

Dudes -to- Dads

U.S. Men's Attitudes Toward Life, Family, Work

How cultural, economic and societal shifts are affecting how men approach home, career and leisure time, and what that means for marketing to them

INTRODUCTION

The Changing Lives of Men

BY LISA TERRY

What does it mean to be a man? Once upon a time, it was all so clear. Men protected and provided for their families, led companies and countries and were

looked to as the patriarchs of their homes and society. Boomers saw all that starting to change as the sexual revolution and the women’s movement threw traditional roles into question. As Gen Xers came of age, a cultural transformation was in full swing and divorce rates were on an upswing. By the time millennials came along, it was a different world entirely.

Now add a heavy dose of financial turmoil, an increasingly multicultural population and evolving social values, and you have a society that has swept away the underpinnings of traditional male roles.

Marketers have done a pretty good job keeping up with women’s evolving lives through this tumult. But despite an explosion in the availability of data and tools to gain insights into all kinds of niche audiences, brands haven’t always kept up with how men’s lives are changing.

In this report, Ad Age Insights dives deep into the many ways men’s lives today represent a significant departure from those of their fathers and grandfathers. Except where noted, the data came from the Survey of the American Consumer conducted last fall by media and consumer research leader GfK MRI.

MEN TODAY

Every person is unique. But targeting a market requires at least some level of generalization, grouping men to look at their lives. According to the U.S. Census, there are 194,296,087 men between ages 18 and 64, and another 17 million 65 and over. **(See Chart 1, right.)** Researchers and sociologists commonly break boomers into two groups because of the immense time span the boomer period covers. The experiences of a man born in 1946 are vastly different from those of one who came into the world in the early ‘60s. Some researchers break up millennials for the same reason. **(See Generations, right, for definitions used in this report.)**

IT’S THE ECONOMY

One event that has affected nearly every U.S. man’s life is the 2007 to 2009 recession. To put it bluntly, the downturn whacked men in particular because they lost a disproportionate percentage of the jobs.

Chart 1

How Many Men Are There? Source: U.S. Census

U.S. Male Population by Age

Age (years)	Population
18-64	194,296,087
Under 18	37,945,136
18-24	15,661,633
25-34	20,632,091
35-44	20,435,999
45-54	22,142,359
55-64	17,601,148
65 +	17,362,960

Generations

Source: GfK MRI

	Born	Ages
Millennial	1977-1994	17-35
Gen X	1965-1976	36-47
Late Boomers	1956-1964	48-56
Early Boomers	1946-1955	57-66
Preboomers	1945 or earlier	67-plus

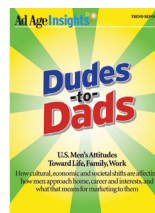
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% of Total U.S. Population	Males per 100 females	Generation
63.6%	98.6	ALL MEN
25.0%	104.7	SONS
10.3%	104.3	MILLENNIALS
13.6%	101.0	MILLENNIALS
13.5%	99.0	GEN X
14.6%	96.8	LATE BOOMERS
11.6%	93.2	EARLY BOOMERS
11.4%	75.8	PREBOOMERS



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DOWNLOAD

Key charts are available for buyers of this trend report to download as Power Point slides. Use this link to access the slides: AdAge.com/trendreports

Perhaps because of that, as of fall 2011, nearly half (49%) of men declared the economy worse than it was the 12 months before; 37% believed it was about the same as the previous 12 months; and 14% believed it was better. Younger men tended to have a more positive reading than older men about the current state of the economy as well as their own financial situation, now and in the next 12 months.

As you'll see in the pages that follow, the state of the economy underlies many of men's attitudes and behaviors. We examine men from five different angles: men at work, at play, as they discover, as they shop, as well as how they live their lives. We also meet three men who were willing to share their own personal experiences in the new lives of men. This report details attitudes and behaviors of U.S. men by generation, and gives insight into how marketers can craft messages that resonate and connect with males.

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How They Live Their Lives

It's easy to look at all the forces acting on men's lives over the past several decades and see loss: of status at work, at home and in society as general. Men no longer get credibility assigned to them simply for being men (particularly if they're white).

But as strict definitions of manhood have fallen away, so have limitations on what they can and can't be. Men now have the freedom to define themselves, and as the data indicate, many are doing so, taking on roles—stay-at-home father, ailing spouse's caregiver, cohabiting dad—that may have been unthinkable in the not-too-distant past.

Their growing responsibilities for maintaining the home, shopping for wants and needs, and caring for kids means missed opportunity for marketers not yet adopting a more multidimensional perspective on the American male.

MEN COME HOME

With all the changes going on in the workplace and the stress they cause, "many men are turning toward home ... simply because they have more power to be successful in that environment. At home, they feel they're more empowered to directly affect their own success," said Rose Cameron, VP-global brand strategy for branding and design firm Hornall Anderson. Cameron, a much requested speaker at universities and conferences on the subject of gender and marketing to men, has been a "student of men" since her first major global study on them for Leo Burnett in 2005. She said just 30% of men report they are happy when they're at work.

Men's contributions at home are also essential for a functioning household. With more women now working and lives busier than ever, it often takes two to keep things running, especially when there are kids at home.

According to the American Time Use Survey, conducted by the U.S. Bureau of Labor Statistics, on an average day, 84% of women and 67% of men spent some time doing household activities such as housework, cooking, lawn care or financial and other household management. Men reported spending about one to three hours cooking and about the same amount of time cleaning and washing each week, when asked by GfK MRI. That's not as much as women report in similar research, but it's likely more than their own fathers did. These are not new skills for some; as the first latchkey generation, for example, Gen Xers "are fully comfortable

with domestic settings because they were raising themselves," said Cameron. "Their definition of masculinity was defined by women versus men in the household."

And as they do more, the home becomes more important in what it says about them and their families. Nearly two-thirds say their home is a reflection of their personal style, although less than half (42%) enjoy showing off their home to others. Standards also differ. Most men (71%) want a neat, organized home, but ideas about organization vary, with 66% saying, "Even if things look messy, I know where everything is." (See Chart 2, P. 5)

FAMILY AT THE CORE

Even more than chores, men are spending their home time with their loved ones. Nearly 23% of men spend more than 50 hours a week with their spouses or significant others, and an equal number spend 20 to 50 hours together. Not surprisingly, pre-boomers spend the most time, but 30% of early boomers also get lots of spouse time. (See Chart 3, P. 6)

Gen Xers and millennials spend the biggest chunk of time with their kids—a quarter of Gen Xers and 16% of millennials spend 30 hours or more each week. And they wouldn't have it any other way: 84% of all men say spending time with family is a top priority, and 76% of men say they wish they had more time to spend with their families. Three-quarters say eating dinner every night as a family is very important; 65% would rather fix a meal at home than go to a restaurant. (See Chart 4, P. 10)

"For a lot of guys, their sense of self-esteem and confidence comes from their view of themselves as confident parents," said Dr. Brad Harrington, executive director of Boston College's Center for Work & Family. "They know they're not living up to their vision of a 50-50 relationship with their wives around responsibilities, but the fact is they aspire to that." In the Center's study, "The New Dad: Caring, Committed and Concerned" 70% of fathers said caregiving should be 50-50 but just 30% said they were achieving that. The

American Time Use Survey found men spend an average 26 minutes a day doing hands-on, physical care such as bathing or feeding a child under 6, while women spent 1.1 hours.

Kids are not the only ones men are caring for. According to "Boomer Bookends," a 2009 report on the two boomer generations by insurer MetLife, 17% of younger boomers and 14% of older boomers are caring for an older relative, and many are hands-on grandparents as well. "The number of men who are caregivers has doubled," said David Weigelt, president of Immersion Active, an agency that specializes in online marketing to those 50-plus, and author of "Dot Boom: Marketing to Baby Boomers Through Meaningful Online Engagement." That's part

84% of all men say spending time with family is a top priority, and 76% of men say they wish they had more time to spend with their families

Chart 2

House Proud: How Men View Their Homes Source: GfK MRI

How much do you agree with following statements? Percent who “Strongly agree” or “Agree”

All Men	Millennials (b. 1977-1994)	GenXers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
Keeping a neat, organized home is a top priority for me						
%: 71.09	68.18	72.11	71.77	72.08	71.51	74.57
Index: 100	96	101	101	101	101	105
Even if things look messy, I know where everything is						
%: 66.12	66.37	64.92	66.52	68.13	65.17	66.48
Index: 100	100	98	101	103	99	101
My home is an expression of my personal style						
%: 62.87	61.13	59.77	64.48	68.14	61.42	67.91
Index: 100	97	95	103	108	98	108
I enjoy showing off my home to guests						
%: 42.15	46.35	39.92	38.68	37.24	39.88	44.01
Index: 100	110	95	92	88	95	104

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

of a trend toward aging in place—which in turn is driving home improvement and remodeling among boomers, he said.

THE NEW DAD

One clear place men are making their changing values known is in their roles as fathers. Men regard this role highly and set high self-expectations. From Gen X and on, “there is incredible hypersensitivity about being a father because many were raised without a father,” said Hornall Anderson’s Cameron. As a result, “they work to an ideal versus reality.” Retailers are picking up on this dadless generation, she noted, such as home centers offering DIY classes for men who didn’t learn repair skills from their fathers.

In “The New Dad” report, on average, fathers saw their roles as being as much about caring for their children as providing for them, but older dads leaned closer to the breadwinner role. Conversely, “the further away fathers were from traditional breadwinning definitions of fatherhood (and thus closer to purely caregiving images of fatherhood), the greater confidence they have as parents and the more hours they report spending with their children on a typical working day,” according to the report. But their definitions of being a good father emphasize being a loving, involved presence over providing day-to-day child-care tasks.

Two of the most surprising findings of the study, according to Boston College’s Harrington, are the seriousness with which men take fatherhood, and the active role dads are playing at home. “Fathers have been cast into the role of decision maker for things that historically have been the wife’s domain. They’re grocery

shopping, they’re deciding the kids’ activities, they’re helping make purchase decisions for the kids.” When it comes to parenting, “there has been a mind-shift change on the part of men.”

STAYING IN BALANCE

The world is a very different place than it was when boomers and preboomers were coming of age, on nearly every front. As men’s role in the home grows, they’re experiencing the same life-work balance issues that have plagued women as they began taking jobs in force. According to Boston College’s “The New Dad” report, fathers reported that work caused more conflict with family life than family life caused conflict with work.

Most men are strained for time, with 63% reporting they can’t get to everything they need to in a day. Despite that, most (75%) like to give the impression they’ve got it all under control, with only 35% saying they often feel like life is slipping out of their control. Nearly half (47%) say juggling family and work is stressful, with millennials and Gen Xers more likely to be stressed about this. (See Chart 5, P. 11)

Marketers are using these kinds of insights to ensure their messaging resonates with men’s lives as they really live them today: busy. For example, advertising firm the Martin Agency was looking to target men 18 to 34, as well as older family men, so they would view its client’s restaurants as a place to meet their buddies for lunch. “We learned that the business opportunity to attract guys to hang out with their buddies at lunch was not nearly as big as we assumed,” via GfK MRI’s data, said Linda Thomas

Chart 3

How Men Spend Their Time Source: GfK MRI

Hours per activity per week, and percent of each generation who spends a heavy, medium or light amount of time engaged in each activity

	HEAVY	MEDIUM	LIGHT
1. With your spouse or significant other	51+ hours	21-50 hours	1-20 hours
All Men	22.70%	23.16%	25.92%
Millennials	17.25%	21.81%	25.20%
Gen X	17.59%	26.74%	32.30%
Early Boomers	30.06%	23.50%	23.00%
Late Boomers	21.67%	26.17%	29.11%
Pre boomers	37.07%	16.55%	16.73%
2. Working at a paid job outside the home	41+ hours	36-40 hours	1-35 hours
All Men	17.27%	22.10%	14.52%
Millennials	16.77%	24.48%	20.20%
Gen X	24.19%	29.26%	13.30%
Early Boomers	12.88%	18.94%	13.37%
Late Boomers	25.06%	25.33%	12.17%
Pre boomers	2.51%	4.83%	7.66%
3. With kids or grandkids at home or outside the home	30+ hours	8-29 hours	1-7 hours
All Men	15.1%	19.89%	19.16%
Millennials	16.44%	16.14%	11.36%
Gen X	25.01%	25.57%	15.44%
Early Boomers	7.66%	19.48%	27.57%
Late Boomers	13.00%	24.91%	22.48%
Pre boomers	7.16%	13.78%	29.72%
4. Working at a paid job at home	21+ hours	6-20 hours	1-5 hours
All Men	4.53%	4.60%	4.21%
Millennials	5.11%	4.59%	5.79%
Gen X	5.12%	5.06%	4.20%
Early Boomers	3.86%	4.40%	2.76%
Late Boomers	6.12%	6.20%	4.24%
Pre boomers	N/A	N/A	2.10%
5. Watching television or movies at home	20+ hours	8-19 hours	1-7 hours
All Men	34.67%	28.59%	27.85%
Millennials	26.92%	28.56%	34.63%
Gen X	26.79%	31.73%	31.90%
Early Boomers	47.66%	26.76%	19.4%
Late Boomers	34.49%	30.82%	26.27%
Pre boomers	51.0%	22.9%	16.96%

Chart 3

How Men Spend Their Time (continued) Source: GfK MRI

Hours per activity per week, and percent of each generation who spends a heavy, medium or light amount of time engaged in each activity

