

Source: BIGinsight™ Monthly Consumer Survey, NOV-12  
N = 9383, 11/1 - 11/6/12

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Will you purchase at least one gift card this holiday season?</b>															
Yes	81.1%	81.1%	81.1%	76.9%	86.5%	78.0%	84.4%	85.0%	82.7%	79.0%	76.3%	81.9%	81.8%	81.0%	79.7%
No	18.9%	18.9%	18.9%	23.1%	13.5%	22.0%	15.6%	15.0%	17.3%	21.0%	23.7%	18.1%	18.2%	19.0%	20.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Gift Card Purchasers: How many gift cards will you purchase?**

1	13.8%	13.1%	14.5%	17.1%	10.0%	21.8%	13.5%	10.6%	12.9%	13.5%	12.7%	12.7%	13.5%	14.5%	14.1%
2	28.7%	28.7%	28.8%	32.0%	25.4%	33.4%	30.9%	29.4%	25.4%	25.7%	28.8%	27.5%	27.1%	30.0%	29.7%
3	18.6%	19.2%	18.2%	18.7%	18.4%	21.7%	19.4%	19.2%	17.1%	18.7%	16.7%	18.6%	21.9%	17.1%	17.4%
4	14.1%	14.3%	13.9%	11.7%	16.6%	9.2%	14.3%	14.7%	15.4%	14.6%	15.1%	14.2%	13.9%	14.1%	14.2%
5	7.6%	7.5%	7.7%	6.7%	8.8%	4.5%	8.0%	8.0%	8.2%	8.7%	7.6%	7.4%	7.3%	7.5%	8.2%
6 or more	17.1%	17.3%	17.0%	13.7%	20.8%	9.5%	14.0%	18.1%	21.0%	18.9%	19.1%	19.7%	16.3%	16.8%	16.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.6	3.6	3.6	3.3	3.9	2.9	3.4	3.7	3.9	3.7	3.7	3.7	3.6	3.5	3.5

**Gift Card Purchasers: Approximately how much money in total will you spend on gift cards this holiday season?**

\$20 or less	6.5%	5.7%	7.3%	9.9%	2.6%	10.8%	7.2%	4.7%	6.3%	5.3%	5.9%	4.9%	6.4%	6.9%	7.4%
\$21 to \$50	18.2%	15.0%	21.2%	25.0%	11.8%	23.9%	16.8%	16.4%	16.3%	16.7%	20.9%	16.4%	18.4%	19.0%	18.7%
\$51 to \$75	10.2%	10.1%	10.4%	11.0%	9.3%	15.6%	11.5%	10.6%	8.9%	8.5%	7.5%	9.7%	11.5%	9.3%	10.8%
\$76 to \$100	18.2%	18.4%	18.1%	18.9%	17.5%	16.9%	17.3%	19.5%	17.4%	18.6%	19.5%	17.3%	19.9%	17.7%	18.0%
\$101 to \$150	13.2%	13.8%	12.7%	11.1%	15.6%	11.3%	13.8%	13.3%	13.4%	13.9%	13.3%	14.9%	13.5%	13.4%	10.5%
\$151 to \$200	11.9%	12.5%	11.4%	9.7%	14.4%	7.8%	10.4%	13.7%	14.9%	12.4%	11.1%	13.1%	11.7%	12.0%	11.2%
\$201 to \$300	8.8%	9.2%	8.5%	6.4%	11.2%	6.3%	8.8%	8.8%	10.1%	9.5%	8.9%	9.6%	8.2%	8.5%	9.7%
\$301 to \$400	4.5%	5.3%	3.8%	3.4%	5.8%	2.7%	4.3%	4.4%	4.9%	5.5%	5.0%	4.7%	3.8%	4.6%	5.2%
\$401 to \$500	3.4%	3.7%	3.0%	2.2%	4.6%	1.4%	4.1%	3.9%	3.3%	3.7%	3.5%	3.8%	2.9%	3.9%	2.7%
\$500 or more	4.9%	6.2%	3.6%	2.6%	7.2%	3.4%	5.8%	4.8%	4.6%	5.9%	4.4%	5.6%	3.7%	4.9%	5.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average \$	156.86	\$ 172.98	\$ 141.66	\$ 121.05	\$ 193.61	\$ 118.97	\$ 164.10	\$ 161.68	\$ 161.98	\$ 171.53	\$ 154.41	\$ 169.12	\$ 144.24	\$ 158.08	\$ 158.84
Average Per Card \$	43.75	\$ 47.93	\$ 39.76	\$ 36.94	\$ 49.28	\$ 41.23	\$ 47.96	\$ 43.60	\$ 41.99	\$ 45.88	\$ 41.53	\$ 45.15	\$ 40.50	\$ 44.65	\$ 44.78

