

















































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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults Online</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults Online</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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%

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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
<b>Base: All GB Adults</b>	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
<b>Base: All GB Adults</b>	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)

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<b>Unweighted Base</b>	2031	79	193	167	186	156	193	288	301	194	95	179
<b>Base: All GB Adults</b>	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 :

	2031	79	193	167	186	156	193	288	301	194	95	179
<b>Unweighted Base</b>	2031	79	193	167	186	156	193	288	301	194	95	179
<b>Base: All GB Adults</b>	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 F<sup>1</sup>

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
<b>Base: All GB Adults</b>	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
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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%

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