Source: BIGresearch, CIA May 2007

N = 8353, 5/2 - 5/9/07	**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	76.0%	76.0%	76.0%	71.2%	80.3%	91.0%	86.9%	81.6%	75.0%	65.1%	55.7%	75.6%	77.1%	76.9%	74.4%
Do you expect to spend more, the same or less for Father's Day this year than you spent last year?															
More	13.0%	11.9%	14.0%	14.3%	12.3%	34.4%	14.5%	9.6%	8.4%	5.1%	2.8%	12.3%	10.9%	13.9%	14.8%
Same	74.7%	76.1%	73.4%	71.3%	76.6%	59.1%	77.2%	79.2%	76.0%	76.5%	79.1%	77.3%	74.2%	73.9%	73.5%
Less	12.4%	12.0%	12.7%	14.4%	11.1%	6.5%	8.3%	11.2%	15.5%	18.4%	18.0%	10.3%	14.9%	12.2%	11.6%
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	$ 24.01	$ 21.59	$ 19.89	$ 24.76	$ 19.57	$ 23.02	$ 23.81	$ 23.28	$ 24.73	$ 24.00	$ 23.48	$ 21.86	$ 21.80	$ 24.06
Percent Buying	24.8%	26.1%	23.6%	21.3%	28.7%	38.0%	27.9%	22.2%	24.1%	20.0%	18.8%	25.5%	21.9%	23.8%	28.6%
Net Average	$ 5.66	$ 6.26	$ 5.10	$ 4.23	$ 7.11	$ 7.44	$ 6.43	$ 5.30	$ 5.60	$ 4.94	$ 4.51	$ 5.98	$ 4.79	$ 5.18	$ 6.89
in billions	$ 0.576														
Clothing															
Average (of Spenders)	$ 36.70	$ 40.08	$ 34.42	$ 31.04	$ 39.47	$ 33.13	$ 35.98	$ 36.32	$ 38.66	$ 39.26	$ 37.20	$ 37.83	$ 32.93	$ 36.48	$ 40.75
Percent Buying	37.1%	30.8%	43.1%	36.9%	36.8%	46.4%	35.6%	36.2%	37.5%	35.0%	33.6%	39.5%	35.7%	40.5%	31.6%
Net Average	$ 13.62	$ 12.33	$ 14.84	$ 11.44	$ 14.54	$ 15.38	$ 12.81	$ 13.17	$ 14.49	$ 13.75	$ 12.50	$ 14.95	$ 11.75	$ 14.78	$ 12.86
in billions	$ 1.384														
Consumer electronics or computer related accessories															
Average (of Spenders)	$ 70.11	$ 73.66	$ 65.39	$ 55.77	$ 79.54	$ 60.52	$ 72.83	$ 64.49	$ 74.23	$ 73.86	$ 99.28	$ 71.16	$ 54.78	$ 73.38	$ 78.79
Percent Buying	17.8%	20.9%	14.9%	15.9%	18.6%	34.5%	23.4%	17.4%	15.7%	11.4%	6.9%	17.0%	17.4%	17.7%	19.1%
Net Average	$ 12.51	$ 15.41	$ 9.77	$ 8.89	$ 14.82	$ 20.88	$ 17.02	$ 11.22	$ 11.68	$ 8.40	$ 6.83	$ 12.07	$ 9.53	$ 13.02	$ 15.06
