

YouGov / One4all Survey Results

Sample Size: 2031

Fieldwork: 13th - 15th March 2013

Total	Gender		Age					Social Grade	
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Thinking about the recent collapse of high street retailers (e.g. Jessops, HMV etc.), resulting in the concern about loss of value of gift cards...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general I would not feel confident spending money on a gift card at the moment :

	Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults		2031	975	1056	244	344	364	369	711	1117	914
Strongly agree		16%	17%	15%	12%	11%	15%	15%	21%	15%	17%
Agree		24%	25%	23%	24%	21%	19%	20%	30%	23%	26%
Neither agree nor disagree		32%	31%	33%	30%	33%	33%	39%	29%	32%	31%
Disagree		20%	18%	21%	21%	25%	24%	19%	14%	22%	17%
Strongly disagree		5%	5%	5%	7%	6%	5%	4%	4%	5%	4%
Don't know		3%	4%	3%	6%	4%	4%	3%	2%	3%	4%

I would feel more confident purchasing a gift card that can be used in a variety of stores than one that can be used in a single retail store :

	Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults		2031	975	1056	244	344	364	369	711	1117	914
Strongly agree		26%	23%	29%	21%	26%	26%	23%	29%	24%	28%
Agree		43%	43%	43%	43%	46%	43%	42%	42%	44%	41%
Neither agree nor disagree		21%	23%	20%	22%	18%	22%	26%	21%	22%	20%
Disagree		3%	3%	4%	4%	6%	3%	3%	3%	4%	2%
Strongly disagree		3%	5%	2%	6%	2%	5%	2%	3%	2%	5%
Don't know		3%	3%	3%	5%	3%	3%	4%	3%	3%	4%

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Sample Size: 2031

Fieldwork: 13th - 15th March 2013

Total	Region						
Total	North	Midlands	East	London	South	Wales	Scotland

Thinking about the recent collapse of high street retailers (e.g. Jessops, HMV etc.), resulting in the concern about loss of value of gift cards...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general I would not feel confident spending money on a gift card at the moment :

	Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults		2031	500	333	195	260	465	102	177
Strongly agree		16%	16%	19%	20%	11%	16%	18%	13%
Agree		24%	27%	23%	20%	20%	27%	28%	20%
Neither agree nor disagree		32%	32%	34%	31%	38%	29%	22%	36%
Disagree		20%	17%	17%	22%	20%	22%	21%	23%
Strongly disagree		5%	5%	3%	4%	5%	5%	8%	4%
Don't know		3%	3%	4%	1%	6%	2%	2%	4%

I would feel more confident purchasing a gift card that can be used in a variety of stores than one that can be used in a single retail store :

	Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults		2031	500	333	195	260	465	102	177
Strongly agree		26%	27%	25%	26%	25%	25%	35%	25%
Agree		43%	43%	43%	46%	37%	45%	38%	45%
Neither agree nor disagree		21%	23%	19%	18%	25%	23%	22%	18%
Disagree		3%	2%	4%	3%	4%	4%	2%	6%
Strongly disagree		3%	3%	5%	7%	2%	1%	3%	3%
Don't know		3%	2%	5%	1%	6%	2%	1%	4%

YouGov / One4all Survey Results

Sample Size: 2031

Fieldwork: 13th - 15th March 2013

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Thinking about the recent collapse of high street retailers (e.g. Jessops, HMV etc.), resulting in the concern about loss of value of gift cards...
To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general I would not feel confident spending money on a gift card at the moment :

	Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults		2031	1066	187	1252	121	456	75	127
Strongly agree		16%	13%	14%	13%	15%	22%	19%	25%
Agree		24%	22%	25%	23%	21%	30%	17%	22%
Neither agree nor disagree		32%	34%	33%	34%	25%	27%	43%	27%
Disagree		20%	22%	19%	21%	26%	15%	16%	17%
Strongly disagree		5%	5%	9%	6%	5%	3%	2%	4%
Don't know		3%	4%	0%	3%	9%	2%	3%	4%

I would feel more confident purchasing a gift card that can be used in a variety of stores than one that can be used in a single retail store :

	Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults		2031	1066	187	1252	121	456	75	127
Strongly agree		26%	24%	28%	25%	21%	29%	35%	25%
Agree		43%	44%	42%	43%	52%	41%	35%	41%
Neither agree nor disagree		21%	23%	19%	23%	10%	20%	24%	25%
Disagree		3%	3%	5%	3%	7%	4%	1%	1%
Strongly disagree		3%	3%	5%	3%	4%	3%	2%	6%
Don't know		3%	3%	2%	3%	6%	3%	3%	1%

YouGov / One4all Survey Results

Sample Size: 2031

Fieldwork: 13th - 15th March 2013

Total	Marital Status					Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about the recent collapse of high street retailers (e.g. Jessops, HMV etc.), resulting in the concern about loss of value of gift cards...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general I would not feel confident spending money on a gift card at the moment :

	Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults		2031	1001	290	184	55	501	1462	253	203	74	531	38
Strongly agree		16%	18%	14%	14%	23%	14%	17%	12%	11%	20%	13%	16%
Agree		24%	27%	19%	25%	24%	21%	25%	22%	22%	18%	21%	15%
Neither agree nor disagree		32%	31%	35%	38%	33%	30%	31%	31%	38%	31%	34%	39%
Disagree		20%	17%	23%	20%	18%	24%	18%	26%	23%	15%	23%	12%
Strongly disagree		5%	5%	7%	1%	2%	5%	5%	5%	4%	12%	6%	1%
Don't know		3%	3%	3%	1%	1%	6%	3%	4%	2%	3%	3%	16%

I would feel more confident purchasing a gift card that can be used in a variety of stores than one that can be used in a single retail store :

	Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults		2031	1001	290	184	55	501	1462	253	203	74	531	38
Strongly agree		26%	26%	23%	31%	27%	25%	26%	27%	26%	34%	28%	15%
Agree		43%	43%	49%	43%	39%	40%	42%	50%	38%	41%	44%	41%
Neither agree nor disagree		21%	22%	19%	20%	30%	22%	22%	16%	24%	17%	19%	19%
Disagree		3%	3%	2%	4%	-	6%	3%	1%	6%	5%	4%	-
Strongly disagree		3%	3%	4%	0%	4%	4%	3%	2%	4%	-	2%	10%
Don't know		3%	3%	3%	2%	1%	3%	3%	4%	2%	3%	3%	16%

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Sample Size: 2031

Fieldwork: 13th - 15th March 2013

Total	Government Region										
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Thinking about the recent collapse of high street retailers (e.g. Jessops, HMV etc.), resulting in the concern about loss of value of gift cards...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general I would not feel confident spending money on a gift card at the moment :

	Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults		2031	88	237	174	182	151	195	260	301	164	102	177
Strongly agree	16%	14%	16%	17%	21%	17%	20%	11%	10%	26%	18%	13%	
Agree	24%	30%	27%	25%	22%	25%	20%	20%	29%	23%	28%	20%	
Neither agree nor disagree	32%	33%	28%	36%	34%	34%	31%	38%	33%	21%	22%	36%	
Disagree	20%	12%	20%	15%	16%	18%	22%	20%	23%	20%	21%	23%	
Strongly disagree	5%	5%	6%	4%	4%	2%	4%	5%	4%	9%	8%	4%	
Don't know	3%	6%	3%	2%	4%	4%	1%	6%	2%	2%	2%	4%	

I would feel more confident purchasing a gift card that can be used in a variety of stores than one that can be used in a single retail store :

	Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults		2031	88	237	174	182	151	195	260	301	164	102	177
Strongly agree	26%	18%	28%	29%	21%	29%	26%	25%	23%	28%	35%	25%	
Agree	43%	53%	43%	39%	41%	45%	46%	37%	48%	40%	38%	45%	
Neither agree nor disagree	21%	19%	22%	26%	20%	17%	18%	25%	22%	23%	22%	18%	
Disagree	3%	3%	1%	3%	5%	2%	3%	4%	4%	4%	2%	6%	
Strongly disagree	3%	2%	4%	2%	7%	2%	7%	2%	1%	3%	3%	3%	
Don't know	3%	5%	2%	1%	6%	4%	1%	6%	2%	2%	1%	4%	

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Sample Size: 2031

Fieldwork: 13th - 15th March 2013

Total	Social Media (monthly or more)			
Total	Facebook	LinkedIn	Google+	Twitter

Thinking about the recent collapse of high street retailers (e.g. Jessops, HMV etc.), resulting in the concern about loss of value of gift cards...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

In general I would not feel confident spending money on a gift card at the moment :

	Unweighted Base 2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Strongly agree	16%	15%	14%	25%	14%
Agree	24%	24%	18%	21%	22%
Neither agree nor disagree	32%	31%	33%	20%	32%
Disagree	20%	21%	25%	25%	24%
Strongly disagree	5%	5%	7%	6%	5%
Don't know	3%	3%	3%	3%	3%

I would feel more confident purchasing a gift card that can be used in a variety of stores than one that can be used in a single retail store :

	Unweighted Base 2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Strongly agree	26%	25%	20%	35%	30%
Agree	43%	46%	45%	41%	44%
Neither agree nor disagree	21%	20%	23%	15%	19%
Disagree	3%	3%	5%	3%	3%
Strongly disagree	3%	3%	1%	2%	2%
Don't know	3%	3%	5%	4%	3%

Total	Gender		Age					Social Grade	
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

I would feel more confident in purchasing a gift card if I knew the money was safeguarded to protect me in the event of retailer collapse (i.e. that I would be able to claim my money back) :

	Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults		2031	975	1056	244	344	364	369	711	1117	914
Strongly agree		42%	39%	44%	33%	43%	36%	42%	46%	42%	41%
Agree		36%	34%	38%	37%	37%	39%	33%	35%	36%	36%
Neither agree nor disagree		15%	17%	12%	15%	12%	18%	18%	12%	16%	13%
Disagree		2%	3%	2%	5%	3%	2%	2%	2%	2%	3%
Strongly disagree		3%	3%	2%	5%	1%	3%	2%	3%	2%	3%
Don't know		3%	4%	2%	5%	3%	3%	3%	2%	2%	3%

Legislation already exists to protect money stored on pre-paid cards and gift cards. Some regulated gift cards are already available on the UK market, which safeguard customers' funds in the event of a retailer collapsing (i.e. ensuring that they are able to reclaim any money held on gift cards).

Before today, were you aware that these regulated gift card options were available?

	Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults		2031	975	1056	244	344	364	369	711	1117	914
Yes, I was aware		9%	10%	8%	14%	11%	7%	10%	7%	9%	9%
No, I was not aware		91%	90%	92%	86%	89%	93%	90%	93%	91%	91%

Total	Region						
Total	North	Midlands	East	London	South	Wales	Scotland

I would feel more confident in purchasing a gift card if I knew the money was safeguarded to protect me in the event of retailer collapse (i.e. that I would be able to claim my money back) :

	2031	439	342	193	288	495	95	179
Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Strongly agree	42%	40%	38%	46%	38%	42%	52%	45%
Agree	36%	40%	34%	34%	32%	36%	34%	36%
Neither agree nor disagree	15%	14%	18%	11%	19%	16%	10%	6%
Disagree	2%	1%	2%	1%	4%	4%	-	5%
Strongly disagree	3%	2%	4%	6%	1%	0%	3%	4%
Don't know	3%	2%	4%	2%	6%	2%	1%	3%

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Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Yes, I was aware	9%	10%	10%	8%	9%	9%	4%	11%
No, I was not aware	91%	90%	90%	92%	91%	91%	96%	89%

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

I would feel more confident in purchasing a gift card if I knew the money was safeguarded to protect me in the event of retailer collapse (i.e. that I would be able to claim my money back) :

