



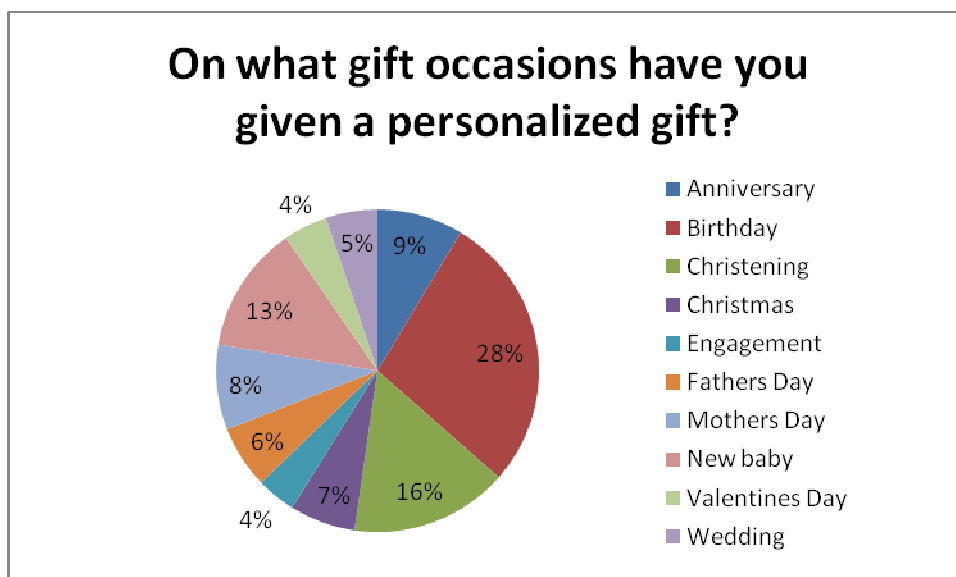
Personalized gifts survey findings

A recent personalized gifts survey by It's In The Stars at www.itsinthestaronline.com discovered that:

- birthdays, christenings, new babies, anniversaries and Mothers Day are the top 5 gift occasions on which to give a personalized gift.
- Jewellery, day of birth, art items are the most popular personalized gifts
- The most popular ways to personalize a gift are with names, day of birth and photography
- Most personalized gifts are given to partners, friends, children
- More personalized gifts are bought at bricks-and-mortar stores than online
- Six in ten people have bought two or more personalized gifts in the last year
- Most people spend \$50 or less on personalized gifts
- Gen Xers consider price while uniqueness and durability matters most to Gen Ys as the most important attributes of personalized gifts
- Most people would wait up to 7 days to receive a personalized gift
- Gift wrapping is nice to have, but not essential (unless you're a Gen Y)
- Most people would give a gift certificate so their recipient could select their own personalized gift
- Cancers, Taureans considered the best gift-givers based on Sun sign

Most personalized gifts are given for birthdays, christenings, babies

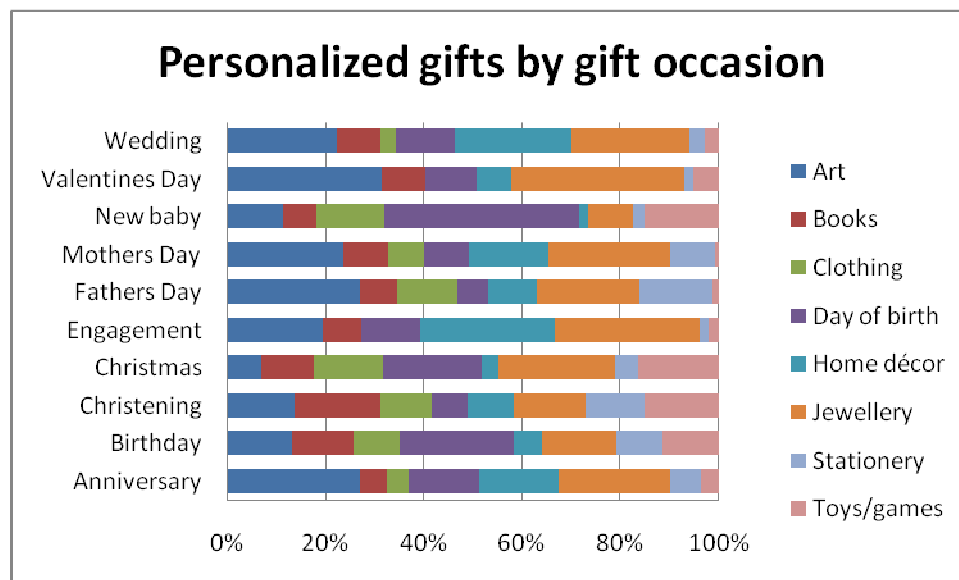
- Three-quarters (74%) of all personalized gifts are given for birthdays (28%), christenings (16%), new babies (13%), anniversaries (9%) and Mothers Day (8%)
- Only one in 20 give personalized gifts for weddings (5%), and engagements & Valentines Day (4% each)



