



Early Warning Holiday Data

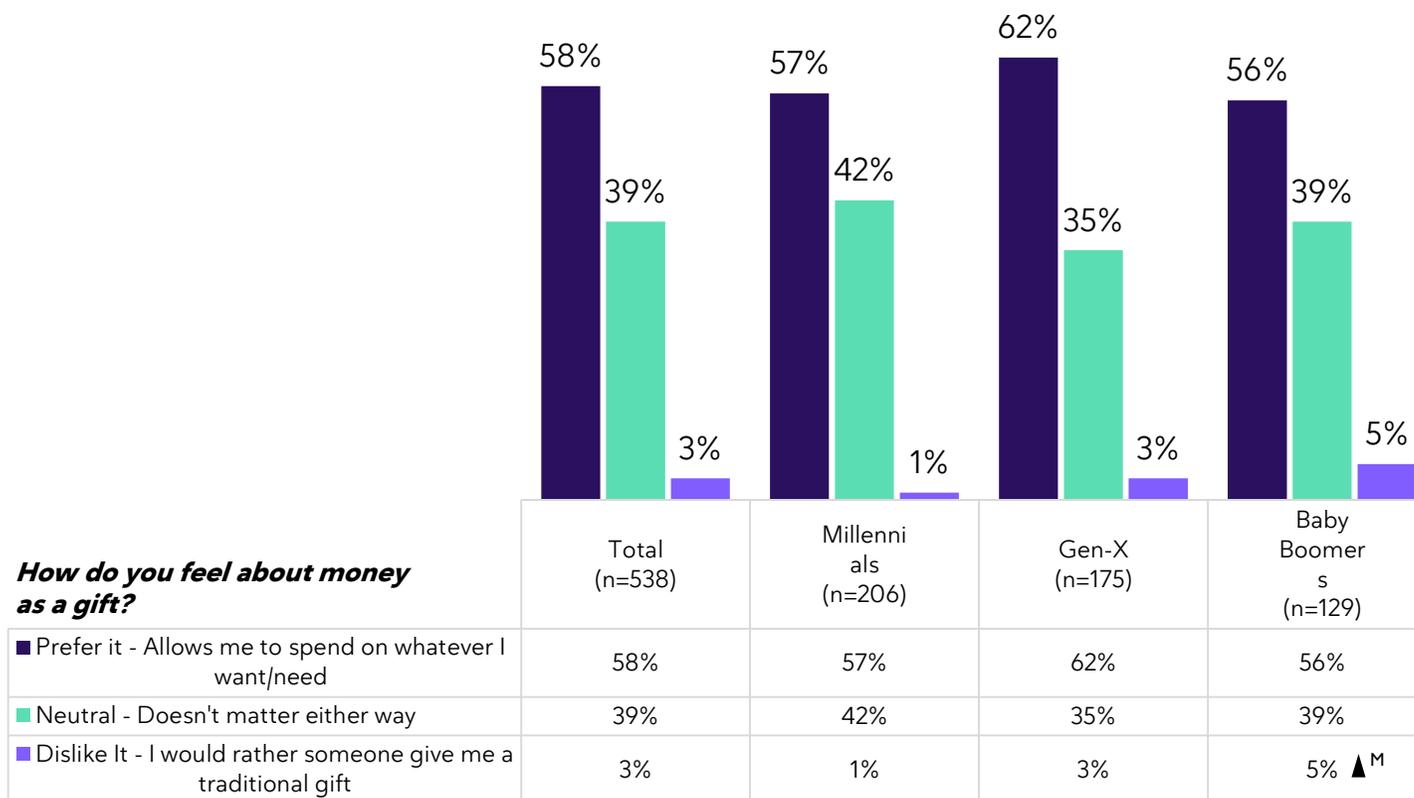
November 2018

NOT FOR EXTERNAL DISTRIBUTION WITHOUT PERMISSIONS

How do you feel about money as a gift?



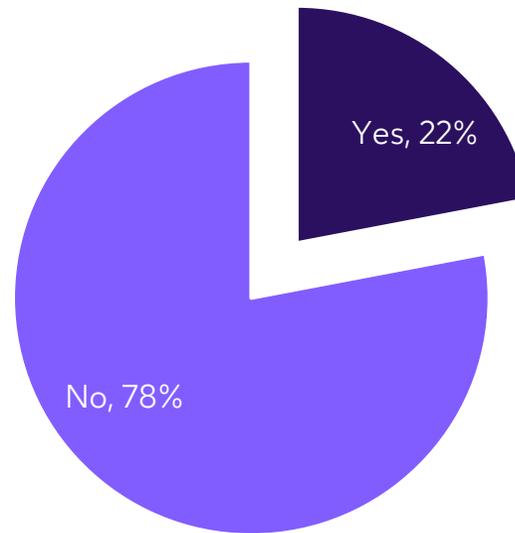
Cash makes a good gift. More than half say they prefer it, since they can spend it on whatever they want.



Have you ever received a check as a gift and not cashed it?

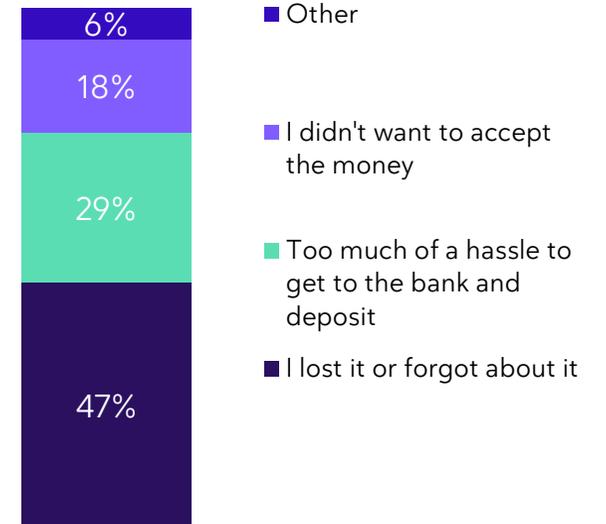


When giving money as a gift, paper checks may not be the best vehicle. More than one in five report having received a check as a gift and not cashing it. The top reason? Almost half say they lost or forgot about the check.



Have you ever received a check as a gift and not cashed it?

