

## Millennial Dads - US - August 2017

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"Millennial dads are taking a different path than the generations before them, balancing their desire to provide for the household with their desire to spend quality time with their families."

-  
**Dana Macke,**  
**Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

- Parenting partner is the #1 resource for Millennial dads
- For dads, kids come first and chores are a distant second
- Millennial dads want to have their cake, and eat it too

In 2017 Millennial men are aged 23-40, which means many of them are entering fatherhood for the first time. About half of this generation have kids in the household, primarily kids under the age of 12. As Millennial men become fathers they are seeing their lifestyles shift in unimaginable ways. Where their fathers may have been more focused on supporting the household financially, Millennial dads are also driven by a desire to connect with their kids emotionally, take part in household decision making, and be more involved in family life. However, in their new approach to fatherhood, Millennial dads may struggle to balance these priorities.

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### DID YOU KNOW?

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

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## What's Next?

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Opportunity

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