

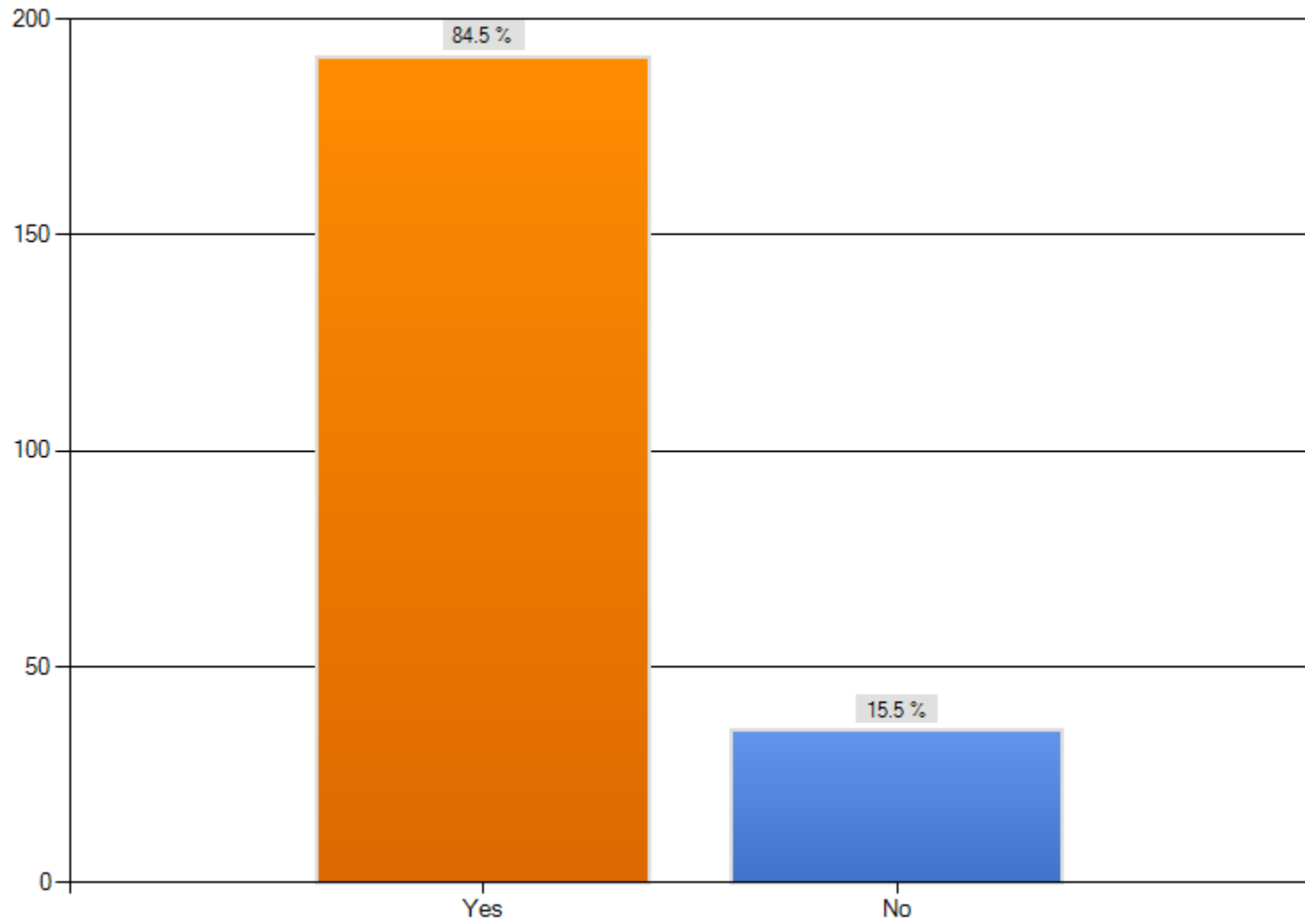
GIFTYBOX SURVEY RESULTS

Survey created: September 29, 2009
Number of respondents: 226
Published: November 16, 2009

