



## SHS 2008 Father's Day Survey: Summary of Topline Results

### Demographic profile

Majority between 25-54 (83%)

White (80%)

Employed full-time (71%)

Married (76%)

College educated (68%)

Variety of incomes

### Celebrating Father's Day

80% of dads plan to celebrate Father's Day this year. They plan to spend time with their children, friends and other family members. More plan to barbecue (34%) than go out to eat (26%). Only 9% plan to relax by themselves.

- 31% plan to receive gifts from their children
- 21% plan to give a gift to their dad
- 26% plan to spend time with their dad

### Fatherly attitudes

- 68% of fathers felt adequately prepared for fatherhood
- 86% feel they are good fathers
- 87% believe being a good father is an important part of who they are
- 49% (almost half) believe fatherhood is more difficult for them than it was for their dad
- 40% agree that fatherhood is more rewarding today than it was for their dad
- 63% claim they spend more time with their kids than their dad spent with them
- Almost three-quarters (73%) wish they could spend more time with their kids

### What are obstacles to being a better father?

1. Work responsibilities (52%)
2. Financial responsibilities (48%)
3. Lack of time (45%)
4. Pop culture/media (20%)
5. Household responsibilities (20%)



**SHS 2008 Father's Day Survey:  
Summary of Topline Results**

**Dads use a variety of resources for parenting advice**

1. Child's mother (50%)
2. Other dads (40%)
3. Their parents (39%)
4. Friends (33%)
5. Relatives (31%)
6. Books (19%)
7. Online (16%)
8. Magazines and TV (15%)

**What are dads talking about?**

1. Food & dining (54%)
2. Technology (52%)
3. Media & entertainment (52%)
4. Automotive (43%)
5. Travel (41%)
6. Financial services (29%)
7. Shopping, retail, clothing (28%)
8. Beverages (28%)

**Most talked-about brands**

1. Ford
2. Sony
3. Coca-Cola
4. Apple
5. Pepsi
6. Toyota
7. Chevy
8. Dell
9. Microsoft
10. Blackberry



## **What Would Ward Cleaver Think?**

### **Advertising and media**

- Only 33% believe advertising portrays fathers in a realistic way.
- Almost half (46%) believe advertising portrays fathers in a positive way.
- 54% believe the way fathers are portrayed in media and pop culture is out of touch with reality.
- Only one-quarter (25%) feel fathers are portrayed positively in media and pop culture.

When asked to share an ad that is relevant to them as fathers, 75% of survey respondents couldn't think of an ad.

Of those who say their relationship with their father has changed since they became fathers themselves, many mention building a stronger understanding and respect for what their fathers went through to raise them.

### **Dad's dream Father's Day**

The majority of dads want to keep it simple – spend the day with family at home. Breakfast in bed and BBQ in the backyard with family. Others mention taking a trip with family to Europe, Disneyland®, Caribbean cruise, Alaska, Grand Canyon and other destinations. Many mention wanting to go fishing or play a round of golf and then spend the day with family.