

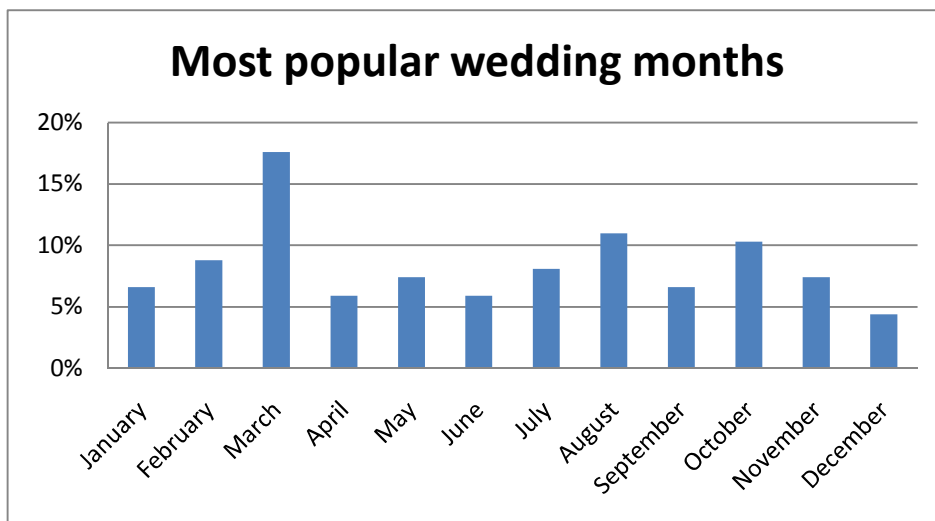


Wedding anniversary gifts survey findings

A recent survey by It's In The Stars at www.itsinthestaronline.com of married people regarding their attitudes towards wedding anniversaries and anniversary gift ideas discovered that very few people actually give traditional anniversary gifts, most have gone away for the weekend to celebrate, and that almost half of the respondents would like to give and/or receive gift certificates as an anniversary gift.

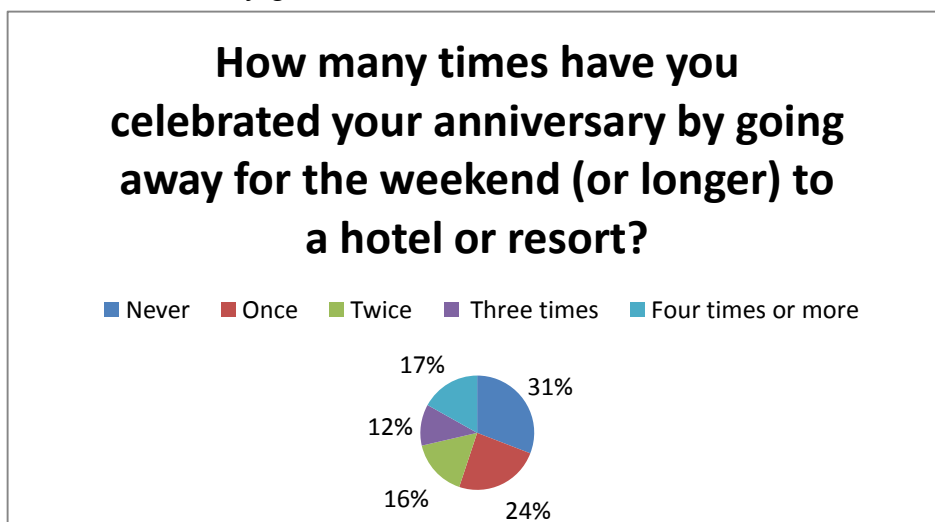
The most popular months to marry are at the end of summer

- The top three months to marry are March, August and October.
- December, in the lead-up to Christmas, is the least popular month in which to get married.
- A few people married on dates they wouldn't forget, such as their partner's birthday (3.1%) and Valentines Day (2.3%).



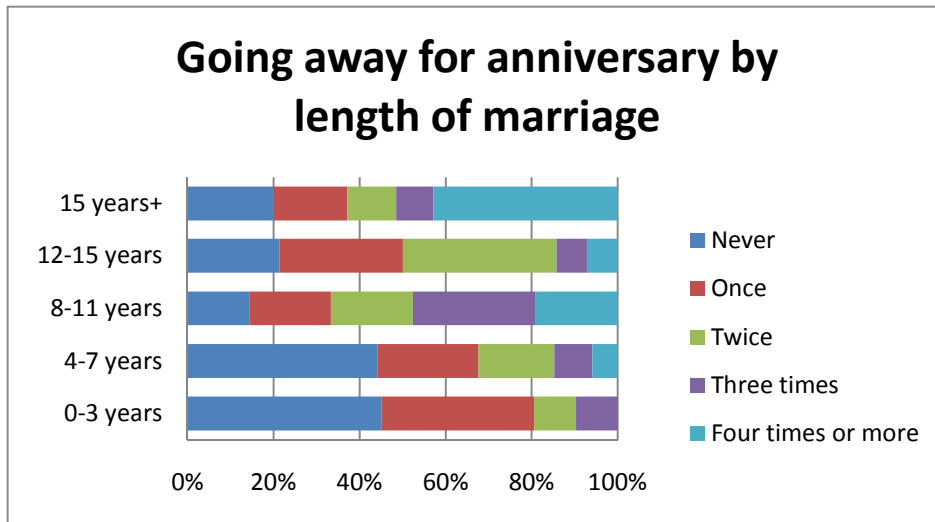
69% have gone away for a weekend to celebrate their anniversary

