



Over \$184 Million in Father's Day Sales Expected in Nevada This Year

Gift cards and quality time are at the top of Dad's wish list

Consumers will be hitting the stores looking for the perfect gift for Dad this week, and while they may not get as much attention as moms, over three-quarters of shoppers still plan to celebrate that special man in their lives this Father's Day. According to a recent survey conducted by the National Retail Federation (NRF), consumers will spend an average of \$113.80 on their dads this year, with total spending expected to reach \$12.5 billion. Assuming similar trends apply in Nevada, statewide Father's Day sales could reach up to \$184.4 million this year, down slightly from last year.

The majority of those celebrating Father's Day (64.1 percent) will be buying Dad a greeting card to show their appreciation. Special outings are the second most popular gift items (42.6 percent), followed by clothing (41.6 percent), gift cards and gift certificates (38.0 percent), books and CDs (22.4 percent) and consumer electronics and computer-related accessories (19.8 percent). The least popular gift items are automotive accessories, with only 13.3 percent planning to purchase something in that category. Also low on the list are home improvement



Mission Statement:

and gardening supplies (13.8 percent), tools and appliances (14.0 percent) and sporting goods and leisure items (14.7 percent). Gifts that are typically thought of as being “dad-oriented” are being pushed aside in favor of what the NRF calls “experience gifts.”

According to RetailMeNot’s Shoppers Trend Report for Father’s Day, most dads are hoping to receive gift cards and quality time with family, both of which were mentioned by 17 percent of those surveyed. Items at the bottom of Dad’s list are sports lessons (1 percent), home improvement supplies (3 percent) and video games and gaming systems (3 percent). Bryan Wachter of the Retail Association of Nevada commented, “With a large share of consumers planning to give Dad a gift card or organize a fun night out with the family, it looks like consumers’ shopping lists are in line with what dads are asking for this year.”

Father’s Day is one of the smallest gift-giving holidays, and dads continue to receive less attention than moms did on Mother’s Day. According to the NRF survey, 76.1 percent of consumers plan to celebrate Dad this year, which is less than the 84.5 percent who celebrated Mom. In addition, Father’s Day average spending is expected to be 30.2 percent lower than Mother’s Day this year (\$113.80 vs. \$162.94).

Most shoppers will head to department stores to find a gift for Dad (35.8 percent). Others will head to the Internet (28.4 percent), discount stores (28.1 percent) and specialty stores such as greeting card and electronic stores (24.2 percent). Of those shoppers who own a smartphone, almost one in four plan to research products and compare prices, and more than 1 in 10 plan to actually purchase something for Dad using their device.

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

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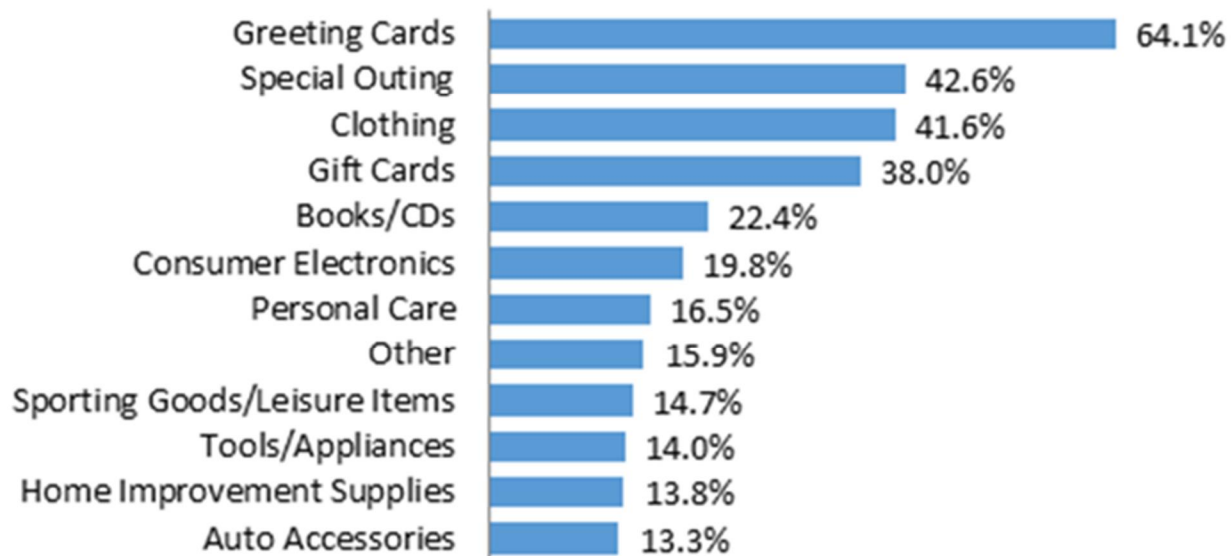
About The Author

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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Father's Day 2014 Planned Gift Purchases



Source: National Retail Federation 2014 Father's Day Spending Survey

Note: Data represents the number of shoppers planning to purchase a gift in each category as a percent of those planning to celebrate Father's Day.

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