



2022 CONSUMER SURVEY REPORT

# Father's Day



## **We asked 1,200 people about their upcoming Father's Day plans.**

Numerator's 2022 Father's Day survey was fielded between Tuesday 5/17 and Friday 5/20 to 1,575 individuals, 80% of whom plan on celebrating Father's Day. The report showcases consumer plans as a whole, with additional highlights by US region, generation, and fatherhood status.

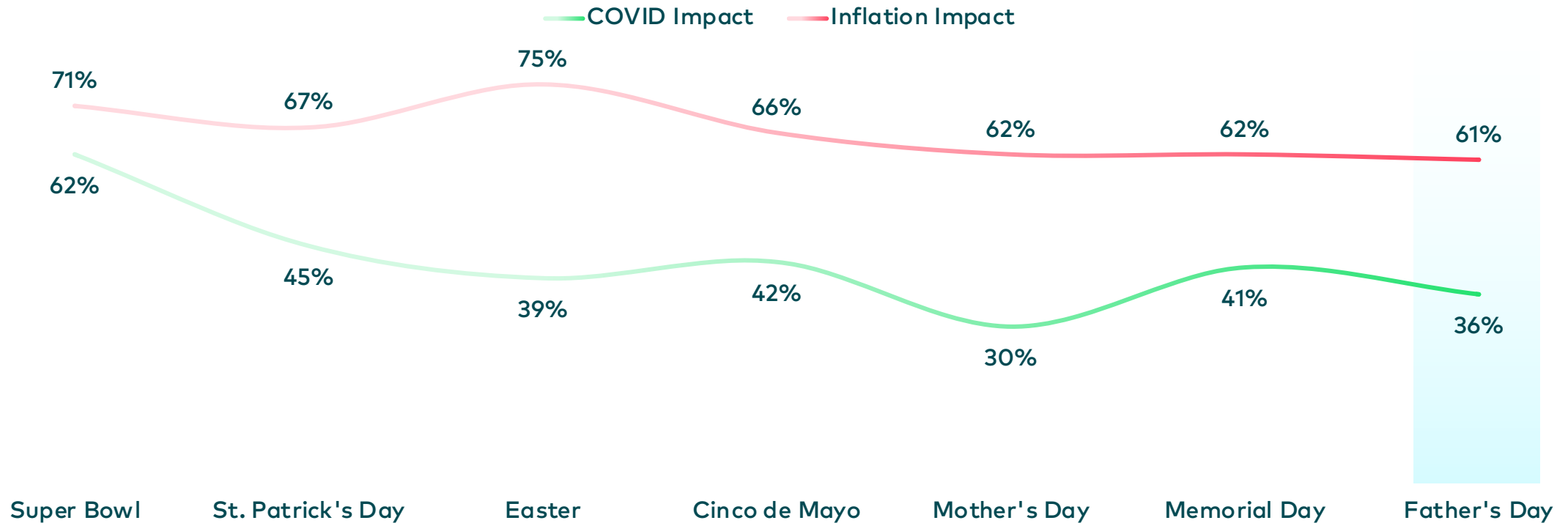


# Inflation impact continues to outweigh pandemic concerns for celebrators.

Since the turn of the year, COVID concerns have remained significantly lower than that of rising prices. Just over a third of consumers expect the pandemic to impact their Father's Day plans, while closer to two thirds expect inflationary impact.

