

Forgotten Father's Day - New research from Yahoo! reveals we have a nation of neglected dads

Submitted by: Publicasity

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London, 19 June 2009: This Sunday is the date to celebrate that special man in your life. That's right, it's Father's Day, but did you even remember? A Yahoo! survey¹ has revealed that he will be lucky to receive anything this year and those that do bother to make the effort are likely to be presenting their dad with an array of tacky gifts.

One in five people surveyed (20%) by Yahoo! admitted to often forgetting Father's Day with 24% of the nation using the excuse that their dad is 'not really bothered' about this special occasion. Not so say Yahoo! your essential starting point to finding a host of brilliant gift ideas for dads this Father's Day.

It seems that June 22nd just does not resonate with the general public and fathers are quite frankly getting the raw end of the deal. In fact, 15% of the UK believes that Father's Day is not as important as Mother's Day. Shockingly, daughters were much keener to thank dad and were 40% more interested than sons in showing gratitude to their father. The Yahoo! survey found that 19% of mummy's boys considered it much more crucial to celebrate Mother's Day.

41% of the nation saw Father's Day as just another opportunity for shops to sell tacky presents. Not that it stopped them buying them! Those that did dish out the dosh for dad have bought an array of dull gifts. Yahoo! News surveyed over 11,000 fathers and children alike², to ascertain exactly what dads can expect to receive this Sunday.

Sadly, top of the list were socks! A whopping 22% of the thousands surveyed admitted to either giving or receiving what can only be described as the most unimaginative present possible. Even more shocking is that 19% have given their dad that classic 1970's cleanser of choice, soap on a rope!

The top five worst gifts were as follows. Sorry dads, it doesn't look like this Sunday is going to be the most exciting!

SOCKS – 22%

SOAP ON A ROPE – 19%

A CD THEIR FATHER ALREADY HAS – 11%

AFTERSHAVE GIFT SET – 10%

RANDOM SPORTSPERSON'S BIOGRAPHY – 9%

Kristof Fahy, Vice President, Marketing, Yahoo! comments: "It seems the nation is forgetting all the hard work dads put in all year round and whilst you would think the recession would effect people's gift choices it appears it is more down to effort and creativity! Yahoo! (www.yahoo.co.uk) is on a mission to help neglected dads this Sunday by helping you get more from your online gift searches than you ever imagined so that dads get the most out of this special occasion."

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Press Enquiries:

Estelle Boon/Amie Keeley

Publicasity

Tel: 020 7632 2400

Email: eboon@publicasity.co.uk or akeeley@publicasity.co.uk

NOTES TO THE EDITOR

1 May OnePoll survey of 2,000 UK adults aged 16+

2 June Yahoo! News survey of 11,536 participants

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