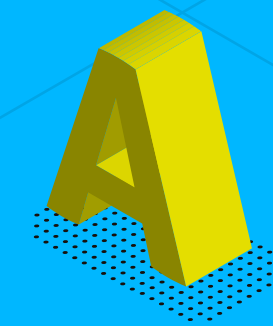


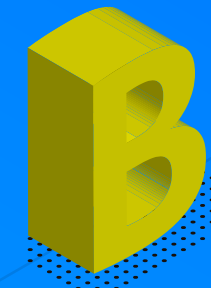
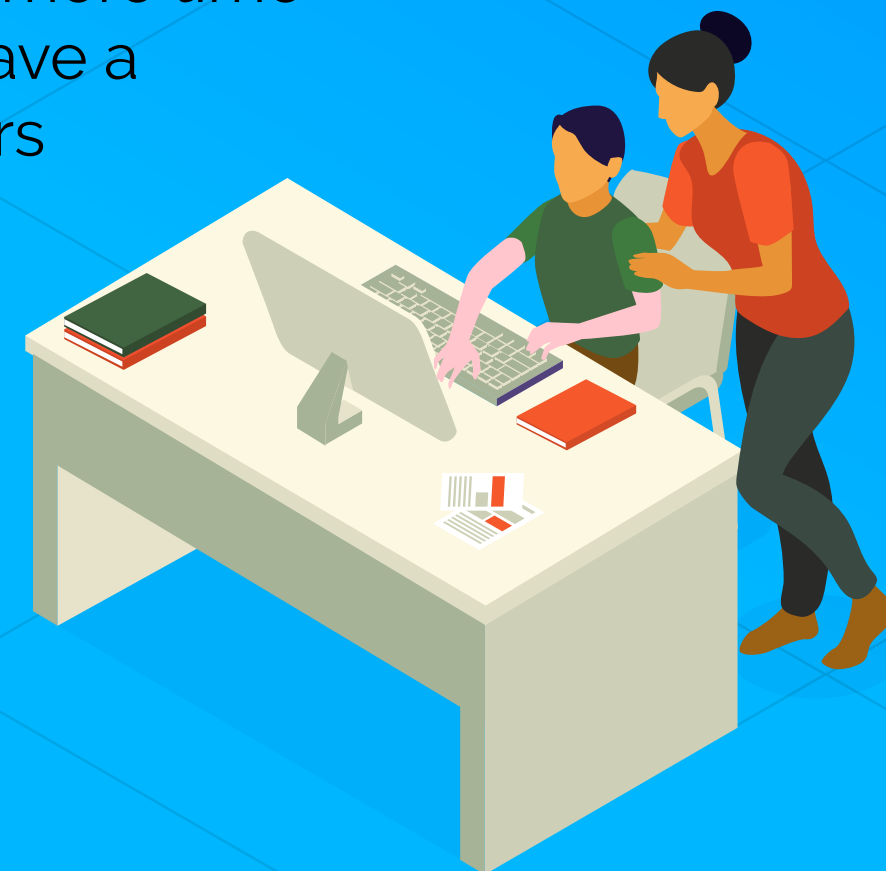
The attitude of the parent (father or mother) towards housework also affects their involvement with their children.

Parents involvement with children includes:

- Talking to children about their friends
- Asking children about their plans for the following day
- Talking to children about homework
- Playing games with children
- Having friendly chats with children



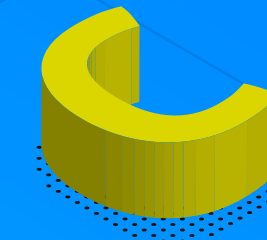
Both the father and/or the mother spend more time with their children (under 14) when they have a positive attitude towards housework. Both mothers and fathers who have positive attitudes towards housework are involved in their children's life almost on a daily basis. Mothers who have a negative attitude towards housework are not involved with their children between four and five days a week, and fathers are not between



Men and women change their attitudes towards housework as they age. Men are more positive towards housework between 36 and 50-years-old. However, women are more positive towards housework between the ages of 20 and 35.