Jewellery, day of birth, art items are the most popular personalized gifts

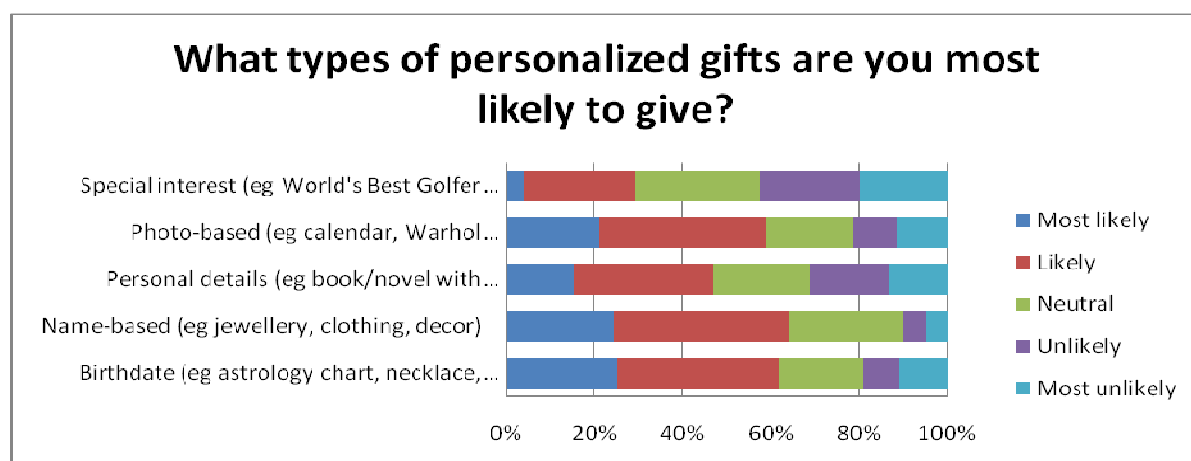
These types of gifts are most likely to be given at the following 3 gift occasions:

- Art: Valentines Day (32%), anniversaries & Fathers Day (27% each) and Mothers Day (24%)
- Books: christenings (18%), birthdays (13%) and Christmas (11%)
- Clothing: Christmas & new babies (14% each), Fathers Day (12%) and christenings (10%)
- Day of birth: new babies (39%), birthdays (23%), and Christmas (20%)
- Home décor: engagements (27%), weddings (24%) and anniversaries & Mothers Day (16% each)
- Jewellery: Valentines Day (35%), engagements (29%) and Mothers Day (25%)
- Stationery: Fathers Day (15%), christenings (12%) and Mothers Day & birthdays (9%)
- Toys/games: Christmas (16%), christenings & new babies (15% each), and birthdays (11%)



