

Corporate Gift Facts Survey Results 2007

The Corporate Gift Facts Survey was conducted online from October 3-17, 2007. The 209 survey respondents were *Incentive* subscribers who use corporate/business gifts as part of their incentive programs.

1. Are corporate/business gifts part of your incentive programs?		
	Response Percent	
Yes	78.8%	
No	21.2%	

Are corporate/business gifts part of your incentive programs?



78.8%



21.2%

2. Please classify your organization's industry.		
	Response Percent	
Manufacturing	17.7%	
Retail	6.2%	
Professional	18.2%	
Distribution	10.1%	
Service	17.7%	
Transportation	1.4%	
Other (please specify)	28.7%	

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

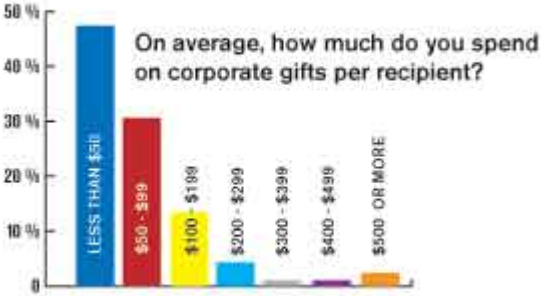
	Response Percent
Customers/clients	80.4%
Employees	68.9%
Stockholders	7.2%
Prospects	26.3%
Suppliers/partners	16.8%
Other (please specify)	7.7%



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

	Response Percent
Less than \$50	47.4%
\$50 to \$99	30.6%
\$100 to \$199	13.4%
\$200 to \$299	4.3%
\$300 to \$399	1.0%
\$400 to \$499	1.0%
\$500 or more	2.4%

	Average = \$97.40
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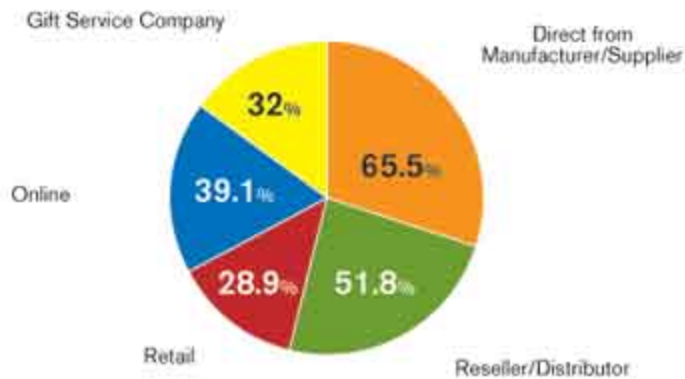
5. How have your corporate gift programs changed over the past two years? (Select all that apply)		
	Response Percent	
Spending MORE on gifts	32.9%	
Spending LESS on gifts	38.7%	
Sending to MORE recipients	20.3%	
Sending to FEWER recipients	21.7%	
Giving gifts on MORE occasions	17.4%	
Giving gifts on FEWER occasions	13.5%	
Not sending corporate gifts at all	1.0%	
Other (please specify)	5.8%	

6. On which of the following occasions do you give corporate gifts? (Select all that apply)		
	Response Percent	
Thanksgiving	8.1%	
Christmas/Hanukkah/New Year's	56.6%	
Birthday	13.1%	
Anniversary	19.2%	
Promotional events	63.6%	

Thank you	41.9%
Apology	3.0%
Wedding/birth	12.6%
Retirement	23.2%
Recognition	55.6%
Administrative assistant/support day	10.6%
Other holiday	4.0%
Other (please specify)	14.1%

7. How do you purchase your corporate gifts? (Select all that apply)	
	Response Percent
Direct from manufacturer/supplier	65.5%
Reseller/distributor	51.8%
Retail	28.9%
Online	39.1%
Gift service company	32.0%
Other (please specify)	1.5%

How do you purchase your corporate gifts?