	2031	1079	186	1265	97	473	63	133
Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Strongly agree	42%	39%	44%	40%	33%	48%	42%	43%
Agree	36%	37%	37%	37%	39%	34%	33%	36%
Neither agree nor disagree	15%	17%	8%	15%	13%	13%	19%	14%
Disagree	2%	2%	6%	3%	5%	1%	-	1%
Strongly disagree	3%	2%	5%	3%	3%	2%	2%	4%
Don't know	3%	3%	1%	3%	6%	3%	4%	2%

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Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Yes, I was aware	9%	9%	14%	10%	7%	8%	12%	5%
No, I was not aware	91%	91%	86%	90%	93%	92%	88%	95%

Total	Marital Status					Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

I would feel more confident in purchasing a gift card if I knew the money was safeguarded to protect me in the event of retailer collapse (i.e. that I would be able to claim my money back) :

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Strongly agree	42%	42%	39%	49%	46%	38%	42%	46%	36%	49%	43%	24%
Agree	36%	37%	36%	34%	28%	36%	36%	38%	34%	29%	35%	31%
Neither agree nor disagree	15%	13%	16%	14%	23%	16%	15%	8%	20%	13%	13%	20%
Disagree	2%	2%	3%	2%	-	3%	2%	2%	4%	7%	4%	-
Strongly disagree	3%	3%	4%	1%	2%	2%	3%	1%	4%	-	2%	9%
Don't know	3%	3%	3%	1%	1%	4%	3%	4%	1%	3%	3%	16%

Legislation already exists to protect money stored on pre-paid cards and gift cards. Some regulated gift cards are already available on the UK market, which safeguard customers' funds in the event of a retailer collapsing (i.e. ensuring that they are able to reclaim any money held on gift cards).

Before today, were you aware that these regulated gift card options were available?

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Yes, I was aware	9%	10%	6%	6%	4%	12%	8%	10%	9%	22%	11%	3%
No, I was not aware	91%	90%	94%	94%	96%	88%	92%	90%	91%	78%	89%	97%

Total	Government Region										
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

I would feel more confident in purchasing a gift card if I knew the money was safeguarded to protect me in the event of retailer collapse (i.e. that I would be able to claim my money back) :

	2031	79	193	167	186	156	193	288	301	194	95	179
Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Strongly agree	42%	32%	41%	42%	34%	43%	46%	38%	39%	50%	52%	45%
Agree	36%	37%	42%	40%	31%	38%	34%	32%	39%	29%	34%	36%
Neither agree nor disagree	15%	24%	11%	14%	21%	14%	11%	19%	16%	15%	10%	6%
Disagree	2%	-	1%	2%	3%	1%	1%	4%	4%	4%	-	5%
Strongly disagree	3%	1%	4%	2%	6%	1%	6%	1%	1%	0%	3%	4%
Don't know	3%	6%	1%	1%	5%	4%	2%	6%	2%	2%	1%	3%

Legislation already exists to protect money stored on pre-paid cards and gift cards. Some regulated gift cards are already available on the UK market, which safeguard customers' funds in the event of a retailer collapsing (i.e. ensuring that they are able to reclaim any money held on gift cards).

Before today, were you aware that these regulated gift card options were available?

	2031	79	193	167	186	156	193	288	301	194	95	179
Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Yes, I was aware	9%	11%	10%	9%	10%	9%	8%	9%	8%	12%	4%	11%
No, I was not aware	91%	89%	90%	91%	90%	91%	92%	91%	93%	88%	96%	89%

Total	Social Media (monthly or more)			
Total	Facebook	LinkedIn	Google+	Twitter

I would feel more confident in purchasing a gift card if I knew the money was safeguarded to protect me in the event of retailer collapse (i.e. that I would be able to claim my money back) :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Strongly agree	42%	41%	33%	46%	45%
Agree	36%	38%	41%	31%	35%
Neither agree nor disagree	15%	14%	19%	13%	14%
Disagree	2%	3%	2%	2%	2%
Strongly disagree	3%	2%	1%	3%	1%
Don't know	3%	3%	4%	3%	3%

Legislation already exists to protect money stored on pre-paid cards and gift cards. Some regulated gift cards are already available on the UK market, which safeguard customers' funds in the event of a retailer collapsing (i.e. ensuring that they are able to reclaim any money held on gift cards).

Before today, were you aware that these regulated gift card options were available?

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Yes, I was aware	9%	8%	11%	10%	10%
No, I was not aware	91%	92%	89%	90%	90%

Total	Gender		Age					Social Grade	
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Despite this regulatory framework for gift cards already existing, individual retailer gift cards are not obliged to be regulated but can opt in voluntarily if they choose to (For retailers, this may lead to an increase in operational costs).

To what extent do you agree with the following statement?

"All gift cards should be regulated to protect consumers in the event of retailer collapse" :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
Strongly agree	56%	56%	56%	42%	53%	51%	60%	63%	55%	58%
Agree	30%	27%	33%	34%	28%	33%	29%	28%	31%	29%
Neither agree nor disagree	9%	11%	7%	14%	12%	10%	6%	7%	9%	9%
Disagree	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%
Strongly disagree	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
Don't know	3%	4%	2%	8%	4%	3%	2%	1%	3%	3%

Thinking about if regulations around gift cards were strengthened (e.g. to ensure that all customers can reclaim any money in the event of a retailer collapsing)...

Which ONE of the following BEST describes who you think the strengthening of regulations around gift cards should be led by? (If you do not think gift card regulations should be strengthened, please select the "Not applicable" option)

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
The government	12%	16%	8%	8%	10%	14%	12%	13%	14%	9%
The retail industry	24%	21%	27%	20%	27%	23%	20%	26%	24%	23%
Both the government and retail industry	50%	52%	49%	47%	46%	51%	54%	52%	50%	50%
Neither of these	1%	2%	1%	3%	2%	2%	0%	1%	1%	2%
Don't know	9%	6%	12%	15%	9%	8%	12%	6%	7%	11%
Not applicable - I don't think that the regulations for gift cards should be strengthened	4%	4%	4%	7%	5%	2%	3%	3%	3%	5%

Total	Region						
Total	North	Midlands	East	London	South	Wales	Scotland

Despite this regulatory framework for gift cards already existing, individual retailer gift cards are not obliged to be regulated but can opt in voluntarily if they choose to (For retailers, this may lead to an increase in operational costs).