**Total Gift Cards (in billions) \$** 28.79

**Gift Card Purchasers: What types of gift cards do you plan to purchase? (Check all that**

Book Store	20.8%	22.0%	19.6%	17.1%	24.0%	26.5%	26.9%	22.5%	15.9%	16.5%	17.7%	22.4%	18.5%	20.2%	23.1%
Catalog	4.2%	5.6%	2.8%	3.4%	4.7%	8.3%	8.3%	3.2%	2.5%	2.2%	1.4%	4.9%	3.8%	3.9%	4.4%
Coffee Shop	18.1%	17.4%	18.7%	15.2%	20.6%	26.0%	25.1%	19.2%	15.6%	13.0%	11.1%	21.3%	15.1%	14.8%	24.3%
Craft Store	4.8%	5.2%	4.4%	4.2%	5.2%	7.8%	8.5%	4.5%	3.2%	3.0%	2.6%	5.0%	3.8%	4.6%	6.2%
Department Store	39.1%	38.2%	40.0%	37.9%	41.5%	34.4%	42.0%	40.9%	40.9%	38.4%	36.6%	39.9%	38.3%	40.3%	37.4%
Discount Store	14.2%	14.2%	14.2%	15.8%	13.0%	11.9%	16.6%	13.7%	15.2%	13.4%	13.7%	9.7%	16.2%	16.1%	12.7%
Electronics Store	19.3%	26.1%	12.9%	17.2%	20.7%	31.7%	31.3%	21.8%	15.1%	10.1%	8.3%	21.0%	18.9%	17.9%	20.5%
Entertainment (movies, music, etc.)	18.8%	21.2%	16.6%	17.5%	19.6%	28.4%	29.4%	20.6%	15.7%	12.8%	7.9%	19.4%	17.8%	18.0%	21.1%
Gas Station	11.0%	11.5%	10.5%	10.3%	11.8%	14.8%	13.3%	9.7%	11.2%	10.3%	7.4%	12.5%	15.1%	9.1%	7.6%
Grocery Store/Gasoline	12.6%	12.1%	13.1%	12.9%	12.9%	11.1%	14.0%	11.8%	13.4%	13.3%	11.9%	14.0%	13.1%	11.9%	12.3%
Home Décor/Houseware Store	4.8%	4.8%	4.7%	3.8%	5.9%	6.0%	9.8%	4.7%	3.6%	2.8%	1.8%	4.5%	4.3%	5.2%	4.8%
Home Improvement Store	9.7%	11.1%	8.4%	7.5%	12.1%	8.6%	11.5%	9.3%	9.3%	9.9%	9.4%	10.9%	8.7%	9.9%	9.5%
Office Supply Store	2.6%	3.7%	1.6%	2.3%	2.8%	4.7%	5.5%	2.1%	1.5%	1.5%	0.9%	2.3%	2.1%	2.5%	3.7%
Online Merchant	11.2%	13.0%	9.5%	9.7%	13.0%	12.2%	16.9%	13.9%	8.4%	8.6%	7.1%	11.6%	10.8%	10.2%	13.0%
Restaurant	33.3%	31.8%	34.8%	31.4%	36.4%	32.5%	32.2%	32.7%	34.6%	34.9%	33.0%	33.4%	36.0%	33.1%	30.2%
Salon/Spa	6.2%	5.9%	6.5%	5.2%	6.9%	12.0%	10.5%	5.7%	3.6%	4.1%	2.7%	7.4%	5.3%	6.1%	6.4%
Shoe Store	4.7%	5.8%	3.7%	4.7%	4.4%	12.4%	9.1%	4.7%	1.9%	1.5%	0.4%	5.2%	3.8%	4.3%	5.9%
Specialty Clothing Store	7.5%	6.4%	8.5%	6.0%	8.7%	10.6%	10.6%	8.3%	5.7%	4.9%	5.3%	7.8%	6.4%	7.2%	8.7%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Gift cards are easier and faster