## EXPECTED COVID & INFLATION IMPACT

% who expect significant or moderate impact

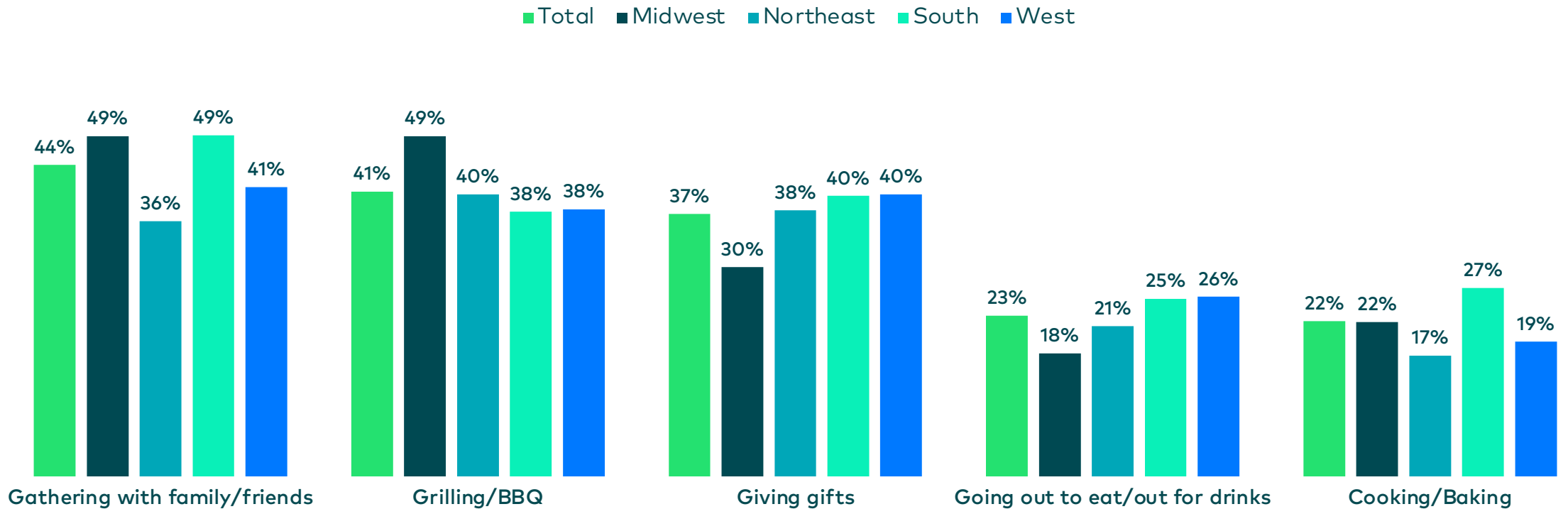


# Father's Day plans will vary across geographic regions.

Gathering, grilling, and gift giving are on the docket for roughly 2 in 5 celebrators. Midwestern consumers are more likely to both gather and grill out, while Southern consumers are more likely to take their meal prep inside with cooking and baking.

## FATHER'S DAY CELEBRATION PLANS

% of celebrators by region



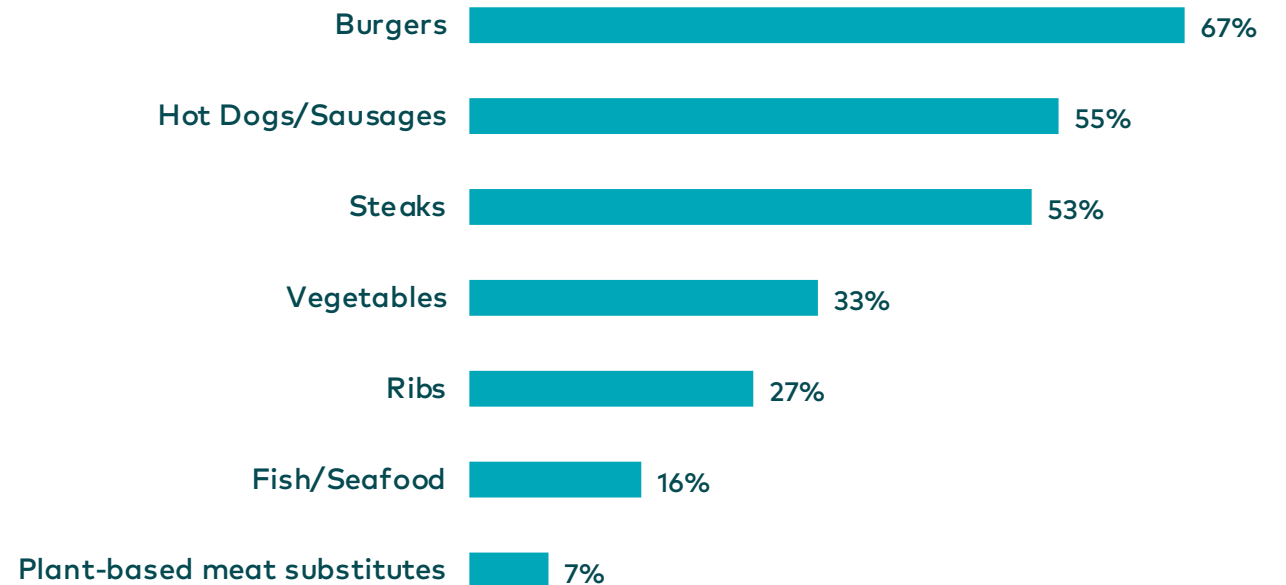
## With a variety of options for the grill, not every consumer cookout will look the same.

