

Gift Solutions

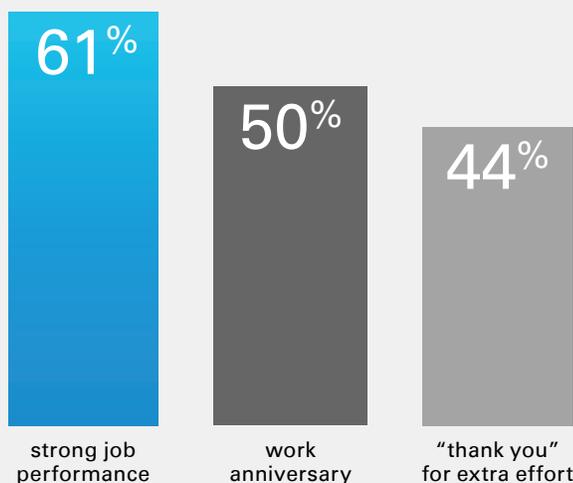
# Gift Card Gauge

Gift giving keeps growing as incentives keep employers and employees connected

For many employees, gifts/incentives are becoming the workplace expectation. According to the Q4 2023 Gift Card Gauge from Fiserv, **61%** of employees say their company uses gifts and incentives to reward employees for good performance, a **22%** increase from 2021. In fact, **91%** of employees have received at least one incentive, while **55%** say their employer has given more gifts/incentives this year compared to in 2022.

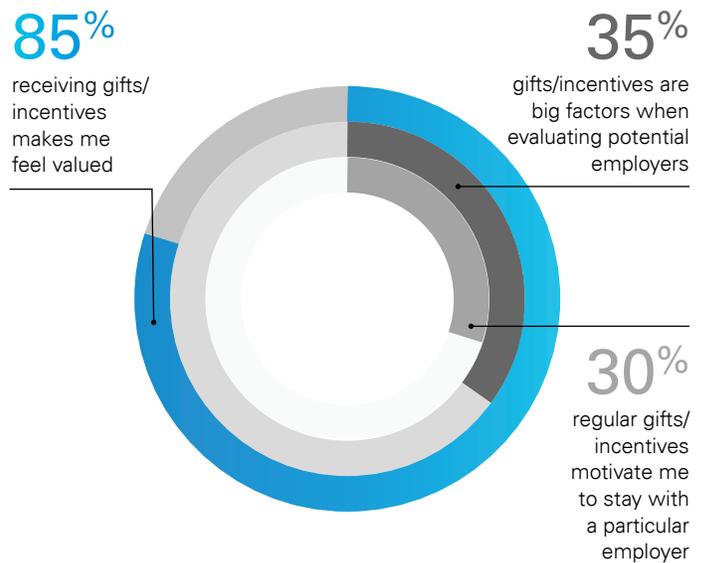
## Performance and dedication drive incentives

When it comes to employee gifts/incentives, performance and dedication are major influencers.



## Gifts go far for recruiting and retention

Employers are using gifts to stay competitive in attracting and retaining talent. In fact, incentives for work anniversaries saw an **11%** increase from 2022.



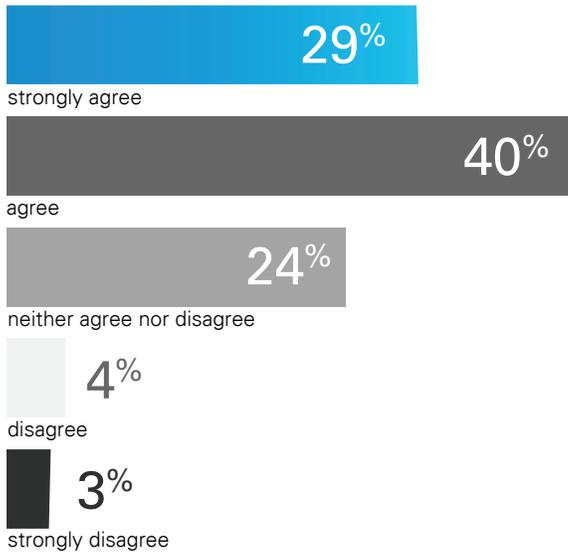
In fact, **22%** have changed jobs in the past 12 months due to a lack of employee gifts/incentives.



## Gift cards can help improve lifestyle habits

With employers looking for ways to encourage healthy lifestyles, don't overlook the power of gift cards.

**A gift card would motivate me to make a lifestyle change, like getting an annual physical, hitting a fitness goal, etc.**



### Connect with us

Are you gift card ready? We can help get you there.

📞 1-866-965-8330

✉ GiftSolutions@Fiserv.com

🌐 Giftsolutions.com

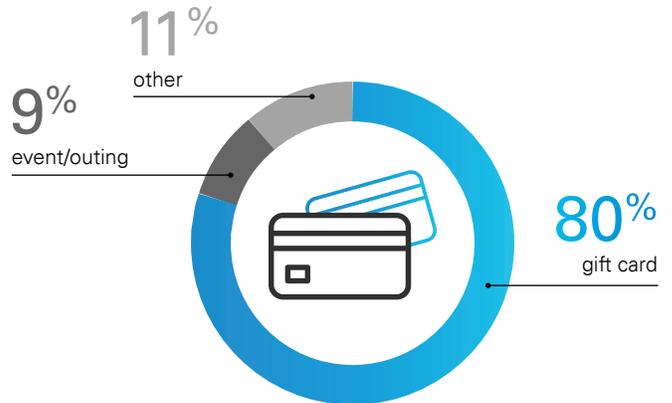
Data cited in this publication is the result of the Q4 2023 Gift Card Gauge conducted by Fiserv in September 2023. This information is being provided for informational purposes only. The Gift Card Gauge from Fiserv is a quarterly poll of over 1,000 U.S. consumers. Respondents cover all age groups (18 and older), regions and genders. The margin of error for this Gauge is +/- 3.04%.

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## When it comes to employee incentives, consider gift cards

Nearly **9 in 10 (86%)** feel gift cards make a great workplace gift/incentive.

**Given the choice, I would prefer the following as a reward from my employer:**



### Why?

**77%** allows me to purchase what I want

**43%** aren't taxed like payroll-based bonuses

**42%** are a creative way to provide monetary-based incentives

As for an appropriate amount? Expectations remain fairly consistent with 2022

### 2022 vs 2023