	HEAVY	MEDIUM	LIGHT
6. Alone	20+ hours	6-19 hours	1-5 hours
All Men	24.72%	21.31%	21.80%
Millennials	21.58%	21.37%	25.13%
Gen X	21.65%	18.89%	24.96%
Early Boomers	31.19%	25.50%	16.36%
Late Boomers	26.88%	20.81%	23.10%
Pre boomers	27.16%	21.19%	13.39%
7. At your personal computer, including the internet	11+ hours	5-10 hours	1-4 hours
All Men	24.72%	27.4%	21.02%
Millennials	27.75%	30.2%	21.93%
Gen X	24.32%	27.68%	23.32%
Early Boomers	23.95%	28.89%	18.62%
Late Boomers	23.65%	27.27%	23.76%
Pre boomers	20.57%	19.4%	14.48%
8. Doing fun and exciting things	10+ hours	4-9 hours	1-3 hours
All Men	25.84%	22.68%	22.97%
Millennials	35.01%	22.58%	21.65%
Gen X	25.49%	23.97%	25.41%
Early Boomers	19.75%	23.33%	23.09%
Late Boomers	19.54%	23.15%	27.38%
Pre boomers	19.80%	19.64%	16.53%
9. Housework (cleaning, washing)	9+ hours	4-8 hours	1-3 hours
All Men	16.25%	24.35%	32.16%
Millennials	15.14%	23.48%	34.60%
Gen X	17.09%	26.04%	32.44%
Early Boomers	16.59%	25.8%	30.77%
Late Boomers	16.68%	24.05%	34.27%
Pre boomers	16.58%	22.58%	24.96%
10. Numbers of hours of sleep each night	8+ hours	7 hours	1-6 hours
All Men	28.97%	24.27%	33.60%
Millennials	29.40%	23.98%	34.60%
Gen X	24.17%	25.41%	38.30%
Early Boomers	30.80%	25.20%	30.19%
Late Boomers	24.31%	25.25%	36.57%
Pre boomers	39.35%	20.61%	23.92%

Chart 3

How Men Spend Their Time (continued) Source: GfK MRI

Hours per activity per week, and percent of each generation who spends a heavy, medium or light amount of time engaged in each activity

	HEAVY	MEDIUM	LIGHT
11. Cooking	8+ hours	4-7 hours	1-3 hours
All Men	18.96%	23.44%	28.39%
Millennials	15.28%	22.91%	33.10%
Gen X	19.7%	24.60%	29.73%
Early Boomers	22.02%	24.96%	24.86%
Late Boomers	19.87%	24.81%	28.76%
Pre boomers	21.80%	19.56%	18.82%
12. Reading	8+ hours	4-7 hours	1-3 hours
All Men	19.51%	21.13%	27.87%
Millennials	13.06%	18.38%	30.55%
Gen X	15.18%	20.57%	29.04%
Early Boomers	27.53%	24.09%	24.7%
Late Boomers	19.46%	22.85%	29.70%
Pre boomers	32.55%	23.00%	20.41%
13. Learning new things or expanding your knowledge	7+ hours	3-6 hours	1-2 hours
All Men	20.74%	19.92%	23.16%
Millennials	26.04%	22.60%	20.77%
Gen X	20.35%	20.14%	25.44%
Early Boomers	18.39%	19.53%	24.82%
Late Boomers	18.01%	17.4%	28.06%
Pre boomers	14.3%	17.01%	17.21%
14. Commuting to and from work	7+ hours	3-6 hours	1-2 hours
All Men	21.58%	20.65%	15.98%
Millennials	23.35%	23.29%	19.23%
Gen X	28.07%	23.78%	19.52%
Early Boomers	18.00%	18.88%	12.94%
Late Boomers	26.99%	25.00%	16.65%
Pre boomers	4.52%	6.19%	5.46%
15. At schools or any organization other than church	7+ hours	3-6 hours	1-2 hours
All Men	6.02 %	6.35%	9.56%
Millennials	11.07%	7.08%	8.66%
Gen X	4.91%	7.99%	13.41%
Early Boomers	3.22%	4.83%	7.44%
Late Boomers	3.67%	5.07%	11.35%
Pre boomers	2.10%	5.33%	5.63%

Chart 3

How Men Spend Their Time (continued) Source: GfK MRI

Hours per activity per week, and percent of each generation who spends a heavy, medium or light amount of time engaged in each activity

	HEAVY	MEDIUM	LIGHT
16. Gardening or yard work	6+ hours	3-5 hours	1-2 hours
All Men	15.51%	14.58 %	21.53%
Millennials	9.34%	9.75%	19.26%
Gen X	13.60	14.60%	25.40%
Early Boomers	21.47%	18.61%	21.34%
Late Boomers	16.05%	18.12%	25.48%
Pre boomers	25.55%	16.3%	15.97%
17. Socializing/doing things with friends around town	6+ hours	3-5 hours	1-2 hours
All Men	21.22%	17.80%	18.29%
Millennials	29.16%	19.62%	15.66%
Gen X	15.45%	18.37%	19.97%
Early Boomers	18.95%	17.86%	20.48%
Late Boomers	15.21%	15.94%	23.34%
Pre boomers	21.99%	15.03%	13.05%
18. Exercising	6+ hours	3-5 hours	1-2 hours
All Men	22.14%	19.71%	19.88%
Millennials	21.88%	19.51%	22.03%
Gen X	21.09%	20.56%	19.76%
Early Boomers	24.98%	18.71%	18.87%
Late Boomers	21.04%	19.25%	20.26%
Pre boomers	22.76%	20.46%	15.77%
19. Working on your automobile	4+ hours	2-3 hours	1 hour
All Men	9.60%	9.78%	14.10%
Millennials	10.95%	8.77%	13.41%
Gen X	9.84%	8.58%	16.30%
Early Boomers	9.19%	10.93%	13.21%
Late Boomers	9.44%	12.50%	16.21%
Pre boomers	6.80%	9.33%	10.54%

Brooks, president, Ingenuity Media at The Martin Group. Instead, those guys were spending lunchtime working or working out, or they were just grabbing a quick lunch. "It's not a social occasion. But there was a huge opportunity to make dinner social," she said. "We had assumed dinner was a family affair."

DELAYING MAJOR LIFE CHANGES

According to Boston College's Center for Work & Family, just 20% of U.S. households now consist of one parent staying home

with the children. But that's not the only way in which the traditional family model has been turned on its head. Twenty-somethings are putting off attaining the markers sociologists look for as signs of adulthood: leaving home, completing school, entering the workforce, getting married and having children. They are using that time to explore the possibilities in love and work before fully committing, said Boston College's Harrington. Jeffrey Jensen Arnett, research professor at Clark University, dubbed it "emerging adulthood."

Chart 4

Family Life: How Men View Their Role in the Family Source: GfK MRI

How much do you agree with following statements? Percent who "strongly agree" or "agree."

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
Spending time with my family is my top priority						
%: 84.23	78.79	87.34	86.00	85.92	86.06	87.69
Index: 100	94	104	102	102	102	104
I frequently wish I had more time to spend with my family						
%: 76.25	74.46	79.10	78.24	74.84	81.08	71.33
Index: 100	98	104	103	98	106	94
I try to eat dinner with my family almost every night						
%: 74.98	70.73	77.50	75.07	74.51	75.54	80.54
Index: 100	94	103	100	99	101	107
I enjoy maintaining traditions						
%: 71.44	68.42	69.96	72.64	73.56	71.87	77.87
Index: 100	96	98	102	103	101	109
I'd rather prepare a meal than eat in a restaurant						
%: 65.38	66.09	67.47	64.90	62.89	66.58	61.64
Index: 100	101	103	99	96	102	94
My cultural or ethnic heritage is an important part of who I am						
%: 62.50	61.33	61.53	61.34	63.20	59.78	69.36
Index: 100	98	98	98	101	96	111
I like to shower my loved ones with gifts						
%: 57.77	60.46	58.82	57.04	56.15	57.79	51.74
Index: 100	105	102	99	97	100	90
My friends are the most important thing in my life						
%: 53.72	58.80	49.27	50.83	51.28	50.46	55.71
Index: 100	109	92	95	95	94	104
Family is important to me, but I have other interests that are equally important						
%: 51.02	55.20	49.76	48.96	49.96	48.12	48.18
Index: 100	108	98	96	98	94	94
Children have a right to be spoiled						
%: 37.38	45.27	39.72	30.87	28.81	32.59	30.76
Index: 100	121	106	83	77	87	82
It's important to me that my children continue my family's cultural traditions						
%: 32.32	31.24	34.42	31.03	30.54	31.44	34.49
Index: 100	97	106	96	94	97	107
I'm more connected to my ethnic heritage than my parents were						
%: 12.09	15.05	11.11	9.67	9.33	9.94	12.45
Index: 100	124	92	80	77	82	103

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to do agree.

Chart 5

How Men View Life-Work Balance Source: GfK MRI

How much do you agree with following statements? Percent who “strongly agree” or “agree.”

All Men	Millennials (b. 1977-1994)	GenXers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Pre-Boomers (b. before 1946)
I like to give the impression that my life is under control						
%: 74.62	76.85	72.83	72.95	73.87	72.18	76.20
Index: 100	103	98	98	99	97	102
I am so busy, I often can't finish everything I need to do in a day.						
%: 63.80	64.74	68.31	64.84	61.51	67.62	52.31
Index: 100	101	107	102	96	106	82
Juggling family and work demands is very stressful for me						
%: 47.92	53.15	54.54	44.67	38.76	49.61	33.21
Index: 100	111	114	93	81	104	69
I often feel like my life is slipping out of control						
%: 34.97	40.97	35.75	32.29	30.62	33.68	26.29
Index: 100	117	102	92	88	96	75

NOTE: Index=100; anything above 100 indicates a higher tendency of this group agree, while anything under 100 indicates a lower tendency to agree.

The economy likely plays a role, but some experts see these delays as indicating a change in values, particularly for younger men. According to Boston College’s Harrington, the average age at which men become fathers is going down, while their average age at marriage is rising, particularly among African-American men.

“Men are marrying later, but more important, they’re cohabiting later,” said Hornall Anderson’s Cameron. “The vast majority are having one to two children before they marry. There is no stigma in unmarried parenting.” She said 70% of millennials want to marry, but they take it very seriously, viewing it as a contract in which your financial lives and property are tied together; a bigger commitment than having children, because they see child-raising as something they can do independently. So they want to take their time to find the right lifetime partner. For them, “tying property together is a far bigger sign of trust.” (See Chart 6 and Chart 7, P. 13)

Generations with high divorce rates also regard divorce differently. A 2010 study by the National Marriage Project at the University of Virginia found that these days just 11% of college-educated Americans divorce within the first 10 years, compared with almost 37% for the rest of the population. And when they do divorce, said Cameron, they go out of their way to do so peacefully and graciously.

In fact, delaying major events is a theme throughout the predictions in the GfK MRI research asked men to make about the next year. Surprisingly small percentages of each generation are expecting to experience typical life changes in the next year:

- ✓ **Getting engaged:** 22% overall; 21% of millennials and 9% of Gen Xers
- ✓ **Buying first house:** 11% overall; millennials 17% and Gen Xers 12%
- ✓ **Becoming a parent:** 17% of millennials, 7% of Gen Xers
- ✓ **Buying second house:** 5% overall; 6% of millennials, 6% of Gen X and 5% of boomers
- ✓ **Taking out second mortgage:** 2% overall
- ✓ **Becoming a grandparent:** 13% of boomers
- ✓ **A child going away to college:** 12% of boomers, 11% of Gen X
- ✓ **A child graduating from college:** 9% of boomers, 6% of Gen X
- ✓ **A child getting married:** 9% of boomers, 6% of Gen X
- ✓ **Retire:** 10% of boomers

Much has been made in the media of another big change in postcollege life: adult children, a.k.a. boomerang kids, unable to make it on their own who move back home with Mom and Dad. Some reports say as many as 85% of college grads are moving home, but “fact tank” Pew Research Center looked deeper and put that number at no higher than 40%. In the higher socio-economic groups, these kids are turning to parents to help fund their newfound independence, but despite pouring a lot of money into their kids while they were growing up, these boomers no longer have those kinds of funds, and home these adult children come. This homecoming can be an unwelcome development for boomer parents, said Cameron. “They’re looking to fund their second life,” not working to continue supporting their adult kids.

Profile: The Millennial

CONGRATULATIONS, CLASS OF 2009. Welcome to the worst job market since 1983. For millennials receiving their degrees that year, the timing couldn't be worse. The U.S. economy was in its third year of recession, with companies still too busy laying people off to think about new hires.

Many were like Will Bargar, an otherwise great prospect: personable, responsible, well-rounded and ambitious, even experience studying abroad. An aggressive job search came up empty. So he did what many newly minted grads did and went back to school.

Bargar ended up as one of the lucky ones. An internship that served as part of his M.B.A. program turned into a full-time position, in the sales department for a small aerospace manufacturer. Other graduates that year weren't so fortunate. "Many of them settled for jobs that were far from their majors, but a lot went back to school if they could," he said.

Bargar had another leg up: Neither he nor his longtime girlfriend, Karin Westrom, are buried by student loan debt. But despite a stronger financial position, he shares millennials' reticence to do too much, too soon when it comes to financial commitments. Although they both have solid jobs and have already set up a household together, he and Westrom



WILL BARGAR

25 years old
In a relationship
Manufacturing sales coordinator
Cleveland

are waiting to get engaged and then married. A house and children are even further off.

"For now, we are barely supporting ourselves. If you want to travel, have a decent apartment, a safe car, it's expensive," said Bargar. "Having a family is something we can consider once we have our career groundwork laid out."

He's not expecting corporate America to help him get there. Eventually he's looking to follow in the footsteps of his father and several other relatives and buy and grow his own business. Bargar has an unusually long-term perspective: He'd like to grow a legacy he can pass on to his children and grandchildren.

But not at the expense of his family and fun time. Travel is a real priority, as is eating well and taking time for skiing, racing sailboats back home in Western New York or playing squash or tennis. A new focus is cycling, but even in a store full of tempting gear, he sticks to his budget and keeps an eye on his long-term, business-owning goals.

But he'll do it the millennial way, with boundaries. "Laying the groundwork for a strong career needs to be a first priority. Once I'm there, I want to be able to take off for a family vacation or go to the kids' tennis matches. Being able to occasionally unplug from your business is important. I don't want to be consumed by it.

