



Three-quarters think they give perfect gifts, only one-third believe they receive them

The recent Good-Gift Giving survey by leading luxury astrology online retailer and gift news blog It's In The Stars discovered three in four people honestly believe they give the perfect gifts to their loved ones, yet over six in ten are disappointed with gifts they receive.

When asked how often would they give - and receive - the perfect gift, 75.5% said that according to others, they always or usually give the perfect gift, yet half as many (37.2%) say they receive them.

Being a good gift-giver requires some detective work.

- The most popular way to discover the right gift is to pay attention to their size, colour, hobby, music, or reading preferences (77.2%).
- Only 30.0% read newspapers, magazines or online gift guides for gift idea inspiration.
- Just over half (50.3%) drop verbal hints or circle it on magazines which they leave lying around
- A quarter (26.2%) take their loved ones to the store or bookmark the website so they can buy the gift
- The gift occasion that people believe others are most likely to make an effort to give a thoughtful gift is a birthday (56.8%)
- One in three (33.1%) are upset when a loved one doesn't make an effort with their gift.
- Three-quarters (74.1%) have never created their own online gift wishlist to let others know what they want, yet 47.3% have bought gifts for others from their online gift wishlists.
- Seven in 10 (71.4%) spend some time and effort to find the perfect gift for every gift occasion for their loved ones.
- An amazing one in two people (50.7%) view themselves as their family's best gift-giver, trailed far behind by their sister (15.1%), mother (12.3%), partner (11.0%), and daughter (5.0%).
- Collectively, only 3.5% regard their father, brother or son as the family's best giver-giver.

Most people assume they know their recipients' taste to find the perfect gift

Men think they know what their loved one wants, women base gift-giving on observation

- Men are surprisingly confident in believing they know their loved one's taste – and much more so than women (86.7% vs 75.4%)
- Women are more likely to base their gift-buying decisions on observing the recipient's favourite hobbies, food, books, music and colour preferences (80.0 vs 53.3%).

Men avoid expert gift-giving advice but happy to seek input from someone of similar age/sex

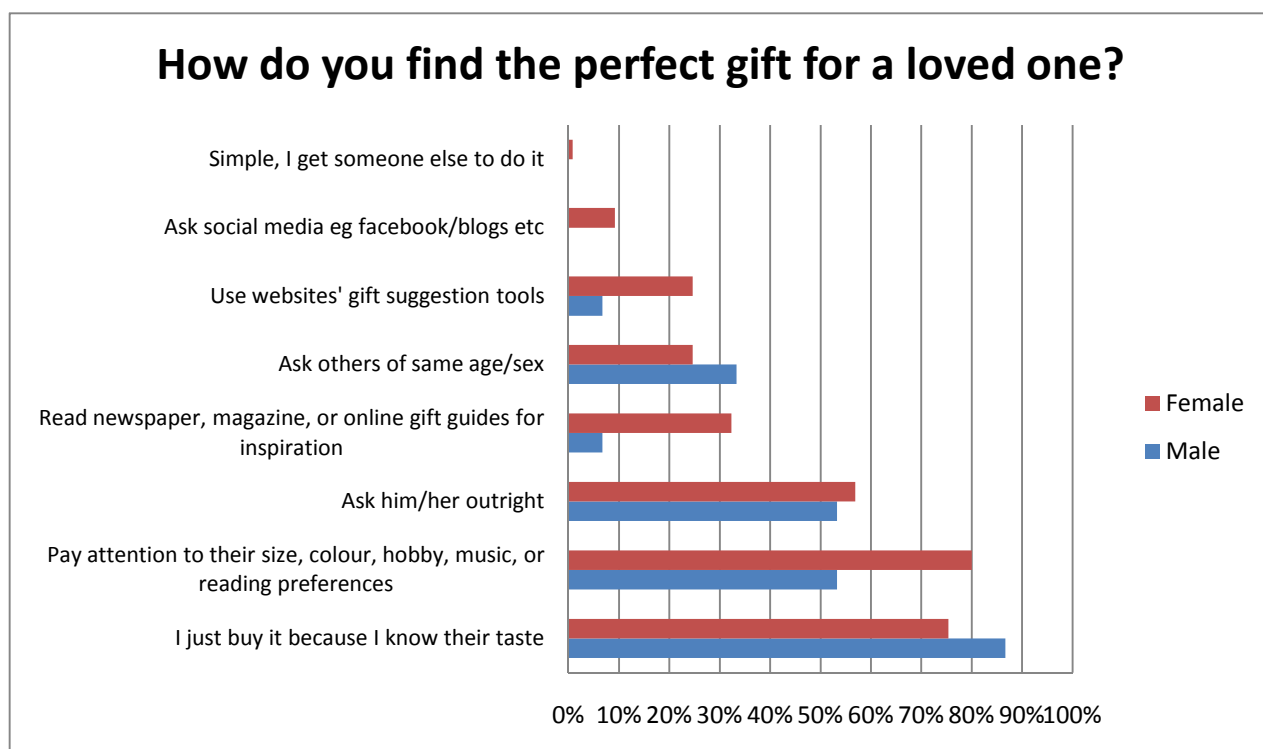
- Men are far less likely than women to read newspaper, magazine or online gift guides for inspiration (6.7% vs 32.3%) or to use gift suggestion tools (6.7% vs 24.6%), but are more likely to ask others of the same age or sex for gift ideas (33.3% vs 24.6%).
- Men do not ask social media eg facebook for gift guidance compared to 9.2% of women nor do they admit outsourcing the gift-finding which seems unlikely, while 0.9% of female respondents admitted to getting someone else to buy the gift!

