Confessions of a Geek Dad

Fed on an ongoing evolution of new technologies from Apple to Atari as kids, a new generation of geek dads are on the rise and redefining themselves and family life in an unusually cool, confident and connected way.

A new survey* by Cisco Home Networking Business that offers Linksys products shows that yesterday's awkward geeks are today's cool geek dads tech-savvy, intelligent, engaged, confident fathers who take great pride in sharing their passion for tech with their kids, creating new traditions and making family life fun and memorable in their own unique way.

Sharing Tech Passions with Their Kids



of geek dads are more excited to teach their kids how to use tech tools than traditional tools. like a hammer or drill.

"Tech Tool School" is always in session at home with nearly 80 percent saying they're always one of the first of their friends to buy new tech products.



80%

Tech-Savviness

time doing activities with their kids than their fathers did with them.

of geek

dads say they spend more

> 35% of geek dads say their partners get annoyed when they spend time alone playing with technology

Comes with Some

Trade-offs

of geek dads say their kids think they're cool because they are tech-savvy...

creating a home where their kids'

Nearly 70 percent of geek dads consider themselves to be cooler than

of them attributing it to

friends enjoy hanging out

other dads with...

...and 87% of geek dads say that makes them proud or humored.

Yesterday's Geek Becomes Today's Cool Geek Dad

Geek dads aren't as geeky as you think, having a bevy of cool interests including...

82% Music Lovers

70%

70%

75%

78% Gaming

91%

Nearly all geek dads consider themselves to have positive traits like being...

> 96% Intelligent

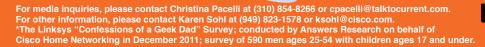
86%

One in Five

geek dads admit to using technology in secret to avoid being discovered by their wives.

> Yet **92%** say their partners expect them to be the one to maintain the home tech.





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