



PUBLIC POLL FINDINGS AND METHODOLOGY

Two-thirds of Americans concerned about impact of rising prices on holiday gift budgets

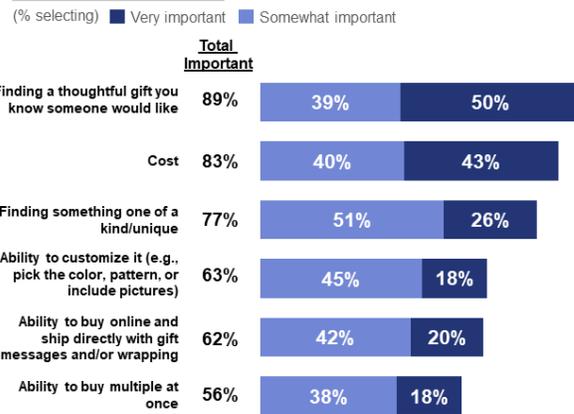
A new Ipsos poll on behalf of Shutterfly finds that many Americans still plan to send holiday cards and gifts, and three in five say sending holiday cards is a way to stay close to friends and family

Topline Findings

Washington, D.C., December 1, 2022 – A new Ipsos poll on behalf of Shutterfly finds that while many Americans plan to send holiday cards and gifts to connect with family and friends this year, a majority are concerned about the impact of rising prices on their holiday budgets. Balancing the desire to find thoughtful gifts for their loved ones with recent inflationary pressures, at least half of Americans say they are planning to send holiday cards or gifts to *fewer* people this year. Regardless of how many people ultimately make someone’s gift or card list, about three in five view sending cards as a way to stay close to friends and family, and two-thirds admit to spending a lot of time to find the perfect gift for a loved one.

Most Americans value finding thoughtful gifts for loved ones, but majority concerned about impact of rising prices

Thinking about when you purchase gifts for others, how important, if at all, are the following factors in your decision about what to purchase?



How much do you agree or disagree with each of the following statements?



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Detailed Findings

- Many Americans say they plan to connect with friends and family through giving or receiving holiday cards this year. While most say they are likely to purchase, rather than make their own, cards or gifts, a majority say that the ability to customize a gift is an important factor in their purchasing decisions.
 - More than two in five (43%) say they plan to send out holiday cards to connect with family and friends this holiday season. Of those who report planning to send out holiday cards, most say they are likely to buy or design a card including an inspiring quote (73%),

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GAME CHANGERS





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followed by a funny joke or sentiment (61%), a meaningful poem (59%), and personal or family news (54%).

- Women (48%) and older Americans ages 55+ (56%) are more likely than men (37%) and younger Americans (33% of ages 18-34, 36% of ages 35-54), respectively, to report planning to send out holiday cards this year.
 - When ranking what they may enjoy most about receiving holiday cards this year, about half of Americans rank either personal photos (49%) or personal/family news (47%) in their top two.
 - A plurality of Americans (48%) say they are likely to purchase, rather than make their own, gifts/cards this holiday season. Two in five (39%) say they are likely to create, rather than purchase, their holiday gifts/cards.
 - However, three in five (63%) say that having the ability to customize a gift is an important factor when deciding what to buy for another person.
 - Younger Americans ages 18-34 (73%) and people with children under 18 in the home (76%) are more likely than older Americans (62% of ages 35-54, 57% of ages 55+) and people without children (58%), respectively, to say it is important to be able to customize a gift for another person.
2. In addition to gift customization, a majority of Americans say it is important to find thoughtful gifts for others. While spending a lot of time choosing gifts that are “just right,” more than a third say they are stressed about finding a meaningful gift for their loved ones.
- Nine in ten (89%) Americans say it is important to find a thoughtful gift you know someone would like when thinking about purchasing gifts for others. Similarly, four in five (77%) say it is important to find something one of a kind or unique.
 - About two-thirds (64%) agree they spend a lot of time choosing gifts that are “just right” for their loved ones.
 - When it comes to sending cards, 62% say it is a way for them to stay close to friends and family; among those who actually plan to send out holiday cards, 85% agree.
 - Two in five say they are somewhat or very stressed about not finding a gift that is meaningful for their loved one(s).
3. Against the backdrop of rising inflation in the past year, many Americans are balancing budgetary concerns with their desire to find meaningful gifts for their loved ones. At least half say they are likely to send holiday cards or gifts to *fewer* people this year.
- Nearly two-thirds (64%) report being concerned about the impact of rising prices on their holiday gift budgets. Separately, almost half (47%) report being somewhat or very stressed about being able to afford holiday gifts.
 - One quarter say they plan to spend less on holiday shopping this year, an eight-percentage point jump from 2021*. This includes nearly one in three women (32%), compared to 17% of men.
 - Fifty-five percent of Americans say they are likely to give holiday gifts to *fewer* people this year. Half (52%) say the same for holiday cards.
 - Seven in ten (69%) say they plan to start holiday shopping early this year (before late November). One in five (21%) say they had already started by early October.

