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Dads to Get Their Due



Tablets are expected to be a top gift for Father's Day, with spending expected to increase this year.

Image: File photo

Father's Day normally doesn't bring out the big spenders the way that Mother's Day does, but this year, several retail surveys show that dads will be getting some long-awaited love, driven in part by the growing array of electronic gadgets such as tablets, e-readers and smartphones.

Spending for the June 19 holiday is expected to increase by 7 percent, finds a new survey released Friday by **Brand Keys** (<http://www.brandkeys.com/>), a New York-based brand and customer loyalty research consultancy. The survey anticipates that Father's Day spending will account for \$11 billion dollar in retail sales this year, outpacing the growth in **Mother's Day** (<http://www.portfolio.com/business-news/2011/05/06/assessing-the-value-of-a-stay-home-mom-versus-a-working-mom>) sales seen last month.

About 71 percent of consumers will celebrate Father's Day, the same as last year, spending an average of \$123 to recognize dad, the Brand Keys survey found.

What to get dad still puzzles many, because gift cards are the top anticipated gift, chosen by 35 percent of those polled. The next highest category is electronics, chosen by 26 percent, followed by clothing, chosen by 23 percent, and tools/automotive gifts, selected by 19 percent. **Tablets were the gift of choice** (<http://www.portfolio.com/views/blogs/resources/2011/01/10/top-tablets-aimed-at-businesses-at-ces/>) for 20 percent of those

surveyed, while [electronic readers](#) (<http://www.portfolio.com/views/blogs/the-tech-observer/2011/01/03/barnes-noble-report-strong-e-book-sales/>) were chosen by 15 percent. Another 12 percent of dads will get a smartphone, while 7 percent will give the gift of music with an MP3 player.

That parallels the findings of the National Retail Federation, which is predicting \$11.1 billion in Father's Day spending and that Americans will plunk down an average of \$106.49 on the holiday, up from \$94.32 last year, and the most in the history of the [NRF surveys](#) (http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1129), which are conducted by BIG research.

That survey projected total spending by category as follows: gift cards (\$1.4 billion), clothing (\$1.4 billion), home improvement or gardening tools and appliances (\$1.4 billion), electronics (\$1.3 billion), sporting goods (\$653 million), books or CDs (\$598 million), and automotive accessories (\$593 million).

A survey released Monday by Ebates, which specializes in online cash-back shopping, found that online shoppers actually spend more on fathers than they do on mothers. On average, Americans spent \$144 on dad last year, compared to just \$82 dollars on mom for Mother's Day.

According to last year's sales through [Ebates.com](#) (<http://www.ebates.com/>), computers and technology beat out any other online gift idea for dads. Home improvement items and tools came in a close second.

[Flash-sales site Totsy](#) (<http://totsy.com/>), a shopping site devoted to moms and moms-to-be, also released a survey recently, showing that 91 percent of mom shoppers surveyed say dads will get a present from their children.

The survey shed some insight on why Father's Day spending may be higher at retail. While both parents help make certain that children who are too young to go shopping on their own give their spouse a special treat, fathers tend to emphasize spending time with mom on her day while moms give dads presents that are related to a favorite hobby or pastime, Totsy found.

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