

MOM'S THE FAVORITE

in a landslide, Mom wins title of **favorite parent**. Following closely behind in second place is "neither", leaving Dad in last place with a participation trophy.



49%



24%

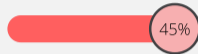


27%



23%

Unfortunately for Mom, nearly 1 in 4 consider her contributions **"overvalued."** Less than half consider Mom's contributions at home **"undervalued."**



45%

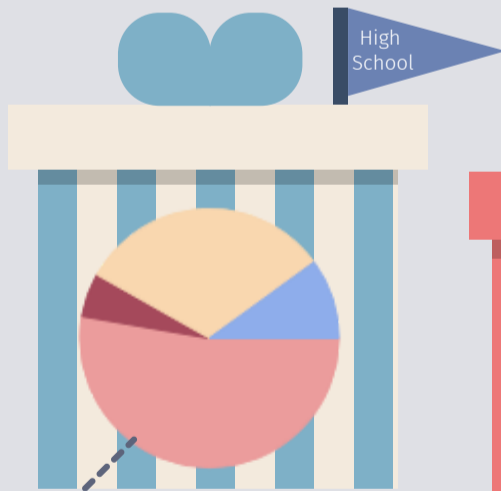


1 in 5 grade themselves with a "D" or "F" when it comes to the quality of gifts they've given to their dad for Father's Day.

More than a third say they **rarely** or **never** get an elated emotion from their dad when he opens his Father's Day gift.

\$593

average budget for high school graduation gift

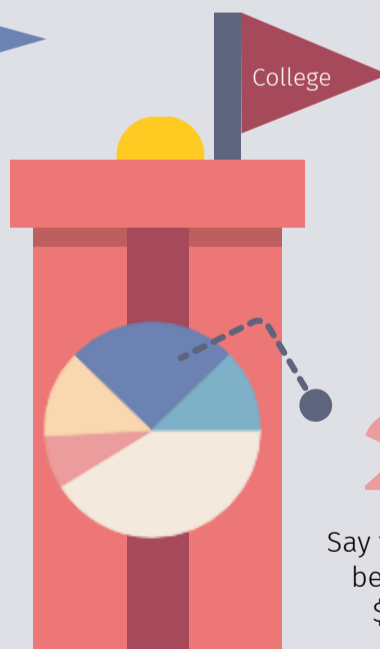


58%

Say \$250 is the max they would spend on a gift

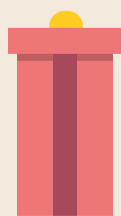
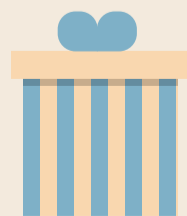
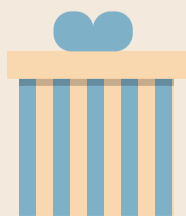
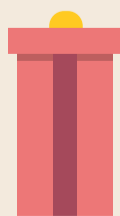
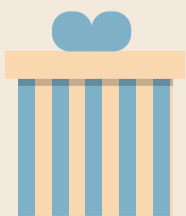
\$766

average budget for college graduation gift



29%

Say they would spend between \$1,000 to \$5,000 on a gift



***According to an Atomik Research survey of 2,004 U.S. adults (April 28 to May 1, 2023).