

## Marketing to Dads - UK - September 2011

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"Despite the fact that more women than ever have careers, fathers still assume the traditional role as breadwinner. However, economic uncertainty and instability in the job market, compounded by the rising cost of living, puts fathers under significant pressure to provide for their families. Today's fathers prioritise working over family time, meaning that whilst they focus on bringing home the bacon, mums are left holding the baby."

– Alexandra Richmond, Senior Consumer and Lifestyles Analyst

### In this report we answer the key questions:

- What is the impact of the continued economic situation on the roles that fathers play within the family unit?
- How has life changed for men since the arrival of their children, in terms of both their social lives and their spending habits?
- What concerns do fathers have about the world in which they are raising their children?
- What is the dynamic between mums and dads when caring for their children?
- What are the key reasons that mums return to work and what proportion of fathers are staying at home with the baby?

For the purposes of this report, a Dad is a male over the age of 16 who has at least one child under the age of 16. Mintel estimates that there are 6.62 million fathers of children under the age of 16 living in the UK. Data from the Office for National Statistics show that 2% are single fathers.

There has been much talk in the newspapers of the rise in stay at home dads, although these fathers are very much in the minority. Despite huge progress in sexual equality over the last couple of generations, men still retain their role as the main breadwinner in the household, whilst mums shoulder the bulk of childcare responsibilities.

The current economic climate has left a huge question mark hanging over job security and financial stability and this report examines how much time mums and dads can afford to take off work after the arrival of their baby and what prompts them to return to work. This has also impacted on their attitudes towards social issues now that their family is expanding, as well as their priorities when shopping.

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