

Marketing to Dads: Incl Impact of COVID-19 - Canada - December 2020

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This report looks at the following areas:

- Marketing channels to reach dads.
- How dads raise their kids; specifically, how they spend time with them and what they want to teach them.
- Household responsibilities that dads are mostly responsible for, as well as those that they share with their partners.
- How dads keep in touch with friends, even before COVID-19 social distancing rules were in place.
- Attitudes related to the COVID-19 pandemic's impact on dads and their kids.



“Marketing to dads can be a challenging task for companies; not only do they need to understand parents, but specifically the men in those family households. That challenge has become more complex in recent years as modern fatherhood has evolved – even in comparison to how today’s dads were raised by their own fathers.”
– **Scott Stewart, Senior Research Analyst**

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