Millennial Dads: Equal Partners in Parenting
Dads have been depicted in many different ways through the decades:

<table>
<thead>
<tr>
<th>Decade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960s</td>
<td>Strong and supportive</td>
</tr>
<tr>
<td>1970s</td>
<td>Opposite ends of the spectrum</td>
</tr>
<tr>
<td>1980s</td>
<td>Cliches in sweatpants</td>
</tr>
<tr>
<td>1990s</td>
<td>Tough but sensitive</td>
</tr>
<tr>
<td>2000s</td>
<td>Goofy but goodhearted</td>
</tr>
<tr>
<td>2015</td>
<td>Family first</td>
</tr>
</tbody>
</table>

**1960s**
These dads brought home the bacon but didn’t bring up the baby.

**1970s**
Dad was either tough or sappy, with no man in the middle.

**1980s**
Cliff Huxtable and Al Bundy are both examples of the extreme stereotypes seen in the 80s.

**1990s**
Dad was tough when needed, but tender when allowed.

**2000s**
Screen dads were becoming more well-rounded, more complex, and more … real.

**2015**
Dads are represented as involved in their children’s lives, sharing parenting duties more equally.

Source: BabyCenter Millennial Dads Study, June 2015.
Fundamental values shift in fatherhood

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

Source: BabyCenter Millennial Dads Study, June 2015.

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

Source: BabyCenter Millennial Dads Study, June 2015.
Millennial dads are fully embracing fatherhood

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

- **87%** say they play with their children.
- **70%** say they make it a point to be home by dinner time as often as they can.
- **58%** say they attend their children’s activities (concerts, plays, sports).
- **58%** say they place family before work all or most of the time.
- **47%** say they would sacrifice a promotion at work if it meant spending less time with the family.
- **26%** say they are the primary caregiver.

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

– Izzy’s dad, BabyCenter Community

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

- Bedtime routine: 77%
- Bathtime routine: 65%
- Doctor appointments/healthcare needs: 61%
- Morning routine: 60%
- Children's activities: 55%
- Pick-ups and drop-offs to/from childcare/school: 45%

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

Millennial dads define “perfection” differently than millennial moms

<table>
<thead>
<tr>
<th>Trait</th>
<th>How he describes the “perfect dad”</th>
<th>How she describes the “perfect mom”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balances personal time with family time</td>
<td>77%</td>
<td>68%</td>
</tr>
<tr>
<td>Fit and healthy</td>
<td>51%</td>
<td>70%</td>
</tr>
<tr>
<td>Organized</td>
<td>47%</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source: BabyCenter Millennial Dads Study, June 2015.
Overall, millennial dads think they’re doing a pretty good job

<table>
<thead>
<tr>
<th>Description</th>
<th>How he describes the “perfect dad”</th>
<th>How he describes himself</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritizes family over self</td>
<td>64%</td>
<td>63%</td>
</tr>
<tr>
<td>Focused on child’s creative pursuits</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Keeps children busy with activities</td>
<td>35%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Source: BabyCenter Millennial Dads Study, June 2015.
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?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Millennial Dads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert advice on parenting websites</td>
<td>39%</td>
</tr>
<tr>
<td>Other parents on parenting social media</td>
<td>24%</td>
</tr>
<tr>
<td>Parenting/baby apps</td>
<td>23%</td>
</tr>
<tr>
<td>Other parents on mainstream social media</td>
<td>21%</td>
</tr>
<tr>
<td>Online videos</td>
<td>20%</td>
</tr>
<tr>
<td>Parenting blogs</td>
<td>20%</td>
</tr>
<tr>
<td>News sites</td>
<td>15%</td>
</tr>
<tr>
<td>Manufacturers' websites</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

Source: BabyCenter Millennial Dads Study, June 2015. Based on a sample of millennial dads (n = 663); Gen X Dads (n= 599).
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.

Source: BabyCenter Millennial Dads Study, June 2015.
Fatherhood triggers new brand choices

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

- **Food/beverages/groceries**: 44%
- **Household cleansers**: 42%
- **Personal care**: 36%
- **Consumer electronics**: 24%
- **Financial services**: 27%

Source: BabyCenter Millennial Dads Study, June 2015.
While 7 in 10 millennial dads report having complete or partial shopping responsibility for the household or children’s products...

Source: BabyCenter Millennial Dads Study, June 2015.
...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?

<table>
<thead>
<tr>
<th>Category</th>
<th>Me</th>
<th>Equal</th>
<th>My partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer electronics</td>
<td>59%</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Financial services</td>
<td>49%</td>
<td>37%</td>
<td>13%</td>
</tr>
<tr>
<td>Food/beverages/groceries</td>
<td>18%</td>
<td>55%</td>
<td>27%</td>
</tr>
<tr>
<td>Personal care</td>
<td>17%</td>
<td>55%</td>
<td>28%</td>
</tr>
<tr>
<td>Baby/child’s personal care/OTC</td>
<td>13%</td>
<td>49%</td>
<td>39%</td>
</tr>
<tr>
<td>Baby/child’s products and gear</td>
<td>11%</td>
<td>50%</td>
<td>39%</td>
</tr>
<tr>
<td>Household cleansers and laundry detergent</td>
<td>15%</td>
<td>37%</td>
<td>48%</td>
</tr>
<tr>
<td>Baby/child’s apparel, accessories, shoes</td>
<td>9%</td>
<td>40%</td>
<td>51%</td>
</tr>
</tbody>
</table>

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

Survey

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

Respondents

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

Respondents

- 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.

Research

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

Survey

- 1,250 Dads