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Personalized Handwritten Notes, along with Family Photos, are Items Most Likely to Make Cards Stand Out During the Holiday Season

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Personalized Handwritten Notes, along with Family Photos, are Items Most Likely to Make Cards Stand Out During the Holiday Season

Washington, DC – When it comes to receiving or giving a gift, roughly six in ten (58%) Americans say that a personalized, hand-written note helps to make the gift stand out, according to a recent online survey conducted by Ipsos on behalf of Cramer-Krasselt. Just under half of those surveyed also believe that the quality of the presentation (45%) and the quality of gift wrapping (44%) is also a major factor in helping make a gift special, while two in five (38%) say the same about the ribbon used. The use of a gift tag (25%) and the quality of the box (23%) are seen as making gifts stand out by roughly a quarter of all respondents, and 20% feel that the use of a gift topper can help make a gift stand out whether giving or receiving something special.

- Women tend to place more emphasis on the impact that such items can have when giving/ receiving a gift, including significantly greater proportions who say that a personalized, hand written note (63% vs. 53% men), the quality of presentation (49% vs. 40%), the use of ribbon (43% vs. 32%), and the use of gift toppers (24% vs. 17%) help to make a gift stand out.
- While older respondents are more likely to see handwritten, personalized notes as helping to make a gift special (67%, ages 55+ versus 53%, ages 18-

34), those under the age of 35 tend to place significantly greater importance on the quality of the presentation (55% vs. 36%, 55+), the use of a gift tag (29% vs. 20% 35-54), and the quality of the box (31% vs. 16%, 55+).

Thinking about holiday cards more specifically, handwritten notes (55%) are just as likely to be seen to make a card extra special as are family photos (55%), with more than half of those surveyed saying that these features help make holiday cards stand out. A third also mention homemade cards (33%), pop-up or 3D paper designs (30%), and premium details on high quality paper (29%) as being features that help make holiday cards stand out, while roughly a quarter say the same of customized envelopes (25%) and yearly recaps highlighting family milestones (23%).

- While both men and women tend to have similar opinions when it comes to features that help make a holiday card special, women do place significantly greater emphasis on homemade cards (40% vs. 25% men).
- As was the case with features that make gifts stand out, respondents over the age of 55 continue to emphasize the impact that a handwritten note can have on making a holiday card special (61% versus 49%, 18-34).
- Respondents with children living at home are much more likely to mention family photos (65% vs. 50% no kids) and yearly recaps highlighting family milestones (33% vs. 18%) as impactful compared to those with no children.

When it comes to planning an unforgettable holiday party, a majority of Americans rate the room décor (55%) as most likely to stand out to guests, while

similar proportions say that party games (45%), cocktail bar or themed cocktails (45%), and invitations that are addressed and mailed (42%) can help make an unforgettable holiday party. Party favors (38%), DIY decorations (36%), and tablescapes (31%) are seen to make for an unforgettable party by more than three in ten adults, and at least a quarter believe that personalized place cards (26%), photo booths (26%), and menu cards/ descriptive dish cards listing ingredients (25%) can help to create a one-of-kind experience for guests.

- Women and younger respondents (18-34) are among the most likely to rate many of the items listed as having a positive impact on guests.
- Those with children at home are especially likely to rate party games (55%), photo booths (33%), and menu cards (29%) as helping to create a one-of-kind experience for guests, while those with no children are significantly more likely to emphasize the room décor (60%) and tablescape (34%) as helping to make for an unforgettable holiday party.

These are findings from an Ipsos poll conducted August 26-29, 2016 on behalf of Cramer-Krasselt. For the survey, a sample of 1,007 U.S. adults age 18 and over was interviewed online. 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 3.5 percentage points for all respondents.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses



fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

Statistical margins of error are not applicable to online 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. 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 ($n=1,007$ $DEFF=1.5$, adjusted Confidence Interval=5.0).

For more information about Ipsos' online polling methodology, please go here <http://goo.gl/yJBkuf>

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