Though there is a lot more to life than working and making money, it is the life blood that helps afford the thing that all of us want more of: free time."

WHO THEY ARE

Men also reveal some surprises when it comes to their innermost values. Hint: They're not what you think. Overall, it seems men have lost their hunger for material things, power, status and being exclusionary. The values men feel strongest about are:

- ✓ **Protecting the family:** Having safety for loved ones
- ✓ **Stable personal relationships:** Maintaining a long-term commitment to friends and loved ones
- ✓ **Honesty:** Being sincere, having integrity
- ✓ **Authenticity:** Being true to myself
- ✓ **Working hard:** Always giving my best effort

Clearly the values championed in the movie "Wall Street" are long since gone. Men gave the lowest ratings to:

- ✓ **Cultural purity:** Keeping my culture free from outside influences

- ✓ **Wealth:** Having material possessions, a lot of money
- ✓ **Self-interest:** Putting my interests ahead of others
- ✓ **Power:** Having control over people and resources
- ✓ **Status:** Achieving a higher social status

Men seem to embrace the warm-and-fuzzy feelings that come from carrying on family traditions. But they're shrinking back from those that smack of making them exclusionary—note the lack of interest in cultural purity, above. A majority (71%) enjoy maintaining traditions, and 62% agree that cultural heritage is important to them, but only 32% believe ethnic or cultural traditions are important to pass on to children, and just 12% feel closer to their ethnic heritage than their parents. (See Chart 4, P. 10)

TIME WITH FRIENDS

Men in general may profess to valuing family most of all, but their relationships with others are also important. Most men (81%) report having close, supportive friends, and stable friendships are among their top values. Two-thirds call them-

selves very sociable. Just over half (51%) agree that “family is important to me, but I have other interests that are equally important.” Millennials are the most likely to feel this way (55%), but even 48% of preboomers value their time away from family.

It makes men feel good when people ask for their expertise. Perhaps because social media is so intertwined with their daily lives, millennials get asked for advice most often. Men across the generations are most likely to report being consulted about cars, sports, cooking, computers and restaurants.

Chart 6

Whom Men Live With Source: U.S. Census

Out of the 77.5 million family households, a man heads up 52.9 million; 32.4 million are single men, either living alone or with others.

U.S. Household Types	Numbers	Percent of all households
Family households	77,538,296	66.4%
Male householder	52,964,517	45.4%
Female householder	24,573,779	21.1%
Nonfamily households	39,177,996	33.6%
Male householder (Single men, living with others)	18,459,253	15.8%
Living alone (Single men, living alone)	13,906,294	11.9%
Female householder	20,718,743	17.8%
Living alone	17,298,615	14.8%

Chart 7

Family Men Source: U.S. Census

The U.S. has 56 million families headed by a husband and wife, but slightly more than half of those are blended families or raising other related children under 18.

Dads	Numbers	Percent of households
Husband-wife families	56,510,377	100.0%
With related children under 18	25,268,244	44.7%
With own children under 18	23,588,268	41.7%
Under 6 only	5,324,564	9.4%
Under 6 and 6 to 17	5,112,604	9.0%
6 to 17 only	13,151,100	23.3%

Men at Work

The world of work has changed forever: more diversity, more uncertainty, higher expectations, lower rewards.

The recession only served to magnify many of the forces that were already making work a less reliable place for men to reap power and a sense of self. As a result, according to Hornall Anderson's Cameron, the recession took a disproportionate toll on men; they held more than 70% of the 8 million total jobs lost. According to "Exploring Fatherhood in a Career Context," a report from Boston College's Center for Work & Family, this is largely because the recession most affected male-dominated industries (housing, construction, automotive and financial services). (See Chart 8, P. 15)

A NEW WORKPLACE

But even before the recession hit, things were changing for men at work. Women have fought their way into the workforce, and then up the ranks. So these days, "a lot of men are being managed by women," said Hornall Anderson's Cameron. "Many find it uncomfortable because they are uncomfortable communicating with them."

That feeling, combined with the do-more-with-less workplace, makes for high levels of stress. For Gen X and younger, women are frequently of equal academic status, "so men can't delegate all the household roles to them without guilt. They're sharing responsibilities at home," she said. As a result, "they're constantly in a reactive situation: What's the most beneficial way to be a man?" With work no longer delivering the sense of power they need, she said, they're looking to get their power at home to see themselves as successful, by doing their jobs as partners and fathers well.

MILLENNIALS: BETTER AT WALLING OFF WORK

Millennials have a reputation for more successfully preventing work from bleeding into their personal lives, since they were never subject to the implied contract that hard work reaps the company's loyalty. "Millennials are better at setting boundaries around work, even though they're accessible through technology," said Boston College's Harrington. Boomers think, "the later I stay, the more impressed people will be." And sure enough, millennials are the most likely of the generations to say they work primarily for the salary (67%), in the GfK MRI data. (See Chart 9, P. 16)

But while they're less likely to feel that their jobs define who they are, that doesn't mean they don't strive for success. Two-

thirds of millennial men (66%) say their goal is to reach the top of their profession, making them the most ambitious generation, or perhaps the least disillusioned. Even more (68%) say they would still work if they won the lottery, a bit more than older generations, which may be an indication that they are eager to be known for how they contribute.

According to the Census Bureau, there are two women in college for every man. Younger women are also closing the wage gap with men at a pretty rapid rate. And women are earning a majority of the advanced degrees. For the first time, young men's and young women's career aspirations are pretty similar; in a couple, no one's career takes obvious precedence.

Millennials are most likely to be employed part-time or temporarily, to be in school and, of the generations, to be the secondary breadwinner in their households. Just over half say they don't mind giving up their personal time for work, and they're the most likely to admit they have to work on weekends—perhaps because of the type of jobs they hold and the uncertainty of hanging on to them.

GEN X: A BIT MORE TRADITIONAL

Gen Xers in the GfK MRI data are the most likely generation to be employed full-time (and the least likely to be part-time) and be the sole or primary wage earner in their households. Their slightly longer tenure in the workplace shows: This is the group most likely to agree that given the opportunity, they would like to be their own bosses. They are also the most likely, by a small margin, to say they often find themselves in a leadership position (68%). More than three of every five men overall feel this way—for all generations except preboomers.

BOOMERS: DELAYING RETIREMENT

As stated previously, boomers are really two generations: Late boomers, who are typically middle-age, still have children at home and are enjoying their peak earning years; and early boomers, whose children have likely left the nest, and are thinking seriously about retirement—or were until the recession changed some of those conditions.

The 2007-09 recession meant layoffs hit many boomers before they were old enough, or ready, to retire. As of April 2012, the U.S. unemployment rate for workers 55 years and older hit 6.3%, accounting for 16% of the 12.5 million Americans who are unemployed—double the number before the recession. Early boomers, according to the GfK MRI data, are most likely to call themselves not employed versus temporarily unemployed.

For the first time, young men's and young women's career aspirations are pretty similar; in a couple, no one's career takes obvious precedence

Chart 8

Who's At Work Source: Bureau of Labor Statistics (bls.gov/cps/cpsaat03.htm)

Employment status of the civilian, noninstitutional male population by age, 2011

[Numbers in thousands]

■ Millennials ■ Gen X ■ Boomers ■ Preboomers

Men Age (years)	Employed	% of Population	Unemployed	% of Labor Force	Not in Labor Force
16 and over	74,290	63.9 %	7,684	9.4%	34,343
16 to 19	2,108	24.6 %	786	27.2 %	5,687
16 to 17	650	14.5 %	267	29.1 %	3,570
18 to 19	1,459	35.6 %	520	26.3 %	2,117
20 to 24	6,826	63.0 %	1,275	15.7 %	2,743
25 to 54	50,157	81.4 %	4,481	8.2 %	6,970
25 to 34	16,674	80.5 %	1,795	9.7 %	2,242
25 to 29	8,347	78.3 %	1,017	10.9 %	1,302
30 to 34	8,327	82.9 %	779	8.6%	940
35 to 44	16,370	84.2 %	1,316	7.4 %	1,760
35 to 39	7,949	84.8 %	630	7.3 %	795
40 to 44	8,421	83.6 %	686	7.5 %	965
45 to 54	17,113	79.8 %	1,370	7.4 %	2,968
45 to 49	8,695	81.4 %	715	7.6 %	1,272
50 to 54	8,418	78.2 %	655	7.2 %	1,697
55 to 64	11,469	64.4 %	882	7.1 %	5,460
55 to 59	6,932	72.8 %	518	7.0 %	2,074
60 to 64	4,536	54.7 %	364	7.4 %	3,386
65 and over	3,730	21.3 %	261	6.5 %	13,484
65 to 69	2,056	34.8 %	156	7.1 %	3,700
70 to 74	955	22.4 %	62	6.1 %	3,254
75 and over	719	9.9 %	42	5.5 %	6,529

Chart 9

U.S. Men – Attitudes Toward Work Source: GfK MRI

Percent of U.S. men who “agree somewhat” or “agree completely” with the following statements

Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
Given the choice, I would be my own boss						
%: 83.34	81.89	85.06	83.32	82.64	83.89	84.02
Index: 100	98	102	100	99	101	101
I often find myself in a leadership position						
%: 64.88	68.15	68.86	63.73	60.81	66.17	53.94
Index: 100	105	106	98	94	102	83
I work for the salary						
%: 62.72	67.27	66.52	62.15	60.64	63.41	47.82
Index: 100	107	106	99	97	101	76
I would continue working even if I won the lottery						
%: 58.68	68.34	60.69	52.01	47.99	55.36	48.95
Index: 100	116	103	89	82	94	83
I don't mind giving up my personal time for work						
%: 54.82	55.46	52.88	52.84	53.48	52.30	60.92
Index: 100	101	96	96	98	95	111
My goal is to make it to the top of my profession						
%: 51.45	66.30	54.44	40.71	35.29	45.24	37.75
Index: 100	129	106	79	69	88	73
I must admit, I work most weekends						
%: 42.14	48.86	45.10	38.96	35.16	42.14	29.60
Index: 100	116	107	92	83	100	70

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

More boomers are working or looking for work in order to recover savings lost during the downturn, even taking on more than one job; their labor participation is up, while for overall Americans it's down. And more boomers are undertaking job retraining to qualify for those second careers. According to data from the U.S. Department of Labor, 13%, or 345,000, of the 2.65 million people who participated in the department's Workforce Investment Act programs in 2011 were 55 years and older. AARP's Public Policy Institute found a quarter of Americans 50 years and older used up all their savings during the recession. About 43% of those surveyed said their savings had not recovered.

In "Boomer Bookends," older boomers say their biggest concerns regarding retirement are affording health care and staying productive and useful, while younger boomers worry about outliving their money and needing to work. MetLife revisited its survey group after a year, and by then, nearly three-quarters of those who had planned to retire by 62 had not. About a quarter of those men blamed the economy. Their drive to continue bringing in a paycheck may also be because 57% said they had helped out children or grandchildren financially in the past five years, providing an average of \$59,000.

For men in the late stages of their careers, aspirations continue to fade: The older the man, the less likely he is striving to reach the top of his profession or to find himself in a leadership position, and the less likely he would continue to work after a lottery windfall, the GfK MRI data reveal. Fewer work on weekends.

Preboomers are predominantly retired, though 8% still work full-time and 7% part-time. This diehard attitude shows; this is the group least likely to mind giving up personal time to work and the least likely to be in it for the salary.

SEEKING A CHANGE

One universal across generations is a strong desire to be one's own boss, expressed by 83% of men. Nine percent of them plan to follow through and start or buy a business in the next 12 months, with millennials most likely to do this. Another 16% plan a job change and 8% will retire.

Work may not be the source of power and self-worth it once was for men: Talk to one whose long career was suddenly cut off by a layoff and you'll find a new attitude toward employment and employers. But the good news is that there are now so many more socially acceptable ways for men to define themselves, in their hobbies and their homes.

A New Model for Dads

FATHERHOOD CONVEYS A LEVEL OF RESPONSIBILITY that surely influences fathers' attitudes toward work. Boston College's Center for Work & Family studied dads—primarily white-collar, age 25 to 65—in depth on a number of fronts, including their work and home lives, for its report "The New Dad: Caring, Committed and Concerned." Overall, many of these dads are satisfied with their jobs, employers and careers, have a strong desire for career advancement and are willing to put effort into succeeding.

But they are equally conscious of their responsibilities to their families. Two-thirds of the "The New Dad" study's respondents agree that work is only a small part of who they are. They rated job security as their position's most important characteristic, but flexibility outranked characteristics like advancement opportunities and high income. Unlike traditional roles, for current dads, "father equals breadwinner does not resonate," said Dr. Brad Harrington, executive director of Boston College's Center for Work & Family. Today's dads see earning an income and caring for their children as two equal jobs. "The vast majority (94%) agreed or strongly agreed that if they were considering a new job, they would consider how much that job would interfere with their ability to care for their children."

All this is to say that today's dads are facing the same work-

family challenges that have plagued working moms for some time. According to the National Study of the Changing Workforce by the Families and Work Institute, a nonprofit research group, fathers in dual-earner couples feel significantly greater life-work conflict than mothers, a level of conflict that has risen steadily and relatively rapidly.

94%

agreed or strongly agreed that if they were considering a new job, they would consider how much that job would interfere with their ability to care for their children

Trading Job for Home

One growing group of dads is taking a decidedly contrary approach to the hands-on-fatherhood phase of their lives: stay-at-home dads. One popular narrative in the media is that dads who were laid off in the recession tasted the at-home lifestyle and simply decided, for now, not to go back. But according to Harrington, the number of stay-at-home dads did not increase during the recession. However, their numbers have been growing steadily for a decade; there are now twice as many stay-at-home dads as there were 10 years ago. "They said, 'We as a couple value having a stay-at-home parent,' and they were in the best position to do that," said Harrington.

That's even more impressive when you consider how few "traditional" families are left; in just 20% of families, one parent works while the other stays home, down from about 45% in 1975, according to "The New Dad" report.

