

1_1. [I give [...] gift cards a year]

Approximately how many gift cards do you buy and/or receive in a year? (e.g., as presents, tokens of appreciation, prizes, etc)

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	573	335	238	142	209	223	70	207	215	81	230	44	279	62	80	36
	28%	34%	23%	25%	28%	31%	30%	30%	27%	26%	23%	29%	35%	26%	24%	30%
1		B				C						*	J			*
	192	96	96	72	65	55	17	75	70	30	100	20	65	37	36	16
	9%	10%	9%	13%	9%	8%	7%	11%	9%	10%	10%	13%	8%	16%	11%	13%
2				DE								*				*
	317	160	157	98	117	102	32	104	129	51	179	25	106	43	54	18
	16%	16%	15%	17%	16%	14%	14%	15%	16%	16%	18%	16%	13%	18%	16%	15%
3											L	*				*
	170	80	90	56	64	50	15	51	79	25	92	25	46	18	38	22
	8%	8%	9%	10%	9%	7%	6%	7%	10%	8%	9%	16%	6%	8%	12%	18%
4											L	JL*				M*
	154	71	83	31	55	68	22	39	71	22	84	5	57	15	16	5
	8%	7%	8%	6%	7%	10%	10%	6%	9%	7%	8%	4%	7%	6%	5%	4%
5						C			G			*				*
	253	99	155	91	96	67	28	94	91	41	154	15	81	28	63	13
	13%	10%	15%	16%	13%	9%	12%	14%	11%	13%	15%	10%	10%	12%	19%	11%
6 - 10			A	E							L	*				*
	269	101	168	54	108	107	30	92	103	44	137	11	117	17	37	4
	13%	10%	16%	10%	14%	15%	13%	13%	13%	14%	14%	7%	15%	7%	11%	3%
11 - 20			A	C	C							*	K		O	*
	60	24	35	13	20	27	6	19	26	9	26	7	27	10	3	5
	3%	2%	3%	2%	3%	4%	3%	3%	3%	3%	3%	5%	3%	4%	1%	4%
21-30												*		N		*
	13	5	7	1	6	6	2	5	2	4	7	-	5	-	1	-
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	-	1%	-	*	-
31-40										H		*				*
	8	3	5	2	3	3	2	2	3	1	2	-	3	2	-	-
	*	*	1%	*	*	*	1%	*	*	*	*	-	*	1%	-	-
41-50												*				*
	6	3	3	1	2	4	2	-	3	2	3	-	4	-	1	-
	*	*	*	*	*	*	1%	-	*	1%	*	-	*	-	*	-
51-100										G		*				*
	9	5	4	5	4	-	4	2	2	*	3	2	4	2	2	2
	*	*	*	1%	1%	-	2%	*	*	*	*	2%	*	1%	1%	2%
Summary				E			H					*				*
Mean	3.9	3.4	4.4	3.8	4.2	3.8	5.1	3.5	3.9	4.2	4	3.9	3.9	3.9	3.7	3.8
			A				G					*				*
Std. Dev.	7.08	7.03	7.09	7.37	8.02	5.64	10.47	5.69	6.88	7.18	6.75	8.85	7.12	7.91	6.97	9.63
Std. Err.	0.16	0.23	0.22	0.33	0.28	0.21	0.93	0.29	0.23	0.28	0.2	0.82	0.26	0.57	0.4	1.04
Median	2	2	3	2	2	2	2	2	2	2	2.1	2	2	2	2	2

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

1_1x. [I give [...] gift cards a year]

Approximately how many gift cards do you buy and/or receive in a year? (e.g., as presents, tokens of appreciation, prizes, etc)

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Excluding 0	1473	637	836	378	587	508	88	268	646	471	857	82	502	147	231	61
Weighted	1451	647	804	423	540	488	160	482	578	231	786	109	515	173	250	85
1	192	96	96	72	65	55	17	75	70	30	100	20	65	37	36	16
	13%	15%	12%	17%	12%	11%	11%	16%	12%	13%	13%	18%	13%	21%	14%	19%
				DE			*					*				*
2	317	160	157	98	117	102	32	104	129	51	179	25	106	43	54	18
	22%	25%	20%	23%	22%	21%	20%	22%	22%	22%	23%	23%	21%	25%	22%	21%
		B					*					*				*
3	170	80	90	56	64	50	15	51	79	25	92	25	46	18	38	22
	12%	12%	11%	13%	12%	10%	9%	11%	14%	11%	12%	23%	9%	11%	15%	26%
							*					JL*				M*
4	154	71	83	31	55	68	22	39	71	22	84	5	57	15	16	5
	11%	11%	10%	7%	10%	14%	14%	8%	12%	10%	11%	5%	11%	9%	6%	6%
						C	*					*				*
5	253	99	155	91	96	67	28	94	91	41	154	15	81	28	63	13
	17%	15%	19%	21%	18%	14%	18%	19%	16%	18%	20%	13%	16%	16%	25%	15%
				E			*					*				*
6 - 10	269	101	168	54	108	107	30	92	103	44	137	11	117	17	37	4
	19%	16%	21%	13%	20%	22%	19%	19%	18%	19%	17%	10%	23%	10%	15%	5%
			A		C	C	*					*	JK			*
11 - 20	60	24	35	13	20	27	6	19	26	9	26	7	27	10	3	5
	4%	4%	4%	3%	4%	6%	4%	4%	4%	4%	3%	6%	5%	6%	1%	6%
							*					*		N		*
21-30	13	5	7	1	6	6	2	5	2	4	7	-	5	-	1	-
	1%	1%	1%	*	1%	1%	1%	1%	*	2%	1%	-	1%	-	*	-
							*			H		*				*
31-40	8	3	5	2	3	3	2	2	3	1	2	-	3	2	-	-
	1%	*	1%	*	1%	1%	1%	*	1%	1%	*	-	1%	1%	-	-
							*					*				*
41-50	6	3	3	1	2	4	2	-	3	2	3	-	4	-	1	-
	*	*	*	*	*	1%	1%	-	*	1%	*	-	1%	-	*	-
							*			G		*				*
51-100	9	5	4	5	4	-	4	2	2	*	3	2	4	2	2	2
	1%	1%	1%	1%	1%	-	3%	*	*	*	*	2%	1%	1%	1%	3%
				E			H*					*				*
Summary																
Mean	5.5	5.2	5.7	5	5.8	5.5	7.3	5	5.3	5.7	5.2	5.4	6	5.3	4.8	5.4
							GH*					*				*
Std. Dev.	7.83	8.12	7.59	8.14	8.92	6.07	11.89	6.21	7.58	7.83	7.26	10.09	8.1	8.82	7.65	11.1
Std. Err.	0.2	0.32	0.26	0.42	0.37	0.27	1.27	0.38	0.3	0.36	0.25	1.11	0.36	0.73	0.5	1.42
Median	4	3	4	3	4	4	4	4	4	4	4	3	4	3	3	3