**Note: In the September 2021 study, the sample included U.S. adults ages 18-70. This year, the study uses a nationally representative sample of U.S. adults ages 18+. Further information about the September 2021 survey can be found [here](#).*





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These are the findings of an Ipsos poll, conducted on behalf of Shutterfly, between October 4-5, 2022. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:





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Full Annotated Questionnaire

1. In which of the following ways, if any, do you plan on connecting with family and friends during the holiday season? (Please select all that apply).

| | Total (N=1,005) |
|------------------------------------------------------------------|----------------------------|
| Eating or drinking special foods/drinks | 63% |
| Attending parties or get-togethers | 53% |
| Decorating your home | 53% |
| Exchanging personalized mementos and gifts to family and friends | 50% |
| Sending out holiday cards | 43% |
| Playing games and puzzles | 31% |
| None of the above | 11% |

2. **[Asked if selected “Sending out holiday cards” at Q1]** When shopping for cards this holiday season, how likely, if at all, are you to buy or design a card that includes the following?

Total Likely Summary

| | Total (N=422) |
|--------------------------------------------|--------------------------|
| An inspiring quote | 73% |
| A funny joke or sentiment | 61% |
| A meaningful poem | 59% |
| The ability to add personal or family news | 54% |
| A religious message or prayer | 52% |
| The ability to add a personal photo | 46% |

- a. A religious message or prayer

| | Total (N=422) |
|-----------------------|--------------------------|
| Very likely | 20% |
| Somewhat likely | 32% |
| Not very likely | 28% |
| Not at all likely | 19% |
| <i>Likely (Net)</i> | <i>52%</i> |
| <i>Unlikely (Net)</i> | <i>48%</i> |





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2. [Asked if selected “Sending out holiday cards” at Q1] When shopping for cards this holiday season, how likely, if at all, are you to buy or design a card that includes the following?

(Continued)

- b. An inspiring quote

| | Total (N=422) |
|-----------------------|--------------------------|
| Very likely | 23% |
| Somewhat likely | 51% |
| Not very likely | 21% |
| Not at all likely | 5% |
| <i>Likely (Net)</i> | <i>73%</i> |
| <i>Unlikely (Net)</i> | <i>27%</i> |

- c. A meaningful poem

| | Total (N=422) |
|-----------------------|--------------------------|
| Very likely | 20% |
| Somewhat likely | 39% |
| Not very likely | 31% |
| Not at all likely | 10% |
| <i>Likely (Net)</i> | <i>59%</i> |
| <i>Unlikely (Net)</i> | <i>41%</i> |

- d. A funny joke or sentiment

| | Total (N=422) |
|-----------------------|--------------------------|
| Very likely | 19% |
| Somewhat likely | 42% |
| Not very likely | 27% |
| Not at all likely | 12% |
| <i>Likely (Net)</i> | <i>61%</i> |
| <i>Unlikely (Net)</i> | <i>39%</i> |

- e. The ability to add a personal photo

| | Total (N=422) |
|-----------------------|--------------------------|
| Very likely | 18% |
| Somewhat likely | 28% |
| Not very likely | 37% |
| Not at all likely | 17% |
| <i>Likely (Net)</i> | <i>46%</i> |
| <i>Unlikely (Net)</i> | <i>54%</i> |





