

Source: BIGresearch, May-06
N = 7388, 5/3 - 5/10/06

	All (18+)	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Percent Celebrating Father's Day	75.9%	75.8%	76.0%	70.9%	82.2%	89.3%	86.2%	82.3%	74.2%	65.1%	55.7%	76.2%	77.0%	77.0%	72.9%
Do you expect to spend more, the same or less for Father's Day this year than you spent last year?															
More	9.8%	7.1%	12.2%	8.8%	9.9%	16.7%	14.6%	9.4%	6.3%	4.7%	3.0%	8.9%	10.0%	10.9%	8.8%
Same	73.7%	75.5%	72.1%	71.4%	77.2%	73.7%	72.8%	75.3%	73.3%	72.3%	73.9%	74.8%	75.7%	71.3%	73.0%
Less	16.5%	17.5%	15.6%	19.7%	12.9%	9.5%	12.6%	15.3%	20.3%	23.0%	23.1%	16.2%	14.3%	17.8%	18.2%
How much do you plan to spend on Father's Day gifts for each of the following items?															
Books or CDs															
Average (of Spenders) \$	22.97	\$ 24.40	\$ 21.45	\$ 19.86	\$ 25.76	\$ 19.60	\$ 20.53	\$ 25.41	\$ 24.14	\$ 22.78	\$ 25.92	\$ 24.21	\$ 22.36	\$ 24.43	\$ 21.91
Percent Buying	22.3%	23.9%	20.9%	18.4%	26.2%	27.5%	27.0%	21.8%	22.1%	19.7%	16.1%	23.9%	20.1%	21.2%	25.2%
Net Average \$	5.13	\$ 5.83	\$ 4.47	\$ 3.65	\$ 6.75	\$ 5.39	\$ 5.54	\$ 5.54	\$ 5.33	\$ 4.49	\$ 4.17	\$ 5.80	\$ 4.49	\$ 5.17	\$ 5.52
in billions \$	0.520														
Clothing															
Average (of Spenders) \$	38.57	\$ 41.98	\$ 36.65	\$ 30.53	\$ 45.74	\$ 32.51	\$ 35.65	\$ 41.61	\$ 38.67	\$ 37.95	\$ 41.79	\$ 40.54	\$ 36.30	\$ 39.73	\$ 38.33
Percent Buying	32.0%	24.0%	39.5%	29.0%	33.2%	27.2%	29.9%	31.5%	34.6%	35.6%	33.6%	32.3%	30.2%	34.6%	29.4%
Net Average \$	12.36	\$ 10.08	\$ 14.48	\$ 8.85	\$ 15.17	\$ 8.83	\$ 10.65	\$ 13.11	\$ 13.38	\$ 13.51	\$ 14.03	\$ 13.08	\$ 10.97	\$ 13.75	\$ 11.26
in billions \$	1.255														
Consumer electronics or computer related accessories															
Average (of Spenders) \$	78.51	\$ 80.99	\$ 75.19	\$ 51.08	\$ 103.85	\$ 60.16	\$ 63.30	\$ 91.82	\$ 119.02	\$ 74.37	\$ 72.38	\$ 62.37	\$ 62.20	\$ 94.17	\$ 98.08
Percent Buying	15.0%	17.9%	12.3%	13.6%	16.2%	27.3%	19.0%	15.1%	11.7%	10.8%	7.7%	16.3%	12.0%	13.7%	17.0%
Net Average \$	11.78	\$ 14.49	\$ 9.27	\$ 6.92	\$ 16.86	\$ 16.42	\$ 12.04	\$ 13.88	\$ 13.92	\$ 8.03	\$ 5.55	\$ 10.15	\$ 7.45	\$ 12.88	\$ 16.63
in billions \$	1.196														
Gift Certificate(s)															
Average (of Spenders) \$	38.82	\$ 38.67	\$ 38.95	\$ 32.38	\$ 43.59	\$ 33.70	\$ 37.30	\$ 38.89	\$ 39.97	\$ 38.42	\$ 45.06	\$ 39.22	\$ 38.69	\$ 40.01	\$ 36.80
Percent Buying	27.0%	27.2%	26.9%	25.8%	28.2%	28.1%	34.0%	31.1%	23.3%	20.3%	22.3%	29.0%	27.8%	27.5%	25.0%