Profile: The Boomer

IT WAS AN UNSPOKEN, INFORMAL SORT OF CONTRACT: You pour your very best into the job, and your employer rewards that loyalty with long and steady employment.

For many boomers, including James Ronczy, an architect better known as J.R., those days ended abruptly. The housing market nosedived in Denver as the recession took hold, heavily impacting his employer, a residential housing architectural firm. After 40 years of steady employment, Ronczy was suddenly without work.

Luckily, “we did all the things we were supposed to do; set money aside, lived beneath our means,” recalled Ronczy. That meant he could go back to school while his wife, Stacey, brought in a paycheck. But soon her hours were cut back, and both she and their daughter enrolled in school—now the Ronczys had lots of tuition and little incoming cash.

So they did what you do: stopped skiing, quit the gym, canceled cable, played golf only when there was a deal. They shop just as often—the couple buys groceries together, just as Ronczy’s parents did—but spend less. “A lot of the peripheral stuff is easy to give up,” he said.

Finally things began looking up. In December 2011, Ronczy earned an M.B.A. and a master’s degree in city planning. The last few months of his schooling coincided

with a renaissance at his old employer, which had since been acquired. He spent several hectic months completing coursework and working nearly full-time.

And then it happened again: Business slowed and Ronczy was laid off. It was a loss not just of a job, but of an outlet for his passion. “We always joked that I would never retire,” he said. “I am one of the lucky people who does what he absolutely loves doing.” Fortunately that enthusiasm hasn’t dampened. “I’m not defined by my job, but I do define myself by what I do.”

His new degree opens up possibilities—but also puts him in danger of being overqualified; his salary demands are lower than what he could potentially command. Another plus: He’s open to picking up and moving anywhere, an adventure he and Stacey took 10 years ago when they moved to Colorado from Houston without jobs lined up because they wanted to live there.

His retirement savings are gone, but Ronczy is optimistic about rebuilding them—even though retirement “is the kiss of death,” he said. “I have no interest in retiring.” Contract work is scarce, so Ronczy spends his days completing his share of the housework but mostly searching for work. His attitude about employment—that implied contract—is the thing that’s changed the most.

“I am committed to my work, but I’m less willing to commit unconditionally to a job, like I had been in the past,” said Ronczy.



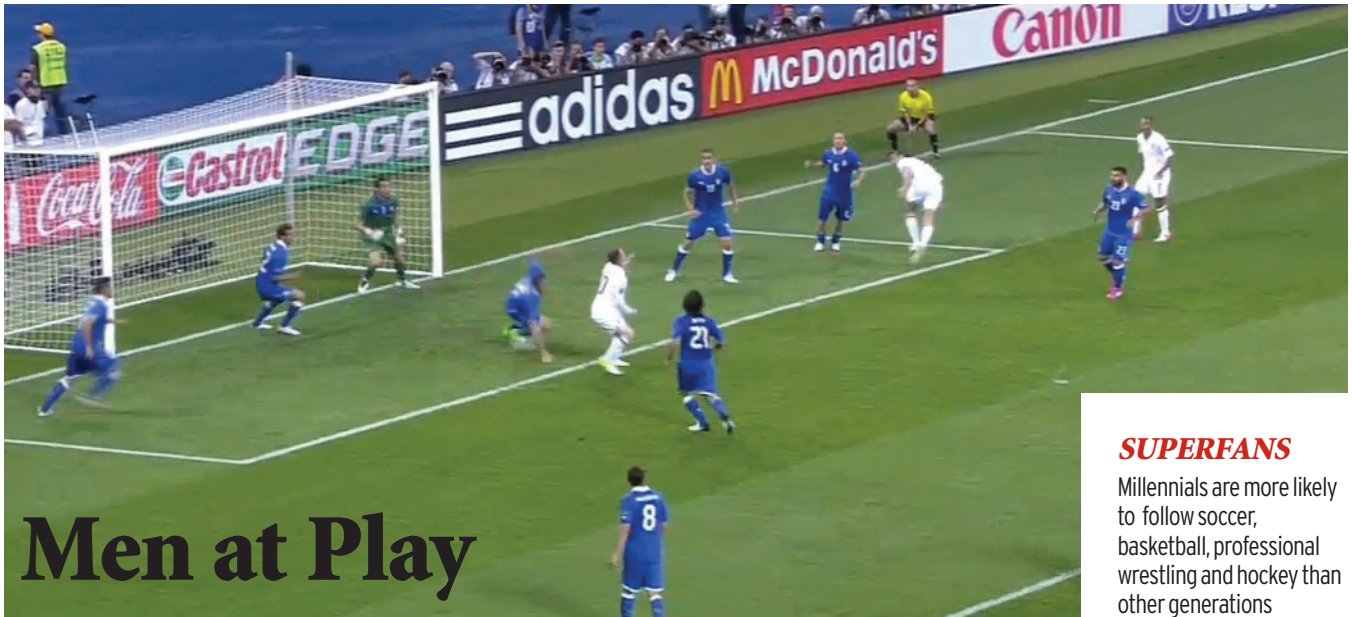
JAMES RONCZY

58 years old

Married, one adult daughter

Seeking full-time employment

Denver



SUPERFANS

Millennials are more likely to follow soccer, basketball, professional wrestling and hockey than other generations

Men's lives are busier than ever—increasingly more like women's lives in terms of pressures and responsibilities at home and at work. But study after study finds one big difference: Men still make time to play.

When they return from a long day at work, "Men feel entitled to regroup at home and pursue their passions," efficiently compartmentalizing their lives, said Hornall Anderson's Cameron. "Women, not so much. They feel as a parent they must work [hard] at work and then work [hard] at home." Since work no longer empowers and fulfills men as much as it once did when men were defined primarily by their careers, hobbies must step up to the job.

According to the 2010 American Time Use Survey, on any given day, men are more likely than women to participate in sports, exercise or recreation—22% of men compared with 16% of women—especially if they don't have kids under 18 at home. And of those who engaged in leisure activities, men spend more time pursuing these activities (5.8 hours) than women (5.1 hours). But how they spend that time differs according to life stage: A millennial male might kick back with a tablet in hand, whereas a late boomer clutches a newspaper or watches TV, for example.

SPORTS AND MORE SPORTS

Sports—watching it, playing it, training for it—is the clichéd pastime for men of all ages, but within sports, their passions vary widely according to what was big in their formative years, the GfK MRI data revealed. That means millennials are most likely to call themselves superfans of soccer, basketball, professional wrestling and hockey, while resolutely ignoring NASCAR, golf and Olympic Games—the very passions their parents, the boomers,

are most excited about, according to GfK MRI data. Gen Xers fall somewhere in the middle.

The generations split pretty dramatically when it comes to participating in sports, too: Millennials' top pursuits—physically demanding sports such as skateboarding, snowboarding and kickboxing—aren't even on the radar of older generations. Early boomers are striving to recapture this youth in their own way, though. In their determination to stay healthy, they're more likely than late boomers or Gen Xers to be kayaking, hunting, fishing, sailing, snorkeling, racing cars, riding motorcycles or doing archery.

"This is the healthiest older generation ever," willing to push their athletic performance to the limit, said Hornall Anderson's Cameron. Unfortunately that passion is showing up in a sharp uptick in the joint-care industry when their bodies can't keep up with their perseverance, she said. Another surging category: hormone replacement therapy for men, said Immersion Active's Weigelt. "Energy is a core need . . . they want quality of life."

Gen Xers are the least likely to be spending a lot of time on sports—but the most likely to be with the kids instead.

TV AND HOME MEDIA

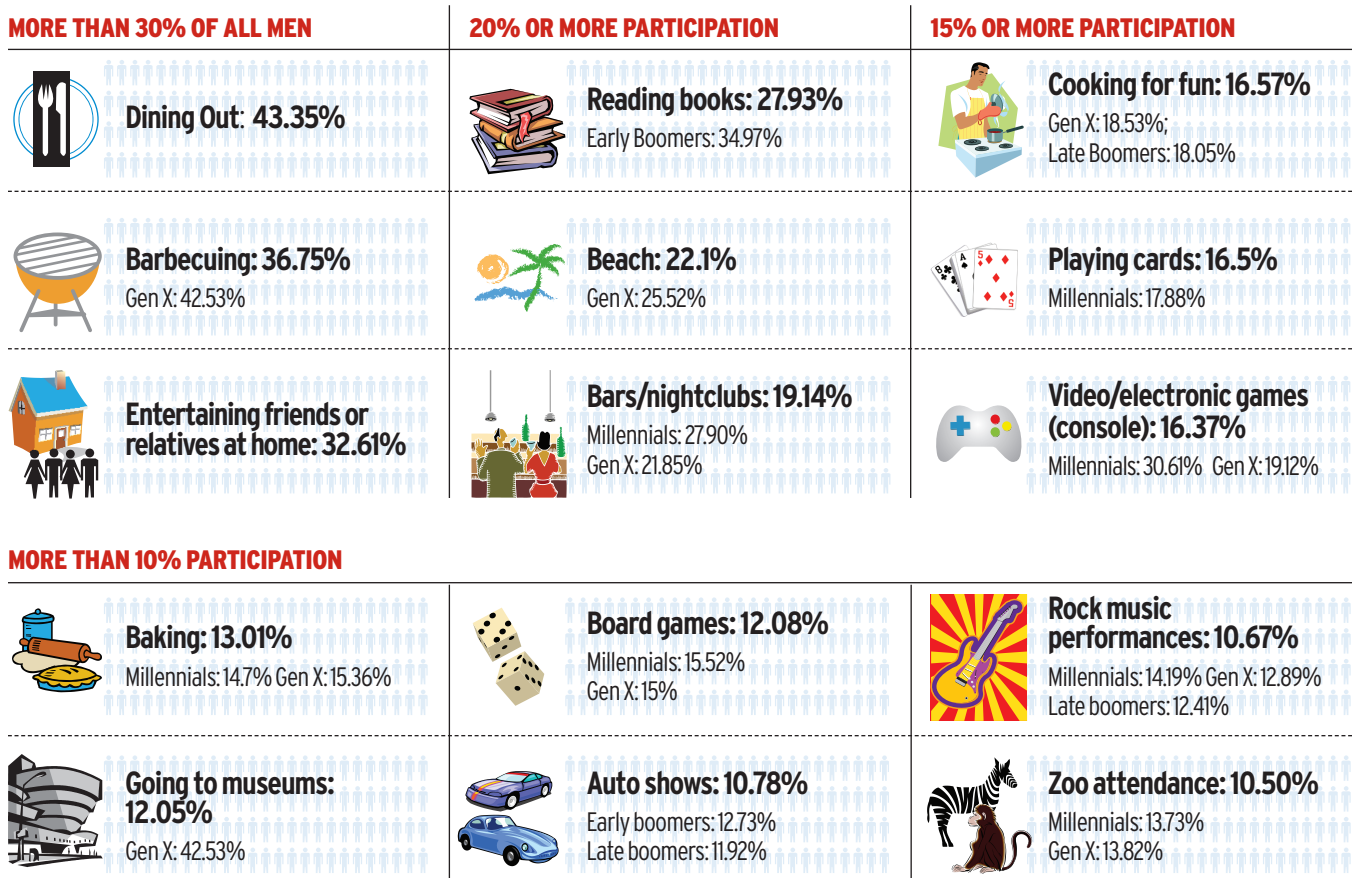
Early boomers and preboomers are the guys most likely to spend their leisure time in front of the TV, while millennials and Gen Xers watch the least. According to the GfK MRI data, pre-boomers watch with the highest expectations—they're looking to learn something, stay informed or hear something that will make them think.

For dads, TV and movies on TV offer the guaranteed fun experience they're looking for when spending time with their children. Dads of kids ages 6 to 12 are more likely than moms to spend time watching TV with children, according to the LMX Family Study from advertising research firm Ipsos MediaCT. And kids probably appreciate that—because dads are much more permissive than

Chart 10

What Are the Most Popular Leisure Activities? Source: GfK MRI

Q: Have you personally participated in last 12 months?