The need to have a clean and orderly house also changes as men and women age. While men become more demanding with age, women become slightly more relaxed as they age.



Recommendations

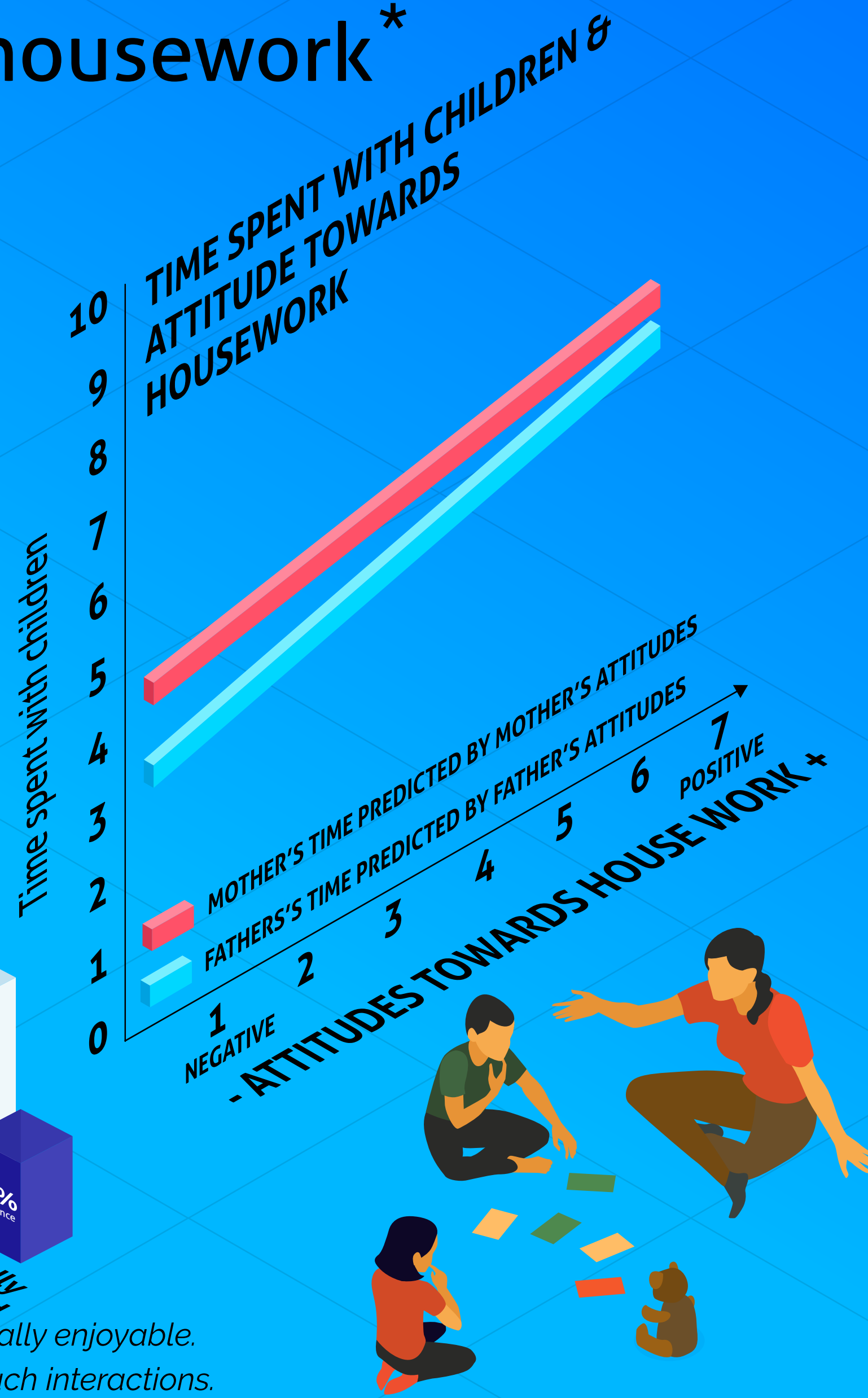
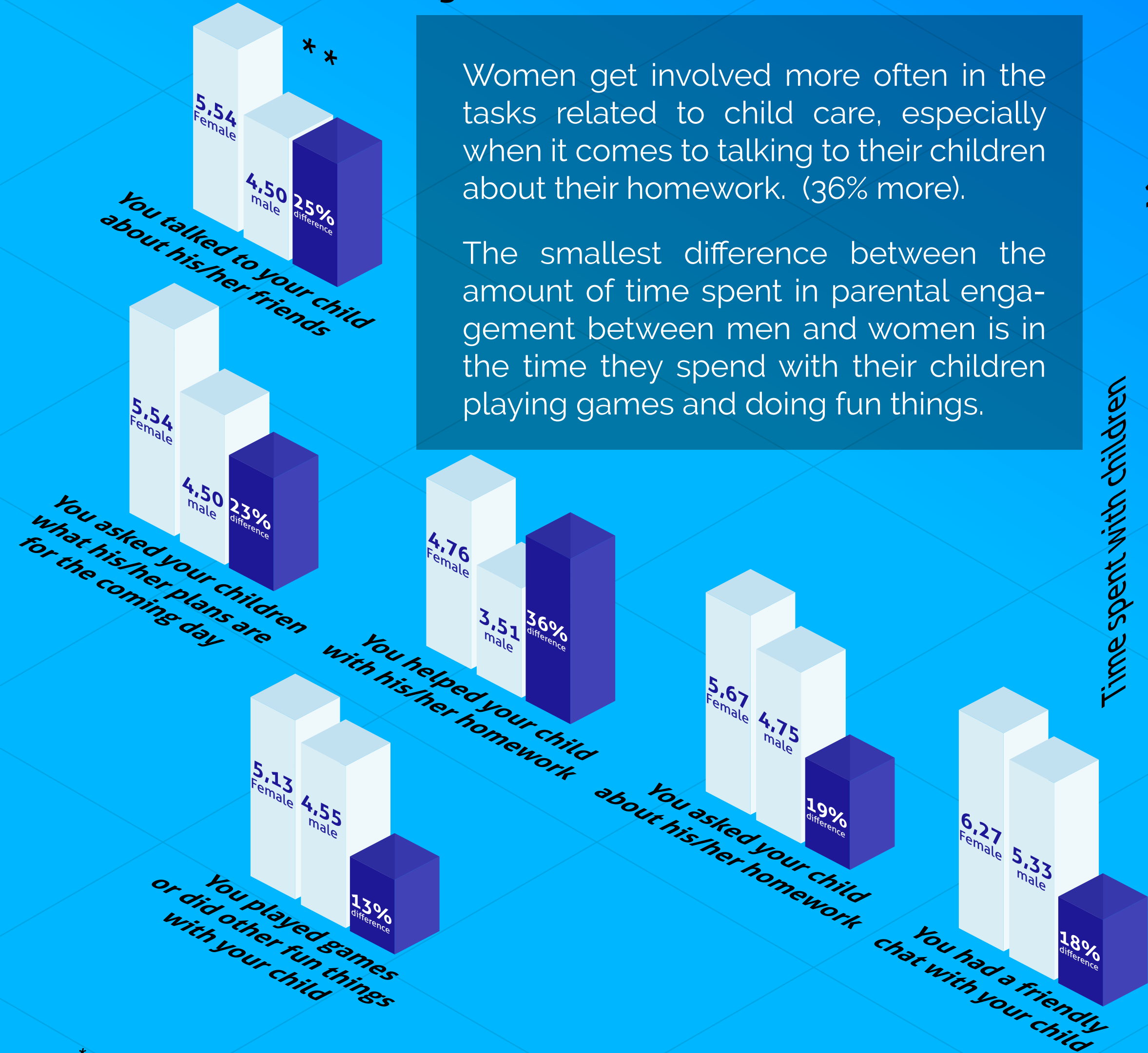
- We recommend that the media and public campaigns foster better attitudes toward housework, which in turn will foster involvement with children's life and development.
 - We recommend that couples try to share their home responsibilities, understanding that home chores include planning as well as the actual execution of tasks.
- We recommend that companies and educational programs foster co-responsibility of men and women at home, such that fathers and mothers get more involved in their children's life.

