



Gift Card Buying Trends Shopper Intentions and Purchase Behaviors 2009

Gift card purchases continue to increase even in the face of an economic downturn, but what does this mean for specific channels of retail such as grocery, entertainment, restaurants and others?

[Gift Card Buying Trends](#) explores who buys gift cards, when, where, why and how. It compares shoppers' intentions pre-holiday 2008 with their holiday gift card purchase behaviors to determine what was actually spent, the types of card bought, the occasions for gift card giving (and receiving) and to predict what may be in store for the 2009 holiday shopping season.

The report looks at consumer attitudes and behaviors across a variety of demographic indicators to cover topics including:

- Shoppers' gift card spending behavior pre-and post 2008 holiday
- Gift card buyers based on a proprietary segmentation comparing "optimists" and "pessimists" in terms of outlook on the current economy
- Demographic differences between gift card buyers
- The most popular types of gift cards
- Overall attitudes toward gift cards (giving and receiving)
- Top occasions for gift card purchases (giving and receiving)
- Channel analysis and broad usage among merchants (including multiple gift card racks or kiosks—gift card malls)
- Length of time shoppers hold onto gift cards before redemption
- Shopper tendency to spend more or less than the gift card amount

The complete study with all findings is available for \$1,250.

For more information or if you would like to purchase this report contact Rick Kronenburger at 312-960-5158 or email rick.kronenburger@ggp.com