**Father’s Day 2022**

**Retail Rules Father’s Day Shopping**

Various economic factors dictate Father’s Day shoppers’ willingness to spend. Inflation is definitely a negative factor, but March 2022 retail sales increased 8.4% YOY and 18% from March 2020, according to the monthly Mastercard Spending Pulse report.

Another positive is the March 2022 unemployment rate was 3.6%. Adults 45 and younger had the largest increase in wage expectations of 5.3% for more than three decades. Plus, consumers still have much of the trillions of dollars they didn’t spend during 2020.

The US Census Bureau reports total January/February 2022 retail sales and food services, excluding motor vehicles and parts and gasoline stations, increased 13.7% YOY.

**Retail Spending and YOY Change in Selected Categories**

**Related to Father’s Day Spending, January and February 2022**

|  |  |  |
| --- | --- | --- |
| Category | Jan/Feb 2022 | YOY Change |
| Electronics stores | $10.04 B | -1.0% |
| Building materials and supplies dealers | $59.77 B | +13.2% |
| Sporting goods stores | $8.42 B | +5.6% |
| Hobby, toy and game stores | $3.37 B | +8.7% |
| Department stores | $18.87 B | +16.4% |

US Census Bureau, April 2022

**Fatherhood Insights**

According to 2021 US Census Bureau data, there were 67.54 million married men 15 years of age and older. Another 61.76 million were unmarried and 47.35 million had never been married. Keep in mind these numbers includes teenagers and Gen Z adults.

Of the 36.83 million families with children younger than 18, 25.81 million were two-parent families and 23.86 million were married. One-parent families totaled 11.12 million, with 2.25 million headed by a father only.

Data from five representative 2021 consumer/market surveys from The Media Audit shows men 18+ with children at home of any age under-indexed slightly at an average of 96 while those with children at home 6–12 and 13–17 over-indexed slightly at 102, on average.

**Indices of Men 18+ With Children at Home of Any**

**Age, by Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Generation | Miami-Ft. Lauderdale | Cincinnati | Minneapolis-St. Paul | Colorado Springs, CO | Portland, OR |
| Gen Z | * 74 | * 21 | * 69 | * 72 | 95 |
| Millennials | * 127 | * 136 | * 131 | * 134 | * 105 |
| Gen X | * 120 | * 123 | * 151 | * 120 | * 142 |
| Baby Boomers | * 64 | * 91 | * 38 | * 46 | * 52 |

Based on The Media Audit’s 2021 surveys

**Current Shopping Insights**

Although the future effect of COVID-19 variants is unclear, a February 2022 Morning Consult survey found 31% of adults said they were “very comfortable” and 33% “somewhat comfortable” visiting a shopping mall.

Morning Consult also conducted a January 2022 survey and 66% of surveyed consumers said they preferred to buy apparel, shoes and accessories in-store as well as home furnishings and appliances while 52% preferred to buy personal electronics in-store.

According to the Apparel Shopper Journey Report from Sense360 by Medallia and based on an analysis of more than 5 million opt-in consumers, 20% said they shopped in-store and 19% shopped online for another adult in their households.

**Drivers of In-Store and Online Apparel-Shopping Occasions, 2021–2022**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Driver | In-Store | Online | Driver | In-Store | Online |
| For weather/season | * 22% | * 24% | * To replace damaged/ill-fitting clothes | * 14% | * 25% |
| For a social event | * 13% | * 9% | * For exercising/outdoor activities | * 10% | * 11% |
| For a vacation/trip | * 5% | * 7% | * For the workplace | * 9% | * 13% |
| For at-home activities/relaxing | * 17% | * 19% | * To shop for another person | * 20% | * 16% |
| To update wardrobe | * 16% | * 8% |  |  |  |

Sense360 by Medallia, March 2022

**The Active Dad**

Data from The Media Audit’s same five 2021 consumer/market surveys cited on page 1 reveals the activities of men 18+ with children at home of any age. Important insights for advertisers to feature and promote the right merchandise for Father’s Day 2022.

