



Sunday, 15 August 2021

## Father's Day set to deliver an \$800 million spending boon

Australians are set to spend around \$800 million on Father's Day presents this year with alcohol and food topping the gifts for dad, according to research from the Australian Retailers Association (ARA) in conjunction with Roy Morgan.

People who plan on buying a gift will spend an average of \$93 with 79% spending the same amount as last year with 13% to spend slightly more. Most (62%) already know what gift they'll purchase while 38% are yet to decide.

Alcohol and food are the most popular gifts, mentioned by 28% of people who know what they'll be purchasing, ahead of vouchers and gift cards (16%), clothing, shoes and sleepwear (16%), books, music, DVDs and games (10%) and tools, hardware and gardening (10%).

Consumers in NSW are set to spend \$259 million on Father's Day gifts, with Victorians to spend \$223 million. Queenslanders are the most generous, spending an average amount of \$112 on their Father's Day gifts and \$190 million in total.

ARA CEO Paul Zahra said the projections for Father's Day are a good indication of peoples spending intentions in the lead up to Christmas.

*"Despite the ongoing impacts and uncertainty of future lockdowns, Australians are set to spoil their dads this Father's Day and it's great to see that elevated level of consumer spending which bodes well for retailers in the lead up to Christmas,"* Mr Zahra said.

*"Father's Day is a key event on the retail calendar and while many families are likely to be separated this year, gifts are still front of mind for consumers with 92% expected to spend about the same or slightly more on presents compared to last year.*

*"Retailers look at Father's Day as a good barometer for consumer spending in the lead up to Christmas, which is when some discretionary retailers make up to two-thirds of their profit for the year.*

*"With only three weeks to go until Dad's special day, it's an important reminder for people looking at gifts online to shop now to allow sufficient time for delivery. The pandemic and associated restrictions continue to put pressure on logistics and supply chains, so make sure you allow plenty of time for your gifts to be delivered to avoid disappointment."*

### Media Enquiries:

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\*\*The ARA-Roy Morgan snap SMS survey was conducted with an Australian-wide cross-section of 2,914 Australians aged 18+ on Friday July 23 - Tuesday July 27, 2021 including 1,015 who plan on buying gifts for Father's Day. Full survey results are attached\*\*

**Question 1**

**“Do you plan on buying gift/s for Father’s Day which is set to be held on the first Sunday in September?” By Gender & Age.**

	Australians <u>18+</u>	Gender		Age			
		<u>Men</u>	<u>Women</u>	<u>Under 35</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>
	%	%	%	%	%	%	%
Yes	40	34	47	59	50	27	12
No	60	66	53	41	50	73	88
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**“Do you plan on buying gift/s for Father’s Day which is set to be held on the first Sunday in September?” By State & Area.**

	Australians <u>18+</u>	City/Country		States					
		<u>Capital Cities</u>	<u>Country Areas</u>	<u>NSW</u>	<u>VIC</u>	<u>QLD</u>	<u>WA</u>	<u>SA</u>	<u>TAS#</u>
	%	%	%	%	%	%	%	%	%
Yes	40	42	38	42	42	40	37	43	29
No	60	58	62	58	58	60	63	57	71
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 100 respondents should be treated with caution.*

**Question 2 (Without 'Don't Know')**

**“What gift/s are you planning on buying for Father’s Day?” Of those who mentioned a gift. Respondents were allowed to mention multiple gifts they are planning on giving.**

**By Gender & Age.**

**For those who already know what gift they plan to buy... (Top 3 Highlighted)**

	Australians	Gender		Age			
	<u>18+</u>	<u>Men</u>	<u>Women</u>	<u>Under 35</u>	<u>35-49</u>	<u>50-64</u>	<u>65+#</u>
	%	%	%	%	%	%	%
Alcohol/Food/ Dinner out	28	26	30	29	32	21	27
Voucher/Gift card	16	20	13	17	15	20	3
Clothing/Shoes/Sleepwear	16	8	23	8	15	22	24
Books/Music/DVDs/Games	10	12	8	9	9	15	11
Tools/Hardware/Gardening	10	8	11	9	10	8	18
Toiletries/Grooming items	6	8	5	9	5	2	*
Homewares	5	2	6	6	4	5	2
Fishing/Camping/Sporting gear	4	2	6	4	5	3	2
Hobbies/Collectables/Toys	4	3	4	5	3	2	3
An experience (a trip away, a course)	4	1	6	2	2	2	5
Tech items	3	4	3	4	2	3	7
Lottery tickets/Scratchies	3	4	2	1	5	5	*
Car or bike parts/accessories/gear	2	1	3	1	3	2	4
A card	1	1	1	1	2	1	*
Other	6	5	3	5	8	5	7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 100 respondents should be treated with caution.*

**Question 2 (Without 'Don't Know') (continued)**

**“What gift/s are you planning on buying for Father’s Day?” Of those who mentioned a gift. Respondents were allowed to mention multiple gifts they are planning on giving.**

