

What Canadians Really Want this Holiday Season



Top Gifts Preferred by Canadians

Prepaid cards carry the card brand of American Express, MasterCard or Visa and are accepted everywhere the card network is accepted, including in-stores and online.

Prepaid Cards



Store Gift Cards



Clothing & Accessories



Books & DVDs



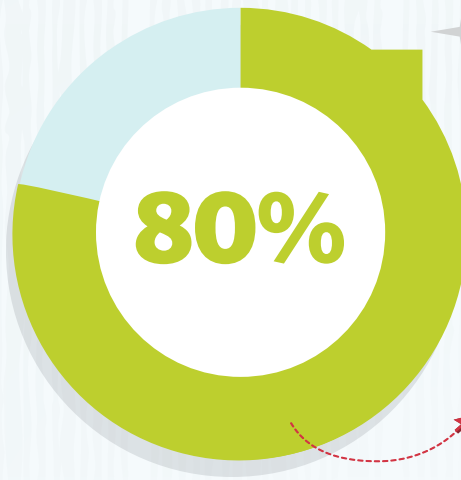
Mobile Devices and/or Computer Electronics



Gaming Consoles & Games



43% of Canadians have struggled in the past year to stick to a budget.



agree that giving prepaid cards is a great way to stick to a specific holiday spending budget.

57% plan to purchase either a prepaid card or a store gift card this holiday season.

Because it allows the recipient to get exactly what they want, **76%** of consumers like to give a prepaid card and **75%** would like to receive it.

71% prefer giving prepaid cards to cash because it helps ensure the recipient will spend it on something special for themselves.

55% think prepaid cards are more secure than cash.

Store gift cards do not have a network logo and can only be used at a certain store or group of store locations.

78%

Consumers like having the option of buying multiple brands of store gift cards at a grocery stores and other retailers.

Consumers prefer receiving a prepaid card they can use almost anywhere versus a store gift card they can use only at a specific store.

75%

SOURCE: Prepaid card research by Leger, 2018