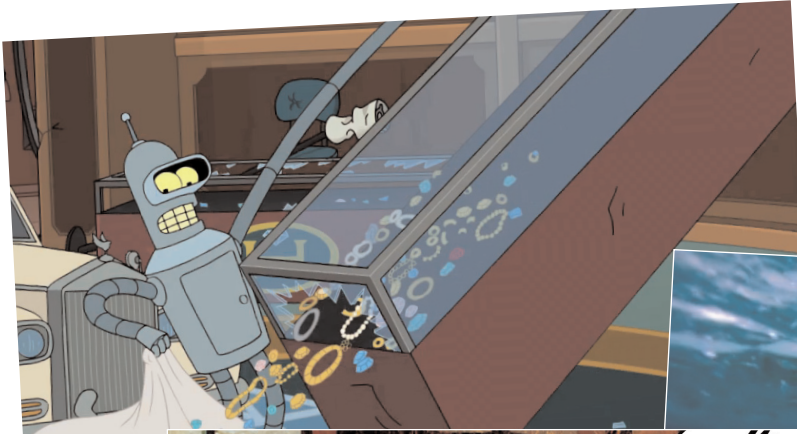


LESS THAN 10% PARTICIPATION OF ALL MEN, BUT SIGNIFICANT GENERATION PARTICIPATION

ACTIVITY	% OF ALL MEN	SIGNIFICANT GENERATION PARTICIPATION
Billiards/pool	9.85%	Millennials: 14.87% Gen X: 11.18%
Going to live theater	9.55%	Early boomers: 11.45% Preboomers: 11.41%
Other music performances	9.12%	Early boomers: 10.06%
Photography	8.59%	Early boomers: 10.48%
Crossword puzzles	7.67%	Early boomers: 11.19% Preboomers: 11.92%
Fantasy sports leagues	7.21%	Millennials: 11.57% Gen X: 10.47%
PC/computer games (online with software)	7.76%	Millennials: 10.75% Gen X: 8.04%
PC/computer games (offline with software)	7.84%	Millennials: 9.75% Gen X: 9.16%
Video/electronic games (portable)	4.86%	Millennials: 8.86%

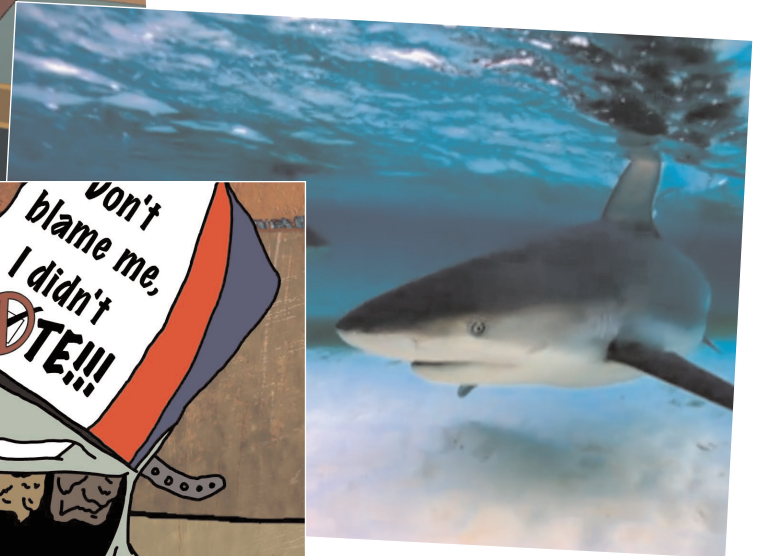
PARTICIPATION IN SPORTS

SPORT	% OF ALL MEN	SIGNIFICANT GENERATION PARTICIPATION
Walking for exercise	22.05%	Early boomers: 27.77% Late boomers: 25.98% Preboomers: 26.05%
Fishing - fresh water	18.42%	Late boomers: 20.39%
Golf	15.13%	Gen X: 17.24%
Swimming	13.89%	Gen X: 18.41%
Weight-lifting	13.15%	Millennials: 16.49%, Gen X: 16.92%
Basketball	12.78%	Millennials: 21.92%, Gen X: 14.21%
Jogging/running	12.17%	Millennials: 18.36%, Gen X: 14.70%
Bicycling, road	10.71%	Late boomers: 12.23%
Hiking	10.05%	Millennials: 11.00% Late boomers: 11.46%
Bowling	9.90%	Millennials: 15.53%, Gen X: 11.39%
Football	7.81%	Millennials: 14.73%, Gen X: 7.97%
Baseball	6.70%	Millennials: 10.55%, Gen X: 8.22%
Soccer	5.11%	Millennials: 9.20%, Gen X: 6.53%



DAD'S TV PICKS

Fathers tend to be more permissive about what they let kids watch, with fathers significantly more likely to turn to Comedy Central ("Futurama"), Adult Swim ("Squidbillies") and Discovery Channel ("Shark Week") than mothers, who prefer PBS and Disney



moms when it comes to what they watch. LMX found fathers are significantly more likely than mothers to watch with their kids channels like ESPN, Comedy Central, Adult Swim, Discovery Channel and USA network (home of WWE), while mom is more likely to pick Disney Junior and PBS. Families with kids are the most likely to have tricked-out media setups to accommodate that; the LMX study revealed that families are early adopters of technology in general.

The same tendency holds true at the movies, where dad and his school-age kids are more likely to attend an R-rated show together than mom. While mom seeks out other views on the appropriateness of content, dads tend to trust their own judgment, figuring that it's OK if they are with the kids when they watch.

Consuming media together "is an opportunity to share, converse and connect," said Donna Sabino, senior VP at Ipsos. "They like to use media as a way to ensure some enjoyable time with the kids."

Odds are dad is multitasking on another device, such as a tablet or smartphone, while watching TV with his kids. Millennial males are big multitaskers too; they may be involved with gaming, music and their smartphones at the same time, for example.

OTHER ACTIVITIES

It's probably no surprise that video games, whether console, portable, online or PC, top millennials' pastimes, according to

GfK MRI. But despite their additional family responsibilities, Gen Xers are still playing as well, though their usage is lighter. The same holds for comic books and fantasy sports leagues, the GfK MRI data reveals. **(See Chart 10, P. 20)**

But they also like variety. Millennials are much more likely than other generations to be doing "fun and exciting things," learning new things and expanding their knowledge, or engaging in school and nonchurch group activities and socializing with friends.

The dads bring their TV parenting habits to video games. They are more likely than moms to be the gamer parent; 89% played video games the week prior to the survey, the LMX study found. But even though more fathers than mothers (84% versus 79%) are familiar with the Entertainment Software Rating Board (ESRB) video-game rating system, significantly more dads than moms allow their 6-to-12-year-olds to play games rated T (teen) and M (mature).

Boomers' leisure pursuits are less likely to involve a plug: The activities they spend the most time at are horse races, classical music performances, backgammon, bird-watching, crosswords and reading.

"Boomers have a great interest in personal hobbies," said Immersion Active's Weigelt.

Men's passion for play is good news for brands. As men's hobbies grow even more important to them, so does their interest in all the gear that goes with them.

How Men Discover, Navigate Media

Impressions and habits formed early in life don't change easily. So it's not surprising that when discovering what's going on with the world, men have different habits according to generation.

Traditional media still have their place in men's lives. The oldest men hold newspapers in the highest regard, but at least half of the men in each generation look to newspapers as a source of learning and food for thought. All men turn to magazines to stay up to date with trends, as well as for learning and good ideas, but millennial men show the most interest in magazines as a source of entertainment. Radio is the medium men use to relax and improve their mood, as well as for information and entertainment.

THE RISE OF THE NET

For millennials in particular, followed closely by Gen X, the internet fulfills nearly every aspect of why men turn to media, including relaxation and entertainment. Almost every generation views the internet as a resource for learning, making them think and giving them good ideas.

In fact, a healthy majority of men (all generations) view the internet as allowing them to learn things they probably wouldn't have learned otherwise (82%), as well as a great way to:

- ✓ communicate with family or friends (78%).
- ✓ gather information on products or services they're considering purchasing (84%).
- ✓ actually buy products (73%).

Men are also in pretty wide agreement that people put too much private information about their lives online. Odds are they're thinking about new dads when they say that. A report by Edelman and the Parenting Group found that first-time dads are more likely than dads of older kids to share information about their families via social media, with 42% posting family-related status updates on a daily basis, 56% posting family photos at least a few times a week and 21% posting videos at least a few times a week. And they're broadcasting that to a wide circle: Millennial fathers most often have more online friends than millennial mothers—an average of 96 versus 70.

The LMX study found that dads (90%) are more likely than moms (84%) to go online with their kids, and to visit websites such as Google, YouTube, iTunes and Yahoo, as well as sports, gaming and their favorite TV network companion sites.

While most men regard the internet as a good thing, the majority also worry that too much technology can be bad.

Nevertheless, for millennials, and often Gen X as well, the internet has become closely woven into their daily lives. They're much more likely to cite the internet as a main source of entertainment, and say going online is one of their favorite things to do with their free time. Nearly three-quarters (63%) say they would feel disconnected without the internet. They use it to meet new friends and stay in touch with the old ones, and 47% of millennials keep their personal pages online updated with information about their lives. Almost 60% of all men have visited a social-networking site in the last month, but more than 83% of millennial men have, according to GfK MRI data. The four most common activities men turn to social networking sites for are to visit a friend's profile or page; watch a video; send a message or email; and comment on a friend's post. About 20% of all men report updating their status, but nearly 43% of millennials report updating their status on a regular basis. A small minority (7.8%) report "following" or "becoming a fan" of a brand or person, and even fewer (5.4%) report clicking on an ad in a social-networking site. **(See Chart 11, P. 24)**

The internet also helps all men shop the way they want, especially for hard-to-find products. The majority read online reviews before they make an online purchase, and compare prices across different sites. They're put off by online auctions, but are drawn to free-shipping offers, according to the GfK MRI data.

Cellphones have also become intrinsic to men's lives—no matter what their age. More than three-quarters of men carry their phones everywhere they go, and almost as many use them for calls even from home. **(See Chart 12, P. 26)** The majority of men (71%) like having one mobile device that can do everything. More than half of boomers and preboomers, though, either don't want to or don't know how to use the extra features on their phones outside of making calls.

WHERE ADS COME IN

Just because men enjoy media doesn't mean they embrace the ads that typically make that media financially viable. Of all media, men have the most praise for TV advertising, with more than half (54%) saying TV ads provide them with useful information about new products and services, useful information about bargains (46%) and meaningful information about the product use of other consumers (40%). A lot of guys (47%) even say TV ads are funny.

But that high value comes with a flip side: 63% of them also say TV ads are repeated too often. Half say ads come on at inconvenient times, and 46% say the same about ads on the internet. And even worse, the two places marketers spend the most are also where men are more likely to be skeptical of the message: Around a third of men say both TV and internet ads have no credibility.

Print ads get highest marks from older generations. But mil-

Millennials are the group most likely to call magazine ads amusing and 30% regard magazines as “pure entertainment”—suggesting marketers trying to reach young men in an environment where they are looking to be entertained may be overlooking a strong opportunity.

Video is the medium of the young, and that shows up in how much they notice, and are influenced by, digital signage or videos in all the places they’re showing up these days. Millennials report they pay considerable interest to the ads they see most often in shopping malls, followed closely by med-

ical offices and bars or pubs. Gen Xers and boomers also notice ads in malls and medical offices, but to a lesser degree. Millennials are also the most likely to be interested in watching video clips on their phones. But they don’t want to see ads; 65% of men overall call cellphone ads annoying, with millennials leading the pack.

It’s become a cliché: Older men prefer older media, and youth flock to the internet. But as the research reveals, the picture is actually more complicated with that. Men value every form of media for particular strengths, and look to those places accordingly.

Boomers and the Internet

MILLENNIALS MAY GET ALL THE ATTENTION, but older men use the internet too. That’s a message being lost on many who market online to consumers over 50.

“Most of the interest [from marketers] we see in boomers is in boomer women,” said David Weigelt, president of Immersion Active, which specializes in online marketing to those 50-plus, and author of “Dot Boom: Marketing to Baby Boomers Through Meaningful Online Engagement.” “There is still a mind-set that men die first and women keep living. There is not a lot of attention or money spent on men.” So those promoting things like retirement communities, financial or health-care services focus on females. “But the reality is, men are living longer, and boomer men are living healthier.”

The good news is that doesn’t require a whole lot of change in messaging. As people age, “there is less discernment between males and females hormonally,” said Weigelt. “Psychologically, we grow more androgynous as we get older,” so campaigns should take that tone. Fifty-plus couples often make purchasing decisions together.

Men over 50 are information seekers online, doing a lot of research, visiting news, sports, health and finance sites and using email heavily, his agency has learned. “They’re very willing to inquire and find out more, and they will stay engaged with a brand if they feel it’s adding value.”

The elements that work best to attract 50-plus men to spend time on a site are color, readability and usability, he said. Most important is making an emotional connection on the landing page, using storytelling. Long-form videos placed at the top left of the page will draw them in, and unlike bullet-point-loving younger consumers, these men respond to long-form copy on Page 1.

Typical advertising missteps for the boomer? Appealing to machismo is one, but “the biggest mistake is men being totally ignored,” said Weigelt.

ActiPatch.
HEALING PAIN RELIEF
Call to Order Back Pain Relief
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Save \$89.65 on this limited time Internet-only Bonus Pack!

Rediscover the Joys of Living Pain Free

ActiPatch: Guaranteed to relieve your pain...and make you smile

ActiPatch Pain Relief Kit
2 Months of Back Pain Relief
In-Store Price-\$169.60
ONLINE ONLY SALE PRICE: \$69.95!
Buy today and you'll also receive:

- Bonus 30-day Back Pain ActiPatch **FREE**
- Shipping **FREE**
- Bonus 7-day Back Pain ActiPatch **FREE**

Buy Now For \$69.95

100% Guaranteed Relief or Your Money Back
All you do is send it back, and we refund your credit card—no questions asked.

**COLOR,
VIDEO,
STORY**

Draw boomer men in with an emotional connection using storytelling, and make sure your site is readable and easy to use.

Get moving quickly with ActiPatch®

Watch the informative video below on how the ActiPatch works, then read on for more information on:

- Safety and endorsements
- What the technology is based on
- How ActiPatch leverages the body's nit
- How fast healing starts
- Safety and effectiveness
- Convenience, comfort and value
- Testimonials from medical professionals
- Customer testimonials



Call now to place your order
1-877-281-2069

Protect Social Security for the Future of Our Families and Our Nation

Call now to join 866-401-7976 (mention code "Promise")

The Case for Social Security
Watch Video

Share this video:

A promise we must keep.
In 1935, a landmark federal program called Social Security was established to help families face the uncertainties brought on by retirement. The new program was a promise made to all working people...from all walks of life...and for all future generations of America.

Social Security is for our parents, our children, our grandchildren...and their children.
That promise has stood as a fundamental legacy for hard-working Americans—from those of retirement age to young workers just entering the workplace. And over all these years, Social Security has stood as a promise to all Americans.

Help protect Social Security by becoming a member today!
Call now to join 866-401-7976 and mention code "Promise" or fill out our membership form below.

Contribution Level

LOOK INSIDE
Give \$22 or more and receive an exclusive copy of The Little Black Book of Retirement.

