

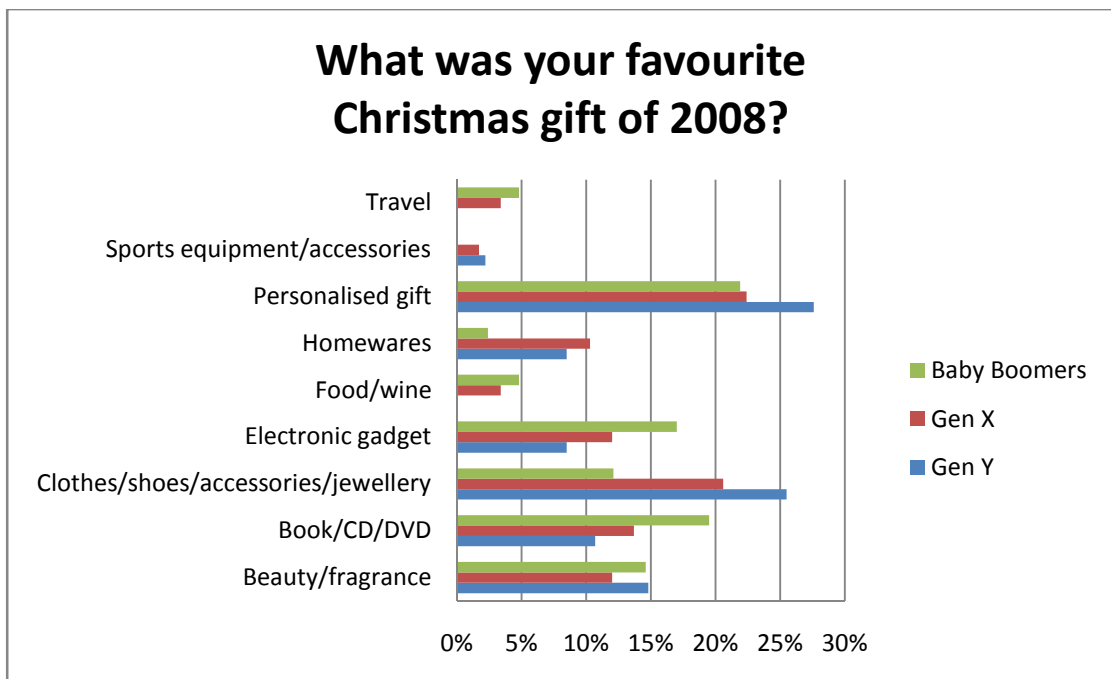


**Personalised gifts most popular, a third buy Christmas gifts all year long**

It's In Stars at <http://www.itsinthestaronline.com> ran a recent survey to look at people's attitudes towards Christmas gift shopping.

**Generation Y, women keenest on personalised gifts**

- The top five most popular gifts of Christmas 2008 were personalised gifts (24.3%), clothes/shoes/accessories/ jewellery (20.3%), books/CDs/DVDs (16.2%), electronic gadgets (13.5%) and beauty/fragrance/health (12.8%).
- Personalised gifts are most popular with Generation Y aged 18-30 (27.6%), Generation X aged 31-43 (22.4%) and then Baby Boomers aged 44-64 (21.9%)
- After personalised gifts, the second- and third-most popular gifts are clothes/shoes/accessories/jewellery and beauty/fragrance/health for Gen Y (25.5%, 14.8%), clothes/shoes/accessories/jewellery and books/CDs/DVDs for Gen X (20.6%, 13.7%) and books/CDs/DVDs and electronic items for Baby Boomers (19.5%, 17.0%).
- Respondents in metropolitan areas and rural/regional areas showed similar preference for personalised gifts (23.5% vs 22.6%), but clothes/shoes/accessories/jewellery were more popular in the rural/regional areas (23.5% vs 19.0%), and books/CDs/DVDs were twice as popular with metropolitan respondents (18.2% vs 8.8%) while electronic items were three times as popular for those living in city areas (15.6% vs 5.8%).
- Personalised gifts were five times more popular with women than men (26.5% vs 5.0%) while almost eight times as many men as women said their favourite Christmas gift of 2008 were electronic items (30.0% vs 3.9%).



