

## Source: BIGinsight™, Monthly Consumer Survey, MAY-12

N = 8789, 5/2 - 5/8/12

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Percent Celebrating Father's Day</b>	77.1%	76.8%	77.3%	72.7%	82.3%	89.6%	90.5%	86.9%	77.6%	64.0%	55.1%	77.4%	77.5%	77.7%	75.5%
<b>Do you expect to spend more, the same or less for Father's Day this year than you spent last year?</b>															
More	18.0%	19.5%	16.6%	17.2%	19.0%	36.4%	29.7%	15.8%	10.5%	6.0%	3.6%	18.5%	16.0%	19.3%	17.9%
Same	67.5%	66.9%	68.1%	65.3%	69.5%	53.3%	60.7%	72.2%	71.7%	73.9%	75.8%	67.8%	70.0%	65.6%	67.4%
Less	14.5%	13.6%	15.3%	17.5%	11.5%	10.3%	9.6%	12.0%	17.8%	20.1%	20.6%	13.6%	14.0%	15.1%	14.8%
<b>How much do you plan to spend on Father's Day gifts for each of the following items?</b>															
<b>Books or CDs</b>															
<b>Average of Buyers</b>	\$ 22.93	\$ 23.99	\$ 21.70	\$ 21.05	\$ 24.58	\$ 21.58	\$ 23.10	\$ 24.08	\$ 23.39	\$ 22.45	\$ 22.66	\$ 24.27	\$ 21.57	\$ 22.87	\$ 22.76
<b>Percent Buying</b>	25.9%	28.8%	23.3%	23.3%	28.5%	34.2%	35.2%	27.2%	21.9%	19.1%	19.6%	28.0%	22.0%	25.3%	29.2%
<b>Net Average</b>	\$ 5.95	\$ 6.91	\$ 5.05	\$ 4.91	\$ 7.02	\$ 7.38	\$ 8.13	\$ 6.56	\$ 5.13	\$ 4.29	\$ 4.43	\$ 6.79	\$ 4.74	\$ 5.79	\$ 6.64
<i>in billions</i>	\$ 0.645														
<b>Clothing</b>															
<b>Average of Buyers</b>	\$ 37.33	\$ 39.23	\$ 35.82	\$ 33.66	\$ 40.70	\$ 35.26	\$ 37.49	\$ 39.27	\$ 39.26	\$ 35.97	\$ 36.00	\$ 37.97	\$ 33.49	\$ 39.09	\$ 37.35
<b>Percent Buying</b>	42.3%	38.6%	45.7%	41.9%	42.4%	59.0%	51.5%	43.4%	38.1%	34.6%	30.5%	44.4%	38.4%	44.0%	41.7%
<b>Net Average</b>	\$ 15.77	\$ 15.14	\$ 16.38	\$ 14.09	\$ 17.26	\$ 20.80	\$ 19.31	\$ 17.05	\$ 14.95	\$ 12.43	\$ 10.98	\$ 16.87	\$ 12.87	\$ 17.20	\$ 15.58
<i>in billions</i>	\$ 1.711														
