

# Companies Rein In the Presents This Year

In a year of frugality, layoffs, and close scrutiny by both shareholders and the government, corporate gifting declined significantly

By Leo Jakobson

Unsurprisingly, companies this year spent less—a lot less—on corporate gifts. That was the macrocosm of organizations giving fewer corporate gifts and doing so on fewer occasions. And nearly 40 percent of our respondents found that more corporations are restricting their employees' ability to accept gifts. Which is to say, it's 2009 in a nutshell. ■

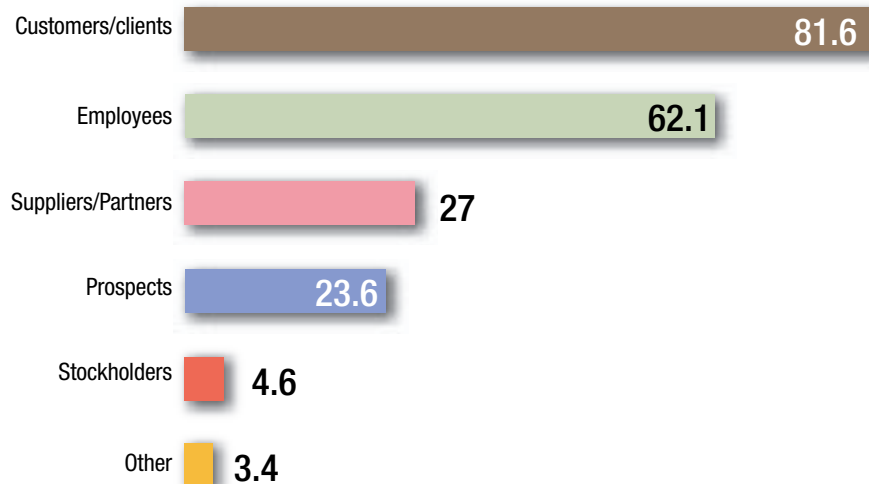
Send comments to [ljakobson@incentivemag.com](mailto:ljakobson@incentivemag.com)

For complete results of this year's Corporate Gift IQ, please visit

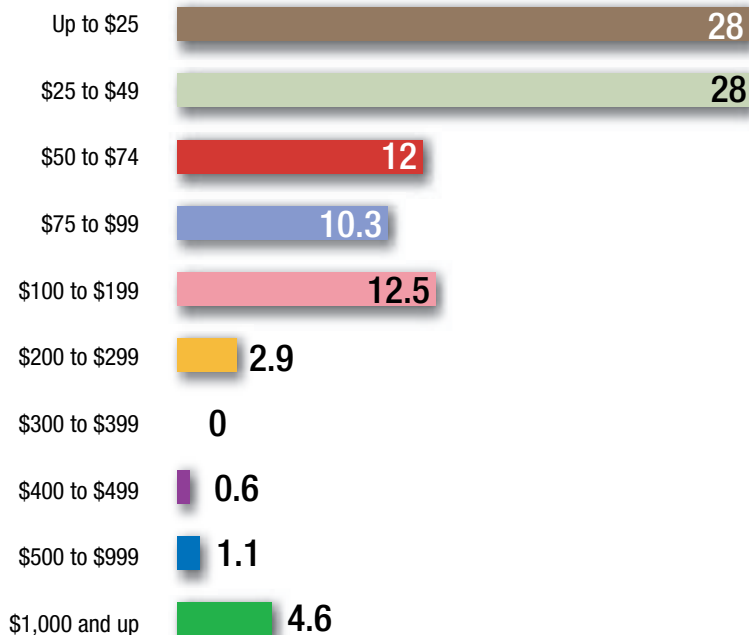
[INCENTIVEMAG.COM/CORPORATEGIFTIQ](http://INCENTIVEMAG.COM/CORPORATEGIFTIQ)