Parental engagement

Predicted by attitudes towards housework*

Women get involved more often in the tasks related to child care, especially when it comes to talking to their children about their homework. (36% more).

The smallest difference between the amount of time spent in parental engagement between men and women is in the time they spend with their children playing games and doing fun things.



Attitudes towards housework are strongly related to the frequency with which the mother gets involved in her children's care, education and leisure activities.

When the mother's attitude towards housework is VERY positive, the number of days she is involved with her children in various activities is 6 days. That is very similar to the amount of time the father spends with his children when the father's attitude towards housework is very positive as well.

The mother's positive attitude towards housework has a positive impact on the number of times the father gets involved with his children. The father's attitude towards housework also has a positive impact on the number of days the mother gets involved with her children.

* A positive attitude towards housework refers the perception that doing it is essentially enjoyable.

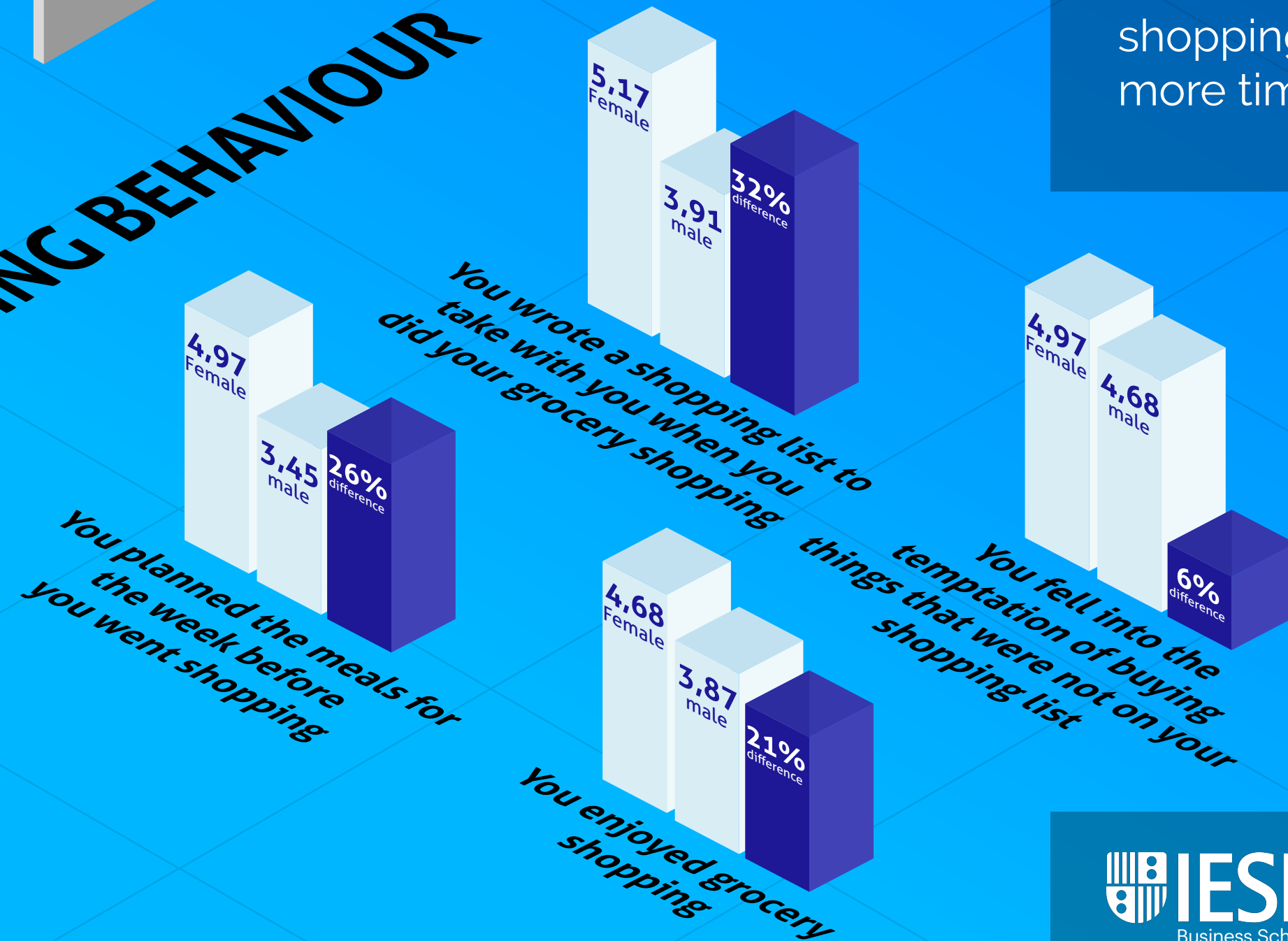
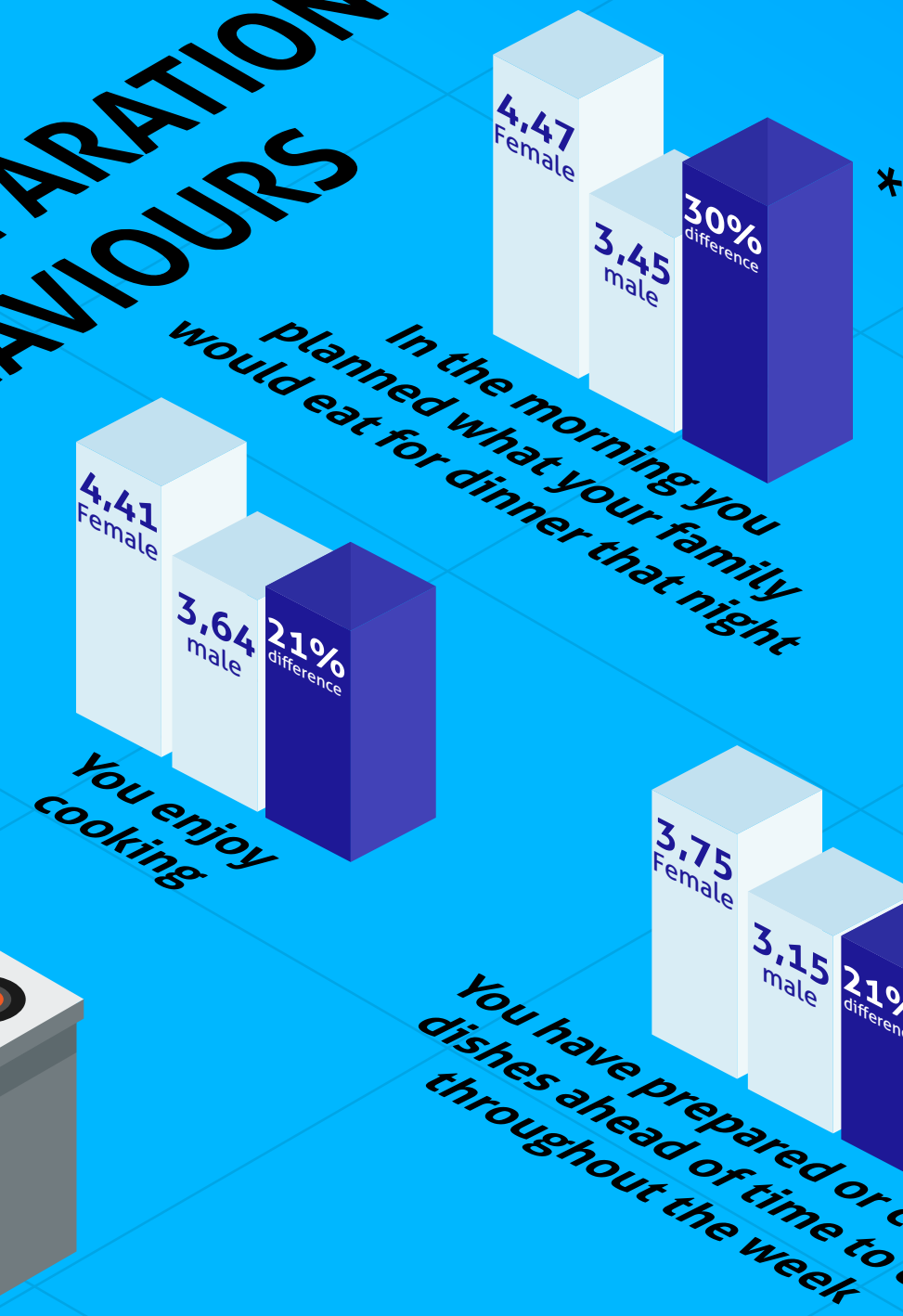
** The numbers on the graph refer to number of days a week in which person has such interactions.