(Total: n=538)



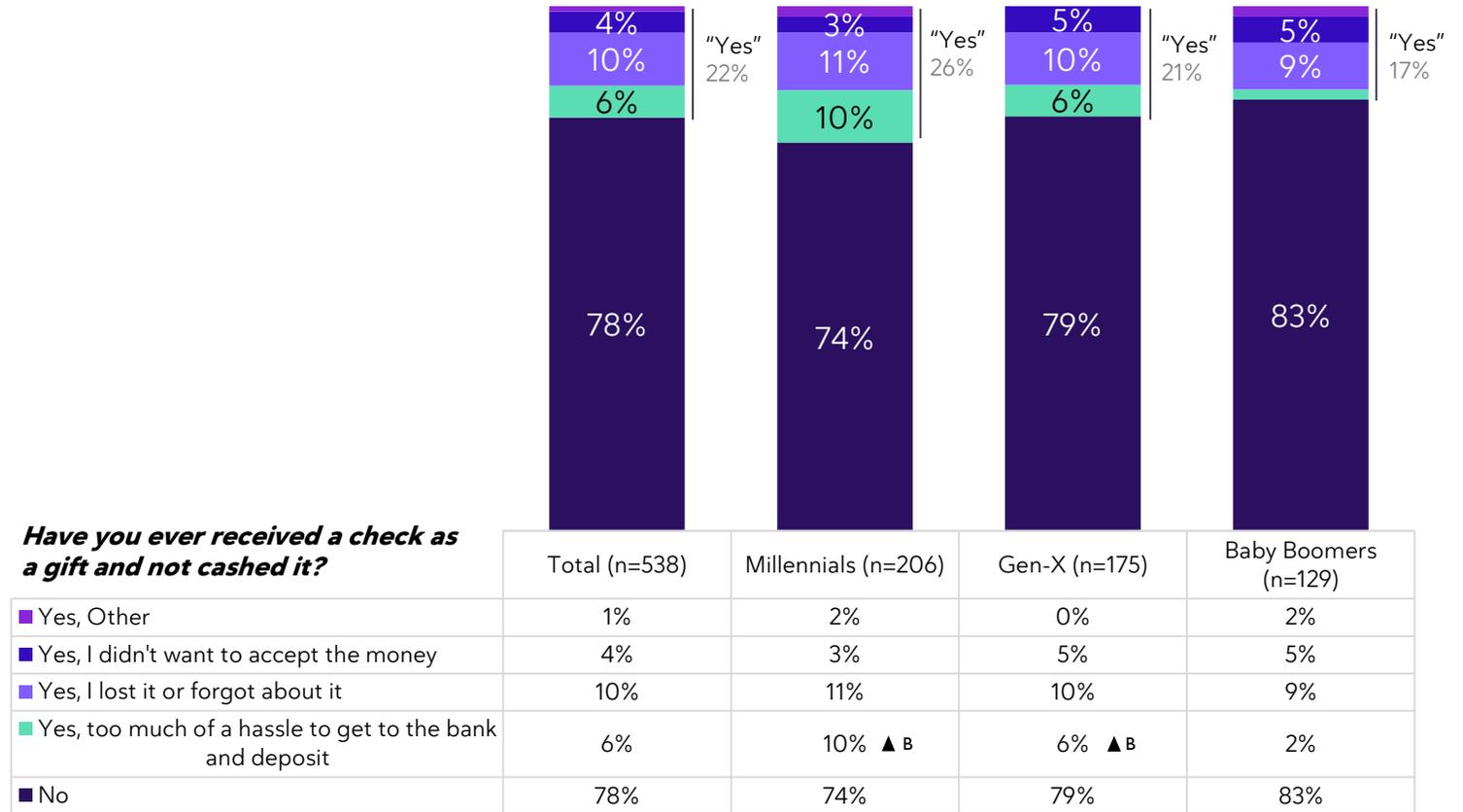
Reason the gift check was not cashed

(Among those who didn't cash a gift check: n=116)

Have you ever received a check as a gift and not cashed it?



This is true for Millennials in particular. One in four report having received a check as a gift and never cashing. Among their top reasons: taking a paper check to the bank to deposit it is just too much of a hassle.

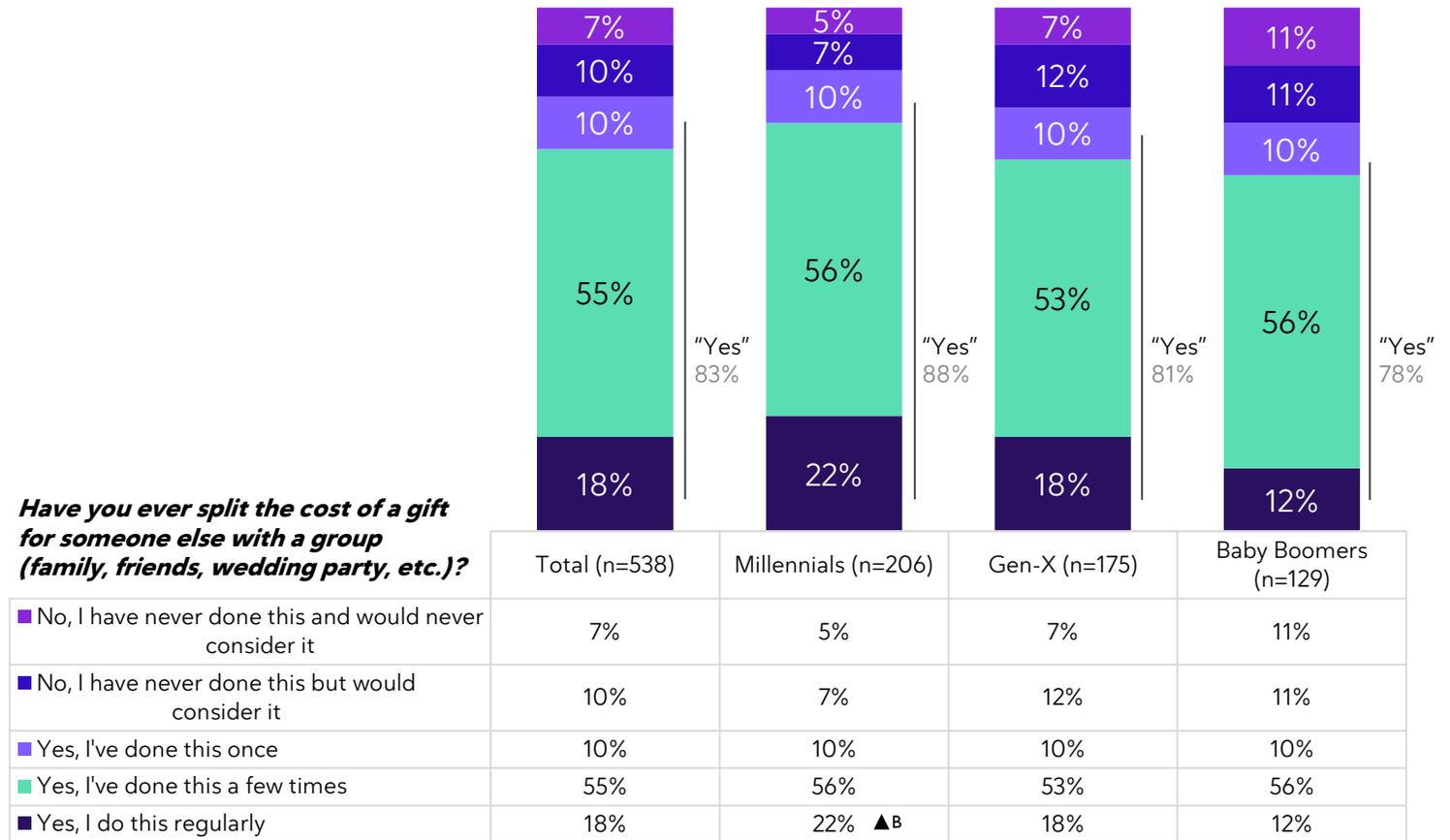


▲ Denotes significantly higher than comparison cut at 95% Confidence Level
Source: Q602. Have you ever received a check as a gift, but never cashed it?

