



Father's Day Spending in 2012 Expected to be Highest Ever

Retail Association of Nevada (RAN) estimates consumers will spend an estimated \$242.4 million in Nevada

On Sunday, June 17, families will once again celebrate fathers, and this year, it is expected more will be spent than ever before on gifts and outings for dad's special day. According to the National Retail Federation (NRF), consumers will spend an average of \$117.14 on Father's Day this year, up 10 percent when compared to last year's average of \$106.49. Consumers are expected to spend the most on special outings such as eating out and sporting events, followed by consumer electronics, clothing and gift cards. When special outings are excluded, it is estimated consumers will spend an average of \$95.40 on retail items this year.

Assuming Nevada residents ages 18 and over follow national trends, approximately \$242.4 million will be spent on gifts and outings for Father's Day this year, up 12 percent over the estimated \$216.3 million spent last year. When outings are excluded, Nevadans will spend approximately \$197.4 million on retail items this year.

Average spending for Father's Day is still below Mother's Day, the holiday's major "competitor." According to the NRF, consumers in the United States were expected to spend an average of \$152.52 on gifts and outings for mom this year, which is 30.2-percent more than the amount they planned to spend for dad. Adjusted to include only retail items, Mother's Day spending was expected to average \$113.77 per person, or 19.3 percent above retail spending for Father's Day. However, this year, total average spending per person for Father's Day (+10.0 percent) is expected to show a greater year-over-year increase than that for Mother's Day (+8.4 percent).



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Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues RAN is there to inform you

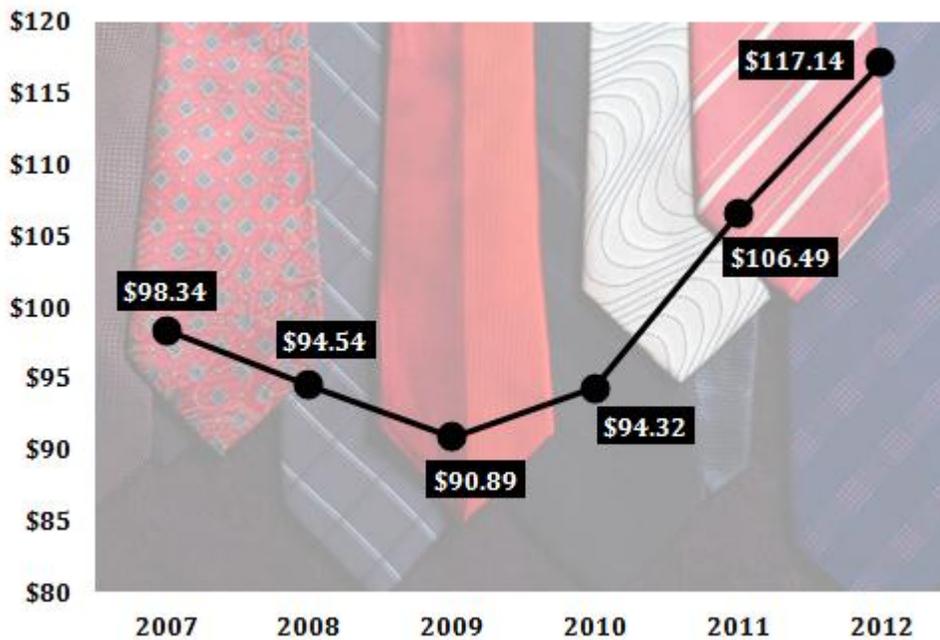
When asked where they would be shopping for Father's Day gifts this year, 41.6 percent of consumers said they will be visiting a department store (compared to 35.2 percent last year). Discount stores were the second highest choice (34.0 percent), followed by specialty stores (28.6 percent) and online (28.4 percent). Also notable, 26.7 percent of smart phone owners (about half of those polled owned a smart phone) will use their phones to research gift ideas, while 13.7 percent will use the device to make a purchase.

on the events that can have a real impact to your business.

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Average Consumer Spending on Father's Day Gifts and Outings

Average Spending per Consumer, NRF Survey Results, 2007 - 2012



Source: National Retail Federation

About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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