

Contact: Shana Claudio
Fleishman-Hillard
(212) 453-2420
claudios@fleishman.com

SURVEY REVEALS AMERICA'S MANNERS AT AN ALL-TIME LOW

*Sixth Annual Lenox Gift-Giving and Etiquette Survey Shows
Respondents' Ratings of Americans Manners Are Down By 46 Percent From 2004*

LAWRENCEVILLE, N.J., January 9, 2006 – While Americans perceptions of their own manners has increased since 2004, their ratings of each other's manners are much lower this year than before. Are we less polite than we were a year ago?

According to the sixth annual Lenox Gift Giving and Etiquette Survey only 15 percent of U.S. adults rated the manners of Americans highly, while 28 percent rated American manners highly in 2004. Alternatively, 39 percent assigned low ratings to American manners overall, a big increase from 2004. Key indicators of manners, like sending thank you notes, were also slightly down from 2004. This year, 50 percent of U.S. adults indicated they always send thank-you notes after someone gives them a gift, compared to 60 percent in the 2004 survey.

"It appears that the fast-paced, high-tech existence may have taken a toll on the civility in today's society," commented Denise Dinyon, Lenox's gift-giving and etiquette expert. "There is often little time to impart the basics of politeness, such as sending thank you cards or bringing a hostess gift when invited to a home. I think as the new year approaches we should begin to re-focus on the little things that make our society great."

The annual Lenox[®] survey of more than 2,000 people tracks trends in gift-giving, etiquette, home trends and pop culture, and provides an annual national barometer of how Americans incorporate manners and thoughtfulness into their own lives.

What's Next After 'Hiving'?

In 2001 Americans "cocooned," taking refuge from the world in their homes surrounded by family. In 2003, society was "hiving" – opening their homes to a variety of activities for both work and play. And in 2005, a new trend has emerged, often called "butterflying," where people

engage in activities away from the home more frequently, all while still connected to their 'hub' by technology and traditions.

According to the Lenox survey, there has been a six percent decrease in the past year in American households that set their table for dinner four or more times per week (this year, 40 percent of U.S. adults indicated someone sets the table four or more times per week, compared to 43 percent in 2004), showing that people are in fact conducting their activities outside the home more frequently. However, it seems that the older generations are still keeping traditions alive. The survey stated that the likelihood of the table being set for dinner four or more times per week increased with age – 32 percent of those aged 18-34 indicated it happens with this frequency, compared to 38 percent of those aged 35-54 years and 49 percent of those aged 55 years and older.

Real Royalty Wins Over Hollywood Royalty:

Despite all the Bennifer and Paris-Paris hype, Americans still prefer old-fashioned weddings and parties over today's pop culture. When asked to select which celebrity wedding among six listed that they would like to attend, the two weddings selected most frequently by respondents were Grace Kelly and Prince Ranier (13%), and Prince Charles and Lady Diana (12%). The list also included three top pop culture icons of today, including Donald Trump and David Beckham. Even more surprisingly, more than half of U.S. adults (54%) responded that they would not have liked to attend any of the listed celebrity weddings. In spite of all the celebrity frenzy displayed on today's TV screens, Americans apparently still prefer to watch from afar.

Family Reality:

Family tradition remains the most important influence in Americans' entertaining styles. While it seems that people are impressed by celebrities and reality shows, they are still taking cues from mom and dad. According to the sixth annual Lenox Gift-Giving and Etiquette survey, family/tradition (59%), friends (53%) and experience as a guest (47%) are the three most popular influences of entertainment style among Americans .

About Lenox

Lenox, the Gift Company, based in Lawrenceville, N.J., is the US market leader in quality tabletop and giftware. In addition to the Lenox brand, Lenox Group Inc. also markets Dansk[®], Gorham[®], Kirk Stieff[™] and Department 56[®]. Together, the brands represent over 480 years of tabletop and giftware experience. Further information about Lenox products is available at www.Lenox.com or by calling 1-800-63-LENEX.

Survey Methodology – Current (2005) Study

Harris Interactive[®] fielded the study on behalf of Lenox from October 7-11, 2005, via its QuickQuerySM online omnibus, interviewing a nationwide sample of 2,039 U.S. adults aged 18 and over. Data were weighted to reflect the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. In theory, with a probability sample of this size, one can say with 95 percent certainty that the overall results have a sampling error of plus or minus 3 percentage points. This online sample is not a probability sample.

Survey Methodology – Prior (2004) Study

The telephone survey was conducted by ORC International's Caravan[®] Survey from September 10-13, 2004. The Caravan[®] Survey is based on a random-digit-dialing (RDD) probability sample of all households in the U.S. The data is weighted to ensure the results reflect a representative U.S. population in terms of age, gender, geographic region, and ethnicity. Overall, 1,048 respondents completed the survey.

Several of the questions included in this survey were previously asked in omnibus surveys conducted in September 2001, 2002, and 2003. These questions track changes in perceptions of Americans' manners and the frequency with which respondents set their tables for dinner.

About Harris Interactive[®]

Harris Interactive Inc. (www.harrisinteractive.com), based in Rochester, New York, is the 13th largest and the fastest-growing market research firm in the world, most widely known for The Harris Poll[®] and for its pioneering leadership in the online market research industry. Long recognized by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value.

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