Have you ever split the cost of a gift with someone else?



Splitting the cost of a gift is a fairly common practice, particularly among Millennials. One in five Millennials report they regularly split the cost of a gift for someone else with a group.

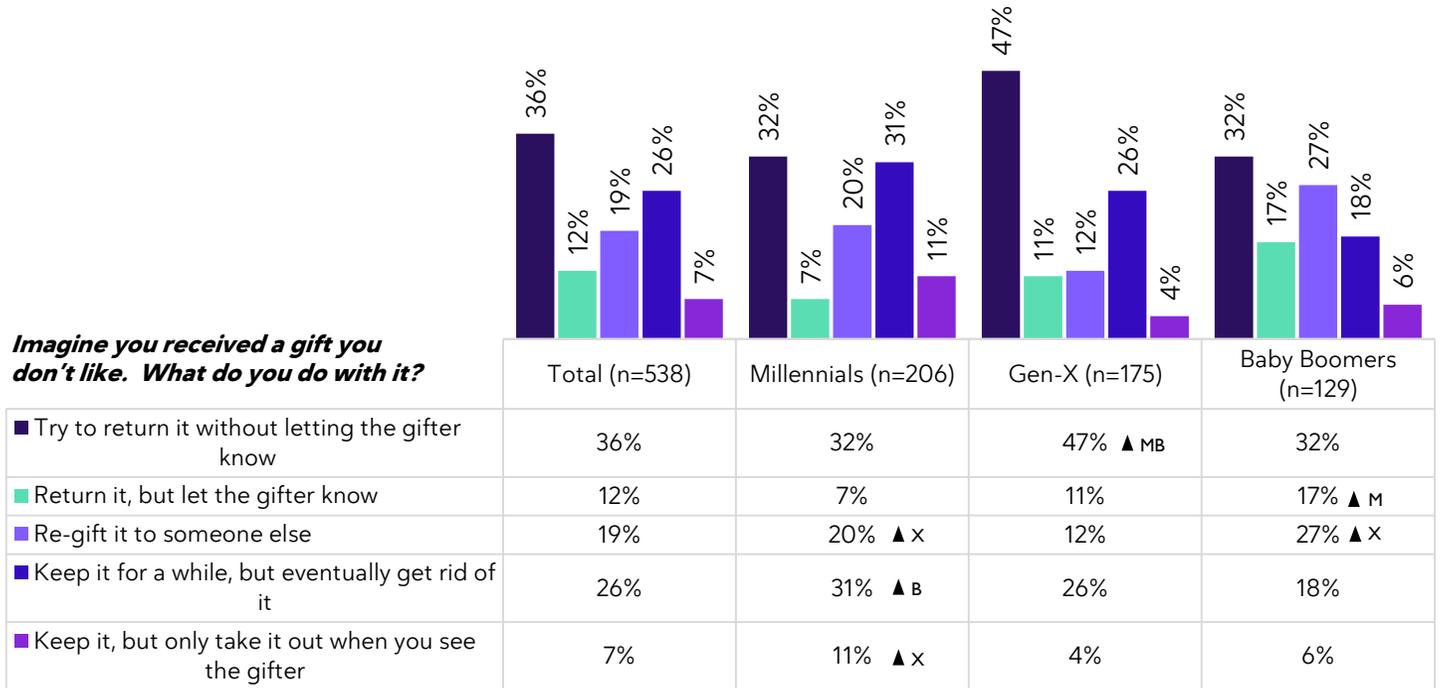


What do you do with a gift you don't like?



When receiving a gift that isn't liked, 93% suggest a plan for eventually getting rid of the unwanted item. Attempting to return it to the store without letting the gifter know is the primary strategy; particularly among Gen-Xers.

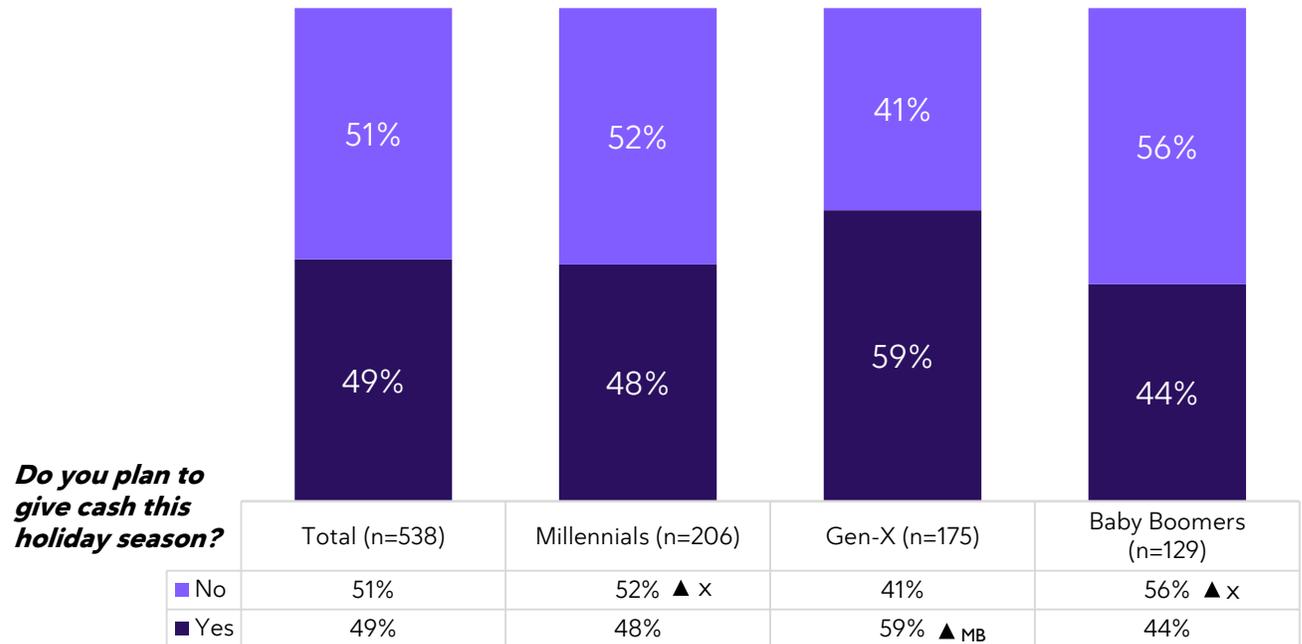
Imagine you received a gift you don't like. What do you do with it?