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2. [Asked if selected “Sending out holiday cards” at Q1] When shopping for cards this holiday season, how likely, if at all, are you to buy or design a card that includes the following?
(Continued)

- f. The ability to add personal or family news

| | Total (N=422) |
|-----------------------|--------------------------|
| Very likely | 19% |
| Somewhat likely | 35% |
| Not very likely | 33% |
| Not at all likely | 13% |
| <i>Likely (Net)</i> | <i>54%</i> |
| <i>Unlikely (Net)</i> | <i>46%</i> |

3. [Asked if selected “Very likely” or “Somewhat likely” to “The ability to add a personal photo” in Q2] Which of the following best describes the type of personal photo(s) you might use for your holiday card? Select all that apply.

| | Total (N=196) |
|----------------------|--------------------------|
| Immediate family | 72% |
| With pets | 32% |
| Individual person(s) | 26% |
| Extended family | 25% |
| Travel/Vacation | 21% |
| Selfie | 16% |
| Other | 3% |

4. Thinking about the cards you may receive this holiday season, please rank the following elements in order from 1 to 6, based on how much you enjoy receiving cards with these items included. A 1 means this is the item you most enjoy receiving in a holiday card, and a 6 means it is the item you enjoy the least.

Mean Rank Summary

| | Total |
|-------------------------------|--------------|
| A personal photo | 2.9 |
| Personal or family news | 3.0 |
| A funny joke or sentiment | 3.4 |
| An inspiring quote | 3.7 |
| A meaningful poem | 3.8 |
| A religious message or prayer | 4.3 |



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4. Thinking about the cards you may receive this holiday season, please rank the following elements in order from 1 to 6, based on how much you enjoy receiving cards with these items included. A 1 means this is the item you most enjoy receiving in a holiday card, and a 6 means it is the item you enjoy the least. (Continued)

- a. A religious message or prayer

| | Total |
|---------------------|-------|
| 1 | 12% |
| 2 | 9% |
| 3 | 15% |
| 4 | 10% |
| 5 | 13% |
| 6 | 41% |
| <i>Mean</i> | 4.3 |
| <i>% Ranked 1-2</i> | 21% |

- b. An inspiring quote

| | Total |
|---------------------|-------|
| 1 | 9% |
| 2 | 14% |
| 3 | 18% |
| 4 | 28% |
| 5 | 21% |
| 6 | 10% |
| <i>Mean</i> | 3.7 |
| <i>% Ranked 1-2</i> | 23% |

- c. A meaningful poem

| | Total |
|---------------------|-------|
| 1 | 9% |
| 2 | 14% |
| 3 | 17% |
| 4 | 21% |
| 5 | 26% |
| 6 | 13% |
| <i>Mean</i> | 3.8 |
| <i>% Ranked 1-2</i> | 23% |





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4. Thinking about the cards you may receive this holiday season, please rank the following elements in order from 1 to 6, based on how much you enjoy receiving cards with these items included. A 1 means this is the item you most enjoy receiving in a holiday card, and a 6 means it is the item you enjoy the least. *(Continued)*

- d. A funny joke or sentiment

| | Total |
|---------------------|--------------|
| 1 | 21% |
| 2 | 15% |
| 3 | 17% |
| 4 | 14% |
| 5 | 13% |
| 6 | 19% |
| <i>Mean</i> | 3.4 |
| <i>% Ranked 1-2</i> | 36% |

- e. A personal photo

| | Total |
|---------------------|--------------|
| 1 | 26% |
| 2 | 24% |
| 3 | 17% |
| 4 | 12% |
| 5 | 11% |
| 6 | 11% |
| <i>Mean</i> | 2.9 |
| <i>% Ranked 1-2</i> | 49% |

- f. Personal or family news

| | Total |
|---------------------|--------------|
| 1 | 23% |
| 2 | 24% |
| 3 | 16% |
| 4 | 15% |
| 5 | 15% |
| 6 | 7% |
| <i>Mean</i> | 3 |
| <i>% Ranked 1-2</i> | 47% |



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5. **[Asked if selected “Sending out holiday cards” at Q1]** Do you plan on sending or giving cards to the following groups this holiday season, or not?

