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**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Brand Keys Predicts 6% Father's Day Spending Increase,  
Double Last Year's Increase  
Gift Cards, Clothing are 2016 Presents-of-Choice**

**NEW YORK NY June 6, 2016** – The 2016 average spend for Dad is moving up six percent according to the annual Brand Keys Father's Day survey.

"That's twice the increase we saw last year," said Robert Passikoff, founder and president, Brand Keys, Inc. ([www.brandkeys.com](http://www.brandkeys.com)) the New York-based brand loyalty and customer engagement research consultancy that conducts the annual national survey. "And equal to the increase we saw for Mother's Day 2016, which is good news. Steady economic conditions and consumer confidence are fueling holiday sales, and retail can use it."

"This year's survey found a slight increase in the number of consumers celebrating Father's Day (78%, +2%). Retailers are looking at an average spend of \$157.00 on Dad, with relatively equal spends between Women and Men (\$161.00 and \$153.00 respectively)," noted Passikoff. A day born in memory and gratitude by a daughter who thought her father should be honored with a special day has turned into an expected \$18.8 billion retail holiday, according to the Brand Keys survey.

**Methodology**

As part of the annual Brand Keys Customer Loyalty Engagement Index, the firm polled a national sample of 5,800 men and women, 18-65 years of age, asking if – and how – consumers plan to celebrate Father's Day.

**What Consumers Will Be Buying**

Celebrants indicated they were looking to buy gifts for Dad in these categories, (parentheses indicate percent-change from last year):

Gift cards	40%	(-2%)
Clothing	35%	(+5%)
Tools	20%	(- 5%)
Electronics	18%	(+2%)
Wine & Spirits	15%	(+5%)
Home Improvement	15%	(+1%)
Sporting Goods	14%	(+1%)
Automotive	10%	( -0- )
Spa Services	10%	(+2%)
Smartphones	9%	(- 3%)

Books/eBooks 5% (+3%)  
DVDs/CDs 2% (-0-)

The biggest increases in gift choice are in Clothing. “You can always count on the perennial tie,” said Passikoff – and Wine and Spirits, with “whiskeys, bourbons and scotches favored,” noted Passikoff. Each of those categories are up 5% from last year.

All other categories were relatively stable for 2016, with very slight decreases for: Tools (-5%) and Smartphones (-3%), “both of which were up last year,” said Passikoff, “But after all, how many phones – smart or otherwise – or hammers does Dad need?”

### **Where Consumers Are Shopping for Dad**

When it comes to “brick and mortar” stores, and perhaps reflecting a willingness to spend a bit more this year, Specialty Outlets are up again by 2%. “Department stores are down,” noted Passikoff, “reflecting a general retail trend, while catalog sales continue to shift to online.”

Department Stores	39%	(- 3%)
Discount Stores	36%	(+1%)
Online	34%	(+1%)
Specialty Outlets	22%	(+2%)
Catalog	1%	(- 1%)

### **Consumer Connection**

But whatever they buy and wherever they buy it, in addition to the 70% of people who intend to send Father’s Day cards, people intend to “connect” with Dad at levels and outreach similar to those of last year, pretty evenly distributed.

Phone	52%
Personal Visits	30%
Online	25%

In 1909, Sonora Dodd, raised alone by her father, listened to a Mother's Day sermon and conceived the idea for Father's Day. She held a Father's Day celebration a year later and by 1956 Father's Day had been recognized via a Joint Resolution of Congress. In 1972, President Richard Nixon established a national observance of Father's Day to be held on the third Sunday in June.

“There’s an old saying that a truly rich man is one whose children run into his arms when his hands are empty,” said Passikoff. “This year those children are bringing a few extra gifts to celebrate just that.”

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