

# **Quality Time with Family is the Father's Day Gift that Most Adults Plan to Give, and the one Dads are Most Hoping to Receive**

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## **Quality Time with Family is the Father's Day Gift that Most Adults Plan to Give, and the one Dads are Most Hoping to Receive**

### ***Ties and ' #1 Dad' or 'World's Best Dad' T-shirts are Least Hoped-For Presents by Dads***

**New York, NY** – Dads hope for quality time with family (dinner, grilling, outing) for Father's Day (40%), followed distantly by a gift card (13%) or a tech gadget/electronics (8%), according to a new Ipsos poll conducted on behalf of RetailMeNot.com. Only one in twenty are hoping for home improvement products (5%), or sporting goods, tickets, or lessons (5%). Slightly fewer (4%) are hoping for clothing, or time alone (3%). About one in five dads (22%) say that they aren't hoping for any gifts on Father's Day.

Of a list of gifts that they would least hope to get for Father's Day, over one-third (36%) of dads say a tie, followed by a t-shirt that says " #1 Dad" or "World's Best Dad" (33%). One in six (16%) would least hope to receive a coffee mug, with slightly fewer not hoping for a dress shirt (9%) or homemade crafts by the kids (6%).

Nearly half (46%) of all adults surveyed say they typically spend nothing on a Father's Day gift for their dad. Two in ten report to typically spend between \$1 and \$25, while the same proportion say they spend between \$26 and \$50. Only 15% report typically spending more than \$50 on a Father's Day gift for their dad.

In contrast, a poll conducted at the end of April for Mother's Day found that:

- Less than one-third (29%) of all adults surveyed say they typically spend nothing on a Mother's Day gift for their moms.
- Just over one in four (27%) report typically spending between \$1 and \$25 on Mother's Day, the same proportion who report spending between \$26 and \$50.
- Seventeen percent report typically spending over \$50 on a Mother's Day gift for their mom, a similar proportion to that for dads.

### ***Quality Time with Family Most-planned Gift***

Over one in five (22%) are most likely to give quality time with family (dinner, grilling, outing) as a Father's Day present; women are more likely to be planning this as a gift than are men (26% vs. 17%). Gift cards are a close second (19%), followed by clothing (9%) and tech gadgets/electronics (7%). Fewer than one in twenty (4%) plan on giving sporting goods, tickets, and lessons, or home improvement products (4%). However, over one-third (36%) are not planning to give anything as a Father's Day present.



***Most Dads do not Expect a Father's Day Present from their Wife or Significant Other***

Six in ten dads do not expect their wife or significant other to get them a gift for Father's Day, while three in ten (31%) do expect a gift. Dads who have children in the household are more likely to expect a gift than those who do not (45% vs. 21%).

Under one quarter (23%) say that their wife or significant other typically spends more on their Father's Days gift than they (the Dads) spend on a Mother's Day gift for them, however, one in three (35%) say that they spend less.

***Most Adults Believe that Mothers Get More Attention or Celebration than Dads do on Father's Day***

Over three-quarters (77%) of both men and women feel that, in general, mothers tend to get more attention or celebration on Mother's Day than dads do on Father's Day, with men being more likely to agree than women (82% vs. 72%).

However, while most adults (81%) feel that both Mother's and Father's Day should be equally celebrated, 15% believe Mother's day should be celebrated more than Father's Day, including 27% of dads.

- Men in general are more likely than women to agree that Mother's Day should be celebrated more than Father's Day (23% vs. 9%), while only 3% of all respondents think that Father's Day should be celebrated more than Mother's Day (5% of men v. 2% of women).

*These are some of the findings of an Ipsos poll conducted May 14-17, 2012. For the survey, national samples of 1,005 adults aged 18 and older from Ipsos' U.S. online panel were interviewed online, including 282 fathers of a child of any age. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,005 and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20 of what the results would have been had the entire adult population of adults aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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