Shopping and food behaviours



FOOD PREPARATION BEHAVIOURS

SHOPPING BEHAVIOUR



Meal planning is associated with food variety, diet quality and body weight within the family.

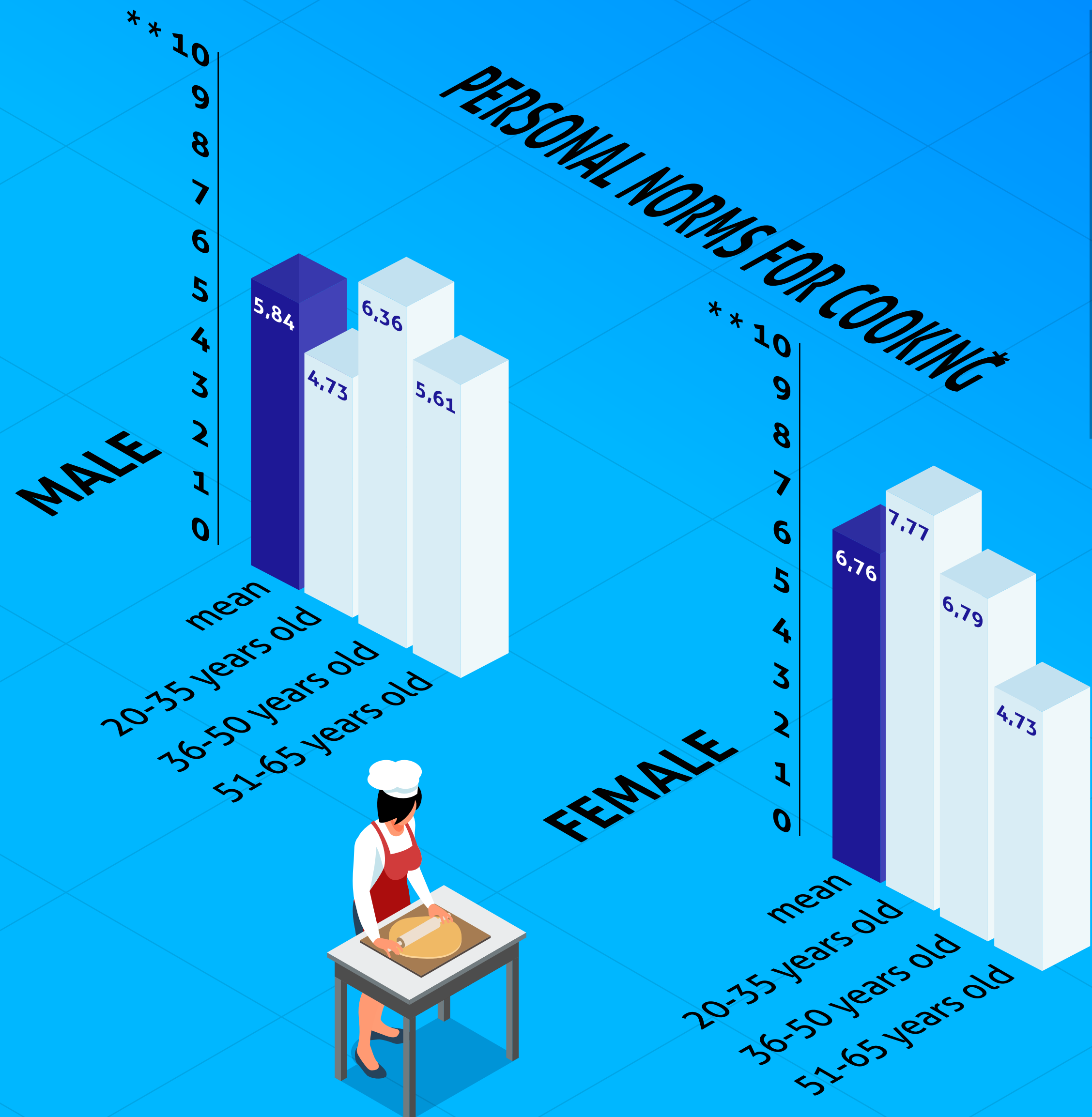
Daily cooking is associated with children's participation in meals, which results in positive health outcomes and their social development.

