

Source: BIGresearch, CIA May-09

	Adults 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	75.4%	73.9%	76.8%	68.8%	81.1%	86.6%	84.5%	80.4%	76.3%	65.5%	58.7%	72.8%	76.2%	77.8%	73.2%
Do you expect to spend more, the same or less for Father's Day this year than you spent last year?															
More	7.9%	6.8%	9.0%	9.5%	6.8%	18.1%	11.0%	7.1%	4.2%	3.8%	2.6%	7.3%	7.4%	8.2%	8.5%
Same	67.6%	68.1%	67.2%	63.0%	70.2%	65.9%	69.8%	67.1%	66.0%	66.0%	70.8%	67.7%	71.3%	66.6%	64.1%
Less	24.5%	25.2%	23.9%	27.6%	23.0%	16.0%	19.3%	25.8%	29.9%	30.2%	26.6%	25.0%	21.3%	25.2%	27.3%
How much do you plan to spend on Father's Day gifts for each of the following items?															
Books or CDs															
Average (of Spenders)	\$ 22.70	\$ 23.50	\$ 21.84	\$ 19.75	\$ 24.31	\$ 21.26	\$ 22.27	\$ 23.29	\$ 22.44	\$ 23.89	\$ 23.54	\$ 23.53	\$ 22.04	\$ 21.97	\$ 23.24
Percent Buying	23.4%	25.0%	22.0%	20.0%	24.9%	29.1%	30.1%	20.4%	20.9%	22.8%	18.9%	23.9%	20.9%	22.1%	28.2%
Net Average	\$ 5.32	\$ 5.88	\$ 4.80	\$ 3.96	\$ 6.05	\$ 6.19	\$ 6.71	\$ 4.75	\$ 4.68	\$ 5.46	\$ 4.45	\$ 5.63	\$ 4.61	\$ 4.86	\$ 6.57
<i>in billions</i>	\$ 0.548														
Clothing															
Average (of Spenders)	\$ 33.97	\$ 35.74	\$ 32.77	\$ 29.88	\$ 37.51	\$ 30.84	\$ 31.73	\$ 35.35	\$ 35.77	\$ 35.89	\$ 35.07	\$ 37.62	\$ 31.94	\$ 33.00	\$ 33.34
Percent Buying	36.3%	30.1%	42.2%	35.9%	35.1%	47.3%	40.3%	35.8%	31.2%	32.7%	33.1%	39.4%	36.8%	35.6%	34.3%
Net Average	\$ 12.34	\$ 10.77	\$ 13.83	\$ 10.72	\$ 13.17	\$ 14.58	\$ 12.79	\$ 12.66	\$ 11.17	\$ 11.73	\$ 11.62	\$ 14.83	\$ 11.76	\$ 11.73	\$ 11.44
<i>in billions</i>	\$ 1.271														
Consumer electronics or computer related accessories															
Average (of Spenders)	\$ 63.61	\$ 65.37	\$ 61.06	\$ 58.35	\$ 69.43	\$ 59.22	\$ 62.94	\$ 65.33	\$ 63.79	\$ 69.85	\$ 69.05	\$ 74.75	\$ 62.67	\$ 56.93	\$ 66.96
Percent Buying	15.6%	18.9%	12.4%	14.5%	15.1%	29.4%	24.7%	16.1%	10.1%	8.9%	6.7%	17.2%	14.0%	16.0%	15.1%
Net Average	\$ 9.93	\$ 12.38	\$ 7.60	\$ 8.44	\$ 10.46	\$ 17.41	\$ 15.57	\$ 10.51	\$ 6.43	\$ 6.25	\$ 4.62	\$ 12.87	\$ 8.76	\$ 9.13	\$ 10.10
<i>in billions</i>	\$ 1.022														
Gift Certificates/Gift Cards															
Average (of Spenders)	\$ 37.95	\$ 38.54	\$ 37.35	\$ 33.27	\$ 42.91	\$ 33.57	\$ 39.50	\$ 39.99	\$ 35.74	\$ 39.06	\$ 39.23	\$ 42.62	\$ 36.60	\$ 36.98	\$ 35.73
