



Greeting Card Association

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STORY STARTERS FOR GREETING CARDS

GREETING CARD SALES BLOOM THIS SPRING

Mother's Day, Father's Day and Graduation Make Spring Second Most Popular Time of Year to Send Greeting Cards to Special People in Our Lives

- Nearly 98 percent of consumers celebrate Mother's Day and 80 percent of consumers celebrate Father's Day each spring, making Mother's Day and Father's Day two of the top five holidays for sending greeting cards.
- Forty-nine percent of U.S. households give Mother's Day greeting cards and purchase an average of 2.7 cards per household.
- The typical high school graduate receives 17 cards, and a typical college graduate receives 7.5 cards.
- About 49 percent of graduation cards are given to friends, both by the graduate and by the graduate's parents, among others.

GREETING CARDS REFLECT FEELINGS, CHANGING TIMES

Creativity of Cards Keeps Personal Connection New

- While the world of high-tech communication provides more and more ways to communicate, the creativity within the greeting card industry keeps alive the tradition of sending a special message.
- Greeting card creators continue to monitor the emotional pulse of today's society to create greeting cards that reflect societal and cultural trends and address situations that require sensitivity and caring. It's all about helping people express themselves.
- Compared to 20 years ago, the cards available today deliver sentiments in different ways reflected in the designs and writing.

PASSING DOWN THE "LOST ART" OF GREETING CARDS

Writing Cards Helps Keep Families Connected

- Much like diaries and scrapbooks, greeting cards are a great way to preserve special memories.
- Parents can create a heritage of sending greeting cards by passing down the tradition to their children, thereby teaching their children the value and etiquette of personal communication.
- It's important to **connect with friends and family** in meaningful ways, such as sending a card to remember a special occasion or to brighten someone's day out of the blue.

BEHIND THE GREETING CARD

Artisans of Their Time: Greeting Card Writers and Artists Help People Show They Care

- It takes more than a printer and paper to create a greeting card – it takes inspiration, research, creativity and shared sentiments.
- Taking an inside look at how a greeting card is created, from conceptualization to illustration to production, shows that it takes a significant amount of intellect, creativity, and time to capture feelings in a card.

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TECHNOLOGY AND TRADITION

Greeting Cards Still Top Way to Deliver Special Message

- The advent of the Internet has provided a whole new channel -- e-cards -- and people are embracing both e-cards and paper cards.
- **Sixty-four percent of Americans prefer** the old-fashioned way – **communications that are handwritten and from the heart.***
- **Seventy percent of women** and **70 percent of singles give greeting cards an even higher approval rating** than other communication options.*
- Unlike the recent forms of instant communication, such as e-mail, instant messages and text messages, the handwritten word continues to be the most preferred gesture.

*The Emotional State of the Union survey was conducted on behalf of the GCA by Penn, Schoen & Berland Associates, Inc., a national research firm, to determine Americans' emotional connections and plans for communication. The survey of 911 adults, 18 years of age or older, was conducted in January 2004. The overall margin of error is +/- 3.3 at the 95% confidence level.

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