\$22.00 (Best value)
 \$12.00 (Minimum contribution)
 \$17.00
 \$50.00
 \$100.00
 Other: _____ (Please specify)

Billing Information

Name on Card (Required)
Billing Address (Required)

Chart 11

Social-Networking Behavior – U.S. Men Source: GfK MRI

Social networking, photo or video-sharing sites visited in last 30 days: net of all sites listed¹

All Men	Millennials (b. 1977-1994)	GenXers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
SOCIAL-NETWORKING SITES VISITED IN LAST 30 DAYS						
%: 59.04	83.28	66.40	45.90	50.62	40.52	19.26
Index: 100	141	112	78	86	69	33
SOCIAL-NETWORKING ACTIVITIES						
Q. Did you do any of these activities on a social network in the last 30 days? (All men: Most activity to least activity, in descending order)						
Visit a friend's profile/page						
%: 32.51	50.74	35.29	21.98	24.86	18.71	8.50
Index: 100	156	109	68	76	58	26
Watch a video						
%: 30.24	49.91	31.87	19.05	22.37	15.27	6.19
Index: 100	165	105	63	74	50	20
Sent a message or email						
%: 28.23	42.23	30.44	20.32	21.79	18.64	9.27
Index: 100	150	108	72	77	66	33
Comment on a friend's post						
%: 25.19	42.81	26.82	14.64	16.94	12.02	4.61
Index: 100	170	106	58	67	48	18
Update status						
%: 20.91	42.49	18.99	8.09	9.86	6.07	1.71
Index: 100	203	91	39	47	29	8
Post pictures						
%: 19.03	34.03	20.46	10.16	12.38	7.63	3.15
Index: 100	176	106	53	64	40	16
Post that you 'liked' something						
%: 17.12	31.47	17.59	8.33	9.99	6.44	2.17
Index: 100	184	103	49	58	38	13
Update profile						
%: 15.82	30.84	13.83	7.39	8.61	6.00	2.38
Index: 100	195	87	47	54	38	15
Play a game						
%: 10.64	18.46	10.64	5.98	5.93	6.05	2.60
Index: 100	173	100	56	56	57	24

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to do this, while anything under 100 indicates a lower tendency to do this activity.
¹[Facebook, Flickr.com, Foursquare, Google + (Google Plus), KodakGallery.com, LinkedIn.com, MySpace.com, Photobucket.com, Picasa, Shutterfly.com, Tumblr, Twitter.com, Yelp, YouTube.com]

Chart 11

Social-Networking Behavior – U.S. Men (continued) Source: GfK MRI

Did you do any of these activities on a social network in the last 30 days? (All Men: Most activity to least activity, in descending order)

All Men	Millennials (b. 1977-1994)	GenXers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
SOCIAL-NETWORKING ACTIVITIES (CONT'D)						
Use IM (instant messaging)						
%: 10.59	21.17	9.13	4.96	6.38	3.35	.49
Index: 100	200	86	47	60	32	5
Post a website link						
%: 8.65	16.99	8.23	3.61	4.45	2.66	.94
Index: 100	196	95	42	51	31	11
“Follow” or become a “fan of” something or someone						
%: 7.85	14.89	8.47	3.24	4.64	1.64	.55
Index: 100	190	108	41	59	21	7
Post Video						
%: 5.92	11.66	5.71	2.39	2.93	1.78	.58
Index: 100	197	97	178	49	30	107
Click on an advertisement						
%: 5.40	8.06	4.99	4.60	4.93	4.21	1.52
Index: 100	149	92	85	91	78	28
Post your location						
%: 4.80	9.34	5.43	1.56	2.10	.94	.39
Index: 100	194	113	32	44	20	8
Invite people to an event						
%: 4.57	8.60	4.37	2.06	2.71	1.32	1.04
Index: 100	188	96	45	59	29	23
Post a blog entry						
%: 3.84	6.46	3.92	2.40	2.71	2.04	.71
Index: 100	168	102	62	71	53	19
Rate or review a product or service						
%: 2.92	4.50	3.04	2.11	2.36	1.82	.78
Index: 100	154	104	72	81	62	27
Send a real or virtual gift						
%: 1.02	1.49	1.14	.78	.71	.85	.24
Index: 100	146	112	77	70	84	23

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to do this, while anything under 100 indicates a lower tendency to do this activity.

Chart 12

Cellphone Attitudes and Usage Source: GfK MRI

Percent of men who "agree somewhat" or "agree completely"

All Men	Millennials (b.1977-1994)	Gen Xers (b.1965-1976)	Boomers (b.1946-1964)	Early Boomers (b.1946-1955)	Late Boomers (b.1956-1964)	Preboomers (b. before 1946)
I carry my cellphone everywhere I go						
%: 75.63 Index: 100	83.75 111	81.56 108	73.13 97	70.80 94	75.08 99	53.73 71
I will always keep a household (landline) telephone, no matter how much cellphone service improves						
%: 42.89 Index: 100	32.98 77	42.64 99	49.76 116	51.64 120	48.19 112	50.06 117
I am frequently annoyed at people talking too loudly on their cellphones in public places						
%: 65.32 Index: 100	63.38 97	68.99 106	68.39 105	66.92 102	69.61 107	57.04 87
I only answer my cellphone when I know who is calling						
%: 59.22 Index: 100	65.65 111	65.07 110	57.31 97	55.86 94	58.52 99	39.96 67
I often use my cellphone to make phone calls from my home						
%: 68.80 Index: 100	76.80 112	72.49 105	67.56 98	64.78 94	69.88 102	47.78 69
The primary reason I have my cellphone is for safety						
%: 42.33 Index: 100	38.55 91	41.33 98	43.80 103	45.69 108	42.22 100	49.09 116
Sometimes my cellphone makes me feel like I'm too available						
%: 51.67 Index: 100	52.61 102	57.14 111	53.51 104	50.02 97	56.42 109	36.84 71
Cellphones are too complicated these days						
%: 34.37 Index: 100	26.48 77	30.59 89	41.84 122	46.70 136	37.77 110	41.01 119
I understand how to use most of the features on my cellphone						
%: 67.69 Index: 100	81.72 121	73.89 109	61.65 91	55.65 82	66.68 99	40.04 59
Having one mobile device that can do everything is very convenient						
%: 71.37 Index: 100	81.60 114	77.89 109	67.78 95	63.53 89	71.33 100	46.25 65
There are some features on my cellphone I'd like to use, but I don't know how to use them						
%: 43.36 Index: 100	34.26 79	41.57 96	51.30 118	52.82 122	50.03 115	48.61 112
I just want to use my cellphone to make and receive calls and don't care about any other features						
%: 46.22 Index: 100	36.83 80	41.97 91	54.15 117	58.90 127	50.18 109	55.95 121
I think of my mobile phone as a source of entertainment						
%: 34.83 Index: 100	56.10 161	37.97 109	22.33 64	18.34 53	25.67 74	10.34 30
My cellphone is an extension of my personality						
%: 25.40 100	37.61 148	27.18 107	18.32 72	16.84 66	19.55 77	11.17 44

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Chart 12

Cellphone Attitudes and Usage (continued) Source: GfK MRI

Percent of men who "agree somewhat" or "agree completely"

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
I enjoy customizing the look and sound of my cellphone						
%: 33.30	48.55	37.24	23.71	20.06	26.76	14.55
Index: 100	146	112	71	60	80	44
I would be willing to receive advertisements on my cellphone in exchange for services, like live TV or text messaging						
%: 18.79	29.31	20.88	12.74	11.24	13.99	5.51
Index: 100	156	111	68	60	74	29
I would be willing to pay a monthly subscription fee to receive live TV on my cellphone						
%: 14.91	24.92	15.16	9.25	7.12	11.03	4.73
Index: 100	167	102	62	48	74	32
I would be willing to receive advertisements on my cellphone in exchange for lower monthly costs						
%: 27.52	40.43	30.67	20.05	18.15	21.64	10.45
Index: 100	147	111	73	66	79	38
I expect the quality of video on my cellphone to be as good as that on my TV						
%: 34.68	44.63	36.51	29.66	28.31	30.79	20.76
Index: 100	129	105	86	82	89	60
Advertisements on cellphones are annoying						
%: 64.58	69.15	65.71	65.70	63.90	67.21	49.87
Index: 100	107	102	102	99	104	77
I am interested in watching video clips on my cellphone						
%: 33.26	51.28	38.60	22.32	17.47	26.38	9.15
Index: 100	154	116	67	53	79	28
I am interested in watching live TV on my cellphone						
%: 25.09	39.27	28.93	16.22	12.53	19.30	7.29
Index: 100	157	115	65	50	77	29
Text messaging is an important part of my daily life						
%: 45.09	65.99	52.10	33.97	26.21	40.45	12.25
Index: 100	146	116	75	58	90	27
I would use text messaging if I knew how to do it						
%: 31.54	39.98	33.33	27.79	27.64	27.92	18.21
Index: 100	127	106	88	88	89	58
I would use text messaging more often, if it were easier to type the messages						
%: 37.82	41.98	40.38	39.40	37.03	41.38	20.78
Index: 100	111	107	104	98	109	55
I would use text messaging more often, if it were less expensive						
%: 34.72	39.86	39.74	33.16	30.96	35.00	18.81
Index: 100	115	114	96	89	101	54
I would use the internet on my cellphone more often, if it were less expensive						
%: 40.92	50.63	47.28	37.03	33.31	40.13	17.94
Index: 100	124	116	90	81	98	44
I would use the internet on my cellphone more often, if the websites loaded more easily						
%: 41.96	53.90	48.91	36.33	32.94	39.16	17.01
Index: 100	128	117	87	78	93	41
I would use the internet on my cellphone more often, if the screen were easier to read						
%: 41.23	49.08	47.37	38.91	35.11	42.08	19.20
Index: 100	119	115	94	85	102	47

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

How Men Shop

“She” is the pronoun of choice for many brand and retail executives when referring to shoppers. The reason is simple:

Apart from a few specific categories, women have traditionally done much of the shopping on behalf of their families. Unfortunately, some brands combined this finding with a sense that women wanted to feel empowered over men in the household. As a result, many ads painted women as wise masters of all things household—and men as buffoons, especially as decision makers for their families’ purchases.

In the Edelman and Parenting Group survey, 66% of all dads say they believe an anti-dad societal bias exists—a number that’s even more pronounced for men whose oldest child is less than 2 years old, at 82%. With its broad influence, advertising is contributing to that impression.

Today a focus on “she” means a brand could be missing half the market; men are as likely as women to be doing the shopping in many categories. And both find the buffoon approach distasteful. “A woman’s aspiration is to marry a successful man, not just financially but emotionally, etcetera,” said Hornall Anderson’s Cameron. “Ill representations of men will hurt you with men and significant others. Don’t do it.”

MEN AND FOOD

More and more reports are documenting men’s growing presence in the aisles, and their growing role in shopping shows up soonest in grocery visits because people shop for food so frequently.

More than half of the 2,400 men Yahoo interviewed for a survey last year identify themselves as the primary grocery shoppers in their households. And about 60% of dads say they are their household’s decision maker on packaged goods, health, pet and clothing purchases. In the Edelman and Parenting Group survey, 70% said they do the grocery shopping, a radical departure from their own fathers: Just 32% of their dads shopped while they were growing up. (Women, by the way, perceive men as shopping less than they say in these surveys.)

Nevertheless, it’s clear that men are navigating the aisles in greater numbers than most marketers appreciate. They also shop differently. Integer Canada, part of promotion, retail and shopper marketing agency the Integer Group, studied 1,203 grocery shoppers in depth, and here is what it learned:

- ✓ 52% of female shoppers felt that it was very important to ensure that their purchases would satisfy the needs of other family members; just 39% of male shoppers agreed.
- ✓ Men tend to prefer getting in and out quickly; women more often want to explore, unless they’re in a hurry.
- ✓ Women are more likely to make a list and bring coupons.

- ✓ Men are driven by ease and convenience.
- ✓ Men favor brands they already use.
- ✓ Men are less motivated by low prices than women (62% versus 72%) and more likely to make impulse purchases.

The study also found that during the recession, just 29% of male shoppers had tightened their belts, compared with 43% of women. “Men are prepared to indulge and spend more than their female counterparts,” said Marcus Evans, managing director of Integer Canada.

GfK MRI uncovered a few tidbits about men and grocery shopping as well: Men, and millennials especially, prefer everyday low price (EDLP) stores. They know the prices they pay for most foods and packaged goods, with older men most aware. Most fall on the saver end of the spectrum rather than the spender: Shopping is a game of sorts, with the goal to save as much as possible.

Men hold strong opinions about brands, namely:

- ✓ Just 40% call brand the best inclination of quality.
- ✓ 83% say when they find a brand they like, they stick with it.
- ✓ 75% agree that if a product is made by a company they trust, they’ll buy it even if it is slightly more expensive.
- ✓ 74% say store brands are as effective as name brands.
- ✓ 74% want a large selection of brands to choose from.
- ✓ 68% say price is more important than brand names.
- ✓ 57% say spouses significantly influence their brand selection; 38% say that about kids.
- ✓ 48% buy the brands they grew up with.
- ✓ 48% are more likely to buy from a brand that supports causes they value.
- ✓ 46% will switch brands for a coupon.
- ✓ Just 26.5% change brands often for novelty.

The Parenting Group’s survey found millennial dads are also more likely than moms to buy locally grown products, even if they cost more. That’s not the only place men are thinking natural. In the GfK MRI data, half say they buy natural products out of concerns for their own and their families’ health, and slightly fewer do so with the environment in mind. Older men in particular are label readers, checking ingredients and nutritional content, but even 48% of millennials do so.

MEN AND DIAPERS

Remember that stat about men with young kids being most aware of an anti-dad bias? That showed up most recently in an ad series for Kimberly-Clark’s Huggies, whose “Dad Test” campaign featured fathers bumbling in their attempts to care for their newborns. Daddy bloggers were quick to express their displeasure,



REAL DADS CHANGE DIAPERS

Kimberly-Clark found that dads are involved in the diaper purchase decision about 25% of the time.

big-ticket items, said Hornell Anderson's Cameron. Witness the popularity of Zipcars, public transportation and used-clothing stores—Goodwill alone now has more than 2,600. In the GfK MRI data, millennials are far more likely, and Gen Xers somewhat more likely, to report that they "often save money by buying previously used items online."

Millennials are famously resistant to their parents' live-to-work attitudes, embracing a work-to-live orientation. Instead of letting a career define them, they define themselves. "It's a purpose-driven life," noted Cameron. They're saying, "What defines me as a man is my story. You can never take that away from me. What's very important to them is the pursuit of gear that supports the story of their lives."

