

# INCENTIVE's 2011 Gift Card IQ Survey



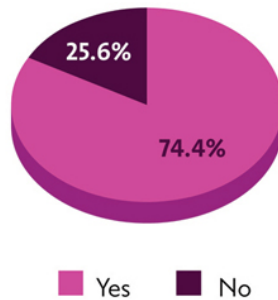
## Big budget programs relay a positive outlook for gift card purchases this year over 2010.

Based on the responses of 566 INCENTIVE magazine subscribers, big budget incentive programs and their gift card and gift certificate components show clear signs of growth over 2010 survey results. The number of respondents with budgets of more than \$100,000 nearly doubled over last year, and programs with budgets between \$250,000 and \$499,999 (3.9 percent) jumped nearly 10 times over the 2010 number (0.4 percent).

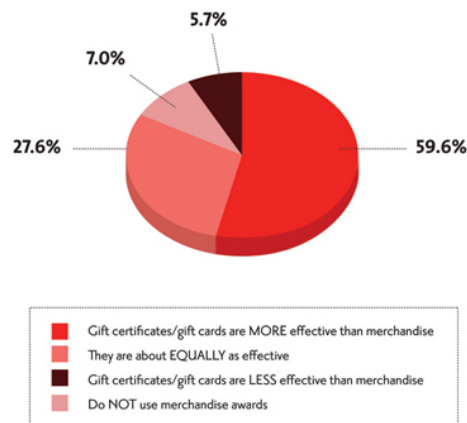
Of special note to gift card suppliers are the survey responses that place more value on gift cards than merchandise — gift cards are overwhelmingly seen as a more influential incentive or reward than other options. Since 57 percent of respondents said their budgets were untouched for 2011, the outlook for gift card suppliers is even brighter this year.

Several significant survey questions are listed below.

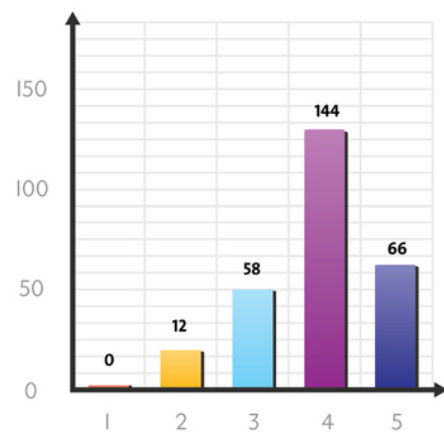
Do you use gift certificates/gift cards in your incentive/recognition/reward programs?



How effective are gift certificates/gift cards compared to merchandise?



How would you rate the overall effectiveness of gift certificates/gift cards, using a scale from 1-5, where 1 means not at all effective and 5 means extremely effective?



1 = NOT AT ALL EFFECTIVE 2 3 4 5 = EXTREMELY EFFECTIVE

Rating average: 3.94  
Response count: 280

Which of the following types of gift certificates/gift cards have you purchased for your incentive programs in the past year? (Select all that apply)

Answer Options	Response Percent
Dining/restaurant	63.2%
Retail store	66.9%
Entertainment	29.4%
Gift check	21.2%
Credit-card-branded debit card	39.2%
Bank-issued debit card	17.5%
Catalog merchant	11.1%
Gas	31.5%
Multiple-merchant certificate	10.3%
Online merchant	13.5%
Travel	11.4%
Telephone Card	2.1%
Service/Experiential	6.1%
Other (please specify)	4.2%

How do you use gift certificates/gift cards in your incentive programs? (Select all that apply)

Answer Options	Response Percent
Recognize performance	65.9%
Sales incentives	42.1%
Business gifts	31.5%
Service awards	32.8%
Non-sales recognition awards	26.7%
Consumer promotions	17.1%
Start/Maintain business relationship	9.6%
Dealer incentives	9.1%
Safety awards	14.7%
Spot rewards	26.9%
Wellness programs	11.7%
Other (please specify)	6.7%

What are your primary objectives for using gift certificates/gift cards? (Select all that apply)

Answer Options	Response Percent
Boost morale	60.4%
Recognize performance	76.0%
Build employee loyalty/trust	43.7%
Increase or maintain sales	35.6%
Foster teamwork	29.9%
Build customer loyalty/trust	24.8%
Improve customer service	19.9%
Start or maintain business relationships	15.9%
Create new markets	9.2%
Improve safety/reduce accidents	14.6%
Improve employee health/reduce insurance costs	11.6%
Other (please specify)	2.7%

For the complete results of INCENTIVE's 2011 Gift Card Survey, visit [www.incentivemag.com](http://www.incentivemag.com).