To what extent do you agree with the following statement?

"All gift cards should be regulated to protect consumers in the event of retailer collapse" :

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Strongly agree	56%	56%	53%	61%	53%	53%	59%	65%
Agree	30%	32%	30%	28%	31%	31%	24%	24%
Neither agree nor disagree	9%	8%	10%	7%	9%	12%	12%	6%
Disagree	1%	1%	1%	1%	2%	1%	4%	1%
Strongly disagree	1%	1%	0%	1%	1%	1%	-	1%
Don't know	3%	2%	5%	2%	4%	1%	1%	4%

Thinking about if regulations around gift cards were strengthened (e.g. to ensure that all customers can reclaim any money in the event of a retailer collapsing)...

Which ONE of the following BEST describes who you think the strengthening of regulations around gift cards should be led by? (If you do not think gift card regulations should be strengthened, please select the "Not applicable" option)

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
The government	12%	9%	14%	11%	10%	13%	14%	12%
The retail industry	24%	27%	24%	22%	24%	25%	13%	18%
Both the government and retail industry	50%	52%	44%	51%	51%	49%	58%	55%
Neither of these	1%	1%	0%	1%	2%	2%	-	3%
Don't know	9%	6%	15%	10%	8%	9%	11%	6%
Not applicable - I don't think that the regulations for gift cards should be strengthened	4%	4%	3%	5%	4%	2%	4%	5%

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Despite this regulatory framework for gift cards already existing, individual retailer gift cards are not obliged to be regulated but can opt in voluntarily if they choose to (For retailers, this may lead to an increase in operational costs).

To what extent do you agree with the following statement?

"All gift cards should be regulated to protect consumers in the event of retailer collapse" :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Strongly agree	56%	54%	53%	54%	44%	64%	60%	59%
Agree	30%	30%	35%	31%	35%	27%	34%	21%
Neither agree nor disagree	9%	11%	10%	11%	9%	6%	5%	8%
Disagree	1%	2%	1%	2%	1%	1%	-	1%
Strongly disagree	1%	1%	0%	1%	1%	1%	-	3%
Don't know	3%	3%	1%	3%	11%	1%	1%	7%

Thinking about if regulations around gift cards were strengthened (e.g. to ensure that all customers can reclaim any money in the event of a retailer collapsing)...

Which ONE of the following BEST describes who you think the strengthening of regulations around gift cards should be led by? (If you do not think gift card regulations should be strengthened, please select the "Not applicable" option)

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
The government	12%	13%	8%	12%	9%	14%	5%	7%
The retail industry	24%	23%	21%	23%	20%	28%	25%	17%
Both the government and retail industry	50%	50%	59%	52%	46%	49%	55%	45%
Neither of these	1%	1%	2%	1%	-	1%	3%	5%
Don't know	9%	9%	6%	9%	12%	5%	11%	21%
Not applicable - I don't think that the regulations for gift cards should be strengthened	4%	3%	3%	3%	12%	3%	1%	4%

Total	Marital Status					Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Despite this regulatory framework for gift cards already existing, individual retailer gift cards are not obliged to be regulated but can opt in voluntarily if they choose to (For retailers, this may lead to an increase in operational costs).

To what extent do you agree with the following statement?

"All gift cards should be regulated to protect consumers in the event of retailer collapse" :

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Strongly agree	56%	58%	56%	58%	63%	50%	58%	60%	45%	53%	53%	32%
Agree	30%	28%	32%	33%	37%	31%	30%	28%	37%	26%	31%	26%
Neither agree nor disagree	9%	9%	8%	7%	1%	12%	8%	6%	15%	18%	11%	16%
Disagree	1%	1%	1%	1%	-	2%	1%	1%	-	1%	1%	5%
Strongly disagree	1%	1%	-	-	-	1%	1%	-	3%	-	1%	4%
Don't know	3%	2%	3%	2%	-	5%	2%	5%	1%	3%	3%	18%

Thinking about if regulations around gift cards were strengthened (e.g. to ensure that all customers can reclaim any money in the event of a retailer collapsing)...

Which ONE of the following BEST describes who you think the strengthening of regulations around gift cards should be led by? (If you do not think gift card regulations should be strengthened, please select the "Not applicable" option)

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
The government	12%	13%	12%	10%	7%	10%	12%	14%	8%	5%	10%	1%
The retail industry	24%	25%	24%	25%	18%	22%	24%	21%	24%	27%	23%	14%
Both the government and retail industry	50%	49%	52%	52%	71%	50%	51%	47%	54%	49%	50%	46%
Neither of these	1%	1%	1%	3%	2%	2%	1%	2%	3%	4%	2%	5%
Don't know	9%	9%	9%	8%	2%	11%	8%	14%	10%	11%	12%	19%
Not applicable - I don't think that the regulations for gift cards should be strengthened	4%	3%	3%	3%	-	6%	4%	2%	2%	5%	3%	15%

Total	Government Region										
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Despite this regulatory framework for gift cards already existing, individual retailer gift cards are not obliged to be regulated but can opt in voluntarily if they choose to (For retailers, this may lead to an increase in operational costs).

To what extent do you agree with the following statement?

"All gift cards should be regulated to protect consumers in the event of retailer collapse" :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Strongly agree	56%	59%	54%	58%	48%	60%	61%	53%	49%	61%	59%	65%
Agree	30%	29%	31%	34%	33%	27%	28%	31%	34%	27%	24%	24%
Neither agree nor disagree	9%	10%	9%	5%	13%	6%	7%	9%	14%	8%	12%	6%
Disagree	1%	1%	1%	0%	1%	1%	1%	2%	1%	2%	4%	1%
Strongly disagree	1%	1%	2%	0%	-	0%	1%	1%	1%	-	-	1%
Don't know	3%	0%	3%	2%	6%	5%	2%	4%	1%	1%	1%	4%

Thinking about if regulations around gift cards were strengthened (e.g. to ensure that all customers can reclaim any money in the event of a retailer collapsing)...