Do you plan to give cash this holiday season?



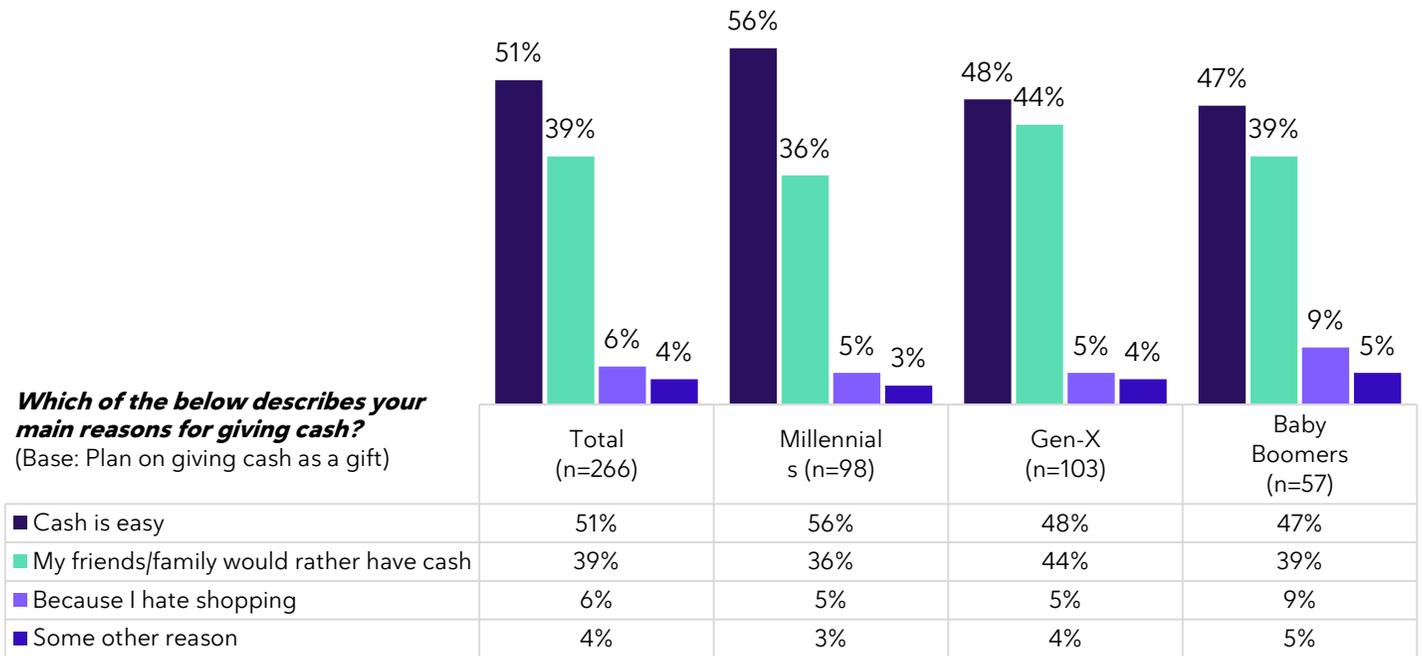
Among generational cohorts, Gen-X are most likely to give cash this holiday season; more than half report plans to do so.



Why gift cash?



Reasons for gifting cash are practical; half of those individuals planning on giving cash are doing so because they believe cash is easy.

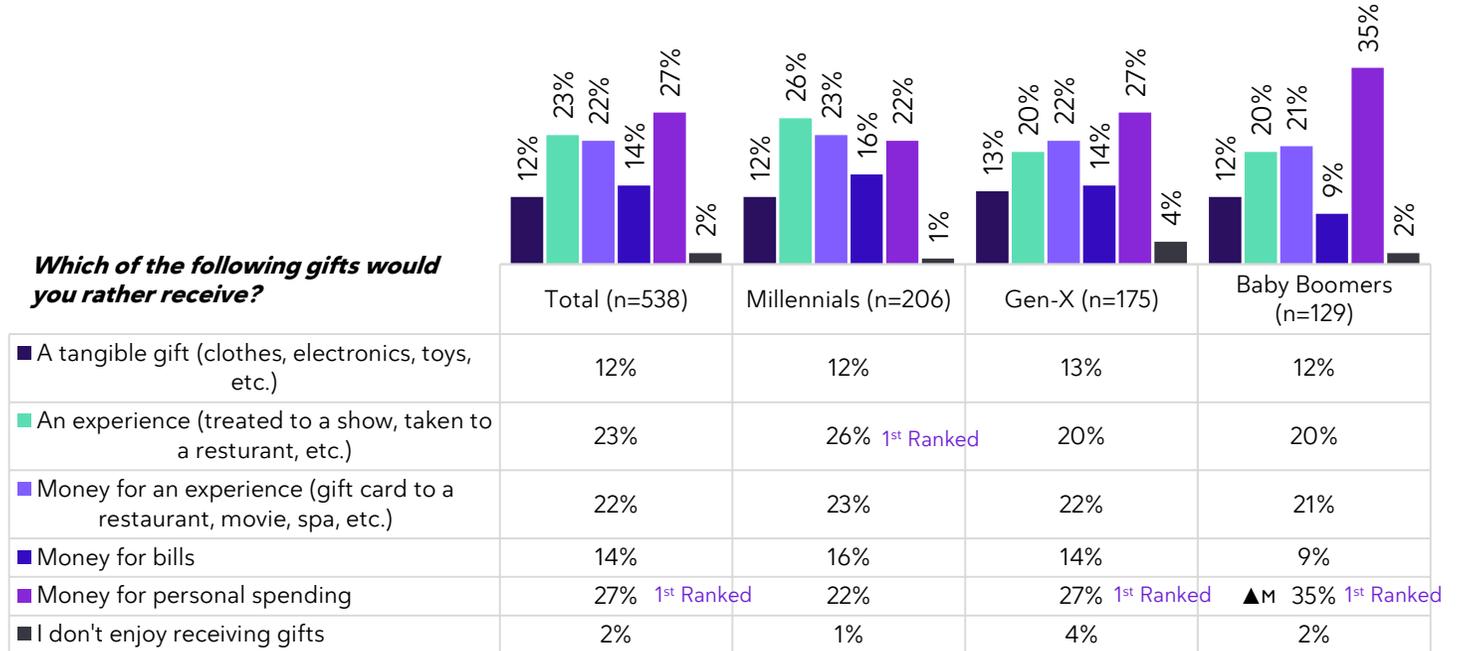


Which of the following gifts would you rather receive?



