

## DADS SNAPSHOT GENERATIONAL SEGMENTS



### Do-Over Dad

- 40 years or older with young children
- Established career
- May have already raised a child
- More engaged with children this time around
- Majority agree men can be as capable as women in caregiver role, but still less likely to believe this than younger Dads



### Gen X Dads

- 30 to 40 years old
- Reject tradition and stereotypes
- Retain pre-parenthood identity
- Proud to be a Father
- Tends to be insecure about parenting
- Proficient with technology



### Millennial/Gen Y Dads

- Younger than 30 years old
- More family focused than previous generations
- Confident in their role
- Disregard traditional gender roles
- Technology part of daily life

## DIVERSITY SEGMENTS



### Latino Dads

- More kids per family than other ethnic groups
- Typically head of family and work long hours
- Warm and affectionate toward children
- Encourage kids to develop literacy skills
- Involved in activities, such as soccer, shopping and meals
- Trust TV and radio as news sources
- Passionate about sports



### African American Dads

- 85 percent live in five major metropolitan areas
- Divorce and births out of wedlock pose challenges
- Nearly 10 percent of children live with single Father
- 80 percent of media consumption is TV, radio and Internet
- Most are avid sports fans



### APIA Dads

- Foreign-born or first generation immigrants
- Adhere to traditional role of provider and disciplinarian
- Mix traditional Asian and Western views on parenting
- Gender roles shift with acculturation
- Defer to females for information on children