



# **Wedding Presents**

**Fieldwork Dates: 22nd - 23rd May 2018**

**Conducted by YouGov**  
**On behalf of YouGov NY**

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## BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1109 adults. Fieldwork was undertaken between 22nd - 23rd May 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

marstat. What is your marital status?

Unweighted base	1109	483	626	274	371	464	223	267	375	244	794	97	126	92	394
<b>Base</b>	1099	544	555	347	343	409	216	254	380	249	702	133	167	96	462
Married	48%	49%	46%	28%	53%	60%	48%	47%	50%	45%	55%	23%	38%	45%	44%
				C	C						K.L	*	K*	K*	
Separated	2%	2%	2%	1%	2%	2%	3%	1%	2%	2%	1%	2%	6%	1%	2%
											*	*	J*	*	
Divorced	8%	5%	11%	2%	11%	12%	7%	8%	9%	8%	9%	10%	7%	3%	7%
			A		C	C					*	*	*	*	
Widowed	5%	2%	7%	1%	1%	11%	4%	6%	5%	4%	5%	7%	3%	1%	8%
			A		C.D						*	*	*	*	O.P
Never married	34%	38%	29%	65%	28%	12%	34%	34%	31%	37%	26%	53%	43%	48%	34%
		B		D.E	E						J*	J*	J*	J*	Q
Domestic / civil partnership	4%	3%	5%	4%	5%	3%	5%	5%	3%	4%	4%	5%	4%	2%	4%
											*	*	*	*	

HYW\_q1. In your opinion, which, if any, of the following is the best wedding present? Please select the option that best applies.

Unweighted base	1109	483	626	274	371	464	223	267	375	244	794	97	126	92	394
<b>Base</b>	1099	544	555	347	343	409	216	254	380	249	702	133	167	96	462
Money (Cash, check, online transfer)	39%	37%	40%	37%	39%	39%	51%	40%	32%	36%	39%	39%	36%	41%	41%
							G.H.I				*	*	*	*	
A gift card	12%	11%	12%	13%	14%	9%	9%	10%	15%	10%	10%	19%	12%	14%	14%
				E				F				J*	*	*	P.Q
An item from the registry (i.e., a list of desired gifts assembled by the couple)	33%	32%	35%	31%	33%	36%	25%	33%	36%	36%	37%	25%	27%	32%	27%
									F	F		*	*	*	
An item NOT from the registry (i.e., a list of desired gifts assembled by the couple)	4%	6%	3%	5%	3%	5%	4%	6%	3%	5%	4%	2%	7%	7%	4%
		B									*	*	*	*	
Other	1%	1%	2%	1%	1%	3%	1%	2%	1%	3%	2%	1%	1%	-	1%
					C.D						*	*	*	*	
Don't know	11%	14%	8%	13%	10%	9%	10%	9%	12%	10%	10%	13%	16%	6%	13%
		B									*	*	*	*	P.Q

HYW\_q2. Which ONE, if any, of the following do you typically give someone for a wedding present? Please select the option that best applies. If you have never been to a wedding or don't typically give wedding presents, please select the appropriate 'Not applicable' option.

Unweighted base	1109	483	626	274	371	464	223	267	375	244	794	97	126	92	394
<b>Base</b>	1099	544	555	347	343	409	216	254	380	249	702	133	167	96	462
Money (Cash, check, online transfer)	29%	30%	28%	22%	27%	37%	44%	32%	21%	27%	32%	20%	25%	30%	32%
						C.D	G.H.I	H			K	*	*	*	
A gift card	11%	11%	12%	13%	12%	10%	11%	14%	13%	7%	11%	15%	10%	11%	15%
								I			*	*	*	*	P.Q
An item from the registry (i.e., a list of desired gifts assembled by the couple)	30%	24%	35%	25%	33%	31%	20%	25%	34%	37%	32%	26%	25%	29%	21%
			A						F.G	F.G		*	*	*	
An item NOT from the registry (i.e., a list of desired gifts assembled by the couple)	7%	7%	6%	8%	7%	6%	4%	8%	8%	6%	6%	7%	9%	8%	6%
											*	*	*	*	
Other	1%	1%	2%	-	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%
					C						*	*	*	*	
Not applicable - I've never attended a wedding	6%	7%	5%	12%	5%	1%	5%	6%	4%	8%	5%	4%	6%	13%	6%



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

marstat. What is your marital status?