These dads over-indexed the most for snow skiing/boarding during the past 12 months at an average of 161, followed by hunting/fishing at an average of 120 and golf (3+ times) at an average of 109.

**Indices of Men 18+ With Children at Home of Any Age and Activities in Which**

**They Participated During the Past 4 Weeks, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Activity | Miami-Ft. Lauderdale | Cincinnati | Minneapolis-St. Paul | Colorado Springs, CO | Portland, OR |
| Biking/Cycling | * 118 | * 109 | * 136 | * 145 | 112 |
| Boating/Sailing | * 136 | * 129 | * 160 | * 27 | * 196 |
| Camping | * 168 | * 112 | * 152 | * 115 | * 139 |
| Cooking | * 100 | * 99 | * 96 | * 89 | * 84 |
| Hiking | * 170 | * 112 | * 142 | * 118 | * 108 |
| Jogging/Running/Walking | * 112 | * 123 | * 120 | * 101 | * 119 |
| Swimming | 146 | * 131 | * 162 | * 177 | * 170 |
| Water skiing/tubing | * 120 | * 42 | * 136 | * 82 | * 99 |

Based on The Media Audit’s 2021 surveys

**Dads Crave Entertainment**

Entertainment is another major gift category for Father’s Day. The movie theater industry is rebounding and The Media Audit’s five surveys show men 18+ with children at any age over-indexed, on average, for attending a theater during the past 4 weeks at 133.

These same men over-indexed, on average, at 105 for attending a country music concert, compared to an average index of 97 for a rock/pop music concert. Interestingly, they also over-indexed, on average, for attending a museum at 111 and an art gallery at 102.

**Indices of Men 18+ With Children at Home of Any Age and Attendance at**

**Major Professional and College Sports Games, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sports Games | Miami-Ft. Lauderdale | Cincinnati | Minneapolis-St. Paul | Colorado Springs, CO | Portland, OR |
| Major League Baseball | * 134 | * 78 | * 124 | * 96 | 176 |
| Major League Soccer | * 175 | * 90 | * 107 | * 219 | * 74 |
| National Basketball Association | * 136 | * 69 | * 149 | * 157 | * 106 |
| National Football League | * 94 | * 130 | * 112 | * 66 | * 162 |
| National Hockey League | * 154 | * 154 | * 137 | * 107 | * \* |
| College basketball | 114 | * 46 | * 156 | * 158 | * 143 |
| College football | * 203 | * 150 | * 221 | * 135 | * 86 |

Based on The Media Audit’s 2021 surveys \*insufficient data

**Taking Dad to Dinner**

A Father’s Day dinner is a tradition. Morning Consult reports 75% of the consumers it surveyed during mid-April 2022 said they were comfortable eating at a restaurant; however, they were more comfortable with dining outside (81%) than inside (73%).

Interestingly, Gen Zers at 72% were the least comfortable dining at a restaurant during mid-April while Millennials were the most comfortable at 76% and then Gen Xers at 75% and Baby Boomers at 74%.

**Indices of Men 18+ Who Were Frequent Restaurant**

**Diners\*, by Generation, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Generation | Miami-Ft. Lauderdale | Cincinnati | Minneapolis-St. Paul | Colorado Springs, CO | Portland, OR |
| Gen Z | * 232 | * 168 | * 130 | * † | 112 |
| Millennials | * 132 | * 87 | * 145 | * 142 | * 137 |
| Gen X | * 79 | * 96 | * 62 | * 174 | * 110 |
| Baby Boomers | * 15 | * 67 | * 72 | * 23 | * 64 |
| Younger Baby Boomers | * 7 | * 67 | * 57 | * 46 | * 60 |
| Older Baby Boomers | * 21 | * 68 | * 81 | * † | * 68 |

Based on The Media Audit’s 2021 surveys \*four times during the past two weeks †insufficient data

**More Valuable Insights**

Since The Media Audit data shows Millennial and Gen X men are the two generations with the largest average indices of having children at home of any age, knowing what they plan to buy, or their purchase intent, offers more insights about what products advertisers should be promoting for Father’s Day.