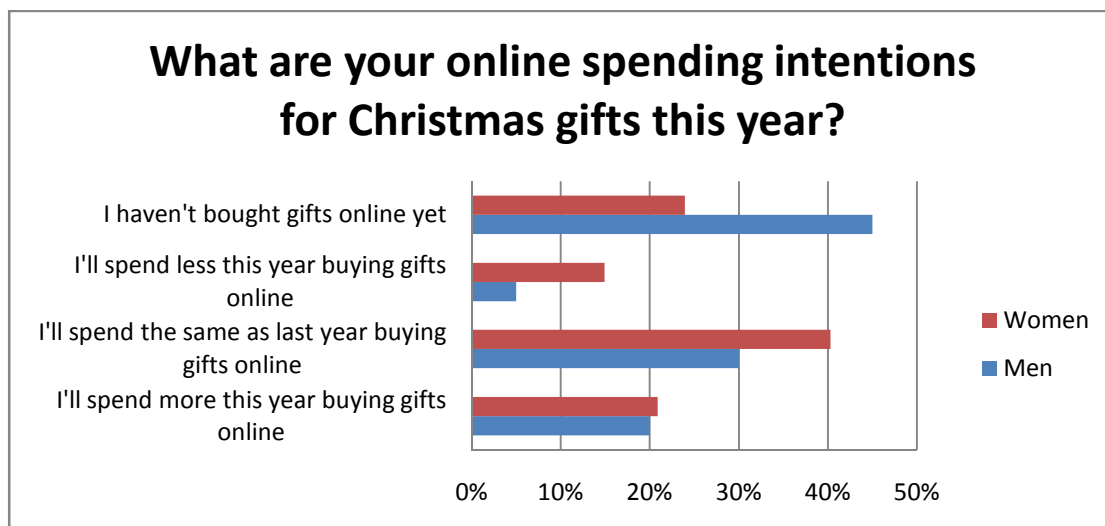
### Four in ten Baby Boomers buy gifts throughout the year

- 34.4% buy Christmas – or any type of – gifts throughout the year when they see something suitable and/or on sale, 50.3% start shopping in October or November, 13.9% do all their Christmas shopping as late as Christmas Eve
- 42.5% of Baby Boomers shop for gifts throughout the year, 50.7% of Generation X start shopping in the last quarter of the year while 23.4% of Generation Y start last-minute shopping in December
- Five times as many men as women (45.0% vs 9.2%) tend to do all their Christmas shopping as late as Christmas Eve.
- 71.0% of all Christmas gift shopping is done between October and December.



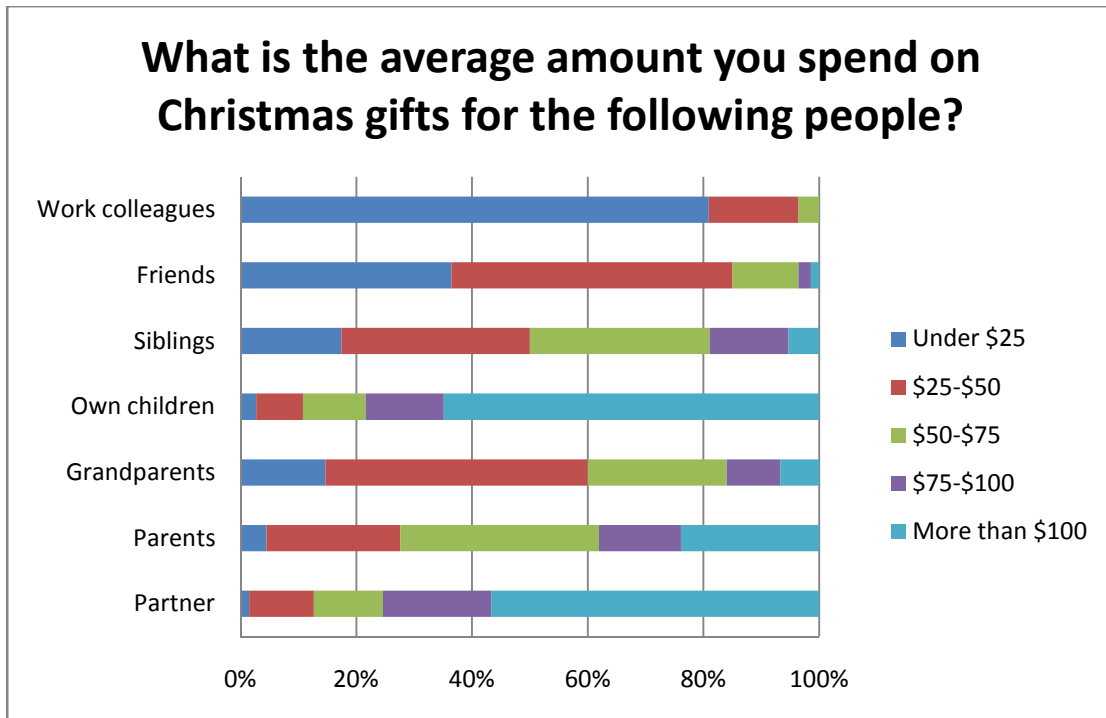
### Men have been slow to take up online gift shopping

