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Dads discounted this Father's Day
Aussies spend more on mum's special day

As Father's Day fast approaches, a survey by leading price comparison website, Getprice.com.au has revealed an inequality of spend by Aussie families on mums' and dads' special day.

Conducted earlier this week, 75 per cent of respondents said they will spend less money on their Father's Day present than on their Mother's Day present. 59 per cent of respondents also admitted they leave buying a Father's Day present to the last minute.

"The survey suggests families tend to spoil mum a lot more than dad on their special day. Who knows why this is, but what is certain is that Aussie dads shouldn't be forgotten this Father's Day." Getprice chief executive, Chris Hitchen said.

"At Getprice, we have a fantastic selection of present ideas for the most difficult dad to buy for - empowering buyers to search hundreds of categories in seconds and pick up the perfect gift for dad."

"By searching and comparing online before making their Father's Day purchase, shoppers can also save up to 60 per cent, making their dollar go further. Their dads will also be happy to know they have spent money wisely," Mr Hitchen said.

The survey of more than 1,000 Australians also found:

- There were mixed feelings from dads about receiving a present. 33 per cent said they did not expect a Fathers' Day gift, while 34 per cent of dads said they expected presents, as it was the one day of the year they get spoilt.
- The most popular Father's gift categories for 2009 are books and entertainment (22 per cent), home and garden (21 per cent), clothing and fashion (15 per cent) and computers and gadgets (14 per cent).
- 87 per cent usually buy dad a Father's Day present.
- 54 per cent do not know what they are getting their dad for Father's Day this year.
- 56 per cent are looking to spend between \$50 and \$150 on dad this year.
- 57 per cent will spend less than an hour looking for a Father's Day present.
- 64 per cent described finding their dads a different present each year as "difficult".

GetPrice.com.au offers consumers choice, with more than one million products in 500 categories from consumer electronics to cosmetics, perfumes, fashion, white goods and homewares. On GetPrice, consumers are able to track price history and compare prices amongst a range of items from 500 trusted retailers to find the best deal – all this from the comfort of their own home.

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For more information, please contact:

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GetPrice would like to wish all dads a Happy Father's Day!

About GetPrice (www.getprice.com.au)

Founded in 2005, GetPrice is Australia's leading independent shopping comparison site and the first port-of-call for savvy Australian consumers. GetPrice displays up-to-date product and pricing information from Australian retailers, as well as useful buying guides, product reviews and user opinions in order to empower Australia's consumers and provide them with both choice and transparency. In doing so, GetPrice provides valuable sales leads to Australian retailers. The GetPrice shopping comparison service is also accessible to consumers from their mobile phones, either via Optus Zoo for Optus customers, or by typing mobile.GetPrice.com.au into any phone's web browser.