

Source: BIGresearch, CIA May 2008

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		74.8%	73.1%	76.5%	77.6%	88.4%	85.1%	81.0%	73.9%	65.1%	55.1%	74.1%	76.5%	75.3%	73.4%
Do you expect to spend more, the same or less for Father's Day this year than you spent last year?															
More		12.4%	11.5%	13.3%	11.1%	34.0%	16.5%	8.2%	6.5%	4.0%	3.2%	13.0%	10.1%	12.4%	14.6%
Same		67.2%	68.1%	66.3%	64.2%	55.4%	67.9%	69.5%	69.7%	69.5%	70.5%	67.7%	69.0%	67.3%	64.5%
Less		20.4%	20.4%	20.4%	22.1%	10.6%	15.5%	22.3%	23.8%	26.6%	26.3%	19.3%	20.9%	20.2%	20.9%

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

Books or CDs	Average (of Spenders)	\$	23.25	\$	23.42	\$	23.05	\$	20.32	\$	25.06	\$	21.43	\$	22.11	\$	23.84	\$	24.08	\$	23.13	\$	26.60	\$	25.80	\$	20.26	\$	23.03	\$	24.00	
	Percent Buying		22.6%		25.2%		20.1%		19.3%		25.5%		32.1%		28.2%		22.7%		21.0%		18.8%		14.0%		24.0%		20.5%		22.1%		24.8%	
	Net Average	\$	5.25	\$	5.91	\$	4.63	\$	3.91	\$	6.38	\$	6.88	\$	6.23	\$	5.42	\$	5.05	\$	4.34	\$	3.73	\$	6.18	\$	4.16	\$	5.10	\$	5.96	
	in billions		\$		0.532																											
Clothing	Average (of Spenders)	\$	36.21	\$	37.11	\$	35.60	\$	31.39	\$	39.68	\$	33.10	\$	38.14	\$	38.05	\$	37.17	\$	37.14	\$	33.29	\$	40.20	\$	32.00	\$	37.45	\$	34.99	
	Percent Buying		36.5%		30.4%		42.1%		36.0%		36.5%		55.2%		38.4%		36.0%		33.3%		30.8%		28.5%		38.4%		32.6%		38.7%		35.5%	
	Net Average	\$	13.20	\$	11.30	\$	15.00	\$	11.30	\$	14.49	\$	18.27	\$	14.66	\$	13.69	\$	12.37	\$	11.44	\$	9.49	\$	15.43	\$	10.44	\$	14.49	\$	12.44	
	in billions		\$		1.338																											
Consumer electronics or computer related accessories	Average (of Spenders)	\$	67.38	\$	67.77	\$	66.91	\$	58.00	\$	78.72	\$	60.93	\$	65.18	\$	71.63	\$	77.17	\$	64.76	\$	74.65	\$	82.26	\$	61.34	\$	63.52	\$	67.54	
	Percent Buying		18.5%		21.1%		16.1%		17.8%		18.4%		38.4%		28.1%		17.2%		12.5%		10.2%		8.0%		19.1%		17.3%		17.2%		21.9%	
	Net Average	\$	12.47	\$	14.27	\$	10.77	\$	10.32	\$	14.46	\$	23.38	\$	18.29	\$	12.34	\$	9.61	\$	6.59	\$	5.99	\$	15.73	\$	10.62	\$	10.90	\$	14.80	
	in billions		\$		1.264																											
Gift Certificates/Gift Cards	Average (of Spenders)	\$	37.07	\$	36.95	\$	37.21	\$	31.77	\$	41.55	\$	32.05	\$	37.12	\$	39.73	\$	37.59	\$	39.13	\$	36.95	\$	42.31	\$	31.89	\$	36.72	\$	38.27	
	Percent Buying		32.7%		34.5%		31.0%		30.8%		33.6%		42.1%		42.3%		33.8%		31.4%		25.3%		21.2%		33.5%		32.1%		33.2%		31.1%	
	Net Average	\$	12.12	\$	12.75	\$	11.52	\$	9.80	\$	13.97	\$	13.51	\$	15.72	\$	13.42	\$	11.82	\$	9.92	\$	7.82	\$	14.18	\$	10.25	\$	12.20	\$	11.89	
	in billions		\$		1.228																											
Greeting card(s)	Average (of Spenders)	\$	10.96	\$	11.08	\$	10.87	\$	10.81	\$	11.11	\$	10.92	\$	11.39	\$	10.98	\$	10.66	\$	10.65	\$	11.12	\$	11.14	\$	10.89	\$	11.02	\$	10.75	
	Percent Buying		68.4%		59.1%		77.1%		67.7%		70.1%		71.3%		71.6%		73.2%		71.3%		64.5%		56.6%		69.1%		66.7%		69.8%		66.1%	
	Net Average	\$	7.49	\$	6.55	\$	8.38	\$	7.32	\$	7.79	\$	7.79	\$	8.16	\$	8.04	\$	7.60	\$	6.88	\$	6.29	\$	7.70	\$	7.26	\$	7.69	\$	7.10	
	in billions		\$		0.759																											
Home improvements or gardening tools	Average (of Spenders)	\$	54.84	\$	61.14	\$	48.46	\$	45.40	\$	60.26	\$	50.68	\$	57.83	\$	54.71	\$	57.73	\$	46.64	\$	61.10	\$	62.83	\$	53.64	\$	53.09	\$	50.27	
	Percent Buying		12.1%		12.5%		11.7%		10.6%		12.9%		18.7%		16.4%		11.3%		11.4%		9.6%		6.2%		11.5%		12.6%		12.0%		11.7%	
	Net Average	\$	6.64	\$	7.66	\$	5.68	\$	4.80	\$	7.78	\$	9.49	\$	9.48	\$	6.20	\$	6.56	\$	4.46	\$	3.77	\$	7.23	\$	6.74	\$	6.35	\$	5.86	
	in billions		\$		0.673																											
Special outing such as dinner or brunch	Average (of Spenders)	\$	48.80	\$	52.50	\$	45.83	\$	39.51	\$	55.89	\$	43.83	\$	50.49	\$	51.46	\$	49.76	\$	48.06	\$	47.66	\$	58.11	\$	44.70	\$	47.89	\$	47.51	
	Percent Buying		41.4%		37.9%		44.6%		39.1%		44.1%		45.2%		43.4%		38.7%		42.8%		40.2%		38.5%		37.3%		39.9%		43.0%		43.0%	
	Net Average	\$	20.19	\$	19.90	\$	20.46	\$	15.45	\$	24.66	\$	19.79	\$	21.91	\$	19.94	\$	21.30	\$	19.32	\$	18.36	\$	21.65	\$	17.84	\$	20.59	\$	20.41	
	in billions		\$		2.046																											
Sporting goods or leisure items	Average (of Spenders)	\$	43.08	\$	44.67	\$	41.24	\$	37.77	\$	44.62	\$	36.76	\$	43.56	\$	46.07	\$	53.97	\$	38.47	\$	37.70	\$	50.56	\$	38.22	\$	41.13	\$	45.05	
	Percent Buying		13.3%		14.6%		12.0%		10.2%		14.4%		24.9%		17.2%		12.8%		11.1%		9.4%		6.1%		13.5%		13.7%		12.7%		14.0%	
	Net Average	\$	5.71	\$	6.52	\$	4.95	\$	3.87	\$	6.43	\$	9.16	\$	7.51	\$	5.88	\$	5.98	\$	3.60	\$	2.30	\$	6.81	\$	5.23	\$	5.20	\$	6.29	
	in billions		\$		0.579																											

