

DATAPOINTS

Prepaid Gift Cards Remain Popular

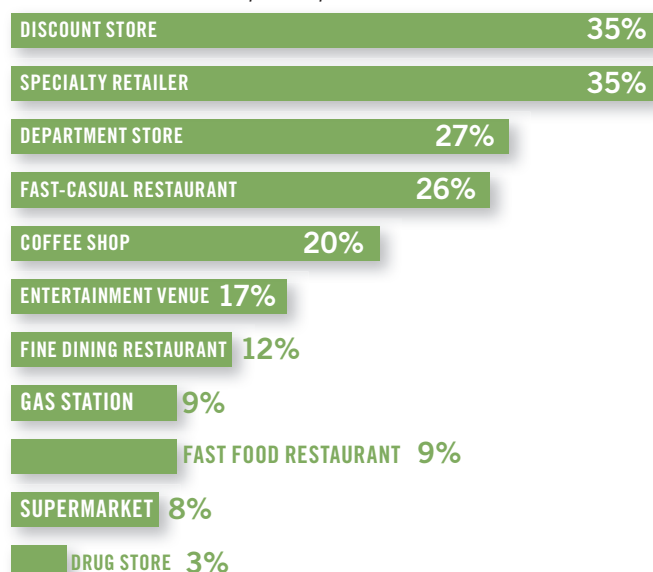
Prepaid gift cards — especially “closed loop” cards that can only be used at specific retailers — remain a popular and sought-after holiday present, according to research from First Data. In its report, called “Consumer Insights into the U.S. Gift Card Market: 2012,” First Data found that the volume of gift cards both purchased and received has remained relatively stable this year, compared with last year. Gift cards for supermarket chains comprise only about 8% of the total of gift cards purchased, although they tend to

be among the most valuable, with an average worth of \$51. Supermarkets are also home to mall-type displays of gift cards in their stores, which are the second-most popular venue for purchasing the cards. The most popular venue — cited by 61% of buyers — is the store itself where the card can be redeemed, followed by mall displays at 45%. Consumers who buy at card malls are more likely to purchase more cards, however.

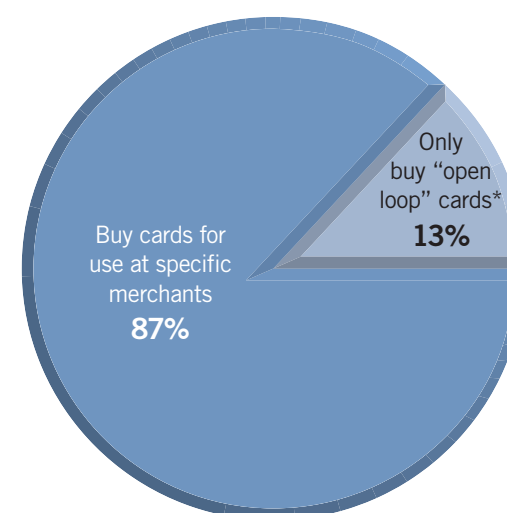
SOURCE: First Data

Gift Card Purchases by Merchant Type

(multiple responses allowed)



Store-Specific Cards Preferred



* Cards that can be used in multiple locations, such as cards issued by Visa, MasterCard, American Express and Discover

“These findings confirm that not only are gift cards more popular than ever, but that this is a trend that is expected to continue.”

— MICHAEL HURSTA, VP of prepaid solutions, First Data

Average Gift Card Values



WHERE GIFT CARDS ARE PURCHASED

(multiple responses allowed)

	% USING METHOD	# OF CARDS BOUGHT
In person at retailer/restaurant/venue	61%	3.4
Gift card mall	45%	4.2
Online gift card mall	11%	3.0
Retailer's website	11%	2.2
Social media site	1%	2.4
Phone or mail	1%	1.6

Gift Cards Dominate

% of people preferring a \$25 gift card over an equal or higher-valued gift



45%
buy gift cards from “mall”
type displays