Percent Buying	30.9%	31.8%	30.0%	28.2%	31.8%	36.0%	39.1%	33.6%	28.7%	26.2%	21.4%	34.4%	30.4%	30.5%	28.1%
Net Average	\$ 11.71	\$ 12.24	\$ 11.21	\$ 9.38	\$ 13.64	\$ 12.10	\$ 15.45	\$ 13.44	\$ 10.25	\$ 10.24	\$ 8.39	\$ 14.66	\$ 11.12	\$ 11.30	\$ 10.04
<i>in billions</i>	\$ 1.206														
Greeting card(s)															
Average (of Spenders)	\$ 10.90	\$ 11.22	\$ 10.67	\$ 10.84	\$ 10.99	\$ 11.13	\$ 11.45	\$ 10.94	\$ 10.53	\$ 10.61	\$ 10.71	\$ 10.90	\$ 11.03	\$ 10.85	\$ 10.82
Percent Buying	67.0%	57.5%	76.1%	64.4%	69.0%	66.3%	70.7%	69.7%	70.3%	64.6%	59.0%	71.2%	66.8%	66.9%	64.8%
Net Average	\$ 7.31	\$ 6.45	\$ 8.12	\$ 6.98	\$ 7.59	\$ 7.38	\$ 8.10	\$ 7.63	\$ 7.40	\$ 6.85	\$ 6.32	\$ 7.76	\$ 7.37	\$ 7.26	\$ 7.01
<i>in billions</i>	\$ 0.752														
Home improvements or gardening tools															
Average (of Spenders)	\$ 47.05	\$ 50.62	\$ 42.78	\$ 47.47	\$ 50.50	\$ 49.29	\$ 47.03	\$ 45.38	\$ 43.11	\$ 47.20	\$ 51.33	\$ 48.39	\$ 47.65	\$ 46.91	\$ 47.01
Percent Buying	10.8%	12.1%	9.5%	10.2%	11.1%	16.7%	12.9%	11.2%	8.9%	8.3%	7.6%	11.5%	11.4%	9.8%	10.6%
Net Average	\$ 5.07	\$ 6.10	\$ 4.08	\$ 4.84	\$ 5.62	\$ 8.23	\$ 6.06	\$ 5.10	\$ 3.84	\$ 3.94	\$ 3.88	\$ 5.57	\$ 5.42	\$ 4.58	\$ 4.96
<i>in billions</i>	\$ 0.522														
Special outing such as dinner or brunch															
Average (of Spenders)	\$ 46.18	\$ 50.45	\$ 42.96	\$ 36.81	\$ 55.43	\$ 41.20	\$ 46.33	\$ 45.54	\$ 50.90	\$ 49.19	\$ 42.57	\$ 54.42	\$ 42.67	\$ 43.29	\$ 47.05
Percent Buying	39.1%	34.5%	43.4%	37.0%	41.2%	36.1%	42.3%	39.4%	36.6%	40.1%	39.5%	40.7%	37.9%	40.5%	35.6%
Net Average	\$ 18.04	\$ 17.42	\$ 18.63	\$ 13.62	\$ 22.84	\$ 14.88	\$ 19.60	\$ 17.94	\$ 18.64	\$ 19.73	\$ 16.80	\$ 22.17	\$ 16.15	\$ 17.52	\$ 16.75
<i>in billions</i>	\$ 1.858														
Sporting goods or leisure items															
Average (of Spenders)	\$ 42.09	\$ 45.21	\$ 38.78	\$ 30.87	\$ 51.68	\$ 37.52	\$ 32.70	\$ 46.94	\$ 55.87	\$ 43.21	\$ 50.84	\$ 43.06	\$ 45.22	\$ 37.89	\$ 41.12
Percent Buying	11.6%	12.2%	11.0%	11.2%	10.8%	20.9%	17.3%	12.5%	9.0%	8.3%	3.0%	13.9%	11.3%	11.0%	10.8%
Net Average	\$ 4.88	\$ 5.53	\$ 4.26	\$ 3.47	\$ 5.57	\$ 7.83	\$ 5.66	\$ 5.88	\$ 5.05	\$ 3.58	\$ 1.53	\$ 6.00	\$ 5.12	\$ 4.19	\$ 4.42
<i>in billions</i>	\$ 0.502														
Tools or appliances															

