



# PROJECT MUFASA

Father's Day Edition

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Survey Period: June 2024

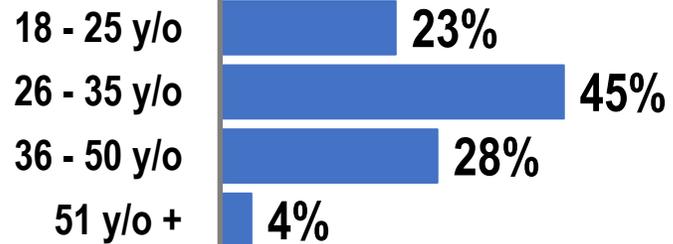
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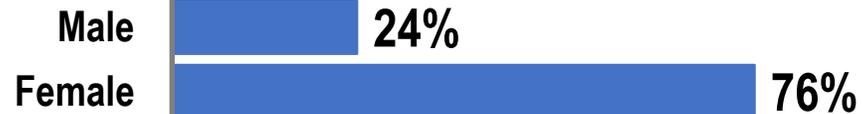
# Profile of Respondents

n = 1, 124 Respondents from  
Tangere Panel

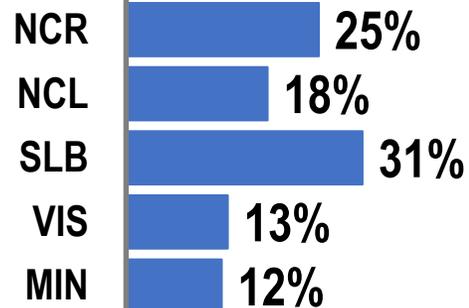
## AGE GROUP



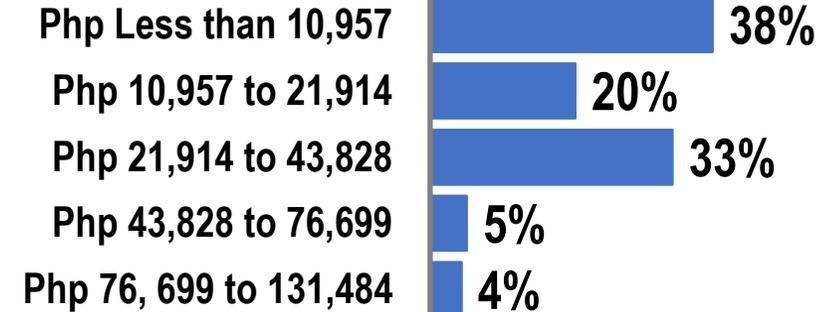
## GENDER



## AREA



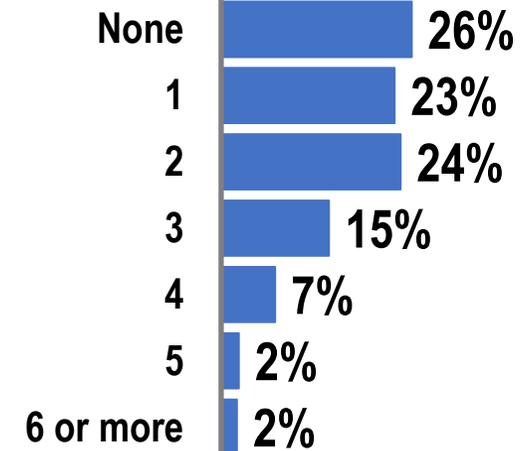
