

Marketing to Parents - Canada - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"With parents more likely to work full time, parenting necessitates more independence from children and more respect afforded to them, evidenced by greater input from children on family activities and actively influencing parents on trends and brands. Canadian moms and dads differ on how technology impacts family time."
-Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Money matters are on the minds of parents
- Perceived participation in housework may not be fully aligned amongst parents
- Parents with young children struggle for balance
- Parents are concerned about their children's online safety and security – even those with teens

For the purposes of this Report, Mintel defines a 'parent' as an internet user over the age of 18 who is the parent/guardian of any children under the age of 18 living in the household.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Marketing to Parents - Canada - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Money matters are on the minds of parents

Figure 1: Goals in the next five years, June 2016

Perceived participation in housework may not be fully aligned amongst parents

Figure 2: Household division of labour, by gender, June 2016

Parents with young children struggle for balance

Figure 3: Attitudes towards prioritizing career, personal life and parenting, June 2016

Parents are concerned about their children's online safety and security – even those with teens

Figure 4: Monitoring use of technology, by age of children at home, June 2016

Opportunities

Children have a voice in family entertainment decisions

Figure 5: Influence of children, by age of children in household, June 2016

Brands need to do more to establish a personal connection with dads

Figure 6: Attitudes towards the influence of children on trends and brands (any agree), by gender, June 2016

Family time will never go out of style

What it means

The Market – What You Need to Know

Increasing variations in what makes a family ranges

More parents are working full time

Debt and the current economic conditions weigh on parents' minds

Market Factors

The family structure is changing

Fewer couples are having children

Single-parent households are on the rise

Blended families represent 13% of couples with children

Figure 7: Distribution and percentage change of census families, by family structure, 2001-11

Marketing efforts need to keep up with the times

Proportion of parents working full time is on the rise

Two-parent households see growth of both parents working full time

Fewer stay-at-home parents seen today – though a growing proportion are dads

Single parent households also more likely to be working full time

Opportunities to connect with parents – at least for a moment

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Parents - Canada - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Parents today are carrying more debt
Economic factors
Debt and parents
Retailers will be dealing with a more price-conscious consumer

Key Trends – What You Need to Know

Media portrayals reflect changing family structures
Parents today are stretched
Companies are encouraging children to step up, literally

What's Working?

Family portrayals are more inclusive
From reflecting ethnic diversity...
... to reflecting dad's role in the home
Figure 8: Infinity QX60 – Pool Party, April 2016
Figure 9: Mark's Father's Day, June 2016
Simultaneously appealing to the interests of kids and adults

What's Struggling?

Moms and dads want flexibility in the workplace
Figure 10: Agreement with 'it is important for parents to have a flexible job', by gender, June 2016
How protective is too protective?

What's Next?

Helping children find balance between technology and play
Figure 11: Agreement with 'parents should set limits on their children's screen time, by gender and age of children in household, June 2016
Screen time means less play time – PartiPACTION
Figure 12: Make room for play, December 2015
Fitness trackers in Happy Meals – McDonalds
Catering to the busy-ness of being a modern parent

The Consumer – What You Need to Know

Parents strive to save money and quality time with the family
Moms continue to be responsible for the majority of the housework
Canadian parents put their children before themselves
Children have a voice, though parents are worried about spoiling them
Canadian parents are tuned in to brands and trends their children like
Parents are divided on how technology impacts family time
Moms and dads are actively monitoring children's use of technology

Goals and Priorities

Parents strive for financial goals and family time
Figure 13: Goals in the next five years, June 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Marketing to Parents - Canada - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Financial goals targeted regardless of life stage

Moms tend to be more family-centric

Time spent with family can work as a de-stressor for parents

Modern family traditions can be easily incorporated

Dads with teens are interested in getting a new vehicle

Figure 14: First Date – Hyundai Super Bowl Commercial, The Hyundai Genesis, February 2016

Household Division of Labour

Household duties fall along traditional gender lines

Figure 15: Household division of labour, June 2016

Opportunity for financial companies to cater to women

Inside vs outside housework – In their words

To be fair, men are contributing

Figure 16: Edge Cereal – Boxcar, August 2016

Figure 17: Household division of labour, by dads, June 2016

He said, she said

Figure 18: Household division of labour, by gender, June 2016

Acknowledgement in both directions will go a long way

Crediting moms for their time and energy put in the home

Figure 19: Quaker “Stay True”, August 2016

Figure 20: P&G TV Commercial, “Thank you, Mom”, April 2016

Depicting men as capable

Figure 21: Strong is Beautiful, Pantene Dad-Do, February 2016

Order of Prioritization: Children vs Career vs Self

The children come first

Figure 22: Attitudes towards prioritizing career, personal life and parenting, June 2016

Younger parents more likely to feel stretched

Figure 23: PC Organics Babylicious, April 2016

Moms with young children could use some pampering

Figure 24: Moms’ attitude towards prioritizing career, personal life and parenting, by age of children in household, June 2016

Approach to Parenting

The dialogue goes both ways

Figure 25: Attitudes towards parenting, June 2016

Making brands child-friendly is an opportunity

Children’s age is a factor

Urban parents need practical solutions

Figure 26: Attitudes towards benefits of daycare, by area of residence, June 2016

Children’s Influence on Household Decisions

Children hold sway on family entertainment choices

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Parents - Canada - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 27: Influence of children, June 2016

Greater influence among those with older children – particularly Moms

Figure 28: Influence of children, by age of children in household, June 2016

Moms are more likely to be swayed

Figure 29: Influence of children aged 12-17, by gender, June 2016

Children's Influence on Trends and Brands

Children keep parents aware of trends and brands

Figure 30: Attitudes towards the influence of children on trends and brands (any agree), by age of children in household, June 2016

Moms with teens are paying attention to the trends

Figure 31: Loft TV Commercial, "First Day", September 2015

Dads with teens are tuned in to brands

Figure 32: Agreement with "my children often ask for things by brand name" (any agree), by gender and age of children in household, June 2016

Technology and Family Time

Parents are divided in how technology impacts togetherness

Figure 33: Attitudes towards technology and the family, June 2016

Fathers see bonding potential, mothers see divisiveness

Parents will respond to increasing interaction – online and off

Shared experiences via separate devices is possible

Bonding without devices continues to be desired

Monitoring Children's Use of Technology

Concerns about online safety lead to personal monitoring

Figure 34: Monitoring use of technology, June 2016

More monitoring with under-12s, more worries with teens

Parents of children under-12 are setting limits on technology usage

Figure 35: Monitoring use of technology, by age of children at home, June 2016

Parents of teens could use some help – particularly moms

Figure 36: Monitoring use of technology, by age of children at home, June 2016

Canadian vs American Parents

American dads show greater personal connection to brands kids ask for than Canadian dads

Figure 37: Attitudes towards the influence of children on trends and brands (any agree), Canadian parents vs American parents, June 2016

Connecting with Canadian dads

Make it easy for dads to see why children ask for a brand

Appeal to dad's kid side

Be a resource for Canadian dads

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Marketing to Parents - Canada - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Abbreviations and terms

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com