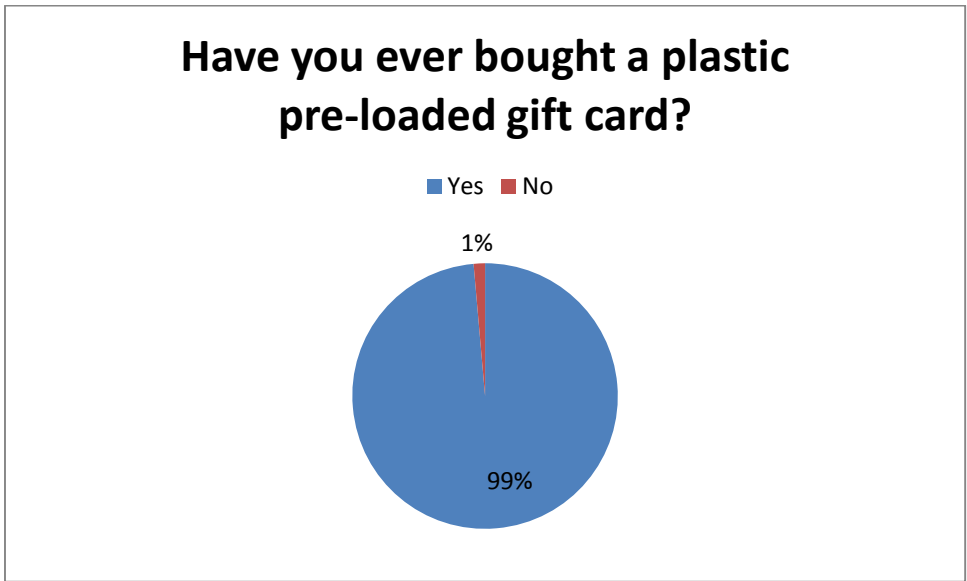


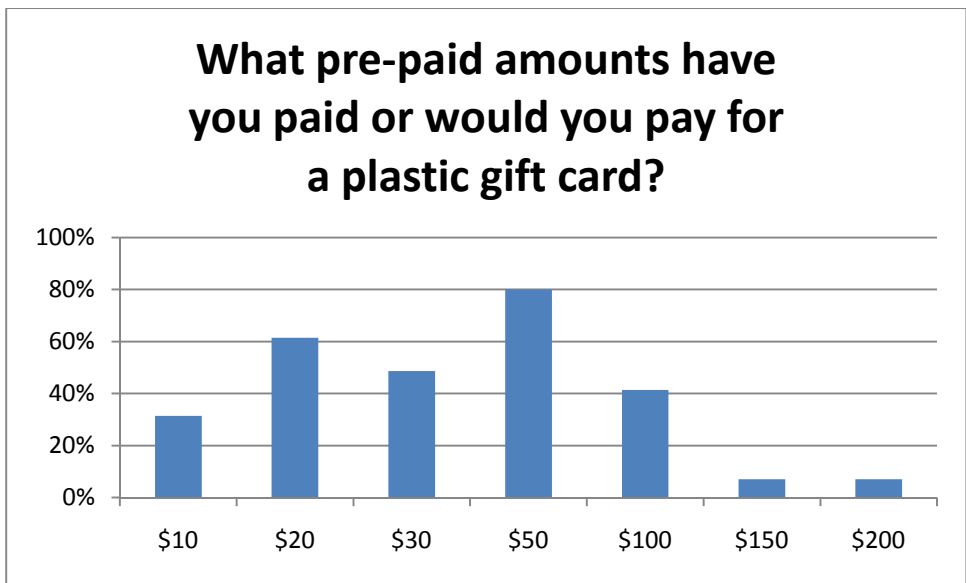


Gift cards overwhelmingly popular with consumers, but not with retailers

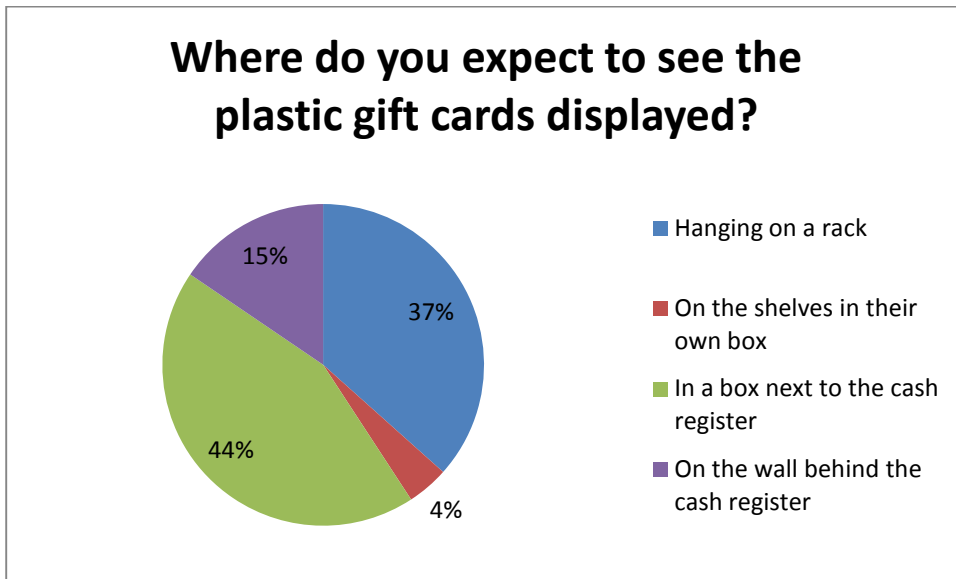
- 98.5% of consumers have bought at least one pre-loaded plastic gift card to give to another