Total Yes Summary

| | Total (N=422) |
|---------------------------------------------------------------------|--------------------------|
| Friend | 90% |
| Immediate family (e.g., parent, sibling) | 89% |
| Extended family (e.g., aunts, uncles, cousins, grandparents) | 77% |
| [Asked if employed] A co-worker or former co-worker | 61% (N=204) |
| Someone who sent you a card last year, but you didn't send them one | 60% |
| [Asked if parent] Your child(ren)'s teacher(s) | 53% (N=123) |
| Neighbor | 45% |
| Religious or spiritual leader | 26% |

- a. Immediate family (e.g., parent, sibling)

| | Total (N=422) |
|----------------|--------------------------|
| Yes | 89% |
| No | 8% |
| Not applicable | 3% |

- b. Extended family (e.g., aunts, uncles, cousins, grandparents)

| | Total (N=422) |
|----------------|--------------------------|
| Yes | 77% |
| No | 16% |
| Not applicable | 7% |

- c. Neighbor

| | Total (N=422) |
|----------------|--------------------------|
| Yes | 45% |
| No | 51% |
| Not applicable | 4% |



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5. **[Asked if selected “Sending out holiday cards” at Q1]** Do you plan on sending or giving cards to the following groups this holiday season, or not? (*Continued*)

- d. Friend

| | Total (N=422) |
|----------------|--------------------------|
| Yes | 90% |
| No | 8% |
| Not applicable | 3% |

- e. Religious or spiritual leader

| | Total (N=422) |
|----------------|--------------------------|
| Yes | 26% |
| No | 56% |
| Not applicable | 18% |

- f. **[Asked if employed]** A co-worker or former co-worker

| | Total (N=204) |
|----------------|--------------------------|
| Yes | 61% |
| No | 33% |
| Not applicable | 6% |

- g. **[Asked if parent]** Your child(ren)’s teacher(s)

| | Total (N=123) |
|----------------|--------------------------|
| Yes | 53% |
| No | 36% |
| Not applicable | 11% |

- h. Someone who sent you a card last year, but you didn’t send them one

| | Total (N=422) |
|----------------|--------------------------|
| Yes | 60% |
| No | 22% |
| Not applicable | 18% |



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6. Who do you plan on sending or giving gifts to this holiday season?

| | Total |
|-------------------------------------------------------|--------------|
| Child(ren) | 56% |
| Partner/Spouse | 52% |
| Friend | 41% |
| Parent | 37% |
| Extended family member (e.g., aunts, uncles, cousins) | 30% |
| Neighbor | 17% |
| Grandparent | 16% |
| Religious or spiritual leader | 6% |
| Other | 7% |
| None of the above | 11% |

7. **[Asked if married/partnered and did not select “Partner/Spouse” at Q6]** Which of the following best explains why you are not planning to buy a gift for your partner/spouse?

| | Total (N=157) |
|---------------------------------------------------------------------------------------------------------|--------------------------|
| We are spending money on something else that is for both of us (e.g., a trip, major appliance, new car) | 34% |
| They don't need anything | 19% |
| To save money | 13% |
| They buy their own | 13% |
| Can't think of a meaningful gift they would like | 6% |
| Too difficult to shop for | 3% |
| Not applicable | 11% |

8. Thinking about when you purchase gifts for others, how important, if at all, are the following factors in your decision about what to purchase?

Total Very/Somewhat Important Summary

| | Total |
|------------------------------------------------------------------------------|--------------|
| Finding a thoughtful gift you know someone would like | 89% |
| Cost | 83% |
| Finding something one of a kind/unique | 77% |
| Ability to customize it (e.g., pick the color, pattern, or include pictures) | 63% |
| Ability to buy online and ship directly with gift messages and/or wrapping | 62% |
| Ability to buy multiple at once | 56% |



