

Demographics of Stationery Goods Consumers

Prime market for all stationery goods is women aged 35-44 years, with greeting cards skewing toward an older consumer market and paper crafting skewing younger

<i>Stationery Purchasers Demographics 2009</i>	<i>Cards</i>	<i>Gift Wrap/Party Goods</i>	<i>Social Stationery</i>	<i>Other Stationery</i>	<i>Paper Crafting</i>
Total	89%	60%	48%	42%	29%
Male	88%	49%	39%	36%	22%
Female	91%	71%	56%	47%	35%
Age					
18-24	82%	54%	41%	41%	38%
25-34	88%	63%	50%	38%	36%
35-44	90%	65%	52%	46%	35%
45-54	90%	57%	44%	39%	21%
55-64	91%	58%	49%	44%	21%
Generation					
Millennial (27 yrs or younger)	85%	56%	42%	39%	36%
GenXer (28-40 yrs)	90%	67%	54%	44%	37%
Boomer (41-58 yrs)	90%	59%	46%	41%	23%
Swing/WWII (59 yrs +)	91%	53%	51%	50%	16%
Income					
\$25k-\$49,999	87%	51%	41%	42%	24%
\$50k-\$74,999	89%	62%	51%	44%	29%
\$75k-\$99,999	90%	65%	51%	41%	32%
\$100,000 and above	91%	61%	48%	41%	29%

Figure 7: Stationery Goods Purchasers Demographics, 2007

When looking at the demographic profile of stationery goods purchasers, a general profile emerges. The primary consumer is a woman aged 34-44 years and equally represented across all income levels. This presents a wide target market for those who sell these goods. However, some differences do emerge when looking at the profiles of typical consumers of the different categories of stationery goods. Note: The cells in that table above that are underlined and shaded indicate that statistically those segments have a significantly greater propensity to buy in that category. In other words, the underlined cells identify the prime demographics describing the primary consumers for each product category.

- **Greeting card consumer demographics** -- The typical greeting card consumer is female with 91 percent of all women category buyers making a greeting card purchase, though 88 percent of men bought greeting cards as well, making this category the only one that almost reaches gender equality, with the primary age ranges of consumers being 25-to-64 years. These greeting card buyers tend to skew older than found in the other product categories. This product category also appeals equally to all income segments.
- **Gift wrap and party goods buyer demographics** – The primary gift wrap and party goods consumer is more narrowly focused demographically than that found in the greeting card buyer segment. Gift wrap and party goods buyers are more likely to be women aged 35-to-44 years and a member of the GenXer cohort and to have a slightly higher income of \$50,000 or above.
- **Social stationery buyer demographics** – The primary buyers of social stationery have the same basic demographic profile as found among gift wrap and party goods buyers: women aged 35-to-44 years with higher levels of income.
- **Other stationery buyer demographics** – Women aged 35-to-44 years are the chief demographic characteristic that distinguishes the primary consumers of other stationery products.

- **Paper crafting buyer demographics** – The primary consumers of paper crafting products are women, but unlike the greeting card buyers which is more mature, this consumer tends to skew toward a younger age range, 18-to-44 years, and be members of the Millennial and GenXer cohorts. These buyers also are more likely to have higher levels of income, in the \$75,000-\$99,999 range.

Demographics of Stationery Product Buyers at a Glance

<i>Demographics of Stationery Goods Buyers At a Glance</i>	<i>Cards</i>	<i>Gift Wrap/Party Goods</i>	<i>Social Stationery</i>	<i>Other Stationery</i>	<i>Paper Crafting</i>
Gender Make Up (Male/Female)	46% Male 54% Female	38% Male 62% Female	39% Male 61% Female	41% Male 59% Female	36% Male 64% Female
Average Age	43.4 years	42.9 years	43.2 years	43.3 years	40.2 years
Average Income	\$89,600	\$91,200	\$89,400	\$89,200	\$92,000

Figure 8: Stationery Product Buyers Demographic Overview, 2009

The above table defines the basic demographic characteristics of the buyers of each major stationery goods product category. For example, in the greeting card market, men make up 46 percent of the total market and women 54 percent. Men therefore are more highly represented among greeting card buyers than in any other product category. The average age of a greeting card consumer is 43.4 years, older than in any segment and the average income of the greeting card consumer is \$89,600. Only paper crafting and gift wrap and party goods buyers have a higher average income.