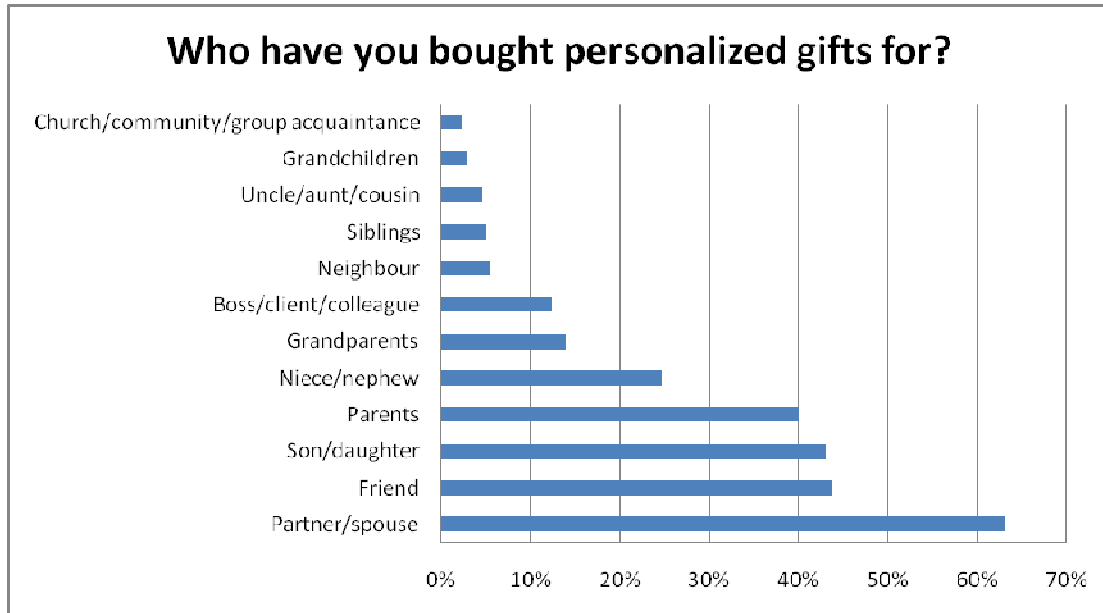
Name, day of birth, photo most popular personalization choices

- Most people would give gifts personalized with the recipient's name (64.1%) such as a piece of jewellery, clothing or home décor
- Birthdate-based gifts (eg astrology charts, newspaper front pages, jewellery etc) most appeal to 61.8% of respondents
- Personalized gifts involving photos (calendars, posters, home décor) would be most likely given by 58.8%



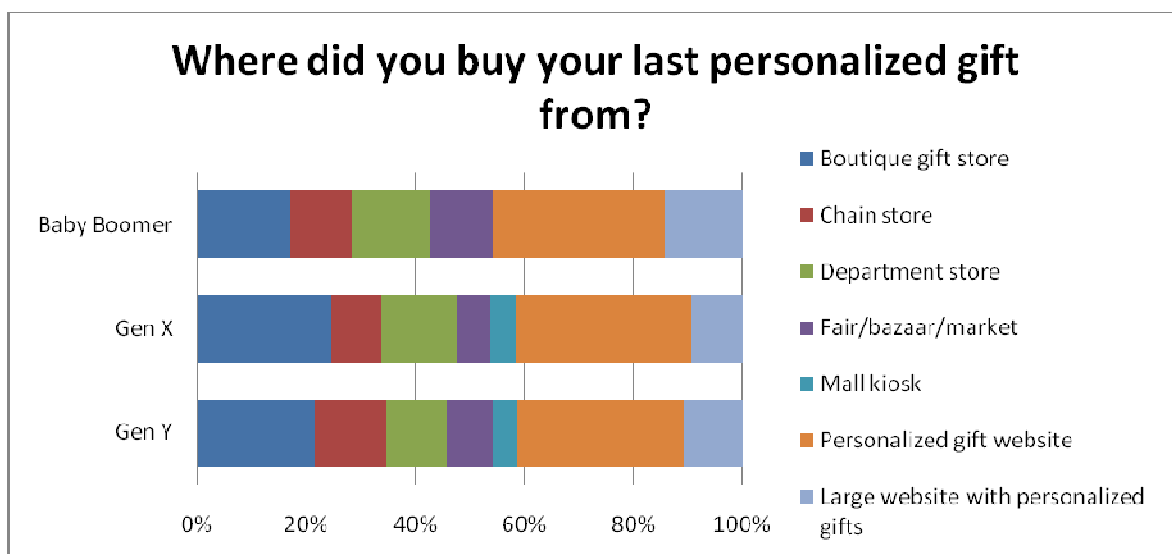
Most personalized gifts given to close family members, friends