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8. Thinking about when you purchase gifts for others, how important, if at all, are the following factors in your decision about what to purchase? *(Continued)*

a. Ability to customize it (e.g., pick the color, pattern, or include pictures)

| | Total |
|--------------------------------------------|--------------|
| Very important | 18% |
| Somewhat important | 45% |
| Not very important | 27% |
| Not at all important | 9% |
| <i>Very/Somewhat Important (Net)</i> | <i>63%</i> |
| <i>Not very/Not at all Important (Net)</i> | <i>37%</i> |

b. Ability to buy online and ship directly with gift messages and/or wrapping

| | Total |
|--------------------------------------------|--------------|
| Very important | 20% |
| Somewhat important | 42% |
| Not very important | 27% |
| Not at all important | 11% |
| <i>Very/Somewhat Important (Net)</i> | <i>62%</i> |
| <i>Not very/Not at all Important (Net)</i> | <i>38%</i> |

c. Cost

| | Total |
|--------------------------------------------|--------------|
| Very important | 43% |
| Somewhat important | 40% |
| Not very important | 13% |
| Not at all important | 4% |
| <i>Very/Somewhat Important (Net)</i> | <i>83%</i> |
| <i>Not very/Not at all Important (Net)</i> | <i>17%</i> |

d. Finding a thoughtful gift you know someone would like

| | Total |
|--------------------------------------------|--------------|
| Very important | 50% |
| Somewhat important | 39% |
| Not very important | 8% |
| Not at all important | 3% |
| <i>Very/Somewhat Important (Net)</i> | <i>89%</i> |
| <i>Not very/Not at all Important (Net)</i> | <i>11%</i> |





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8. Thinking about when you purchase gifts for others, how important, if at all, are the following factors in your decision about what to purchase? *(Continued)*

e. Finding something one of a kind/unique

| | Total |
|--------------------------------------------|--------------|
| Very important | 26% |
| Somewhat important | 51% |
| Not very important | 16% |
| Not at all important | 6% |
| <i>Very/Somewhat Important (Net)</i> | <i>77%</i> |
| <i>Not very/Not at all Important (Net)</i> | <i>23%</i> |

f. Ability to buy multiple at once

| | Total |
|--------------------------------------------|--------------|
| Very important | 18% |
| Somewhat important | 38% |
| Not very important | 32% |
| Not at all important | 12% |
| <i>Very/Somewhat Important (Net)</i> | <i>56%</i> |
| <i>Not very/Not at all Important (Net)</i> | <i>44%</i> |

9. Which of the below items would you most prefer receiving as a gift this holiday season?

| | Total |
|---------------------------------------------------------------------|--------------|
| A gift card to a store | 43% |
| A dinner at a restaurant | 22% |
| A personalized gift (e.g., an item with a personal photo or saying) | 19% |
| Jewelry | 8% |
| Shoes | 6% |
| A holiday sweater | 3% |



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10. Which of the following best represents when you plan on starting to shop for the upcoming holiday season?

| | Total |
|-------------------------------------------------------------|------------|
| I have already started | 21% |
| Early to mid-October | 9% |
| Late October | 14% |
| Early to mid-November | 24% |
| Late November | 11% |
| Early to mid-December | 9% |
| At the last minute/Within the last week before the holidays | 1% |
| I do not shop for gifts | 10% |
| <i>Early Shoppers (Net)*</i> | <i>69%</i> |
| <i>Late Shoppers (Net)*</i> | <i>21%</i> |

**Early shoppers are defined as those who selected "I have already started" through "Early to mid-November". Late shoppers are defined as those who selected "Late November" through "At the last minute..."*

11. In the last year, have you purchased any of the following, or not?

Total Yes Summary

| | Total |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Printed (Store-Bought) Cards/Invites (e.g., store-bought greeting card, custom-printed holiday cards which may include photos on them, invitations, announcements, thank you cards, wedding invites, save the dates) | 49% |
| Personalized/Customized Gifts (e.g., personalized apparel, accessories, jewelry which are customized with photos and names of your choosing, home items which are customized with photos and sayings such as mugs, frames, socks, pillows, bags, etc.) | 38% |
| Personalized Photo Holiday Cards (e.g. physical card with a picture of the family or friends or pets to send out to others during the holiday season) | 26% |

a. **Printed (Store-Bought) Cards/Invites** (e.g., store-bought greeting card, custom-printed holiday cards which may include photos on them, invitations, announcements, thank you cards, wedding invites, save the dates)

| | Total |
|-----|-------|
| Yes | 49% |
| No | 51% |



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11. In the last year, have you purchased any of the following, or not? (*Continued*)