Which ONE of the following BEST describes who you think the strengthening of regulations around gift cards should be led by? (If you do not think gift card regulations should be strengthened, please select the "Not applicable" option)

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
The government	12%	9%	8%	11%	16%	12%	11%	10%	10%	17%	14%	12%
The retail industry	24%	22%	29%	27%	26%	21%	22%	24%	25%	25%	13%	18%
Both the government and retail industry	50%	55%	51%	53%	37%	52%	51%	51%	51%	46%	58%	55%
Neither of these	1%	1%	2%	1%	0%	0%	1%	2%	3%	-	-	3%
Don't know	9%	7%	6%	6%	20%	9%	10%	8%	9%	9%	11%	6%
Not applicable - I don't think that the regulations for gift cards should be strengthened	4%	5%	5%	2%	2%	5%	5%	4%	2%	2%	4%	5%

Total	Social Media (monthly or more)			
Total	Facebook	LinkedIn	Google+	Twitter

Despite this regulatory framework for gift cards already existing, individual retailer gift cards are not obliged to be regulated but can opt in voluntarily if they choose to (For retailers, this may lead to an increase in operational costs).

To what extent do you agree with the following statement?

"All gift cards should be regulated to protect consumers in the event of retailer collapse" :

	Unweighted Base	2031	1267	291	103	488
	Base: All GB Adults	2031	1270	241	100	491
Strongly agree	56%	57%	50%	66%	58%	
Agree	30%	29%	32%	21%	29%	
Neither agree nor disagree	9%	9%	13%	8%	8%	
Disagree	1%	1%	2%	2%	2%	
Strongly disagree	1%	0%	1%	0%	0%	
Don't know	3%	3%	2%	3%	3%	

Thinking about if regulations around gift cards were strengthened (e.g. to ensure that all customers can reclaim any money in the event of a retailer collapsing)...

Which ONE of the following BEST describes who you think the strengthening of regulations around gift cards should be led by? (If you do not think gift card regulations should be strengthened, please select the "Not applicable" option)

	Unweighted Base	2031	1267	291	103	488
	Base: All GB Adults	2031	1270	241	100	491
The government	12%	11%	15%	13%	13%	
The retail industry	24%	24%	24%	22%	22%	
Both the government and retail industry	50%	52%	47%	52%	51%	
Neither of these	1%	1%	1%	2%	1%	
Don't know	9%	10%	8%	9%	9%	
Not applicable - I don't think that the regulations for gift cards should be strengthened	4%	3%	5%	2%	4%	

Total	Gender		Age					Social Grade	
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Please imagine you were to buy a gift card...

How comfortable, if at all, would you be buying it from each of the following places? (Please tick one option on each row)

Directly from a retail store (i.e. in the store) :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
Very comfortable	32%	29%	34%	30%	40%	37%	35%	24%	35%	28%
Fairly comfortable	43%	40%	45%	46%	37%	43%	42%	45%	41%	45%
Not very comfortable	10%	12%	8%	10%	7%	7%	8%	13%	9%	11%
Not at all comfortable	8%	9%	6%	5%	5%	4%	7%	12%	5%	10%
Don't know	8%	9%	7%	10%	11%	8%	8%	6%	10%	6%

In a supermarket (e.g. Sainsbury's, Tesco etc.) :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
Very comfortable	40%	36%	44%	32%	42%	44%	44%	37%	40%	40%
Fairly comfortable	41%	41%	41%	40%	39%	41%	37%	44%	41%	41%
Not very comfortable	7%	8%	5%	13%	6%	3%	6%	6%	7%	7%
Not at all comfortable	5%	7%	4%	5%	3%	4%	5%	7%	4%	6%
Don't know	7%	8%	6%	10%	10%	8%	7%	5%	9%	6%

In a local Post Office :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
Very comfortable	32%	31%	32%	17%	31%	37%	38%	32%	34%	30%
Fairly comfortable	42%	40%	45%	46%	41%	42%	39%	44%	42%	43%
Not very comfortable	11%	12%	9%	20%	12%	7%	7%	10%	10%	12%
Not at all comfortable	6%	7%	6%	6%	6%	4%	6%	8%	5%	8%
Don't know	9%	9%	8%	12%	11%	9%	10%	5%	10%	7%

Online :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults Online	2031	975	1056	244	344	364	369	711	1117	914
Very comfortable	17%	16%	18%	14%	23%	21%	20%	12%	19%	16%
Fairly comfortable	37%	35%	38%	38%	39%	41%	39%	32%	38%	35%
Not very comfortable	22%	23%	22%	26%	19%	19%	19%	26%	22%	23%
Not at all comfortable	14%	14%	13%	8%	7%	8%	10%	24%	10%	18%
Don't know	10%	11%	9%	13%	12%	10%	12%	7%	11%	9%

Total	Region						
Total	North	Midlands	East	London	South	Wales	Scotland

Please imagine you were to buy a gift card...

How comfortable, if at all, would you be buying it from each of the following places? (Please tick one option on each row)

Directly from a retail store (i.e. in the store) :

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Very comfortable	32%	35%	30%	30%	35%	30%	25%	31%
Fairly comfortable	43%	42%	43%	42%	40%	45%	43%	42%
Not very comfortable	10%	10%	8%	17%	8%	8%	15%	11%
Not at all comfortable	8%	6%	10%	6%	5%	8%	9%	9%
Don't know	8%	8%	9%	4%	12%	8%	9%	6%

In a supermarket (e.g. Sainsbury's, Tesco etc.):

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Very comfortable	40%	48%	34%	45%	39%	38%	26%	38%
Fairly comfortable	41%	35%	43%	39%	40%	47%	47%	40%
Not very comfortable	7%	7%	7%	7%	8%	5%	8%	6%
Not at all comfortable	5%	5%	8%	5%	3%	3%	9%	9%
Don't know	7%	6%	9%	4%	10%	8%	9%	7%

