

Chapter 1 — Gift Holidays and Occasions	5
Introduction.....	5
Gift Tracker Measures Gifting Purchase Behavior among 702 Targeted Respondents.....	5
Profile of the Gift Giving Consumer	6
Over 80 percent of Consumer Bought Gifts in Second Quarter	6
• <i>Figure 1: Gift Givers, Any Holidays & Any Occasions</i>	<i>6</i>
Demographic Profile of Household’s Primary Gifters.....	7
• <i>Figure 2: Demographic Profile of Primary Gifters</i>	<i>7</i>
Gifting Holidays and Occasions during Second Quarter 2006.....	8
Second Quarter Gifting Holidays	8
• <i>Figure 3: Gifting Holidays Purchase Incidence.....</i>	<i>8</i>
Birthdays Generate the Most Gift Purchases during Second Quarter 2006	9
• <i>Figure 4: Gifting Occasions</i>	<i>9</i>
About Gifting Accessories Purchases.....	10
• <i>Figure 5: Gifting Accessories Purchased.....</i>	<i>10</i>
About Spending on Gifting Accessories.....	11
• <i>Figure 6: Gifting Accessories Spending Distribution</i>	<i>11</i>
About Seasonal and Holiday Decorations' Purchases	12
• <i>Figure 7: Seasonal & Holiday Decorations' Purchases.....</i>	<i>12</i>
Women aged 25-to-34 and Middle Income Consumers Most Active Decorations Buyers during Second Quarter 2006.....	13
• <i>Figure 8: Demographics of Seasonal & Holiday Decorations Buyers.....</i>	<i>13</i>
Type of Decorations Purchased by Season and/or Holiday	14
• <i>Figure 9: Decorations Purchased.....</i>	<i>14</i>
Detailed Type of Decorations Purchased.....	15
• <i>Figure 10: Type of Decorations Purchased</i>	<i>15</i>
Amount Spent Buying Decorations	16
• <i>Figure 11: Amount Spent Buying Decorations by Demographic Segment.....</i>	<i>16</i>
Amount Spent Buying Decorations by Holiday or Occasion	17
• <i>Figure 12: Decorations Spending by Holiday or Occasion</i>	<i>17</i>
Decorations Spending by Type of Decorations.....	18
• <i>Figure 13: Decorations Spending by Type of Item</i>	<i>18</i>
Decorations Planned to Purchase during Third Quarter.....	19
• <i>Figure 14: Decorations Planned to Purchase Next Quarter.....</i>	<i>19</i>
About Gift Spending	20
Total Spending on Gifts by Holidays and Occasions.....	20
• <i>Figure 15: Total Gift Spending</i>	<i>20</i>
Gift Spending by Demographic Segments.....	21
• <i>Figure 16: Average Gift Spending by Demographic Segments.....</i>	<i>21</i>
Gift Spending Details	22
Holiday Gifting Details.....	22
• <i>Figure 17: Holiday Gifting Details, Average Spending and Average Number of Gifts..</i>	<i>22</i>
Occasion Gifting Details.....	23
• <i>Figure 18: Occasion Gifting Details, Average Spending and Average Number of Gifts..</i>	<i>23</i>