in billions	$ 1.272														
Gift Certificate(s)															
Average (of Spenders)	$ 40.22	$ 38.76	$ 41.73	$ 34.22	$ 43.69	$ 35.64	$ 36.78	$ 39.15	$ 42.93	$ 43.98	$ 46.93	$ 40.63	$ 35.12	$ 42.72	$ 42.24
Percent Buying	29.9%	31.3%	28.7%	28.9%	30.4%	40.3%	33.2%	30.9%	30.1%	25.3%	20.7%	33.4%	29.6%	30.0%	28.2%
Net Average	$ 12.05	$ 12.12	$ 11.98	$ 9.89	$ 13.27	$ 14.36	$ 12.20	$ 12.11	$ 12.90	$ 11.12	$ 9.73	$ 13.56	$ 10.40	$ 12.82	$ 11.92
in billions	$ 1.225														
Greeting card(s)															
Average (of Spenders)	$ 10.98	$ 11.29	$ 10.75	$ 10.88	$ 11.09	$ 11.06	$ 10.85	$ 11.07	$ 10.94	$ 11.00	$ 10.94	$ 11.14	$ 10.82	$ 10.99	$ 10.95
Percent Buying	69.9%	60.2%	79.1%	70.0%	71.4%	75.2%	70.7%	71.9%	72.9%	67.1%	61.6%	71.3%	69.5%	71.9%	66.7%
Net Average	$ 7.68	$ 6.80	$ 8.50	$ 7.61	$ 7.92	$ 8.32	$ 7.67	$ 7.96	$ 7.98	$ 7.38	$ 6.74	$ 7.94	$ 7.51	$ 7.90	$ 7.31
in billions	$ 0.780														
Home improvements or gardening tools															
Average (of Spenders)	$ 50.05	$ 54.29	$ 45.98	$ 44.23	$ 52.28	$ 45.52	$ 54.73	$ 45.71	$ 51.09	$ 46.34	$ 59.94	$ 52.27	$ 37.19	$ 52.23	$ 58.65
Percent Buying	12.4%	12.5%	12.3%	11.0%	13.2%	19.5%	13.7%	11.0%	12.4%	11.6%	7.9%	13.1%	13.5%	12.4%	10.5%
Net Average	$ 6.23	$ 6.81	$ 5.68	$ 4.85	$ 6.88	$ 8.89	$ 7.51	$ 5.01	$ 6.35	$ 5.36	$ 4.73	$ 6.85	$ 5.01	$ 6.48	$ 6.13
in billions	$ 0.633														
Special outing such as dinner or brunch															
Average (of Spenders)	$ 49.54	$ 54.97	$ 45.64	$ 38.94	$ 56.61	$ 42.58	$ 49.41	$ 51.55	$ 53.52	$ 50.92	$ 47.53	$ 55.39	$ 45.25	$ 47.43	$ 52.18
Percent Buying	42.7%	36.8%	48.4%	40.3%	45.4%	45.9%	39.2%	39.1%	45.3%	43.7%	44.7%	41.3%	41.6%	44.9%	42.7%
Net Average	$ 21.18	$ 20.23	$ 22.08	$ 15.70	$ 25.73	$ 19.56	$ 19.36	$ 20.14	$ 24.26	$ 22.23	$ 21.26	$ 22.89	$ 18.84	$ 21.29	$ 22.27
in billions	$ 2.153														