When it comes to gift preference, Millennials are more likely to prefer receiving an experience than money or traditional gifts. More than a third of Boomers reported a preference for money for personal spending.

Which of the following gifts would you rather receive?

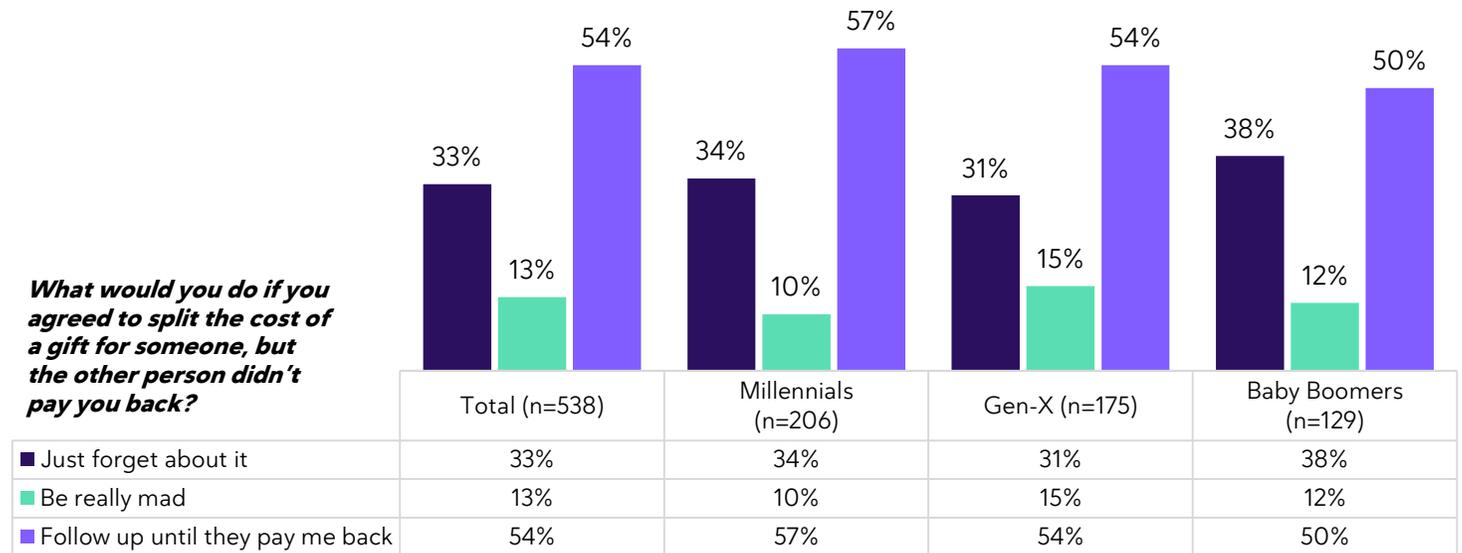


What would you do if you never got paid back for a gift you split?



When people don't get paid back for the cost of a shared gift, they don't get mad, but they still want their money back. More than half said they would follow up until they were paid back; only a third suggested they'd just let the matter drop.

What would you do if you agreed to split the cost of a gift for someone, but the other person didn't pay you back?

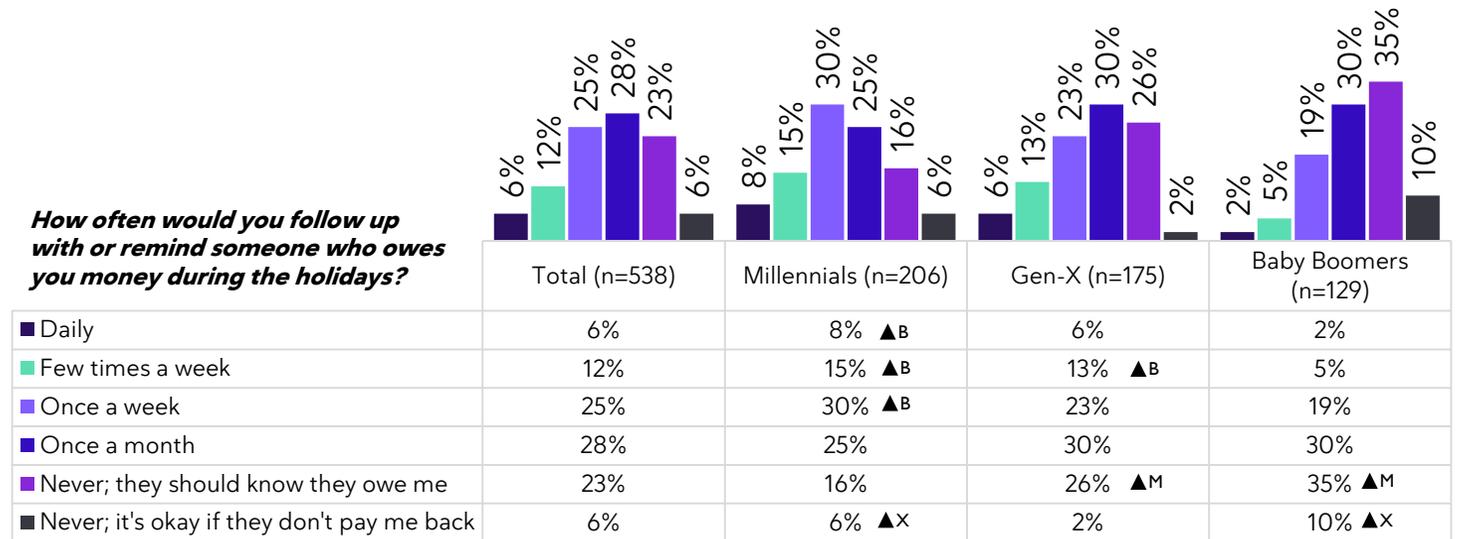


How often would you remind someone they owed you money?



Millennials want their money back. When they are owed, more than half of Millennials say they would follow up at least weekly (53%), holidays or not. In contrast, nearly half of Boomers (45%) report they wouldn't follow up.