In a local Post Office :

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Very comfortable	32%	35%	26%	36%	31%	33%	29%	32%
Fairly comfortable	42%	42%	44%	42%	43%	42%	44%	41%
Not very comfortable	11%	9%	10%	12%	10%	11%	12%	11%
Not at all comfortable	6%	5%	9%	5%	5%	6%	9%	8%
Don't know	9%	8%	11%	5%	10%	9%	6%	9%

Online :

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults Online	2031	500	333	195	260	465	102	177
Very comfortable	17%	19%	15%	15%	21%	16%	18%	17%
Fairly comfortable	37%	37%	41%	40%	32%	36%	27%	38%
Not very comfortable	22%	23%	14%	26%	24%	24%	31%	23%
Not at all comfortable	14%	12%	17%	14%	11%	14%	16%	13%
Don't know	10%	10%	12%	5%	12%	10%	8%	10%

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Please imagine you were to buy a gift card...

How comfortable, if at all, would you be buying it from each of the following places? (Please tick one option on each row)

Directly from a retail store (i.e. in the store) :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Very comfortable	32%	36%	30%	35%	33%	24%	34%	28%
Fairly comfortable	43%	41%	46%	42%	46%	45%	43%	39%
Not very comfortable	10%	9%	8%	9%	6%	14%	15%	8%
Not at all comfortable	8%	5%	11%	6%	5%	12%	1%	18%
Don't know	8%	10%	5%	9%	10%	5%	7%	8%

In a supermarket (e.g. Sainsbury's, Tesco etc.)' :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Very comfortable	40%	42%	40%	42%	25%	37%	56%	35%
Fairly comfortable	41%	40%	43%	40%	41%	43%	36%	41%
Not very comfortable	7%	6%	2%	5%	19%	8%	3%	3%
Not at all comfortable	5%	3%	10%	4%	4%	7%	1%	14%
Don't know	7%	9%	5%	8%	11%	4%	4%	8%

In a local Post Office :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Very comfortable	32%	34%	29%	33%	19%	31%	43%	32%
Fairly comfortable	42%	41%	50%	42%	43%	46%	36%	34%
Not very comfortable	11%	10%	7%	10%	20%	10%	15%	5%
Not at all comfortable	6%	5%	8%	5%	6%	7%	2%	17%
Don't know	9%	10%	6%	10%	11%	5%	5%	12%

Online :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults Online	2031	1066	187	1252	121	456	75	127
Very comfortable	17%	20%	13%	19%	15%	12%	21%	21%
Fairly comfortable	37%	39%	34%	38%	45%	31%	38%	32%
Not very comfortable	22%	20%	28%	21%	19%	28%	27%	14%
Not at all comfortable	14%	10%	12%	10%	9%	23%	7%	25%
Don't know	10%	11%	14%	11%	12%	6%	8%	7%

Total	Marital Status					Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Please imagine you were to buy a gift card...

How comfortable, if at all, would you be buying it from each of the following places? (Please tick one option on each row)

Directly from a retail store (i.e. in the store) :

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Very comfortable	32%	33%	33%	24%	32%	32%	29%	40%	38%	45%	40%	15%
Fairly comfortable	43%	42%	37%	52%	31%	44%	44%	41%	38%	46%	41%	35%
Not very comfortable	10%	10%	12%	9%	14%	8%	11%	8%	8%	2%	7%	12%
Not at all comfortable	8%	8%	9%	7%	16%	5%	8%	4%	5%	2%	4%	19%
Don't know	8%	7%	9%	8%	7%	10%	8%	7%	11%	5%	8%	19%

In a supermarket (e.g. Sainsbury's, Tesco etc.) :

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Very comfortable	40%	42%	38%	41%	38%	37%	37%	52%	44%	49%	48%	20%
Fairly comfortable	41%	41%	43%	41%	50%	39%	43%	37%	34%	36%	36%	35%
Not very comfortable	7%	6%	5%	7%	2%	10%	7%	2%	8%	8%	5%	9%
Not at all comfortable	5%	5%	7%	5%	7%	5%	6%	3%	4%	1%	3%	17%
Don't know	7%	7%	7%	6%	3%	10%	7%	6%	11%	5%	8%	19%

In a local Post Office :

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Very comfortable	32%	35%	29%	31%	39%	28%	31%	37%	38%	30%	36%	17%
Fairly comfortable	42%	43%	45%	47%	40%	39%	44%	42%	36%	42%	40%	28%
Not very comfortable	11%	9%	10%	8%	13%	14%	10%	7%	12%	19%	11%	16%
Not at all comfortable	6%	5%	9%	7%	5%	7%	7%	6%	1%	3%	4%	15%
Don't know	9%	8%	8%	7%	3%	11%	8%	8%	13%	6%	10%	24%

Online :

	2031	1023	271	192	59	486	1491	249	188	62	499	41
Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults Online	2031	1001	290	184	55	501	1462	253	203	74	531	38
Very comfortable	17%	17%	24%	14%	18%	15%	15%	26%	22%	21%	24%	9%
Fairly comfortable	37%	36%	37%	38%	26%	39%	37%	33%	35%	58%	37%	22%
Not very comfortable	22%	23%	17%	25%	22%	24%	23%	21%	22%	14%	20%	26%
Not at all comfortable	14%	15%	10%	17%	24%	10%	16%	7%	6%	1%	6%	24%
Don't know	10%	9%	11%	8%	10%	12%	9%	13%	15%	6%	13%	19%

Total	Government Region										
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Please imagine you were to buy a gift card...