Source: BIGresearch, CIA May 2007
N = 8353, 5/2 - 5/9/07

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Sporting goods or leisure items															
Average (of Spenders)	$ 48.32	$ 51.64	$ 44.38	$ 37.89	$ 51.09	$ 39.52	$ 40.13	$ 49.24	$ 55.08	$ 53.00	$ 72.97	$ 54.97	$ 41.58	$ 47.72	$ 51.63
Percent Buying	13.9%	15.6%	12.4%	11.8%	14.8%	22.7%	16.7%	15.0%	13.3%	10.9%	5.9%	14.5%	14.1%	14.5%	12.5%
Net Average	$ 6.73	$ 8.04	$ 5.49	$ 4.47	$ 7.55	$ 8.95	$ 6.69	$ 7.39	$ 7.34	$ 5.77	$ 4.31	$ 7.96	$ 5.87	$ 6.90	$ 6.47
in billions	$ 0.684														
Tools or appliances															
Average (of Spenders)	$ 49.41	$ 53.13	$ 45.64	$ 43.00	$ 53.57	$ 43.25	$ 46.21	$ 50.95	$ 56.96	$ 57.54	$ 48.65	$ 58.63	$ 41.78	$ 49.35	$ 50.80
Percent Buying	13.6%	14.1%	13.2%	14.3%	12.2%	25.6%	16.9%	11.4%	11.6%	10.1%	8.2%	12.3%	13.9%	15.0%	12.1%
Net Average	$ 6.72	$ 7.47	$ 6.00	$ 6.15	$ 6.53	$ 11.06	$ 7.80	$ 5.83	$ 6.63	$ 5.82	$ 3.97	$ 7.22	$ 5.82	$ 7.41	$ 6.17
in billions	$ 0.683														
Other															
Average (of Spenders)	$ 29.59	$ 30.80	$ 28.75	$ 26.47	$ 32.62	$ 25.56	$ 31.15	$ 28.32	$ 31.03	$ 31.40	$ 30.02	$ 31.16	$ 26.61	$ 29.55	$ 30.92
Percent Buying	20.2%	17.1%	23.1%	21.0%	19.0%	23.6%	23.9%	20.5%	21.0%	17.0%	14.8%	21.5%	20.5%	19.5%	19.7%
Net Average	$ 5.97	$ 5.26	$ 6.65	$ 5.55	$ 6.19	$ 6.03	$ 7.45	$ 5.80	$ 6.50	$ 5.33	$ 4.43	$ 6.68	$ 5.44	$ 5.75	$ 6.10
in billions	$ 0.607														
Combined Average	**$ 98.34**	**$ 100.72**	**$ 96.09**	**$ 78.79**	**$ 110.53**	**$ 120.89**	**$ 104.94**	**$ 93.92**	**$ 103.74**	**$ 90.10**	**$ 79.00**	**$ 106.10**	**$ 84.98**	**$ 101.54**	**$ 101.18**
in billions	$ 9.997														

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

Discount Store	28.7%	24.1%	33.1%	35.1%	26.3%	31.7%	27.9%	29.6%	28.9%	31.6%	23.7%	23.8%	31.4%	31.0%	27.0%
Department Store	34.2%	31.7%	36.6%	35.9%	34.3%	57.4%	35.5%	32.7%	32.3%	25.9%	25.2%	39.3%	32.3%	35.4%	31.0%
Specialty Clothing Store	7.3%	7.0%	7.6%	7.1%	7.5%	14.9%	6.8%	6.1%	7.4%	5.6%	4.6%	7.6%	7.6%	7.6%	6.2%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	29.6%	27.7%	31.5%	27.1%	34.7%	37.5%	29.7%	29.5%	30.2%	26.3%	25.6%	33.3%	28.9%	28.2%	29.3%
Online	18.7%	20.2%	17.3%	15.5%	22.6%	31.0%	23.3%	18.1%	18.0%	14.2%	9.1%	18.7%	16.9%	18.2%	21.7%
Catalog	3.5%	3.8%	3.2%	3.3%	3.4%	5.0%	3.7%	2.8%	3.6%	2.8%	3.5%	4.5%	2.5%	4.4%	2.3%

*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	50.1%	53.1%	47.3%	51.2%	52.3%	83.4%	71.6%	64.4%	48.7%	25.5%	5.1%	52.6%	51.3%	49.4%	49.2%
Husband	28.2%	---	51.5%	28.5%	31.6%	16.7%	24.8%	28.2%	30.1%	31.2%	36.5%	27.0%	28.7%	30.4%	25.7%
Son	7.7%	6.7%	8.6%	8.4%	7.5%	1.7%	1.6%	2.1%	7.0%	15.5%	20.3%	6.9%	7.0%	8.2%	8.3%
Grandfather	3.8%	3.8%	3.8%	4.4%	3.3%	12.5%	7.0%	2.6%	1.4%	0.7%	0.1%	3.4%	3.6%	3.7%	4.6%
Brother	4.6%	4.7%	4.5%	5.4%	4.4%	6.1%	4.1%	4.8%	4.7%	3.8%	4.2%	6.5%	2.8%	4.8%	4.9%
Friend	4.2%	4.1%	4.4%	5.5%	3.6%	5.8%	4.5%	3.3%	4.0%	4.9%	3.6%	4.0%	4.0%	4.4%	4.5%
Godfather	1.1%	1.0%	1.2%	1.0%	1.2%	1.7%	1.3%	1.5%	1.2%	0.6%	0.3%	1.9%	0.6%	0.9%	1.1%
Other relative	9.7%	10.0%	9.3%	9.5%	10.7%	7.7%	4.3%	9.4%	9.8%	13.0%	14.5%	10.4%	7.8%	10.6%	9.4%