Source: BIGresearch, CIA May-09

		Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Average (of Spenders)	\$	41.93	\$ 45.17	\$ 37.35	\$ 41.20	\$ 46.08	\$ 41.39	\$ 39.85	\$ 43.40	\$ 39.15	\$ 46.44	\$ 49.17	\$ 40.38	\$ 39.83	\$ 40.26	\$ 46.99
Percent Buying		11.5%	13.9%	9.3%	12.5%	9.6%	23.7%	18.9%	11.7%	6.7%	6.5%	3.9%	11.6%	10.3%	11.9%	12.1%
Net Average	\$	4.83	\$ 6.26	\$ 3.48	\$ 5.13	\$ 4.41	\$ 9.80	\$ 7.53	\$ 5.08	\$ 2.61	\$ 3.04	\$ 1.92	\$ 4.68	\$ 4.12	\$ 4.81	\$ 5.70
<i>in billions</i>	\$	0.498														
Automotive																
Average (of Spenders)	\$	46.05	\$ 48.08	\$ 42.57	\$ 41.25	\$ 55.00	\$ 49.20	\$ 33.87	\$ 47.07	\$ 45.66	\$ 51.73	\$ 61.82	\$ 45.29	\$ 53.34	\$ 36.85	\$ 49.99
Percent Buying		6.7%	8.7%	4.8%	6.4%	6.3%	14.0%	7.9%	8.2%	4.6%	4.1%	2.6%	7.1%	6.8%	6.7%	5.3%
Net Average	\$	3.07	\$ 4.16	\$ 2.04	\$ 2.62	\$ 3.45	\$ 6.90	\$ 2.67	\$ 3.86	\$ 2.10	\$ 2.11	\$ 1.60	\$ 3.22	\$ 3.62	\$ 2.49	\$ 2.63
<i>in billions</i>	\$	0.317														
Personal Care																
Average (of Spenders)	\$	32.35	\$ 33.87	\$ 31.10	\$ 28.99	\$ 32.35	\$ 38.20	\$ 32.44	\$ 34.61	\$ 29.45	\$ 28.44	\$ 28.05	\$ 34.49	\$ 35.78	\$ 29.34	\$ 33.95
Percent Buying		13.0%	12.1%	13.9%	15.2%	9.6%	19.6%	15.8%	11.4%	11.1%	11.8%	10.0%	13.6%	10.8%	13.8%	13.3%
Net Average	\$	4.21	\$ 4.09	\$ 4.32	\$ 4.41	\$ 3.11	\$ 7.50	\$ 5.12	\$ 3.96	\$ 3.27	\$ 3.37	\$ 2.79	\$ 4.70	\$ 3.88	\$ 4.05	\$ 4.52
<i>in billions</i>	\$	0.434														
Other																
Average (of Spenders)	\$	26.69	\$ 26.77	\$ 26.62	\$ 24.33	\$ 29.71	\$ 24.43	\$ 26.33	\$ 27.43	\$ 26.67	\$ 28.74	\$ 27.81	\$ 28.18	\$ 25.79	\$ 27.38	\$ 25.62
Percent Buying		15.7%	14.7%	16.6%	15.7%	12.9%	20.0%	20.8%	16.7%	16.2%	10.9%	9.0%	16.3%	15.1%	16.4%	13.9%
Net Average	\$	4.18	\$ 3.94	\$ 4.41	\$ 3.83	\$ 3.83	\$ 4.88	\$ 5.47	\$ 4.59	\$ 4.32	\$ 3.14	\$ 2.51	\$ 4.60	\$ 3.91	\$ 4.48	\$ 3.56
<i>in billions</i>	\$	0.430														
Combined Average	\$	90.89	\$ 95.23	\$ 86.77	\$ 77.39	\$ 99.74	\$ 117.68	\$ 110.72	\$ 95.41	\$ 79.76	\$ 79.44	\$ 66.43	\$ 106.71	\$ 85.84	\$ 86.39	\$ 87.70
<i>in billions</i>	\$	9.360														