<b>Consumer electronics or computer related accessories</b>															
<b>Average of Buyers</b>	\$ 73.40	\$ 75.17	\$ 70.61	\$ 62.75	\$ 83.75	\$ 65.35	\$ 74.97	\$ 78.32	\$ 82.28	\$ 62.39	\$ 74.62	\$ 70.02	\$ 69.69	\$ 77.04	\$ 74.79
<b>Percent Buying</b>	21.8%	27.6%	16.4%	20.0%	23.0%	39.7%	38.4%	23.8%	14.7%	9.3%	8.7%	23.9%	17.4%	23.1%	22.4%
<b>Net Average</b>	\$ 16.03	\$ 20.73	\$ 11.59	\$ 12.53	\$ 19.30	\$ 25.96	\$ 28.79	\$ 18.64	\$ 12.05	\$ 5.82	\$ 6.47	\$ 16.70	\$ 12.16	\$ 17.81	\$ 16.73
<i>in billions</i>	\$ 1.739														
<b>Gift Certificates/Gift Cards</b>															
<b>Average of Buyers</b>	\$ 39.84	\$ 41.81	\$ 37.82	\$ 34.57	\$ 44.99	\$ 33.36	\$ 40.89	\$ 42.03	\$ 42.13	\$ 40.30	\$ 39.47	\$ 44.63	\$ 36.41	\$ 40.10	\$ 38.51
<b>Percent Buying</b>	39.4%	41.1%	37.8%	36.0%	42.7%	50.2%	47.0%	44.7%	37.0%	31.9%	27.6%	41.3%	39.5%	39.0%	37.5%
<b>Net Average</b>	\$ 15.70	\$ 17.20	\$ 14.28	\$ 12.44	\$ 19.20	\$ 16.74	\$ 19.22	\$ 18.77	\$ 15.58	\$ 12.84	\$ 10.89	\$ 18.45	\$ 14.39	\$ 15.64	\$ 14.45
<i>in billions</i>	\$ 1.703														
<b>Greeting card(s)</b>															
<b>Average of Buyers</b>	\$ 11.25	\$ 11.90	\$ 10.76	\$ 10.94	\$ 11.51	\$ 11.90	\$ 12.25	\$ 11.65	\$ 10.68	\$ 10.47	\$ 10.54	\$ 11.41	\$ 10.78	\$ 11.33	\$ 11.48
<b>Percent Buying</b>	67.7%	60.4%	74.6%	66.1%	70.5%	66.3%	71.6%	70.8%	70.4%	65.1%	61.0%	69.3%	70.1%	66.9%	65.1%
<b>Net Average</b>	\$ 7.62	\$ 7.18	\$ 8.03	\$ 7.23	\$ 8.11	\$ 7.89	\$ 8.78	\$ 8.25	\$ 7.52	\$ 6.82	\$ 6.42	\$ 7.91	\$ 7.56	\$ 7.58	\$ 7.48
<i>in billions</i>	\$ 0.827														
<b>Home improvements or gardening tools</b>															
<b>Average of Buyers</b>	\$ 46.89	\$ 47.36	\$ 46.19	\$ 41.11	\$ 51.84	\$ 44.18	\$ 48.33	\$ 50.19	\$ 45.47	\$ 41.17	\$ 48.94	\$ 47.98	\$ 45.96	\$ 48.31	\$ 44.62
