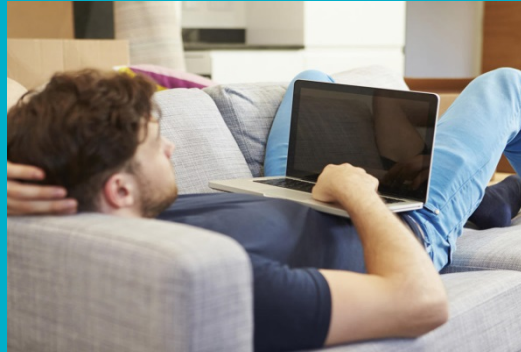
72% of dads say they have complete or partial shopping responsibility for the household, yet moms are making decisions on what to buy.

Methodology



Research

- BabyCenter conducted this survey on April 7, 2015 and April 13, 2015 on BabyCenter.com and among Research Now panel.
- Data in this presentation is based on total respondents and therefore sample sizes will vary.



Respondents

- U.S. residents
- Males age 18–54
- Expecting a child or had at least one child age 0–5 years old



**1,250
Dads**

Survey

- 1,250 U.S. dads qualified and completed the survey
 - Millennial dads (18–34): 583 completes
 - Gen X dads (35–44): 549 completes

