

Lifestyles of First Time Parents - US - 2021

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This report looks at the following areas:

- The demographic profile of First Time Parents today
- The emotions and concerns that mark the first years of parenthood
- The sources of information and advice that First Time Parents trust and rely on
- The external factors affecting parenthood, including the declining birth rate, COVID-19 and other sociopolitical circumstances influencing parents today

As the US birth rate and fertility rate continue to decline, the lifestyles of First Time Parents have started to evolve along with the changing population and societal norms. While the age of First Time Parents is getting older, the segment overall still skews younger and less affluent than the total population. Although new parenthood is a great source of joy, it also marks a sudden and stark change in lifestyle that many First Time Parents are not properly prepared for. Brands have the opportunity to help smooth this transition for First Time Parents by offering emotional support, practical information and an encouraging sense of community.



“Becoming a parent for the first time is a joyful and amazing experience, but it also marks a sudden and distinct change in lifestyle for new parents. The majority of First Time Parents feel the shift to new parenthood is more challenging than they anticipated and one they were not properly prepared for.”

- Lisa Dubina, Associate Director | Culture and Identity

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