

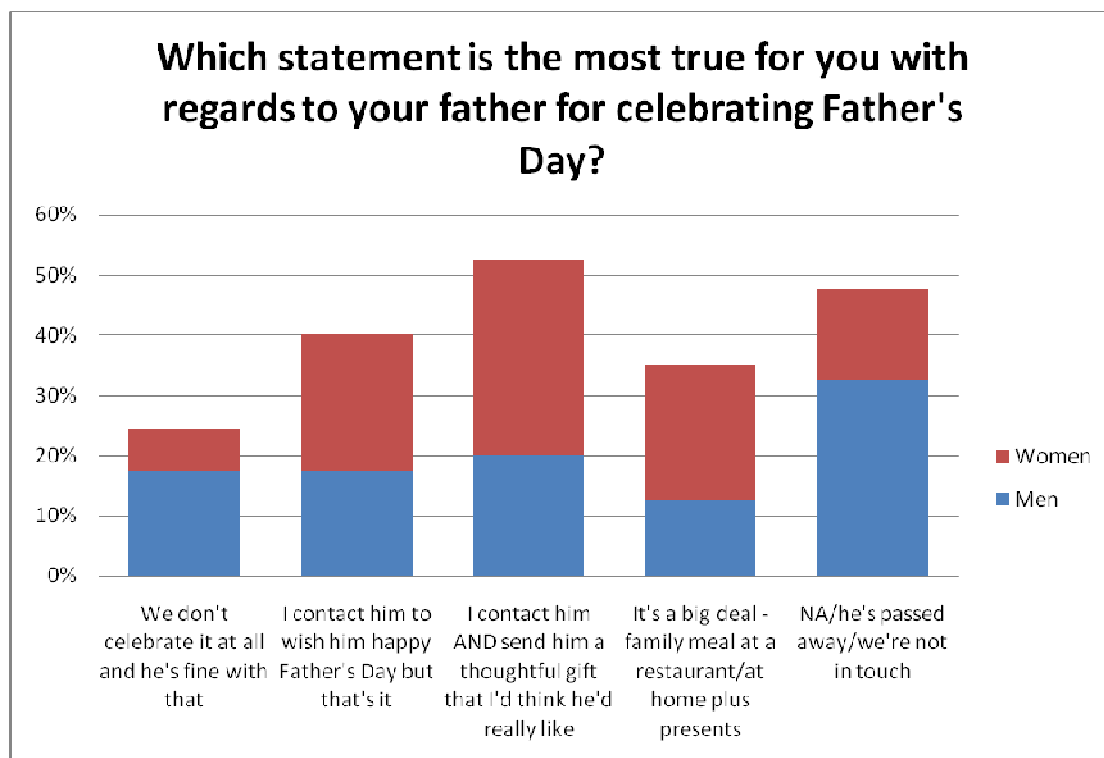


### Most Dads are ignored on Father's Day – but men are unlikely to care

Seven in ten Dads don't celebrate Father's Day, yet more women than men are upset by their children not making an effort for their father on this annual family occasion, according to a new survey from It's In The Stars. Of those men who do celebrate Father's Day, they are – perhaps surprisingly – most likely to want and receive personalised gifts from their wives and children.

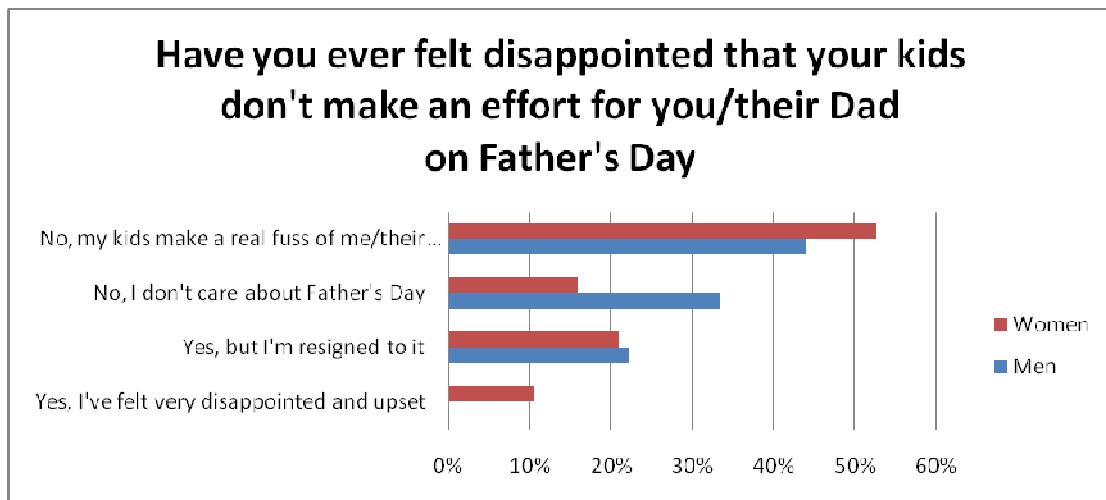
### More women than men are likely to make an effort celebrating Father's Day

