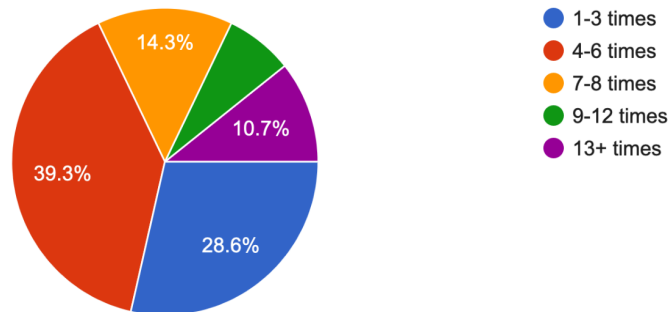


## [Survey](#) Results - 28 Responses (as of Feb 6, 2023)

### Questions to Investigate Gifting Habits:

In the past year, how often have you given a gift to someone else?

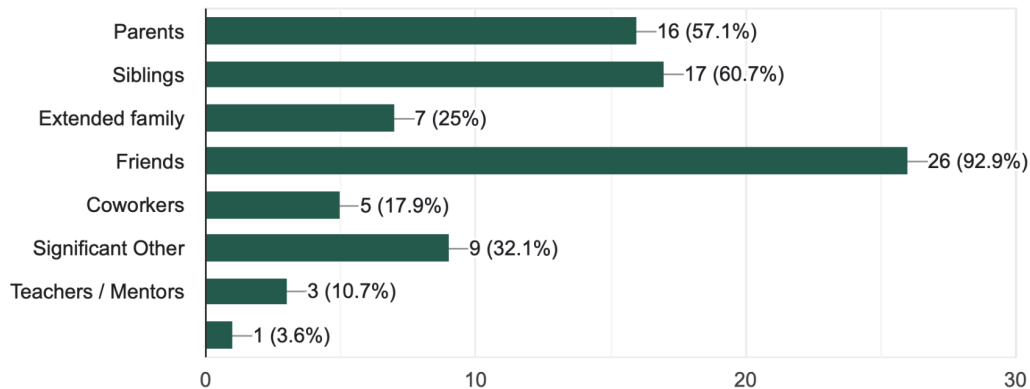
28 responses



- ~29% of respondents gave a gift 1-3x in the past year
- ~40% of respondents gave a gift 4-6x in the past year

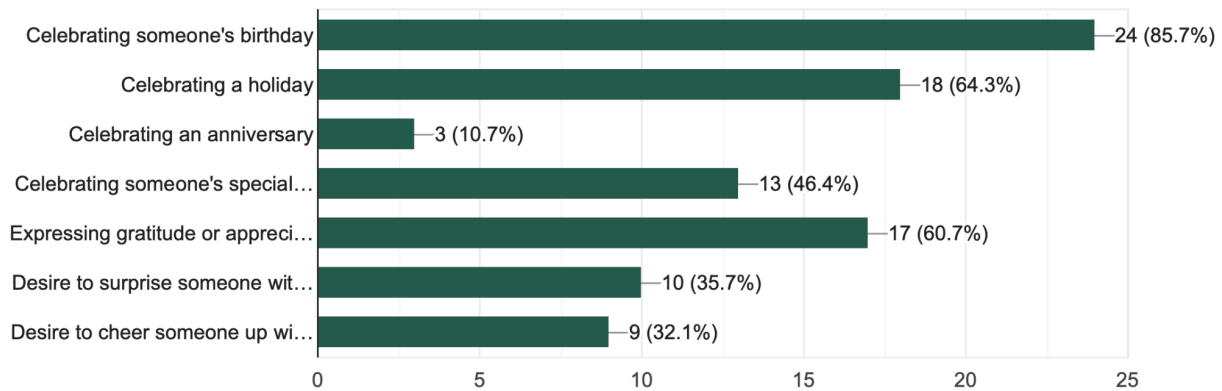
In the past year, who have you given gifts to? Please check all that apply.

28 responses



What motivates you to decide to get a gift for someone? Please check all that apply.