For more information on this survey please email survey@giftybox.com or call 1.888.SOGIFTY

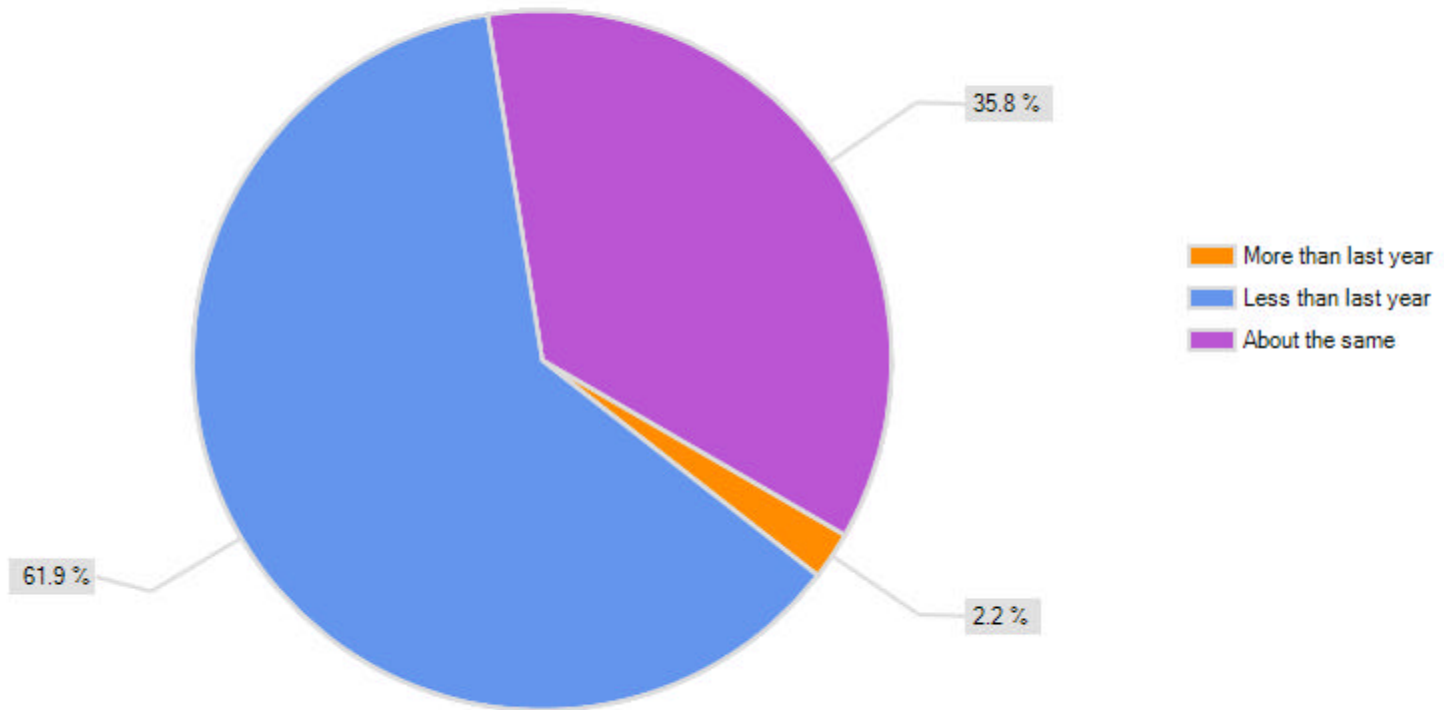
Question 1:

Has the recent economic downturn affected your spending habits?



Question 2:

This Holiday season, will you be spending more, less or the same amount on gifts compared to last year?