Unweighted base	1109	383	209	123	575	23	106	53	307	45	299	810	420	323	230
<b>Base</b>	1099	348	187	101	523	23	92	52	368	42	295	804	432	315	214
Married	48%	41%	53%	74%	100%	-	-	-	-	-	68%	40%	31%	54%	76%
			O	N.O.P*	T.U.V.W	**	*	*	*	Y			Z.AC	Z.AA.AC	
Separated	2%	3%	1%	-	-	100%	-	-	-	-	3%	2%	3%	2%	1%
			*	*	**	*	*	*	*	*			AB		
Divorced	8%	9%	10%	8%	-	-	100%	-	-	-	7%	9%	11%	9%	4%
			*	*	**	R.U.V.W*	*	*	*	*			AB	AB	
Widowed	5%	3%	1%	3%	-	-	-	100%	-	-	1%	6%	9%	2%	1%
			*	*	**	*	R.T.V.W*	*	*	X			AA.AB		
Never married	34%	39%	31%	13%	-	-	-	-	100%	-	15%	40%	43%	27%	15%
		Q	Q	*	**	*	*	R.T.U.W	*	X			AA.AB	AB	
Domestic / civil partnership	4%	5%	3%	1%	-	-	-	-	-	100%	6%	3%	4%	6%	3%
			*	*	**	*	*	*	R.T.U.V.*	Y			AC		

HYW\_q1. In your opinion, which, if any, of the following is the best wedding present? Please select the option that best applies.

Unweighted base	1109	383	209	123	575	23	106	53	307	45	299	810	420	323	230
<b>Base</b>	1099	348	187	101	523	23	92	52	368	42	295	804	432	315	214
Money (Cash, check, online transfer)	39%	37%	39%	32%	39%	48%	32%	41%	38%	39%	42%	37%	35%	43%	44%
			*	*	**	*	*	*	*	*			Z	Z	
A gift card	12%	13%	6%	4%	11%	16%	7%	15%	11%	29%	16%	10%	16%	13%	4%
		P.Q	*	*	**	*	*	*	R.T.V.*	Y			AB.AC	AB	
An item from the registry (i.e., a list of desired gifts assembled by the couple)	33%	33%	40%	51%	37%	9%	41%	34%	28%	26%	30%	35%	30%	34%	39%
			N	N.O*	V	**	V*	*	*	*					Z
An item NOT from the registry (i.e., a list of desired gifts assembled by the couple)	4%	4%	6%	6%	4%	3%	7%	2%	5%	2%	3%	5%	4%	4%	6%
			*	*	**	*	*	*	*	*					
Other	1%	1%	3%	3%	2%	5%	4%	1%	1%	-	1%	2%	1%	2%	1%
			N	N*	**	V*	*	*	*	*					
Don't know	11%	13%	6%	4%	7%	19%	9%	7%	17%	4%	9%	12%	15%	4%	7%
		P.Q	*	*	**	*	*	*	R.W	*			AA.AB		

HYW\_q2. Which ONE, if any, of the following do you typically give someone for a wedding present? Please select the option that best applies. If you have never been to a wedding or don't typically give wedding presents, please select the appropriate 'Not applicable' option.

Unweighted base	1109	383	209	123	575	23	106	53	307	45	299	810	420	323	230
<b>Base</b>	1099	348	187	101	523	23	92	52	368	42	295	804	432	315	214
Money (Cash, check, online transfer)	29%	27%	29%	26%	34%	37%	30%	47%	21%	21%	29%	30%	25%	36%	34%
			*	V	**	*	V.W*	*	*	*				Z.AC	Z.AC
A gift card	11%	13%	4%	5%	11%	21%	5%	13%	11%	24%	14%	10%	14%	13%	6%
		P.Q	*	*	**	*	*	*	R.T.V.*	*			AB	AB	
An item from the registry (i.e., a list of desired gifts assembled by the couple)	30%	29%	45%	47%	35%	9%	39%	29%	22%	24%	31%	29%	27%	31%	36%
		N	N.O	N.O*	V	**	V*	*	*	*					Z
An item NOT from the registry (i.e., a list of desired gifts assembled by the couple)	7%	6%	8%	9%	7%	4%	7%	3%	7%	4%	8%	6%	6%	7%	9%
			*	*	**	*	*	*	*	*					
Other	1%	1%	2%	3%	1%	-	3%	2%	1%	-	1%	1%	1%	1%	1%
			N*	N*	**	*	*	*	*	*					
Not applicable - I've never attended a wedding	6%	7%	2%	5%	2%	16%	4%	-	11%	11%	5%	6%	6%	5%	3%

