



TOPLINE & METHODOLOGY

Most Americans would be happy to receive investments as holiday gifts

A new Yahoo Finance/Ipsos survey finds that Americans want investments as holiday gifts as a way to save for the future and build wealth

Washington DC, November 27, 2023 – A new Yahoo Finance/Ipsos poll on the role of investments in holiday gift giving, finds that, overall, Americans would be happy to receive investments as gifts this holiday season. They want investments as holiday gifts because it will help them save for the future and build wealth. However, when asked if they would prefer an investment or a gift card, Americans lean slightly toward receiving a gift card.

Detailed Findings

Seven in ten Americans say they would be happy to receive an investment as a holiday gift (68%); 43 percent say they would be very happy to receive an investment.

- Only six percent of Americans say they would be disappointed to receive an investment this holiday season. One in four say they would be neither happy nor disappointed to receive an investment as a holiday gift (24%).
- The reasons they want to receive an investment as a gift are because it will help them save for the future (61%), build wealth (54%), stay ahead of inflation (23%), pay off debts (15%), and/or because of the stock market gains (12%).
- When asked if they would prefer to receive an investment or a gift card, while they are pretty evenly split, Americans are more likely to say they prefer to receive a gift card (44%) over an investment (39%). One in five say they don't know which they would prefer to receive (17%).
- Older generations are more likely to say they would be happy to receive an investment as a holiday gift than Gen Z (55% of Gen Z, 66% of Millennials, 71% of Gen X, and 74% of Baby Boomers). Gen Z also express a clear preference for gift cards (53%) over investments as holiday gifts (25%), while Millennials, Gen X, and Baby Boomers are more likely to be divided on their preference.
- Higher-income Americans are more likely to be happy to receive an investment as a gift than lower-income Americans (74% with a household income (HHI) over \$100k, 70% with a HHI between \$50k and \$99k, and 58% with a HHI under \$50k). Those with a HHI over \$100k are more likely to say they are interested in receiving investments as gifts as a way to build wealth (62%) than those with a HHI under \$50k (43%) or between \$50k and \$99k (50%).
- While men and women are similarly likely to say they would be happy to receive an investment (71% and 66%, respectively), women are more likely to say they would be disappointed to receive an investment as a holiday gift (8%) than men (4%). Women are more likely to say they would prefer to receive a gift card (50%) over an investment (32%). However, men are more likely to say they would prefer to receive an investment (45%) over a gift card (37%).
- Most Americans say it is unlikely that they will give an investment as a gift to their friends and family this year (88%). Conversely, about one in ten say it is likely that they will give one (10%). About half of those who think they will give an investment as a gift expect to give less than \$100 (48%), 35 percent will give between \$500 and \$999, and 14 percent will give more than \$1,000.





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Yahoo Finance/Ipsos Investments and Holiday Gifts Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: November 17-20, 2023
 Number of interviews: 1,023

Margin of error: +/- 3.0 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1. How happy or disappointed would you be to receive an investment as a gift this holiday season? An investment is defined as an asset or item acquired with the goal of generating income or appreciation, such as stocks, crypto, savings bonds, mutual funds or ETFs.

	Total (N=1,023)
Very happy	43%
Somewhat happy	25%
Neither happy nor disappointed	24%
Somewhat disappointed	3%
Very disappointed	4%
Refused	1%
Happy (Net)	68%
Disappointed (Net)	6%

Q2. Why do you want to be gifted an investment this holiday season?

	Total (N=706)
To save for the future	61%
To build wealth	54%
To stay ahead of inflation	23%
To help pay off debts, including student loans, credit cards, etc.	15%
Because of stock market gains	12%
Other	5%
Refused	0%





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Q3. Which would you prefer to receive as a gift this holiday, an investment or a gift card?

	Total (N=1,023)
An investment	39%
A gift card	44%
I don't know	17%
Refused	1%

Q4. How likely or unlikely are you to give an investment as a gift to your friends or family this year? An investment is defined as an asset or item acquired with the goal of generating income or appreciation, such as stocks, crypto, savings bonds, mutual funds or ETFs.

	Total (N=1,023)
Very likely	4%
Somewhat likely	7%
Somewhat unlikely	15%
Very unlikely	74%
Refused	1%
Likely (Net)	10%
Unlikely (Net)	88%

Q5. If you gave an investment gift, how much of an investment would you give?

	Total (N=99)
Less than \$100	48%
\$500 to \$999	35%
\$1,000 or more	14%
Refused	2%





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About the Study

This Yahoo Finance/Ipsos Poll was conducted November 17-20, 2023 by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 general population adults aged 18 or older.

The margin of sampling error is plus or minus 3.0 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.18. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status, and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2022 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)





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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 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. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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