



HUSBANDS, FATHERS AND SONS FEEL THE LOVE ON FATHER'S DAY

Father's Day has grown into a huge holiday for all sorts of retailers, as families spend an estimated \$17 billion* on gifts for dads.

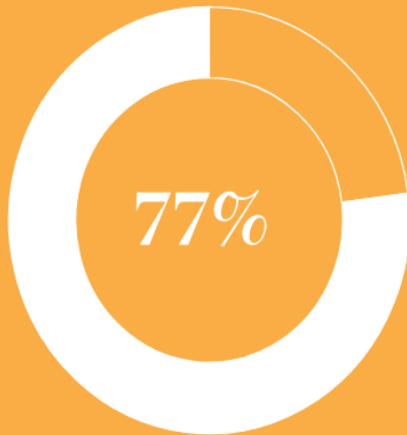
THE LARGEST SPENDING CATEGORIES WILL INCLUDE:



*Source: National Retail Federation Annual Father's Day Survey, June 2020

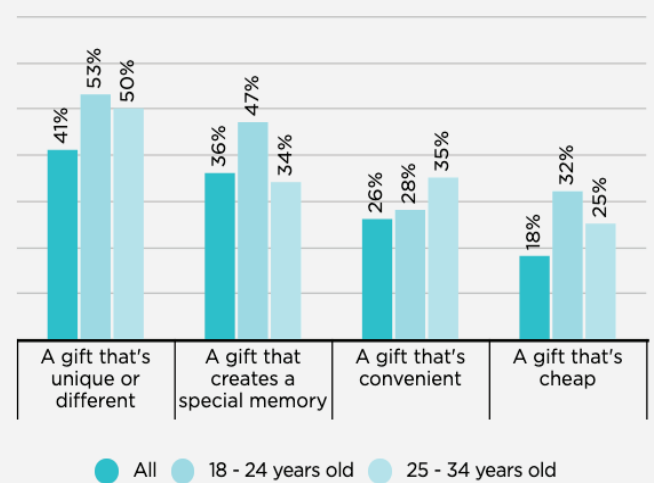
WHAT IS MOTIVATING CONSUMERS THIS FATHER'S DAY:

Percent who say Father's Day is important to them this year, given the state of the coronavirus pandemic



Source: Prosper Insights & Analytics May 2020 Consumer Survey

What consumers are looking for when purchasing Father's Day gifts



CHOOSE FROM ANY OF THESE AUDIENCES OR CONTACT DATAGURU@ACXIOM.COM:

MARRIED MOMS Moms with children living at home are perhaps the ideal candidates for all kinds of Father's Day gift buying. And with counts as high as 17 million, who wouldn't want to reach out to this segment?

DEPARTMENT STORE MOMS If you represent a high-end department store, this is your ideal customer. With an income above \$75,000 and a history of spending money in finer stores, this shopper will be ready to spend big in stores and online. This group has counts as high as 13 million.

TOOL TIME Want to communicate with the families of DIY dads? This target may be shopping for a new power tool, the latest gadget or some high-end electronics for their dad. Be sure your message gets through to this group with counts as high as 7 million.

TIES AND WALLETS Want to connect to an audience of married women and children who have previously bought men's accessories and clothing with counts as high as 3 million? Then this segment is tailor made for your client.

CAMPING AND GLAMPING Families that love to camp and hike are often big spenders when it comes to Father's Day buying. Connect directly with an audience as high as 5 million who camp or have an RV.

For more information about how these and other targeted audiences can pay off big this Father's Day, email dataguru@acxiom.com.

