

**1) Do you plan to do anything to celebrate Father's Day (sending a card or gift, having a meal together, talking on the phone, etc.)?**

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	All
1) Yes	55%
2) No	38%
3) Don't know	7%
Unweighted N	1670

Weight

Nat Rep

**2) Which, if any, of the following people do you intend to celebrate Father's Day with?**  
**Please select all that apply.**

	All
1) My father	53%
2) My grandfather	7%
3) My stepfather	3%
4) My father-in-law	11%
5) My uncle	2%
6) My partner	37%
7) My child/children	29%
8) My brother	10%
9) My friend	3%
10) Other	9%
11) Don't know	0%
12) N/A - I don't intend to celebrate Father's Day with anyone	2%
Unweighted N	977

Weight

Nat Rep

**3) Which of the following will  
you do to celebrate Father's  
Day? Please select all that apply.**

	All
1) Give a gift	52%
2) Give/send a card	39%
3) Phone call/video chat	27%
4) Have a special meal or celebration at home	40%
5) Go out for a special meal or celebration	19%
6) Other	5%
7) Don't know	4%
Unweighted N	977

Weight

Nat Rep

**4) Do you consider Father's Day to be a "real" special occasion or is it more an occasion people wouldn't celebrate if it weren't for pressure from commercial entities?**

	All
1) It's celebrated more because it's a "real" special occasion	55%
2) It's celebrated more because of pressure from commercial entities	35%
3) Don't know	10%
Unweighted N	1670

Weight Nat Rep

**5) Are you a father?**

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All

1) Yes, of a child/children under 18	13%
2) Yes, of a child/children 18 or older	19%
3) No, I am not	68%
Unweighted N	1670

**6) Which of the following would you like to receive as a Father's Day gift? Please select all that apply.**

	All
1) A card	28%
2) Certificate for a massage/spa	6%
3) Certificate for an experience (a round of golf, beer tasting at a brewery, etc.)	12%
4) Keepsake gift (engraved photo frame, personal item, etc.)	10%
5) Having a day to myself	11%
6) Something homemade	16%
7) Clothing (a shirt, sports jersey, tie, socks)	17%
8) Electronics	14%
9) Books	10%
10) For someone else to take care of the household tasks I normally do	8%
11) Food item	11%
12) Beer/liquor/wine	11%
13) Breakfast in bed	8%
14) A special experience with my family (going on a hike, going to the beach, etc.)	28%
15) Flowers	3%
16) Jewelry (watch, belt buckle, bracelet)	4%
17) Tools (hand repair tools, grilling tools, car tools)	16%
18) Hobby items (golf clubs, biking equipment, hunting equipment, etc.)	14%
19) Other	11%
20) Don't know	7%
21) N/A - I would not want to receive any of these for Father's Day	13%
Unweighted N	512

**7) Have you ever been  
disappointed by your family not  
doing enough for Father's Day?**

All

1) Yes	19%
2) No	78%
3) Don't know	2%
Unweighted N	512

Weight

Nat Rep