Net Average \$	10.50	\$ 10.52	\$ 10.48	\$ 8.35	\$ 12.28	\$ 9.47	\$ 12.68	\$ 12.09	\$ 9.33	\$ 7.79	\$ 10.04	\$ 11.36	\$ 10.74	\$ 11.01	\$ 9.18
in billions \$	1.065														
Greeting card(s)															
Average (of Spenders) \$	10.82	\$ 10.93	\$ 10.74	\$ 10.52	\$ 11.24	\$ 10.70	\$ 10.53	\$ 10.67	\$ 10.77	\$ 10.81	\$ 11.74	\$ 10.76	\$ 10.64	\$ 11.04	\$ 10.77
Percent Buying	68.8%	59.2%	77.7%	66.1%	71.8%	73.4%	74.3%	73.8%	71.4%	64.5%	53.2%	67.6%	71.6%	70.2%	64.4%
Net Average \$	7.45	\$ 6.48	\$ 8.35	\$ 6.95	\$ 8.06	\$ 7.86	\$ 7.82	\$ 7.88	\$ 7.69	\$ 6.98	\$ 6.25	\$ 7.27	\$ 7.62	\$ 7.76	\$ 6.94
in billions \$	0.756														
Home improvements or gardening tools															
Average (of Spenders) \$	66.20	\$ 75.92	\$ 57.41	\$ 67.70	\$ 67.81	\$ 64.74	\$ 65.22	\$ 73.96	\$ 67.08	\$ 64.84	\$ 54.40	\$ 73.41	\$ 87.98	\$ 66.95	\$ 45.96
Percent Buying	10.9%	10.8%	11.0%	9.5%	12.6%	15.2%	11.6%	11.4%	10.4%	10.4%	7.2%	12.9%	10.6%	9.8%	9.5%
Net Average \$	7.23	\$ 8.18	\$ 6.34	\$ 6.41	\$ 8.56	\$ 9.84	\$ 7.54	\$ 8.44	\$ 6.99	\$ 6.77	\$ 3.91	\$ 9.49	\$ 9.30	\$ 6.58	\$ 4.34
in billions \$	0.734														
Special outing such as dinner or brunch															
Average (of Spenders) \$	44.12	\$ 47.11	\$ 42.12	\$ 35.01	\$ 53.09	\$ 34.77	\$ 39.05	\$ 46.54	\$ 48.97	\$ 43.74	\$ 46.34	\$ 53.87	\$ 39.66	\$ 42.15	\$ 43.63
Percent Buying	38.1%	31.9%	44.0%	34.0%	42.4%	30.9%	35.1%	36.9%	40.2%	41.7%	43.8%	36.7%	39.6%	37.6%	39.0%
Net Average \$	16.83	\$ 15.00	\$ 18.53	\$ 11.91	\$ 22.49	\$ 10.76	\$ 13.71	\$ 17.17	\$ 19.67	\$ 18.24	\$ 20.32	\$ 19.76	\$ 15.72	\$ 15.84	\$ 16.99
in billions \$	1.708														
Sporting goods or leisure items															
Average (of Spenders) \$	47.11	\$ 47.98	\$ 46.40	\$ 37.19	\$ 56.08	\$ 49.59	\$ 39.68	\$ 43.71	\$ 53.63	\$ 40.23	\$ 63.88	\$ 48.07	\$ 45.20	\$ 48.77	\$ 44.84
Percent Buying	9.1%	8.5%	9.7%	7.2%	11.1%	14.1%	10.1%	10.1%	9.2%	7.6%	4.1%	11.4%	8.5%	8.0%	8.6%
Net Average \$	4.30	\$ 4.08	\$ 4.50	\$ 2.67	\$ 6.22	\$ 6.99	\$ 3.99	\$ 4.43	\$ 4.92	\$ 3.04	\$ 2.61	\$ 5.48	\$ 3.84	\$ 3.91	\$ 3.85
in billions \$	0.437														
Tools or appliances															
Average (of Spenders) \$	48.41	\$ 49.89	\$ 47.00	\$ 38.90	\$ 60.82	\$ 40.24	\$ 44.85	\$ 55.24	\$ 52.53	\$ 54.06	\$ 47.76	\$ 49.90	\$ 56.33	\$ 41.28	\$ 45.14
Percent Buying	11.2%	11.4%	11.1%	11.3%	10.7%	19.1%	13.0%	11.5%	8.4%	9.2%	7.4%	10.1%	12.3%	10.3%	10.1%
Net Average \$	5.43	\$ 5.67	\$ 5.21	\$ 4.40	\$ 6.50	\$ 7.70	\$ 5.84	\$ 6.34	\$ 4.40	\$ 4.97	\$ 3.52	\$ 5.05	\$ 6.95	\$ 4.26	\$ 4.58