Millennial men over-indexed in almost all of the 12 purchase-intent categories. Their disposable income is substantial and many have homes and families, which are also drivers for these planned purchases.

**Indices of Millennial Men’s Planned Purchases, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Plan to Purchase | Miami-Ft. Lauderdale | Cincinnati | Minneapolis-St. Paul | Colorado Springs, CO | Portland, OR |
| New car/van/truck/SUV/crossover | * 165 | * 111 | * 81 | * 132 | 125 |
| Used car/van/truck/SUV/crossover | * 67 | * 151 | * 157 | * 147 | * 152 |
| Any home improvements\* | * 112 | * 114 | * 109 | * 113 | * 88 |
| Personal computer/equipment\* | * 136 | * 139 | * 132 | * 119 | * 104 |
| Major household appliance\* | * 114 | * 60 | * 73 | * 112 | * 96 |
| New TV\* | * 114 | * 114 | * 147 | * 195 | * 143 |
| Tablet\* | * 135 | * 165 | * 150 | * 157 | * 128 |
| Personal home electronics\* | * 98 | * 124 | * 126 | * 125 | * 138 |
| A home (during next 2 years) | * 147 | * 134 | * 152 | * 140 | * 153 |
| New furniture\* | * 136 | * 127 | * 95 | * 118 | * 137 |
| Bed/Mattress\* | 129 | * 121 | * 124 | * 143 | * 134 |
| 1 or more smart speakers\* | * 139 | * 145 | * 140 | * 159 | * 118 |

Based on The Media Audit’s 2021 surveys \*during next 12 months

Although Gen X men under-indexed in more of these categories than Millennial men, even an index slightly less than the market average of 100 means there are still many men intending to make these purchases.

**Indices of Gen X Men’s Planned Purchases, in Selected Markets, 2021**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Plan to Purchase | Miami-Ft. Lauderdale | Cincinnati | Minneapolis-St. Paul | Colorado Springs, CO | Portland, OR |
| New car/van/truck/SUV/crossover | * 109 | * 96 | * 107 | * 76 | 128 |
| Used car/van/truck/SUV/crossover | * 45 | * 86 | * 50 | * 86 | * 113 |
| Any home improvements\* | * 107 | * 83 | * 103 | * 96 | * 120 |
| Personal computer/equipment\* | * 89 | * 84 | * 88 | * 96 | * 115 |
| Major household appliance\* | * 114 | * 122 | * 87 | * 71 | * 113 |
| New TV\* | * 115 | * 69 | * 114 | * 71 | * 124 |
| Tablet\* | * 125 | * 74 | * 109 | * 93 | * 126 |
| Personal home electronics\* | * 122 | * 124 | * 147 | * 61 | * 96 |
| A home (during next 2 years) | * 91 | * 98 | * 78 | * 71 | * 96 |
| New furniture\* | * 105 | * 109 | * 120 | * 73 | * 115 |
| Bed/Mattress\* | 112 | * 130 | * 80 | * 52 | * 90 |
| 1 or more smart speakers\* | * 101 | * 71 | * 94 | * 92 | * 124 |

Based on The Media Audit’s 2021 surveys \*during next 12 months

*Sources:* US Bureau of Labor Statistics Website, 4/22; US Census Bureau Website, 4/22; Chain Store Age Website, 4/22; Inside Radio Website, 4/22; The Media Audit Website, 4/22; Sense360 by Medallia Website, 4/22; Morning Consult Website, 4/22.

*Updated*: April 2022

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**Local Market and Station Information**