Of the 41% who plan to grill, over half will be searing burgers, hot dogs, and / or steaks.

Fathers themselves have slightly different ideas– more likely to throw ribs (**index 122**) and plant-based meat alternatives (**index 147**) on the flame than other celebrants.

### PLANNED FOOD PURCHASES - GRILLING

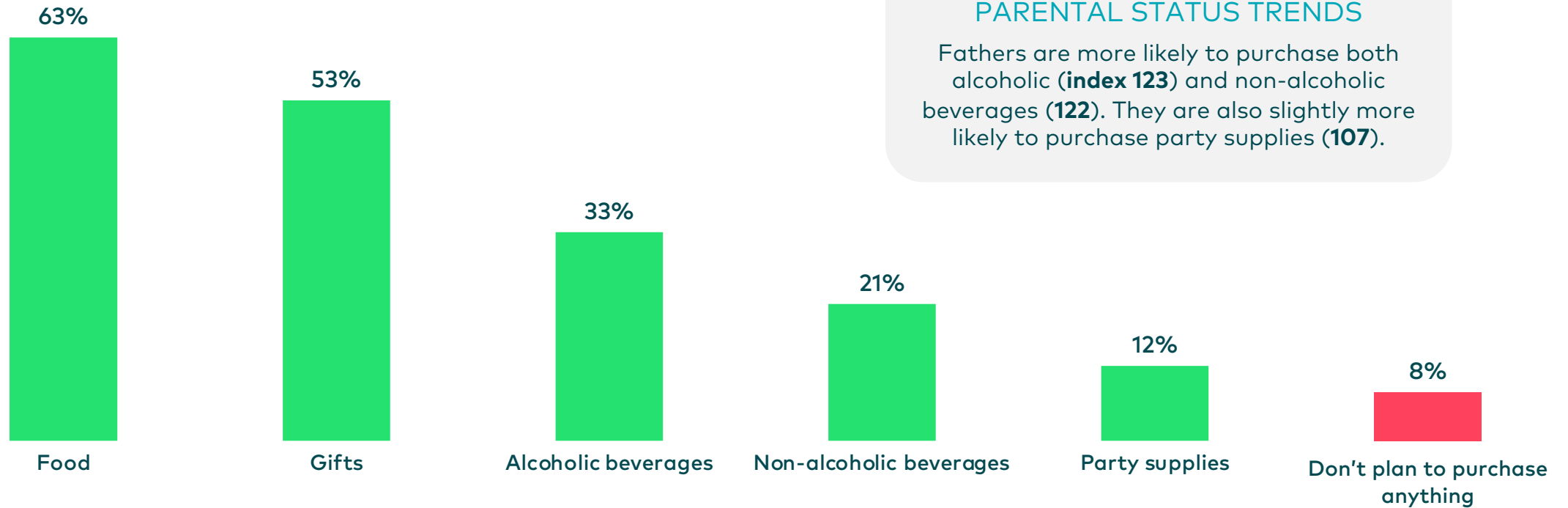
Among those who intend to grill / BBQ



# Consumers will go beyond grilling and shop across broad categories.

Over 9 in 10 celebrators plan to purchase something for Father's Day. Nearly 2 in 3 plan to purchase food and over half plan to purchase some sort of gift. Gifting is even more popular among those who aren't fathers themselves.

