

Source: Gift Card Granny's 2017 Gift Card Trend Survey

Collection Period: 11/14/17 - 11/17/17

Respondents: 2907

| | 2017 | 2016 | % Change |
|--|--------|--------|----------|
| Q1. Have you ever purchased a gift card using a mobile app? | | | |
| Yes | 44.0% | 36.1% | 22.0% |
| No | 56.0% | 63.9% | -12.4% |
| Total | 100.0% | 100.0% | |

| | | | |
|--|--------|--------|--------|
| Q2. Have you ever purchased an eGift card or digital gift card? (not plastic) | | | |
| Yes | 86.9% | 81.4% | 6.7% |
| No | 13.1% | 18.7% | -29.9% |
| Total | 100.0% | 100.0% | |

| | | | |
|---|--------|--------|--------|
| Q3. Do you prefer physical or electronic gift cards? | | | |
| Physical | 26.9% | 36.7% | -26.6% |
| Electronic | 37.9% | 27.5% | 37.8% |
| No Preference | 35.2% | 35.9% | -2.0% |
| Total | 100.0% | 100.0% | |

Q4. What are the top stores or restaurants you typically purchase gift cards for either as a gift or for yourself?

Enter up to 5 brands.

| | | |
|---|-----------|-------|
| Percentage of users who placed retailer in their top 5 brands | Amazon | 23.8% |
| | Walmart | 20.3% |
| | Target | 19.4% |
| | Starbucks | 19.0% |
| | Kohls | 9.4% |

Q5. What is the number one retailer you plan on shopping at online this holiday season?

| | | |
|--|--------------|--------|
| Percentage of users who placed retailer as their top brand to shop online at this holiday season | Amazon | 39.7% |
| | Walmart | 8.0% |
| | Target | 6.6% |
| | Kohl's | 5.1% |
| | eBay | 1.8% |
| | Best Buy | 1.6% |
| | Not sure yet | 1.5% |
| | Other | 35.7% |
| | Total | 100.0% |

Q6. How many gift cards do you typically purchase for people other than yourself each month? (for example: birthdays, weddings, etc.)

| | | | |
|----------------|--------|--------|--------|
| 0 - 1 | 59.6% | 68.7% | -13.2% |
| 2 | 21.3% | 18.0% | 18.4% |
| 3 | 8.1% | 6.1% | 33.3% |
| 4 | 3.4% | 2.5% | 34.0% |
| 5 or more | 7.6% | 4.7% | 61.1% |
| Total | 100.0% | 100.0% | |
| Average | 1.5 | 1.2 | 24.3% |

Q7. What is the typical value of each gift card you purchase for people other than yourself?

| | | | |
|----------------|---------|---------|--------|
| \$0 - \$24 | 18.5% | 17.0% | -8.1% |
| \$25 - \$49 | 53.2% | 50.5% | -5.1% |
| \$50 - \$74 | 18.8% | 20.6% | 9.9% |
| \$75 - \$99 | 3.5% | 5.5% | 55.8% |
| \$100 - \$249 | 5.2% | 5.7% | 10.7% |
| \$250 - \$499 | 0.3% | 0.7% | 141.4% |
| \$500 or more | 0.6% | 0.1% | -81.8% |
| Total | 100.0% | 100.0% | |
| Average | \$49.86 | \$51.35 | -2.9% |

Q8. How many gift cards do you typically purchase for yourself each month?

| | | | |
|----------------|--------|--------|--------|
| 0 - 1 | 50.2% | 47.9% | 4.8% |
| 2 | 25.1% | 25.2% | -0.5% |
| 3 | 10.1% | 10.9% | -7.4% |
| 4 | 4.9% | 4.9% | -0.8% |
| 5 or more | 9.8% | 11.1% | -12.1% |
| Total | 100.0% | 100.0% | |
| Average | 1.8 | 1.9 | -4.8% |

Q9. What is the typical value of each gift card you purchase for yourself?

| | | | |
|----------------|---------|---------|--------|
| \$0 - \$24 | 19.6% | 15.0% | -23.6% |
| \$25 - \$49 | 41.0% | 37.2% | -9.2% |
| \$50 - \$74 | 20.9% | 24.9% | 19.3% |
| \$75 - \$99 | 7.8% | 8.9% | 14.5% |
| \$100 - \$249 | 9.5% | 12.0% | 26.7% |
| \$250 - \$499 | 0.6% | 1.4% | 122.2% |
| \$500 or more | 0.7% | 0.5% | -24.2% |
| Total | 100.0% | 100.0% | |
| Average | \$59.45 | \$67.29 | -11.6% |

Q10. Which best describes your typical behavior when purchasing discount gift cards for yourself? I buy a discount gift card when ...