## HOUSEHOLD INCOME



## CIVIL STATUS



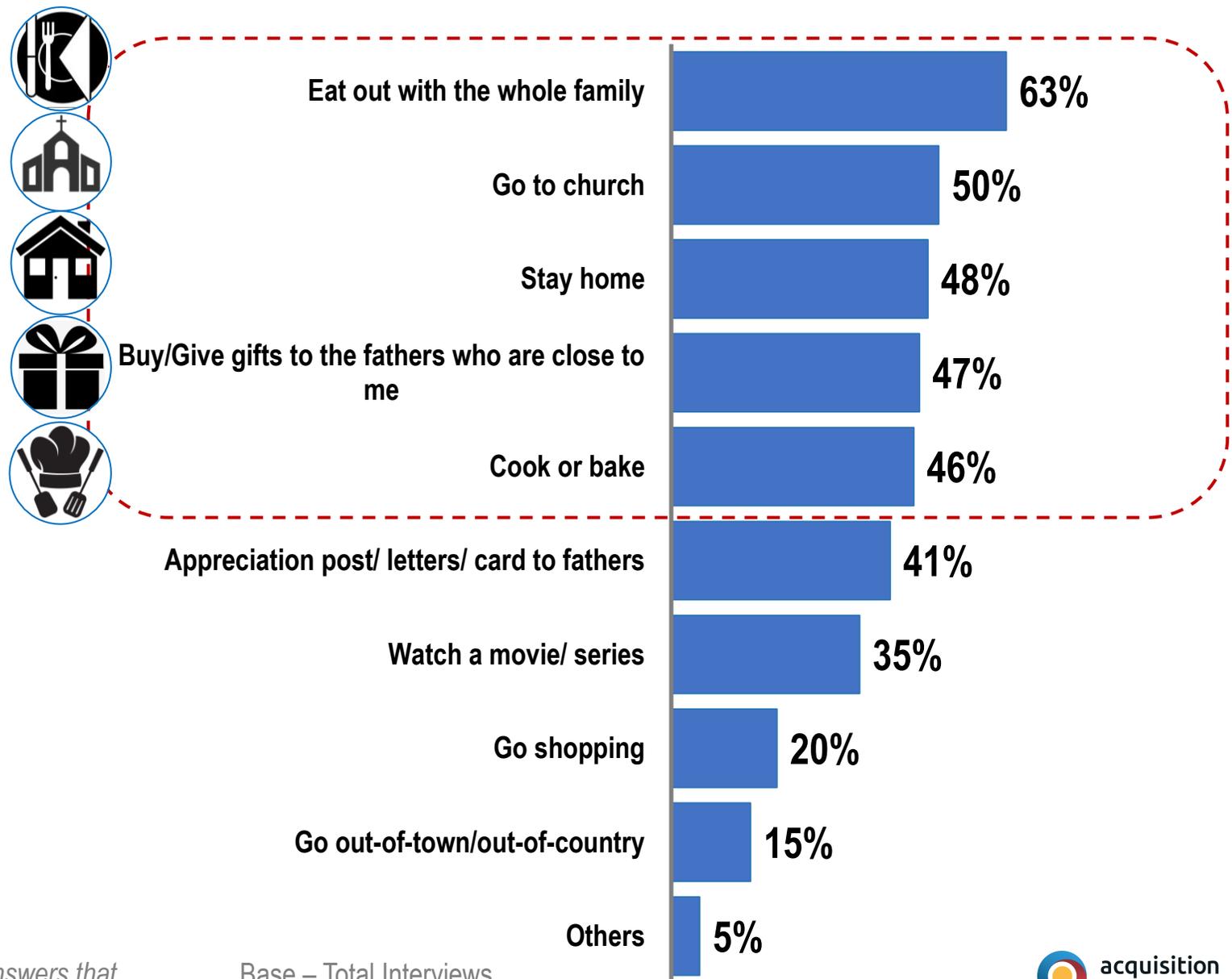
## NUMBER OF CHILDREN



## Celebration Ideas

Father's Day celebration is usually done by dining out with the whole family and going to the church.

Others choose to celebrate at home, buy gifts, and cook or bake.



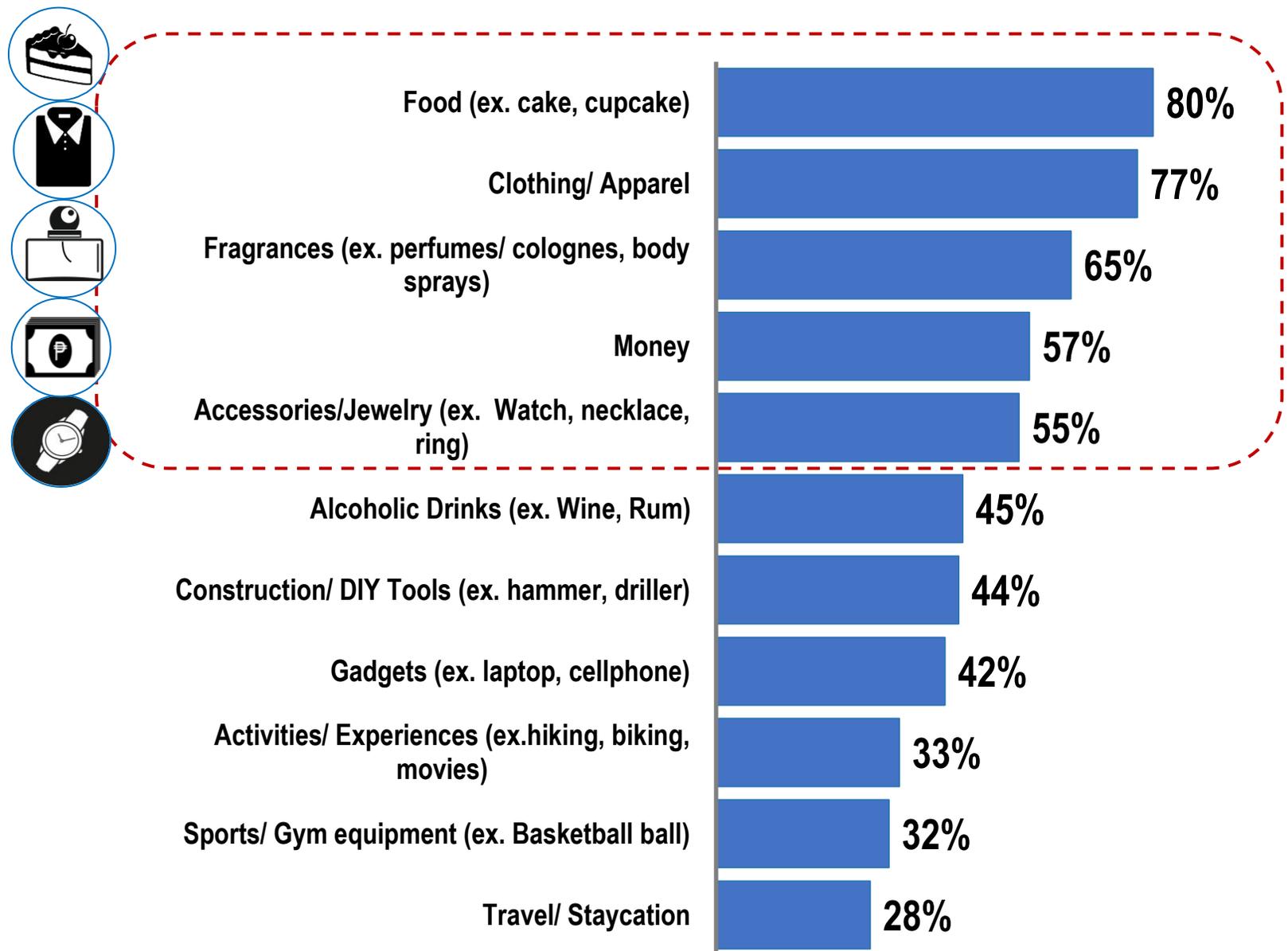
Q. How do you usually celebrate Father's Day? Choose all the answers that apply to you.

