



TOPLINE & METHODOLOGY

Seven in ten Americans plan to celebrate Father's Day

Cooking at home the most popular way Americans plan to celebrate

Washington, DC, June 21, 2021 – A new Ipsos poll shows that seven in ten Americans plan to celebrate Father's Day this year, with older Americans less likely to be celebrating. The poll also finds that three in ten Americans saw their father, father-like figure, parents, or grandparents less often over the past year, during the COVID-19 pandemic.

Detailed Findings

1. Seven in ten Americans plan to celebrate Father's Day this year.
 - The most popular ways people plan to celebrate Father's Day include cooking at home (29%), calling a father or father-like figure (22%) or purchasing a gift or flowers (21%).
 - Baby Boomers are least likely to celebrate Father's Day, with 41% saying that they will not partake in any celebrations, compared to less than a quarter of Gen Xers (22%), Millennials (23%) and Gen Zers (18%) that say the same.
2. Twenty-nine percent say they have seen their father, father-like figure, parents, or grandparents less often during the COVID-19 pandemic over the past year.
 - A quarter (26%) say they have been able to see these figures about the same over the past year, while only 4 percent say they have seen them more often.
 - Urban (35%) dwellers are more likely than suburban (26%) and rural (24%) inhabitants to report seeing these figures less often over the past year.
 - Those with a household income of \$50,000 or more (33%) are also more likely to report seeing these figures less often when compared to those making less than \$50,000 (19%).

These are the findings of an Ipsos poll conducted between June 4 – 7, 2021. For this study, a sample of 1,010 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.3 percentage points for all respondents.





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Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: June 4 – June 7, 2021
Number of interviews: 1,010
Number of Gen Z interviews: 114
Number of Millennial interviews: 225
Number of Gen X interviews: 263
Number of Baby Boomer interviews: 408

Margin of error: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. As you may know, Father’s Day is coming up on June 20th. Do you plan to do any of the following to celebrate Father’s Day? Please select all that apply.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Cook at home	29%	34%	26%	33%	27%
Call your father or father-like-figure in your life	22%	20%	40%	31%	6%
Purchase a gift or flowers for a father in your life	21%	32%	35%	20%	9%
Drive to visit with family/friends	17%	15%	28%	15%	11%
Go out to eat at a restaurant	16%	25%	14%	17%	13%
Order takeout from a restaurant	8%	6%	8%	7%	8%
Celebrate virtually/have a video call	5%	6%	7%	4%	4%
Fly to visit with family/friends	1%	1%	2%	1%	1%
Celebrate at a later date	4%	4%	6%	4%	2%
Something else	11%	11%	9%	13%	11%
Not celebrating Father’s Day	29%	18%	23%	22%	41%
Skipped	1%	2%	1%	-	1%



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2. Over the past year, during the COVID-19 pandemic, would you say you were able to see/visit your father, father-like-figure, parents, or grandparents...?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
More often	4%	11%	6%	4%	2%
About the same	26%	42%	36%	30%	11%
Less often	29%	25%	37%	38%	18%
Does not apply to me	41%	21%	20%	29%	69%
Skipped	*	2%	1%	-	-



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About the Study

This poll was conducted June 4 – 7, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,010 general population adults age 18 or older. The sample includes 114 Gen Zers, 225 Millennials, 263 Gen Xers, and 408 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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