Trends in Gifting	24
Trends in Number of Gifts Bought.....	24
• <i>Figure 19: Trends in Number of Gifts Bought & Given</i>	24
Trends in Number of People They Buy Gifts For	25
• <i>Figure 20: Trends in Number of People Bought and Gave Gifts To</i>	25
Trends in Spending on Gifts	26
• <i>Figure 21: Trends in Spending on Gifts.....</i>	26
Planned Holiday Gift Purchases Next Quarter	27
• <i>Figure 22: Planned Holiday Gift Purchases Next Three Months</i>	27
Planned Occasion Gift Purchases Next Quarter	28
• <i>Figure 23: Planned Occasion Gift Purchases Next Three Months</i>	28
Most Gifters Rarely or Never Buy Themselves Gifts While Gift Shopping	29
• <i>Figure 24: Gifts Bought for Self When Shopping for Gifts</i>	29
Chapter 2 — Selecting and Shopping for Gifts	30
About Gifters' Gift Selections	30
• <i>Figure 25: Gift Selections.....</i>	30
Gender Distinctives in Gift Selections	31
• <i>Figure 26: Gift Selections by Gender</i>	31
Spending in Gift Categories	32
Average Amount Spent by Product Category	32
• <i>Figure 27: Average Spending on Gifts by Product Category.....</i>	32
Where Gifters Shopped for Gifts.....	33
Discount Department Stores Were Gifters' Favorite Stores in which to Shop.....	33
• <i>Figure 28: Where Gifters Shopped by Product Category, Top Three Shopping Choices</i>	33
Product Specific Gift Choices.....	33
Top Ten Gift Choices.....	34
• <i>Figure 29: Top Ten Gift Choices</i>	34
Consumables Gifts By Type.....	35
• <i>Figure 30: Popular Consumables Gift Choices, Details</i>	35
Stores Where Consumables Gifters Shopped.....	36
• <i>Figure 31: Consumables: Top Stores Where Gifters Shopped.....</i>	36
Apparel and Fashion Accessories Gifts by Type.....	37
• <i>Figure 32: Apparel & Fashion Accessories Popular Gift Choices, Details.....</i>	37
Stores Where Clothing & Fashion Accessories Gifters Shopped.....	38
• <i>Figure 33: Consumables: Top Stores Where Gifters Shopped.....</i>	38
Jewelry and Watches Gifts by Type.....	39
• <i>Figure 34: Jewelry and Watches Popular Gift Choices, Details</i>	39
Stores Where Jewelry & Watch Gifters Shopped	40
• <i>Figure 35: Jewelry & Watches: Top Stores Where Gifters Shopped.....</i>	40
Personal Care Products Gifts by Type	41
• <i>Figure 36: Personal Care Products Popular Gift Choices, Details</i>	41
Stores Where Gifters Shopped for Personal Care and Beauty Products	42
• <i>Figure 37: Personal Care & Beauty Products: Top Stores Where Gifters Shopped.....</i>	42

Home Furnishings Gifts by Type	43
• <i>Figure 38: Home Furnishings & Housewares Gift Choices, Details</i>	43
Stores Where Gifters Shopped for Home Furnishings & Operations Gifts	44
• <i>Figure 39: Home Furnishings & Operations Gifts: Top Stores Where Gifters Shopped</i>	44
Giftables Gifts by Type.....	45
• <i>Figure 40: Giftables Popular Gift Choices, Details</i>	45
Stores Where Gifters Shopped for Giftables.....	46
• <i>Figure 41: Giftables: Top Stores Where Gifters Shopped</i>	46
Entertainment and Recreation Gifts by Type.....	47
• <i>Figure 42: Entertainment and Recreation Popular Gift Choices, Details</i>	47
Where Gifters Shopped for Entertainment & Recreation Gifts	48
• <i>Figure 43: Entertainment & Recreation Gifts: Top Stores Where Gifters Shopped</i>	48
Where Gift Certificate Gifters Shopped.....	49
• <i>Figure 44: Gift Certificates: Top Stores Where Gifters Shopped</i>	49
Gifts of Experience Gifts	50
• <i>Figure 45: Gifts of Experience Gifts Popular Gift Choices, Details</i>	50
Top Gift Product Brands	51
• <i>Figure 46: Top Gift Product Brands, Food & Giftables</i>	51
Top Store Brands for Gift Shoppers	53
• <i>Figure 47: Top Retailer Brands for Gift Shoppers</i>	53
• <i>Figure 48: Top Internet/Non-Store Brands for Gift Shopping</i>	54
Appendix A	55
Quarterly Tracking of Consumers' Gift Purchasing Behavior	55
Sample Demographics	55
Income Demographics	56
• <i>Figure 49: Income Demographics</i>	56
Gender.....	56
Age Distribution.....	57
• <i>Figure 50: Age Distribution</i>	57
Other Demographic Variables	57
2Q2006 Gift Tracker Survey	58