

The Best Gift Givers Also Treat Themselves – Men Lead Self-Splurging Practices

Experiences and Gift Cards Beat Even the Hottest Holiday Trends for Season's Favorites

REDWOOD CITY, Calif. -- Dec. 11, 2017 – Fifty-eight percent of women and thirty-eight percent of men consider themselves the reigning champs in their family's gift-giving, with the majority of each gender taking time to treat themselves while out on the hunt. Of note? While slightly more than half (52 percent) of women take home a lil' something extra, a whopping 61 percent of men will buy themselves a gift.

According to a survey by [Shopkick](#), the leading shopping rewards app, the other place the genders divide? More women spend the most on their kids (55 percent) and then their husbands (25 percent), while the opposite is true among men. Nearly half of men (47 percent) put their wives in the key spot for spending.

Sorry, friends; you'll get the cheapest gift this year, across the board.

Buy then Bundle Up (with Family)

- **Everyone Wins with Experiences:** Even when put up against an [iPhone X](#), Rihanna's fabulous [Fenty](#) line, or hot toys like [Hatchimals](#), the majority of people (43 percent) want fewer things and more experiences this year. Perhaps because it ticks off a gift for a loved one *and* oneself?
- **Show Me the Money:** Most people would forego a personalized gift in favor of receiving gift cards or cash (39 and 34 percent respectively). Shopkickers redeemed \$350,000 in gift cards over the Thanksgiving weekend, so they know of what they speak.
- **Home is Where the Heart Is:** After a year of natural disasters and bad news, 67 percent feel the holidays are a great time to snuggle up with the family and hide out for a bit.
- **Holiday Traditions:** While home, folks want to chill out, listen to Christmas music on repeat (42 percent), and eat cookies (30 percent) while watching Home Alone (35 percent consider it their favorite holiday movie, with 29 percent favoring A Christmas Story).

"Whether shopping for yourself or planning the perfect gifts for your family, Shopkick makes giving more fun and rewarding," said Bill Demas, CEO of Shopkick. "After a hard year for many people across the country, we're thrilled to be a part of our users' holiday traditions to bring a little joy to the end of 2017."

Shopkick conducted a survey of 3,693 users to determine attitudes, traditions and shopping habits for the 2017 holiday season. The survey was conducted between November 15 – 20, 2017.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product visits, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, GSK, Georgia Pacific, Hotels.com, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the [App Store](#) and for Android from [Google Play](#).

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