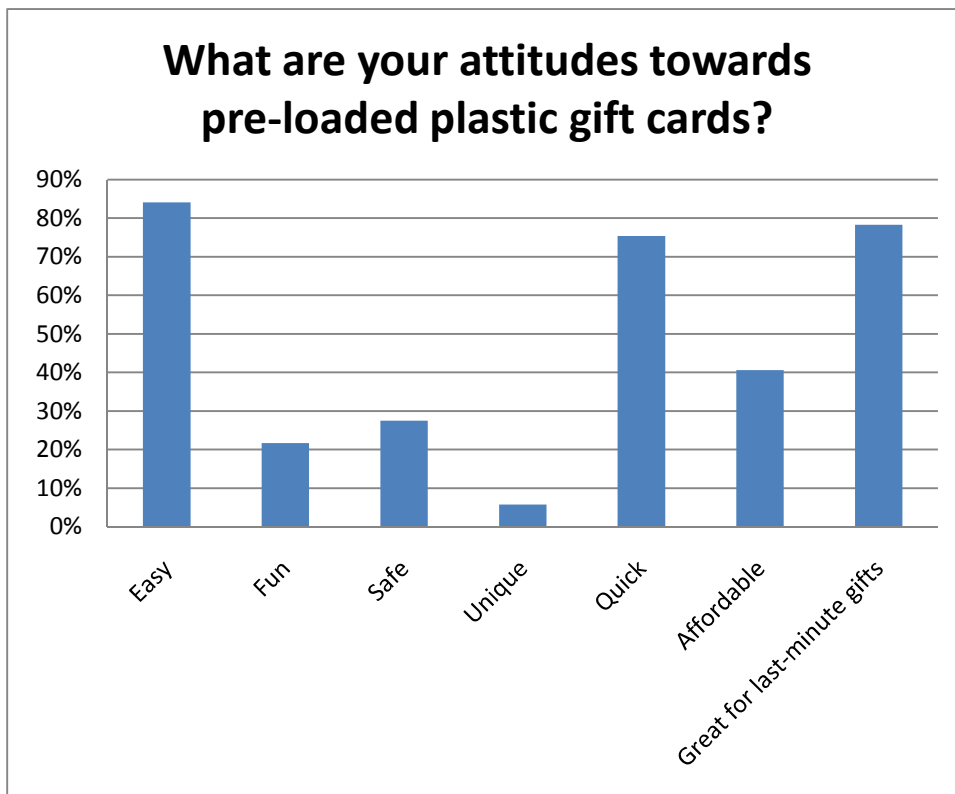
- 80% of consumers have bought – or would buy – plastic gift cards worth \$50
- 61% have bought or would buy plastic gift cards worth \$20
- 41% have bought or would buy plastic gift cards worth \$100



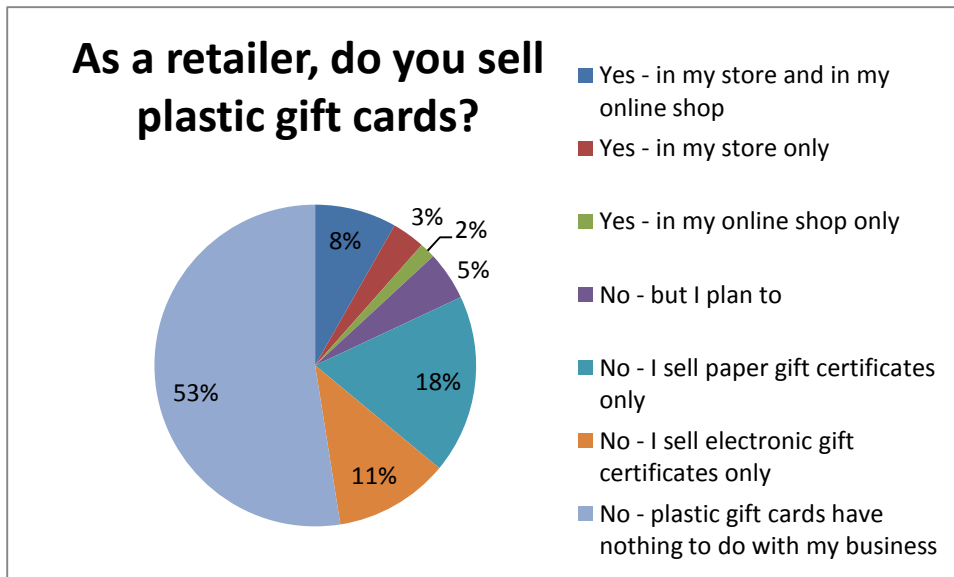
- Consumers expect gift cards to be easily accessible with 44% expecting to see them displayed next to the cash register and 37% to see them displayed on a rack



- 84% see plastic gifts as an easy gift option
- 78% believe plastic gift cards are a great last-minute gift option
- 41% think plastic gift cards are affordable



- However, 53% of retailers say plastic gift cards have nothing to do with their business
- Only 13% sell plastic gift cards in their bricks-and-mortar store and/or their online shop
- Only 5% plan to sell plastic gift cards
- 18% don't sell plastic gift cards but sell paper gift certificates
- 11% don't sell plastic gift cards but sell electronic gift certificates



Elizabeth Ball has delighted hundreds of couples and parents with her beautifully designed, hardcover astrology reports since 2005 at <http://www.itsinthestaronline.com>.

Her LoveStars and BabyStars reports make the ideal personalised anniversary, birthday, christening, engagement, new baby, Valentine's Day and wedding gift.

She has boxed BabyStars gift certificates for baby showers and LoveStars gift certificates for bridal showers at http://www.itsinthestaronline.com/boxed_gift_certificates.html.

Elizabeth also writes a fun gift news blog at <http://gifts-by-the-stars-online.com>.