69% of couples had gone away at least once for the weekend to a hotel or resort to celebrate their anniversary, with 17% going away at least four times or more since they got married.



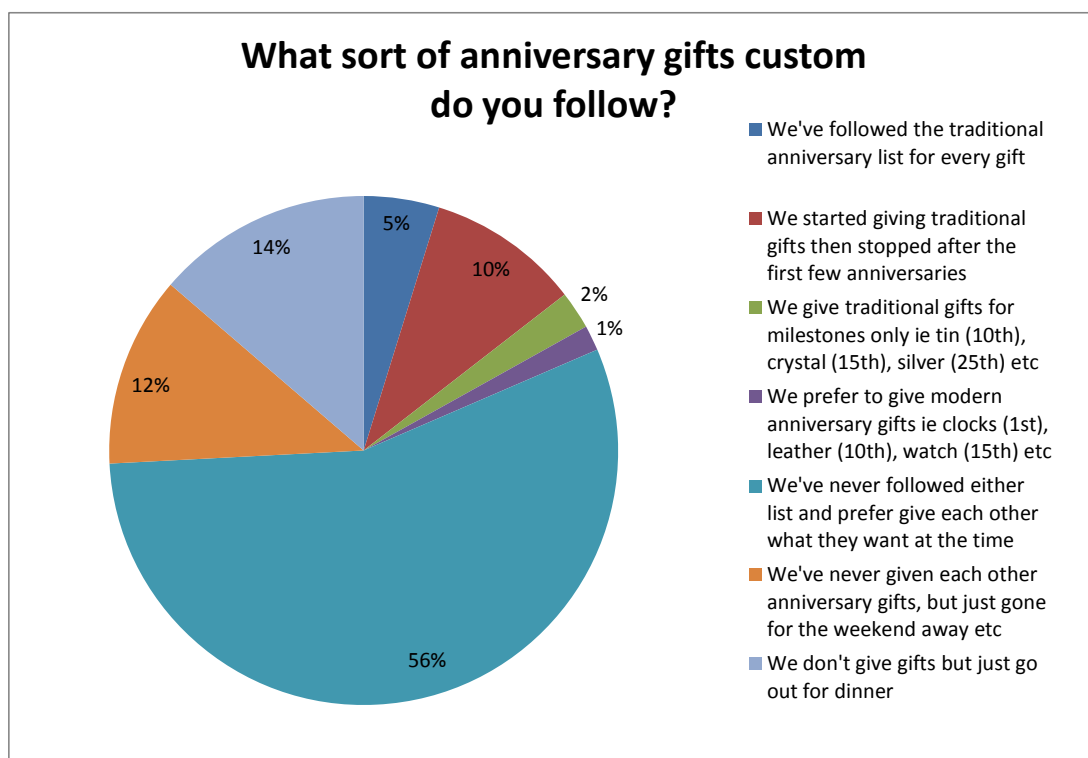
Newly marrieds are the least likely to go away for their anniversary

- About 45% of those who have been married for under 7 years have never gone away for their anniversary. This may be because those who have been married for 3 years or less have recently enjoyed a honeymoon, while those married 4-7 years could be heavily involved with young children.
- About 80% of those married 12 years or more have gone away at least once to celebrate their anniversary.



