

Narrator: Today, there are over one-hundred-and-fifty million men in the U.S. Seventy million are dads. 1.8 million of them are single fathers making up about 16% of all single parents. In 2011, Father's Day spending hit an all-time high. \$11 billion was spent on American dads, averaging about \$106 each. Spent on things such as greeting cards, dinner clothing, gift cards, electronics, and tools. But what does the old man really want?

Dad #1: I think almost everyone of my kids could answer that, including my wife. I would probably immediately drive over to the mall and go to the Apple store.

Dad #2: I'm a voracious reader, so I really appreciate gift cards for books.

Dad #3: If I got a gift card, typically these days, REI is just a great place to spend. I just love all the outdoor activity stuff. I could spend hours in REI and really buy nothing.

Dad #4: Hardware store, home improvement store. Try to make the house bigger, better, cleaner, more organized.

Dad #5: My ideal Father's Day would probably start off with breakfast at the house, something leisurely, casual, and then head out to the ballpark with my son and sit there and watch a good baseball game together.

Dad #3: Yeah, ideal Father's Day, I mean, we don't really get that much quality time. We have a large family with five kids and we're here, there, everywhere. So just to be able to relax and head out to the beach and spend a day out there and let the kids play and chill out.

Dad #4: With the stresses of life, I think one of the best parts of my day is to come home and actually sit in the back yard, watch my kids play, and maybe have a glass of wine.

Dad #6: For Father's Day, I like just hanging out in the back yard, people swimming in the pool, barbeque. I'll get my brother and his family over and my mom and sometimes some friends, and we'll just all get together and hang out.

Dad #2: Almost every Father's Day we do the same thing. We go to church in the morning, and then we meet for a barbeque. All the family comes over and we just have a great time. I love being with the family especially seeing them interact with each other.

Dad #1: Perfect Father's Day for me, I've got a pretty big family, I've got four little boys and my wife. What prefer is if I can grab all the little guys, I can go out maybe to a movie with them and then maybe just a quick dinner at a place that I like. It's simple enough for me. That's perfect.

P.S. Remember to refer your friends and family to us!