Chapter 1

The Evolution of The Dad Factor

When exploring specifically how things change for men once they become a father, we learned that many of the attitudes and opinions stay the same. Family is important to men before they have children, and interestingly, it is as important after they have kids. Men hate doing housework before having children and hate it equally after they have children. Finally, XX out of XX men enjoy their time with family before they have children, as do XX out of XX after they have kids. Following is a range of characteristics illustrating how men overall, and how men who are Dads respond to the same question.

Table 1.2: How Father Hood Changes Men (Men Overall vs. Dads)

Do Dads change when they become fathers?	Men Overall	Men Who are Dads

As mentioned earlier, one of the most dynamic aspects of motherhood for women is joining the "club of motherhood." This means that a Mom takes off all other hats when she becomes a Mom and wears her "mother" hat full time. While in the past fathers had predominantly worn "provider" and "family support" hats due to gender expectations, Dads today are evolving—but not quite to the extent that Moms are:

- Do Dads visit parenting websites? XX% say No
  Would Dads join an online Dad community? XX% say No
  Do Dads want other Dads to think that they are a "great Dad?" X out of X say No