



Marketing to Dads: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on dads.
- Dads' perception of their personal financial situation, now and in the next year.
- Dads' confidence in their parenting abilities and where they look for support.
- How dads' view their relationship with their spouse/partner and children.



"While dads may see themselves as new and improved version of their own fathers, they still see the room for improvement in their roles. They see their partners as the primary parent, which contributes to their lack of confidence in their parenting abilities and potentially difficult time communicating and connecting with their children as they get older."

– Ariel Horton, Lifestyle and Leisure Analyst

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