- 56.4% of women but only 30.0% of men celebrated last Father's Day with their Dad by giving him a gift and/or sharing a family meal at a restaurant or at home.
- Men are three times as likely as women to overlook or ignore Father's Day, believing that their father 'is fine with that' (17.5% vs 5.1%)
- Men are twice as likely as women not to be in touch with their Dad (32.5% vs 15.4%).
- Women are more likely than men to at least acknowledge their Dad by contacting him to wish him Father's Day (23.1% vs 17.5%).



## More women than men upset that their kids make little effort on Father's Day

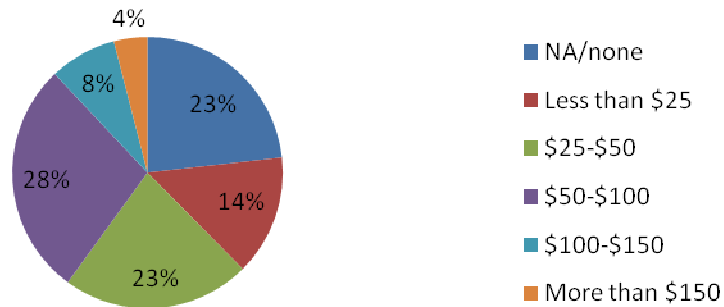
- More women than men (52.6% vs 44.4%) say that their kids made a fuss of their father/them on Father's Day
- Men are twice as likely as women to report that they don't care about Father's Day (33.3% vs 15.7%)
- More women than men are disappointed that their children don't make a fuss of their Dad on Father's Day (31.5% vs 22.2%).
- No men reported feeling very disappointed or upset that their kids hadn't made an effort for them on Father's Day compared to 10.1% of women.



## Most people spend very little on Father's Day gifts

- Nearly one-quarter (23%) spend nothing on their Dad for Father's Day while the same proportion spend \$25-\$50
- Most people (28%) spent \$50-\$100 on a gift and/or on going out with their Dad for Father's Day
- One-third (37%) spent nothing at all or less than \$25 on a Father's Day gift
- One in 25 (4%) spend more than \$150 on Father's Day gifts

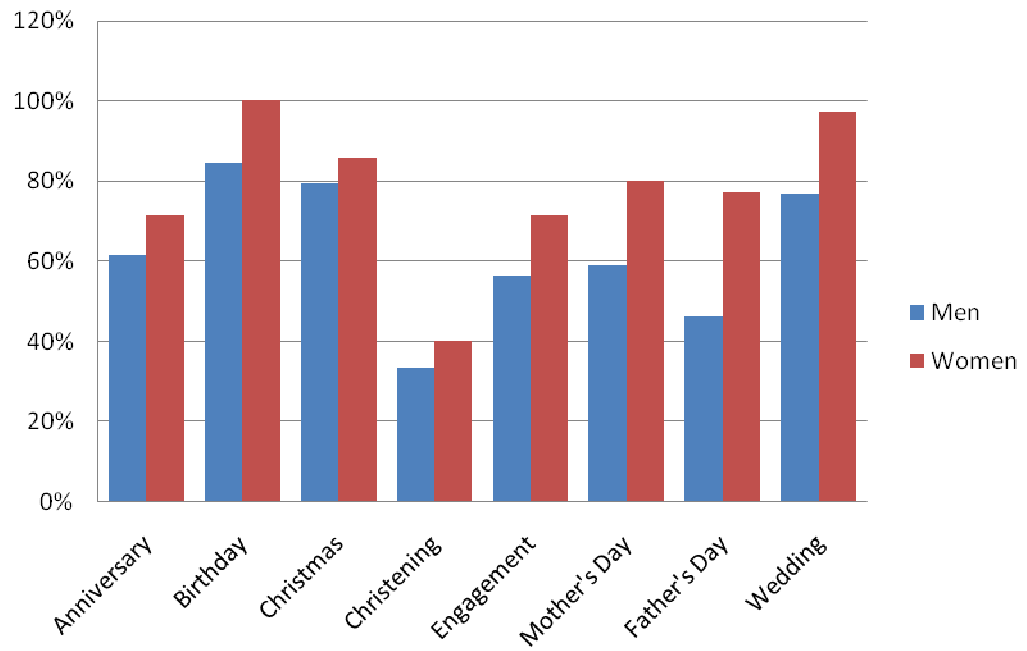
## How much do you spend on average on gifts/going out with your father on Father's Day?