## PLANNED FATHER'S DAY PURCHASES

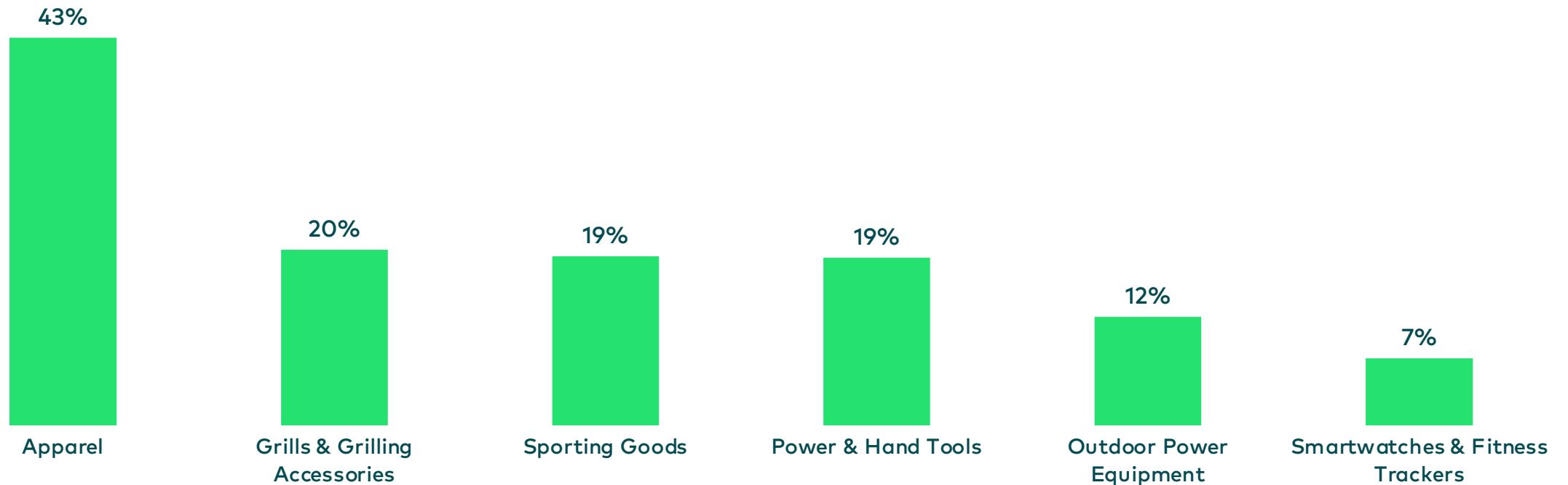


## Gifts won't be limited to one category, either.

While apparel has always been a safe gift option for Dad, 1 in 5 will look towards grills, power & hand tools, and sporting goods. Millennials are more likely to upgrade their father's tech through smartwatches / fitness trackers (**index 159**).