- 45.0% of men vs 23.9% of women have not shopped online for gifts yet
- 60.2% of women vs 50.0% of men will spend the same, or more than last year, buying gifts online



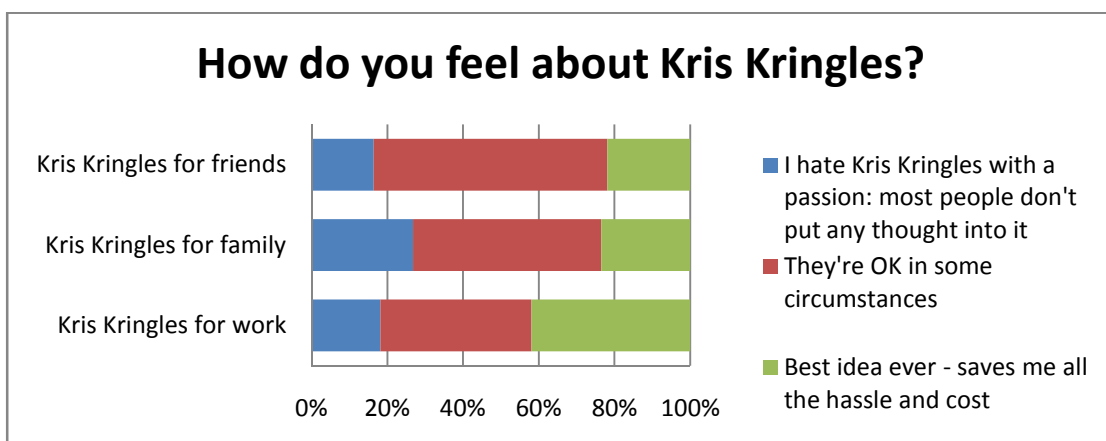
**Most will spend at least \$75 on gifts for their children and partner**

- 78.4% will spend \$75 or more per Christmas gift per child, with 64.9% spending more than \$100 per gift, while 56.7% plan to spend over \$100 on gifts for their partner.
- 84.0% will spend \$75 or less on their grandparents, siblings (81.1%) and parents (61.9%).
- 85.0% will spend \$50 or less on their friends while 80.2% will spend under \$25 on their work colleagues.