<b>Percent Buying</b>	14.3%	17.5%	11.3%	12.4%	15.9%	24.6%	24.0%	15.4%	9.9%	6.9%	7.2%	15.2%	13.3%	14.2%	14.7%
<b>Net Average</b>	\$ 6.72	\$ 8.30	\$ 5.22	\$ 5.11	\$ 8.27	\$ 10.88	\$ 11.61	\$ 7.74	\$ 4.50	\$ 2.83	\$ 3.51	\$ 7.30	\$ 6.09	\$ 6.84	\$ 6.57
<i>in billions</i>	\$ 0.729														
<b>Special outing such as dinner or brunch</b>															
<b>Average of Buyers</b>	\$ 48.96	\$ 53.09	\$ 45.39	\$ 39.65	\$ 56.88	\$ 40.15	\$ 48.39	\$ 50.75	\$ 53.51	\$ 49.93	\$ 49.31	\$ 54.50	\$ 43.28	\$ 48.58	\$ 50.74
<b>Percent Buying</b>	44.4%	42.4%	46.3%	41.9%	47.5%	47.9%	51.4%	46.9%	42.6%	38.6%	39.3%	41.6%	42.4%	45.8%	47.0%
<b>Net Average</b>	\$ 21.74	\$ 22.49	\$ 21.02	\$ 16.60	\$ 27.02	\$ 19.22	\$ 24.89	\$ 23.79	\$ 22.81	\$ 19.26	\$ 19.38	\$ 22.67	\$ 18.36	\$ 22.24	\$ 23.84
<i>in billions</i>	\$ 2.358														
<b>Sporting goods or leisure items</b>															
<b>Average of Buyers</b>	\$ 39.87	\$ 41.32	\$ 37.77	\$ 33.79	\$ 45.19	\$ 36.53	\$ 39.23	\$ 40.35	\$ 42.00	\$ 43.84	\$ 45.73	\$ 42.40	\$ 39.87	\$ 39.43	\$ 38.50
<b>Percent Buying</b>	14.8%	18.1%	11.8%	12.9%	16.4%	26.5%	25.4%	17.0%	11.1%	7.1%	4.0%	15.9%	13.8%	14.2%	15.9%
<b>Net Average</b>	\$ 5.91	\$ 7.47	\$ 4.44	\$ 4.35	\$ 7.40	\$ 9.68	\$ 9.97	\$ 6.88	\$ 4.67	\$ 3.09	\$ 1.85	\$ 6.72	\$ 5.49	\$ 5.62	\$ 6.11
<i>in billions</i>	\$ 0.641														
<b>Tools or appliances</b>															
<b>Average of Buyers</b>	\$ 44.19	\$ 44.02	\$ 44.45	\$ 40.13	\$ 48.08	\$ 40.72	\$ 44.56	\$ 45.20	\$ 49.36	\$ 41.20	\$ 48.87	\$ 43.55	\$ 41.74	\$ 45.84	\$ 44.58
<b>Percent Buying</b>	15.4%	19.0%	12.0%	14.7%	15.1%	32.2%	26.6%	16.9%	9.6%	6.4%	4.3%	15.7%	14.7%	15.7%	15.2%
<b>Net Average</b>	\$ 6.80	\$ 8.37	\$ 5.33	\$ 5.91	\$ 7.26	\$ 13.11	\$ 11.85	\$ 7.66	\$ 4.74	\$ 2.64	\$ 2.08	\$ 6.82	\$ 6.13	\$ 7.21	\$ 6.77
<i>in billions</i>	\$ 0.738														