- b. **Personalized Photo Holiday Cards** (e.g. physical card with a picture of the family or friends or pets to send out to others during the holiday season)

| | Total |
|-----|--------------|
| Yes | 26% |
| No | 74% |

- c. **Personalized/Customized Gifts** (e.g., personalized apparel, accessories, jewelry which are customized with photos and names of your choosing, home items which are customized with photos and sayings such as mugs, frames, socks, pillows, bags, etc.)

| | Total |
|-----|--------------|
| Yes | 38% |
| No | 62% |

12. [Asked if selected “Yes” to “Personalized/Customized Gifts” at Q11] Which of the following are the most important reasons why you chose to purchase personalized or customized gifts in the past year? You may select up to two.

| | Total (N=344) |
|-------------------------------------------------------------------|--------------------------|
| So the person receiving the gift felt extra special | 35% |
| They mean more than a typical gift | 32% |
| It makes gift giving more fun and creative | 30% |
| To convey extra time or thought was spent on choosing the gift | 27% |
| So the gift is long-lasting/a keepsake | 25% |
| To commemorate a special milestone or event in a loved one's life | 20% |
| Another reason | - |

13. Compared to last year’s holiday shopping, do you plan to spend more, less, or the same this year on holiday shopping?

| | Total |
|----------------------------------------------|--------------|
| I plan to spend more than last year | 19% |
| I plan to spend the same amount as last year | 56% |
| I plan to spend less than last year | 25% |





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14. How likely, if at all, are you to do each of the following this year?

Total Likely Summary

| | Total |
|---------------------------------------------|-------|
| Give holiday gifts to <u>fewer</u> people | 55% |
| Send holiday cards to <u>fewer</u> people | 52% |
| Make cards/gifts instead of purchasing them | 39% |
| Send holiday cards to <u>more</u> people | 37% |
| Give holiday gifts to <u>more</u> people | 33% |

a. Give holiday gifts to fewer people

| | Total |
|---------------------|-------|
| Very likely | 22% |
| Somewhat likely | 32% |
| Not at all likely | 36% |
| Not applicable | 10% |
| <i>Likely (Net)</i> | 55% |

b. Send holiday cards to fewer people

| | Total |
|---------------------|-------|
| Very likely | 23% |
| Somewhat likely | 30% |
| Not at all likely | 33% |
| Not applicable | 15% |
| <i>Likely (Net)</i> | 52% |

c. Give holiday gifts to more people

| | Total |
|---------------------|-------|
| Very likely | 15% |
| Somewhat likely | 18% |
| Not at all likely | 58% |
| Not applicable | 9% |
| <i>Likely (Net)</i> | 33% |





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14. How likely, if at all, are you to do each of the following this year? (Continued)

d. Send holiday cards to more people

| | Total |
|---------------------|--------------|
| Very likely | 15% |
| Somewhat likely | 22% |
| Not at all likely | 50% |
| Not applicable | 13% |
| <i>Likely (Net)</i> | <i>37%</i> |

e. Make cards/gifts instead of purchasing them

| | Total |
|---------------------|--------------|
| Very likely | 15% |
| Somewhat likely | 24% |
| Not at all likely | 48% |
| Not applicable | 13% |
| <i>Likely (Net)</i> | <i>39%</i> |

15. How much do you agree or disagree with each of the following statements?

Total Agree Summary

| | Total |
|--------------------------------------------------------------------------------------------|--------------|
| Quality is usually my most important criteria when buying a gift | 64% |
| I spend a lot of time choosing gifts that are "just right" for my loved ones | 64% |
| I am concerned about the impact recent price increases will have on my holiday gift budget | 64% |
| Sending holiday cards is a way to stay close to friends and family | 62% |
| I am looking forward to the holiday season this year | 60% |
| I prefer to purchase gifts from familiar brands | 56% |
| Price is usually my most important criteria when buying a gift | 50% |
| Price increases encourage me to create rather than purchase gifts for my loved ones | 38% |