How comfortable, if at all, would you be buying it from each of the following places? (Please tick one option on each row)

Directly from a retail store (i.e. in the store) :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Very comfortable	32%	30%	37%	34%	27%	34%	30%	35%	32%	28%	25%	31%
Fairly comfortable	43%	44%	42%	41%	40%	46%	42%	40%	45%	45%	43%	42%
Not very comfortable	10%	11%	9%	11%	8%	7%	17%	8%	8%	7%	15%	11%
Not at all comfortable	8%	6%	4%	9%	17%	3%	6%	5%	5%	14%	9%	9%
Don't know	8%	10%	8%	6%	8%	10%	4%	12%	10%	5%	9%	6%

In a supermarket (e.g. Sainsbury's, Tesco etc.) :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Very comfortable	40%	44%	50%	47%	27%	42%	45%	39%	36%	41%	26%	38%
Fairly comfortable	41%	46%	32%	33%	43%	42%	39%	40%	47%	46%	47%	40%
Not very comfortable	7%	1%	7%	8%	9%	4%	7%	8%	5%	6%	8%	6%
Not at all comfortable	5%	4%	4%	6%	13%	2%	5%	3%	3%	3%	9%	9%
Don't know	7%	5%	7%	6%	8%	10%	4%	10%	10%	4%	9%	7%

In a local Post Office :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Very comfortable	32%	34%	40%	29%	21%	30%	36%	31%	32%	35%	29%	32%
Fairly comfortable	42%	45%	38%	48%	43%	45%	42%	43%	40%	46%	44%	41%
Not very comfortable	11%	6%	10%	10%	12%	8%	12%	10%	12%	9%	12%	11%
Not at all comfortable	6%	6%	4%	5%	14%	5%	5%	5%	6%	6%	9%	8%
Don't know	9%	10%	8%	8%	10%	12%	5%	10%	12%	4%	6%	9%

Online :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults Online	2031	88	237	174	182	151	195	260	301	164	102	177
Very comfortable	17%	20%	21%	15%	14%	17%	15%	21%	15%	18%	18%	17%
Fairly comfortable	37%	35%	34%	41%	37%	46%	40%	32%	40%	28%	27%	38%
Not very comfortable	22%	23%	22%	23%	15%	13%	26%	24%	20%	30%	31%	23%
Not at all comfortable	14%	12%	11%	13%	25%	9%	14%	11%	12%	18%	16%	13%
Don't know	10%	10%	12%	8%	8%	15%	5%	12%	12%	6%	8%	10%

Total	Social Media (monthly or more)			
Total	Facebook	LinkedIn	Google+	Twitter

Please imagine you were to buy a gift card...

How comfortable, if at all, would you be buying it from each of the following places? (Please tick one option on each row)

Directly from a retail store (i.e. in the store) :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Very comfortable	32%	33%	35%	32%	36%
Fairly comfortable	43%	44%	44%	43%	43%
Not very comfortable	10%	10%	8%	14%	9%
Not at all comfortable	8%	6%	5%	4%	4%
Don't know	8%	8%	8%	7%	8%

In a supermarket (e.g. Sainsbury's, Tesco etc.) :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Very comfortable	40%	39%	39%	47%	41%
Fairly comfortable	41%	43%	44%	42%	42%
Not very comfortable	7%	7%	7%	3%	7%
Not at all comfortable	5%	4%	3%	2%	4%
Don't know	7%	7%	8%	7%	7%

In a local Post Office :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Very comfortable	32%	31%	35%	33%	31%
Fairly comfortable	42%	44%	43%	42%	43%
Not very comfortable	11%	11%	9%	15%	13%
Not at all comfortable	6%	5%	4%	4%	6%
Don't know	9%	9%	9%	7%	8%

Online :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults Online	2031	1270	241	100	491
Very comfortable	17%	19%	22%	24%	22%
Fairly comfortable	37%	38%	43%	51%	43%
Not very comfortable	22%	23%	18%	11%	20%
Not at all comfortable	14%	11%	9%	6%	8%
Don't know	10%	9%	8%	9%	8%

Total	Gender		Age					Social Grade	
Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE

Considering what you now know about gift card regulation, in the next 12 months (i.e. between now and March 2014), how likely or unlikely are you to buy each of the following? (Please think about both gift cards for your own use and to give as gifts. Please tick one option on each row)

A gift card for use in a single retail store :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
Very likely	12%	10%	13%	5%	12%	14%	16%	10%	11%	12%
Fairly likely	25%	22%	27%	34%	35%	24%	21%	19%	26%	24%
Fairly unlikely	24%	23%	24%	21%	26%	26%	21%	24%	25%	22%
Very unlikely	30%	35%	25%	28%	14%	29%	29%	38%	27%	32%
Don't know	10%	10%	11%	11%	13%	7%	13%	9%	11%	10%

A gift card which can be used in a variety of stores and establishments :

Unweighted Base	2031	997	1034	200	309	358	413	751	1220	811
Base: All GB Adults	2031	975	1056	244	344	364	369	711	1117	914
Very likely	14%	12%	16%	11%	15%	18%	15%	12%	14%	14%
Fairly likely	28%	24%	33%	36%	36%	27%	24%	25%	27%	30%
Fairly unlikely	22%	24%	20%	22%	21%	23%	20%	23%	24%	19%
Very unlikely	25%	30%	21%	23%	14%	24%	28%	30%	24%	27%
Don't know	10%	10%	11%	9%	14%	7%	13%	9%	11%	10%

All figures, unless otherwise stated, are from YouGov Plc.

Total	Region						
Total	North	Midlands	East	London	South	Wales	Scotland

Considering what you now know about gift card regulation, in the next 12 months (i.e. between now and March 2014), how likely or unlikely are you to buy each of the following? (Please think about both gift cards for your own use and to give as gifts. Please tick one option on each row)

A gift card for use in a single retail store :

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Very likely	12%	11%	10%	11%	15%	12%	10%	13%
Fairly likely	25%	26%	23%	23%	24%	25%	22%	28%
Fairly unlikely	24%	25%	27%	28%	22%	21%	27%	19%
Very unlikely	30%	29%	30%	31%	28%	32%	36%	23%
Don't know	10%	9%	10%	8%	11%	11%	6%	17%

A gift card which can be used in a variety of stores and establishments :