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

Discount Store	33.9%	29.9%	37.6%	37.6%	31.1%	32.0%	33.1%	33.5%	36.8%	37.0%	30.5%	31.3%	35.7%	35.4%	31.8%
Department Store	33.7%	32.4%	35.0%	33.1%	32.6%	54.8%	41.7%	31.8%	29.0%	23.1%	25.6%	35.9%	33.9%	32.9%	33.3%
Specialty Clothing Store	6.1%	6.0%	6.3%	5.7%	6.8%	11.0%	7.6%	5.3%	4.8%	5.2%	4.2%	6.3%	5.7%	5.6%	7.4%
Specialty Store (Greeting Card/Gift Store Electronics Store)	26.8%	25.0%	28.5%	22.5%	30.9%	32.1%	28.9%	27.5%	24.9%	25.1%	23.2%	28.6%	25.8%	26.0%	27.2%
Online	17.9%	20.1%	15.8%	15.2%	23.4%	22.9%	22.4%	18.6%	18.0%	15.1%	10.8%	22.6%	14.8%	17.5%	18.3%
Catalog	2.8%	3.0%	2.5%	2.9%	2.9%	3.7%	2.3%	2.5%	2.8%	2.8%	2.7%	3.5%	1.8%	2.3%	4.0%

*The sum of the % totals may be 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	51.1%	55.3%	47.0%	48.6%	53.1%	85.2%	76.2%	66.2%	49.1%	23.9%	6.2%	50.8%	52.5%	50.5%	51.1%
Husband	28.6%	---	52.8%	27.1%	30.0%	12.5%	25.9%	30.2%	29.6%	33.0%	37.4%	27.5%	28.8%	30.3%	26.3%
Son	7.6%	7.3%	7.9%	7.7%	7.9%	2.6%	1.2%	2.2%	5.3%	15.6%	20.1%	7.5%	7.8%	7.5%	7.5%
Grandfather	4.7%	5.3%	4.2%	5.0%	3.9%	13.2%	10.2%	4.1%	1.1%	0.6%	0.8%	4.3%	4.7%	5.7%	3.9%
Brother	5.1%	5.4%	4.8%	5.6%	4.3%	3.8%	9.5%	5.9%	4.8%	3.3%	2.3%	7.3%	4.2%	5.1%	4.5%
Friend	4.3%	4.0%	4.5%	4.7%	3.3%	5.6%	4.7%	4.1%	4.0%	4.6%	2.9%	4.8%	3.9%	5.4%	2.3%
Godfather	1.1%	1.0%	1.2%	0.7%	1.0%	2.2%	1.0%	1.8%	0.9%	0.6%	0.1%	2.1%	1.0%	0.7%	1.0%
Other relative	9.4%	10.0%	8.8%	9.8%	10.3%	7.6%	8.5%	6.8%	10.1%	11.1%	12.4%	12.1%	9.9%	8.7%	7.8%

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

	Father's Day	Mother's Day
2002	\$ 94.80	\$ 96.50
2003	\$ 99.65	\$ 97.37
2004	\$ 86.91	\$ 98.64
2005	\$ 85.66	\$ 104.63

Source: BIGresearch, CIA May-09

		Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
2006	\$	88.80	\$ 122.16													
2007	\$	98.34	\$ 139.14													
2008	\$	94.54	\$ 138.63													
2009	\$	90.89	\$ 123.89													

Source: BIGresearch, CIA May 2007-2009

	2007	2008	2009
Percent Celebrating Father's Day	76.0%	74.8%	75.4%

Do you expect to spend more, the same or less for Father's Day this year than you spent last year?

More	13.0%	12.4%	7.9%
Same	74.7%	67.2%	67.6%
Less	12.4%	20.4%	24.5%

How much do you plan to spend on Father's Day gifts for each of the following items?**Books or CDs**

Average (of Spenders)	\$	22.82	\$	23.25	\$	22.70
Percent Buying		24.8%		22.6%		23.4%
Net Average	\$	5.66	\$	5.25	\$	5.32
<i>in billions</i>	\$	0.576	\$	0.532	\$	0.548

Clothing

Average (of Spenders)	\$	36.70	\$	36.21	\$	33.97
Percent Buying		37.1%		36.5%		36.3%
Net Average	\$	13.62	\$	13.20	\$	12.34
<i>in billions</i>	\$	1.384	\$	1.338	\$	1.271