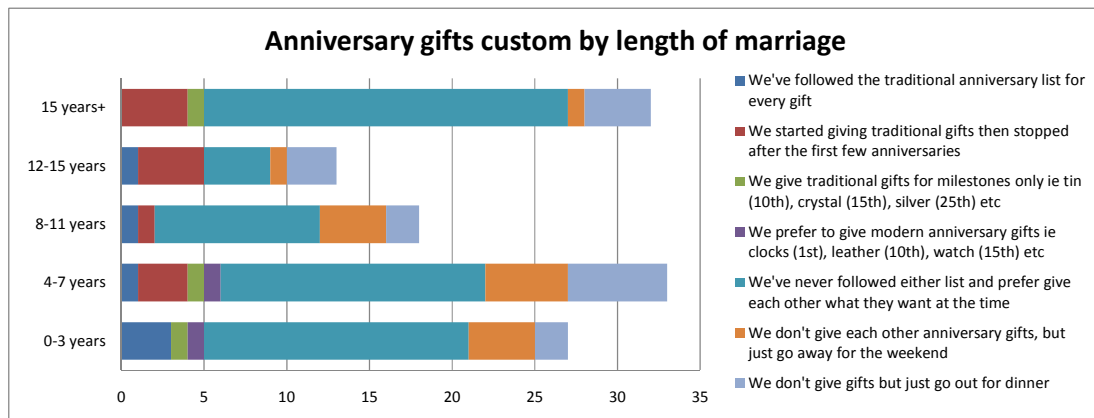
Most people don't follow the traditional wedding anniversary gift list

- 56% have never followed the traditional anniversary gift list custom and have instead given their partner what they want at the time
- 26% have gone away for the weekend or out to dinner instead of a gift.
- Only 5% have given the traditional gift for every wedding anniversary, with twice as many (10%) stopping the custom after the first few anniversaries.



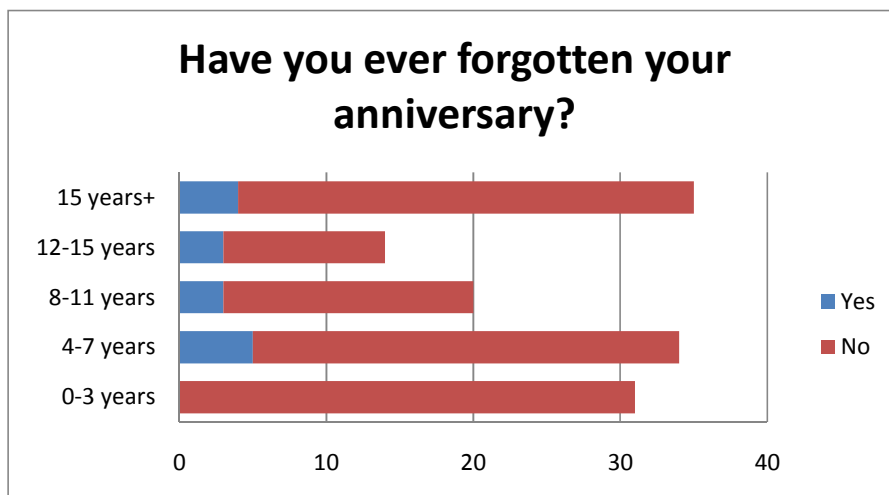
When the custom of giving traditional anniversary gifts is further broken down by the length of marriage:

- Those who have been married for 15 years or more are the most likely to ignore the traditional anniversary gift list and give each other what they want.
- Those who have been married under 3 years are the most likely to follow the traditional anniversary gift list, possibly to “keep up the tradition”
- No couples married for 8 years or more reported ever given modern anniversary gifts which suggests that this trend is too new to have caught on with them at the start of their first anniversary
- Those couples who have been married for under 11 years are the most likely to go out for dinner or for a weekend away instead of giving a gift.



Newly marrieds, long-term couples unlikely to forget their anniversary

- Only 11% of respondents overall had forgotten their anniversary.
- None of those married for less than 3 years had forgotten it.
- Of those married for 4-7 years, 14.7% had forgotten their anniversary, 8-11 years (15%) and 12-15 years (21.4%), but only 11.4% of those married for 15 years or more had forgotten their wedding anniversary.

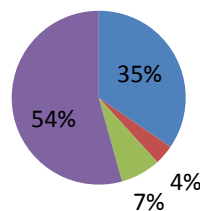


A third want to give, receive gift certificates for their anniversary gift

- A third (34.8%) wanted to give AND receive a gift certificate as an anniversary gift
- 7.4% said they would like to receive – but not give – a gift certificate.
- Women were almost twice as likely as men (37.7% vs 23.3%) to want to give AND receive a gift certificate as an anniversary gift.

Would you be happy to give and/or receive a gift certificate for your anniversary?

- I'd like to give AND receive a gift certificate for an anniversary
- I'd like to give a gift certificate - but not receive it for an anniversary
- I'd like to receive a gift certificate - but not give it for an anniversary
- I wouldn't like to give nor receive a gift certificate for an anniversary



When the custom of giving traditional anniversary gifts is further broken down by the length of marriage:

- Those married for less than 3 years, and for 12 years or more were the most likely to want to give and/or receive a gift certificate as an anniversary gift.
- Those who have been married 7 years or less are the most likely to say they'd like to receive – but not give – a gift certificate.

Attitudes towards giving and/or receiving gift certificates as an anniversary gift by length of marriage