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

1_2. [I receive [...] gift cards a year]

Approximately how many gift cards do you buy and/or receive in a year? (e.g., as presents, tokens of appreciation, prizes, etc)

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	574	320	253	110	203	261	77	200	226	72	217	31	308	54	56	26
	28%	33%	24%	19%	27%	37%	33%	29%	28%	23%	21%	20%	39%	23%	17%	21%
		B			C	CD	I	I	I			*	JK			*
1	326	157	169	87	138	101	36	117	122	52	186	19	116	38	48	14
	16%	16%	16%	15%	18%	14%	16%	17%	15%	17%	18%	12%	15%	16%	15%	11%
					E							*				*
2	377	188	189	96	151	131	36	107	168	66	211	22	128	51	45	18
	19%	19%	18%	17%	20%	18%	16%	16%	21%	21%	21%	14%	16%	22%	14%	15%
									G	G	L	*		N		*
3	194	89	104	57	68	69	28	71	64	31	95	17	75	19	39	14
	10%	9%	10%	10%	9%	10%	12%	10%	8%	10%	9%	11%	9%	8%	12%	12%
												*				*
4	123	54	70	38	47	39	11	34	60	19	60	12	44	16	22	8
	6%	5%	7%	7%	6%	6%	5%	5%	8%	6%	6%	8%	6%	7%	7%	7%
												*				*
5	173	69	104	71	62	41	12	59	70	31	102	23	47	21	50	20
	9%	7%	10%	13%	8%	6%	5%	9%	9%	10%	10%	15%	6%	9%	15%	16%
			A	DE							L	L*				*
6 - 10	195	70	124	84	60	51	20	82	61	32	109	24	55	27	57	17
	10%	7%	12%	15%	8%	7%	9%	12%	8%	10%	11%	16%	7%	11%	17%	14%
			A	DE				H			L	L*				*
11 - 20	43	22	21	17	16	11	9	13	16	6	24	6	14	7	9	4
	2%	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%	4%	2%	3%	3%	3%
												*				*
21-30	6	5	2	2	1	3	-	2	3	1	5	-	1	1	1	-
	*	*	*	*	*	*	-	*	*	*	1%	-	*	*	*	-
												*				*
31-40	6	3	3	3	-	2	-	2	3	1	3	-	2	1	2	-
	*	*	*	1%	-	*	-	*	*	*	*	-	*	*	1%	-
												*				*
41-50	1	1	1	1	1	-	-	-	1	1	1	-	-	-	1	-
	*	*	*	*	*	-	-	-	*	*	*	-	-	-	*	-
												*				*
51-100	5	3	2	1	3	2	2	2	1	1	2	-	3	*	*	-
	*	*	*	*	*	*	1%	*	*	*	*	-	*	*	*	-
												*				*
Summary																
Mean	3.1	2.9	3.3	3.9	3	2.6	3.3	3.1	2.9	3.4	3.4	3.6	2.7	3.4	4.2	3.4
				DE							L	*				*
Std. Dev.	6.28	6.56	6.01	5.69	7.12	5.71	8.04	6.41	5.22	6.97	5.99	3.66	7.16	4.8	6.22	3.3
Std. Err.	0.14	0.21	0.18	0.26	0.25	0.21	0.72	0.33	0.18	0.28	0.18	0.34	0.26	0.35	0.36	0.36
Median	2	2	2	2	2	1	2	2	2	2	2	3	1	2	3	3

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
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[Table of Contents](#)

1_2x. [I receive [...] gift cards a year]

Approximately how many gift cards do you buy and/or receive in a year? (e.g., as presents, tokens of appreciation, prizes, etc)

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Excluding 0	1475	647	828	409	586	480	84	270	631	490	874	91	475	155	254	68
Weighted	1450	661	789	455	546	450	154	489	568	240	798	122	486	181	274	96
1	326	157	169	87	138	101	36	117	122	52	186	19	116	38	48	14
	22%	24%	21%	19%	25%	22%	24%	24%	21%	21%	23%	16%	24%	21%	18%	15%
					C		*					*				*
2	377	188	189	96	151	131	36	107	168	66	211	22	128	51	45	18
	26%	28%	24%	21%	28%	29%	24%	22%	30%	28%	26%	18%	26%	28%	16%	19%
					C	C	*		G			*		N		*
3	194	89	104	57	68	69	28	71	64	31	95	17	75	19	39	14
	13%	14%	13%	13%	12%	15%	18%	15%	11%	13%	12%	14%	15%	10%	14%	15%
							*					*				*
4	123	54	70	38	47	39	11	34	60	19	60	12	44	16	22	8
	9%	8%	9%	8%	9%	9%	7%	7%	11%	8%	8%	10%	9%	9%	8%	9%
							*					*				*
5	173	69	104	71	62	41	12	59	70	31	102	23	47	21	50	20
	12%	10%	13%	16%	11%	9%	8%	12%	12%	13%	13%	19%	10%	11%	18%	21%
				E			*					L*				*
6 - 10	195	70	124	84	60	51	20	82	61	32	109	24	55	27	57	17
	13%	11%	16%	18%	11%	11%	13%	17%	11%	13%	14%	20%	11%	15%	21%	18%
			A	DE			*	H				*				*
11 - 20	43	22	21	17	16	11	9	13	16	6	24	6	14	7	9	4
	3%	3%	3%	4%	3%	2%	6%	3%	3%	2%	3%	5%	3%	4%	3%	4%
							*					*				*
21-30	6	5	2	2	1	3	-	2	3	1	5	-	1	1	1	-
	*	1%	*	*	*	1%	-	*	*	1%	1%	-	*	*	*	-
							*					*				*
31-40	6	3	3	3	-	2	-	2	3	1	3	-	2	1	2	-
	*	*	*	1%	-	1%	-	*	1%	*	*	-	1%	1%	1%	-
							*					*				*
41-50	1	1	1	1	1	-	-	-	1	1	1	-	-	-	1	-
	*	*	*	*	*	-	-	-	*	*	*	-	-	-	*	-
							*					*				*
51-100	5	3	2	1	3	2	2	2	1	1	2	-	3	*	*	-
	*	*	*	*	1%	*	1%	*	*	1%	*	-	1%	*	*	-
							*					*				*
Summary																
Mean	4.3	4.2	4.4	4.8	4.1	4	4.9	4.4	4	4.4	4.3	4.6	4.4	4.4	5.1	4.4
							*					*				*
Std. Dev.	7.06	7.61	6.56	5.97	8.06	6.75	9.44	7.23	5.79	7.65	6.46	3.54	8.75	5.06	6.5	3.12
Std. Err.	0.18	0.3	0.23	0.3	0.33	0.31	1.03	0.44	0.23	0.35	0.22	0.37	0.4	0.41	0.41	0.38
Median	3	2	3	3	2	2	3	3	2	3	3	4	2	3	4	4

