

2010 Visa Gift Giving Survey

The 2010 Visa Gift Giving Survey **unwraps holiday gifting insights**

Survey results reveal that branded gift cards –like a Visa Gift card– are considered a thoughtful, practical and budget friendly holiday gifting solution. The convenient, easy-to-use cards can be used at the millions of locations that accept Visa Debit cards, giving recipients the convenience and flexibility to use the card where they want, for exactly what they want.

85% of survey respondents would appreciate receiving a branded gift card –like a Visa Gift card– to buy something they really want or need

Give Them What They Really Want

65% of respondents said they'd rather receive a Visa Gift card over a “non-essential” holiday gift, such as a holiday scarf, bottle of cologne or gift basket

When survey respondents were asked how they would use a Visa Gift card, the top three responses were:



According to the survey results, shoppers should consider the following before spending countless hours, and their hard earned money, making another well-intentioned, but off-the-mark purchase:

- 42%** of consumers still **have at least one unopened holiday gift** from last year in the back of their closet
- 38%** admitted to **returning at least one gift** from last year
- 28%** admitted to **re-gifting at least one** of their holiday gifts from last year
- 24%** estimate the value of holiday gifts that were returned, re-gifted or remain unused from last year to be **between \$51 - \$100**
- 11%** estimate the value of holiday gifts that were returned, re-gifted or remain unused from last year **to be \$100+**



Thoughtful Giving



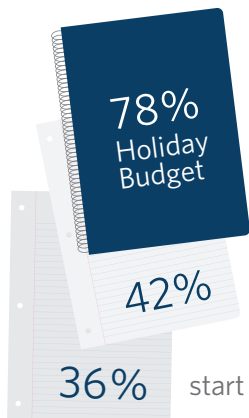
84% of consumers say that giving a Visa Gift card is **better than guessing** what is on the recipient's wish list

71% of survey recipients said they would give a Visa Gift card because **they know the recipient would prefer it over** a non-essential gift and don't want to give cash

68% said they would give a Visa Gift card because **they want to contribute to an item** the recipient is planning to purchase

Helping with Holiday Budgeting

According to the Visa survey, smarter spending is still a top priority for consumers this holiday season.



78% of respondents have a holiday budgeting plan in place, before they begin their shopping

42% start with a specific budget for each individual on their shopping list

36% start with a specific overall budget number and plan accordingly

Visa Gift cards are available in a range of pre-set denominations, or shoppers may choose a Visa Gift card that lets them select a specific the value, making it easy to keep holiday spending on track.

64% of respondents believe that giving a Visa Gift card, would help them stay within their holiday budget

For more information about Visa Gift cards, please visit www.visa.com/gift.

About the Visa Gift Giving Survey

The 2010 Visa Gift Giving Survey was a telephone survey conducted among a national probability sample of 1,005 adults comprising 504 men and 501 women 18 years of age and older, living in private households in the continental United States. Interviewing for this CARAVAN® Survey was completed during the period July 8-11, 2010.