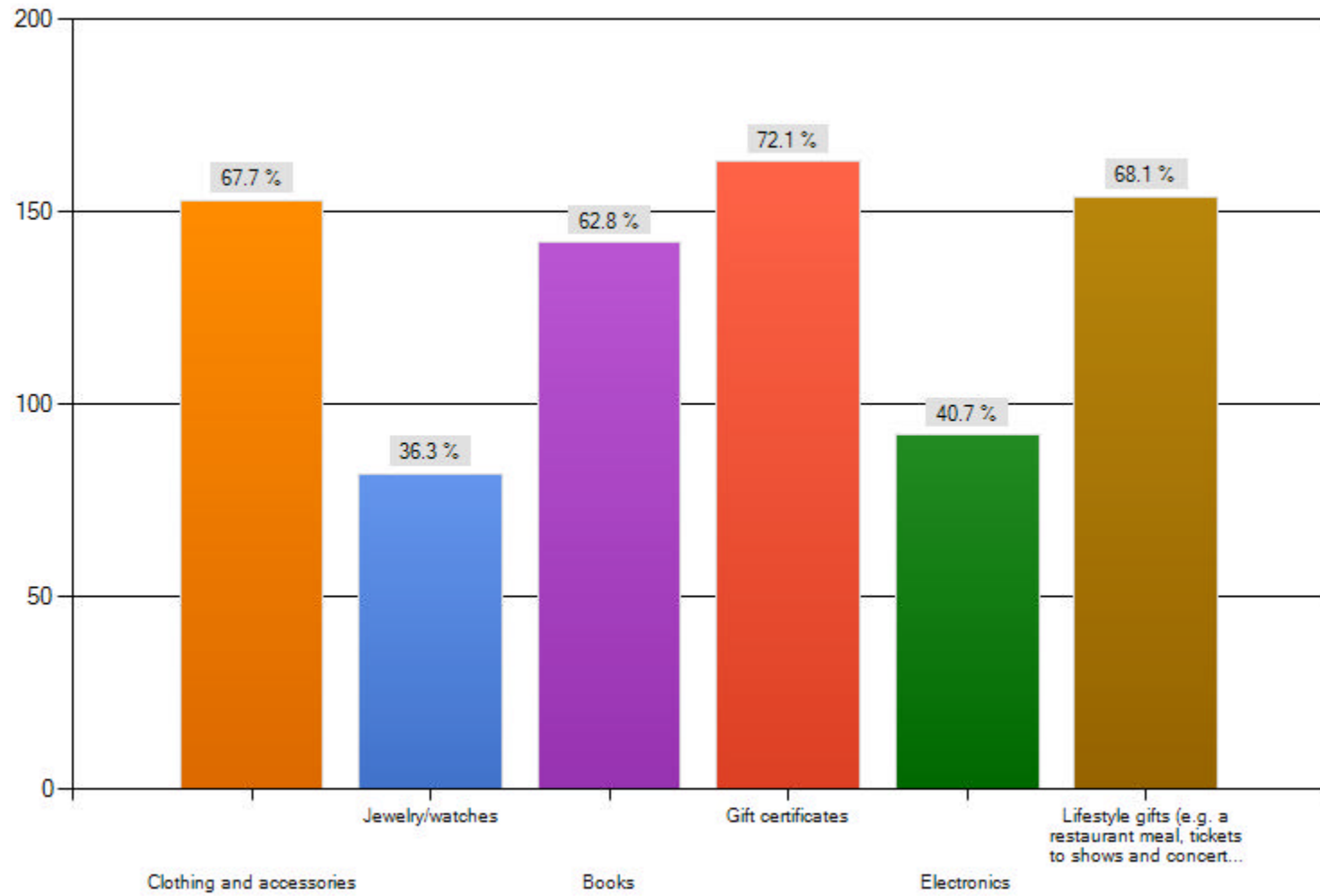
Question 3:

On average, how much do you usually spend per person on each of the following groups?