### Women are more likely than men to see celebrating and recognising occasions with family as important

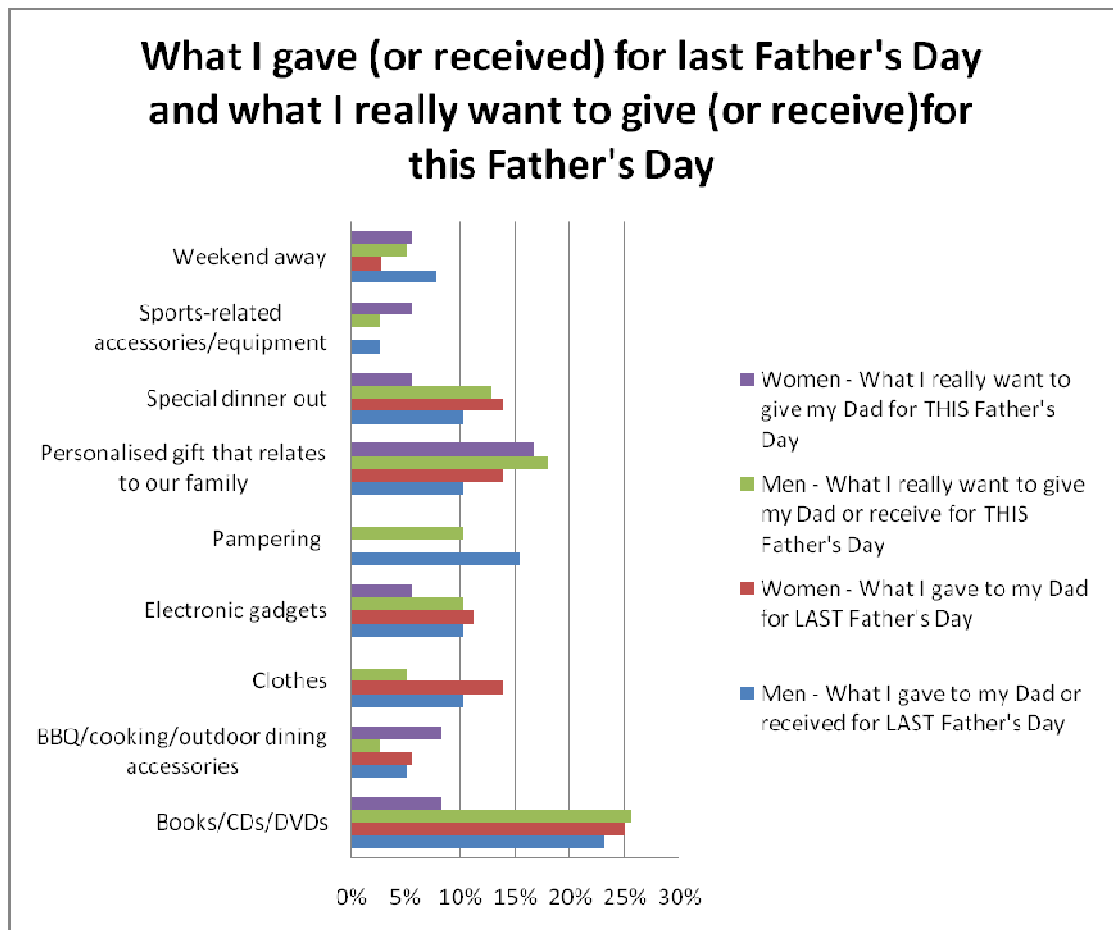
- Women are more likely than men to rank celebrating anniversaries, birthdays, Christmas, christenings, engagements, Father's Day, Mother's Day and weddings as important with their family
- Both men and women rank birthdays, weddings and Christmas as the top three occasions – although not in the same order
- Of the eight family occasions, men rank Father's Day in seventh place, with christenings coming in last. Women rank Father's Day in fifth place, after Mother's Day.
- Women are far more likely than men to view celebrating/recognising Fathers Day as important (77% vs 46%).

