



Father's Day Shoppers Survey 2009

Presented by www.ebates.com

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Which of the following types of gifts do you PLAN to give this year?

Answer Options	Response Percent	Response Count
• A card or handwritten note	57.2%	6645
• Special home-cooked meal	18.4%	2142
• Dinner at a restaurant	19.7%	2292
• Book/music	11.0%	1276
• Golf/fishing/other sporting equipment	9.2%	1064
• Clothing	17.3%	2013
• Tie/clothing accessories	3.7%	432
• Power tool/Hardware	7.4%	860
• Computer/Software related	2.9%	340
• Travel Gift	2.8%	329
• Tickets to a sporting event/concert	3.3%	385
• Money	4.6%	529
• Celebrating the holiday but not giving any gifts	4.9%	575
• I have no idea	13.4%	1563
• Other (please specify)	15.0%	1748

From the following choices, how much do you expect to spend on Father's Day gifts

Answer Options	Response Percent	Response Count
• \$1000+	0.6%	67
• \$500-\$999	1.2%	144
• \$200-\$499	6.5%	759
• \$100-\$199	18.5%	2146
• \$50-\$99	29.7%	3451
• \$1 - \$49	37.9%	4409
• \$0	5.6%	650

Which of the following describes best how you feel about your gift(s)?

Answer Options	Response Percent	Response Count
• I put a lot of thought in it, and I'm really proud of the gift	34.8%	4044
• I'd like to give a better gift but don't know what to give	15.1%	1754
• I know what I'd like to give but can't afford it or don't have the time	11.3%	1311

How do you expect your Dad/Spouse will feel about the gift(s)?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> • He will be surprised and impressed 	53.8%	6250
<ul style="list-style-type: none"> • He doesn't react much either way to gifts 	45.0%	5233
<ul style="list-style-type: none"> • He'll be disappointed (even if he won't say so) 	1.2%	142
Which of the following do you agree with most?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> • In our family, Mother's Day is celebrated more than Father's Day 	24.7%	2870
<ul style="list-style-type: none"> • In our family, Father's Day is celebrated more than Mother's Day 	4.0%	460
<ul style="list-style-type: none"> • Both holidays are celebrated equally 	71.4%	8295
Which of the following do you agree with most?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> • Our family typically spends more on Mother's Day than Father's Day 	26.1%	3035
<ul style="list-style-type: none"> • Our family typically spends more on Father's Day than Mother's Day 	6.3%	734
<ul style="list-style-type: none"> • We tend to spend roughly the same amount on each holiday 	67.6%	7856
Which of the following do you agree with most?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> • Our family puts more time/thought into selecting gifts for Mother's Day than in selecting gifts for Father's Day 	19.5%	2262
<ul style="list-style-type: none"> • Our family puts more time/thought into selecting gifts for Father's Day than in selecting gifts for Father's Day 	7.5%	875
<ul style="list-style-type: none"> • At this point, our family goes through the motions in selecting a gift and doesn't spend much time on selecting the gift itself 	13.2%	1534
<ul style="list-style-type: none"> • Our family spends equal amount of time and effort in picking out unique, thoughtful gifts for both Mother's Day and Father's Day 	59.8%	6954
Which of the following types of gifts do you EXPECT to get this year?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> • A card or handwritten note 	70.5%	1384
<ul style="list-style-type: none"> • Special home-cooked meal 	25.8%	507
<ul style="list-style-type: none"> • Dinner at a restaurant 	30.2%	593
<ul style="list-style-type: none"> • Book/music 	10.4%	204
<ul style="list-style-type: none"> • Golf/fishing/other sporting equipment 	7.5%	147
<ul style="list-style-type: none"> • Clothing 	19.3%	378
<ul style="list-style-type: none"> • Tie/clothing accessories 	6.5%	128
<ul style="list-style-type: none"> • Electronics (tv, ipod, camera, etc) 	14.6%	287
<ul style="list-style-type: none"> • Computer/Software related 	5.6%	109
<ul style="list-style-type: none"> • Power tool/Hardware 	9.1%	178

• Travel Gift	1.8%	35
• Tickets to a sporting event/concert	3.3%	65
• Money	4.3%	85
• Nothing	15.1%	297

How much do you expect your spouse/significant-other/family will spend on Father's Day gifts for you?

Answer Options	Response Percent	Response Count
• \$1000+	0.8%	15
• \$500-\$999	1.5%	29
• \$200-\$499	6.4%	126
• \$100-\$199	15.5%	304
• \$50-\$99	25.6%	503
• \$1 - \$49	41.1%	807
• 0	9.1%	179

Which of the following choices typically describes how you feel specifically about the actual gift(s) you receive for Father's Day?

Answer Options	Response Percent	Response Count
• I'll be happy if I get anything	57.7%	1133
• I expect to be disappointed in the actual gift	2.3%	45
• I expect I'll be surprised by the thought and care that went into picking a gift	40.0%	785

If you were presented with the following list of choices of potential Father's Day gifts, which would you would most LIKE TO RECEIVE?

Answer Options	Response Percent	Response Count
• Outing with my kids	50.4%	990
• Outing without my kids	5.9%	115
• New electronic/tech gadget	25.7%	505
• Tickets to a ball game or concert	13.1%	257
• Travel plans for a 1-2 night getaway	18.8%	370
• Dinner out at the restaurant of my choice	29.5%	579
• Sports memorabilia of your favorite player/team	4.9%	96
• Kids doing my household chores for day/week	5.3%	105
• Gift certificate at my favorite store	18.7%	367
• Tie/clothing accessory	3.6%	70
• Anything homemade	17.2%	337
• Other (please specify)	6.9%	135

Which of the following do you agree with most?

Answer Options	Response Percent	Response Count
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<ul style="list-style-type: none"> In our family, Mother's Day is celebrated more than Father's Day 	42.2%	828
<ul style="list-style-type: none"> In our family, Father's Day is celebrated more than Mother's Day 	2.1%	42
<ul style="list-style-type: none"> Both holidays are celebrated equally 	55.7%	1093
Which of the following do you agree with most?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> Our family typically spends more on Mother's Day than Father's Day 	46.1%	905
<ul style="list-style-type: none"> Our family typically spends more on Father's Day than Mother's Day 	2.9%	57
<ul style="list-style-type: none"> We tend to spend roughly the same amount on each holiday 	51.0%	1001
Which of the following do you agree with most?		
Answer Options	Response Percent	Response Count
<ul style="list-style-type: none"> Our family puts more time/thought into selecting gifts for Mother's Day than in selecting gifts for Father's Day 	35.8%	702
<ul style="list-style-type: none"> Our family puts more time/thought into selecting gifts for Father's Day than in selecting gifts for Father's Day 	3.9%	77
<ul style="list-style-type: none"> At this point, our family goes through the motions in selecting a gift and doesn't spend much time on selecting the gift itself 	12.9%	253
<ul style="list-style-type: none"> Our family spends equal amount of time and effort in picking out unique, thoughtful gifts for both Mother's Day and Father's Day 	47.4%	931