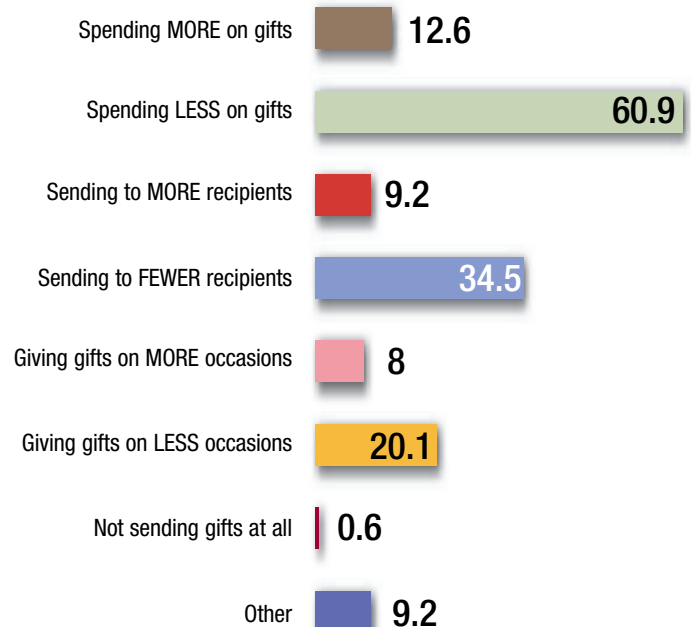
## Who are your corporate gift recipients? (Select all that apply)



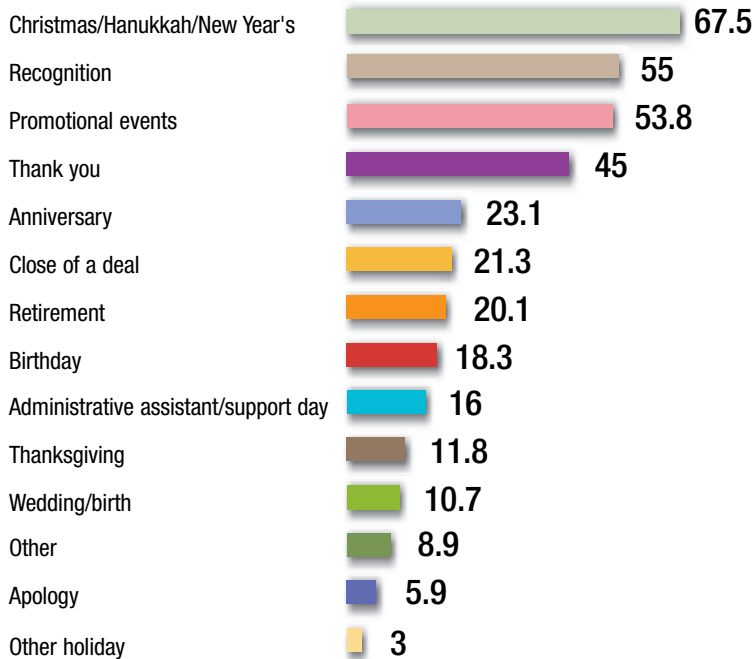
## On average, how much do you spend on corporate gifts per recipient?