- Nearly two-thirds (63%) of all personalized gifts are given to partners/spouses
- Purchasers are slightly more likely to give their friends personalized gifts than their children (44% vs 43%)
- Parents receive 40% of personalized gifts
- Nieces and nephews receive 25% of personalized gifts



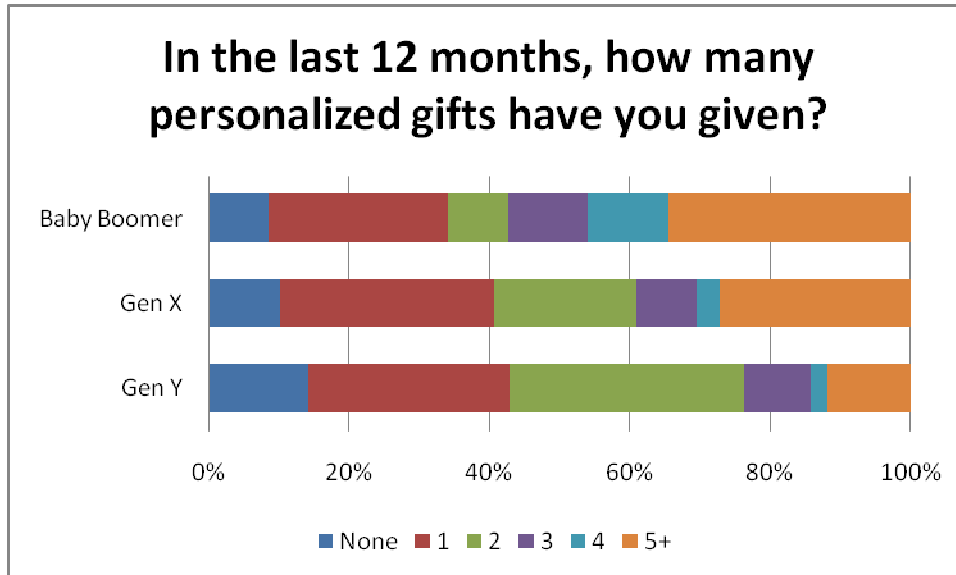
More personalized gifts bought at bricks-and-mortar stores than online

- About 60% of all personalized gifts are bought at boutique gift stores, department stores, chain stores, fairs/bazaars/markets and mall kiosks
- 29% of personalized gifts are bought at personalized gift websites
- Gen Xers (aged 31-43) are the most likely age group to buy from personalized gift websites (32.3%), boutique gift stores (24.6%), and department stores (13.8%)
- Gen Ys (aged 18-30) are more likely to buy from chain stores (13.0%)
- Baby Boomers (aged 44-62) are the most likely age group to buy from large websites (14.2%) and fairs/bazaars/markets (11.4%)



