

THE GIFT OF POSSIBILITY

GIFT CARDS ARE THE FUTURE OF GIFTING, TODAY

Americans love giving and receiving gift cards. They are always in demand and present retailers with significant incremental sales opportunities. In the spring of 2014, the **Retail Gift Card Association** surveyed more than 1,100 US consumers on their use of gift cards, preferences for giving and spending the cards and willingness to embrace new gifting options like e-codes.



GIFT CARD USAGE & PURCHASE HABITS

Gift cards are extremely popular



Shoppers are savvy in redeeming their gift cards

74% will wait for a sale or promotion before redeeming



Consumers are likely to choose gift cards for a variety of gifting occasions:

- Christmas/Holiday
- Spring/Summer gifting (Mother's Day, Father's Day, Weddings, Graduations)
- Birthdays
- Anniversaries



\$25 is the most popular gift card denomination

SHOPPER ATTITUDES TOWARD GIFT CARDS

Whether giving or receiving them, people love the flexibility of gift cards.



The best thing about giving a retail gift card:

- 59%** recipients can purchase what they want
- 28%** convenient for recipients to shop in store, online or on mobile
- 6%** don't generally give gift cards
- 3%** easier to travel with gifts
- 2%** don't have to worry about gift receipts
- 2%** other



The best thing about getting a retail gift card:

- 59%** I can purchase what I want
- 31%** options to purchase what I want in store, online or on mobile
- 4%** don't like receiving gift cards
- 3%** don't have to worry about fees or expiration dates
- 2%** don't have to worry about returns
- 1%** other



GIFT CARDS MAKE GREAT GROUP GIFTS

65% prefer gift cards when giving a group gift

PEOPLE LIKE PACKAGING OPTIONS

70% say they want choices for how the cards they purchase are packaged



TRENDING: E-CODES & MOBILE GIFT CARDS

Mobile gift cards and e-codes are still an emerging gifting option — but more consumers will choose them if incited or in a rush.



UNDER THE RADAR

54% of consumers have not heard of mobile or e-code gift cards and only 17% of shoppers are "very comfortable" using them



QUICK FIX

62% of respondents who choose a mobile or e-code gift card do so when they need to get it there right away



WILLING TO TRY

Only 20% plan on purchasing mobile or e-code gift cards, but 59% would consider them if a promotion was attached

GIFT CARDS' BENEFIT TO RETAILERS



GIFT CARDS INCREASE SALES DURING REDEMPTION

45% of shoppers will spend more than the value of the gift card when they redeem



GIFT CARDS ARE ALWAYS IN DEMAND

Most consumers don't require a sale or promotion to purchase a gift card. 58% say deals have little or no effect on purchase habits.



GIFT CARDS GET SHOPPERS IN THE DOOR TO PURCHASE MORE

72% of shoppers also do some shopping for themselves when going to a store or website to purchase a gift card