

Trends for This Season's Greetings

'Tis the season to give...

63% of people will send holiday cards this year.

36% will send 11-25 cards.

27% will send 26-50 cards.

...and to receive.

35% of people receive 11-25 holiday cards per year.

33% are given 10 or fewer.

43% buy their cards in November.

NOVEMBER

buy holiday cards!



78% buy holiday cards in store.

7% buy them online.

15% shop both online & in store.

30%

of people who send holiday greetings, create photo cards.

3/4 of them are family photos.

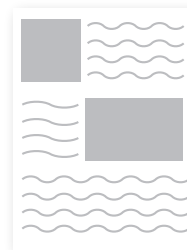


15% of them include pets.

Spread the word.

50%

of people include newsletter updates or personal notes.



60%

choose "Merry Christmas" as their greeting message.

Holiday HTML?

74%

of people do not plan on sending electronic holiday cards this year.

39%

plan on using social networking to reconnect with family this year.

66%

will send out the same amount of holiday cards, despite using social networks.

It's in the budget.

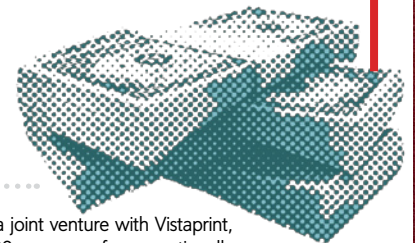
88%

plan to spend less than \$75 on their cards this year.

85%

don't plan on changing any holiday traditions because of the recession.

Just **9%** plan on spending more for holiday gifts this year compared to last year.



Source: Zoomerang Online Surveys conducted this online survey in a joint venture with Vistaprint, over a four-day period from October 21-24. The survey garnered 1,000 responses from a nationally representative random sampling of males and females across the United States.