



Most Popular Ways of Celebrating Father's Day

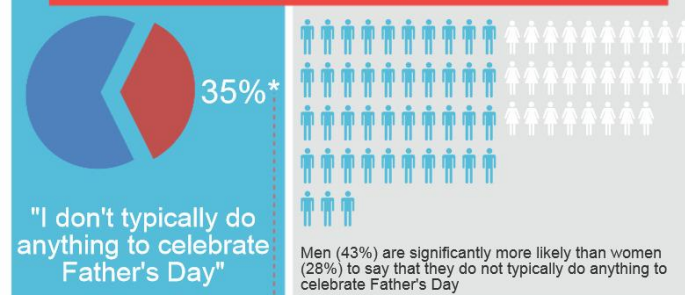
Ipsos asked 1,014 Respondents ...

In which of the following ways do you typically celebrate Father's Day?

Overall Results



More Than One Third of Respondents Do Not Typically Do Anything to Celebrate Father's Day

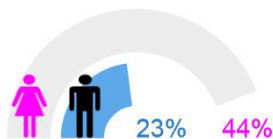


... Versus One Quarter of Respondents [26%] Who Say They Do Not Typically Do Anything to Celebrate Mother's Day

Women Are More Likely Than Men to Celebrate Dads in their Family

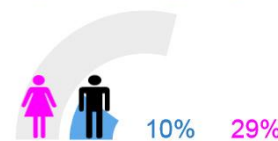
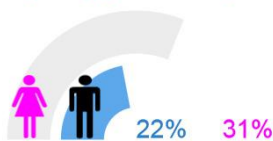
Sending/ giving a card

Taking the dad[s] in the family out for brunch/ lunch/ dinner



Calling to wish the dad[s] in the family a Happy Father's Day

Sending/giving the dad[s] in the family some other type of gift



This study was conducted online in the U.S. among a national sample of 1,014 adults aged 18 and over, from May 27-29, 2014 via Ipsos' online Omnibus