Gen Ys notice hobbies, use tools, Gen Xers know others' taste, Boomers asks recipients

- Generation Y is the generation most likely to pay attention to size, colour, hobby, music or reading preferences (86.1%) and to use gift suggestion tools (36.1%)
- Generation X purchase items because they assume they know their loved one's taste (81.6%), read newspapers, magazines or online gift guides for inspiration (34.2%) and ask social media communities through facebook and blogs (10.5%)
- Baby Boomers tend to ask their loved one outright (71.9%), and to ask others of the same age and sex (28.1%).

City-dwellers more likely to check their gift choices with people of similar age/sex

- City-slickers more likely to check on the suitability of a gift with a person of similar age and sex to the recipient rather than those who live in regional areas (25.8% vs 14.7%)



People are reluctant to say what they want as a gift, which makes it hard to get it right

Most people are passive about letting others know what gift they want, yet a quarter have bought their own gift

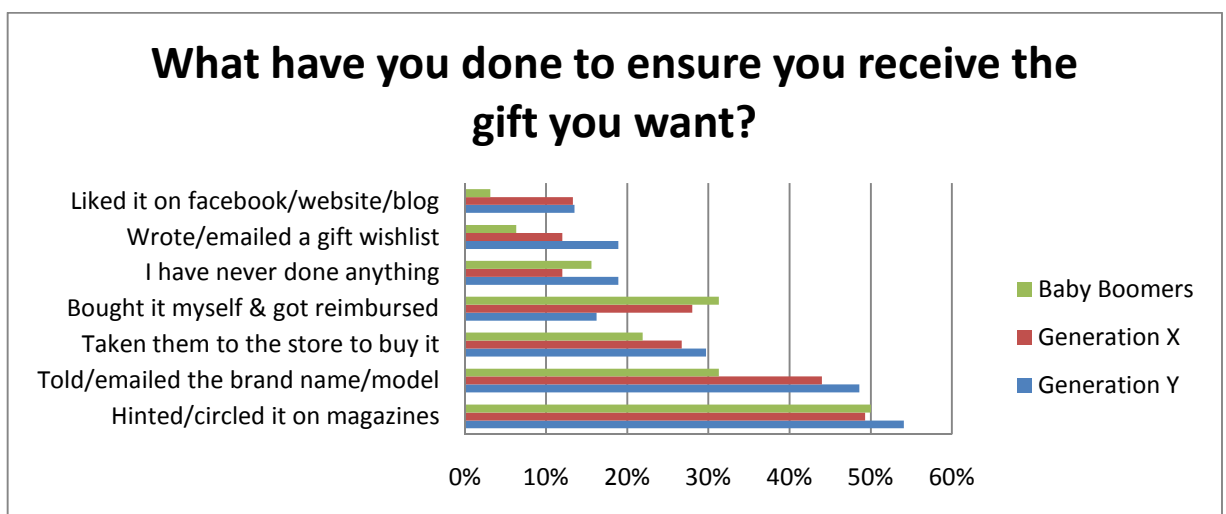
- Of all respondents, just over half (50.3%) are indirect, dropping verbal hints or circling the product or service in magazines which they left lying around
- Four in ten (42.1%) are more direct, telling, emailing or texting them the brand name or model no etc.
- Just over a quarter of the most decisive types take their gift-givers to the store to buy it (26.4%) or buy it themselves to be reimbursed (25.7%)
- One in six (14.6%) have never done anything to get the gift they want
- Only 12.5% create written or online gift wishlists and even fewer, 11.1% offer hints by liking the item on facebook, specific websites or blogs

Generation Y most likely to be proactive yet also do nothing to get the gift they want, Gen Xers similar but Baby Boomers are the most likely to buy their own gifts and get reimbursed

- Generation Y are the most pro-active in trying to get the gift they want, whether they drop hints or circle it on magazines (54.1%), tell the brand name or model (48.6%), take them to the store to buy (29.7%), creating gift wishlists (18.9%) and, unsurprisingly, liking the product on facebook, blogs and other social media communities (13.5%) but they are the generation also most likely not to take any action at all (18.9%)
- Gen-Xers run a close second to Gen Ys's gift-seeking behaviour and are slightly less likely than Baby Boomers in buying the gift they want (to be reimbursed later) (28.0% vs 31.3%)

City-dwellers more likely to buy their own gifts, country folk make gift wishlists

- Metropolitan and regional respondents show similar behaviour in the actions they do or don't take to receive the gifts they want
- However, city folk tend to buy their own gifts to be reimbursed later (28.2% vs 17.6%) while country people create handwritten or online gift wishlists (17.6% vs 10.9%)



Most feel disappointed, upset, offended, resentful or angry when they receive bad gifts

Only one in five say they don't care

- One in three people (33.1%) were upset when a loved one didn't make an effort with their gift, 20.3% were resigned to receiving a bad gift (perhaps they had received them so many times before), 12.2% were offended, 10.1% were offended and 4.7% were angry. One in five (19.6%) said they didn't care. Liars!

