

While Most (72%) Canadians Give and Receive Gift Cards Each Year, Many Are Tossing Away Cash by Not Using Card's Full Value
*One in ten (13%) Canadians Say they Typically Lose Gift Cards Each Year;
Three in ten (28%) say they Typically Leave Unspent Money on the Card*

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Toronto, ON – With most Canadians both giving (72%) and receiving (72%) gift cards each year, a new Ipsos poll conducted on behalf of UGO Mobile Solutions L.P. (UGO) has revealed that many are essentially throwing cash out the window by not using the card's full value before ceasing its use.

Regrettably, one in ten (13%) Canadians say they typically lose or misplace gift cards each year, with Albertans (18%) and Canadians aged 18 to 34 (24%) being most likely to do so. Those who misplace their cards estimate they've lost \$47 on average in lost cards each year. Moreover, three in ten (28%) say that they typically leave unspent money on their gift cards before they stop using the card, including 47% of young adults. Those that do are leaving an average of \$5 left unspent on their gift cards.

Gift cards can be as good as cash – and Canadians believe they give out more gift cards than they receive. The average Canadian gives 4 gift cards a year and receives 3 gift cards. Those that give are giving an average of \$166 in cards each year; those that receive cards receive approximately \$134 in gift cards each year.

Thinking about the reasons why Canadians might not use a gift card to its fullest value, the culprits include forgetting how much money is left to spend if the total amount is not used all at once (23%), forgetting to bring the gift card when shopping (15%), misplacing them (8%),

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having too many cards in their wallet at one time (7%), the inconvenience of carrying gift cards in their wallet (7%) or some other reason (10%). Only a slim majority (54%) of Canadians insist that they always use their gift cards to their fullest value and none of these potential pitfalls affect them.

Thinking about what Canadians could do to help them avoid losing any value in their gift cards, a majority (54%) of Canadians say that they would be 'likely' (29% very/25% somewhat) to use gift cards to their fullest value, and sooner than they do now, if they could store all of them on their smartphone and scan them at checkout. A minority (46%) says this would not make them likely (33% not at all/13% somewhat) to use their gift cards sooner and for the full amount. Most likely to think this could help them include Albertans (63%), Atlantic Canadians (58%) and – especially – those aged 18 to 34 (79%).

One in ten (10%) Canadians actually use gift cards as a budgeting tool, including 16% of young adults. Another 37% say that while they don't do it now, it's something that they're interested in trying out, with women (41%) being more likely than men (33%) to have this interest. A slim majority (53%) of Canadians, however, are not interested in this tactic.

Taking it one step further, four in ten (37%) Canadians would be 'likely' (15% very/21% somewhat) to use gift cards as a budgeting tool if they were stored in an app on their smartphone – with 66% of adults under 35 saying they'd be likely to use this tool to help them stay on budget.

These are some of the findings of an Ipsos poll conducted between July 9 and 14, 2015 on behalf of UGO. For this survey, a sample of 2,024 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's

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composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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