

THE GIFTING SURVEY

Methodology

An in-depth quantitative survey was conducted in January 2010. A total of 2,073 consumers were surveyed to find the core sample of 1,680 U.S. consumers who purchased a gift for one or more of the following holidays or occasions:

Giftng Holidays

- Valentine's Day
- St. Patrick's Day
- Easter/Passover
- Mother's Day
- Father's Day
- Fourth of July
- Halloween
- Thanksgiving
- Christmas
- Hanukah or Kwanzaa
- New Year's

Giftng Occasions

- Anniversaries
- Birthdays
- Friendship, Thank you and/or just because
- Graduations
- Hostess and/or Housewarming
- New Baby and/or Baby Showers
- Religious Events (such as first communion, bar mitzvah, etc.)
- Romance
- School Events and/or Teacher
- Travel Gifts & Souvenirs
- Wedding and/or Bridal Showers
- Work-related Events (such as retirements, going-away, etc.)

Data collected for each holiday and occasion

The following data was collected about the respondent's giftng for each holiday and occasion (except Christmas and birthdays where more detail data was obtained):

- Number of people gifts were bought for
- Relationship of the gift recipient/s, specifically spouse/significant other; child(ren), close family member (mother, father, siblings, grandparents), other family member (aunt, uncle, niece, nephew, cousin), close personal friend, co-worker, child's friend, casual friend, child's teacher/sitter, or service provider (personal trainer, hair stylist, door man, maid/housekeeper).
- Type of gifts bought
- Total amount spent on gifts for that holiday and/or occasion.

Data collected for Christmas & Birthdays

In addition to the above data, for all gifts bought for Christmas and birthday gift giving are also tracked as to place of purchase, for example, if a clothing and/or fashion accessories gift was bought for a birthday, where that purchase was made, either in a specialty store such as a clothing store or in a general merchandise store such as a department store.

SURVEY SAMPLE DEMOGRAPHICS

The survey sample is distinguished by the following:

Gender

Woman participated at a much higher rate than men in this giftng survey

Gender	
Male	38%
Female	62%

Figure 1: Survey Gender

In 2009 the survey sample of gift givers were primarily female, accounting for 62 percent of the sample. Men only made up 38

Age of Respondents

Average age of the gifting respondents was 45.4 years – a member of the Baby Boom generation – Baby Boomer, born from 1946-1964 and aged 46-64 years in 2010, make up a majority of the survey respondents

<i>Age of Respondents</i>	
25-34	22%
34-44	24%
45-54	28%
55-64	25%
Avg. Age	45.4 yrs.
<i>Generation</i>	
Millennial (1980+)	10%
GenXer (1965-1979)	32%
Boomer (1946-1964)	53%
Swing/WWII (1945 and before)	5%

Figure 2: Age and Generation of Gifters

The average age of the survey respondents was 45.4 years, with a majority of respondents born from 1946-1964 and a member of the Baby Boom generation. GenXers (1965-1979) make up one-third of the survey sample.

Overall the age range distribution for respondents is spread fairly evenly with a slightly higher percentage of respondents aged 45-to-54 years.

Income of Respondents

The average income of survey respondents was \$93,200 – with nearly one-third of respondents affluent with incomes of \$100,000 or more

<i>Income</i>	
\$35,000-\$49,999	15%
\$50,000-\$74,999	30%
\$75,000-\$99,999	25%
\$100,000-\$149,999	21%
\$150,000-\$249,999	7%
\$250,000 and above	2%
Avg. Income	\$93.2k

Figure 3: Income of Gifters

The average income of the gifters surveyed was \$93,200, however survey respondents were recruited across a wide range of middle to upper middle incomes as well. Just under one-third of the sample had incomes corresponding to the nation's average which ranges from \$50,000-\$75,000 and one-fourth had incomes slightly above average from \$75,000-\$99,999. Nearly one-third of the gifters had incomes among the top 20 percent of U.S. households, over \$100,000. This survey, therefore, skews toward a middle-to-upper- income consumer with extra discretionary income for gift purchases.

Other Demographic Factors

<i>Other Demographic Factors</i>	<i>2009</i>
Marital Status	
Married	<u>74%</u>
Single	11%
Other	16%
Avg. Number of People in Household	3.0
Religious Affiliation	
Protestant	28%
Catholic	27%
Jewish	5%
Muslim	1%
Other	19%
None of Above	21%
Ethnicity	
White	86%
Spanish/Hispanic/Latino	4%
Black/African-American	5%
Asian/Pacific Islander	5%
Native American	2%
Other	1%

Figure 4: Other Demographic Characteristics

Figure 4 above shows other demographic characteristics of the gifters included in the survey. The majority of those surveyed were married with on average three people living in the household. The number of people in the household varies by respondent's age, with those 35-to-44 having an average of 3.6 people in the household and those 55-to-64 having 2.4. The majority (74 percent) own their home, while 15 percent rent. Because this survey measures the giftng practices surrounding holidays and holidays are often religious, the respondents were asked their religious affiliation. A majority of those surveyed were Christian, with just over one-fourth of the respondents classified as either Protestant or Catholics. Some 19 percent described their religious affiliation as 'other' and 21 percent said none of the above. The distribution of ethnic backgrounds represented in the giftng sample was skewed toward white, non-Hispanic individuals. As is typical, the younger respondents in the survey (44 years and younger) were more highly diversified than the older segment of the survey sample.