



[April 24, 2008]

Dads Declared Young at Heart This Father's Day

(Market Wire Via Acquire Media NewsEdge) BOSTON, MA, April 24 / MARKET WIRE --

A CSN Stores/Harris Interactive Survey of 2,920 dads, moms, sons and daughters, 18-55+, reveals what mothers and wives have known for years -- that fathers are really boys trapped in adult bodies. Survey responses show that sports items and gaming chairs are at the top of many Father's Day gift lists.

Because fathers are notoriously difficult to shop for, CSN Stores, a leading online retailer of home and office goods, commissioned Harris Interactive to find out what dads really want in 2008 and what their loved ones intend to give.

"Being a dad can be stressful, which is why I'm not surprised that fun, sports-themed items rose to the top in our survey," says CSN Rec Room Expert Alex Wilczek. "This also proves that fan furniture and gaming chairs aren't just for the kids anymore, either."

Gaming and sports items received 31 percent of the vote from dads, encouraging CSN to launch a Fan Products Page that features over 4,500 licensed goods from the NFL, MLB, NCAA, and more.

Grilling gear came in a close second, with 29 percent of the votes, as many dads said they'd love a new grill and grilling accessories. The poll suggests that dads also enjoy spending time in the yard, as 18 percent requested new gardening or landscaping items such as a greenhouse or robotic lawnmower.

And just when dads might think no one really listens to them, the poll proves otherwise. Moms, sons, and daughters chose sports/gaming and grilling goods first (23 percent each), as gifts they would purchase for dads. Gardening tools came in third place (14 percent) among this group.

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CSN Stores/Harris Poll Says Sports and Gaming Gifts Top Pop's Wish List

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Last update: 3:49 p.m. EDT April 24, 2008

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