	\$0-\$20	\$20-\$50	\$50-\$100	\$100-\$200	\$200+	Nothing
Your close family relatives (spouse, children, grandchildren)	1.8%	12.8%	30.5%	26.5%	28.3%	0.0%
Friends	28.4%	43.6%	17.3%	4.4%	2.7%	3.6%
Colleagues	53.7%	19.7%	6.9%	1.4%	0.0%	18.3%
Distant relatives	45.1%	13.5%	0.5%	0.5%	0.0%	40.5%

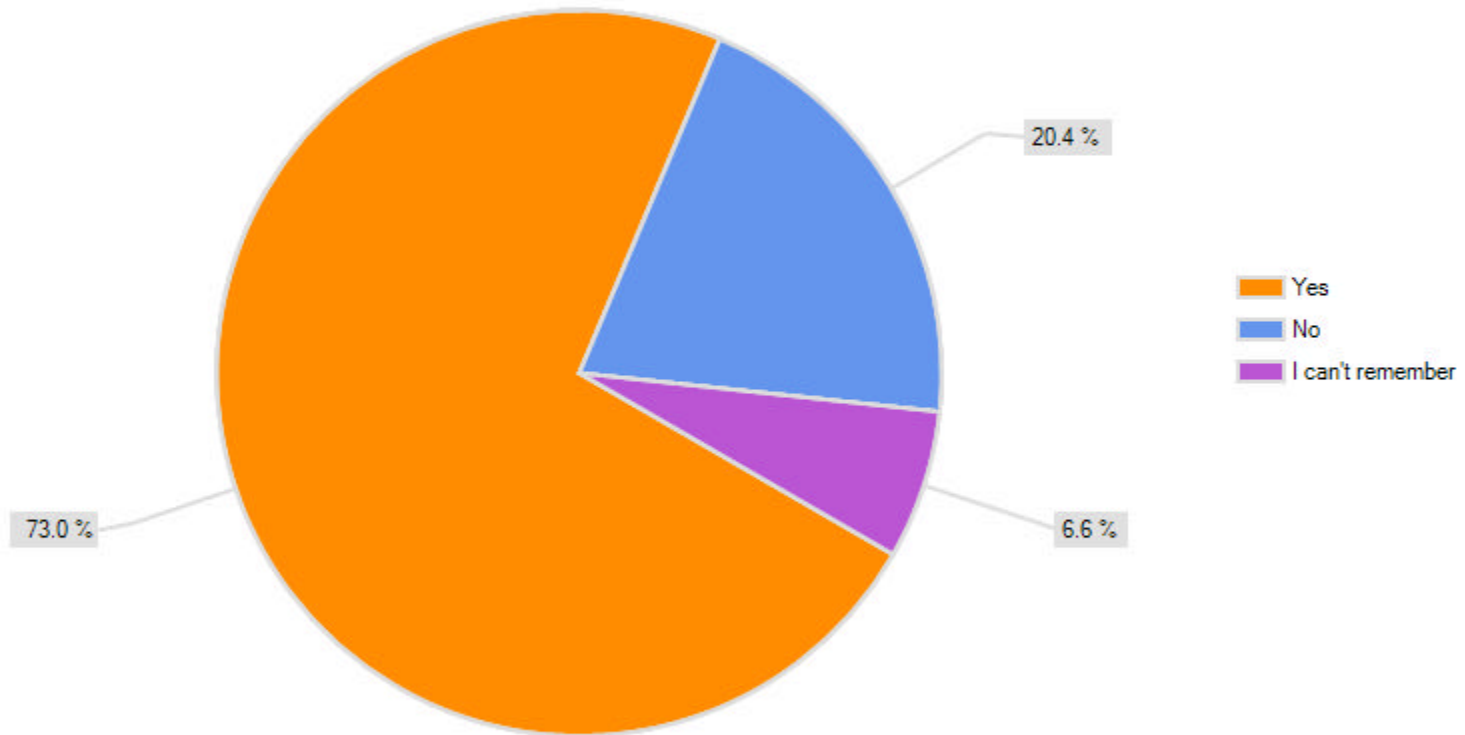
Question 4:

What type of gifts do you usually tend to purchase? (you may select several answers)