# YouGov NY

## Wedding Presents

US\_nat Sample: 22nd - 23rd May 2018



Total	Prefer not to say	Best Wedding Present					
		Money	Gift Card	Item From Registry	Item NOT From Registry	Other	Don't know
		AC	AQ	AR	AS	AT	AU
		AV					

marstat. What is your marital status?

Unweighted base	1109	136	426	118	388	47	20	110
<b>Base</b>	1099	137	423	127	366	48	16	118
Married	48%	40%	48%	44%	53%	44%	49%	33%
			AV	*	AV	*	**	*
Separated	2%	1%	3%	3%	1%	1%	7%	4%
			AS	*	*	**	AS*	7%
Divorced	8%	6%	7%	5%	10%	13%	24%	7%
			*	*	*	**	*	*
Widowed	5%	4%	5%	6%	5%	2%	4%	3%
			*	*	*	**	*	*
Never married	34%	49%	33%	32%	28%	37%	16%	53%
		AA.AB	*	*	*	**	AQ.AR.AS*	*
Domestic / civil partnership	4%	1%	4%	10%	3%	2%	-	1%
			AQ.AS.AV*	*	*	**	*	*

HYW\_q1. In your opinion, which, if any, of the following is the best wedding present? Please select the option that best applies.

Unweighted base	1109	136	426	118	388	47	20	110
<b>Base</b>	1099	137	423	127	366	48	16	118
Money (Cash, check, online transfer)	39%	33%	100%	-	-	-	-	-
			AR.AS.AT.AV	*	*	**	*	*
A gift card	12%	6%	-	100%	-	-	-	-
			AQ.AS.AT.AV*	*	*	**	*	*
An item from the registry (i.e., a list of desired gifts assembled by the couple)	33%	35%	-	-	100%	-	-	-
			*	AQ.AR.AT.AV	*	**	*	*
An item NOT from the registry (i.e., a list of desired gifts assembled by the couple)	4%	3%	-	-	-	100%	-	-
			*	AQ.AR.AS.AV*	**	*	*	*
Other	1%	2%	-	-	-	-	100%	-
			*	*	*	**	*	*
Don't know	11%	20%	-	-	-	-	-	100%
		AA.AB	*	*	*	**	AQ.AR.AS.AT*	*

HYW\_q2. Which ONE, if any, of the following do you typically give someone for a wedding present? Please select the option that best applies. If you have never been to a wedding or don't typically give wedding presents, please select the appropriate 'Not applicable' option.

Unweighted base	1109	136	426	118	388	47	20	110
<b>Base</b>	1099	137	423	127	366	48	16	118
Money (Cash, check, online transfer)	29%	21%	62%	11%	9%	16%	12%	5%
			AR.AS.AT.AV	*	*	**	*	*
A gift card	11%	8%	7%	53%	4%	4%	4%	8%
			AQ.AS.AT.AV*	*	*	**	*	*
An item from the registry (i.e., a list of desired gifts assembled by the couple)	30%	26%	12%	13%	65%	13%	5%	13%
			*	AQ.AR.AT.AV	*	**	*	*
An item NOT from the registry (i.e., a list of desired gifts assembled by the couple)	7%	5%	4%	8%	5%	58%	7%	1%
			AV*	AQ.AR.AS.AV*	**	*	*	*
Other	1%	2%	1%	-	0%	-	59%	1%
			*	*	*	**	*	*
Not applicable - I've never attended a wedding	6%	11%	5%	3%	8%	9%	5%	5%

**YouGov NY**  
**Wedding Presents**  
 US\_nat Sample: 22nd - 23rd May 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
				D.E	E							*	*	J*	
Not applicable - I don't typically give wedding presents	9%	13% B	6%	11%	8%	9%	7%	8%	13%	8%	8%	18% J.M*	10% *	5% *	11%
Don't know	6%	8%	5%	10% E	7% E	3%	8%	6%	7%	5%	5%	7% *	14% J.M*	4% *	9% P.Q