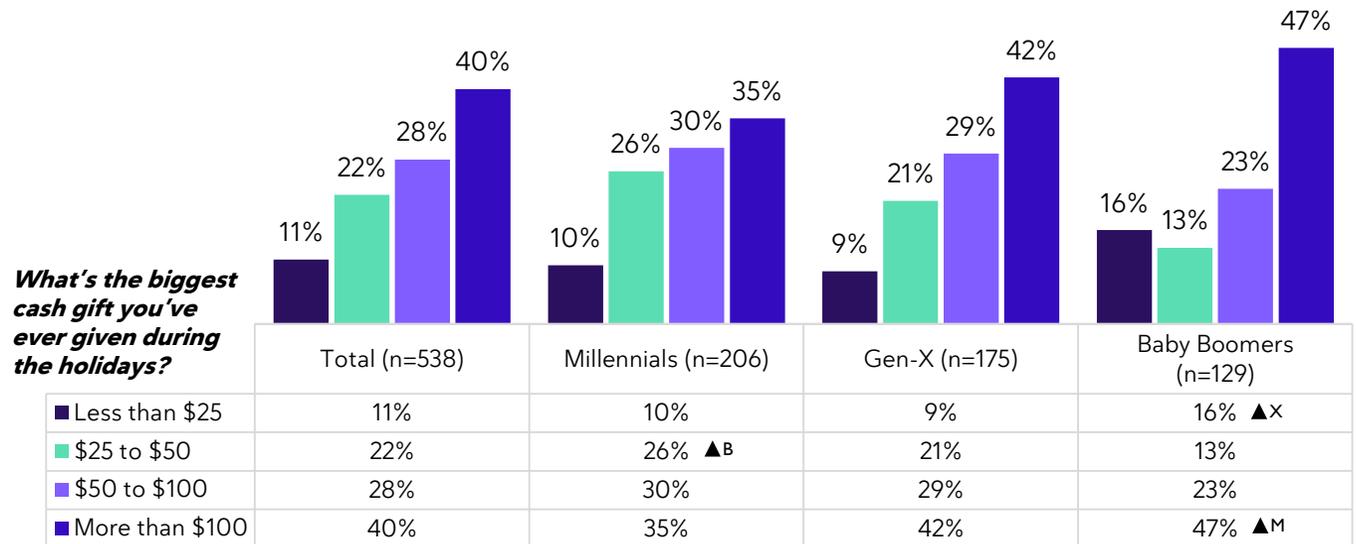
How often would you follow up with or remind someone who owes you money during the holidays?



What's the biggest cash gift you've given?



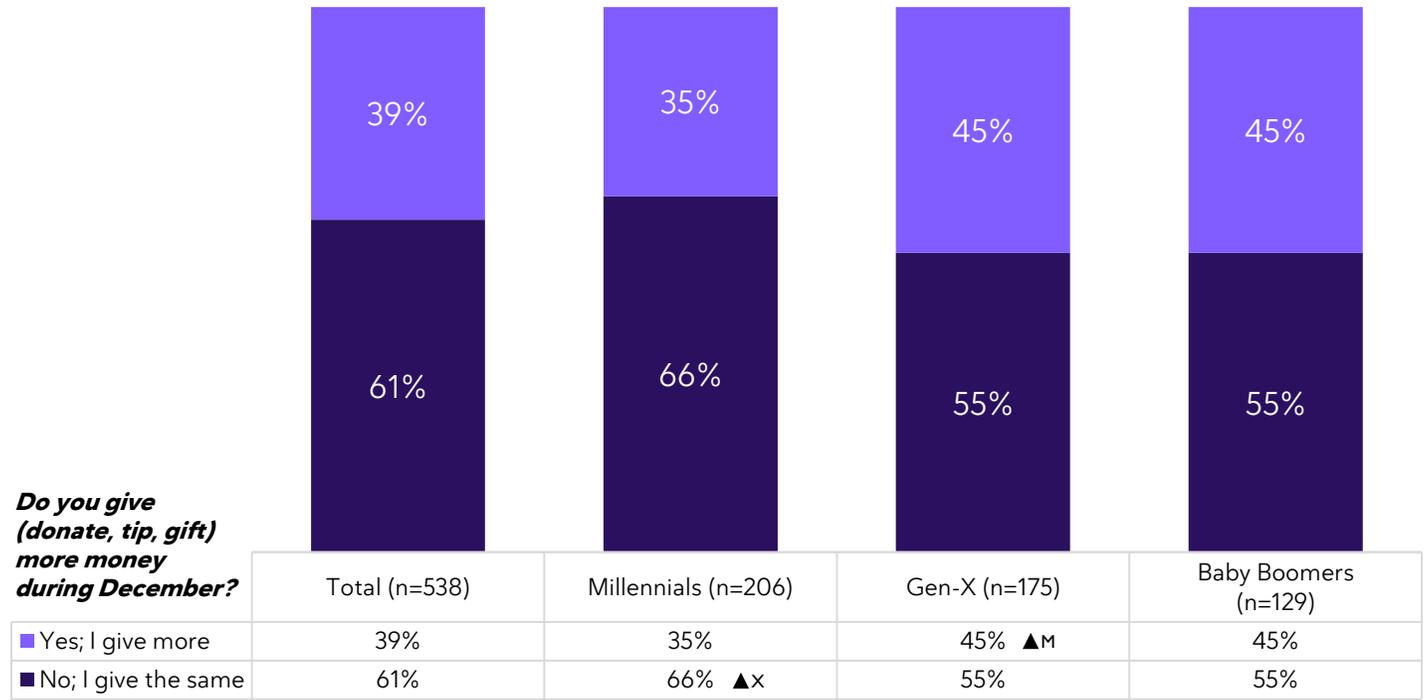
Nearly half of Boomers report they've given gifts of over \$100.



Do you give more during December?



Roughly four in ten report giving more December.



