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## NEWS RELEASE

### **What women want versus what men plan to give - UOB survey predicts a season of mismatched gift expectations this Christmas**

*Women also likely to give the man in their life the wrong Christmas gift*

**Singapore, 13 December 2012** – Women need not feel alone if they find themselves at the receiving end of a less-than-desirable gift this Christmas season, according to a survey commissioned by the United Overseas Bank Limited (UOB)<sup>1</sup> on consumers' Christmas spending.

The top items on women's wish list this Christmas were designer bags and clothes (34 per cent), shopping vouchers and gift cards (26 per cent) and cosmetics and perfumes (18 per cent). However, men are more likely to choose chocolates (62 per cent) and novelty gifts (40 per cent) as gifts for the women in their lives.

Ms Gan Ai Im, Managing Director, Cards and Payments, UOB said "It seems men still don't get what it is that women want. Our survey has found that what women want and what they will receive are two different things, so we decided to share the findings and lend a hand. While chocolates and novelty gifts may be easier choices, women are looking for something a little more personal such as a handbag or a shopping voucher from their favourite retail outlet."

Women may need to give their men a nudge in the right direction in selecting their gift since men are not scrimping on the cost of the gift. According to the UOB survey, men are likely to spend the most on their significant other - almost S\$200 more than the next priority person on their gift list, their family members.

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<sup>1</sup> The survey, conducted by Acorn Marketing and Research Consultants and commissioned by UOB, interviewed 500 people in Singapore aged between 25 to 55 with monthly income of at least S\$2,500 or more. The survey was conducted from 6 to 18 November 2012.

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Interestingly, women plan to spend more on themselves than on family and friends. The survey found that they would spend more than S\$500 or 40 per cent of their average Christmas budget on a gift for themselves.

It seems that men are not the only ones who buy the wrong gifts. Women may also need a helping hand in selecting the right gifts to buy for the men in their lives. The top three items women select to give are chocolates (68 per cent), novelty gifts (42 per cent) and cologne (29 per cent). Apart from chocolates, 20 per cent indicated a preference for some form of gadget (smartphone, tablet, camera), 19 per cent wanted a wallet or watch and another 18 per cent would like shopping vouchers and gift cards.

When the results are combined, the UOB survey found that men and women both voted shopping vouchers and gift cards as the best gift to receive this Christmas, with 22 per cent of total respondents preferring the cash-based gift for the freedom to purchase an item that they really want.

On helping consumers buy the right gifts, Ms Gan Ai Im, Managing Director, Cards and Payments, UOB said, "It is clear that everyone could use a little help with gift giving ideas this Christmas. We hope that our survey results come at an appropriate time as people complete their Christmas shopping. While a cash-based gift may not be considered the most personal of gifts, it seems to be the one with the most appeal to the recipient."

As part of its Christmas campaign, UOB is offering a special supplementary card programme for its cardmembers. For those who wish to consider a cash-based gift apart from shopping vouchers and gift cards, there is always the option of giving a supplementary credit card. UOB customers can choose from a range of UOB supplementary credit cards, decide on a credit limit and have the card delivered to the recipient within 24 hours. For more information, visit [www.uob.com.sg](http://www.uob.com.sg).

## NEWS RELEASE

# ALL I WANT FOR CHRISTMAS...



### Gift spending comparison



- Mostly on significant other
- Family and friends



- Mostly on themselves
- Business associates



### Top 5 gifts that women want



### Top 5 gifts that men give



### Top 5 gifts that men want



### Top 5 gifts that women give



Percentages are derived based on multiple answer questions and respondents are allowed to choose more than one answer.

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### **About United Overseas Bank**

United Overseas Bank Limited (UOB) is one of the leading banks in Asia. It provides a wide range of financial services through its global network of over 500 offices in 19 countries and territories in Asia Pacific, Western Europe and North America, including banking subsidiaries in Singapore, Malaysia, Indonesia, Thailand and China. UOB plays an active role in the community, focusing on children, education and the arts. Its staff volunteerism programme was initiated in 2007. Through the UOB Heartbeat Run/Walk, UOB has raised funds for its named beneficiaries. UOB has also organised the prestigious Painting Of The Year Competition and Exhibition since 1982. In recognition of its contributions to the arts, UOB has been conferred the National Arts Council's Distinguished Patron of the Arts Award for the eighth consecutive year.

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