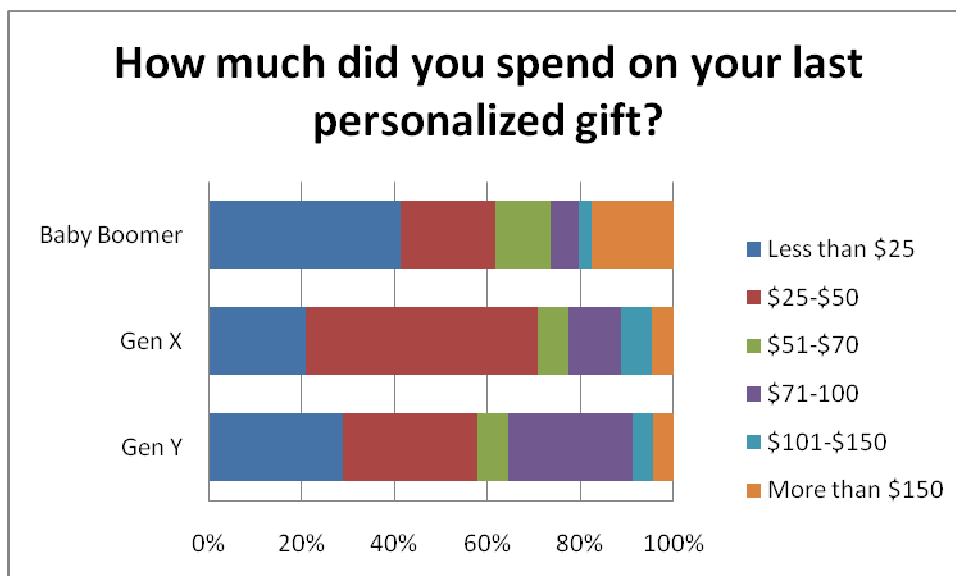
Most people have bought at least one personalized gift in the last year

- 88.5% have bought at least one personalized gift in the last 12 months
- 60% have bought two or more personalized gifts in the last year
- Baby Boomers are the biggest consumers of personalized gifts with 46.1% buying 4 or more personalized gifts in the last 12 months
- Gen Ys are the most likely to have bought only 1 to 2 personalized gifts (61.9%) in the past year



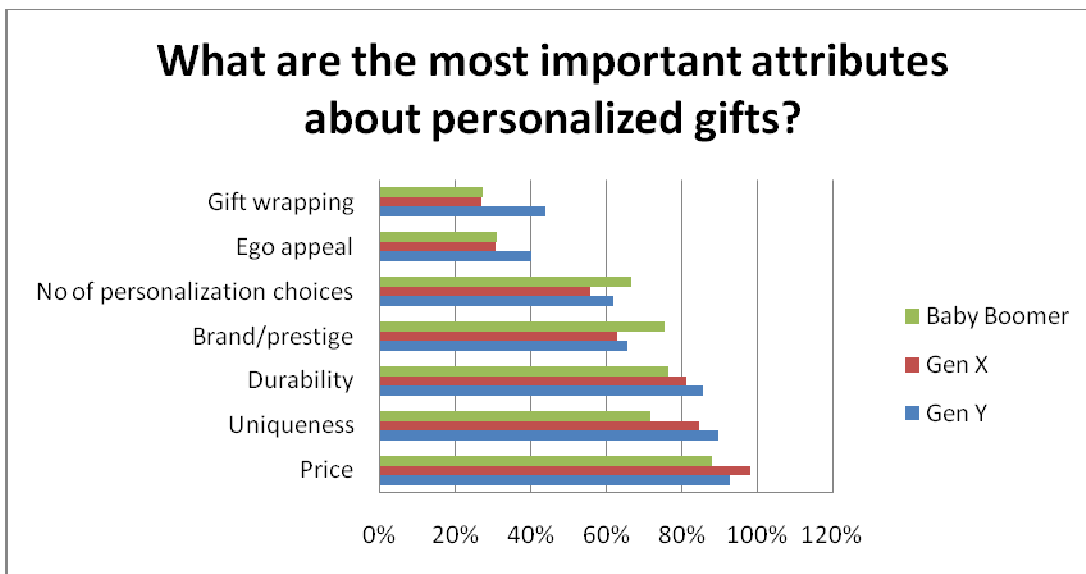
Most people spend under \$50 per gift on personalized gifts

- Gen Xers are the most likely of all age groups (71.0%) to spend \$50 or less on personalized gifts, compared to Baby Boomers (60.8%) and Gen Ys (57.8%)
- One in five Baby Boomers (20.5%) spend more than \$101 on personalized gifts, compared to only 8.8% of Gen Ys and 11.3% of Gen Xers