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N = 8789, 5/2 - 5/8/12

N = 8789, 5/2 - 5/8/12		Adults 18+		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West													
Automotive Accessories																														
Average of Buyers	\$	35.95	\$	37.02	\$	34.13	\$	31.79	\$	39.87	\$	34.91	\$	36.73	\$	34.77	\$	36.00	\$	35.93	\$	43.34	\$	37.12	\$	33.51	\$	37.08	\$	35.10
Percent Buying		14.1%		18.4%		10.2%		13.8%		13.7%		28.8%		25.0%		16.4%		9.6%		5.0%		2.9%		14.5%		12.3%		15.1%		14.1%
Net Average	\$	5.08	\$	6.80	\$	3.46	\$	4.40	\$	5.46	\$	10.04	\$	9.17	\$	5.69	\$	3.47	\$	1.81	\$	1.28	\$	5.37	\$	4.12	\$	5.59	\$	4.96
	<i>in billions</i>	\$		0.551																										
Personal Care																														
Average of Buyers	\$	36.11	\$	40.61	\$	31.62	\$	31.54	\$	40.62	\$	36.54	\$	41.22	\$	37.93	\$	33.08	\$	29.19	\$	30.02	\$	35.76	\$	35.28	\$	34.97	\$	38.98
Percent Buying		17.5%		18.0%		17.0%		17.8%		16.9%		28.3%		24.6%		19.7%		14.0%		10.8%		9.6%		18.2%		14.2%		19.3%		17.5%
Net Average	\$	6.31	\$	7.30	\$	5.37	\$	5.62	\$	6.85	\$	10.33	\$	10.13	\$	7.46	\$	4.64	\$	3.16	\$	2.89	\$	6.53	\$	5.00	\$	6.75	\$	6.83
	<i>in billions</i>	\$		0.684																										
Other																														
Average of Buyers	\$	20.09	\$	20.36	\$	19.83	\$	19.15	\$	21.11	\$	19.47	\$	19.90	\$	20.10	\$	20.56	\$	20.32	\$	20.78	\$	19.74	\$	19.76	\$	20.28	\$	20.48
Percent Buying		17.5%		17.8%		17.2%		17.6%		16.4%		27.6%		23.6%		18.4%		13.5%		13.7%		10.5%		19.8%		15.6%		16.9%		18.3%
Net Average	\$	3.51	\$	3.63	\$	3.40	\$	3.36	\$	3.46	\$	5.37	\$	4.69	\$	3.71	\$	2.78	\$	2.78	\$	2.19	\$	3.91	\$	3.07	\$	3.42	\$	3.74
	<i>in billions</i>	\$		0.381																										
Combined Average	\$	117.14	\$	131.52	\$	103.57	\$	96.55	\$	136.61	\$	157.41	\$	166.55	\$	132.19	\$	102.84	\$	77.75	\$	72.37	\$	126.05	\$	99.98	\$	121.69	\$	119.67
	<i>in billions</i>	\$		12.707																										
Where will you purchase Father's Day gifts this year? (Check all that apply)																														
Discount Store		34.0%		32.3%		35.7%		38.7%		30.3%		30.5%		36.3%		35.8%		36.5%		30.9%		32.8%		30.1%		37.0%		36.1%		31.6%
Department Store		41.6%		40.7%		42.4%		40.9%		42.2%		59.5%		51.1%		42.7%		38.7%		32.6%		28.4%		45.0%		38.5%		43.2%		39.0%
Specialty Clothing Store		10.7%		12.2%		9.4%		9.6%		11.8%		18.9%		18.9%		10.8%		8.4%		4.1%		4.7%		11.1%		8.4%		11.1%		12.2%
Specialty Store (Greeting Card/Gift Store, Electronics Store)		28.6%		28.0%		29.1%		24.3%		34.1%		32.6%		34.9%		30.0%		25.7%		25.2%		23.9%		29.4%		28.0%		28.0%		29.2%
Online		28.4%		29.8%		27.0%		25.1%		31.9%		34.9%		40.8%		31.9%		24.5%		21.5%		17.7%		30.1%		25.0%		27.7%		31.2%
Catalog		3.4%		4.0%		2.8%		3.4%		3.3%		5.4%		5.3%		3.7%		2.2%		1.8%		2.3%		3.6%		3.5%		3.0%		3.4%
*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		53.9%		59.4%		48.6%		53.0%		54.3%		83.2%		78.8%		69.4%		55.4%		31.4%		8.7%		54.3%		55.3%		52.8%		53.6%
Husband		29.2%		4.3%		52.7%		25.4%		34.5%		14.7%		31.6%		33.0%		29.5%		31.6%		31.4%		27.3%		29.3%		30.5%		29.1%
Son		9.7%		10.2%		9.3%		9.9%		10.0%		3.3%		5.5%		3.9%		6.4%		14.5%		24.3%		10.5%		9.4%		10.1%		8.8%
Grandfather		5.3%		6.1%		4.5%		5.0%		5.5%		12.2%		11.0%		6.1%		2.4%		0.9%		0.4%		5.1%		4.9%		5.4%		5.6%
Brother		6.8%		8.1%		5.5%		6.7%		7.0%		7.5%		9.1%		8.2%		6.8%		5.6%		3.5%		7.0%		5.4%		7.4%		6.9%
Friend		5.7%		6.8%		4.6%		6.2%		5.3%		6.5%		7.5%		6.2%		5.3%		4.4%		4.3%		6.5%		4.1%		5.8%		6.0%
Godfather		2.0%		2.8%		1.2%		1.5%		2.5%		2.5%		4.0%		2.7%		1.7%		0.6%		0.3%		2.1%		1.5%		2.3%		1.8%
Other relative		9.4%		9.8%		9.1%		10.0%		9.3%		6.2%		6.2%		7.4%		9.8%		11.9%		14.7%		9.3%		8.8%		9.5%		10.0%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.																														

