



# 2006 VoiceQuilt Trends in Gift Giving Report

## Gift giving in its prime

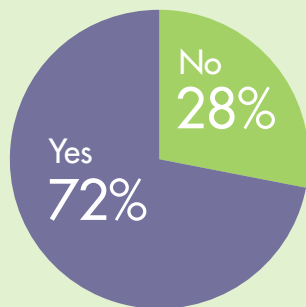
Women today are buying gifts for an incredible number of events, and even non-events. Nearly half of all women (47 percent) say they gave gifts for 10 or more occasions in the last year and one-quarter (25 percent) say they gave gifts for **15 or more**. So what are the top three favorite gift giving occasions?



## A gift worth more than 1,000 words

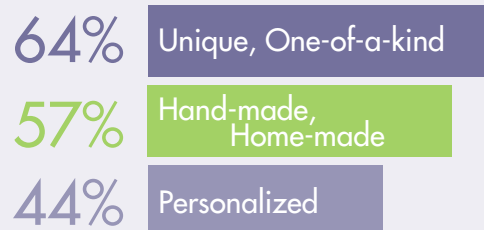
The majority of U.S. women (68 percent) say they have saved a voicemail that makes them happy or reminds them of a loved one, so they can replay it.

When asked if they would give the gift of "voice memories," like a special message for someone, women overwhelmingly said **yes!**



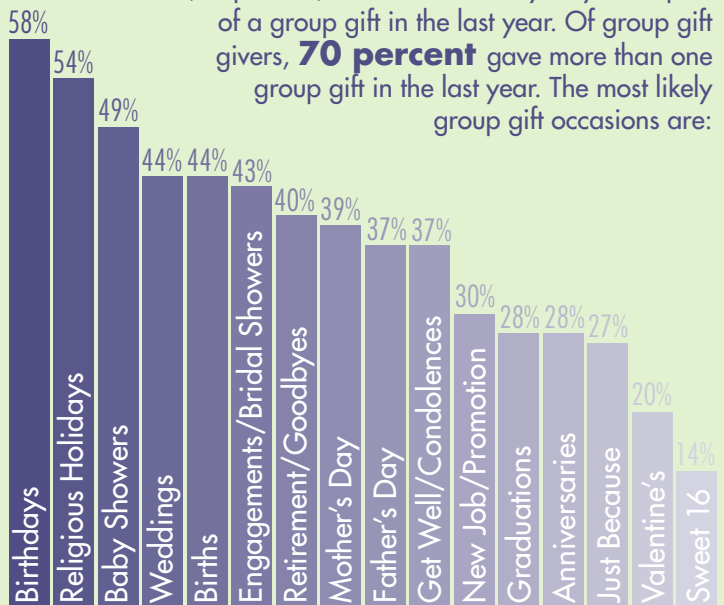
## Sentiment counts!

Nearly all women (92 percent) say **sentimental** value is the most important attribute of gifts they give. When asked about gifts they gave in the last year, women say:



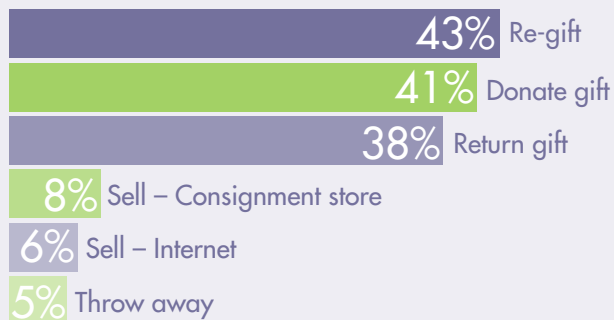
## Two heads are better than one

Group gift giving is widespread. More than half (51 percent) of U.S. women say they were part of a group gift in the last year. Of group gift givers, **70 percent** gave more than one group gift in the last year. The most likely group gift occasions are:



## The good, the bad and the ugly

The old adage, "it's the thought that counts," rings true for **96 percent** of women. Nearly one-third (32 percent) of U.S. women say they have received a gift they hate and only display it when the gift giver is visiting. When receiving bad gifts, "re-gifting" is the most popular response.



Conducted in July, the *2006 VoiceQuilt Trends in Gift Giving Report* is based on an online, nationwide survey of U.S. women. Of the 410 participants, 52 percent are married, 25 percent are single/never married, 15 percent are divorced, five percent are widowed and two percent are separated. Thirty-two percent live in the South, 28 percent in the Northeast, 24 percent in the Midwest and 18 percent in the West. The survey's margin of error is plus or minus 5 percent. To learn more, visit [www.voicequilt.com](http://www.voicequilt.com) or call 1.800.764.8533.