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15. How much do you agree or disagree with each of the following statements? *(Continued)*

a. Price is usually my most important criteria when buying a gift

| | Total |
|----------------------------|--------------|
| Strongly agree | 18% |
| Somewhat agree | 32% |
| Neither agree nor disagree | 21% |
| Somewhat disagree | 16% |
| Strongly disagree | 6% |
| Not applicable | 6% |
| <i>Agree (Net)</i> | <i>50%</i> |
| <i>Disagree (Net)</i> | <i>22%</i> |

b. Quality is usually my most important criteria when buying a gift

| | Total |
|----------------------------|--------------|
| Strongly agree | 26% |
| Somewhat agree | 39% |
| Neither agree nor disagree | 23% |
| Somewhat disagree | 4% |
| Strongly disagree | 2% |
| Not applicable | 6% |
| <i>Agree (Net)</i> | <i>64%</i> |
| <i>Disagree (Net)</i> | <i>7%</i> |

c. I prefer to purchase gifts from familiar brands

| | Total |
|----------------------------|--------------|
| Strongly agree | 19% |
| Somewhat agree | 37% |
| Neither agree nor disagree | 29% |
| Somewhat disagree | 7% |
| Strongly disagree | 2% |
| Not applicable | 6% |
| <i>Agree (Net)</i> | <i>56%</i> |
| <i>Disagree (Net)</i> | <i>10%</i> |

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15. How much do you agree or disagree with each of the following statements? *(Continued)*

- d. I am concerned about the impact recent price increases will have on my holiday gift budget

| | Total |
|----------------------------|--------------|
| Strongly agree | 33% |
| Somewhat agree | 31% |
| Neither agree nor disagree | 16% |
| Somewhat disagree | 7% |
| Strongly disagree | 8% |
| Not applicable | 5% |
| <i>Agree (Net)</i> | <i>64%</i> |
| <i>Disagree (Net)</i> | <i>15%</i> |

- e. Price increases encourage me to create rather than purchase gifts for my loved ones

| | Total |
|----------------------------|--------------|
| Strongly agree | 13% |
| Somewhat agree | 24% |
| Neither agree nor disagree | 26% |
| Somewhat disagree | 17% |
| Strongly disagree | 13% |
| Not applicable | 6% |
| <i>Agree (Net)</i> | <i>38%</i> |
| <i>Disagree (Net)</i> | <i>30%</i> |

- f. Sending holiday cards is a way to stay close to friends and family

| | Total |
|----------------------------|--------------|
| Strongly agree | 22% |
| Somewhat agree | 40% |
| Neither agree nor disagree | 21% |
| Somewhat disagree | 7% |
| Strongly disagree | 5% |
| Not applicable | 6% |
| <i>Agree (Net)</i> | <i>62%</i> |
| <i>Disagree (Net)</i> | <i>12%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

15. How much do you agree or disagree with each of the following statements? *(Continued)*

g. I am looking forward to the holiday season this year

| | Total |
|----------------------------|--------------|
| Strongly agree | 29% |
| Somewhat agree | 30% |
| Neither agree nor disagree | 21% |
| Somewhat disagree | 11% |
| Strongly disagree | 5% |
| Not applicable | 4% |
| <i>Agree (Net)</i> | <i>60%</i> |
| <i>Disagree (Net)</i> | <i>16%</i> |

h. I spend a lot of time choosing gifts that are “just right” for my loved ones

| | Total |
|----------------------------|--------------|
| Strongly agree | 29% |
| Somewhat agree | 35% |
| Neither agree nor disagree | 19% |
| Somewhat disagree | 7% |
| Strongly disagree | 4% |
| Not applicable | 6% |
| <i>Agree (Net)</i> | <i>64%</i> |
| <i>Disagree (Net)</i> | <i>11%</i> |

16. To what extent, if at all, are you feeling stressed about each of the following this holiday season?

Total Very/Somewhat Stressed Summary

| | Total |
|------------------------------------------------------------------|--------------|
| Not knowing what gift(s) to get my loved one(s) | 48% |
| Being able to afford holiday gifts | 47% |
| Being unable to find certain gifts due to supply chain shortages | 43% |
| Not finding a gift that is meaningful for my loved one(s) | 40% |
| Someone not liking the gift or card I give them | 33% |
| Not being thoughtful enough on holiday cards or gifts | 30% |
| Forgetting to give someone a card or gift | 29% |
| Being able to afford holiday cards | 28% |
| Sending gifts and cards on time | 28% |
| Taking a family photo in time to send holiday cards | 23% |