**HYW\_q3. What is the typical value of the wedding present(s) that you give? Please select the option that best applies.**

Unweighted base	1109	483	626	274	371	464	223	267	375	244	794	97	126	92	394
<b>Base</b>	1099	544	555	347	343	409	216	254	380	249	702	133	167	96	462
Less than \$50	18%	11%	24% A	19%	16%	17%	10%	25% F.I	19%	14%	20%	11% *	12% *	16% *	19% P
\$50 to \$99	26%	22%	29% A	21%	26%	30%	19%	27% C	25%	32%	28%	22% *	21% *	23% *	23%
\$100 to \$149	16%	18%	14% C	11%	17% C	19%	19%	16% C	14%	16%	18%	13% *	12% *	10% *	13%
\$150 to \$199	6%	6%	6%	5%	7%	7%	8%	7%	5%	5%	5%	4% *	12% J*	6% *	6%
\$200 to \$250	8%	10% B	6%	6%	10%	7%	12% G.I	4% G	9%	5%	6%	14% J*	6% *	11% *	8%
\$250 to \$299	2%	2%	2%	4%	2%	2%	4% G	- G	2%	3%	2%	3% *	4% *	3% *	3%
\$300 to \$399	1%	2%	1%	1%	2%	2%	2%	0% G	1%	2%	1%	- *	2% *	3% *	1%
\$400 to \$499	1%	1%	0%	0%	1%	0%	-	-	1%	0%	0%	1% *	1% *	1% *	0%
\$500 or more	1%	2%	1%	3%	1%	1%	5% G.H.I	-	1%	0%	1%	1% *	3% *	2% *	1%
Not applicable - I've never attended a wedding	6%	7%	5%	12% D.E	5% E	1%	5%	6%	4%	8%	5%	4% *	6% *	13% J*	6%
Not applicable - I don't typically give wedding presents	9%	13% B	6%	11%	8%	9%	7%	8%	13%	8%	8%	18% J.M*	10% *	5% *	11%
Don't know	4%	5%	3%	6%	3%	3%	5%	3%	3%	4%	3%	4% *	4% *	7% *	5%
Prefer not to say	3%	2%	4%	3%	3%	3%	4%	3%	3%	2%	2%	4% *	7% J*	3% *	4% P

**HYW\_q4. When, if ever, do you think it is too late to give a married couple a wedding present? Please select the option that best applies.**

Unweighted base	1109	483	626	274	371	464	223	267	375	244	794	97	126	92	394
<b>Base</b>	1099	544	555	347	343	409	216	254	380	249	702	133	167	96	462
Anytime after the ceremony	13%	14%	12% C	9%	13%	17%	16%	11%	14%	11%	13%	10% *	16% *	16% *	12%
After one month	18%	20%	16% C	16%	21%	17%	13%	20%	18%	18%	20%	11% *	16% *	15% *	15%
After three months	10%	8%	12% E	10%	14% E	8%	7%	10%	11%	12%	11%	13% *	6% *	6% *	9%
After six months	8%	8%	8%	10%	9%	6%	10%	8%	7%	8%	7%	7% *	14% J*	10% *	8%
After a year	7%	7%	8%	9%	6%	8%	7%	8%	7%	8%	8%	7% *	3% *	8% *	5%
After two years or more	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	0% *	2% *	1% *	1%
It's never too late to give a wedding present	19%	15%	22% A	13%	17% C.D	24%	22%	18%	17%	18%	18%	21% *	14% *	24% *	18%
Not applicable - I've never attended a wedding	6%	7%	5%	12%	5%	1%	5%	6%	4%	8%	5%	4%	6%	13%	6%

**YouGov NY**  
**Wedding Presents**  
 US\_nat Sample: 22nd - 23rd May 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	P		*		**	*	*	R.U	R.U*					
Not applicable - I don't typically give wedding presents	9%	10%	7%	5%	6%	8%	6%	16%	6%	8%	10%	14%	3%	6%
				*	**	*	*	R	*			AA.AB		
Don't know	6%	7%	2%	-	3%	5%	-	12%	9%	4%	7%	7%	4%	4%
		P.Q		*	**	*	*	R.U	R*					