### PLANNED FATHER'S DAY GIFT PURCHASES

Among those who intend to purchase gifts

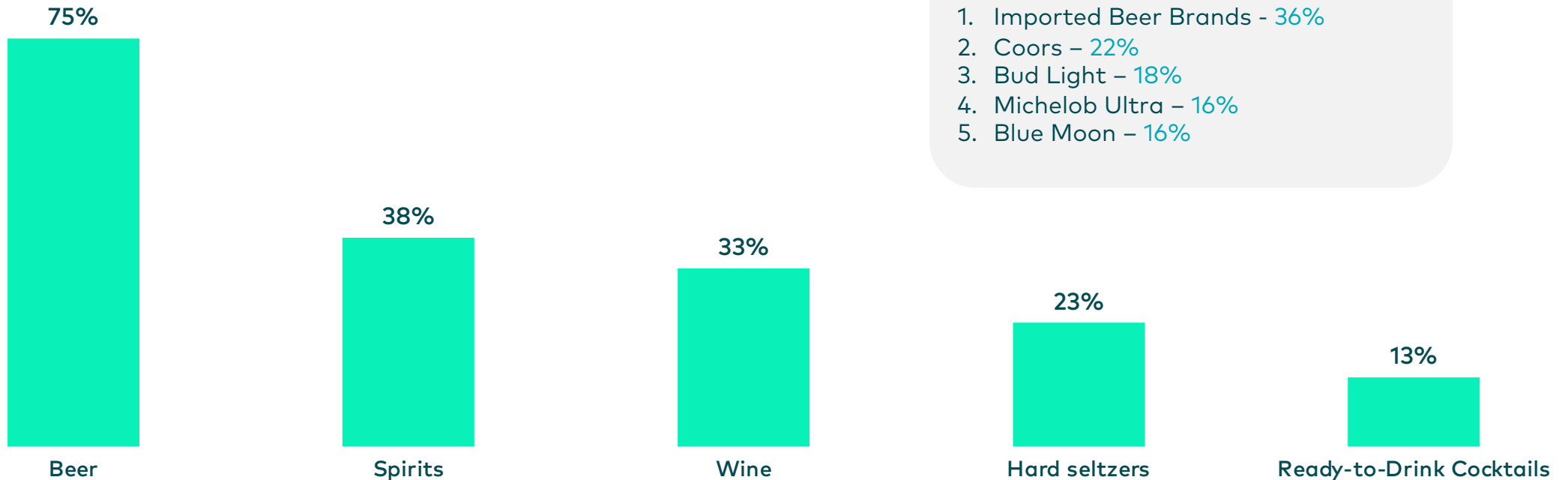


# Coolers will be filled to the brim for Father's Day.

Beer is the overwhelming favorite for those expecting to buy alcoholic beverages. It's even more popular for fathers themselves, with imported beer brands topping the list of preferences.

## TOP ALCOHOL CATEGORIES

Among those who intend to purchase alcoholic beverages



## TOP BEER BRANDS FOR DAD

Among fathers who intend to purchase beer

1. Imported Beer Brands - 36%
2. Coors - 22%
3. Bud Light - 18%
4. Michelob Ultra - 16%
5. Blue Moon - 16%



# Father's Day shopping will be balanced between in-store and online options.

With shopping lists built around food and gifting categories, mass and grocery channels can expect the largest contingent of shoppers. Father's Day could also see online shopping on par with Mother's Day (42%), higher than any other holiday in 2022.