Unweighted Base	2031	439	342	193	288	495	95	179
Base: All GB Adults	2031	500	333	195	260	465	102	177
Very likely	14%	13%	13%	9%	17%	13%	20%	18%
Fairly likely	28%	29%	23%	35%	29%	27%	28%	32%
Fairly unlikely	22%	25%	25%	22%	21%	21%	19%	14%
Very unlikely	25%	22%	26%	26%	24%	28%	26%	23%
Don't know	10%	10%	13%	7%	11%	10%	7%	13%

All figures, unless otherwise stated, are from YouGov F

Total	Working Status						
Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Considering what you now know about gift card regulation, in the next 12 months (i.e. between now and March 2014), how likely or unlikely are you to buy each of the following? (Please think about both gift cards for your own use and to give as gifts. Please tick one option on each row)

A gift card for use in a single retail store :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Very likely	12%	14%	8%	13%	7%	9%	13%	11%
Fairly likely	25%	26%	32%	27%	39%	16%	24%	23%
Fairly unlikely	24%	24%	21%	23%	19%	27%	31%	18%
Very unlikely	30%	26%	23%	26%	26%	41%	19%	36%
Don't know	10%	11%	15%	11%	9%	7%	12%	13%

A gift card which can be used in a variety of stores and establishments :

Unweighted Base	2031	1079	186	1265	97	473	63	133
Base: All GB Adults	2031	1066	187	1252	121	456	75	127
Very likely	14%	14%	19%	15%	15%	11%	18%	15%
Fairly likely	28%	29%	28%	29%	44%	25%	24%	26%
Fairly unlikely	22%	22%	25%	22%	15%	24%	28%	15%
Very unlikely	25%	24%	20%	23%	16%	32%	17%	31%
Don't know	10%	11%	8%	11%	9%	8%	13%	13%

All figures, unless otherwise stated, are from YouGov F

Total	Marital Status					Children in Household					
Total	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Considering what you now know about gift card regulation, in the next 12 months (i.e. between now and March 2014), how likely or unlikely are you to buy each of the following? (Please think about both gift cards for your own use and to give as gifts. Please tick one option on each row)

A gift card for use in a single retail store :

Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Very likely	12%	13%	12%	11%	11%	9%	10%	16%	18%	13%	16%	8%
Fairly likely	25%	25%	25%	20%	28%	26%	23%	26%	29%	43%	30%	29%
Fairly unlikely	24%	22%	22%	32%	19%	26%	24%	27%	23%	22%	25%	14%
Very unlikely	30%	32%	27%	24%	40%	28%	33%	24%	19%	14%	21%	37%
Don't know	10%	9%	14%	13%	3%	11%	11%	7%	11%	9%	9%	13%

A gift card which can be used in a variety of stores and establishments :

Unweighted Base	2031	1023	271	192	59	486	1491	249	188	62	499	41
Base: All GB Adults	2031	1001	290	184	55	501	1462	253	203	74	531	38
Very likely	14%	15%	13%	16%	16%	13%	12%	18%	23%	26%	21%	4%
Fairly likely	28%	29%	29%	28%	36%	26%	26%	36%	32%	40%	35%	36%
Fairly unlikely	22%	21%	20%	22%	21%	26%	24%	18%	19%	16%	18%	14%
Very unlikely	25%	26%	26%	21%	23%	24%	27%	21%	17%	9%	18%	33%
Don't know	10%	9%	12%	13%	3%	12%	11%	7%	9%	9%	8%	13%

All figures, unless otherwise stated, are from YouGov F'

Total	Government Region										
Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Considering what you now know about gift card regulation, in the next 12 months (i.e. between now and March 2014), how likely or unlikely are you to buy each of the following? (Please think about both gift cards for your own use and to give as gifts. Please tick one option on each row)

A gift card for use in a single retail store :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Very likely	12%	7%	16%	6%	8%	14%	11%	15%	10%	14%	10%	13%
Fairly likely	25%	14%	31%	26%	24%	21%	23%	24%	26%	22%	22%	28%
Fairly unlikely	24%	29%	23%	26%	24%	31%	28%	22%	20%	22%	27%	19%
Very unlikely	30%	32%	21%	37%	33%	26%	31%	28%	30%	35%	36%	23%
Don't know	10%	17%	10%	4%	11%	8%	8%	11%	14%	6%	6%	17%

A gift card which can be used in a variety of stores and establishments :

Unweighted Base	2031	79	193	167	186	156	193	288	301	194	95	179
Base: All GB Adults	2031	88	237	174	182	151	195	260	301	164	102	177
Very likely	14%	11%	14%	13%	11%	16%	9%	17%	11%	19%	20%	18%
Fairly likely	28%	22%	35%	26%	21%	25%	35%	29%	30%	21%	28%	32%
Fairly unlikely	22%	24%	27%	24%	26%	23%	22%	21%	18%	28%	19%	14%
Very unlikely	25%	23%	15%	31%	29%	24%	26%	24%	29%	27%	26%	23%
Don't know	10%	20%	9%	6%	14%	12%	7%	11%	13%	6%	7%	13%

All figures, unless otherwise stated, are from YouGov F¹

Total	Social Media (monthly or more)			
Total	Facebook	LinkedIn	Google+	Twitter

Considering what you now know about gift card regulation, in the next 12 months (i.e. between now and March 2014), how likely or unlikely are you to buy each of the following? (Please think about both gift cards for your own use and to give as gifts. Please tick one option on each row)

A gift card for use in a single retail store :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Very likely	12%	11%	11%	16%	12%
Fairly likely	25%	26%	25%	34%	28%
Fairly unlikely	24%	25%	27%	21%	24%
Very unlikely	30%	28%	27%	23%	27%
Don't know	10%	10%	9%	6%	8%

A gift card which can be used in a variety of stores and establishments :

Unweighted Base	2031	1267	291	103	488
Base: All GB Adults	2031	1270	241	100	491
Very likely	14%	13%	9%	22%	14%
Fairly likely	28%	30%	27%	36%	30%
Fairly unlikely	22%	22%	28%	16%	21%
Very unlikely	25%	24%	26%	20%	24%
Don't know	10%	11%	10%	6%	10%

All figures, unless otherwise stated, are from YouGov F'