Base – Total Interviews (n=1,124)

# Gift Ideas

Among those who are planning to buy gifts, food, clothing/apparel, and fragrances are the most popular.

Others also thought of giving monetary gift and buying accessories/jewelries.

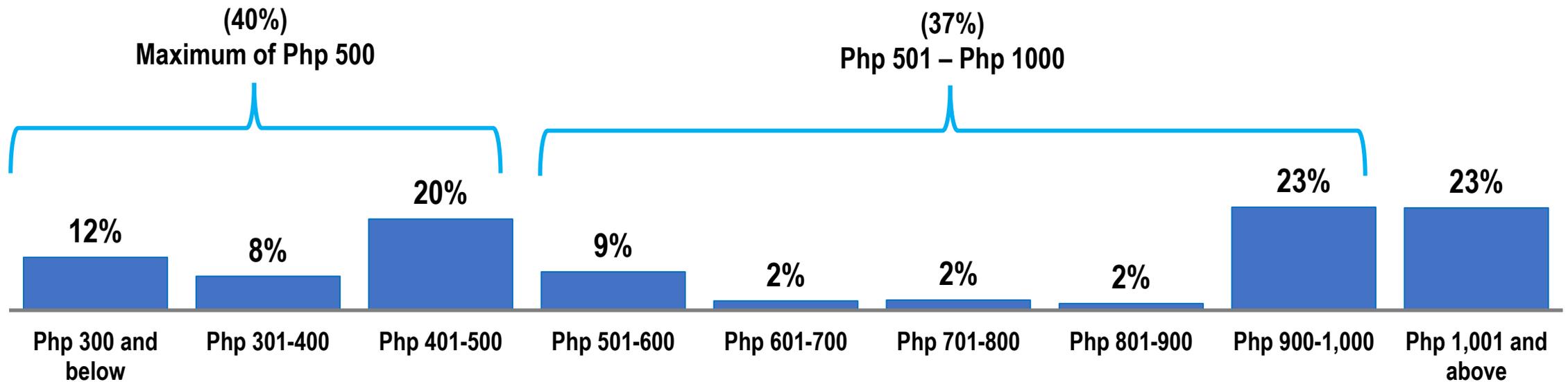


Q. Which of the following do you usually buy or give during Father's Day?  
Choose all the answers that apply to you.

Base – Among Qualified Respondent  
(n=526)

## Amount Willing to Spend

4 out of 10 are willing to spend a maximum of Php 500 for gifts on Father's Day, while the rest are ready to shell out more.



Q. How much are you willing to spend to buy one gift for Father's Day?

Base – Among Qualified Respondent  
(n=526)

# Summary of Findings



**Father's Day** is a blend of modern celebrations and deep-rooted cultural traditions that highlight the importance of fathers in Filipino families. Such event is celebrated by most of the respondents through having special dinner outside or by going to the church together. Meanwhile, others also consider staying at home, buying gifts, and cooking or baking.

For those who are planning to buy gifts, food, clothing, and fragrances are their top choices while others are thinking of monetary gift and buying accessories.

Further, 4 out of 10 respondents surveyed are willing to spend for a maximum of Php 500 for a Father's Day gift.

- ✓ Do you want a better understanding of your *Market*?
- ✓ Are you in need of *Consumer Insights*?
- ✓ Are you targeting the *Right Consumers*?

## Contact Us!

Francine Mae Mamba – Senior Account Manager

[francine@tangereapp.com](mailto:francine@tangereapp.com)

+63 9175596831



# Thank you!

