

Men Are Secret Self-Gifters According to Roku Survey

When Self-Gifting, the Midwest Buys, the South Wraps and the West Brags while the Northeast Lags

SARATOGA, Calif., – Nov. 20, 2013 – Men are secret shoppers. Or at least that’s the result of a survey released today by Roku® Inc., conducted by Omnipulse that revealed self-gifting behaviors nationwide. In fact, when it comes to self-gifting, men are most likely to hide their gift (43% more likely than women), claim it’s from someone else (150% more likely) or even create an imaginary friend (118% more likely) rather than own up to the purchase.

With the National Retail Federation stating that more than 50 percent of Holiday shoppers plan to spend an average of nearly \$130 on “self gifts,” self-gifting is a national trend that is now bordering on becoming an annual tradition. Roku is also adding fuel to the self-gifting fire with its [holiday campaign featuring Moxkat Grvida](#), a Roku fan from the Ukraine who encourages consumers to buy their own Roku player this season. Why the rush to self-gift? Perhaps it’s in anticipation of the terrible gifts that 20% of respondents said they received from extended family each holiday season. In any case, self-gifting is sure to be a part of this holiday season and according to the Roku survey, it is beginning to take on its own regional flavor from coast to coast.

Midwesterners lead the charge of self-gifting with 47% planning to self-gift vs. only 40% of those in the Northeast. But this region’s wholesome image doesn’t necessarily include being transparent with their purchases: Midwesterners are also 85% more likely to hide their self gift than Northeasterners. When it comes to truly embracing the spirit of the self gift, Southerners can’t seem to resist sharing some holiday cheer with themselves. In fact, 25% of Southerners choose to wait until the actual holiday to open their self gift vs. just 16% of Northeasterners. To further add to that holiday spirit, Southerners are 40% more likely to wrap their self gift than the more practical residents of the Northeast.

“We’re big fans of self-gifting at Roku and were curious to see if the rest of the country likes to treat themselves while holiday shopping as much as we do,” says Matthew Anderson, CMO, Roku. “I think our friends in the South have it right when they wrap and save their gift for the big day, even though as a



Westerner I can certainly understand the urge to show off a great self gift – especially if it happens to be a Roku streaming player.”

Holiday shoppers who plan to try a little Roku self-gifting can get to know Moxkat better at www.youtube.com/roku.

About Roku Inc.

Roku is the creator of the most popular streaming software platform for delivering video, music and casual games to the TV. Roku launched the first device to stream Netflix to the TV in 2008, and since then has sold more than 5 million Roku streaming players in the U.S. Roku players are also available in Canada, the U.K. and the Republic of Ireland. In addition, Roku works with OEMs who create Roku Ready® devices which access the Roku streaming platform. Roku Ready devices can be purchased from major retailers in the U.S. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S. For more information or to purchase directly from Roku, visit www.roku.com.

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