"WRAP" SHEET Survey reveals Americans' Gift-Wrapping Habits

A survey commissioned in June 2003 by the maker of Scotch brand tape revealed Americans' attitudes and behaviors about gift wrapping. Here are some key findings from this survey (1,060 respondents with a +/- four percent margin of error):

- 1. Eighty-one percent of Americans wrap six or more gifts during a typical holiday season!
- 2. More than one out of four people (28 percent) say that wrapping gifts puts them more in the "holiday spirit" than shopping does.
- 3. While wrapping holiday gifts, people like to watch a TV show (49 percent), listen to holiday music (41 percent) or listen to the radio (32 percent).
- 4. Nearly 70 percent of Americans say they enjoy wrapping gifts. However, some people admit that holiday gift wrapping is worse than cleaning the house (19 percent), washing the dishes (14 percent), shoveling snow (11 percent) or taking out the trash (10 percent).
- 5. One out of three people (36 percent) do their holiday gift wrapping at the last minute (i.e. two days or less before the holiday).
- 6. Nighttime is the right time! Over half of Americans (57 percent) prefer to wrap their holiday gifts during the evening.
- 7. When wrapping paper runs out, six percent of the population admits to leaving the present unwrapped! However, the majority of people will find an appropriate substitute. Sixty-five percent say that they put the item in a gift bag, while 41 percent use newspaper or comics to wrap the gift. Other items used in the absence of wrapping paper include: tissue paper (31 percent), paper or plastic bags (11 percent), and tin foil (13 percent).
- 8. Food isn't the only thing being served up in the kitchen nearly 35 percent of Americans wrap their gifts on the kitchen or dining room table. Other popular spots for wrapping presents include the living room (33 percent) and bedroom (27 percent).
- 9. Almost half (47 percent) of the population says they would re-wrap a gift that was not wrapped well initially.
- 10. One out of six people (17 percent) admit to not purchasing a particular gift because it looked too difficult to wrap!
- 11. The vast majority of Americans 95 percent feel that women are better at gift wrapping than men.
- 12. Nearly half of Americans (47 percent) say that wrapping an odd-shaped item is a nuisance. When faced with wrapping such a gift, one-quarter (26 percent) of people say they wrap it as best they can, even though they know it will look ugly! Half of Americans (49 percent) don't even attempt to wrap an odd-shaped item they either leave it unwrapped or simply put a bow on it.
- 13. Sixty-seven percent of Americans admit to lining up pieces of tape along the edge of the table for easy access when gift wrapping. (The Scotch pop-up tape dispenser eliminates the need to do this, since the tape is pre-cut!).