PUBLIC POLL FINDINGS AND METHODOLOGY

16. To what extent, if at all, are you feeling stressed about each of the following this holiday season?
(Continued)

a. Being able to afford holiday cards

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 9% |
| Somewhat stressed | 19% |
| Not so stressed | 26% |
| Not stressed at all | 34% |
| Not applicable | 11% |
| <i>Very/Somewhat stressed (Net)</i> | <i>28%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>60%</i> |

b. Being able to afford holiday gifts

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 20% |
| Somewhat stressed | 27% |
| Not so stressed | 24% |
| Not stressed at all | 21% |
| Not applicable | 8% |
| <i>Very/Somewhat stressed (Net)</i> | <i>47%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>45%</i> |

c. Not being thoughtful enough on holiday cards or gifts

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 10% |
| Somewhat stressed | 20% |
| Not so stressed | 31% |
| Not stressed at all | 31% |
| Not applicable | 8% |
| <i>Very/Somewhat stressed (Net)</i> | <i>30%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>62%</i> |





PUBLIC POLL FINDINGS AND METHODOLOGY

16. To what extent, if at all, are you feeling stressed about each of the following this holiday season?
(Continued)

d. Someone not liking the gift or card I give them

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 12% |
| Somewhat stressed | 21% |
| Not so stressed | 31% |
| Not stressed at all | 28% |
| Not applicable | 8% |
| <i>Very/Somewhat stressed (Net)</i> | <i>33%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>59%</i> |

e. Sending gifts and cards on time

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 11% |
| Somewhat stressed | 18% |
| Not so stressed | 32% |
| Not stressed at all | 31% |
| Not applicable | 9% |
| <i>Very/Somewhat stressed (Net)</i> | <i>28%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>63%</i> |

f. Taking a family photo in time to send holiday cards

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 8% |
| Somewhat stressed | 15% |
| Not so stressed | 22% |
| Not stressed at all | 32% |
| Not applicable | 23% |
| <i>Very/Somewhat stressed (Net)</i> | <i>23%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>54%</i> |





PUBLIC POLL FINDINGS AND METHODOLOGY

16. To what extent, if at all, are you feeling stressed about each of the following this holiday season?
(Continued)

g. Forgetting to give someone a card or gift

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 11% |
| Somewhat stressed | 19% |
| Not so stressed | 30% |
| Not stressed at all | 32% |
| Not applicable | 9% |
| <i>Very/Somewhat stressed (Net)</i> | <i>29%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>62%</i> |

h. Being unable to find certain gifts due to supply chain shortages

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 10% |
| Somewhat stressed | 33% |
| Not so stressed | 29% |
| Not stressed at all | 21% |
| Not applicable | 7% |
| <i>Very/Somewhat stressed (Net)</i> | <i>43%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>50%</i> |

i. Not knowing what gift(s) to get my loved one(s)

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 16% |
| Somewhat stressed | 32% |
| Not so stressed | 28% |
| Not stressed at all | 18% |
| Not applicable | 6% |
| <i>Very/Somewhat stressed (Net)</i> | <i>48%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>46%</i> |





PUBLIC POLL FINDINGS AND METHODOLOGY

16. To what extent, if at all, are you feeling stressed about each of the following this holiday season?
(Continued)

j. Not finding a gift that is meaningful for my loved one(s)

| | Total |
|--------------------------------------------------|--------------|
| Very stressed | 11% |
| Somewhat stressed | 28% |
| Not so stressed | 30% |
| Not stressed at all | 22% |
| Not applicable | 8% |
| <i>Very/Somewhat stressed (Net)</i> | <i>40%</i> |
| <i>Not so stressed/Not stressed at all (Net)</i> | <i>53%</i> |



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are the findings of an Ipsos poll conducted on behalf of Shutterfly between October 4-5, 2022. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel, partner online panel sources, and "river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, education, and income.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.3 percentage points).

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com