**Source: BIGinsight™, Monthly Consumer Survey, MAY-12****N = 8789, 5/2 - 5/8/12**

	<b>Adults 18+</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
<b><i>Asked of Father's Day Celebrants: Do you own either of the following devices?</i></b>															
Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	47.3%	52.1%	42.9%	39.7%	54.6%	68.6%	70.2%	61.4%	43.5%	29.3%	14.0%	45.5%	42.1%	50.3%	50.1%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	20.4%	22.6%	18.2%	14.2%	27.0%	22.7%	30.0%	28.3%	17.9%	13.5%	9.6%	21.5%	18.1%	20.4%	21.7%
I do not own either of these types of devices	46.2%	41.9%	50.3%	54.8%	37.9%	25.5%	22.6%	32.2%	49.9%	64.2%	79.7%	47.4%	51.1%	43.7%	43.7%

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

***Own a Smartphone: How will you use your Smartphone to make Father's Day purchase decisions? (Check all that apply)***

Plan to Research Products/Compare Prices	26.7%	31.6%	22.1%	25.1%	27.5%	47.3%	44.9%	32.5%	20.6%	12.3%	6.6%	28.5%	24.6%	26.0%	28.8%
Plan to Purchase Products	13.7%	15.8%	11.8%	13.8%	13.7%	24.0%	22.6%	16.2%	10.5%	4.5%	6.4%	14.4%	10.6%	11.6%	17.8%
Plan to Redeem Coupons	10.3%	9.9%	10.6%	9.6%	10.6%	15.0%	18.0%	13.1%	8.1%	4.8%	3.2%	14.3%	9.5%	9.7%	9.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	18.9%	20.2%	17.7%	19.1%	19.2%	32.2%	29.2%	22.6%	12.8%	10.4%	9.1%	17.8%	16.0%	20.3%	20.1%
Plan to use Apps to Research or Purchase Products	11.3%	12.7%	9.9%	9.6%	12.8%	15.6%	16.3%	13.6%	10.5%	5.6%	6.5%	11.5%	8.9%	11.2%	12.9%
Do not plan to Research or Make a Purchase with my Smartphone	58.1%	53.7%	62.2%	59.6%	58.4%	29.8%	36.6%	50.0%	67.7%	78.6%	80.6%	55.2%	62.7%	58.2%	56.5%

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

***Own a Tablet: How will you use your Tablet to make Father's Day purchase decisions? (Check all that apply)***

Plan to Research Products/Compare Prices	39.1%	42.8%	35.6%	39.6%	39.0%	52.3%	50.4%	46.0%	36.0%	27.3%	24.6%	39.7%	37.4%	37.9%	39.9%
Plan to Purchase Products	25.2%	29.2%	21.5%	23.9%	26.2%	37.8%	39.6%	29.6%	23.8%	12.9%	9.4%	27.5%	18.9%	25.5%	27.4%
Plan to Redeem Coupons	14.7%	15.4%	14.0%	16.6%	12.7%	25.8%	24.1%	15.7%	12.6%	7.6%	4.2%	16.8%	12.7%	14.1%	14.1%
Plan to look up Retailer Information (location, store hours, directions, etc.)	21.2%	22.7%	19.8%	21.8%	20.4%	33.5%	29.4%	23.0%	18.5%	15.3%	10.1%	24.1%	21.1%	18.2%	21.0%
Plan to use Apps to Research or Purchase Products	16.0%	16.9%	15.2%	14.4%	16.3%	22.2%	22.1%	13.8%	15.1%	10.3%	13.5%	16.0%	16.0%	15.7%	15.3%
Do not plan to Research or Make a Purchase with my Tablet	45.4%	41.2%	49.3%	46.7%	45.9%	24.1%	25.4%	39.0%	50.8%	62.3%	67.0%	42.5%	50.4%	45.6%	43.2%