Women are more upset by gifts that show a loved one hasn't made an effort

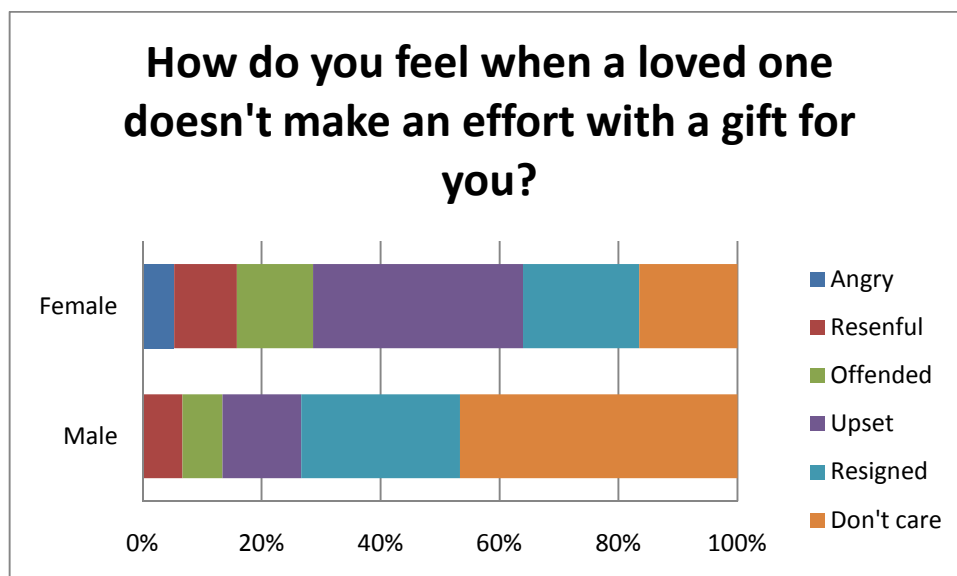
- Men are three times less likely than women to care about a bad gift (46.7% vs 16.7%) and are also, interestingly, more likely to feel resigned about receiving a bad gift (26.7% vs 19.5%)
- Women are three times more likely than men to be upset about gifts that show a lack of effort (35.3% vs 13.3%) and twice as likely to be offended (12.8% vs 6.7%) and nearly twice as likely to be resentful (10.5% vs 6.7%)

Baby Boomers resigned, Gen-Xers resentful and Gen Ys upset by poorly thought-out gifts

- Baby Boomers are the most likely of all three age groups to feel resigned when they receive gifts that show no effort (37.5%), Generation X are the most likely not to care (25.6%) but also the most likely to feel resentment (11.5%) while Generation Y are the most likely to feel upset (37.5%), offended (18.9%) and angry (8.1%)

City dwellers more angry, resentful, rural people more resigned by poor gifts

- Metropolitan people are twice as likely to be angry or resentful as rural folk (17.8% vs 8.8%) while country people are twice as likely to be resigned to loved ones not making a gift-giving effort (35.3% vs 15.9%).



People more likely to use online gift wishlists for others, not for themselves

Rural people least likely to use online gift wishlists

- City dwellers are much more likely to have bought gifts for others at least once or more often from an online gift wishlist than rural folk (49.6% vs 38.2%)
- Less than one in four rural respondents (23.5%) has ever created their own online gift wishlists, compared to 26.8% of city people

Men less likely to buy from online gift wishlists than women but more likely to create them

- Only 40.0% of men have ever bought gifts from others' online gift wishlists compared to 48.1% of women
- However, 33.3% of men compared to only 25.0% of women have created their own online gift wishlists at least once

Baby Boomers least likely, Gen-Xers most likely to use others and create own gift wishlists

- Two-thirds (65.6%) of Baby Boomers have never bought gifts for others from online gift wishlists compared to 51.4% of Generation Y and 48.7% of Generation X, while 78% of Baby Boomers have never created their own online gift wishlists (vs 75.7% and 71.4%)
- Twice as many Gen-Xers as Baby Boomers have sometimes, regularly or always used other's online gift wishlists for gift ideas (25.6% vs 12.5%)
- Surprisingly, more than twice as many Gen-Xers as Gen Ys have created their own online gift wishlists (13.0% vs 5.4%)



One in two think they are regarded as their family's best gift-giver

Men give their women the credit for being the gift-giver in the family and women take it