**HYW\_q3. What is the typical value of the wedding present(s) that you give? Please select the option that best applies.**

Unweighted base	1109	383	209	123	575	23	106	53	307	45	299	810	420	323	230
<b>Base</b>	1099	348	187	101	523	23	92	52	368	42	295	804	432	315	214
Less than \$50	18%	21%	9%	14%	19%	12%	19%	25%	15%	13%	18%	17%	24%	17%	8%
		P		*		**	*	*		*			AA.AB.AC	AB	
\$50 to \$99	26%	26%	29%	29%	30%	13%	36%	27%	18%	24%	25%	26%	26%	29%	25%
				*	V	**	V*	*		*			AC	AC	
\$100 to \$149	16%	12%	25%	24%	19%	21%	15%	10%	12%	20%	15%	16%	12%	21%	21%
			N.O	N.O*	V	**	*	*		*			21%	Z.AC	Z.AC
\$150 to \$199	6%	5%	7%	8%	8%	8%	4%	2%	5%	5%	7%	6%	4%	5%	12%
				*		**	*	*		*					Z.AA.AC
\$200 to \$250	8%	6%	10%	6%	8%	7%	5%	19%	6%	6%	11%	6%	5%	8%	13%
				*	**	*	R.T.V*	*		*	Y			Z.AC	Z.AC
\$250 to \$299	2%	2%	3%	-	1%	-	3%	3%	4%	6%	2%	2%	2%	4%	2%
			*	*	**	*	*	R	R*						
\$300 to \$399	1%	2%	2%	2%	2%	5%	-	-	1%	-	2%	1%	1%	1%	3%
				*	**	**	*	*		*				Z	Z
\$400 to \$499	1%	0%	1%	2%	1%	-	1%	-	-	-	2%	0%	0%	1%	1%
				N*	**	**	*	*		*	Y				
\$500 or more	1%	0%	4%	1%	1%	3%	-	2%	2%	3%	2%	1%	1%	0%	4%
			O	*	**	**	*	*		*			1%	0%	Z.AA
Not applicable - I've never attended a wedding	6%	7%	2%	5%	2%	16%	4%	-	11%	11%	5%	6%	6%	5%	3%
		P		*	**	**	*	*	R.U	R.U*					
Not applicable - I don't typically give wedding presents	9%	10%	7%	5%	6%	-	8%	6%	16%	6%	8%	10%	14%	3%	6%
				*	**	**	*	*	R	*			AA.AB		
Don't know	4%	4%	1%	3%	2%	8%	2%	3%	7%	4%	1%	5%	3%	3%	1%
				*	**	**	*	*	R	*		X			
Prefer not to say	3%	4%	0%	1%	2%	8%	4%	3%	4%	2%	2%	3%	2%	2%	1%
		P		*	**	**	*	*		*					

**HYW\_q4. When, if ever, do you think it is too late to give a married couple a wedding present? Please select the option that best applies.**

Unweighted base	1109	383	209	123	575	23	106	53	307	45	299	810	420	323	230
<b>Base</b>	1099	348	187	101	523	23	92	52	368	42	295	804	432	315	214
Anytime after the ceremony	13%	13%	15%	15%	16%	4%	14%	13%	10%	15%	15%	12%	13%	16%	12%
				*	V	**	*	*		*					
After one month	18%	21%	18%	16%	21%	20%	14%	19%	14%	9%	21%	16%	15%	21%	20%
				*	V	**	*	*		*					
After three months	10%	11%	13%	8%	10%	5%	14%	18%	8%	23%	13%	9%	11%	11%	11%
				*	**	**	*	*		R.V*			AC		
After sixth months	8%	6%	11%	10%	9%	7%	6%	4%	9%	4%	10%	8%	5%	9%	13%
				*	**	**	*	*		*			Z	Z	
After a year	7%	7%	10%	15%	8%	15%	6%	10%	7%	4%	5%	8%	7%	7%	12%
				N.O*	**	**	*	*		*					Z.AC
After two years or more	1%	2%	-	1%	1%	4%	-	-	1%	2%	2%	1%	1%	2%	0%
				*	**	**	*	*		*					
It's never too late to give a wedding present	19%	18%	19%	21%	20%	10%	28%	23%	13%	23%	15%	20%	18%	21%	18%
				*	V	**	V*	*		*					
Not applicable - I've never attended a wedding	6%	7%	2%	5%	2%	16%	4%	-	11%	11%	5%	6%	6%	5%	3%