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

## Source: BIGinsight™, Monthly Consumer Survey, MAY 07-12

		2007	2008	2009	2010	2011	2012					
Percent Celebrating Father's Day		76.0%	74.8%	75.4%	75.3%	75.5%	77.1%					
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%	12.7%	13.6%	18.0%					
Same		74.7%	67.2%	67.6%	69.4%	68.9%	67.5%					
Less		12.4%	20.4%	24.5%	17.9%	17.5%	14.5%					
How much do you plan to spend on Father's Day gifts for each of the following items?												
Books or CDs												
Average of Buyers	\$	22.82	\$	23.25	\$	22.70	\$	22.62	\$	22.66	\$	22.93
Percent Buying		24.8%		22.6%		23.4%		23.4%		25.3%		25.9%
Net Average	\$	5.66	\$	5.25	\$	5.32	\$	5.30	\$	5.74	\$	5.95
in billions	\$	0.576	\$	0.532	\$	0.548	\$	0.551	\$	0.598	\$	0.645
Clothing												
Average of Buyers	\$	36.70	\$	36.21	\$	33.97	\$	34.28	\$	34.90	\$	37.33
Percent Buying		37.1%		36.5%		36.3%		36.7%		38.2%		42.3%
Net Average	\$	13.62	\$	13.20	\$	12.34	\$	12.57	\$	13.32	\$	15.77
in billions	\$	1.384	\$	1.338	\$	1.271	\$	1.308	\$	1.389	\$	1.711
Consumer electronics or computer related accessories												
Average of Buyers	\$	70.11	\$	67.38	\$	63.61	\$	63.42	\$	67.20	\$	73.40
Percent Buying		17.8%		18.5%		15.6%		17.4%		18.5%		21.8%
Net Average	\$	12.51	\$	12.47	\$	9.93	\$	11.05	\$	12.44	\$	16.03
in billions	\$	1.272	\$	1.264	\$	1.022	\$	1.150	\$	1.297	\$	1.739
Gift Certificates/Gift Cards												
Average of Buyers	\$	40.22	\$	37.07	\$	37.95	\$	35.80	\$	36.42	\$	39.84
Percent Buying		29.9%		32.7%		30.9%		31.2%		36.9%		39.4%
Net Average	\$	12.05	\$	12.12	\$	11.71	\$	11.17	\$	13.44	\$	15.70
in billions	\$	1.225	\$	1.228	\$	1.206	\$	1.162	\$	1.402	\$	1.703
Greeting card(s)												
Average of Buyers	\$	10.98	\$	10.96	\$	10.90	\$	10.97	\$	11.08	\$	11.25
Percent Buying		69.9%		68.4%		67.0%		65.6%		67.5%		67.7%
Net Average	\$	7.68	\$	7.49	\$	7.31	\$	7.20	\$	7.48	\$	7.62
in billions	\$	0.780	\$	0.759	\$	0.752	\$	0.749	\$	0.780	\$	0.827
Home improvements or gardening tools												
Average of Buyers	\$	50.05	\$	54.84	\$	47.05	\$	47.87	\$	49.87	\$	46.89
Percent Buying		12.4%		12.1%		10.8%		11.0%		13.4%		14.3%
Net Average	\$	6.23	\$	6.64	\$	5.07	\$	5.29	\$	6.67	\$	6.72
in billions	\$	0.633	\$	0.673	\$	0.522	\$	0.550	\$	0.695	\$	0.729
Special outing such as dinner or brunch												
Average of Buyers	\$	49.54	\$	48.80	\$	46.18	\$	45.96	\$	46.81	\$	48.96
Percent Buying		42.7%		41.4%		39.1%		39.9%		42.3%		44.4%
Net Average	\$	21.18	\$	20.19	\$	18.04	\$	18.33	\$	19.81	\$	21.74
in billions	\$	2.153	\$	2.046	\$	1.858	\$	1.907	\$	2.067	\$	2.358
Sporting goods or leisure items												
Average of Buyers	\$	48.32	\$	43.08	\$	42.09	\$	40.96	\$	43.88	\$	39.87
Percent Buying		13.9%		13.3%		11.6%		11.4%		14.3%		14.8%
Net Average	\$	6.73	\$	5.71	\$	4.88	\$	4.67	\$	6.26	\$	5.91
in billions	\$	0.684	\$	0.579	\$	0.502	\$	0.486	\$	0.653	\$	0.641

