

1. When it comes to multi-use / multi-purpose Gift Cards, what is your biggest frustration or reason for not buying them?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan to give gifts this holiday season	2804	1270	1534	704	1135	965	216	750	1283	555
Weighted	2753	1273	1480	777	989	987	276	950	1092	435
Expiry of funds / expiry fees	686	339	348	208	257	221	58	213	291	125
	25%	27%	23%	27%	26%	22%	21%	22%	27%	29%
										FG
Activation fees	549	219	330	211	223	114	49	184	217	99
	20%	17%	22%	27%	23%	12%	18%	19%	20%	23%
			A	DE	E					
Inactivity or Maintenance fees	466	222	245	170	183	114	30	144	202	91
	17%	17%	17%	22%	18%	12%	11%	15%	18%	21%
				E	E				F	FG
Purchase fee	444	197	247	170	173	101	39	152	192	61
	16%	15%	17%	22%	17%	10%	14%	16%	18%	14%
				DE	E					
I don't know enough about them	659	291	369	175	216	269	65	229	262	104
	24%	23%	25%	23%	22%	27%	24%	24%	24%	24%
						D				
Other	255	107	148	105	66	83	19	73	104	58
	9%	8%	10%	14%	7%	8%	7%	8%	10%	13%
				DE						FGH
None	862	422	440	214	303	346	98	327	331	106
	31%	33%	30%	28%	31%	35%	36%	34%	30%	24%
						C	I	I	I	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

2. When do you choose to give a gift card?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Plan to give gifts this holiday season	2804	1270	1534	704	1135	965	216	750	1283	555
Weighted	2753	1273	1480	777	989	987	276	950	1092	435
When I want to give the recipient options	1011	428	582	295	369	347	84	340	428	158
	37%	34%	39%	38%	37%	35%	31%	36%	39%	36%
			A						F	
When I'm not sure what to buy	995	400	595	347	370	278	93	343	394	164
	36%	31%	40%	45%	37%	28%	34%	36%	36%	38%
			A	DE	E					
When it's what the recipient asked for	823	284	539	280	294	249	38	285	357	143
	30%	22%	36%	36%	30%	25%	14%	30%	33%	33%
			A	DE	E			F	F	F
When I can't decide on an actual gift	767	337	429	317	264	186	54	269	313	131
	28%	26%	29%	41%	27%	19%	19%	28%	29%	30%
				DE	E			F	F	F
When I run out of time	296	120	176	185	78	32	11	99	123	63
	11%	9%	12%	24%	8%	3%	4%	10%	11%	15%
				DE	E			F	F	FG
I always / almost always give gift cards	207	97	110	44	82	81	23	85	77	22
	8%	8%	7%	6%	8%	8%	8%	9%	7%	5%
								I		
I never give gift cards	371	226	145	83	92	196	61	106	147	57
	13%	18%	10%	11%	9%	20%	22%	11%	14%	13%
		B				CD	GHI			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.