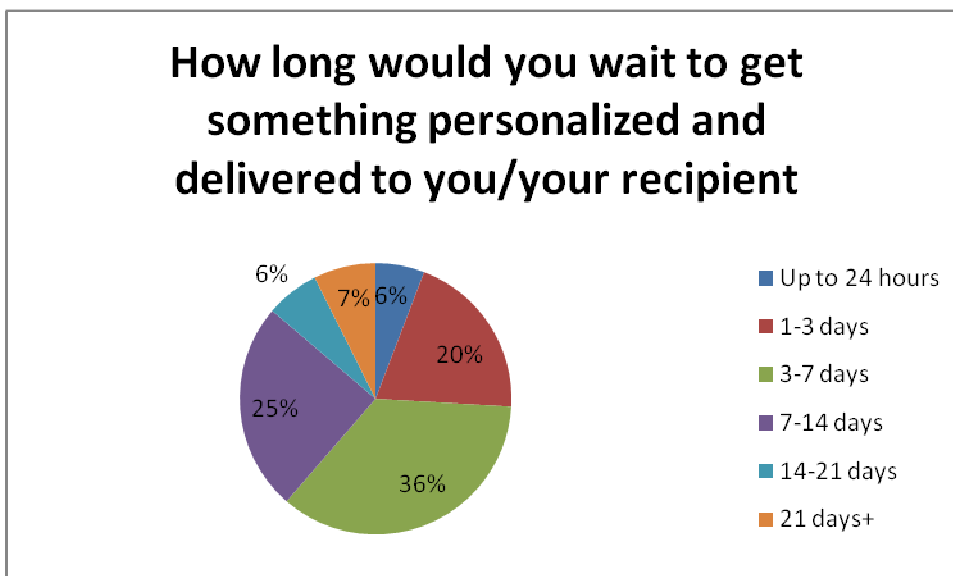
Price affects Gen Xers while uniqueness and durability matter to Gen Ys

- 19 in 20 people (93.1%) consider the affordability of a personalized gift, with price being overwhelmingly important for Gen Xers (98.3%)
- The uniqueness of a personalized gift is important for 82.2% overall but most of all for Gen Ys (93.8%) who are also most likely of all three age groups (81.2%) to value the durability of personalized gifts (85.7%)
- The perceived brand or prestige value of the personalized gift matters to 68.2%, but most of all to Baby Boomers (75.7%).
- Baby Boomers are also the most concerned of all age groups (61.5%) with the number of personalization choices available to customise gifts (66.7%)
- The “ego appeal” (“it’s all about them”) of a personalized gift matters to 34.3%, being of greatest value to Gen Y (40.5%), who are also the most likely to appreciate gift wrapping (44.2%) of all three groups (32.9%)



