According to the 2020 October Gift Card Gauge from Fiserv, **65%** of U.S. consumers would likely purchase a digital gift card on Black Friday if a merchant offers an incentive.

**Additional findings from the research include:**

**Most Purchased Gift Cards Since Start of the Pandemic** (March 2020)

- **35%** Online only retailers
- **27%** Big box retailers
- **18%** Grocery stores
- **17%** Coffee shops
- **14%** Fast food restaurants

**Digital or plastic?**

- **38%** Mostly digital gift cards
- **36%** Mostly plastic gift cards

**Convenience... It’s What’s Expected**

Consumers are buying gift cards in multiple ways:

- **58%** Online
- **57%** In-store
- **12%** Mobile app

**Boost Employee Morale with Gift Cards**

- **30%** have received a gift card as a gift or reward from an employer during the pandemic

**Support Businesses with Gift Cards**

- **37%** of consumers have supported a merchant they frequent by purchasing a gift card during the pandemic

**Most Purchased Gift Cards Over the Last 30 Days** (Mid-September to Mid-October 2020)

- **34%** Online only retailers
- **20%** Big box retailers
- **18%** Coffee shops
- **14%** Fast food restaurants
- **12%** Home improvement or décor store

**Digital or plastic?**

- **43%** Mostly digital gift cards
- **37%** Mostly plastic gift cards

Data cited in this publication is the result of the 2020 October Gift Card Gauge conducted by Fiserv. This information is being provided for informational purposes only.

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