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Other	<i>in billions</i> \$	0.551														
	Average (of Spenders) \$	40.15	\$ 45.11	\$ 37.24	\$ 31.30	\$ 45.92	\$ 22.83	\$ 38.64	\$ 41.54	\$ 41.54	\$ 50.07	\$ 46.74	\$ 39.90	\$ 34.06	\$ 40.88	\$ 43.26
	Percent Buying	19.4%	14.9%	23.6%	18.0%	20.3%	20.0%	18.6%	22.7%	20.7%	17.5%	15.6%	20.9%	19.9%	18.3%	18.2%
	Net Average \$	7.80	\$ 6.74	\$ 8.78	\$ 5.63	\$ 9.32	\$ 4.56	\$ 7.18	\$ 9.44	\$ 8.61	\$ 8.75	\$ 7.30	\$ 8.35	\$ 6.79	\$ 7.49	\$ 7.85
	<i>in billions</i> \$	0.792														
	Combined Average \$	88.80	\$ 87.07	\$ 90.41	\$ 65.74	\$ 112.21	\$ 87.82	\$ 87.00	\$ 98.33	\$ 94.24	\$ 82.57	\$ 77.70	\$ 95.78	\$ 83.86	\$ 88.66	\$ 87.16
	<i>in billions</i> \$	9.014														

Where will you purchase Father's Day gifts this year? (Check all that apply)

Discount Store	29.7%	24.4%	34.6%	33.5%	26.6%	27.9%	26.8%	32.9%	34.6%	32.9%	22.3%	23.0%	35.6%	31.4%	26.9%
Department Store	32.0%	28.7%	35.0%	31.5%	32.5%	40.6%	37.3%	32.8%	28.8%	27.3%	25.4%	33.3%	29.7%	31.2%	32.0%
Specialty Clothing Store	6.0%	5.6%	6.5%	4.3%	7.4%	6.6%	5.4%	6.6%	6.0%	5.2%	6.2%	7.1%	4.1%	6.6%	4.2%
Specialty Store (Greeting Card/Gift Store Electr	30.6%	29.9%	31.1%	27.4%	36.6%	40.7%	37.2%	29.7%	27.7%	25.8%	23.1%	32.0%	29.5%	29.7%	31.8%
Online	15.0%	15.5%	14.6%	12.3%	18.4%	21.6%	17.6%	17.0%	13.7%	12.6%	7.9%	17.9%	13.0%	15.0%	14.2%
Catalog	3.0%	3.2%	2.8%	3.0%	2.9%	3.3%	2.3%	3.0%	2.8%	3.6%	3.1%	2.6%	2.9%	2.8%	2.9%

*The sum of the % totals is greater than 100% because the respondents can select more than one answer.

Who do you plan to buy a Father's Day gift for this year? (Check all that apply)

Father or Stepfather	56.9%	65.2%	50.3%	55.0%	61.6%	81.5%	79.9%	69.0%	51.9%	27.6%	7.0%	58.6%	56.8%	55.9%	54.2%
Husband	34.2%	---	57.3%	34.9%	36.0%	12.9%	27.5%	34.8%	36.8%	44.9%	53.8%	33.1%	34.6%	38.1%	32.7%
Son	7.5%	6.8%	8.0%	9.0%	7.1%	0.3%	0.9%	2.1%	7.6%	21.1%	22.8%	5.6%	6.5%	7.8%	10.1%
Grandfather	4.2%	4.5%	4.0%	3.9%	4.4%	8.3%	7.8%	4.4%	1.0%	1.1%	0.7%	4.6%	5.1%	3.1%	4.5%
Brother	4.3%	4.3%	4.3%	4.7%	3.0%	4.5%	3.8%	4.5%	5.6%	4.7%	2.6%	4.8%	2.9%	4.7%	5.4%
Friend	4.1%	3.7%	4.4%	5.1%	3.2%	3.0%	4.0%	3.5%	5.0%	5.2%	4.3%	5.4%	3.8%	3.6%	4.2%
Godfather	1.0%	0.8%	1.2%	0.9%	1.2%	1.3%	1.0%	1.7%	0.6%	0.6%	0.3%	1.5%	1.1%	0.9%	0.7%
Other relative	10.6%	12.1%	9.4%	10.5%	11.5%	3.2%	7.0%	10.8%	12.5%	16.1%	16.6%	8.9%	10.2%	11.7%	11.7%

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