So they shop to accessorize that image.

GfK MRI found millennials are more likely to agree that "I would pay extra for a product that is consistent with the image I want to convey," and "I buy brands that reflect my style." (See **Chart 14, P. 33**) Unlike other generations, millennial men tend to prefer to buy things their friends or neighbors would approve of, and they embrace novelty. They are more likely to be influenced by celebrity endorsements, purchase on impulse and buy into trends—in fact, they see themselves as influencing what others buy, and they like to share their product and service opinions online and seek other opinions. These men do sometimes shop to relax and explore.

Findings like those are shaping how brands and retailers cater to men. "Retail space becomes a lifestyle space and is used as a setting for the products," said Cameron. J.Crew, for example, opened a location in a liquor store in New York City's Tribeca neighborhood, stacking chinos on the bar and complementing them with vintage watches, LPs and first-edition books. Deux Ex Machina in Venice, Calif., which handcrafts motorcycles, calls its stores "The Emporium of Postmodern Activities, one of the most vibrant hubs of surf, bicycle, and motorcycle culture on planet Earth," surrounding its custom cycles with specialty clothing and shoes, coffee, watches, eyeglasses and more. Apparel retailer Odin NY hosts pop-up art expos.

Since men are inherently purpose-driven shoppers, retailers are "figuring out that you don't change their behavior, you change the space where they're less of a buyer and more a browser, and therefore you get a larger share of wallet," said Cameron. "Men want to be a part of this club." They know men don't like to be waited on, so at Deux Ex Machina, staff—typically avid surfers or other passionate devotees to men's hobbies—"stay well back and stay cool," she said. "So men shift their behavior and try to be friends with them to prove their status."

One thing that older generations might find to be surprising about millennials is "their worldliness," said Jonathan Richman, managing director of Immediate Consumption, an agency whose clients tend to cater to this group. "They've grown up in a much more open world. They're savvy, more diverse, willing to try new things."

even starting a petition to get the ads pulled. To repair the damage, Kimberly-Clark replaced the ads, sponsored a hospitality suite at the Dad 2.0 Conference in Austin, Texas, this past March and set up a roundtable discussion with the bloggers, which the company plans to use as a sounding board moving forward.

Kimberly-Clark executives say the real intent of the campaign was not to comment on dads, but to show the real-life situations dads and all caregivers can find themselves in when there are diaper users on the scene. "We want the brand to connect with representing my reality: that parenting is messy at times, but it's great to be a parent," said Aric Melzl, brand director for Huggies. "Dad's role in the family and caring for children is evolving." Knowing that, authenticity is key. The brand says dads are involved in diaper-purchase decisions about 25% of the time. So in their new ads, Huggies invites nominations of real dads to test-drive their diapers and wipes, without taking a swipe at dads' skills.

THE ANTIMATERIALISTIC MILLENNIALS

Millennials represent an interesting new challenge for marketers: how to captivate people who aren't particularly interested in acquiring things—unless they're electronic. (See **Chart 13, P. 30**) To understand how they tick today, it's important to go back to how they got here. Millennials have come of age in an era when assets seem more like burdens: Jobs are tenuous, houses get foreclosed. So they just don't buy as much, particularly

Chart 13

Electronics Purchase Intent – U.S. Men Source: GfK MRI

Percent of men who responded “very likely” or “somewhat likely” to purchase in next 12 months

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
Laptop computer						
%: 19.97	23.92	21.80	19.20	17.70	20.46	9.92
Index: 100	120	109	96	89	102	50
Large flat screen/HDTV (27” - 42”)						
%: 17.65	21.33	18.71	15.64	15.80	15.50	12.24
Index: 100	121	106	89	90	88	69
Giant flat screen/HDTV (43” or more)						
%: 13.07	17.92	14.05	10.74	10.42	11.01	5.87
Index: 100	137	108	82	80	84	45
Desktop computer						
%: 11.96	14.18	12.63	11.16	10.56	11.67	7.69
Index: 100	119	106	93	88	98	64
Blu-ray player						
%: 11.50	14.96	12.58	10.16	8.85	11.26	50.6
Index: 100	130	109	88	77	98	44
Tablet (e.g., Apple iPad)						
%: 11.49	14.08	13.86	10.04	10.17	9.93	5.31
Index: 100	122	121	87	88	86	46
Digital video camera/digital camera						
%: 11.19	15.22	12.63	9.13	7.62	10.39	4.52
Index: 100	136	113	82	68	93	40
E-reader (e.g., Amazon Kindle)						
%: 11.01	12.81	11.96	9.96	9.81	10.08	7.91
Index: 100	116	109	90	89	91	72
Home theater system						
%: 9.25	13.90	10.84	6.42	4.44	8.10	2.67
Index: 100	150	117	70	48	88	29
Portable DVD player						
%: 8.90	12.14	9.48	7.60	7.18	7.95	3.64
Index: 100	136	106	85	81	89	41
Smartphone						
%: 8.10	10.79	9.43	6.97	5.30	8.37	2.53
Index: 100	133	116	86	65	103	31
Satellite radio						
%: 6.16	7.95	5.93	6.15	6.91	5.51	2.44
Index: 100	129	96	100	112	89	40

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to do this, while anything under 100 indicates a lower tendency to do this activity.

GEN XERS AND OLDER

Gen Xers share some of this attitude. To a lesser degree, older men have somewhat different shopping thoughts and behaviors than millennials, GfK MRI found. They are slightly more price conscious for packaged goods, and more motivated to buy American-made products. The older the man, the more likely he is to cite store staff as an important part of the purchase decision.

About 75% of all men like to shop around before they make a purchase and say their primary goal is to save as much money as possible. Spouses, more than kids, influence their brand decisions. The majority like to buy on quality rather than price, but they prioritize price over brand; yet they say they will pay slightly more if it's a brand they trust, and they tend to buy the same brands over and over. They prefer to shop at stores that

specialize in the product they want to buy and will shop online for a hard-to-find item. They'd rather get a sample than a coupon; in fact, coupons to men mean the product was overpriced to begin with. Surprisingly, a majority of men say they care about the scent of personal products, but the younger the man, they more they care.

MARKETING TO THE OLDER MAN

Older boomer men and preboomers suffer a very different indignity than buffoon dad: They get ignored completely, especially in online marketing.

"There is not a lot of attention or money spent on men" for online campaigns, said Immersion Active's Weigelt. "It's an afterthought." But men do shop, in stores and online. Boomer men

Profile: The New Dad

SALVADOR SANCHEZ PURSUED an M.B.A. and a J.D. with a clear goal in mind: becoming a CEO. But none of that prepared him for his current role: full-time father. Sanchez stays home with his three sons, Max, 9, Luca, 6, and Cordero, 15 months, while his wife, Laura, heads into New York City for her finance job.

Back when he worked full-time doing corporate transaction law, it wasn't unusual for his older two children to see him only on Sundays, since he often came and went while they were asleep. The boys would spend weekdays in child care, and Laura's nearby relatives picked them up in the afternoon. "Her family was raising our kids," said Sanchez—a good thing, but not the same as doing it themselves. After leaving his firm, Sanchez was working for an agency on a case-by-case basis, but as the economy worsened, there were longer gaps between them.

Sanchez's wife suggested he consider taking care of their children full-time. So two years ago, he decided to give it a try. "It was tough. I did a lot of soul searching," said Sanchez. "But it worked out great for me. I so much prefer my clients now versus the ones I used to have."

With Cordero's birth, Sanchez now handles daily infant care, in addition to ferrying the older kids, tackling

SALVADOR SANCHEZ

45 years old
Married, father of three
Full-time dad
Allendale, N.J.

homework (he assigns extra), serving meals and managing the cleaning and laundry. That last task Sanchez was prepared for; even before his parents split during his teen years, he and his siblings were encouraged to manage household tasks, and his was doing 10 loads of laundry a week.

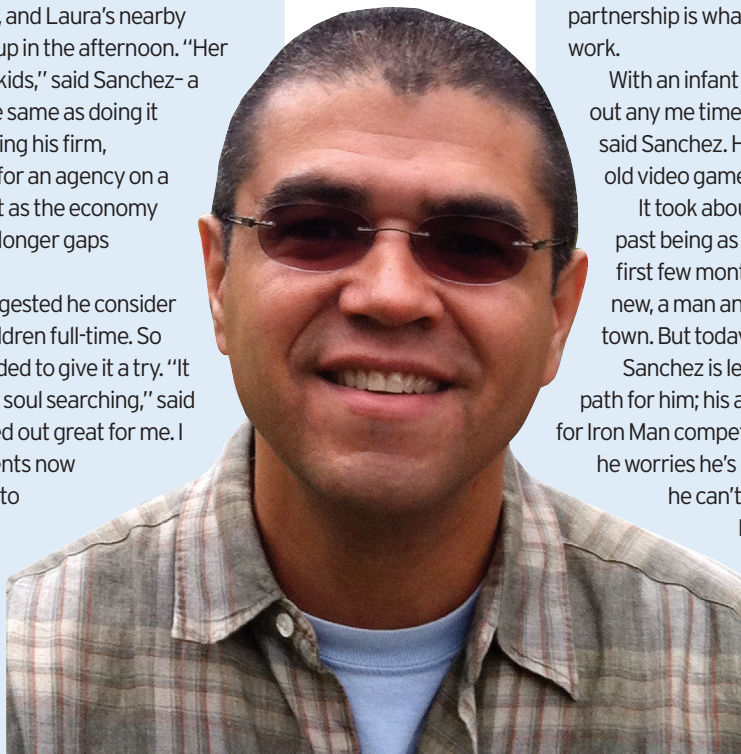
Giving up an income was tough. "Money is power, and I disempowered myself to some extent," said Sanchez. For big financial decisions, his wife has a bit of an edge as the breadwinner. "It's almost unavoidable," he said, but their strong partnership is what makes the arrangement work.

With an infant in the house—it's hard to carve out any me time right now—even for exercise, said Sanchez. His one indulgence is a 10-year-old video game that he plays on his computer.

It took about a year for Sanchez to get past being as uncomfortable as he was those first few months on the playground, being new, a man and Latino in a largely white town. But today he's found his groove.

Sanchez is less certain that CEO is the right path for him; his aspirations now include training for Iron Man competitions and writing a novel, and he worries he's not saving for retirement. Still, he can't help but apply a little of his

M.B.A. training to his current assignment: "It's all about ROI. They're learning from me every day. I feel extremely fortunate for the time I'm getting to spend with them."



“are spontaneous, and for us that potentially impacts how we bundle, cross-sell or upsell,” he said. “They’re much more likely to purchase related products at point-of-sale than females.”

Another strong older male trait: a preference to buy American. The GfK MRI data show 83% feel this way; while millennials are less passionate than preboomers, even 67% of them have a buy-American preference.

MAKE IT EASY

Not every store can be a lifestyle store. So to cater to men’s tendencies to be on a mission when they shop, stores must be easy to navigate, with tools such as way finders or visual overlay mapping on smartphones to help them find their way quickly. Procter & Gamble is catering to this need with man aisles, grouping all men’s products, including competitors, in one place. After successful tests in Walmart in 2009, P&G is set to expand the concept to chains such as Target and Walgreens in the United States



GIVE HIM PERMISSION TO BUY

Lessons from Oreo: Speak to him in his voice. Offers a small reward. The convenience store is his oasis and he likes to get something that is just for him.

and Canada this year.

“Stop thinking about surprise and delight,” advised Cameron. “Men don’t like surprises, especially when they’re trying to buy something.” The focus instead is an aspirational, purpose-built life.

The need for simple and organized extends to package design. Lots of text and small photos is a turnoff. Big, bold and simple rules. Hornall Anderson, for example, redesigned Under Armour’s packaging using less copy, bold typography and design to reinforce performance and shop-ability.

MARKETERS AWAKENING TO THE MALE SHOPPER

It’s clear that men feel marketers don’t fully recognize men’s shopping lives: Just 22% to 24% of men felt advertising in packaged goods, pet supplies or clothing speaks to them, according to

the Yahoo survey. But there are some signs of improvement. “Clients are really turning on to the fact that they need to think about male and female customers differently because the male shopper is on the rise,” said Integer’s Evans.

Not that it’s easy. About three in five men in the GfK MRI data claim that they don’t make purchase decisions based on advertising. Men bring a healthy skepticism to marketing aimed at them, so brands must walk a careful line. Immediate Consumption’s Richman said that to reach millennials, for example, advertising must “speak in their voice, be direct, simple, clear, be straightforward, and not try to pull anything over on them. You have to engage with them, understand their lives and passions. Men respond to authenticity, but that does not mean they don’t want it to be funny.”

Thus we get products like Dr Pepper Ten, with its bold, macho ad campaign that proclaims it’s not for women. “When it’s done tongue-in-cheek, men get the joke, and can make fun of themselves,” said Richman. An additional millennial strategy he uses is to personalize marketing, such as a campaign that allows consumers to pick a reward.

Another brand tuning in to men’s shopping behaviors is Kraft. Its Oreo brand is a quintessential family product. But in the course of in-depth research on men, the brand team learned that men are playing a much more active role in the household and with the kids, in addition to work—and are feeling the pressure to do it all well. The big insight came from an interview subject: “I just want the freedom to be me, even if it’s just for a few minutes a day.” Another data point: Men were indulging in Oreos late at night when everyone else was in bed, or grabbing them when they stopped at a convenience store for their morning coffee. “We’ve got to give him permission to eat them,” said Eric Johnson, senior

director-marketing at Kraft Foods. That was the impetus for Kraft’s “Sweeten Your Ride” campaign that hit on three key needs: men’s desire for personal freedom, their desire for energy and a small reward and their appreciation for authentic language. The campaign was built from the store out, positioning Oreos strategically according to men’s routine daily path through the store—beverage, then snack—all reinforced through ads and text-to-win promotions. “Oreo has seen banner growth in the last year,” said Johnson.