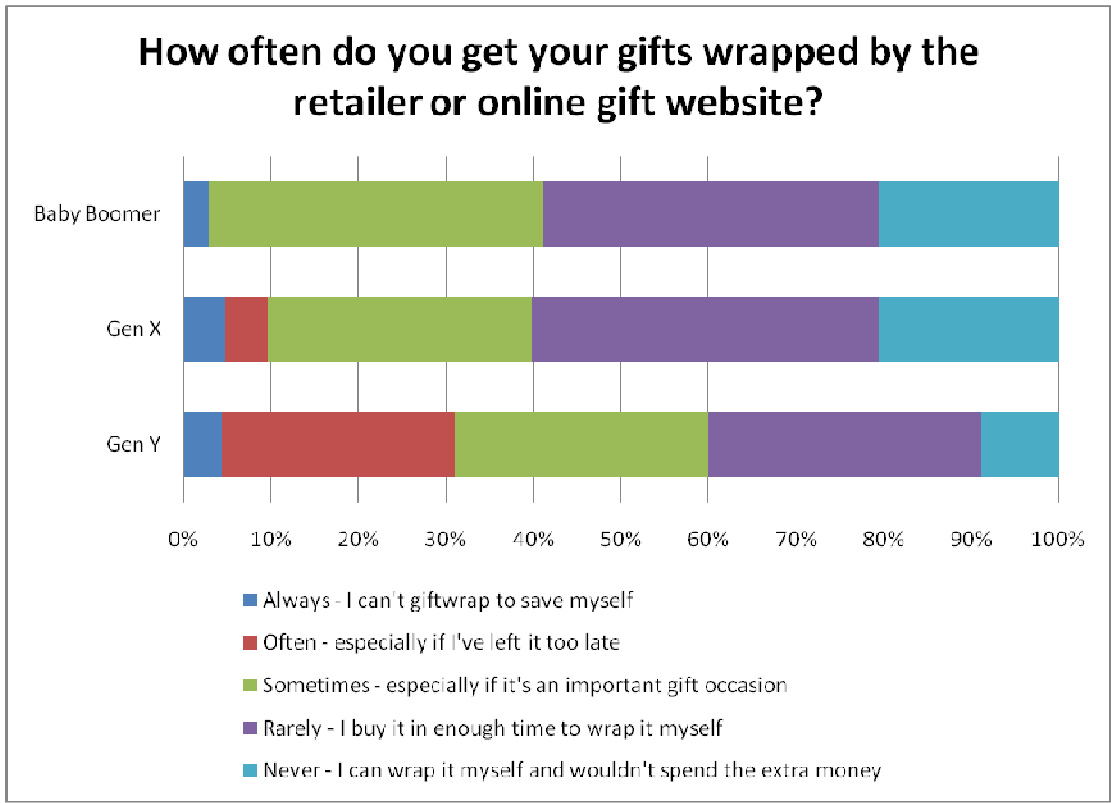
Most would wait for up to a week to receive their personalized gifts

- 36% would wait up to 7 days to get something personalized and delivered to them or their recipient
- A further 25% would wait up to 14 days
- A quarter (26%) would wait only up to 3 days
- 6% expect their personalized gift to arrive within 24 hours



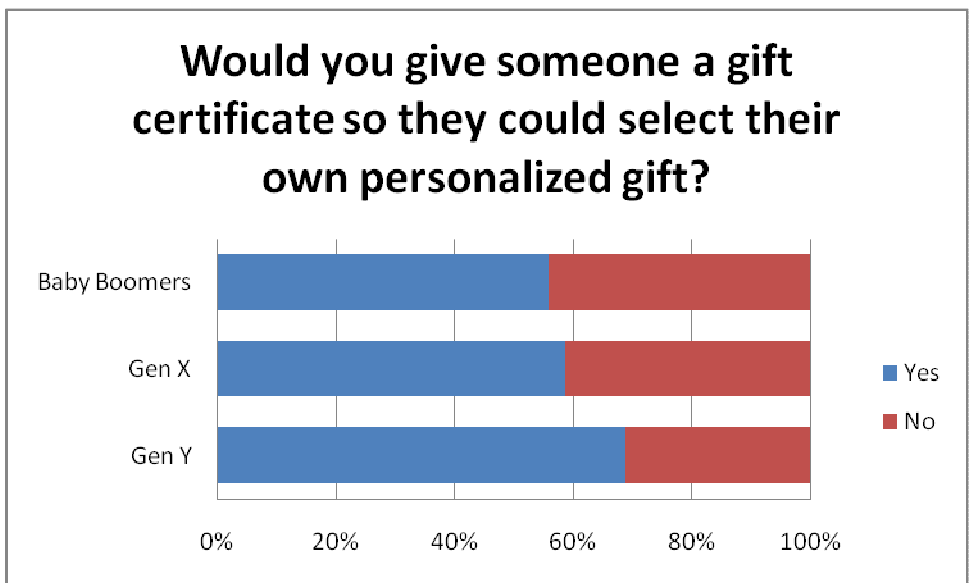
Gift wrapping is a nice-to-have service for customers, but not essential