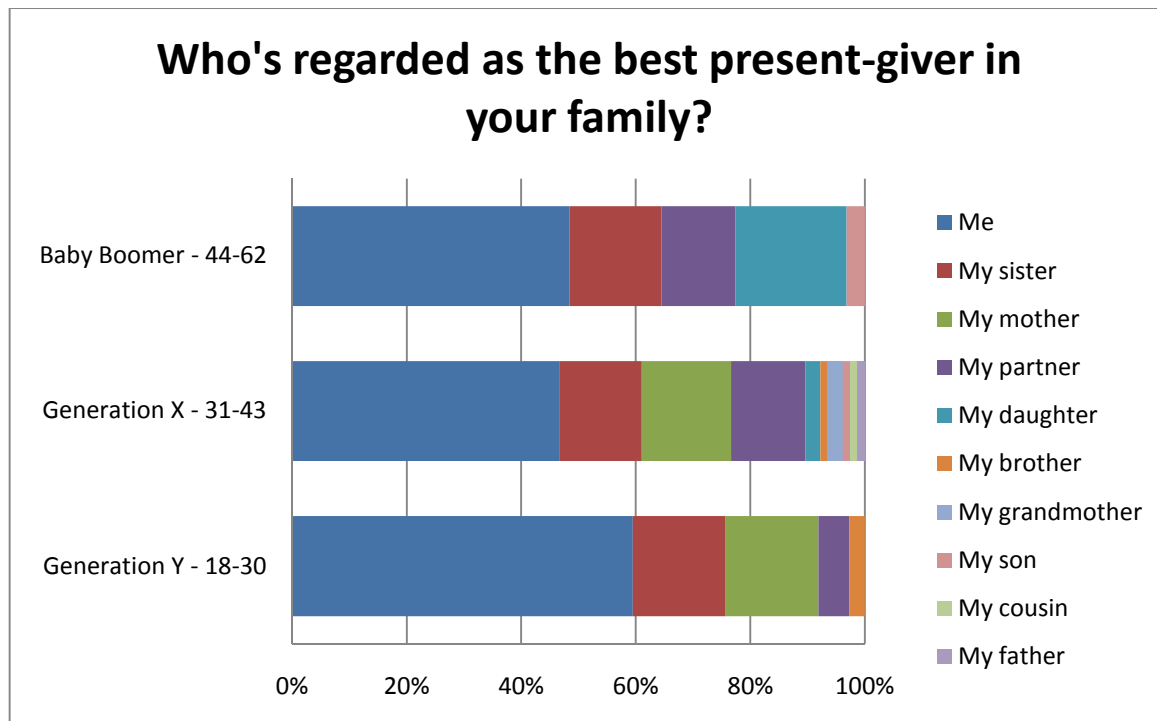
- Men are five times as likely as women to say their partner was the best gift-giver (40.0% vs 7.6%)
- Men are half as likely as women to consider themselves the best family's gift-giver (26.7% vs 53.4%)
- Men and women give almost the same ratings collectively to their sister and mother as the best gift-givers (26.7% and 27.5%)

Gen Ys think they're the best gift-givers in their families

- 59.5% of Gen Ys class themselves as the best gift-givers (vs 48.4% of Baby Boomers and 46.8% of Gen Xers who are most likely to spend the most on gifts!)
- Gen Ys narrowly beat Baby Boomers as voting their sisters the best gift-givers (16.2% vs 16.1%) and Gen Xers for mothers being the best at giving gifts (16.2% vs 15.6%)
- Many more Baby Boomers than Gen Xers nominate their daughters as good gift-givers (19.4% vs 2.6%); of course, most Gen Xers' daughters would be school-aged
- Gen Xers are slightly more likely than Baby Boomers to credit their partners for their gift-giving efforts (13.0% vs 12.9%)

Metropolitan and rural folk differ on mothers, partners and daughters being good gift-givers

- City people are twice as likely as rural folk to vote for mothers as being the family's best gift-giver (14.4% vs 5.9%) while country people view their partners (17.6% vs 9%) and daughters (8.8% vs 4.5%) as the best gift-givers



It's In The Stars at <http://www.itsinthestaronline.com> conducts regular gift-giving surveys and has delighted hundreds of couples and parents with its luxury hardcover astrology reports since 2005. If you'd like to take part in the next gift survey (and have a chance to win prizes), please register for free at <http://www.itsinthestaronline.com/newsletter>.