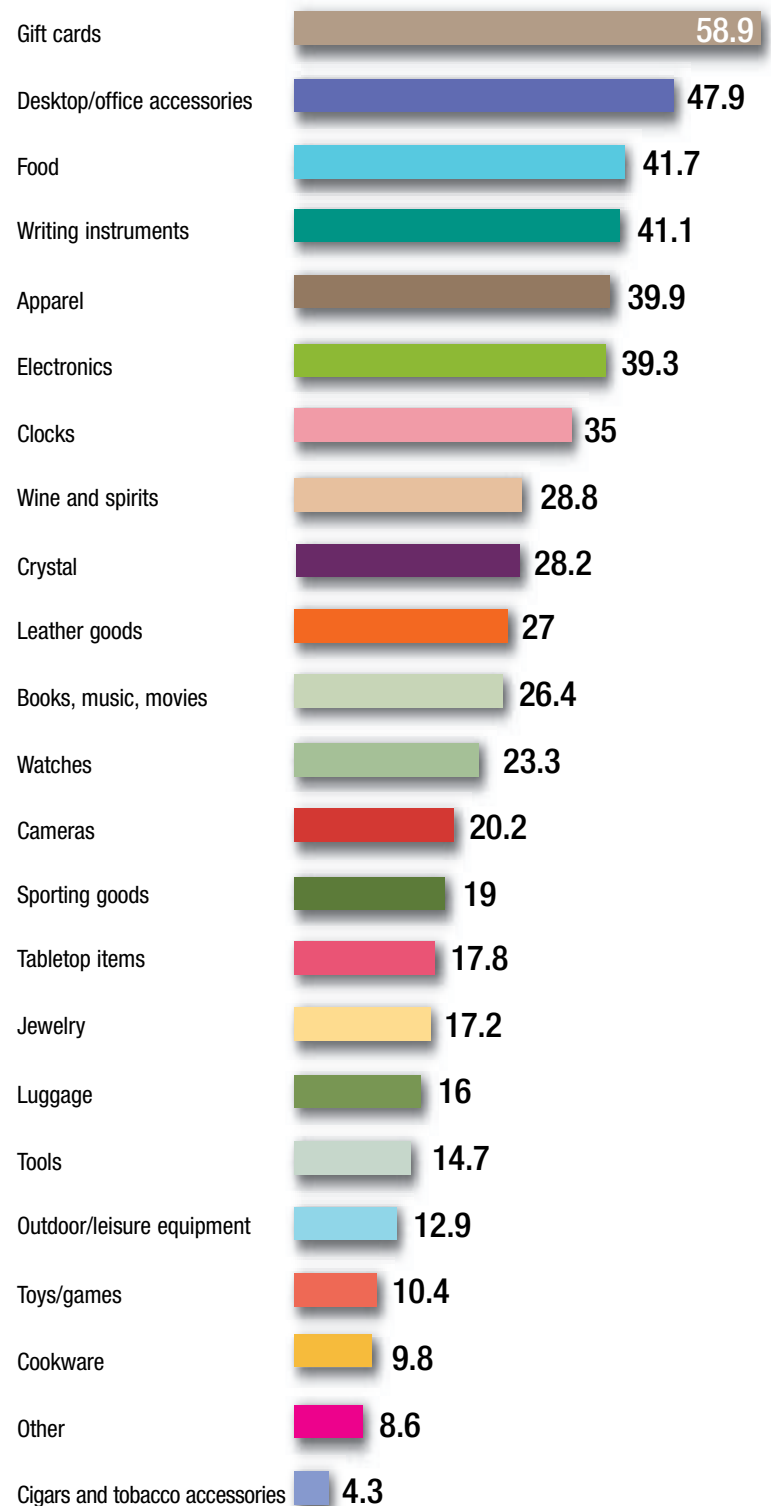
## How have your corporate gift programs changed over the past two years? (Select all that apply)



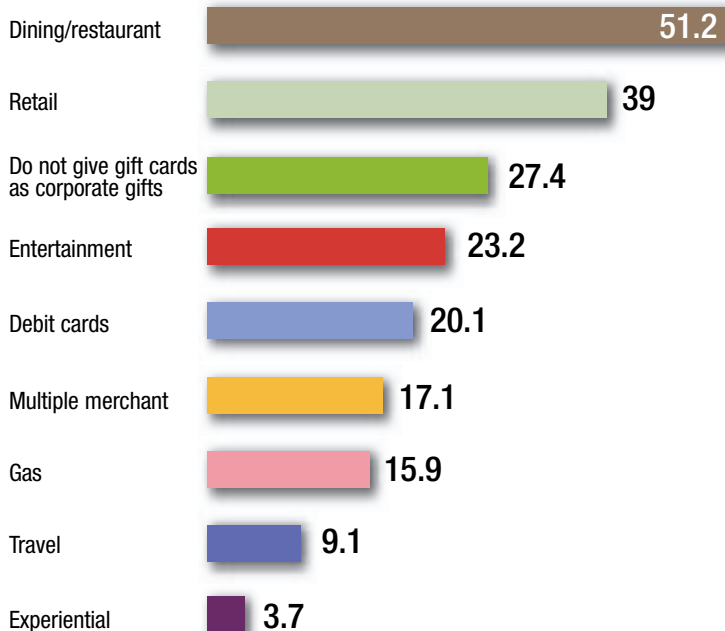
On which of the following occasions do you give corporate gifts? (Select all that apply)