*The sum of the % totals is 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
2006	$ 88.80	$ 122.16
2007	$ 98.34	$ 139.14

Source: BIGresearch, CIA May 2007
N = 8353, 5/2 - 5/9/07

	2007	2006
Percent Celebrating Father's Day	76.0%	75.9%

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

More	13.0%	9.8%
Same	74.7%	73.7%
Less	12.4%	16.5%

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	$ 22.97
Percent Buying		24.8%	22.3%
Net Average	$	5.66	$ 5.13
in billions	$	0.576	$ 0.520
Clothing			
Average (of Spenders)	$	36.70	$ 38.57
Percent Buying		37.1%	32.0%
Net Average	$	13.62	$ 12.36
in billions	$	1.384	$ 1.255
Consumer electronics or computer related accessories			
Average (of Spenders)	$	70.11	$ 78.51
Percent Buying		17.8%	15.0%
Net Average	$	12.51	$ 11.78
in billions	$	1.272	$ 1.196
Gift Certificate(s)			
Average (of Spenders)	$	40.22	$ 38.82
Percent Buying		29.9%	27.0%
Net Average	$	12.05	$ 10.50
in billions	$	1.225	$ 1.065
Greeting card(s)			
Average (of Spenders)	$	10.98	$ 10.82
Percent Buying		69.9%	68.8%
Net Average	$	7.68	$ 7.45
in billions	$	0.780	$ 0.756
Home improvements or gardening tools			
Average (of Spenders)	$	50.05	$ 66.20
Percent Buying		12.4%	10.9%
Net Average	$	6.23	$ 7.23
in billions	$	0.633	$ 0.734
Special outing such as dinner or brunch			
Average (of Spenders)	$	49.54	$ 44.12
Percent Buying		42.7%	38.1%
Net Average	$	21.18	$ 16.83
in billions	$	2.153	$ 1.708
Sporting goods or leisure items			
Average (of Spenders)	$	48.32	$ 47.11
Percent Buying		13.9%	9.1%

Source: BIGresearch, CIA May 2007
N = 8353, 5/2 - 5/9/07

	2007	2006
Net Average	$ 6.73	$ 4.30
in billions	$ 0.684	$ 0.437
Tools or appliances		
Average (of Spenders)	$ 49.41	$ 48.41
Percent Buying	13.6%	11.2%
Net Average	$ 6.72	$ 5.43
in billions	$ 0.683	$ 0.551
Other		
Average (of Spenders)	$ 29.59	$ 40.15
Percent Buying	20.2%	19.4%
Net Average	$ 5.97	$ 7.80
in billions	$ 0.607	$ 0.792
Combined Average	**$ 98.34**	**$ 88.80**
in billions	$ 9.997	$ 9.014

