



Adult siblings receive the most expensive baby gifts

People spend more per person on group baby gifts for their adult brothers and sisters having children 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 and will spend even greater amounts *per person in a group gift* than in a solo gift for adult siblings, 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 own brothers and sisters and friends – and will spend even more on these people in group gifts than if they’d bought it on their own,” said director of It’s In The Stars, Elizabeth Ball.

Of those who bought a baby gift for a work colleague, 65.2% spent \$50 or less each if they bought it on their own, but a whopping 83.5% spent less than \$50 if they went in on a group gift.

Of those who bought baby gifts for friends, 62.1% spent \$50 or less as a solo gift while 56.2% spent \$50 or less each on a group gift, with gifts for cousins yielding similar results (62.6% vs 53.9%). More than a quarter (27.5%) spent under \$50 buying gifts by themselves for adult siblings but *not one respondent spent less than \$50 for group gifts* for their adult brothers and sisters.

“Clothing is always popular – because it’s immediate and the new mothers need so many of them – but personalised gifts were next most popular, usually because the recipient would think of the person who gave it to them,” Elizabeth said.

The survey found most popular baby gift items to give 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%).

“People give personalised gifts to those people they know well and are more likely to give practical items to those they don’t,” Elizabeth said.

While the gifts selected were bought in roughly equal proportion across all four recipient groups, of the gifts selected, adult siblings receive the highest proportion of personalised baby gifts (53.7%).

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 biggest recipients of all four groups to give 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 be likely or very likely to buy something for the eldest child when the next child is born if the firstborn was their niece or nephew so he or she didn’t feel left out,” Elizabeth said.

However, only 69.5% would do so for the oldest child of their friends, cousins (67.3%) or work colleagues (42.2%).

The top five reasons given for why they bought that particular gift were that it was unique and thoughtful (43.4%), they had asked for that product or service (32.2%), they wanted to surprise them (24.6%), they could keep it forever (21.0%) or they couldn't afford it (14.3%).

"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 siblings (80.0% vs 71.3%), and work colleagues (28.0% vs 12.0%) while more city-slickers than country respondents spent over \$50 on their cousins (41.0%, 34.3%) and friends (39.5%, 35.3%).

Twenty-five percent of those from the city gave four or more baby gifts compared to 32.2% of the country folk.

While people from both city and country areas 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 were much more likely than city-slickers to give personalised gifts (57.6% vs 42.6%) and baby equipment (35.5% vs 28.0%), while more metropolitan people than country folk gave books/CDs/DVDs (25.6% vs 15.2%).

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