

A FRESH LOOK AT DADS AS CONSUMERS



Today's dad is anything but predictable. He loves to see his partner excel at work, feels at home in the kitchen, and considers personal care a priority. So what insights can brands and retailers leverage to connect with today's dad?




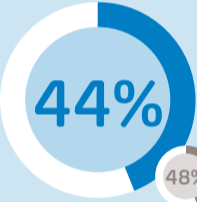
Dads will sacrifice dollars for convenience


- 44%**  **will pay more for products that make life easier**
+8 points from 2011
- 38%**  **say price is the most important factor in their purchase decisions**
-3 points from 2011
- 56%**  **say easy-to-open packages are important in their brand choices**
10 points higher than moms


 **Make sure dads know how your products will make their lives simpler.**

Dads read ingredients, value transparency



44%  **"Always read the label"**
before making a purchase
48% For dads with kids under 6

66%  **"Easy-to-understand labels are important to their brand choices"**
4 points higher than moms


 **Make your labels clean and simple – let Dads know you value their interest and concern.**



Dads rely on familiar brands

34%  **"I only buy products and services from a trusted brand"**

56%  **"I buy the brands I grew up with"**

 **Call out the role your brand has played in the lives of today's parents.**

Preview: The Now Generation and dads

We expect the next generation of dads (now 25 years and younger) to be distinct and demanding, requiring clear understanding from marketers and brands. GfK research indicates that they -

- have a strong focus on safety & security
- place a high value on education – for themselves and their kids
- continue to blur gender lines and traditional roles