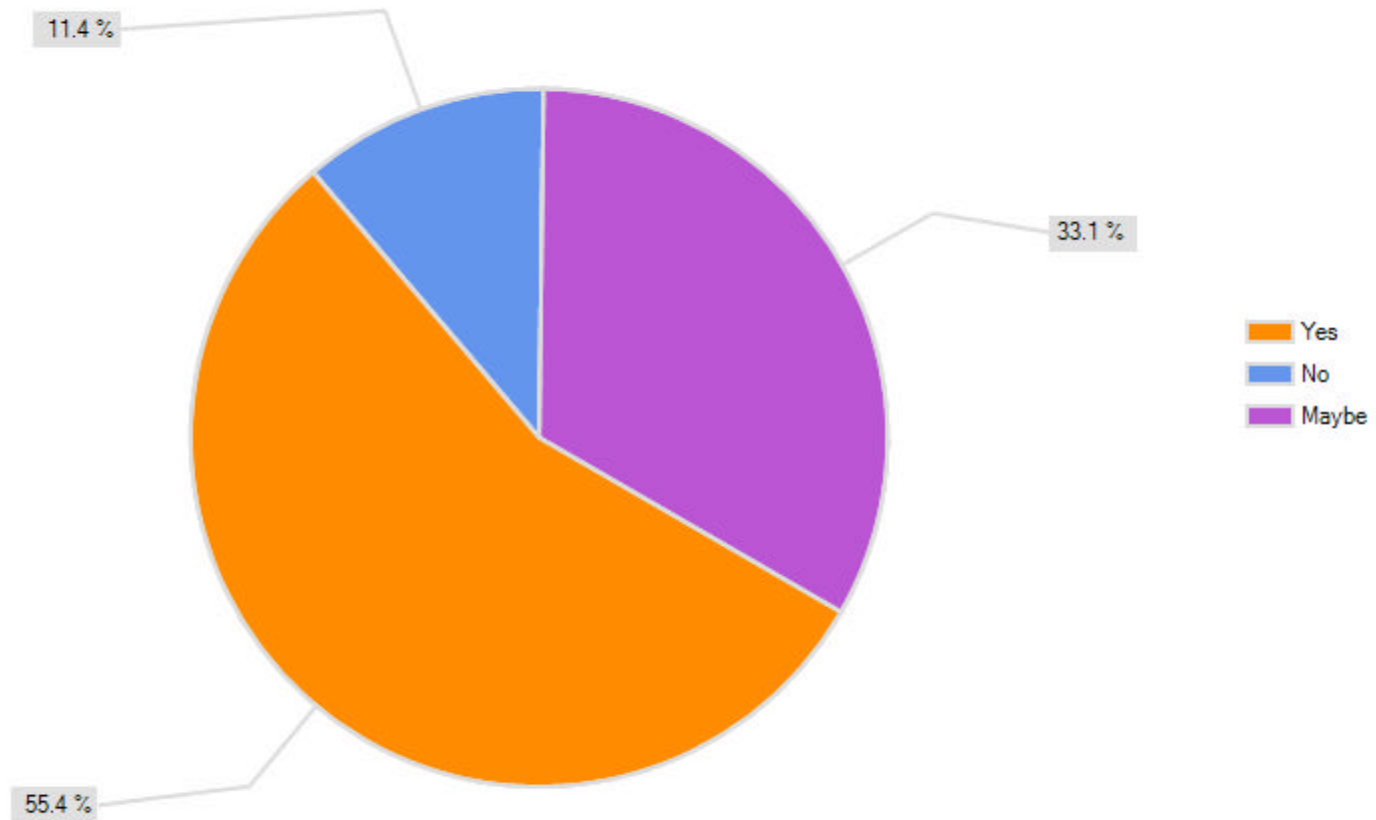
Question 5:

Have you ever purchased lifestyle/experience gifts before?



Question 6:

If you've never purchased a lifestyle/experience gift before, would you consider purchasing one this year?



Question 7:

When giving a gift, what is most important to you? (you may select several answers)