| | | | |
|---|--------|--------|-------|
| I see a great offer for one of my favorite stores. I don't have a particular item in mind. | 47.8% | 47.0% | 1.7% |
| I have a general idea of the item(s) I want to buy and see a great gift card deal that could be used towards purchasing the item. | 28.1% | 28.7% | -2.1% |
| I have a particular item I plan on buying and find a discount gift card close to the amount of the item I plan on purchasing. | 24.1% | 24.3% | -0.9% |
| Total | 100.0% | 100.0% | |

Q11. How much time passes from when you purchase a gift card to redeeming it at the store or restaurant?

| | | | |
|--|--------|--------|--------|
| I typically buy the gift card the same day I use it. | 22.0% | 14.3% | 53.7% |
| I typically redeem the gift card a few days after I purchase it. | 36.7% | 31.2% | 17.5% |
| I typically redeem the gift card a week or more after I purchase it. | 41.4% | 54.5% | -24.1% |
| Total | 100.0% | 100.0% | |

Q12. How many gift cards do you currently own?

| | | | |
|----------------|--------|--------|--------|
| 0 | 11.0% | 9.7% | 13.2% |
| 1 - 3 | 44.2% | 38.6% | 14.6% |
| 4 - 6 | 23.2% | 21.3% | 8.9% |
| 7 - 9 | 7.5% | 9.3% | -19.7% |
| 10 or more | 14.1% | 21.1% | -33.0% |
| Total | 100.0% | 100.0% | |
| Average | 4.2 | 4.9 | -14.4% |

Q13. What is the total value of these gift cards that you currently own?

| | | | |
|-----------------|----------|----------|--------|
| \$0 - \$49 | 29.0% | 22.3% | -23.2% |
| \$50 - \$99 | 20.2% | 18.9% | -6.3% |
| \$100 - \$199 | 19.5% | 19.7% | 1.3% |
| \$200 - \$299 | 12.1% | 12.0% | -0.7% |
| \$300 - \$399 | 7.7% | 7.4% | -3.4% |
| \$400 - \$499 | 3.0% | 5.0% | 66.7% |
| More than \$500 | 8.6% | 14.7% | 70.5% |
| Total | 100.0% | 100.0% | |
| Average | \$104.78 | \$144.04 | -27.3% |

Q14. Have you ever used a coupon when making a purchase with a discount gift card?

| | | | |
|-------|--------|--------|-------|
| Yes | 69.5% | 70.1% | -0.8% |
| No | 30.5% | 29.9% | 1.9% |
| Total | 100.0% | 100.0% | |

Q15. Have you ever bought a gift card solely to earn extra reward points or cash (for example, Buy a \$100 gift card today and get a free bonus \$10 gift card)?

| | | | |
|-------|--------|--------|--------|
| Yes | 63.6% | 56.6% | 12.4% |
| No | 36.4% | 43.4% | -16.2% |
| Total | 100.0% | 100.0% | |

Q16. What do you do when you receive a gift card you don't like? Check all that apply.

| | | | |
|--|--------|--------|--------|
| I go to that store and purchase something just to use it | 48.7% | 45.5% | 7.0% |
| I sell it online for cash | 17.9% | 14.3% | 24.8% |
| I trade it online for a gift card I do like | 9.9% | 6.4% | 54.2% |
| I sell or trade it in person either at a kiosk or pawnshop | 2.5% | 2.5% | -0.4% |
| I re-gift it | 42.7% | 47.6% | -10.4% |
| I forget about it and don't end up using it | 8.7% | 9.4% | -7.2% |
| Other (please specify) | 5.1% | 7.1% | -28.9% |
| Total | 100.0% | 100.0% | |

Q17. Have you ever lost a gift card?

| | | | |
|-------|--------|--------|-------|
| Yes | 36.9% | 34.5% | 7.0% |
| No | 63.1% | 65.5% | -3.7% |
| Total | 100.0% | 100.0% | |

Q18. How old are you?

| | | | |
|-------------------|--------|--------|--------|
| Under 18 | 0.6% | 0.1% | 490.0% |
| 18 - 24 | 5.5% | 3.5% | 56.0% |
| 25 - 34 | 22.9% | 14.4% | 58.8% |
| 35 - 44 | 20.1% | 15.5% | 29.4% |
| 45 - 54 | 20.8% | 24.3% | -14.6% |
| 55 - 64 | 17.2% | 28.0% | -38.7% |
| 65 or older | 11.1% | 13.0% | -14.8% |
| Prefer not to say | 2.0% | 1.2% | 70.0% |
| Total | 100.0% | 100.0% | |

Q19. How often do you visit GiftCardGranny.com

| | | | |
|--------------------------|--------|--------|--------|
| Daily | 16.9% | 15.5% | 9.2% |
| Weekly | 48.1% | 44.8% | 7.4% |
| Monthly | 21.9% | 22.9% | -4.3% |
| Every few months or less | 13.0% | 16.8% | -22.4% |
| Total | 100.0% | 100.0% | |