Incentives for buying gift cards  
(e.g. free additional gift card for  
myself, discounts on fuel, etc.)  
None of the above

### Gift cards seem impersonal

[illegible]

**Source: BIGinsight™ Monthly Consumer Survey, NOV 06-12**

	2006	2007	2008	2009	2010	2011	2012
<b>Will you purchase at least one gift card this holiday season?</b>							
Yes	79.7%	78.5%	77.9%	77.2%	77.3%	80.2%	81.1%
No	20.3%	21.5%	22.1%	22.8%	22.7%	19.8%	18.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Gift Card Purchasers: How many gift cards will you purchase?**

1	13.0%	12.3%	13.5%	14.2%	14.8%	13.7%	13.8%
2	26.2%	27.4%	27.3%	28.6%	27.8%	27.8%	28.7%
3	19.8%	19.4%	20.1%	18.8%	20.1%	18.9%	18.6%
4	13.7%	13.8%	13.7%	14.8%	14.0%	14.6%	14.1%
5	8.4%	8.1%	7.7%	8.1%	7.2%	8.2%	7.6%
6 or more	19.0%	18.9%	17.7%	15.5%	16.0%	16.7%	17.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	3.7	3.7	3.6	3.5	3.5	3.6	3.6

**Gift Card Purchasers: Approximately how much money in total will you spend on gift cards this holiday season?**

\$20 or less	7.5%	5.7%	6.8%	6.8%	6.7%	5.7%	6.5%
\$21 to \$50	19.4%	18.5%	18.8%	20.9%	19.8%	18.9%	18.2%
\$51 to \$75	11.4%	11.2%	11.2%	11.9%	11.1%	11.1%	10.2%
\$76 to \$100	17.5%	17.8%	19.1%	17.8%	18.5%	18.3%	18.2%
\$101 to \$150	13.4%	13.6%	13.5%	13.3%	13.8%	13.0%	13.2%
\$151 to \$200	11.0%	12.0%	10.7%	11.0%	10.8%	11.4%	11.9%
\$201 to \$300	9.1%	9.2%	8.9%	8.5%	8.3%	9.4%	8.8%
\$301 to \$400	3.5%	4.0%	3.9%	3.6%	4.3%	4.5%	4.5%
\$401 to \$500	2.7%	2.9%	3.0%	2.4%	2.7%	3.0%	3.4%
\$500 or more	4.3%	5.1%	4.1%	3.7%	4.1%	4.8%	4.9%
Not buying gift cards	0.2%	0.1%	N/A	N/A	N/A	N/A	N/A
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	\$ 146.20	\$ 156.24	\$ 147.33	\$ 139.91	\$ 145.61	\$ 155.43	\$ 156.86