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2_1. [I give \$[...] worth of gift cards each year]

If you were to estimate the total value of the gift cards that you give, receive and lose/misplace each year, what would that be:

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	551	322	229	131	204	216	65	206	204	76	215	43	269	56	75	35
	27%	33%	22%	23%	27%	30%	28%	30%	26%	24%	21%	28%	34%	24%	23%	29%
1 - 1		B				C						*	J			*
	515	259	255	198	177	139	71	175	189	80	266	51	173	91	107	43
	25%	26%	24%	35%	24%	20%	31%	25%	24%	26%	26%	33%	22%	39%	33%	35%
51-100				DE								L*				*
	358	160	198	111	138	109	30	117	159	52	196	36	120	41	70	27
	18%	16%	19%	20%	18%	15%	13%	17%	20%	17%	19%	23%	15%	17%	21%	22%
101-200											L	L*				*
	295	119	175	73	117	105	35	93	120	46	164	17	109	22	52	14
	15%	12%	17%	13%	16%	15%	15%	14%	15%	15%	16%	11%	14%	9%	16%	12%
201-300			A									*				*
	138	57	81	24	54	61	17	49	47	25	70	5	62	14	10	3
	7%	6%	8%	4%	7%	9%	7%	7%	6%	8%	7%	3%	8%	6%	3%	2%
301-400						C						*				*
	37	14	23	11	13	14	7	9	15	6	21	-	16	5	6	-
	2%	1%	2%	2%	2%	2%	3%	1%	2%	2%	2%	-	2%	2%	2%	-
												*				*
401-500		80	25	55	9	28	4	29	32	15	52	1	27	3	7	-
	4%	3%	5%	2%	4%	6%	2%	4%	4%	5%	5%	1%	3%	1%	2%	-
			A			C					K	*				*
501-600		17	11	6	1	7	-	4	10	3	8	-	9	-	1	-
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	-	1%	-	*	-
												*				*
601-700		2	*	2	-	*	2	-	2	1	2	-	1	-	-	-
	*	*	*	-	*	*	-	-	*	*	*	-	*	-	-	-
												*				*
701-800		6	3	3	-	*	6	2	-	2	3	2	-	4	-	-
	*	*	*	-	*	1%	1%	-	*	1%	*	-	*	-	-	-
						D				G		*				*
901-1,000		18	6	12	6	8	-	7	8	3	14	-	5	3	2	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	-
												*				*
1,001-5,000		7	4	3	1	4	2	-	5	2	6	-	*	1	-	-
	*	*	*	*	*	*	-	-	1%	*	1%	-	*	*	-	-
												*				*
Summary																
Mean	120.7	103.4	137	92.7	123	140.5	92.8	109	130.9	141.1	140.3	65.6	112.4	93.9	92	61.6
			A		C	C			F	FG	KL	*	K			*
Std. Dev.	198.33	205.39	190.11	154.78	191.18	231.47	128.28	158.55	215.06	262.34	217.07	78.95	192.23	184.53	129.75	69.85
Std. Err.	4.41	6.69	5.78	6.97	6.78	8.53	11.43	8.13	7.24	10.41	6.54	7.3	6.98	13.32	7.48	7.53
Median	50	50	75	50	50	54.3	50	50	60	55.7	75	50	50	50	50	48.3

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2_1x. [I give \$[...] worth of gift cards each year]

If you were to estimate the total value of the gift cards that you give, receive and lose/misplace each year, what would that be:

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Excluding 0	1499	652	847	386	597	516	90	268	659	482	875	83	511	151	235	62
Weighted	1473	660	813	434	545	495	166	482	589	236	801	110	524	180	254	86
1 - 1	515	259	255	198	177	139	71	175	189	80	266	51	173	91	107	43
	35%	39%	31%	46%	32%	28%	43%	36%	32%	34%	33%	47%	33%	51%	42%	49%
		B		DE			H*					JL*				*
51-100	358	160	198	111	138	109	30	117	159	52	196	36	120	41	70	27
	24%	24%	24%	26%	25%	22%	18%	24%	27%	22%	24%	32%	23%	23%	27%	31%
							*					*				*
101-200	295	119	175	73	117	105	35	93	120	46	164	17	109	22	52	14
	20%	18%	22%	17%	21%	21%	21%	19%	20%	20%	20%	15%	21%	12%	20%	17%
							*					*				*
201-300	138	57	81	24	54	61	17	49	47	25	70	5	62	14	10	3
	9%	9%	10%	5%	10%	12%	10%	10%	8%	11%	9%	5%	12%	8%	4%	3%
					C	C	*					*				*
301-400	37	14	23	11	13	14	7	9	15	6	21	-	16	5	6	-
	3%	2%	3%	2%	2%	3%	4%	2%	3%	3%	3%	-	3%	3%	2%	-
							*					*				*
401-500	80	25	55	9	28	42	4	29	32	15	52	1	27	3	7	-
	5%	4%	7%	2%	5%	9%	2%	6%	5%	6%	6%	1%	5%	1%	3%	-
			A		C	CD	*					*				*
501-600	17	11	6	1	7	9	-	4	10	3	8	-	9	-	1	-
	1%	2%	1%	*	1%	2%	-	1%	2%	1%	1%	-	2%	-	*	-
						C	*					*				*
601-700	2	*	2	-	*	2	-	-	2	1	2	-	1	-	-	-
	*	*	*	-	*	*	-	-	*	*	*	-	*	-	-	-
							*					*				*
701-800	6	3	3	-	*	6	2	-	2	3	2	-	4	-	-	-
	*	*	*	-	*	1%	1%	-	*	1%	*	-	1%	-	-	-
						D	*			G		*				*
901-1,000	18	6	12	6	8	5	-	7	8	3	14	-	5	3	2	-
	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	2%	-	1%	2%	1%	-
							*					*				*
1,001-5,000	7	4	3	1	4	2	-	-	5	2	6	-	*	1	-	-
	*	1%	*	*	1%	*	-	-	1%	1%	1%	-	*	*	-	-
							*					*				*
Summary																
Mean	165.8	153.9	175.5	120.8	169	201.8	129.3	155.5	176.2	186.5	177.9	91.4	170.1	122.9	119.2	86.5
					C	CD	*			F	K	*	K			*
Std. Dev.	215.78	234.56	198.87	166.79	206.05	254.19	134.95	169.24	232.98	287.31	230.36	79.55	214.77	202.63	136.32	68.52
Std. Err.	5.57	9.19	6.83	8.49	8.43	11.19	14.23	10.34	9.08	13.09	7.79	8.73	9.5	16.49	8.89	8.7
Median	100	100	100	75	100	100	100	100	100	100	100	75	100	50	100	76.8

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2_2. [I receive \$[...] worth of gift cards each year]

If you were to estimate the total value of the gift cards that you give, receive and lose/misplace each year, what would that be:

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	559	312	247	103	202	254	76	196	216	71	209	30	301	48	54	25
	28%	32%	24%	18%	27%	36%	33%	28%	27%	23%	21%	19%	38%	21%	16%	20%
		B			C	CD	I	I	I			*	JK			*
1 - 1	638	327	311	190	261	187	80	205	251	102	340	49	225	97	93	37
	32%	33%	30%	34%	35%	26%	35%	30%	32%	33%	33%	32%	28%	41%	28%	31%
				E	E						L	*		N		*
51-100	365	160	204	108	126	131	28	122	148	66	199	34	122	40	68	29
	18%	16%	20%	19%	17%	18%	12%	18%	19%	21%	20%	22%	15%	17%	21%	24%
									F		L	*				*
101-200	275	117	158	93	91	91	23	97	110	45	148	24	95	35	58	18
	14%	12%	15%	16%	12%	13%	10%	14%	14%	15%	15%	16%	12%	15%	18%	15%
												*				*
201-300	94	28	67	28	40	27	18	24	35	16	63	7	24	5	23	4
	5%	3%	6%	5%	5%	4%	8%	4%	4%	5%	6%	4%	3%	2%	7%	3%
			A				G				L	*			M	*
301-400	24	6	18	10	8	6	-	11	11	2	11	3	10	-	10	2
	1%	1%	2%	2%	1%	1%	-	2%	1%	1%	1%	2%	1%	-	3%	2%
			A									*			M	*
401-500	34	12	22	17	10	6	-	17	12	6	22	5	8	2	15	5
	2%	1%	2%	3%	1%	1%	-	2%	1%	2%	2%	3%	1%	1%	5%	4%
				E								*			M	*
501-600	11	6	5	2	3	5	2	3	4	1	5	-	5	1	1	-
	1%	1%	*	*	*	1%	1%	*	1%	*	1%	-	1%	*	*	-
												*				*
601-700	3	2	1	1	2	-	2	-	-	1	3	-	-	-	1	-
	*	*	*	*	*	-	1%	-	-	*	*	-	-	-	*	-
							H					*				*
701-800	5	2	4	1	4	1	1	2	2	1	3	-	3	-	1	-
	*	*	*	*	*	*	1%	*	*	*	*	-	*	-	*	-
												*				*
801-900	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-
	*	-	*	-	*	-	-	-	*	-	*	-	-	-	-	-
												*				*
901-1,000	8	4	4	7	1	-	-	6	2	-	6	2	-	3	4	2
	*	*	*	1%	*	-	-	1%	*	-	1%	1%	-	1%	1%	2%
				DE								L*				*
1,001-5,000	7	6	1	5	-	2	-	4	2	1	7	-	-	4	1	-
	*	1%	*	1%	-	*	-	1%	*	*	1%	-	-	2%	*	-
				D							L	*				*
5,001-10,000	*	*	-	*	-	-	-	-	-	*	*	-	-	*	-	-
	*	*	-	*	-	-	-	-	-	*	*	-	-	*	-	-
												*				*
Summary																
Mean	96.6	88.6	104.2	131.6	86.8	79.2	77.7	105.5	90.5	106.6	118.3	106.9	70.5	119.9	139.9	110
				DE							L	L*				*
Std. Dev.	220.53	278.85	145.38	341.45	127.01	166.3	127.6	210.86	140.42	394.15	287.56	152.36	109.8	479.57	189.64	162.82
Std. Err.	4.9	9.08	4.42	15.38	4.51	6.13	11.37	10.82	4.73	15.64	8.67	14.09	3.99	34.61	10.93	17.56
Median	50	40	50	50	50	50	25	50	50	50	50	50	25	50	100	50

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

2_2x. [I receive \$[...] worth of gift cards each year]

If you were to estimate the total value of the gift cards that you give, receive and lose/misplace each year, what would that be:

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Excluding 0	1488	653	835	414	590	484	84	272	641	491	881	93	480	158	256	69
Weighted	1465	669	795	462	547	456	155	492	577	241	807	124	492	187	275	97
1 - 1	638	327	311	190	261	187	80	205	251	102	340	49	225	97	93	37
	44%	49%	39%	41%	48%	41%	52%	42%	43%	42%	42%	40%	46%	52%	34%	38%
		B					*					*		N		*
51-100	365	160	204	108	126	131	28	122	148	66	199	34	122	40	68	29
	25%	24%	26%	23%	23%	29%	18%	25%	26%	27%	25%	27%	25%	21%	25%	30%
							*					*				*
101-200	275	117	158	93	91	91	23	97	110	45	148	24	95	35	58	18
	19%	18%	20%	20%	17%	20%	15%	20%	19%	19%	18%	20%	19%	19%	21%	19%
							*					*				*
201-300	94	28	67	28	40	27	18	24	35	16	63	7	24	5	23	4
	6%	4%	8%	6%	7%	6%	12%	5%	6%	7%	8%	5%	5%	3%	8%	4%
			A				G*					*			M	*
301-400	24	6	18	10	8	6	-	11	11	2	11	3	10	-	10	2
	2%	1%	2%	2%	1%	1%	-	2%	2%	1%	1%	2%	2%	-	4%	2%
							*					*			M	*
401-500	34	12	22	17	10	6	-	17	12	6	22	5	8	2	15	5
	2%	2%	3%	4%	2%	1%	-	3%	2%	2%	3%	4%	2%	1%	6%	5%
				E			*					*			M	*
501-600	11	6	5	2	3	5	2	3	4	1	5	-	5	1	1	-
	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	-	1%	1%	*	-
							*					*				*
601-700	3	2	1	1	2	-	2	-	-	1	3	-	-	-	1	-
	*	*	*	*	*	-	1%	-	-	*	*	-	-	-	*	-
							H*					*				*
701-800	5	2	4	1	4	1	1	2	2	1	3	-	3	-	1	-
	*	*	*	*	1%	*	1%	*	*	*	*	-	1%	-	*	-
							*					*				*
801-900	1	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-
	*	-	*	-	*	-	-	-	*	-	*	-	-	-	-	-
							*					*				*
901-1,000	8	4	4	7	1	-	-	6	2	-	6	2	-	3	4	2
	1%	1%	1%	1%	*	-	-	1%	*	-	1%	2%	-	1%	1%	2%
				DE			*					L*				*
1,001-5,000	7	6	1	5	-	2	-	4	2	1	7	-	-	4	1	-
	*	1%	*	1%	-	*	-	1%	*	*	1%	-	-	2%	1%	-
				D			*					*				*
5,001-10,000	*	*	-	*	-	-	-	-	-	*	*	-	-	*	-	-
	*	*	-	*	-	-	-	-	-	*	*	-	-	*	-	-
							*					*				*
Summary																
Mean	133.5	129.9	136.5	160.9	118.8	123.4	115.9	147.5	124.5	137.8	149	132.4	113.6	151	167.5	138
				D			*				L	*				*
Std. Dev.	249.57	329.72	152.58	371.27	135.23	194.05	141.01	236.64	151.3	443.65	315.53	159.36	120.58	534.1	196.06	171.56
Std. Err.	6.47	12.9	5.28	18.25	5.57	8.82	15.39	14.35	5.98	20.02	10.63	16.52	5.5	42.49	12.25	20.65
Median	100	70	100	100	75	100	50	100	100	100	100	100	80	50	100	100

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2_3. [I lose/misplace \$[...] worth of gift cards each year]

If you were to estimate the total value of the gift cards that you give, receive and lose/misplace each year, what would that be:

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	1756	843	913	431	651	674	188	592	704	272	858	117	729	181	250	92
	87%	86%	88%	76%	87%	95%	82%	86%	89%	87%	85%	76%	92%	77%	76%	76%
					C	CD			F		K	*	JK			*
1 - 1	223	112	110	110	84	29	38	77	72	35	130	34	50	42	68	27
	11%	11%	11%	20%	11%	4%	17%	11%	9%	11%	13%	22%	6%	18%	21%	22%
				DE	E		H				L	JL*				*
51-100	19	8	12	8	8	4	-	7	10	2	12	-	7	1	6	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	2%	-
												*				*
101-200	20	16	4	14	5	1	4	11	5	*	13	2	3	11	3	2
	1%	2%	*	2%	1%	*	2%	2%	1%	*	1%	1%	*	5%	1%	2%
		B		DE			I					*		N		*
201-300	2	-	2	1	1	*	-	-	2	*	1	-	1	-	1	-
	*	-	*	*	*	*	-	-	*	*	*	-	*	-	*	-
												*				*
301-400	*	-	*	-	-	*	-	-	-	*	-	-	*	-	-	-
	*	-	*	-	-	*	-	-	-	*	-	-	*	-	-	-
												*				*
401-500	1	-	1	1	-	-	-	-	-	1	1	-	-	-	1	-
	*	-	*	*	-	-	-	-	-	*	*	-	-	-	*	-
												*				*
601-700	2	2	-	-	-	2	-	2	-	-	-	-	2	-	-	-
	*	*	-	-	-	*	-	*	-	-	-	-	*	-	-	-
												*				*
Summary																
Mean	6.3	7.5	5.1	11	4.8	4	5.4	8.6	4.8	5.4	7	8.8	4.7	13.2	9.5	9.8
				DE								*				*
Std. Dev.	33.3	40.06	25.3	37.53	21.05	39.38	23.02	44.91	23.12	31.4	29.28	27.01	39.09	43.02	33.03	29.8
Std. Err.	0.74	1.3	0.77	1.69	0.75	1.45	2.05	2.3	0.78	1.25	0.88	2.5	1.42	3.1	1.9	3.21
Median	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

2_3x. [I lose/misplace \$[...] worth of gift cards each year]

If you were to estimate the total value of the gift cards that you give, receive and lose/misplace each year, what would that be:

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Excluding 0	250	121	129	107	107	36	22	49	100	79	161	26	55	39	68	20
Weighted	268	138	130	134	98	36	43	97	89	40	157	36	64	54	79	29
1 - 1	223	112	110	110	84	29	38	77	72	35	130	34	50	42	68	27
	83%	81%	85%	83%	85%	79%	90%	79%	81%	89%	83%	94%	79%	78%	86%	92%
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
51-100	19	8	12	8	8	4	-	7	10	2	12	-	7	1	6	-
	7%	6%	9%	6%	8%	10%	-	7%	11%	6%	8%	-	11%	2%	8%	-
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
101-200	20	16	4	14	5	1	4	11	5	*	13	2	3	11	3	2
	8%	12%	3%	10%	5%	4%	10%	11%	5%	1%	8%	6%	5%	20%	4%	8%
		B*	*	*	*	**	**	I*	*	*		**	*	N*	*	**
201-300	2	-	2	1	1	*	-	-	2	*	1	-	1	-	1	-
	1%	-	2%	1%	1%	1%	-	-	2%	1%	1%	-	2%	-	1%	-
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
301-400	*	-	*	-	-	*	-	-	-	*	-	-	*	-	-	-
	*	-	*	-	-	1%	-	-	-	1%	-	-	1%	-	-	-
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
401-500	1	-	1	1	-	-	-	-	-	1	1	-	-	-	1	-
	*	-	*	*	-	-	-	-	-	1%	*	-	-	-	1%	-
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
601-700	2	-	-	-	-	2	-	2	-	-	-	-	2	-	-	-
	1%	1%	-	-	-	5%	-	2%	-	-	-	-	3%	-	-	-
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
Summary																
Mean	47.3	53.1	41	46.7	36.5	78.5	29.3	61.4	42.8	42.2	44.9	37.1	58.8	57.3	39.4	41
		*	*	*	*	**	**	*	*	*		**	*	*	*	**
Std. Dev.	80.36	94.98	60.79	65.66	47.4	158.47	46.99	105.94	56.23	79.6	62.04	45.59	126.62	74.51	58.22	49.91
Std. Err.	5.08	8.63	5.35	6.35	4.58	26.41	10.02	15.13	5.62	8.96	4.89	8.94	17.07	11.93	7.06	11.16
Median	20	20	20	20	20	25	10	25	20	20	20	20	16.3	20	20	23.6

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

3. On average, how much money do you leave on a gift card before you stop using it? In other words, what value is left unspent? - I typically leave \$[...] in unspent money on a gift card before I stop using it

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	1454	716	738	299	538	618	145	476	587	246	715	79	629	123	176	57
	72%	73%	71%	53%	72%	87%	63%	69%	74%	79%	70%	51%	79%	52%	53%	47%
					C	CD		F	FGH	K		*	JK			*
1	232	102	130	119	82	32	24	92	90	27	118	34	72	48	70	33
	11%	10%	12%	21%	11%	4%	10%	13%	11%	9%	12%	22%	9%	21%	21%	27%
				DE	E			I				JL*				*
2	112	43	68	50	47	14	18	41	38	14	60	12	32	17	33	10
	6%	4%	7%	9%	6%	2%	8%	6%	5%	5%	6%	8%	4%	7%	10%	8%
				E	E							*				*
3	44	24	20	15	17	12	15	14	11	4	17	4	20	6	9	3
	2%	2%	2%	3%	2%	2%	6%	2%	1%	1%	2%	3%	3%	3%	3%	3%
							GHI					*				*
4	6	3	2	-	4	2	-	2	3	*	3	-	2	-	-	-
	*	*	*	-	*	*	-	*	*	*	*	-	*	-	-	-
												*				*
5	74	35	39	34	23	17	5	32	30	7	51	8	12	17	17	7
	4%	4%	4%	6%	3%	2%	2%	5%	4%	2%	5%	5%	1%	7%	5%	6%
				DE							L	L*				*
6 - 10	43	14	30	18	17	8	7	14	19	4	22	4	11	4	14	4
	2%	1%	3%	3%	2%	1%	3%	2%	2%	1%	2%	3%	1%	2%	4%	3%
			A	E								*				*
11 - 15	14	11	3	12	1	2	4	6	3	1	11	2	2	10	2	2
	1%	1%	*	2%	*	*	2%	1%	*	*	1%	1%	*	4%	1%	2%
				DE								*		N		*
16-20	18	13	5	5	13	*	2	4	8	5	11	3	4	2	3	1
	1%	1%	*	1%	2%	*	1%	1%	1%	1%	1%	2%	*	1%	1%	1%
				E								*				*
21-25	26	20	6	12	8	6	11	8	5	2	9	6	9	7	5	4
	1%	2%	1%	2%	1%	1%	5%	1%	1%	1%	1%	4%	1%	3%	2%	4%
		B					GHI					J*				*
Summary																
Mean	1.3	1.5	1.1	2.1	1.3	0.6	2.4	1.3	1.1	1	1.3	2.5	0.9	2.4	1.8	2.3
		B		DE	E		GHI				L	JL*				*
Std. Dev.	3.79	4.43	3.05	4.56	3.91	2.72	5.6	3.59	3.31	3.59	3.68	5.48	3.35	5.09	4.14	5.04
Std. Err.	0.08	0.14	0.09	0.21	0.14	0.1	0.5	0.18	0.11	0.14	0.11	0.51	0.12	0.37	0.24	0.54
Median	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

3x. On average, how much money do you leave on a gift card before you stop using it? In other words, what value is left unspent? - I typically leave \$[...] in unspent money on a gift card before I stop using it

