



Nieces and nephews receive the most expensive baby gifts

People spend more on baby gifts for their nieces and nephews when the gifts are bought as a group purchase, than if they bought a gift on their own.

An online survey of 233 respondents by astrology gift website It's In The Stars at www.itsinthestaronline.com found people tend to spend far more on baby gifts for people close to them.

They will also spend even greater amounts *per person in group gifts* than in a solo gift for nieces, nephews, cousins or friends whereas work colleagues were far more likely to spend *less* per person on group gifts.

"People want to give the best gifts they can afford to their brother's, sister's and friends' children – and will be even more generous in group gifts than if they'd bought it on their own," said director of It's In The Stars, Elizabeth Ball.

Of baby gifts for work colleagues, 65.2% spent \$50 or less each if they bought a baby gift on their own, but 83.5% spent under \$50 or less as their share of a *group gift*.

Of baby gifts for friends, 62.1% spent \$50 or less buying a gift on their own while 56.2% spent \$50 or less each on a group gift. Gifts for their cousins' babies yielded similar results (62.6% vs 53.9%).

One-quarter (27.5%) spent \$50 or less when they bought a gift on their own for their nieces and nephews, but when they chipped in on a group gift, *no respondents had contributed less than \$50 each*.

"Clothing is always popular, but new parents really love receiving personalised gifts because they make them think of the person who gave it to them," Elizabeth said.

The survey found most popular baby gift items are clothing (82.9%), personalised baby items (46.6%), baby equipment (30.0%), luxury pampering items for parents (26.9%), books/CDs/DVDs (22.8%) and electronic items (12.5%).

"Nieces and nephews receive the highest proportion of personalised baby gifts (53.7%)," Elizabeth said.

Cousins are the most likely to receive baby clothing (85.5%), luxury pampering products or services for the parents (37.1%) and baby equipment (32.9%), while work colleagues are the most likely to receive books/CDs/DVDs (30.8%) and electronic items (15.8%).

Seven in ten respondents (69.0%) knew three or more people who'd had a baby in the last 12 months. Of these people, 74.6% had given three or more presents.

“An amazing 91.2% said they would buy something for their eldest niece or nephew when the next child is born so he or she didn’t feel left out,” Elizabeth said.

However, only 69.5% would buy a gift for the oldest child of their friends, cousins (67.3%) or work colleagues (42.2%) upon the birth of the second child.

“There were some surprising differences in spending patterns between people in metropolitan and regional areas,” Elizabeth said.

A higher proportion of country folk than metropolitan dwellers spent \$50 or more on their nieces and nephews (80.0% vs 71.3%), and work colleagues (28.0% vs 12.0%), while more city-slickers than country respondents spent \$50 or more on baby gifts for their cousins (41.0%, 34.3%) and friends (39.5%, 35.3%).

Twenty-five percent of those from the city had given four or more baby gifts in the last 12 months compared to 32.2% of the country folk.

While city and country people are almost equally likely to give clothing (city 82.3%, country 84.7%), luxury pampering for parents (26.8%, 27.1%), and electronic items (12.1%, 13.5%), country respondents are much more likely than city people to give personalised gifts (57.6% vs 42.6%) and baby equipment (35.5% vs 28.0%). More city than country folk give books/CDs/DVDs (25.6% vs 15.2%).

It’s In The Stars at www.itsinthestaronline.com has been producing beautifully presented hardcover astrology gift reports for parents and children since 2005.