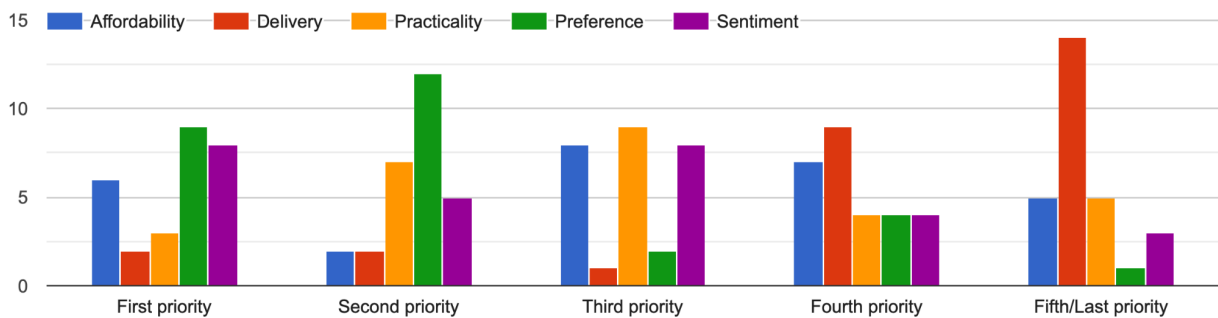
28 responses



- Birthdays and holidays are most popular motivators for deciding to get someone a gift, followed by expressing gratitude/appreciation for someone

## Questions to Investigate the Gifting Process

Of the following factors listed below: Affordability - the gift must fit in my budget Delivery - the gift must arrive/deliver to the person I am gifting to on time Practica...ase rank the factors in order from first to last priority.



- Of the following factors listed below:
  - Affordability - the gift must fit in my budget
  - Delivery - the gift must arrive/deliver to the person I am gifting to on time
  - Practicality - the gift is something I know the person will use
  - Preference - the gift is something I know the person will like

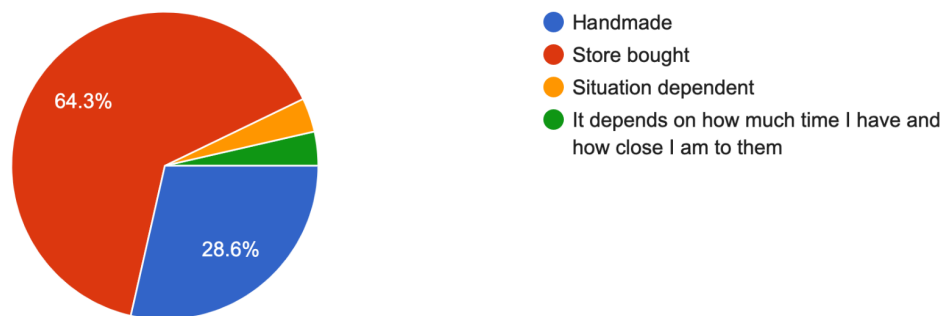
- Sentiment - the gift conveys the meaning I wish to express for someone
- 32% ranked Preference as the first priority of consideration when deciding on a gift (Sentiment is a close runner up as the first priority with 29% of respondents choosing it)
- 43% ranked Preference as the second priority of consideration
- 32% ranked Practicality as the third priority of consideration (Affordability and Sentiment followed closely - both with 29%)
- 32% ranked Delivery as the fourth priority
- 50% ranked Deliver as the fifth priority

#### Major Takeaways:

- **Preference is the main priority for gifters**
  - **Sentiment is a close runner up**
- **Delivery is the least of Gifters' concerns**

Do you prefer to give handmade or store bought gifts?

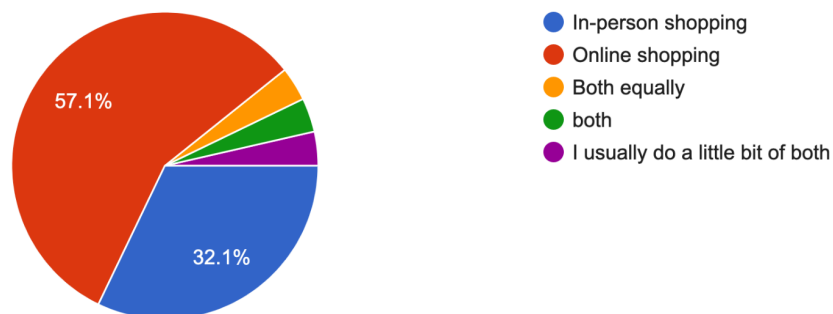
28 responses



- 64% prefer buying gifts rather than making gifts

Do you prefer shopping for gifts in-person, or online?