## How important do you rank celebrating/recognising the following occasions with your family?



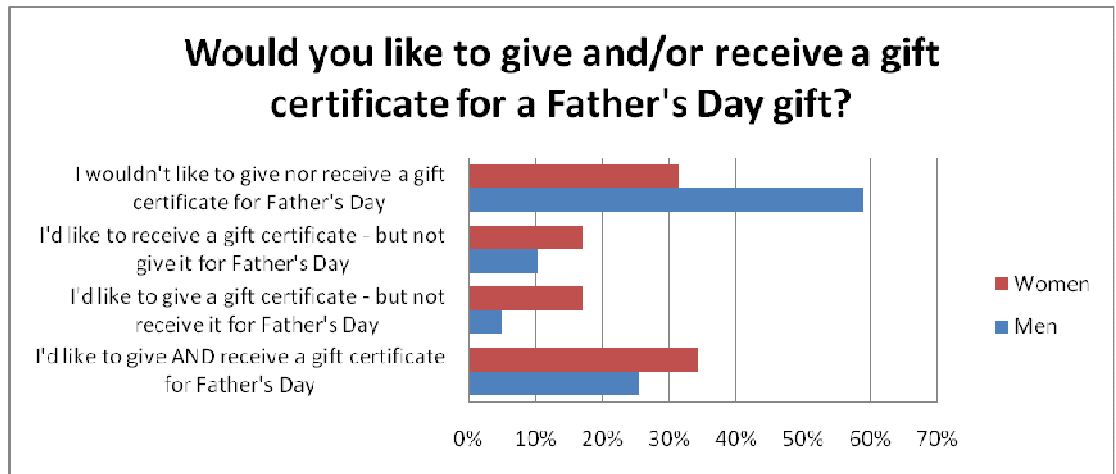
## Men most likely to want – and receive – personalised gifts for Father’s Day

- Of nine types of gifts men want to receive and women want to give for Father’s Day this year, the gift category that both men are most likely to want for this Father’s Day and that women are also most likely to give is personalised gifts (17.9% of men wanting them vs 16.6% of women giving them) which suggests that men are more sentimental about their families than we give them credit for
- One in four men (25.6%) want books, CDs or DVDs for this Father’s Day, but only 8.3% of women intend to give them.
- Similarly, 12.8% of men want a special dinner out, but only 5.1% of women plan to give them), electronic gadgets (10.4% vs 5.5%), pampering (10.4% of men want them, but no women plan to give them), clothes (5.1% vs 0%) and sports equipment (7.6% vs 5.5%).
- Very few men (2.5%) want BBQ equipment but 8.3% of women intend to give it, with similar results for sports equipment (2.5% vs 5.5%).
- 5.1% of men are wishing for a weekend away with 5.5% of women intending to give them just that.



## Father's Day gift certificates are a more popular option with women than men

- Twice as many men as women (59% vs 31%) would not like to give their father and/or receive a gift certificate for Father's Day
- Women were more likely than men to say they'd like to give a gift certificate to their father (but not receive it) for Father's Day



It's In The Stars at [www.itsinthestaronline.com](http://www.itsinthestaronline.com) creates beautifully presented hardcover personalised astrology gift reports for couples and parents for anniversaries, birthdays, christenings and other important gift occasions.