



### ***The Perfect Profile for Gift Vouchers and Gift Card Givers and Receivers***

Women, those living in the South East, or respondents aged 25 and 34 are the most likely group to receive a gift card or gift voucher according to a recent YouGov survey commissioned by The Gift Voucher and Gift Card Association (The VA), however both men and women (59% vs. 60% respectively), respondents aged 35 years or older, or those living in the North West (49%) express the highest preference for gift vouchers and cards over traditional gifts. ABC1 social groups currently dominate voucher and gift card giving and receiving, but C2DE could be the future as this group is the most likely to purchase over the next 12 months compared to the last 12 months (35% vs. 30%) and the group that have the greater preference for gift cards and vouchers over traditional gifts (44%vs 37%).

### ***Age Preference for Gift Voucher and Gift Card Giving and Receiving***

Younger people (18 to 24 year olds) in Great Britain are most likely to receive gift vouchers according to a recent YouGov survey commissioned by The Gift Voucher and Gift Card Association (The VA), however this group are also prefer to receive traditional gifts over gift cards or gift vouchers (75%). Those in their late 40's and early 50's give the most gift vouchers (73%) and 25 to 34 years give the most gift cards (55%). The survey found those who would prefer to receive gift cards and vouchers are likely to be in their later 30's and early 40's or older than 55.

### ***Regional Preference for Gift Voucher and Gift Giving and Receiving***

Giving gift vouchers and gift cards is more popular in Yorkshire and Humberside than any other region of Great Britain according to a recent YouGov survey commissioned by The Gift Voucher and Gift Card Association (The VA), however it those in the South East that are most likely to receive them. Residents of the North West have greater preference for receiving gift vouchers or gift cards over traditional gifts (49%), whilst Londoners prefer to see a more traditional gift under the Christmas tree (67%).

### ***Age Preference for Traditional Gifts vs. Gift Vouchers and Gift Cards***

41% of the GB population would prefer to receive a gift voucher or gift card over a traditional gift according to a recent survey from YouGov commissioned by The Gift Voucher and Gift Card Association. 35 to 44 year olds along with those over 55 have a higher preference for gift vouchers and gift cards (55%). The north of England is a gift voucher and gift card hot spot showing the greatest preference whereas Londoners would be the least satisfied with a gift card or gift voucher.

### ***Gender Preference for Traditional Gifts vs. Gift Vouchers and Gift Cards***

Women show a greater affinity with both giving and receiving gift vouchers and gift cards according to a recent YouGov survey commissioned by The Gift Voucher and Gift Card Association. 76% of women have given a gift voucher compared to 63% of men; women also give more gift cards, 49% compared to only 34% of men. However when it comes to a preference over traditional gifts results show 41% of men and 40% of women prefer gift cards and gift vouchers over traditional gifts.

All figures, unless otherwise stated, are from **YouGov Plc**. Total sample size was 2,167 adults. Fieldwork was undertaken between 8th and 10th September 2008. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+)