	Gender			AGE			EDUCATION				Employment status			Age-Gender		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Excluding 0	519	235	284	212	212	95	46	114	227	132	298	57	142	85	127	47
Weighted	570	266	304	266	211	93	86	212	206	65	301	74	164	112	154	65
1	232	102	130	119	82	32	24	92	90	27	118	34	72	48	70	33
	41%	39%	43%	45%	39%	34%	28%	43%	43%	41%	39%	46%	44%	43%	46%	51%
						*	*					*		*		*
2	112	43	68	50	47	14	18	41	38	14	60	12	32	17	33	10
	20%	16%	22%	19%	22%	16%	21%	19%	18%	22%	20%	17%	20%	15%	22%	16%
						*	*					*		*		*
3	44	24	20	15	17	12	15	14	11	4	17	4	20	6	9	3
	8%	9%	7%	6%	8%	13%	17%	6%	6%	6%	6%	5%	12%	5%	6%	5%
						*	GH*					*	J	*		*
4	6	3	2	-	4	2	-	2	3	*	3	-	2	-	-	-
	1%	1%	1%	-	2%	2%	-	1%	2%	1%	1%	-	1%	-	-	-
						C*	*					*		*		*
5	74	35	39	34	23	17	5	32	30	7	51	8	12	17	17	7
	13%	13%	13%	13%	11%	18%	6%	15%	14%	11%	17%	11%	7%	16%	11%	11%
						*	*				L	*		*		*
6 - 10	43	14	30	18	17	8	7	14	19	4	22	4	11	4	14	4
	8%	5%	10%	7%	8%	9%	8%	6%	9%	6%	7%	6%	7%	4%	9%	6%
						*	*					*		*		*
11 - 15	14	11	3	12	1	2	4	6	3	1	11	2	2	10	2	2
	3%	4%	1%	4%	*	2%	5%	3%	2%	2%	4%	3%	1%	9%	1%	3%
		B		D		*	*					*		N*		*
16-20	18	13	5	5	13	*	2	4	8	5	11	3	4	2	3	1
	3%	5%	2%	2%	6%	1%	2%	2%	4%	7%	4%	4%	2%	2%	2%	2%
					C	*	*			G		*		*		*
21-25	26	20	6	12	8	6	11	8	5	2	9	6	9	7	5	4
	5%	7%	2%	5%	4%	6%	12%	4%	3%	4%	3%	8%	6%	6%	3%	7%
		B				*	GH*					*		*		*
Summary																
Mean	4.5	5.5	3.7	4.4	4.7	4.8	6.3	4.1	4.2	4.8	4.5	5.1	4.3	5.1	3.9	4.4
		B				*	GH*					*		*		*
Std. Dev.	6.02	7.1	4.73	5.85	6.23	6.08	7.71	5.5	5.43	6.6	5.63	6.97	6.3	6.41	5.37	6.23
Std. Err.	0.26	0.46	0.28	0.4	0.43	0.62	1.14	0.52	0.36	0.57	0.33	0.92	0.53	0.7	0.48	0.91
Median	2	2	2	2	2	2.9	3	2	2	2	2	2	2	2	2	1

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

4. Which of the following are reasons why you may not use a gift card to its fullest value?

	Gender			AGE			EDUCATION				Employment status			Age-Gender		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
I have too many cards to carry in my wallet at one time	136	71	65	73	39	23	5	48	54	28	90	16	29	33	41	13
	7%	7%	6%	13%	5%	3%	2%	7%	7%	9%	9%	10%	4%	14%	12%	11%
I forget to bring the right gift card when shopping				DE					F	F	L	L*				*
	304	128	175	133	106	65	29	103	114	57	168	46	81	46	87	38
I forget how much money is left to spend if the total amount is not all used at once	15%	13%	17%	24%	14%	9%	13%	15%	14%	18%	17%	30%	10%	20%	26%	32%
			A	DE	E					H	L	JL*				*
It's inconvenient to carry gift cards in my wallet	458	201	257	210	151	97	54	167	174	63	239	68	134	81	129	58
	23%	20%	25%	37%	20%	14%	23%	24%	22%	20%	24%	45%	17%	34%	39%	48%
I misplace them			A	DE	E						L	JL*				*
	146	88	59	58	51	37	7	47	58	33	71	27	46	29	29	20
Other	7%	9%	6%	10%	7%	5%	3%	7%	7%	11%	18%	18%	6%	12%	9%	17%
		B		E						FGH		JL*				*
None -- I always use my gift cards to their fullest value	164	81	84	82	55	27	21	45	71	27	104	18	35	31	51	16
	8%	8%	8%	15%	7%	4%	9%	7%	9%	9%	10%	12%	4%	13%	16%	13%
				DE	E						L	L*				*
	194	110	85	41	65	89	34	74	66	21	69	11	102	20	21	9
	10%	11%	8%	7%	9%	13%	15%	11%	8%	7%	7%	7%	13%	8%	6%	7%
		B				CD	HI	I				*	J			*
	1085	507	578	201	433	451	114	348	446	177	528	55	477	72	128	40
	54%	52%	55%	36%	58%	63%	49%	51%	56%	57%	52%	36%	60%	31%	39%	33%
					C	CD					K	*	JK			*

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

5. How many weeks on average do you have a gift card before using up its full value?

	Total	Gender		AGE			EDUCATION				Employment status			Age-Gender		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
0	238	140	97	37	72	128	36	70	105	26	84	12	130	22	15	9
	12%	14%	9%	7%	10%	18%	15%	10%	13%	8%	8%	8%	16%	9%	5%	8%
		B				CD	I		I			*	JK			*
1	274	149	125	88	127	59	42	116	86	30	142	14	113	41	47	9
	14%	15%	12%	16%	17%	8%	18%	17%	11%	10%	14%	9%	14%	17%	14%	8%
				E	E		HI	HI				*				*
2	290	156	134	115	116	59	49	100	107	35	162	27	87	64	51	26
	14%	16%	13%	20%	15%	8%	21%	15%	13%	11%	16%	17%	11%	27%	15%	21%
				DE	E		HI				L	*		N		*
3	142	74	68	41	66	35	19	54	49	21	83	12	46	16	25	9
	7%	8%	7%	7%	9%	5%	8%	8%	6%	7%	8%	8%	6%	7%	8%	8%
					E							*				*
4	274	116	158	73	102	99	20	100	113	41	147	19	104	29	44	14
	14%	12%	15%	13%	14%	14%	9%	15%	14%	13%	14%	12%	13%	12%	13%	12%
												*				*
5	64	31	34	24	16	24	7	19	26	12	35	7	22	7	17	7
	3%	3%	3%	4%	2%	3%	3%	3%	3%	4%	3%	4%	3%	3%	5%	5%
												*				*
6 - 10	294	130	165	86	104	104	21	105	122	47	158	27	99	28	58	19
	15%	13%	16%	15%	14%	15%	9%	15%	15%	15%	16%	18%	12%	12%	18%	16%
												*				*
11 - 20	187	77	110	51	59	77	15	49	88	34	93	18	70	17	34	17
	9%	8%	11%	9%	8%	11%	7%	7%	11%	11%	9%	12%	9%	7%	10%	14%
									G	G		*				*
21-30	103	37	66	15	38	50	11	29	39	24	40	7	54	3	12	3
	5%	4%	6%	3%	5%	7%	5%	4%	5%	8%	4%	5%	7%	1%	4%	3%
			A			C				GH		*	J			*
31-40	32	12	19	13	5	13	4	12	7	8	14	1	14	3	10	1
	2%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%	*	2%	1%	3%	*
				D						H		*				*
41-50	31	12	20	5	8	18	1	6	16	8	15	3	14	-	5	3
	2%	1%	2%	1%	1%	3%	1%	1%	2%	3%	1%	2%	2%	-	2%	2%
										G		*				*
51-100	95	47	47	17	35	43	6	28	36	25	44	9	39	6	11	4
	5%	5%	5%	3%	5%	6%	2%	4%	5%	8%	4%	6%	5%	3%	3%	3%
						C				FGH		*				*
Summary																
Mean	9.4	8.6	10.1	8.1	8.8	11	7.3	8.1	9.5	13.4	9	11.1	9.5	6.2	9.4	9.1
			A			CD				FGH		*			M	*
Std. Dev.	14.97	15.1	14.82	13.57	15.13	15.72	15.12	13.09	14.6	18.57	14.4	18.59	14.45	12.02	14.44	14.16
Std. Err.	0.33	0.49	0.45	0.61	0.54	0.58	1.35	0.67	0.49	0.74	0.43	1.72	0.52	0.87	0.83	1.53
Median	4	3	4	4	3	4	2	4	4	5	4	4	4	2	4	4