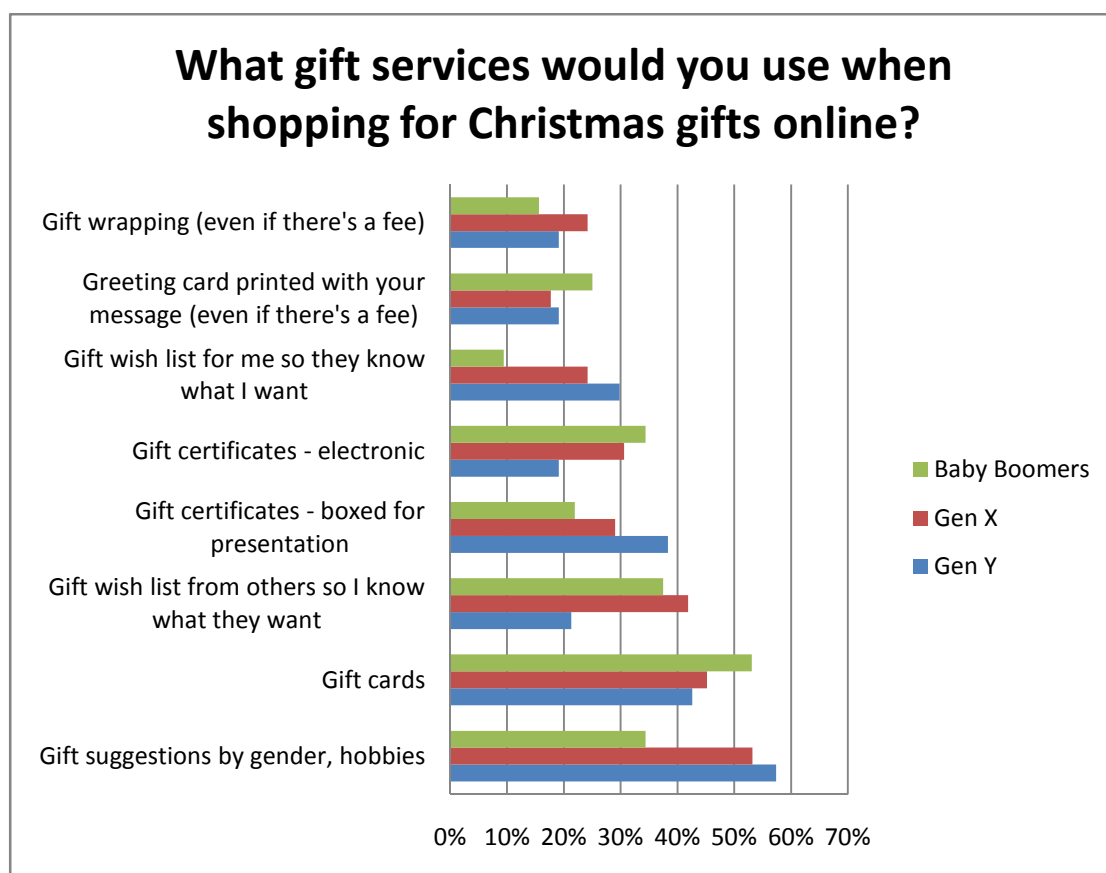
**Kris Kringles best for work, OK for friends, tolerated for family**

- Work Kris Kringles were considered the best idea ever to save money, time and hassle (41.9%), Kris Kringles for friends are overwhelmingly considered OK in some circumstances (61.6%), family-based Kris Kringles are least popular with 26.8% hating them with a passion.
- Of all three age groups, Gen Y is the most likely to hate Kris Kringles for family (34.0%) and friends (21.7%), while Baby Boomers detest ones for work (25.6%).



### Gift suggestions, gift cards and wishlists most popular online services

- Gen Ys are most likely to use gift suggestions (57.4%), boxed gift certificates (38.3%) and gift wishlists so others know what *they* want (29.8%)
- Gen Xers are most likely to use gift wishlists so they know what others want (41.9%) and fee-based gift wrapping services (24.2%)
- Baby Boomers are the most likely to use gift cards (53.1%), electronic gift certificates (34.4%) and greeting cards printed with a personalised message (25.0%)
- The top three gift services that men would use are gift suggestions (35.3%), gift cards (29.4%) and boxed gift certificates (23.5%)



It's In The Stars at <http://www.itsinthestaronline.com> has been delighting couples and parents with its beautifully designed hardcover astrology reports for anniversaries, birthdays, christenings, Christmas, engagements, Mothers Day, new babies, Valentines Day and weddings since 2005.