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Time to Spend on Dad!

Survey: Father's Day spending expectations slide a bit

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[-By Mark Dolliver](#)

NEW YORK No, it's not as big a deal as Mother's Day. But Father's Day figures to be a \$9 billion-plus spending occasion this year, according to a new survey by Brand Keys.

Seventy-two percent of the poll's respondents (among a national sample of 16-55-year-olds) said they plan to mark Father's Day in some fashion, spending an average of \$110 to do so. That's 5 percent lower than last year's figure -- which itself was down 8 percent from 2007, as Father's Day 2008 came near the peak of last year's panic about steeply rising gasoline prices. (For comparison's sake, a Brand Keys poll prior to this year's Mother's Day found 90 percent of respondents intending to celebrate that holiday, shelling out an average of \$135.)

The survey looked at how consumers anticipate allotting their Father's Day gift spending. Thirty percent is expected to go for gift cards, exceeding the 24 percent going for clothing. Also expected to account for double-digit proportions of the holiday's gift expenditures are sporting goods (14 percent) and tools/automotive goods (13 percent). Smaller slices of the spending are forecast to go for electronics (7 percent), wine/alcohol (5 percent), DVDs/CDs (5 percent) and phones (2 percent). The polling indicates that discount stores will get the largest share of consumers' gift spending (39 percent).

Gifts aside, 94 percent of those who'll celebrate the occasion said they'll get a card for dad. Just under half (48 percent) said they'll take the old man out for brunch, lunch or dinner.


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