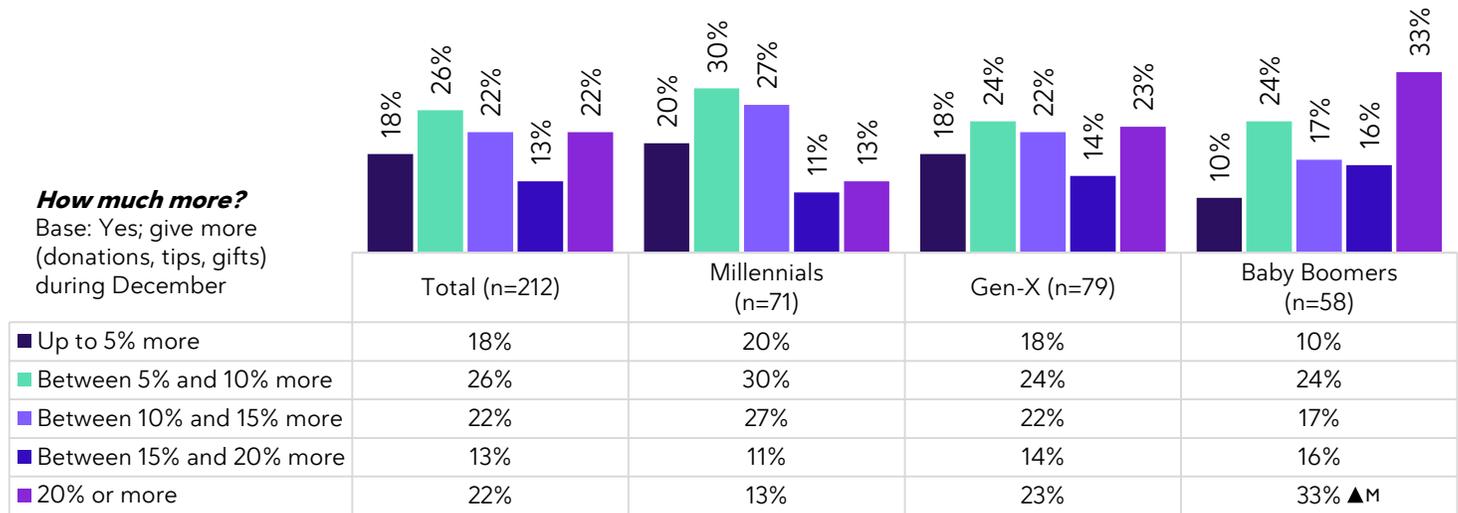
How much more do you give during December?



Those who do give more during December report a wide range in the amount their generosity increases.

How much more?

Base: Yes; give more (donations, tips, gifts) during December



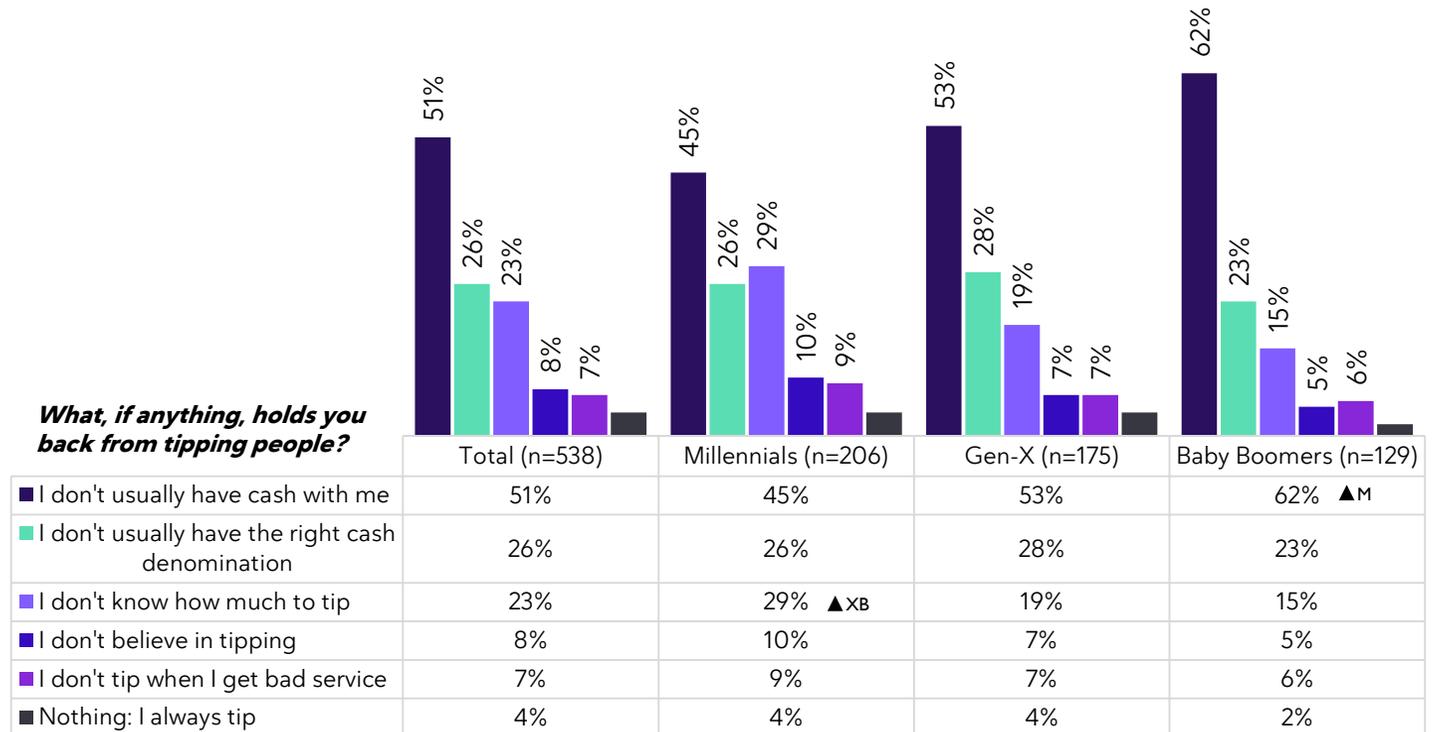
▲ Denotes significantly higher than comparison cut at 95% Confidence Level
Source: Q613. How much more?

What, if anything, holds you back from tipping people?



The most common reason for not tipping? Not having cash handy is the culprit half the time. Viewing reasons by generations, Millennials are more likely than either Boomers or Gen-X to be held back from tipping because they aren't sure of the correct amount.

