Father’s Day Shoppers

### Audience Profile
The most active Father’s Day shoppers annually learners and influencers. They’re interested in activity-based gifts or more traditional fare. Social media factors heavily into their lives. They share content midweek and midday when they have more time to go online. This audience relies on their mobile devices to explore holiday and gift-related content. Adventurous and spirited with a penchant for theme parks, they value life experiences and making lasting memories with the dad in their life, who they perceive as adventurous, too.

### Audience Passion Points
- Pets
- Organic & Natural Foods
- Basketball
- Nutrition
- Urban & Hip-hop Music

### Audience Specialties
- Male: 55%
- Female: 45%

### Device types and operating systems
- Desktop: 49%
- Mobile: 40%
- Tablet: 11%
- Android: 31%
- iOS: 69%

### Top social channels
- Facebook: +149%
- Twitter: +196%
- Pinterest: +248%
- Google+: +104%
- WhatsApp: +820%

### Most-shared content categories for Father’s Day
- +680% Men’s Health
- +450% Theme Parks
- +124% Apparel (Outerwear)
- +698% Pets
- +720% Urban & Hip-hop Music

### Brands more likely to be of interest
- Travel + Auto
- Consumer Electronics
- Nutrition
- Organic & Natural Foods
- Pets

### How can you target Father’s Day with ShareThis audience data?
- Travel and Auto
- Consumer Electronics
- Nutrition
- Organic & Natural Foods
- Pets

### Privacy compliant
ShareThis ensures compliance through privacy, legal, and self-regulatory processes, as well as through ethical relationships and practices with our publisher network.

### Audiences on demand
Our audiences are available when and where it counts for you and your brand. Select and activate your target audience across the digital marketing ecosystem.

**Audience size:**
- 52 M+ social signals analyzed

**How to reach us:**
- ShareThis.com
- 4005 Miranda Ave, Suite 100 - Palo Alto, CA 94304
- data@sharethis.com