## PLANNED FATHER'S DAY SHOPPING LOCATIONS

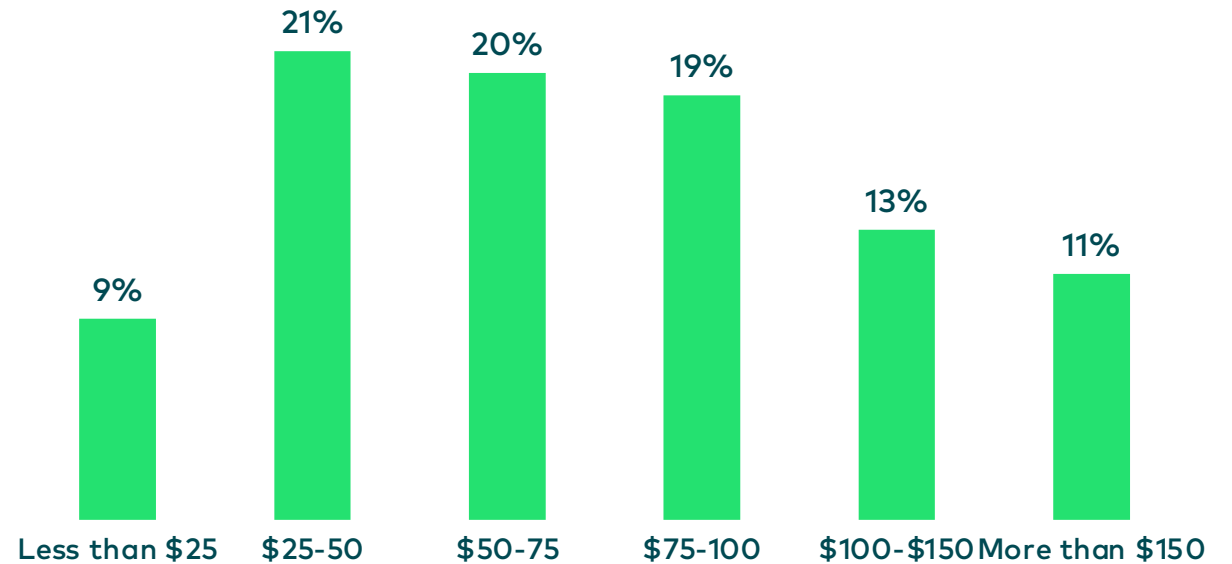


## The bulk of buyers will spend between \$25 and \$75 for Father's Day.

Nearly 1 in 4 expect to spend north of \$100 on their Father's Day purchases. Gen X celebrators are 33% more likely to fall into this high-spending bucket.

On the other hand, Millennials are significantly less likely to spend at this level and are more likely to spend under \$75.

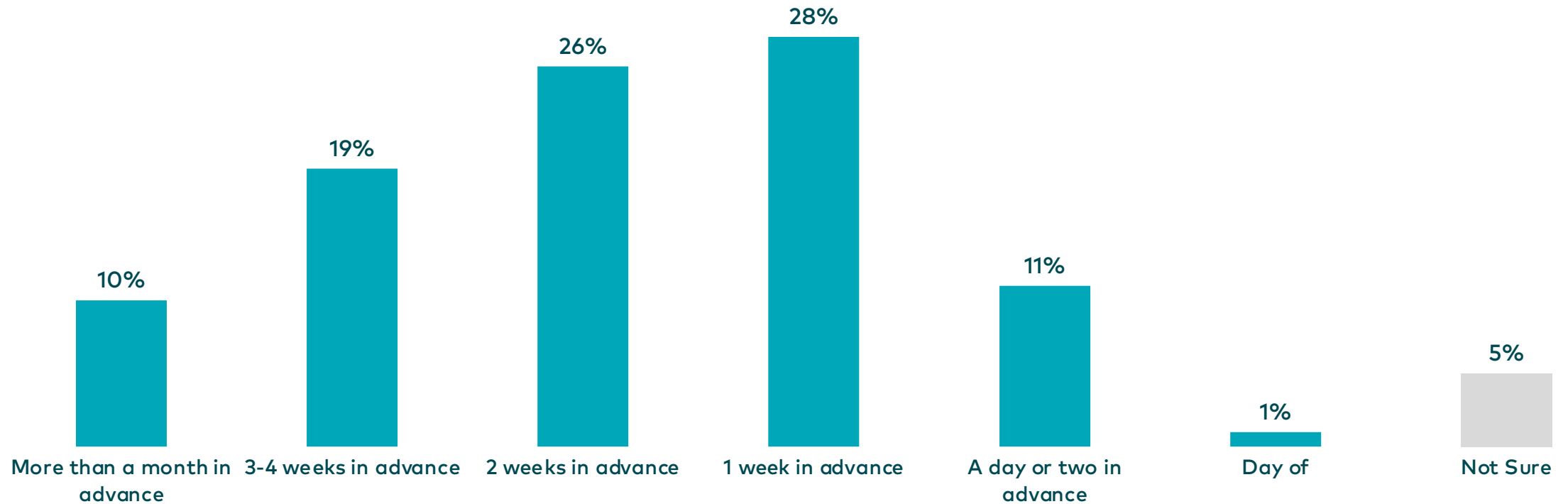
### EXPECTED FATHER'S DAY SPENDING



# Most will have their Father's Day shopping done well in advance.

Only 12% plan to wait until the days leading up to the holiday to complete their shopping. Most will stock up on their supplies and gifts at least 2 weeks ahead of time.

## PLANNED FATHER'S DAY SHOPPING TIMING





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