Kraft is evangelizing its insights into men across the organization in advance of its planned split into two companies this year. “It’s definitely helped us in our category, which has lots of big players,” said Johnson. By focusing on men versus the traditional female CPG customer, “we’ve been able to leapfrog in a lot of ways.” With shopping no longer just for her, marketers like Kraft are seeking more insights into male shopping behaviors. One thing is clear: It’s time to drop the gender bias. There are men in the aisles, and they bring their own preferences, habits and influences along for the ride.

Chart 14

Buying Attitudes – U.S. Men Source: GfK MRI

Percent of men who “agree somewhat” or “mostly agree” with the following statements

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
BRAND NAME VS. PRICING						
When I find a brand I like, I stick to it						
%: 82.58	77.19	82.09	85.80	87.33	84.52	88.21
Index: 100	93	99	104	106	102	107
Generic or store-brand products are as effective as brand-name products						
%: 74.23	73.78	74.21	74.36	76.45	72.61	75.00
Index: 100	99	100	100	103	98	101
If a product is made by a company I trust, I'll buy it even if it is slightly more expensive						
%: 74.22	68.61	76.18	76.56	79.35	74.22	78.58
Index: 100	92	103	103	107	100	106
Price is more important to me than brand names						
%: 67.53	68.77	66.81	67.50	66.75	68.13	65.89
Index: 100	102	99	100	99	101	98
I buy based on quality, not price						
%: 66.76	65.24	64.22	69.48	71.01	68.20	67.91
Index: 100	98	96	4	106	102	102
Brand name is the best indication of quality						
%: 39.71	40.30	38.30	39.71	41.16	38.49	40.58
Index: 100	101	96	100	104	97	102
I like to change brands often for the sake of variety and novelty						
%: 26.51	33.86	28.66	21.59	20.17	22.78	17.76
Index: 100	128	108	81	76	86	67
MONEY MANAGEMENT						
I know the price I pay for most of the foods and packaged goods I buy						
%: 81.06	78.63	79.37	83.42	83.11	83.68	83.78
Index: 100	97	98	103	103	103	103
I like to shop around before making a purchase						
%: 74.17	73.31	73.58	76.87	77.52	76.32	70.83
Index: 100	99	99	104	105	103	96

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Chart 14

Buying Attitudes – U.S. Men (continued) Source: GfK MRI

Percent of men who “agree somewhat” or “mostly agree” with the following statements

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
MONEY MANAGEMENT (CONT'D)						
My number one goal when shopping is to save as much money as possible						
%: 71.87	68.27	72.18	74.47	73.93	74.92	73.62
Index: 100	95	100	104	103	104	102
If I really want something I will buy it on credit rather than wait						
%: 39.78	38.14	37.39	41.77	42.65	41.04	42.66
Index: 100	96	94	105	107	103	107
I'm a “spender” rather than a “saver”						
%: 36.92	40.71	38.37	35.45	34.74	36.04	29.42
Index: 100	110	104	96	94	98	80
I tend to make impulse purchases						
%: 36.72	43.83	38.86	31.32	29.51	32.67	29.84
Index: 100	119	106	85	080	89	81
COUPONING						
I'd rather receive a sample of a product than a coupon						
%: 63.21	63.18	61.94	64.02	64.45	63.66	63.37
Index: 100	100	98	101	102	101	100
I think if a manufacturer offers a coupon, I am probably overcharged to begin with						
%: 50.57	50.69	50.79	51.86	50.83	52.72	47.02
Index: 100	100	100	103	100	104	93
I don't have time to bother clipping or saving coupons						
%: 47.32	50.80	49.07	45.56	44.78	46.21	40.72
Index: 100	107	104	96	95	98	86
I only use coupons for those brands I usually buy						
%: 47.15	44.70	44.58	48.65	49.59	47.86	53.23
Index: 100	95	95	103	105	102	113
I will gladly switch brands to use a coupon						
%: 45.88	48.91	50.24	43.34	40.80	45.46	38.06
Index: 100	107	110	94	89	99	83
INFLUENCES						
Buying American products is important to me						
%: 76.63	67.12	78.69	81.73	81.50	81.93	83.38
Index: 100	88	103	107	106	107	109

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Chart 14

Buying Attitudes – U.S. Men (continued) Source: GfK MRI

Percent of men who “agree somewhat” or “mostly agree” with the following statements

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
INFLUENCES						
I am willing to pay more for a product that is environmentally safe						
%: 48.26	47.19	45.92	49.71	51.60	48.13	50.95
Index: 100	98	95	103	107	100	106
I buy natural products because I am concerned about the environment						
%: 47.89	47.50	47.37	48.92	50.14	47.90	47.24
Index: 100	99	99	102	105	100	99
I am willing to give up convenience in return for a product that is environmentally safe						
%: 44.16	44.66	42.04	44.34	43.24	45.25	45.89
Index: 100	101	95	100	98	102	104
I always check the ingredients and nutritional content of food products before I buy them						
%: 51.65	47.54	50.66	54.57	56.43	53.01	55.84
Index: 100	92	98	106	109	103	108
I buy natural products because I am concerned about my and my family's health						
%: 50.10	48.66	52.50	50.51	50.55	50.48	48.70
Index: 100	97	105	101	101	101	97
I am more likely to purchase brands that support a cause I care about						
%: 47.61	50.26	46.58	46.32	47.93	44.98	46.10
Index: 100	106	98	97	101	94	97
I expect the brands I buy to support social causes						
%: 33.50	38.49	32.28	30.10	29.71	30.42	31.85
Index: 100	115	96	90	89	91	95
I don't make purchase decisions based on advertising						
%: 62.37	63.61	60.05	62.34	62.30	62.37	62.23
Index: 100	102	96	100	100	100	101
I buy brands that reflect my style						
%: 59.14	66.12	58.57	55.64	57.29	54.27	52.20
Index: 100	112	99	94	97	92	88
My spouse has a significant impact on the brands I choose						
%: 57.45	53.30	59.06	58.86	60.05	57.87	61.13
Index: 100	93	103	102	105	101	106

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Chart 14

Buying Attitudes – U.S. Men (continued) Source: GfK MRI

Percent of men who “agree somewhat” or “mostly agree” with the following statements

All Men	Millennials (b.1977-1994)	GenXers (b.1965-1976)	Boomers (b.1946-1964)	Early Boomers (b.1946-1955)	Late Boomers (b.1956-1964)	Preboomers (b. before 1946)
INFLUENCES (CONT'D)						
I prefer products that offer the latest in new technology						
%: 57.21	61.46	59.00	54.02	52.91	54.94	52.08
Index: 100	107	103	103	92	96	91
I usually like to wait until other people have tried things before I try them myself						
%: 49.55	51.96	50.83	48.37	46.98	49.52	44.78
Index: 100	105	103	98	95	100	90
I buy the brands I grew up with, the ones my parents used						
%: 47.97	50.28	44.10	48.27	47.87	48.60	48.03
Index: 100	105	92	101	100	101	100
I often seek the advice of others before making a purchase						
%: 45.86	50.16	45.06	43.85	44.59	43.22	41.91
Index: 100	109	98	96	97	94	91
People often come to me for advice before making a purchase						
%: 39.80	47.37	39.79	36.90	35.11	38.40	29.30
Index: 100	119	100	93	88	99	74
I would pay extra for a product that is consistent with the image I want to convey						
%: 38.96	45.53	39.30	33.60	35.22	32.24	35.83
Index: 100	117	101	86	90	83	92
My children have a significant impact on the brands I choose						
%: 37.79	41.07	45.01	34.37	28.79	39.03	27.03
Index: 100	109	119	91	76	103	72
I am influenced by what's hot and what's not						
%: 31.33	41.66	31.86	24.78	21.79	27.28	22.07
Index: 100	133	102	79	70	87	70
I'm always one of the first of my friends to try new products or services						
%: 31.39	40.97	31.45	26.02	23.88	27.81	21.81
Index: 100	131	100	83	76	89	69
I prefer to buy things my friends or neighbors would approve of						
%: 27.12	35.63	26.53	22.42	19.90	24.52	19.45
Index: 100	131	98	83	73	90	72

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Chart 14

Buying Attitudes – U.S. Men (continued) Source: GfK MRI

Percent of men who “agree somewhat” or “mostly agree” with the following statements

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
INFLUENCES (CONT'D)						
A celebrity endorsement may influence me to consider or buy a product						
%: 20.59	27.15	22.22	15.75	13.47	17.66	14.28
Index: 100	132	108	76	65	86	69
SCENT						
I smell personal-care and household products in the store before I buy them						
%: 52.10	60.55	55.40	47.33	44.65	49.58	38.73
Index: 100	116	106	91	86	95	74
How a personal-care or household product smells is very important to me						
%: 65.51	68.83	66.42	64.55	64.47	64.62	58.72
Index: 100	105	101	99	98	99	90
IN THE AISLES						
It's important to me that salespeople be knowledgeable about the products they sell						
%: 83.86	79.85	81.27	88.47	88.88	88.13	86.37
Index: 100	95	97	106	106	105	103
I prefer a store that has a large selection of familiar brands						
%: 74.44	71.25	73.05	76.44	78.38	74.82	79.25
Index: 100	96	98	103	105	101	106
The service of the personnel at a store is an important part of my decision to shop there						
%: 71.62	65.29	70.01	75.02	76.03	74.18	80.65
Index: 100	91	98	105	106	104	113
My favorite grocery store offers low prices on all products every day						
%: 59.59	65.43	59.66	56.62	54.61	58.12	53.32
Index: 100	110	100	95	92	98	89
Shopping used to be more enjoyable						
%: 52.81	48.61	47.73	55.60	59.60	52.09	63.77
Index: 100	92	90	105	113	99	121
I prefer to shop at stores that specialize in a specific type or style of product						
%: 51.44	57.36	51.61	48.51	50.62	46.75	44.43
Index: 100	112	100	94	98	91	86

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Chart 14

Buying Attitudes – U.S. Men (continued) Source: GfK MRI

Percent of men who “agree somewhat” or “mostly agree” with the following statements

All Men	Millennials (b. 1977-1994)	Gen Xers (b. 1965-1976)	Boomers (b. 1946-1964)	Early Boomers (b. 1946-1955)	Late Boomers (b. 1956-1964)	Preboomers (b. before 1946)
IN THE AISLES (CONT'D)						
I enjoy wandering the store looking for new, interesting products						
%: 46.32	53.72	46.00	41.75	41.53	41.94	40.39
Index: 100	116	99	90	90	91	87
I am annoyed by all of the signs in the stores						
%: 35.37	36.24	33.93	34.27	34.67	33.94	38.11
Index: 100	102	96	97	98	96	108
I think shopping is a great way to relax						
%: 33.94	38.62	34.62	31.79	31.39	32.13	27.99
Index: 100	113	102	94	92	95	82
INTERNET						
I like to compare prices across different sites before purchasing something online						
%: 64.21	66.59	67.26	64.57	62.23	66.52	53.23
Index: 100	104	105	101	97	104	83
I use the internet to buy hard-to-find products						
%: 57.70	66.19	61.10	54.37	50.35	57.73	40.76
Index: 100	115	106	94	87	100	71
Before purchasing a product online, I typically read online reviews submitted by others						
%: 56.69	63.78	57.45	54.61	52.82	56.12	42.63
Index: 100	112	103	96	93	99	75
The offer of “free shipping” attracts me to a shopping website						
%: 56.59	60.84	57.75	54.87	55.81	54.08	49.08
Index: 100	108	102	97	99	96	87
I prefer purchasing things online for a fixed price, as opposed to bidding in online auctions						
%: 53.94	58.49	55.34	51.47	50.98	53.71	44.78
Index: 100	108	103	97	95	100	83
I often save money by buying previously used items online						
%: 31.68	41.48	34.46	25.00	21.47	27.95	20.47
Index: 100	131	109	79	68	88	65
I only purchase products online when I have a coupon or promotional code for the site						
%: 28.15	33.95	28.67	23.55	24.65	22.63	24.70
Index: 100	121	102	84	88	80	88
I like to share my opinions about products and services by posting reviews and ratings online						
%: 26.84	34.46	29.50	22.14	19.14	24.65	16.18
Index: 100	128	110	82	71	92	60

NOTE: Index=100; anything above 100 indicates a higher tendency of this group to agree, while anything under 100 indicates a lower tendency to agree.

Conclusion

American Men: Lives in Flux

Men may like traditions, but they've definitely cast off the traditional roles that dictate how they spend their time and what they value.

Shifting values and uncertain economic times are altering timeworn scripts. Home is a refuge and a source of entertainment, and men, unlike women, give themselves permission to play and find the time for sports and interests outside of work. A majority of men are interested in organizing their homes, and a surprising number of them are entertaining friends and family at home, cooking and baking for fun, and in many cases have moved beyond just manning the grill. More men value their families and personal relationships over their professional lives, with wealth, status and power falling to the bottom of the list for most men. Honesty and authenticity will resonate much more than messages emphasizing acquisition for its own sake. While ethnic heritage is important, most men don't feel they need to see a celebrity who represents them or look for a celebrity endorsement when making a purchase decision. They are much more likely to rely on the people around them, online reviews or in-store sales people.

With men becoming fuller participants in hobbies, socializing and especially family lives, they're also undertaking far more of the shopping and purchase-decision making for their households, a huge development for brands and retailers and the way they market.



ABOUT THE AUTHOR

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About GfK MRI



The data presented in this report, collected by GfK MRI as part of its Survey of the American Consumer, reveal key findings about how U.S. men act and think about their lives. It is the result of personal interviews with

more than 25,000 U.S. adults conducted by GfK MRI. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult male population.

GfK MRI's focus on excellence has made it the leading producer of media and consumer research in the United States. All the research conducted by GfK MRI reflects an enduring commitment to producing reliable and actionable information about the world's most dynamic consumer market. Visit www.gfkmri.com to learn more.

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