8. During which months do you usually order corporate gifts? (Select up to 3 months)		
	Response Percent	
January	8.1%	
February	7.6%	
March	8.6%	
April	7.1%	
May	4.6%	
June	5.6%	
July	9.1%	
August	5.6%	
September	10.2%	
October	16.2%	
November	23.4%	
December	14.7%	
No set months – I order as necessary.	57.9%	

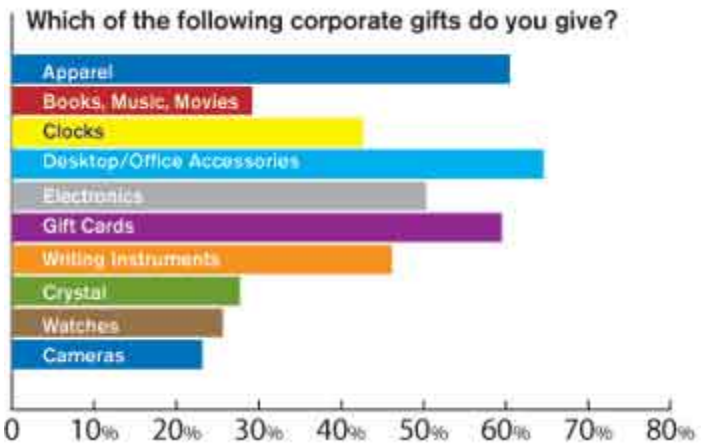
9. Over the past 12 months, when sending out corporate gifts, have you noticed any change in the number of organizations that have restricted/prohibited the corporate gifts their employees can accept?		
	Response Percent	
Yes – MORE organizations are restricting/prohibiting	40.4%	
Yes – FEWER organizations are restricting/prohibiting	2.5%	
No change in number of organizations restricting/prohibiting	39.9%	
I have not encountered any organizations that restrict/prohibit the corporate gifts their employees can accept	17.2%	

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?



10. Which of the following corporate gifts do you give? (Select all that apply)		
	Response Percent	
Apparel	60.5%	
Books, music, movies	29.2%	
Cameras	23.1%	
Cigars and tobacco accessories	7.2%	
Clocks	42.6%	
Cookware	7.7%	
Crystal	27.7%	
Desktop/office accessories	64.6%	
Electronics	50.3%	
Gift cards	59.5%	
Food	39.0%	
Jewelry	12.3%	
Leather goods	29.7%	
Luggage	19.5%	
Outdoor/leisure equipment	16.4%	
Sporting goods	23.1%	
Tabletop items	20.0%	
Tools	16.4%	
Toys/games	12.3%	
Watches	25.6%	
Wine and spirits	24.1%	

Writing instruments	46.2%
Other (please specify)	11.3%



10. Other (please specify) responses

- Personalized gifts
- Hotel or restaurant gift certificates
- Sports tickets
- Travel packages
- Charitable donations
- Collectibles
- Business magazine subscriptions
- Floral arrangements
- Artwork

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

	Response Percent
Dining/restaurant	51.3%
Retail	39.9%
Entertainment	24.9%
Debit cards	21.2%
Gas	16.1%
Multiple-merchant	17.6%
Experiential	3.1%

Travel	14.5%
Do not give gift cards as corporate gifts	26.9%

12 - What was the BEST corporate gift you have ever received?

iPod	
Robot Radio	
Zippo candle lighter.	
Day at a theme park	
A complete bartending/cutlery set; high quality with no embarrassing logo on the items	
MagLite Set	
Travel gift card to the Bahamas and Bermuda	
A Waterford bowl without any logo on it!	
Leather portfolio that I have been using for almost 20 years.	
American Express gift card	
Movado watch	
Gift card to Victoria's Secret	
Monthly wine delivery	
A digital camera	
Cashmere scarf	
A massage	
Picnic basket (with company logo) with a pillow wrapped in a fleece blanket	

13 - What was the WORST corporate gift you have ever received?

Plastic mug	
Bad briefcase	
There is no bad gift	
A pen that didn't work	
Wine- I don't drink alcohol	
T-shirt	
Very poor quality wine dressed up in a private label overlay.	
Gift card for restaurant not in my area	

Holiday "Jellies"

Wine decanter with a very large company logo on the front

Company blanket with vinyl on one side

An imprinted pen, since that is my business: I sell imprinted promotional items.

A big, heavy picture that would not fit with any decor

Wooden shoe slippers

Cookies - they arrived in crumbs!

Cheap nylon gym bag

A basket filled beef jerky.

Gift card to a place that was going out of business!

Ceramic coffee mug; I don't drink coffee

Extraordinary array of Danish chocolates which arrived in mid august upper 90 heat and dissolved into an oily mess that seeped through the package and ruined all the other mail and left a film all over the inside of the box