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

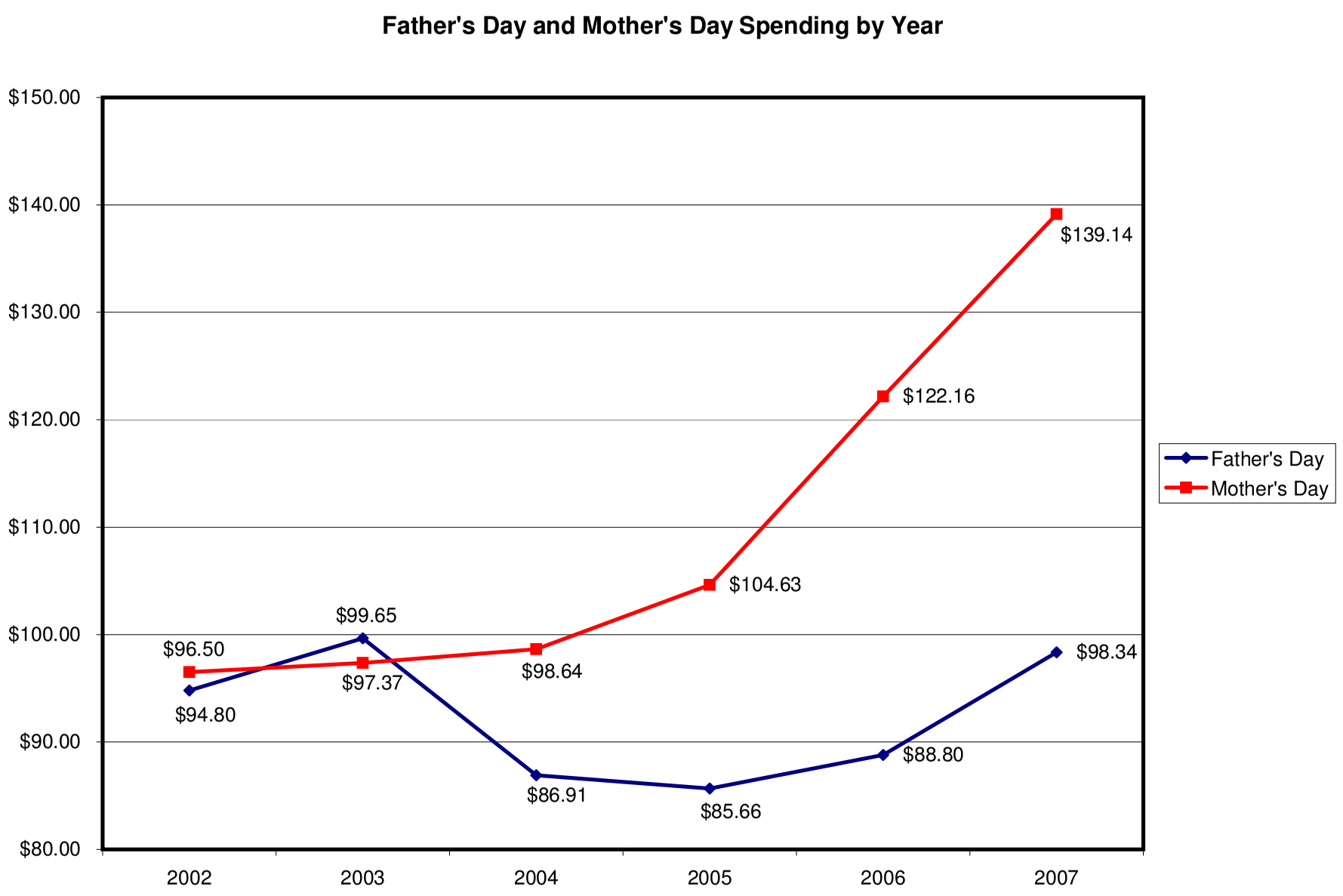
Discount Store	28.7%	29.7%
Department Store	34.2%	32.0%
Specialty Clothing Store	7.3%	6.0%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	29.6%	30.6%
Online	18.7%	15.0%
Catalog	3.5%	3.0%

*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	50.1%	56.9%
Husband	28.2%	34.2%
Son	7.7%	7.5%
Grandfather	3.8%	4.2%
Brother	4.6%	4.3%
Friend	4.2%	4.1%
Godfather	1.1%	1.0%
Other relative	9.7%	10.6%

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


Father's Day and Mother's Day Spending by Year
$150.00
$140.00
$130.00
$120.00
$110.00
$100.00
$90.00
$80.00
2002
2003
2004
2005
2006
2007
$96.50
$94.80
$99.65
$97.37
$98.64
$86.91
$104.63
$85.66
$122.16
$88.80
$139.14
$98.34
Father's Day
Mother's Day