

FOR IMMEDIATE RELEASE

‘WRAP’ SHEET

Survey Reveals Gift Wrapping Habits of Adults

ST. PAUL, Minn. – November 17, 2009 – In a June 2009 survey commissioned by Scotch brand tapes¹, adults “rapped” about their own personal gift-wrapping behaviors and trends, and revealed who they think is the more gifted wrapper – men or women. Below are some key findings from the survey, including what men would do to get out of wrapping holiday presents and which “king of late night” would champion in a wrap-off.

Wrapping 101: The Basics

- One in four people wrap their holiday gifts one or two days before giving the gift (27 percent). Another 22 percent wrap three to six days before the gift-giving occasion.
- When it comes to wrapping this year’s holiday presents, nearly three in four adults (71 percent) are most likely to purchase gift wrap supplies and wrap the presents themselves, while one in five (19 percent) will put items in a gift bag instead of wrapping them. Just three percent said they will have gifts professionally wrapped at a store.
- Nearly a quarter of adults surveyed (24 percent) list not having the right supplies on hand as the most common gift-wrapping mistake, second only to not knowing how best to wrap the gift (32 percent). Twenty percent cite wrapping with too little paper as the culprit, while another twenty percent say using too much paper is the big mistake.
- Just over half of the adults surveyed (53 percent) have saved and re-used gift wrap paper, with women (61 percent) more likely than men (44 percent) to recycle used gift wrap.

Battle of the Sexes: Men vs. Women

- Nearly three in four adults (71 percent) believe that women are better gift wrappers than men, based on the overall appearance of the gift.
- Nearly three in four adults (74 percent) say that the female head of household is most likely to wrap the majority of holiday gifts in their home, while just 19 percent say the male head of household wraps the majority of the gifts.
- When asked what they would be most likely to give their spouse or significant other in return for wrapping all the holiday gifts, men say that they would buy them an extra gift (33 percent), watch the latest chick flick or action movie (18 percent) or take out the trash for a week (nine percent). Half of women (49 percent) claim “it wouldn’t matter because they would never agree to it.”
- While the average number of presents wrapped by adults in a typical December holiday season is about 15 (15.3), women wrap an average of 10 more gifts than men (20.3 women, 9.9 men).

¹ Global Strategy Group conducted an online survey of 604 adults nationwide between June 11 and 16, 2009. The margin of error at the 95 percent confidence level is +/- 4 percent.

Wrap Stars

- When asked which TV show character best describes their gift wrapping style, adults surveyed considered themselves to be:
 - “The Perfect Wrapper” like Monica Geller from *Friends* (55 percent)
 - “The Quirky Wrapper” like Cosmo Kramer from *Seinfeld* (23 percent)
 - “The Messy Wrapper” like Rosanne Arnold from *Rosanne* (16 percent)
 - “The No Gift-Wrapping Wrapper” like Homer Simpson from *The Simpsons* (6 percent)

- In celebrity wrapping news....
 - Two in three adults surveyed (63 percent) believe Reese Witherspoon would be a better gift wrapper than Jennifer Garner.
 - Sisterly love shows that the Simpson sisters are neck in neck, with Jessica (55 percent) just edging out Ashlee (45 percent) as the better gift wrapper.
 - It is a close competition for funnymen Vince Vaughn and Will Ferrell when it comes to who would be the better wrapper, but Vince wins the survey with slightly more than half the vote (53 percent).
 - With three in five adults (61 percent) voting him the better wrapper, Jay Leno beats out his successor Conan O’Brien, but Conan still outwraps (54 percent) his successor Jimmy Fallon.
 - While Regis may have the gift of gab, Kelly Ripa (85 percent) wins by a landslide as the better gift wrapper versus her co-host Regis Philbin.

-30-

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M’s core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 76,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

Contact:

Melissa Kuhn, Hunter Public Relations
(212) 679-6600, ext. 223
mkuhn@hunterpr.com

or

Helen Wagner, 3M
(651) 733-4858

From:

3M Public Relations and Corporate Communications
3M Center, Building 225-1S-15
St. Paul, MN 55144-1000