**YouGov NY**  
**Wedding Presents**  
US\_nat Sample: 22nd - 23rd May 2018



	Total	Best Wedding Present					
		Prefer not to say	Money	Gift Card	Item From Registry	Item NOT From Registry	Other
		AA.AB		*	*	*	**
Not applicable - I don't typically give wedding presents	9%	15%	8%	7%	8%	-	9%
		AA.AB		*	*	*	**
Don't know	6%	13%	2%	5%	2%	2%	-
		AA.AB		AQ*	*	*	**

HYW\_q3. What is the typical value of the wedding present(s) that you give? Please select the option that best applies.

Unweighted base	1109	136	426	118	388	47	20	110
<b>Base</b>	1099	137	423	127	366	48	16	118
Less than \$50	18%	12%	15%	29%	20%	20%	4%	9%
				AQ.AV*	AV	*	**	*
\$50 to \$99	26%	18%	24%	22%	33%	20%	23%	15%
				*	AQ.AR.AV	*	**	*
\$100 to \$149	16%	10%	20%	15%	13%	15%	22%	9%
			AS.AV	*	*	*	**	*
\$150 to \$199	6%	4%	6%	4%	6%	12%	9%	2%
				*		AV*	**	*
\$200 to \$250	8%	6%	11%	7%	3%	18%	9%	3%
			AS.AV	*		AS.AV*	**	*
\$250 to \$299	2%	1%	2%	4%	3%	-	10%	1%
				*		*	**	*
\$300 to \$399	1%	2%	3%	-	1%	2%	-	-
				*		*	**	*
\$400 to \$499	1%	-	0%	2%	0%	2%	-	1%
				AQ*		AQ*	**	*
\$500 or more	1%	1%	2%	3%	1%	-	-	-
				*		*	**	*
Not applicable - I've never attended a wedding	6%	11%	5%	3%	8%	9%	5%	5%
		AA.AB		*		*	**	*
Not applicable - I don't typically give wedding presents	9%	15%	8%	7%	8%	-	9%	25%
		AA.AB		*	*	*	**	AQ.AR.AS.AT*
Don't know	4%	11%	2%	1%	3%	-	9%	18%
		Z.AA.AB		*	*	*	**	AQ.AR.AS.AT*
Prefer not to say	3%	10%	2%	3%	2%	2%	-	13%
		Z.AA.AB		*	*	*	**	AQ.AR.AS*

HYW\_q4. When, if ever, do you think it is too late to give a married couple a wedding present? Please select the option that best applies.

Unweighted base	1109	136	426	118	388	47	20	110
<b>Base</b>	1099	137	423	127	366	48	16	118
Anytime after the ceremony	13%	10%	15%	19%	10%	22%	4%	7%
				AS.AV*		AS.AV*	**	*
After one month	18%	14%	19%	16%	19%	23%	-	9%
			AV	*	AV	AV*	**	*
After three months	10%	5%	13%	11%	10%	9%	4%	1%
			AV	AV*	AV	AV*	**	*
After sixth months	8%	9%	9%	7%	9%	14%	14%	2%
			AV	*	AV	AV*	**	*
After a year	7%	4%	7%	8%	8%	8%	16%	5%
				*	*	*	**	*
After two years or more	1%	1%	2%	3%	1%	1%	-	-
				*		*	**	*
It's never too late to give a wedding present	19%	14%	18%	20%	21%	10%	34%	12%
				*	*	*	**	*
Not applicable - I've never attended a wedding	6%	11%	5%	3%	8%	9%	5%	5%



**YouGov NY**  
**Wedding Presents**

US\_nat Sample: 22nd - 23rd May 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Not applicable - I don't typically give wedding presents	9%	13% B	6%	D.E 11%	E 8%	9%	7%	8%	13%	8%	8%	* 18% J.M*	* 10% *	J* 5% *	11%
Don't know	9%	9%	9%	8%	8%	10%	11%	9%	8%	8%	9% M	7% *	12% M*	1% *	13% O.P.Q

HYW\_q5. Do you typically expect to get a wedding favor (i.e., a small gift or token given by the couple to their guests as a memento when you attend a wedding)?

