

## 2008 Gift Card IQ

Spending is up, due in part to the increase in peer-to-peer recognition programs

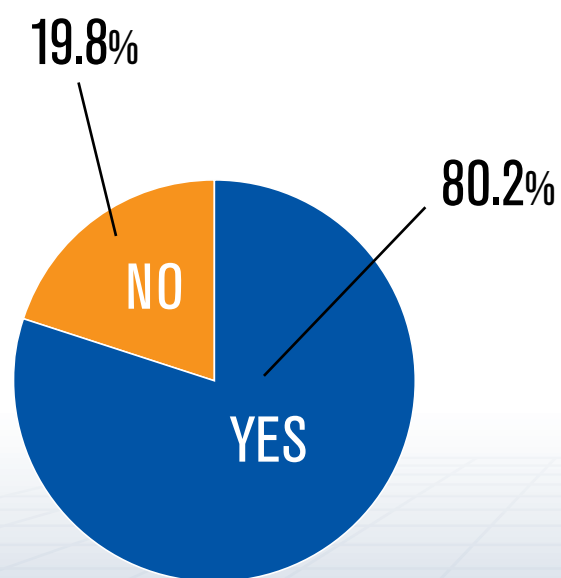
By Leo Jakobson

If you look closely at the information in *Incentive's* 2008 Gift Card IQ survey, you'll find a couple of significant changes from the 2007 edition—and we're not just talking about our decision to change the name from "Facts Report."  
For one thing, the primary program budget question had its top-end categories revised to better reflect the large programs run by *Fortune* 500 companies. For another, companies are spending a lot more on programs, thanks in part to the growing popularity of peer-to-peer recognition and reward programs that can cover tens if not hundreds of thousands of employees.

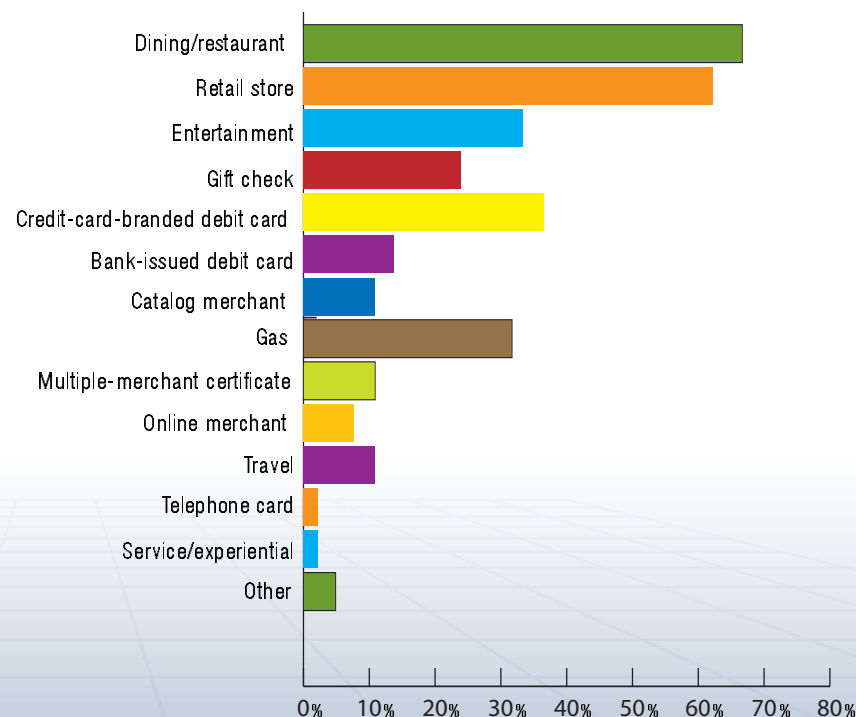
In 2007, when we asked respondents about their annual budget for all gift card and gift certificate programs, about 8 percent chose the highest category, "\$100,000 and up." This year, nearly 15 percent fell into that category. But that bracket encompassed three others: \$100,000 to \$249,999 (7.1 percent), \$250,000 to \$499,999 (2.7 percent) and the new top slot, \$500,000 and up (4.9 percent). We hope you find this useful.

For complete results of this year's Gift Card IQ, please [VISIT INCENTIVEMAG.COM/GIFTCARDIQ](http://VISIT INCENTIVEMAG.COM/GIFTCARDIQ)

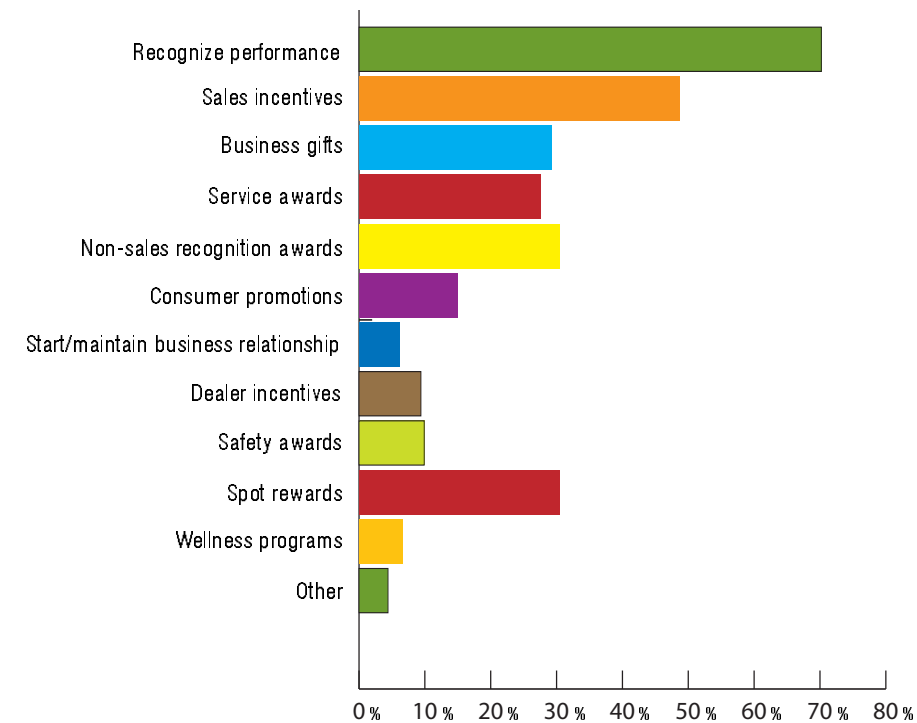
**Table 1**  
Do you use gift certificates/gift cards in your incentive/recognition/reward programs?



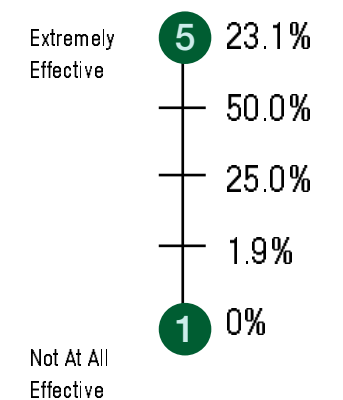
**Table 2**  
Which of the following types of gift certificates/cards have you purchased for your incentive programs in the past year?



**Table 3**  
How do you use gift certificates/cards in your incentive programs?



**Table 4**  
How effective a reward option are gift cards?



**Table 5**  
12. How effective are gift certificates/cards compared to cash?



**Table 6**  
How effective are gift certificates/cards compared to merchandise?