**Average Per Card** \$ 39.16 \$ 41.95 \$ 40.54 \$ 39.80 \$ 41.48 \$ 43.23 \$ 43.75

**Total Gift Cards (in billions)** \$ 24.81 \$ 26.25 \$ 24.92 \$ 23.63 \$ 24.78 \$ 27.80 \$ 28.79

**Gift Card Purchasers: What types of gift cards do you plan to purchase? (Check all that apply)**

Book Store	N/A	N/A	N/A	24.4%	23.7%	19.8%	20.8%
Catalog	N/A	N/A	N/A	2.7%	3.2%	3.3%	4.2%
Coffee Shop	N/A	N/A	N/A	13.0%	13.9%	15.9%	18.1%
Craft Store	N/A	N/A	N/A	2.7%	3.8%	3.7%	4.8%
Department Store	N/A	N/A	N/A	38.4%	39.2%	38.7%	39.1%
Discount Store	N/A	N/A	N/A	16.3%	14.7%	13.0%	14.2%
Electronics Store	N/A	N/A	N/A	18.8%	19.0%	19.8%	19.3%
Entertainment (movies, etc.)	N/A	N/A	N/A	15.5%	14.1%	18.2%	18.8%
Gas Station	N/A	N/A	N/A	9.3%	9.3%	11.1%	11.0%
Grocery Store/Gasoline	N/A	N/A	N/A	10.6%	10.8%	11.9%	12.6%
Home Decor/Houseware Store	N/A	N/A	N/A	3.3%	3.9%	4.3%	4.8%
Home Improvement Store	N/A	N/A	N/A	9.8%	8.9%	9.4%	9.7%
Office Supply Store	N/A	N/A	N/A	1.8%	2.2%	2.2%	2.6%
Online Merchant	N/A	N/A	N/A	5.3%	6.3%	8.9%	11.2%

Restaurant	N/A	N/A	N/A	33.4%	33.4%	33.8%	33.3%
Salon/Spa	N/A	N/A	N/A	5.6%	6.1%	5.7%	6.2%
Shoe Store	N/A	N/A	N/A	2.7%	3.6%	3.7%	4.7%
Specialty Clothing Store	N/A	N/A	N/A	7.2%	6.9%	7.6%	7.5%
Sporting Goods Store	N/A	N/A	N/A	5.4%	6.4%	6.3%	6.4%
Visa/Master Card/American Express Gift Card	N/A	N/A	N/A	22.1%	23.8%	24.4%	24.1%
Other:	N/A	N/A	N/A	4.7%	4.6%	4.0%	3.4%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

### Which of the following is most likely to influence you to buy a gift card this holiday season?

Gift cards are easier and faster to buy than traditional gifts	N/A	N/A	N/A	N/A	17.8%	19.4%	21.1%
Gift cards allow the recipient to select their own gift	N/A	N/A	N/A	N/A	45.8%	46.4%	44.7%
Giving gift cards helps me stick to my holiday budget	N/A	N/A	N/A	N/A	4.6%	4.8%	4.7%
The gift recipient does not have to worry about returning merchandise	N/A	N/A	N/A	N/A	6.1%	6.0%	6.6%
It is easier to mail/ship a gift card than a traditional gift to out-of-town gift recipients	N/A	N/A	N/A	N/A	6.7%	6.2%	5.8%
Incentives for buying gift cards (e.g. free additional gift card for myself, discounts on fuel, etc.)	N/A	N/A	N/A	N/A	4.7%	5.5%	4.8%
None of the above	N/A	N/A	N/A	N/A	14.2%	11.7%	12.3%
Total	N/A	N/A	N/A	N/A	100.0%	100.0%	100.0%

### Which one factor would make you less likely to buy gift cards this holiday season?

Gift cards seem impersonal	N/A	N/A	N/A	N/A	24.1%	26.1%	24.1%
Concern that the card would expire or have added fees	N/A	N/A	N/A	N/A	18.9%	17.4%	15.8%
I'd rather buy items on sale and give traditional gifts to stretch my dollar further	N/A	N/A	N/A	N/A	8.9%	9.1%	8.9%
I'm worried the recipient will lose it or never spend it	N/A	N/A	N/A	N/A	5.9%	5.9%	6.4%
I'm concerned that the retailer will go out of business	N/A	N/A	N/A	N/A	3.2%	2.9%	2.2%
I'm not sure which company a person would want a card from	N/A	N/A	N/A	N/A	9.5%	9.7%	9.3%
None of the above	N/A	N/A	N/A	N/A	29.6%	28.8%	33.3%
Total	N/A	N/A	N/A	N/A	100.0%	100.0%	100.0%