



Gift Cards Purchase & Redemption, Pre-Holiday Outlook 2008

A new report by The Hartman Group, Inc. and A National Research Network

The Hartman Group, Inc. has teamed up with respected shopper survey experts, A National Research Network, to explore consumer trends, attitudes and behaviors with regard to gift card purchases this upcoming holiday season. Learn the differences between receiving and giving gift cards, the most popular types of cards consumers plan to buy, where gift cards are most often purchased, how many gift cards consumers typically buy and how much they plan to spend, on average, per gift card.

Gift Cards Purchase & Redemption, Pre-Holiday Outlook 2008 is the authoritative marketplace report for companies currently involved with or planning a gift card-based incentive or loyalty program. Gift cards have rendered the gift certificate virtually obsolete and have surpassed cash as the answer to “what to give.”

What's Inside

Gift Cards Purchase & Redemption, Pre-Holiday Outlook 2008 looks at consumer attitudes and behaviors across a variety of demographic indicators. Specifically, the report details:

- Consumers' gift card spending behavior this year compared to last
- Impact of current economic conditions on planned gift card purchases for the 2008 holiday shopping season
- Consumers overall attitudes towards gift cards (giving and receiving)
- The most popular types of gift cards
- Top occasions for gift card purchases (giving and receiving)
- Channels at which consumers purchase gift cards (including multiple gift card racks or kiosk)
- Length of time consumers hold onto gift cards before redemption
- Consumer tendency to spend more or less than the gift card amount

Report Price: Pre-Holiday Outlook 2008: \$1,250
Post Holiday 2008 Wrap-up: \$1,250
Save 25% when you order both now. Pre- and Post-Holiday 2008 reports: \$1,875

Release Date: September 2008

Report Length: Approximately 43 pages with more than 23 figures and tables

Market Coverage: US Market

Methodology: The report's data are based on primary research of an online survey of a national sample of consumers 18 and older conducted August 2008, resulting in 3,007 responses. The research and analysis was conducted by A National Research Network and The Hartman Group, Inc.

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