Women spend more time than men planning meals for the week before they go shopping (30% more time) and preparing shopping lists for groceries (32% more time).



* The numbers on the graphs refer to days a week in which the person has experienced said behaviours.

Age and personal norms for cooking



* People vary in their habits regarding how good, and necessary it is for them to cook on a daily basis. For this reason we asked them to what extent they:

- Prepare meals every day
- Always cook, even when feel like it or represents a big effort.

On average men and women differ on their personal norms regarding cooking, that is: the level to which it is acceptable (or not) to cook on a daily basis.

The biggest difference is, for males and females between their age 20 and 35. In that age bracket women are 60% more likely to agree that daily cooking is a must.

From age 35 to 50, that difference comes down to 6% and by age 51 to 65 men are 18% more likely to agree that daily cooking is a must.

By age 51 to 65 both men and women are less demanding in their personal norms of cooking.

** On the scale 1 means the person does NOT follow these behaviours and 10 would mean they always do

Age and attitudes towards house cleaning*



* Attitudes toward house cleaning refer to:

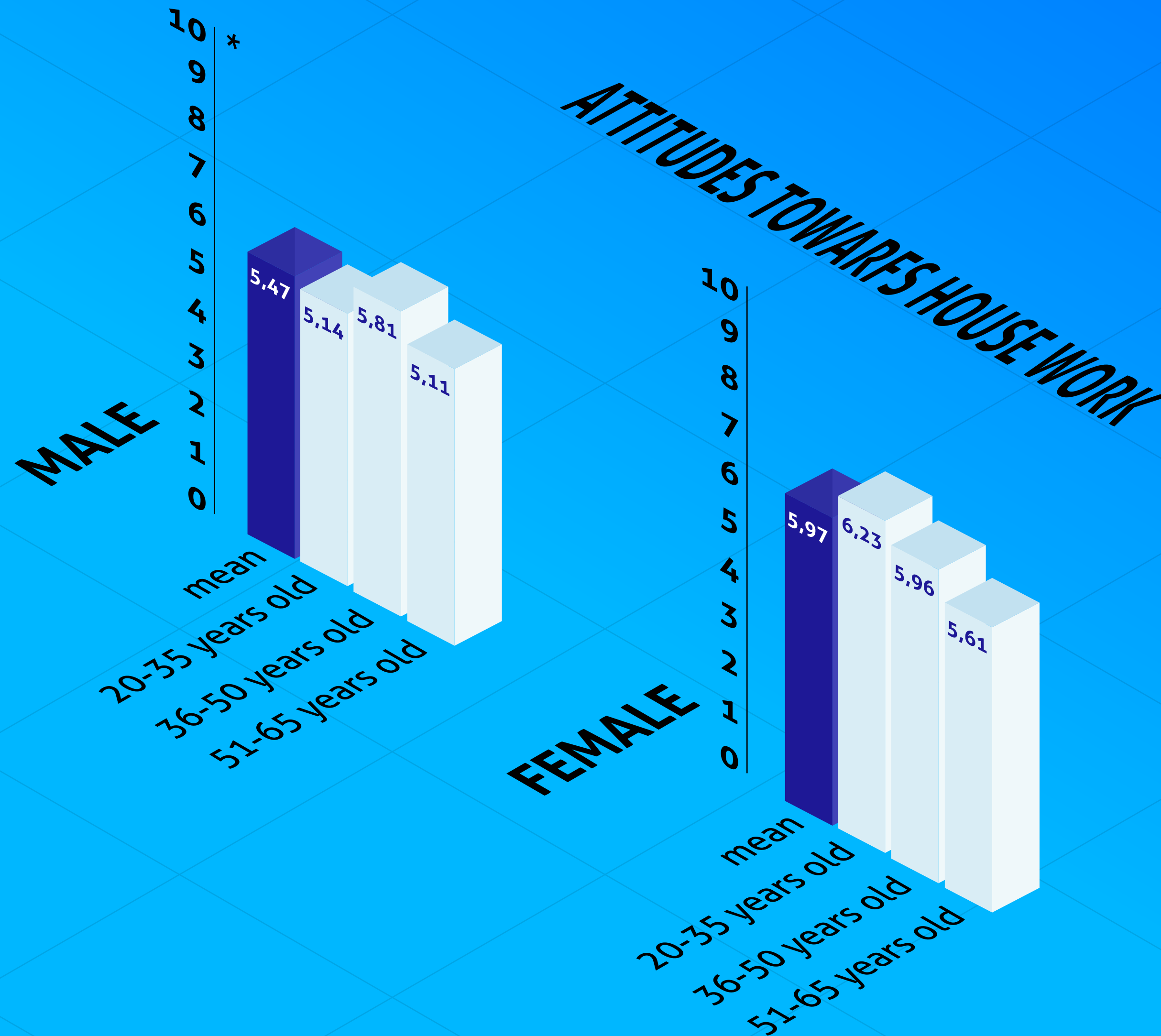
- the extent to which un acceptable to leave a stock of dirty dishes in the sink
- the extent to which an overflowing trash car bothers the person
- the extent to which having a nice and clean apartment is important to the person
- the extent to which having an orderly apartment is important to the person

On average, men and women do not substantially differ in their preference towards living in an orderly and clean house (being the preference of females around 8% higher on average)

Males become more concerned about living in a clean and orderly house as they age, being 25% more concerned about cleanliness and order when they are over 50 than when they are below 35.

Women tend to be more concerned than men over living in clean and orderly house, except when they are over 50, period in which their tolerance for lack of order and cleanliness increases.

Age and attitudes towards house work



Men and women do not differ substantially (less than 10% difference) in their perception of housework as being enjoyable. The biggest difference comes in the group of those under 35, group in which women are about 15% more inclined to enjoy housework than men. The age group that is more similar is that of 35 to 50 years old.



* On scale 1 to 10, 1 means the person strongly disagrees that house work is enjoyable, 5 means the person does not agree nor disagree, and 10 that the person finds it very much enjoyable