Source: BIGresearch, CIA May 2008

[illegible]

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

Specialty Store (Greeting Card/Gift Store, Electronics Store)	Discount Store	31.0%	28.2%	33.7%	37.9%	29.8%	29.2%	29.6%	34.8%	32.9%	32.0%	26.5%	25.0%	32.5%	34.5%	29.4%
	Department Store	32.5%	29.5%	35.4%	35.7%	32.8%	54.0%	35.5%	31.3%	31.4%	24.7%	21.7%	33.6%	31.3%	32.7%	32.3%
	Specialty Clothing Store	7.9%	8.1%	7.6%	7.1%	9.2%	18.7%	10.6%	6.5%	5.6%	4.6%	3.2%	9.2%	7.1%	7.7%	7.6%
	Specialty Store (Greeting Card/Gift Store, Electronics Store)	28.1%	26.0%	30.1%	24.8%	34.4%	34.6%	29.8%	26.8%	28.4%	25.1%	24.6%	29.5%	27.6%	28.0%	27.7%
	Online	18.0%	19.6%	16.4%	15.5%	21.9%	29.4%	22.7%	18.6%	14.3%	14.1%	10.6%	22.2%	14.3%	17.3%	19.5%
	Catalog	3.0%	3.4%	2.6%	2.8%	3.1%	5.4%	3.8%	2.5%	3.0%	2.1%	1.6%	3.4%	2.0%	3.2%	3.5%
	Specialty Store (Greeting Card/Gift Store, Electronics Store)	28.1%	26.0%	30.1%	24.8%	34.4%	34.6%	29.8%	26.8%	28.4%	25.1%	24.6%	29.5%	27.6%	28.0%	27.7%
	Online	18.0%	19.6%	16.4%	15.5%	21.9%	29.4%	22.7%	18.6%	14.3%	14.1%	10.6%	22.2%	14.3%	17.3%	19.5%
	Catalog	3.0%	3.4%	2.6%	2.8%	3.1%	5.4%	3.8%	2.5%	3.0%	2.1%	1.6%	3.4%	2.0%	3.2%	3.5%
	Specialty Store (Greeting Card/Gift Store, Electronics Store)	28.1%	26.0%	30.1%	24.8%	34.4%	34.6%	29.8%	26.8%	28.4%	25.1%	24.6%	29.5%	27.6%	28.0%	27.7%

*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)

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