## Source: BIGinsight™, Monthly Consumer Survey, MAY 07-12

		2007		2008		2009		2010		2011		2012	
Tools or appliances													
	Average of Buyers	\$	49.41	\$	47.70	\$	41.93	\$	47.07	\$	46.95	\$	44.19
	Percent Buying		13.6%		13.1%		11.5%		11.8%		14.2%		15.4%
	Net Average	\$	6.72	\$	6.26	\$	4.83	\$	5.56	\$	6.68	\$	6.80
	<i>in billions</i>	\$	0.683	\$	0.634	\$	0.498	\$	0.578	\$	0.697	\$	0.738
Automotive Accessories													
	Average of Buyers		NA		NA	\$	46.05	\$	36.29	\$	42.52	\$	35.95
	Percent Buying		NA		NA		6.7%		10.6%		13.4%		14.1%
	Net Average		NA		NA	\$	3.07	\$	3.84	\$	5.69	\$	5.08
	<i>in billions</i>		NA		NA	\$	0.317	\$	0.400	\$	0.593	\$	0.551
Personal Care													
	Average of Buyers		NA		NA	\$	32.35	\$	35.00	\$	36.35	\$	36.11
	Percent Buying		NA		NA		13.0%		15.0%		16.0%		17.5%
	Net Average		NA		NA	\$	4.21	\$	5.26	\$	5.80	\$	6.31
	<i>in billions</i>		NA		NA	\$	0.434	\$	0.547	\$	0.605	\$	0.684
Other													
	Average of Buyers	\$	29.59	\$	28.87	\$	26.69	\$	26.79	\$	19.74	\$	20.09
	Percent Buying		20.2%		18.0%		15.7%		15.2%		16.0%		17.5%
	Net Average	\$	5.97	\$	5.21	\$	4.18	\$	4.08	\$	3.15	\$	3.51
	<i>in billions</i>	\$	0.607	\$	0.528	\$	0.430	\$	0.425	\$	0.329	\$	0.381
	Combined Average	\$	98.34	\$	94.54	\$	90.89	\$	94.32	\$	106.49	\$	117.14
	<i>in billions</i>	\$	9.997	\$	9.581	\$	9.360	\$	9.812	\$	11.106	\$	12.707

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

Discount Store	28.7%	31.0%	33.9%	34.4%	32.2%	34.0%
Department Store	34.2%	32.5%	33.7%	34.1%	35.2%	41.6%
Specialty Clothing Store	7.3%	7.9%	6.1%	7.6%	8.9%	10.7%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	29.6%	28.1%	26.8%	26.4%	26.9%	28.6%
Online	18.7%	18.0%	17.9%	20.5%	22.1%	28.4%
Catalog	3.5%	3.0%	2.8%	2.8%	3.1%	3.4%

\*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%	49.3%	50.3%	53.9%
Husband	28.2%	27.7%	28.6%	27.1%	26.1%	29.2%
Son	7.7%	7.6%	7.6%	7.4%	8.0%	9.7%
Grandfather	3.8%	4.5%	4.7%	4.4%	4.7%	5.3%
Brother	4.6%	5.0%	5.1%	5.1%	5.8%	6.8%
Friend	4.2%	4.4%	4.3%	4.9%	5.3%	5.7%
Godfather	1.1%	1.2%	1.1%	1.3%	1.5%	2.0%
Other relative	9.7%	9.4%	9.4%	7.8%	8.3%	9.4%

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