

SHOPPING POPS WITH CHOPPING BLOCKS:

Ditching the "dumb dad" stereotype and reaching out to the 21st-century man

When it comes to helping out around the house, dads have really stepped up to the plate. The dinner plate, that is. Men are doing more cooking and shopping for the household, so maybe it's time brands start acknowledging these superdads in their marketing decisions, or get out of the kitchen if they can't take the heat.

According to a 2010 study by Yahoo,

51%



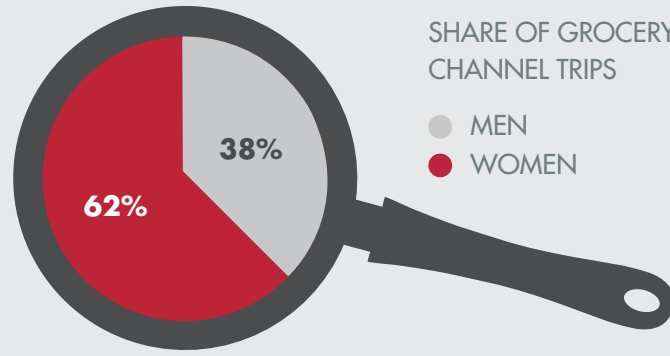
of men identify themselves as the **PRIMARY GROCERY SHOPPER** in their household

According to The Nielsen Company,

Men increased their grocery spending by

27%

while women's declined by 11%



YEAR **1970**



YEAR **2010**



According to research firm Mintel, men today spend **TRIPLE** the amount of time in the kitchen as they did in 1970

WHY?



Men and women are marrying later



More women are now in the workforce than ever before



More divvying up of household chores



Number of stay-at-home dads is increasing



Interest in food and cooking in general is increasing



Male culinary role models are no longer limited to the "grill master"

UPSHOT WANTED TO KNOW MORE

Are men shopping just for themselves, or for the family too? Are they only doing the shopping, or also cooking? We wanted to find out the whys and hows of this emerging trend via an exploratory survey of 270 "shopping pops with chopping blocks."

All with children between 3-16 years of age | All cooked/prepared meals at least once a month | All grocery shopped at least once a month

WHAT'S THEIR STYLE?



50%

actively seek out new recipes or new ways of preparing food



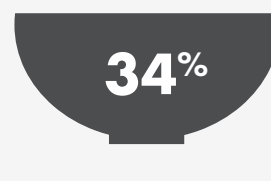
40%

stick to meals they know they can make and rarely stray



9%

cook multiple meals based on family needs



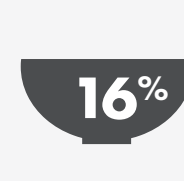
34%

SPONTANEOUS goes off the cuff using whatever is in the house



50%

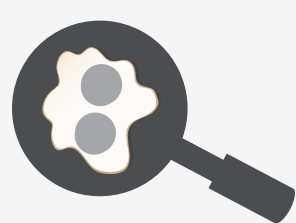
A LITTLE BIT OF BOTH uses proven recipes but improvises along the way



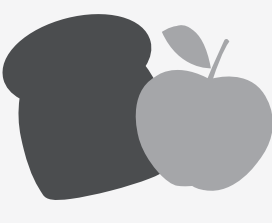
16%

BY THE BOOK likes to follow directions to the letter

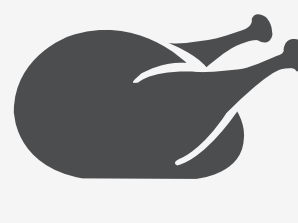
WHAT ARE THESE DADS WHIPPING UP?



72% BREAKFAST



59% LUNCH



87% DINNER



51% SNACKS

THEY'VE GOT SKILLS



43%

SAY THEY ARE A BETTER COOK than the other adult in the household!

