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As Father's Day Approaches, Dads of Young Children Say They do Their Fair Share of Chores – Including Changing Diapers – But Moms Aren't so Sure

Majority (61%) of Dads Don't Want a Pass Changing Diapers on Father's Day so they can Prove What Great Fathers They Are

New York, NY – In the lead-up to Father's Day, a poll of over 500 moms and dads of children age 5 or under has found that while dads think they do their fair share of chores around the house – including changing diapers – moms don't always agree.

The survey, conducted by Ipsos Public Affairs on behalf of Pampers reveals that while eight in ten (80%) dads surveyed say they either do most (11%) of the diaper changing in the house or an equal share (69%) as their spouse or partner, just one in three (35%) moms surveyed say dad changes more diapers (4%) or his equal share (31%). Two in three (64%) moms say they change the majority of diapers in their home. On average, moms say they change six diapers, while dads say they change 3.5 diapers on an average day.

Dads appear to recognize that they seem to change diapers less frequently than their spouse or partner does: a majority (52%) of dads confess that they change diapers less often than their spouse or partner, while three in ten (29%) think they do so just as often and only 16% of dads do it more often. Comparatively, most (79%) moms say they change diapers more often than their spouse or partner, while few insist they do it less often than dad (4%) or just as often (11%).

Admittedly, dad's fair share might not be half of the load. Despite changing significantly fewer diapers than mom, eight in ten (79%) dads agree they do their fair share of diaper-changing, but only 44% of moms agree that their spouse or partner does their fair share. Conversely, nine in ten (88%) moms agree that they do their fair share, and most (84%) dads agree with that assessment. Dads also concede that mom might be faster at it, as just four in ten (37%) dads agree that they are faster at changing diapers than their spouse or partner, while eight in ten (78%) moms think they rule the change-table.

Perhaps dads aren't changing as many diapers as moms because they are tied up with other household chores. According to dads, they do their part – and maybe even more than their fair share:

- Dads say they help with preparing meals (26% more/32% equal amount), but just one quarter of moms say dad prepares meals more often (5%) or as often (19%) as she does.
- Dads say they help with giving baths (14% more/45% equal amount), while only one third of moms say dad gives baths more often (7%) or equally as often (25%).



- Dads say they do their fair share of tidying the house (19% more/47% equal amount), but few moms say dad does more (3%) or an equal share (19%) of this chore.
- Dads insist that they play with their child (12% more/81% equal amount), and in this instance a majority of moms agree that dad plays with their child more often (5%) or as often (59%) as they do.
- Dads say they give their fair share of help with the dishes (29% more/44% equal amount), but only one in three moms say dad does the dishes more often (8%) or as often (23%) as they do.
- Dads claim they help out most in the area of yard work (72% more/17% equal amount) and moms agree that their spouse or partner does more (48%) work or an equal amount (24%) as they do.

Here's Celebrating Dad...

Father's Day is traditionally a day where dad gets some time off, perhaps to be pampered or relieved of some household chores. But, when asked, six in ten (61%) dads polled say they should continue to change diapers on Father's Day to show what great fathers they are. Just four in ten (41%) say dads should get a pass at changing diapers on Father's Day. Moms are equally split on whether dad should have to prove himself (52%), or whether he deserves the day off (48%).

When asked what he would most like to do on Father's Day this year, a majority (53%) of dads surveyed said they would just like to relax at home with their family. Others would most like to go out for a special meal with their family (20%), while 7% would like to take their children to go visit grandpa. Other dads most want to go to a ballgame with their family (7%), take a nap while mom looks after the kids (3%), enjoy a guy's night out (1%) or some other activity (9%).

Bonding over the Change Table...

The data suggest that diaper changing might actually not be a chore for many parents, although there appears to be a love-hate relationship. A majority (54%) agree that diaper-changing is a special time for them to bond with their children – although moms (60%) are more likely than dads (48%) to think so. But three quarters of both moms (76%) and dads (74%) agree that diaper changing is something they could live without.

When reflecting on their favorite fatherhood moment, four in ten (38%) said it is to play with their child, while one quarter (24%) say the moment their child was born can't be beat. Others most enjoy the moments when they're spending time alone as a family (21%), or even just the little things, like feeding and changing diapers (6%), or the special moment when their child first said "da-da" (5%). Others most like showing their child to their family and friends (3%).



The Changing Role of Dad...

From generation to generation things change, including, apparently, the role of dad in the lives of their children. Three quarters (76%) of dads surveyed believe they are more involved with the tasks related to raising a child than their father was when they were young. Indeed, two in three (66%) moms believe their child's father is more involved than his father was when he was young.

These are some of the findings of an Ipsos poll conducted May 28-30, 2010-. For this survey, a national sample of 505 parents with children age 5 or younger living at home from Ipsos' U.S. online panel were interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 4.4 percentage points 19 times out of 20 of what the results would have been had the entire adult population of the United States with children this age been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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