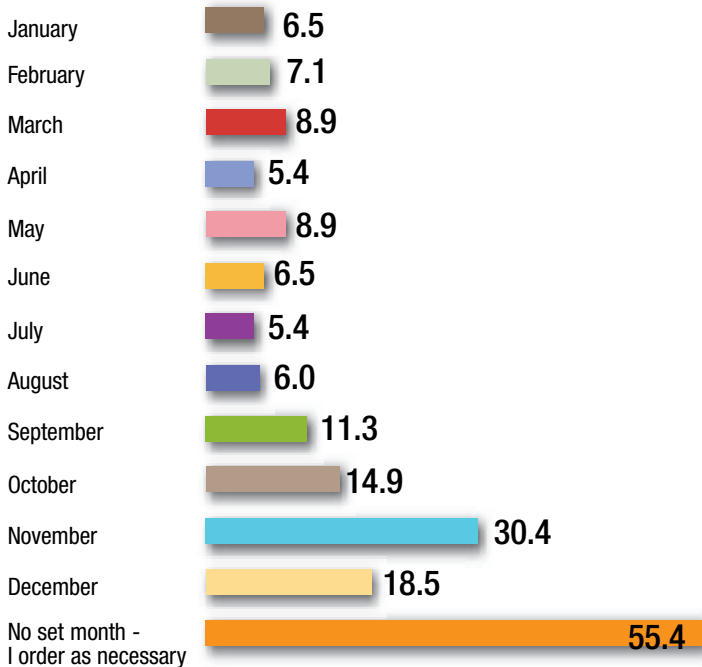
Which of the following corporate gifts do you give? (Select all that apply)



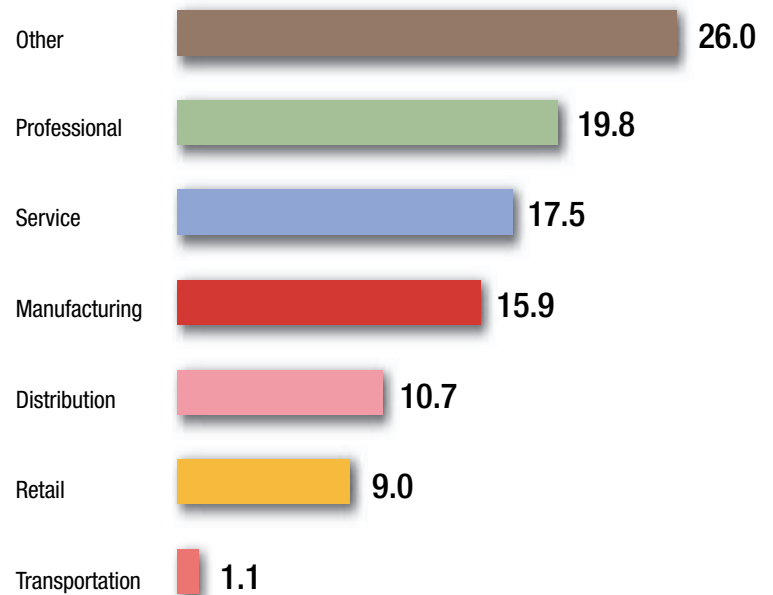
Which of the following types of gift cards do you give as corporate gifts? (Select all that apply)



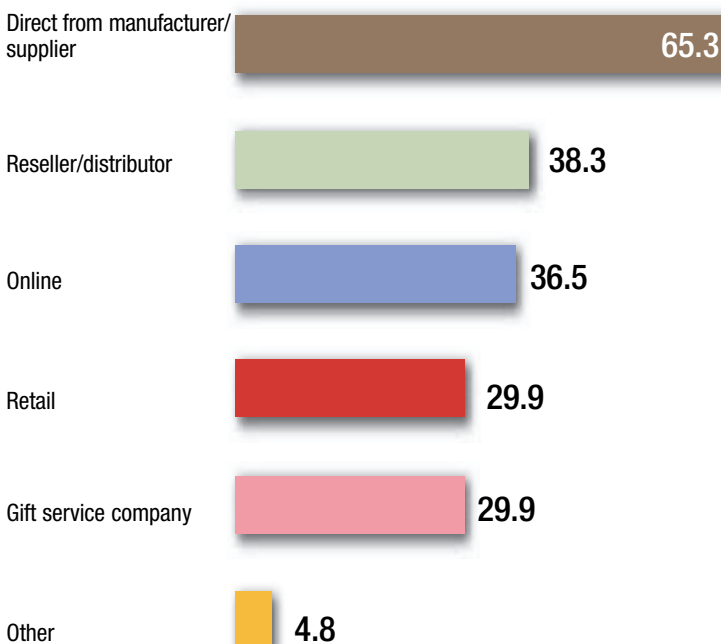
## During which months do you usually order corporate gifts? (Select up to 3 months)



## Please classify your organization's industry



## How do you purchase your corporate gifts? (Select all that apply)



## Over the past 12 months, when sending out corporate gifts, have you noticed any change in the number of organizations that have restricted/prohibited the corporate gifts their employees can accept?

