

Source: BIGresearch, CIA May 2007

N = 8353, 5/2 - 5/9/07

| 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% |

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

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

Books or CDs

[illegible]

Clothing

[illegible]

Consumer electronics or computer related accessories

[illegible]

Gift Certificate(s)

[illegible]

Greeting card(s)

[illegible]

Home improvements or gardening tools

[illegible]

Special outing such as dinner or brunch

[illegible]

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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 |
| | <i>in billions</i> | \$ | 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 |
| | <i>in billions</i> | \$ | 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 |
| | <i>in billions</i> | \$ | 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 |
| | <i>in billions</i> | \$ | 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 | |
| | <i>in billions</i> | \$ | 0.576 | \$ | 0.520 |

Clothing

| | | | | | |
|-----------------------|--------------------|-------|-------|-------|-------|
| Average (of Spenders) | \$ | 36.70 | \$ | 38.57 | |
| Percent Buying | | 37.1% | | 32.0% | |
| Net Average | \$ | 13.62 | \$ | 12.36 | |
| | <i>in billions</i> | \$ | 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 | |
| | <i>in billions</i> | \$ | 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 | |
| | <i>in billions</i> | \$ | 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 | |
| | <i>in billions</i> | \$ | 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 | |
| | <i>in billions</i> | \$ | 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 | |
| | <i>in billions</i> | \$ | 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