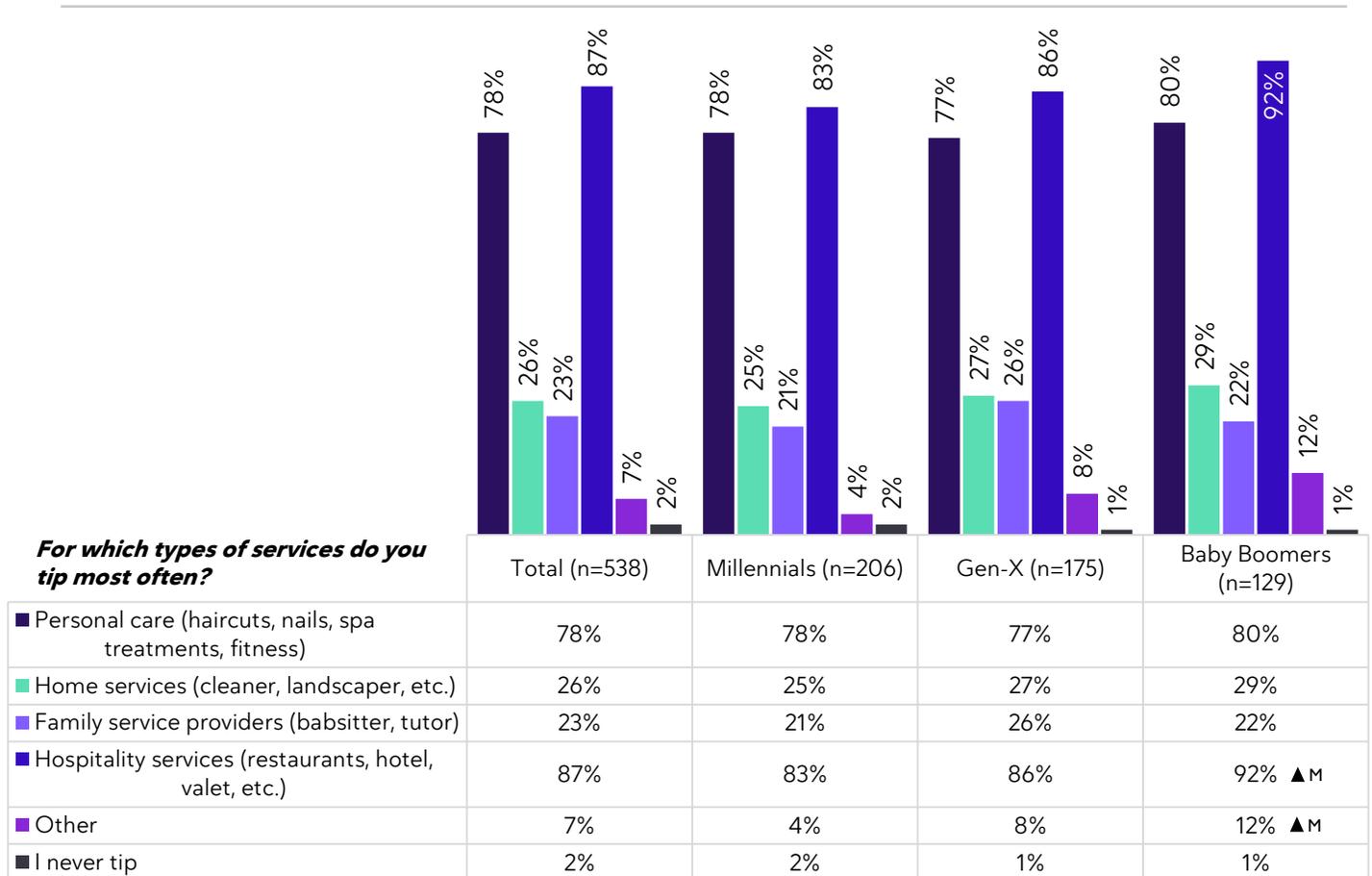
What, if anything, holds you back from tipping people?



For what types of services do you tip most often?



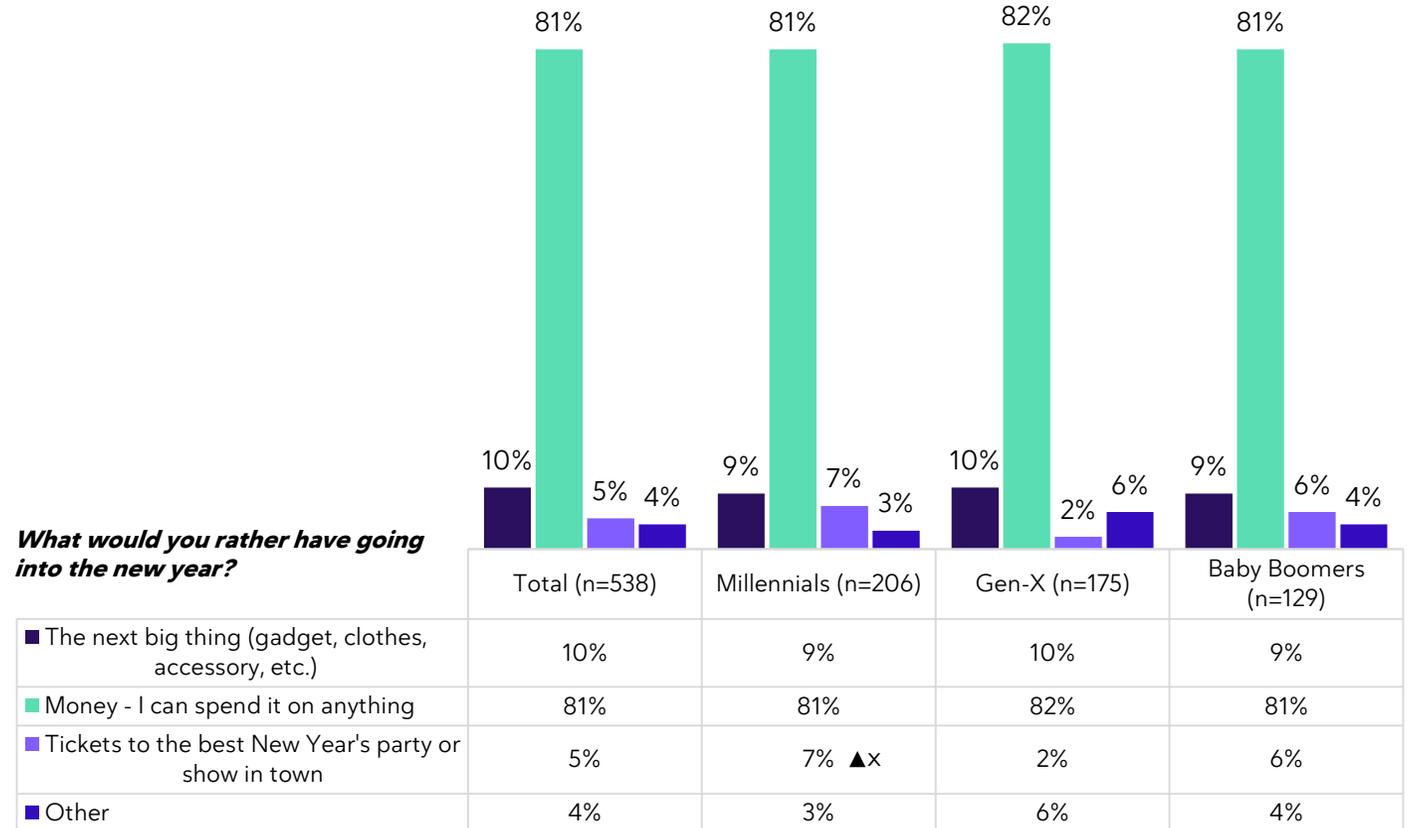
Personal care and hospitality services are the most common tipping events. Only 2% of consumers reported they never tip.



What would you rather have going into the New Year?



Most people across generational cohorts would rather have money to spend going into the New Year.



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