

Lifestyles of Dads - UK - October 2012

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"Whilst more mums classify themselves as breadwinners in their families, the opposite trend is also coming to the fore. As there are more stay-at-home mums, dads are adjusting to coping with increasing work pressures and staying connected with their offspring."

- Ina Mitskavets, Senior Consumer and Lifestyles Analyst

In this report we answer the key questions:

- How do partners share responsibilities in today's British families?
- How does household income impact on family leisure?
- Are single dads less connected with their children?

Continued financial pressures are impacting on the welfare of British families, as more fathers are assuming the role of family breadwinners, whilst more new mothers elect to stay at home with the baby. Additionally, over a quarter (27%) of working parents feels under pressure to excel at work and be a good parent, illustrating the changing realities faced by parents in today's Britain.

The report explores how families' financial situations have changed over the past year and examines in greater detail whether parents re-evaluated their spending priorities over the past year. The report further examines changes in family lifestyle and activities that families do together. Finally, it looks at fathers' use of the internet and mobile technologies that help with parenting. It also examines the sources that they typically go to for advice on raising their offspring.

Methodology

Mintel conducted online consumer research in August 2012 on a sample of 1,000 internet users aged 16+ who are fathers of children aged 0-18.

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