



HOLIDAY CONSUMER TRENDS FACT SHEET* October 2008

Key Gift-Giving Trends

- In light of current economic conditions, **two out of three Americans** admit they **will consider spending less on family and friends this year than they did last year.**
- Nearly **three-fourths of Americans** will give gifts that **provide their family and friends with entertainment while staying home**, and **nearly half** will give **one large family gift rather than many smaller individual items.**
- Of adults with technology and gadgets on their holiday wish list, **new computers or laptops (50 percent)**, **mobile and smartphones (32 percent)**, and **new video game consoles (31 percent)** top their lists this year.
- Americans want to give their family and friends gifts this holiday season that **are fun (77 percent)**, **can be used daily (74 percent)**, **are innovative (62 percent)**, and **offer new experiences (58 percent).**

Families – Staying Home for the Holidays?

- A vast majority (81 percent) of adults in households with children are interested in gifts that **provide their family and friends with entertainment while staying home.**
- Households with children (74 percent) are also looking for electronics this year.

Trends by Gender

- Men are more likely than women to give gifts that are innovative (67 percent), whereas women are more likely to give stylish gifts (54 percent).
- Women (71 percent), adults ages 35-44 (72 percent) and those with kids in the household (70 percent) are most likely to consider spending less on family and friends this year than they did in past years.

Trends by Age

18-24-year-olds

- Young adults (18-24) are most likely to be looking for electronic gifts (86 percent desire at least one).

25-34-year-olds

- Members of this age group are most likely to consider giving gifts this holiday season that provide their family and friends with entertainment while staying home (85 percent).

35-44-year-olds

- Members of this age group are most likely to give gifts that are stylish this year (58 percent).

45-54-year-olds

- Members of this age group are likely to consider giving gifts that provide their family and friends with entertainment while staying home (83 percent).

65 and older

- While a minority of older adults desire electronics, members of this age group are looking for gifts this year that keep family and friends connected (59 percent).

Trends by Region

Northeast

- Residents of the Northeast are most likely to be interested in gaming devices — both consoles and new games (31 percent).

Midwest

- Midwesterners are most likely to consider spending less on family and friend this year than they did in past years (71 percent).

South

- Southerners are most likely to give stylish gifts (52 percent).

West

- Westerners are slightly more likely to consider giving one large family gift this year rather than many smaller individual items (46 percent).

* Source: National random digit dialing phone study conducted by StrategyOne Research, September 2008. National survey of 1,000 nationally representative adults aged 18 and older.