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

6. How likely would you be to use gift cards to their fullest, and sooner than you do now, if you could store all of them on your smartphone and scan them at checkout?

	Gender			AGE			EDUCATION				Employment status			Age-Gender		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
Very likely	592	279	314	264	229	99	78	212	226	77	341	84	149	109	155	64
	29%	28%	30%	47%	31%	14%	34%	31%	28%	25%	34%	55%	19%	47%	47%	53%
Somewhat likely				DE	E		I	I			L	JL*				*
	501	251	250	180	209	112	44	167	199	91	297	44	140	71	109	39
	25%	26%	24%	32%	28%	16%	19%	24%	25%	29%	29%	28%	18%	30%	33%	33%
Not very likely				E	E					F	L	L*				*
	273	127	146	65	111	97	36	67	121	49	147	10	110	28	37	8
	13%	13%	14%	11%	15%	14%	16%	10%	15%	16%	14%	7%	14%	12%	11%	6%
Not at all likely									G	G	K	*	K			*
	658	325	333	55	200	403	73	242	248	96	230	16	395	27	28	10
	33%	33%	32%	10%	27%	57%	32%	35%	31%	31%	23%	11%	50%	11%	9%	9%
					C	CD					K	*	JK			*
Summary																
Top2Box (Very/ Somewhat Likely)	1093	529	564	444	438	211	122	379	425	167	638	127	289	180	264	103
	54%	54%	54%	79%	58%	30%	53%	55%	54%	54%	63%	83%	36%	77%	80%	85%
				DE	E						L	JL*				*
Low2Box (Not Very/ Not At All Likely)	931	452	479	120	311	500	109	309	368	145	377	26	504	55	66	18
	46%	46%	46%	21%	42%	70%	47%	45%	46%	46%	37%	17%	64%	23%	20%	15%
					C	CD					K	*	JK			*

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

7. Have you ever considered using gift cards as a budgeting tool (e.g., purchase a set dollar amount to help manage spending on a weekly/monthly basis for items like coffee, clothing, or grocery purchases, etc.)

	Gender			AGE			EDUCATION				Employment status			Age-Gender		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
Yes, I already do it	210	105	105	92	76	42	30	75	86	19	118	24	63	49	43	17
	10%	11%	10%	16%	10%	6%	13%	11%	11%	6%	12%	16%	8%	21%	13%	14%
				DE	E		I	I	I		L	L*		N		*
I don't do it now, but it's something I am interested in trying it out	747	323	423	325	290	131	97	273	275	103	402	93	219	114	211	80
	37%	33%	41%	58%	39%	18%	42%	40%	35%	33%	40%	61%	28%	48%	64%	66%
			A	DE	E			I			L	JL*			M	M*
No, I would never do it	1067	553	514	148	383	537	104	341	433	190	496	36	512	72	75	24
	53%	56%	49%	26%	51%	76%	45%	50%	55%	61%	49%	23%	65%	31%	23%	20%
		B			C	CD			F	FGH	K	*	JK			*

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)

8. How likely would you be to use gift cards as a budgeting tool if they were stored in an app on your smartphone?

	Gender			AGE			EDUCATION				Employment status			Age-Gender		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Employed	Student	Not employed	Male - 18 to 34	Female - 18 to 34	Students - 18 to 24
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	2024	943	1081	493	794	737	126	380	883	635	1101	117	759	192	301	86
Weighted	2024	982	1042	565	749	710	231	688	793	312	1015	153	793	235	330	121
Very likely	312	140	172	187	105	20	44	120	121	27	174	65	66	77	110	50
	15%	14%	16%	33%	14%	3%	19%	17%	15%	9%	17%	42%	8%	33%	33%	41%
Somewhat likely				DE	E		I	I	I		L	JL*				*
	432	206	227	189	178	66	44	164	156	68	259	47	109	71	117	42
	21%	21%	22%	33%	24%	9%	19%	24%	20%	22%	25%	31%	14%	30%	36%	35%
Not very likely				DE	E						L	L*				*
	378	180	198	98	169	111	40	107	159	72	213	20	125	48	50	13
	19%	18%	19%	17%	23%	16%	18%	15%	20%	23%	21%	13%	16%	20%	15%	11%
Not at all likely					CE					G	L	*				*
	902	456	446	91	296	514	102	297	357	145	370	22	494	39	52	16
	45%	46%	43%	16%	40%	72%	44%	43%	45%	47%	36%	14%	62%	17%	16%	13%
					C	CD					K	*	JK			*
Summary																
Top2Box (Very/ Somewhat Likely)	745	346	398	375	284	85	88	284	278	95	432	112	175	149	227	92
	37%	35%	38%	66%	38%	12%	38%	41%	35%	30%	43%	73%	22%	63%	69%	76%
				DE	E			HI			L	JL*				*
Low2Box (Not Very/ Not At All Likely)	1279	636	644	189	465	625	143	404	516	217	583	42	618	87	103	29
	63%	65%	62%	34%	62%	88%	62%	59%	65%	70%	57%	27%	78%	37%	31%	24%
					C	CD			G	G	K	*	JK			*

- Column Proportions:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B, C/D/E, F/G/H/I, J/K/L, M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of Contents](#)