**By State & Area.**

**For those who already know what gift they plan to buy... (Top 3 Highlighted)**

	City/Country		States						
	Australians 18+	Capital Cities	Country Areas	NSW	VIC	QLD	WA#	SA#	TAS#
	%	%	%	%	%	%	%	%	%
Alcohol/Food/ Dinner out	28	29	27	31	29	16	27	54	37
Voucher/Gift card	16	16	17	18	15	14	30	7	10
Clothing/Shoes/Sleepwear	16	16	16	17	17	14	18	13	8
Books/Music/DVDs/Games	10	12	7	14	10	3	3	15	32
Tools/Hardware/Gardening	10	10	10	8	10	10	12	10	20
Toiletries/Grooming items	6	3	12	1	6	19	3	3	*
Homewares	5	5	3	2	7	5	9	2	*
Fishing/Camping/Sporting gear	4	4	4	7	2	5	*	1	*
Hobbies/Collectables/Toys	4	4	3	2	3	3	9	6	*
An experience (a trip away, a course)	4	2	6	1	4	8	3	1	*
Tech items	3	4	2	6	4	1	*	1	*
Lottery tickets/Scratchies	3	3	3	3	1	2	3	1	6
Car or bike parts/accessories/gear	2	2	2	1	3	3	*	1	14
A card	1	1	1	*	3	2	*	1	*
Other	6	8	2	7	9	6	*	3	*
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 100 respondents should be treated with caution.*

**Question 3**

**“Do you plan on spending more or less on Father’s Day gift/s than last year?” By Gender & Age.**

	Australians 18+	Gender		Age			
		Men	Women	Under 35	35-49	50-64	65+#
	%	%	%	%	%	%	%
More	13	12	14	16	10	11	15
Same	79	82	76	76	80	84	76
Less	8	6	10	8	10	5	9
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 100 respondents should be treated with caution.*

**Question 3 (continued)**

**“Do you plan on spending more or less on Father’s Day gift/s than last year?” By State & Area.**

	Australians <b>18+</b>	City/Country		States					
		<b>Capital Cities</b>	<b>Country Areas</b>	<b>NSW</b>	<b>VIC</b>	<b>QLD</b>	<b>WA</b>	<b>SA</b>	<b>TAS#</b>
	%	%	%	%	%	%	%	%	%
More	13	14	11	16	12	16	9	7	11
Same	79	77	83	74	78	76	88	88	89
Less	8	9	6	10	10	8	3	5	-
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*#Sample sizes with fewer than 100 respondents should be treated with caution.*

**Question 4**

**“How much do you plan on spending on Father’s Day gift/s?” By Gender & Age.**

	Australians <b>18+</b>	Gender		Age			
		<b>Men</b>	<b>Women</b>	<b>Under 35</b>	<b>35-49</b>	<b>50-64</b>	<b>65+#</b>
	%	%	%	%	%	%	%
Less than \$50	20	17	21	24	15	19	16
\$50 - \$99	36	34	38	37	37	34	29
\$100 - \$199	23	24	22	19	27	28	15
\$200 - \$299	8	9	7	10	6	4	7
\$300 – \$499	1	2	1	1	1	3	5
\$500 or more	1	2	1	1	2	1	5
<b>\$200 or more</b>	<b>10</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>8</b>	<b>17</b>
Don't know	11	12	10	8	12	11	23
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Mean spending</b>	<b>\$93</b>	<b>\$107</b>	<b>\$83</b>	<b>\$89</b>	<b>\$95</b>	<b>\$89</b>	<b>\$141</b>
<b>TOTAL SPENDING</b>	<b>\$795M</b>	<b>\$374M</b>	<b>\$418M</b>	<b>\$377M</b>	<b>\$242M</b>	<b>\$109M</b>	<b>\$73M</b>

*#Sample sizes with fewer than 100 respondents should be treated with caution.*

#### Question 4 (continued)

“How much do you plan on spending on Father’s Day gift/s?” By State & Area.

	City/Country			States					
	Australians 18+	Capital Cities	Country Areas	NSW	VIC	QLD	WA#	SA#	TAS#
	%	%	%	%	%	%	%	%	%
Less than \$50	20	19	20	19	17	15	27	34	20
\$50 - \$99	36	38	34	36	37	36	31	42	43
\$100 - \$199	23	22	25	24	20	20	28	14	30
\$200 - \$299	8	7	10	7	11	10	4	3	2
\$300 - \$499	1	1	2	1	2	2	-	1	-
\$500 or more	1	1	1	2	1	2	-	-	-
<b>\$200 or more</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>14</b>	<b>4</b>	<b>4</b>	<b>2</b>
Don't know	11	12	8	11	12	15	10	6	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Mean spending</b>	<b>\$93</b>	<b>\$91</b>	<b>\$100</b>	<b>\$95</b>	<b>\$96</b>	<b>\$112</b>	<b>\$70</b>	<b>\$63</b>	<b>\$71</b>
<b>TOTAL SPENDING</b>	<b>\$795M</b>	<b>\$517M</b>	<b>\$280M</b>	<b>\$259M</b>	<b>\$223M</b>	<b>\$190M</b>	<b>\$56M</b>	<b>\$39M</b>	<b>\$9M</b>

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This ARA-Roy Morgan Snap SMS survey was conducted with an Australian-wide cross-section of 2,914 Australians aged 18+ from July 23-27, 2021 including 1,015 who plan on buying gifts for Father’s Day.

#### About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience collecting objective, independent information on consumers.