42% describe their cooking skills as **SOPHISTICATED**

38% describe their cooking skills as **BASIC**

20% describe their cooking skills as **BETTER THAN MOM'S**

WHO BEST REPRESENTS THEIR COOKING SKILLS?



57% **RACHAEL RAY**

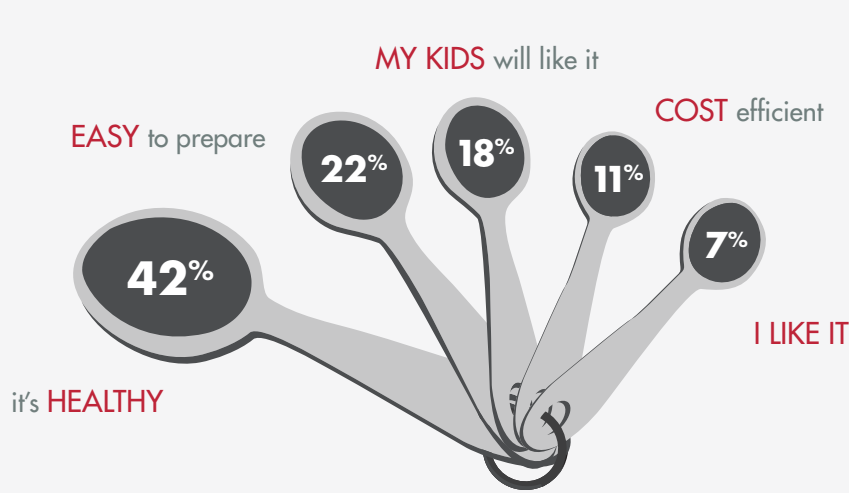
I'm good with the everyday stuff



23% **BOBBY FLAY**

There isn't anything I can't handle

WHAT DRIVES THEIR CHOICES?



THESE DADS PLAN



85%

engage in some **PLANNING** for dinner



average dinner **PREP TIME** **30-60** MINUTES

WHERE THEY GET COOKING IDEAS



55% **WIFE** OR PARTNER



46% **PARENTS**



46% **FRIENDS**



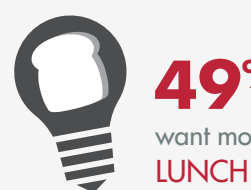
46% **COOKBOOKS**



over **30%** cited food-related sites, magazines, recipes on packaging and in-store displays



49% want more **BREAKFAST** ideas



49% want more **LUNCH** ideas



71% want more **DINNER** ideas

WHY ARE YOU A MAN WITH A PAN?

IT'S PERSONAL



58% make **HEALTHIER** meals



55% spend time with **KIDS**



49% help with **DIVISION OF LABOR**

IT'S FROM THE HEART

92%

prepare meals **WITH THEIR KIDS**

COOKING MAKES ME FEEL...



64% like a **GOOD DAD**



61% **ACCOMPLISHED**



61% like a **GOOD PARTNER**

24% **ALWAYS**



69% **SOMETIMES**

WHY?

To enjoy quality time together and to teach them cooking skills

While our survey focused on dads who cook for their families, it's not only dads who are taking on culinary responsibilities. Gen Y guys have become curious foodies, too, and they're just a few years away from being the next culinary-savvy dads. So, in our quest to provide kitchen-connoisseurs with the most helpful products, it's essential to keep an eye on this epicurean dad as a developing, long-standing demographic.

For more information on marketing to shopping pops and other valuable insights, visit www.upsot.net

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Sources: 2010 Yahoo study from "Time to Rethink Your Message: Now the Cart Belongs to Daddy," by Jack Neff, AdAge.com, January 17, 2011. <http://adage.com/article/news/men-main-grocery-shoppers-complain-ads/148252/> 2010 Mintel Study from "Caution: Men Cooking," by Cari Martens, FoodChannel.com, December 4, 2010. <http://www.foodchannel.com/articles/article/caution-men-cooking/> "Consumer and Shopper Insights," The Nielsen Company, 2011.