Consumer electronics or computer related accessories

Average (of Spenders)	\$	70.11	\$	67.38	\$	63.61
Percent Buying		17.8%		18.5%		15.6%
Net Average	\$	12.51	\$	12.47	\$	9.93
<i>in billions</i>	\$	1.272	\$	1.264	\$	1.022

Gift Certificates/Gift Cards

Average (of Spenders)	\$	40.22	\$	37.07	\$	37.95
Percent Buying		29.9%		32.7%		30.9%
Net Average	\$	12.05	\$	12.12	\$	11.71
<i>in billions</i>	\$	1.225	\$	1.228	\$	1.206

Greeting card(s)

Average (of Spenders)	\$	10.98	\$	10.96	\$	10.90
Percent Buying		69.9%		68.4%		67.0%
Net Average	\$	7.68	\$	7.49	\$	7.31
<i>in billions</i>	\$	0.780	\$	0.759	\$	0.752

Home improvements or gardening tools

Average (of Spenders)	\$	50.05	\$	54.84	\$	47.05
Percent Buying		12.4%		12.1%		10.8%
Net Average	\$	6.23	\$	6.64	\$	5.07
<i>in billions</i>	\$	0.633	\$	0.673	\$	0.522

Special outing such as dinner or brunch

Average (of Spenders)	\$	49.54	\$	48.80	\$	46.18
Percent Buying		42.7%		41.4%		39.1%
Net Average	\$	21.18	\$	20.19	\$	18.04
<i>in billions</i>	\$	2.153	\$	2.046	\$	1.858

Sporting goods or leisure items

Average (of Spenders)	\$	48.32	\$	43.08	\$	42.09
Percent Buying		13.9%		13.3%		11.6%
Net Average	\$	6.73	\$	5.71	\$	4.88
<i>in billions</i>	\$	0.684	\$	0.579	\$	0.502

Source: BIGresearch, CIA May 2007-2009

		2007		2008		2009
Tools or appliances						
	Average (of Spenders)	\$	49.41	\$	47.70	\$ 41.93
	Percent Buying		13.6%		13.1%	11.5%
	Net Average	\$	6.72	\$	6.26	\$ 4.83
	<i>in billions</i>	\$	0.683	\$	0.634	\$ 0.498
Automotive						
	Average (of Spenders)		NA		NA	\$ 46.05
	Percent Buying		NA		NA	6.7%
	Net Average		NA		NA	\$ 3.07
	<i>in billions</i>		NA		NA	\$ 0.317
Personal Care						
	Average (of Spenders)		NA		NA	\$ 32.35
	Percent Buying		NA		NA	13.0%
	Net Average		NA		NA	\$ 4.21
	<i>in billions</i>		NA		NA	\$ 0.434
Other						
	Average (of Spenders)	\$	29.59	\$	28.87	\$ 26.69
	Percent Buying		20.2%		18.0%	15.7%
	Net Average	\$	5.97	\$	5.21	\$ 4.18
	<i>in billions</i>	\$	0.607	\$	0.528	\$ 0.430
	Combined Average	\$	98.34	\$	94.54	\$ 90.89
	<i>in billions</i>	\$	9.997	\$	9.581	\$ 9.360

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

Discount Store	28.7%	31.0%	33.9%
Department Store	34.2%	32.5%	33.7%
Specialty Clothing Store	7.3%	7.9%	6.1%
Specialty Store (Greeting Card/Gift Store Electronics Store)	29.6%	28.1%	26.8%
Online	18.7%	18.0%	17.9%
Catalog	3.5%	3.0%	2.8%

*The sum of the % totals may be 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	50.1%	48.2%	51.1%
Husband	28.2%	27.7%	28.6%
Son	7.7%	7.6%	7.6%
Grandfather	3.8%	4.5%	4.7%
Brother	4.6%	5.0%	5.1%
Friend	4.2%	4.4%	4.3%
Godfather	1.1%	1.2%	1.1%
Other relative	9.7%	9.4%	9.4%

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

Father's Day and Mother's Day Spending by Year