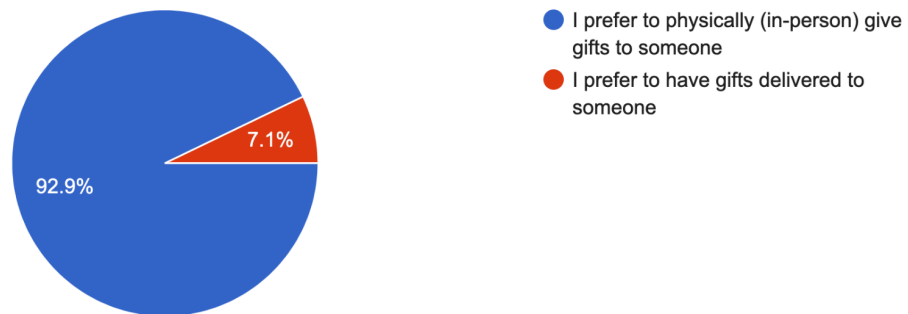
28 responses



- People prefer online shopping (57%) rather than in-person shopping (32%)

Do you prefer to physically (in-person) give someone a gift, or do you prefer to have gifts delivered to someone?

28 responses



**What do you consider the best part of getting someone a gift?**

Responses

Getting Gift to Recipient

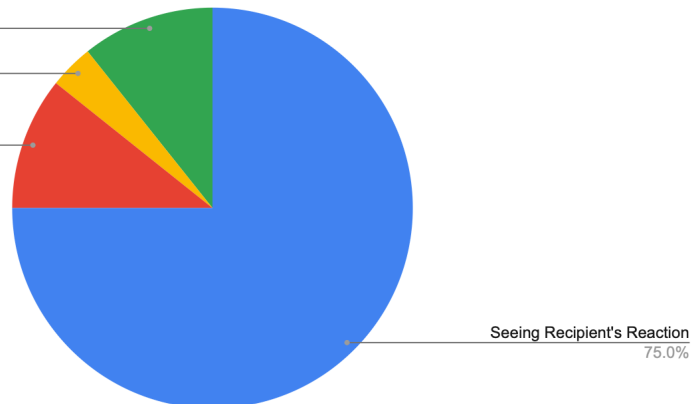
10.7%

Expressing Appreciation

3.6%

Knowing Recipient will Use Gift

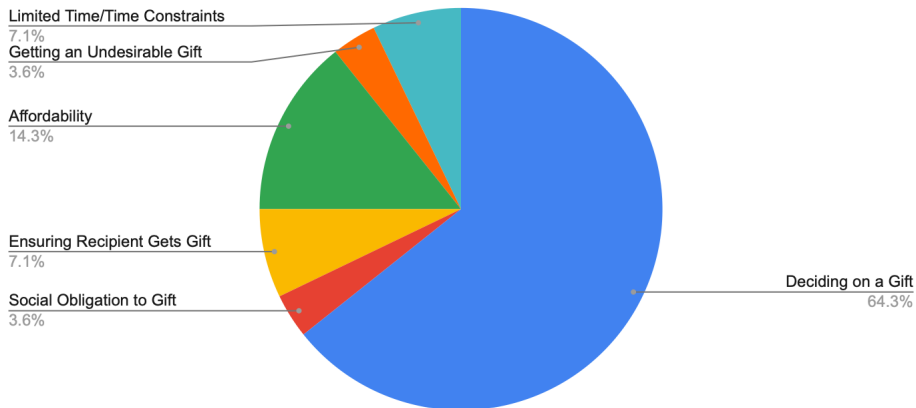
10.7%



- 75% report that the Recipient's reaction to the gift is the best part of the process

**What do you consider the most frustrating part of getting someone a gift?**

## Responses

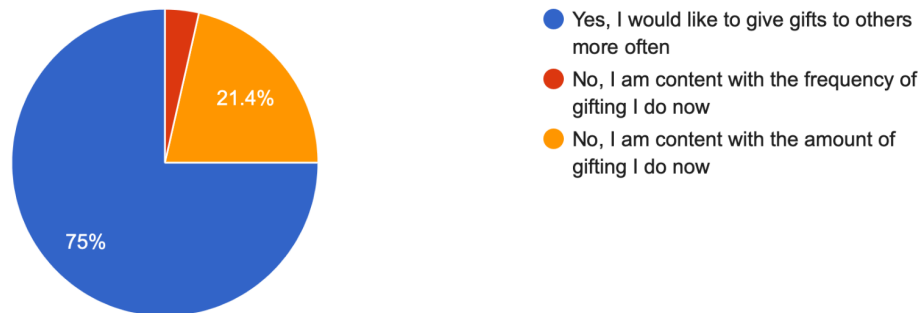


- 64% report the process of deciding on a gift as the most frustrating part of the gifting process

## Question to Explore Growth Potential of Gifting Habits:

Would you like to give gifts to others more often?

28 responses



What is your age?

28 responses

