

Gift Card Granny, LLC

Source: giftcardgranny.com  
 Collection Period: 1/1/17 - 12/11/17

Merchant	Share of Cards	Merchant	Return %	Category	Avg Return	State	Cards Per Capita
iTunes	6.54%	Safeway	92.41%	Grocery	88.79%	Rhode Island	0.114%
Amazon	6.07%	Shell	90.13%	Gas Station	88.74%	California	0.110%
Best Buy	4.08%	ARCO	90.00%	Retail	87.84%	Nevada	0.106%
Walmart	3.44%	Walmart	89.93%	Apparel	85.89%	New Jersey	0.103%
Target	3.05%	BP	89.50%	Entertainment	84.70%	Massachuset	0.096%
Starbucks	2.34%	Sunoco	88.93%			Illinois	0.092%
Apple (Not iTunes)	2.15%	Best Buy	88.45%			Washington	0.091%
Macy's	2.14%	Speedway	88.34%			New York	0.089%
Nordstrom	1.79%	Target	88.32%			Georgia	0.086%
Kohl's	1.59%	Chevron	88.24%			Colorado	0.081%
Barnes & Noble	1.45%	Sam's Club	87.91%			Texas	0.077%
Home Depot	1.43%	76 Gas	87.00%			Utah	0.077%
GameStop	1.36%	Nordstrom	86.06%			Ohio	0.077%
AMC Theatres	1.15%	Coach	86.02%			Connecticut	0.076%
Victoria's Secret	1.14%	ConocoPhillips	86.01%			Pennsylvania	0.076%
Lowe's	1.08%	Saks Fifth Avenue	85.83%			Nebraska	0.075%
Nike	1.05%	Tiffany & Co.	85.20%			Virginia	0.075%
JCPenney	1.02%	Kroger	85.01%			Florida	0.074%
Neiman Marcus	0.91%	Staples	84.98%			Arizona	0.072%
Bath & Body Works	0.82%	Neiman Marcus	84.75%			Oregon	0.068%
Google Play	0.76%	Sears	84.60%			North Carolir	0.065%
Southwest	0.76%	Phillips 66	84.50%			Michigan	0.064%
Olive Garden	0.73%	Ticketmaster	84.31%			Maryland	0.060%
eBay	0.70%	Crate and Barrel	84.26%			New Hampsh	0.059%
Regal Cinemas	0.70%	Office Depot	84.11%			Tennessee	0.058%
Bed Bath & Beyond	0.68%	Southwest Airlines	83.98%			Minnesota	0.056%
Massage Envy	0.68%	Home Depot	83.63%			Missouri	0.054%
Sephora	0.67%	eBay	83.59%			Indiana	0.051%
Toys R Us	0.67%	Kmart	83.01%			Kentucky	0.047%
Bass Pro Shops	0.66%	Nike	83.00%			South Carolir	0.044%
Dell	0.63%	Bed Bath & Beyond	82.89%			Alabama	0.044%
Fandango	0.63%	Babies R Us	82.87%			West Virginia	0.042%
Dick's Sporting Goods	0.60%	OfficeMax	82.70%			Louisiana	0.042%
Spa Finder	0.59%	Williams-Sonoma	82.68%			Iowa	0.039%
Cabela's	0.58%	Pottery Barn	82.54%			Hawaii	0.039%
Disney Store	0.58%	Toys "R" Us	82.37%			Delaware	0.038%
Visa	0.58%	Abercrombie & Fitch	82.28%			New Mexico	0.037%
Applebee's	0.57%	GameStop	81.96%			Arkansas	0.036%
Sears	0.56%	Lands' End	81.87%			Wisconsin	0.036%
Subway	0.55%	Whole Foods Market	81.71%			Maine	0.034%
The Cheesecake Factory	0.54%	iTunes	81.49%			Oklahoma	0.033%
Saks Fifth Avenue	0.53%	Overstock.com	81.10%			Kansas	0.033%
Dunkin Donuts	0.51%	Lowe's	81.06%			Idaho	0.032%
Red Lobster	0.51%	Totals:	80.98%			Vermont	0.027%
American Eagle	0.50%	Kohl's	80.85%			Alaska	0.026%
Darden Restaurants	0.49%	ExxonMobil	80.69%			South Dakota	0.026%
Xbox Live	0.49%	Chipotle Mexican Grill	80.64%			North Dakote	0.022%
Old Navy	0.48%	Romano's Macaroni Grill	80.47%			Mississippi	0.021%
Outback Steakhouse	0.48%	American Girl	80.37%			Wyoming	0.019%
Panera Bread	0.48%	Starbucks	80.11%			Montana	0.019%

18-24 years old

Merchant	Share of Cards
Amazon	15.09%
iTunes	12.04%
Walmart	7.54%
Best Buy	6.94%
Target	6.69%
Other	51.70%

25-34 years old

Merchant	Share of Cards
Amazon	10.22%
iTunes	8.33%
Best Buy	7.01%
Walmart	6.26%
Target	4.87%
Other	63.32%

35-44 years old

Merchant	Share of Cards
iTunes	12.26%
Best Buy	10.61%
Amazon	10.37%
Walmart	8.26%
Nordstrom	7.07%
Other	51.42%

45+ years old

Merchant	Share of Cards
iTunes	18.94%
Amazon	13.16%
Starbucks	10.01%
Walmart	9.48%
Best Buy	8.95%
Other	39.46%