

## Lifestyles of Dads - UK - October 2013

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“Smartphones are enabling time-pressed parents to manage their schedules and family priorities on the go, lending an explanation for the uptick in fathers’ online activities related to parenting over the past year.”

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

### This report looks at the following areas:

- What role do dads assume in their families?
- Is university education slipping off parents’ radar?
- What motivates dads to encourage their kids’ extracurricular interests?
- Do fathers use social media and technology to bond with their kids?

The younger generation has been particularly affected by the troubled economy, which means that parents continue worrying about their children’s futures. Fathers are especially likely to equate children’s future prosperity with going to university and getting a good job. Parents encourage their kids to take up a variety of extra-curricular activities in order to expand the options available to them once they leave the parental home.

This report examines how fathers’ hopes for the future of their dependents drive their encouragement of interests outside of the school syllabus. The report also looks at the growing influence of social media and the internet on parenting habits, research and purchases, as well as how dads use social media sites to interact with other parents and brands.

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