- Six in 10 Gen Xers (60.3%) and Baby Boomers (57.1%) would rarely or never request gift wrapping because they buy it in enough time to wrap it or they wouldn't spend the money on a gift-wrapping service
- About a third of all age groups (32.1%) would sometimes opt for gift wrapping, especially if it's for an important gift occasion
- Nearly one-third of Gen Ys (31.1%) would always or often get their personalised gifts wrapped because they couldn't "giftwrap to save themselves" or they had left it too late



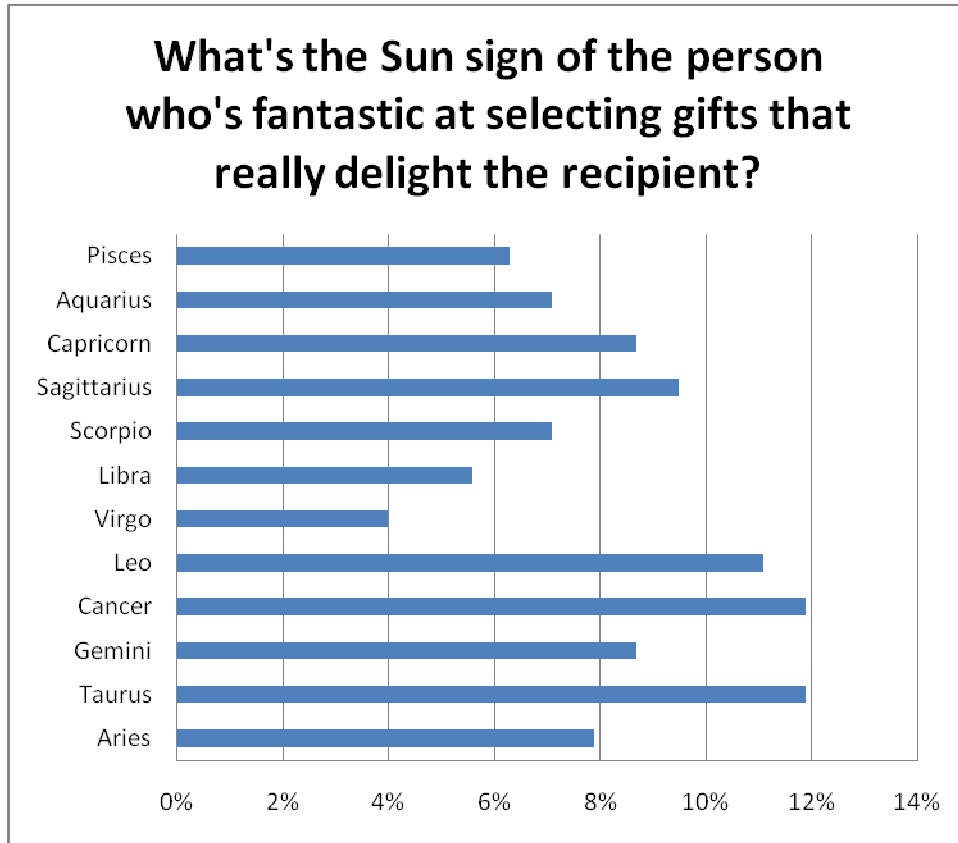
Most would give someone a gift certificate for a personalized gift

- 61.1% of all age groups would give a gift certificate for a personalized gift
- Gen Ys are the most likely (68.9%) to give someone a gift certificate so they can select their own personalized gift
- Baby Boomers are the least likely (55.9%) to give gift certificates (55.9%)



Cancers, Taureans considered the best gift-givers of the zodiac

- Cancers and Taureans tie (11.9% each) for being regarded as the Sun signs who are most likely to give gifts that really delight the recipient
- Leos come in a close second at 11.1%
- Highly discriminating Virgos seem to need a bit of help in selecting gifts that delight recipients (4.0%)!



Enjoy reading these survey results? You can discover other gifts articles and news at the Gifts By The Stars blog at <http://gifts-by-the-stars.online.com>