Unweighted base	1109	483	626	274	371	464	223	267	375	244	794	97	126	92	394
<b>Base</b>	<b>1099</b>	<b>544</b>	<b>555</b>	<b>347</b>	<b>343</b>	<b>409</b>	<b>216</b>	<b>254</b>	<b>380</b>	<b>249</b>	<b>702</b>	<b>133</b>	<b>167</b>	<b>96</b>	<b>462</b>
Yes, I do	26%	22%	29%	30%	28%	20%	31%	23%	26%	24%	23%	33%	30%	29%	26%
			A	E	E							*	*	*	
No, I don't	57%	59%	55%	44%	55%	69%	52%	60%	58%	56%	63%	44%	46%	50%	53%
				C	C						K.L.M	*	*	*	
Not applicable - I've never attended a wedding	6%	7%	5%	12%	5%	1%	5%	6%	4%	8%	5%	4%	6%	13%	6%
				D.E	E						*	*	*	J*	
Don't know	12%	13%	11%	14%	12%	10%	12%	11%	12%	13%	10%	18% J*	18% J*	9% *	14% Q

**YouGov NY**  
**Wedding Presents**

US\_nat Sample: 22nd - 23rd May 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Not applicable - I don't typically give wedding presents	9%	P		*		**	*	*	R.U	R.U*	8%	10%	14%	3%	6%
		10%	7%	5%	6%	-	8%	6%	16%	6%			AA,AB		
				*		**	*	*	R	*					
Don't know	9%	7%	5%	4%	7%	20%	7%	6%	12%	4%	6%	10%	10%	5%	5%
				*		**	*	*	R	*			AA,AB		

HYW\_q5. Do you typically expect to get a wedding favor (i.e., a small gift or token given by the couple to their guests as a memento when you attend a wedding)?

Unweighted base	1109	383	209	123	575	23	106	53	307	45	299	810	420	323	230
<b>Base</b>	1099	348	187	101	523	23	92	52	368	42	295	804	432	315	214
Yes, I do	26%	25%	28%	21%	26%	26%	17%	27%	27%	33%	29%	24%	25%	29%	28%
				*		**	*	*		T*			AC	AC	AC
No, I don't	57%	58%	58%	68%	64%	42%	61%	70%	46%	46%	52%	59%	55%	56%	63%
				N*	V.W	**	V*	V.W*		*					
Not applicable - I've never attended a wedding	6%	7%	2%	5%	2%	16%	4%	-	11%	11%	5%	6%	6%	5%	3%
		P		*		**	*	*	R.U	R.U*					
Don't know	12%	10%	12%	6%	8%	16%	18%	3%	17%	9%	14%	11%	14%	10%	6%
				*		**	R.U*	*	R.U	*			AB		

# YouGov NY

## Wedding Presents

US\_nat Sample: 22nd - 23rd May 2018



	Total	Best Wedding Present					
		Prefer not to say	Money	Gift Card	Item From Registry	Item NOT From Registry	Other
		Don't know					
Not applicable - I don't typically give wedding presents	9%	AA.AB	15%	8%	7%	8%	*
		AA.AB	17%	5%	6%	5%	9%
Don't know	9%	Z.AA.AB					25%
							AQ.AR.AS.AT*

HYW\_q5. Do you typically expect to get a wedding favor (i.e., a small gift or token given by the couple to their guests as a memento when you attend a wedding)?

Unweighted base	1109	136	426	118	388	47	20	110
<b>Base</b>	1099	137	423	127	366	48	16	118
Yes, I do	26%	14%	29%	37%	21%	43%	10%	9%
			AS.AV	AS.AV*	AV	AS.AV*	**	*
No, I don't	57%	55%	57%	48%	63%	46%	76%	50%
			*	*	AR.AV	*	**	*
Not applicable - I've never attended a wedding	6%	11%	5%	3%	8%	9%	5%	5%
		AA.AB		*	*	*	**	*
Don't know	12%	21%	9%	12%	9%	3%	9%	35%
		AA.AB		*	*	*	**	AQ.AR.AS.AT*