



Employee appreciation day survey: Key findings

- In general, consumers would be excited for most types of gifts, with cash and gift cards generating the most excitement.
 - Tech/electronics and experiences are also exciting to receive.
- When it comes to gifts from their employer, people are equally excited to receive cash or gift cards, though more are “very excited” about receiving cash.
 - Younger employees (18-44) show more excitement for branded swag, company outings and parties vs. those 45 and older
- When it comes to types of gift cards, pre-paid is predominantly the most preferred, followed by restaurant, choice and merchant gift cards.
- Physical gift cards are preferred, while 1 in 4 prefer digital and a similar amount have no preference.
 - In-office workers show greater preference for physical gift cards
- Only 4 in 10 employees have ever received a digital gift card from an employer, though, critically, younger employees and remote/hybrid workers are more likely to have received them vs. their counterparts.
- Two thirds of respondents are aware of Employee Appreciation Day, but only 1 in 3 have ever received a gift for it.

A high number of people are aware of Employee Appreciation Day, but few have ever received a gift for it. There’s a demonstrable correlation between awareness and excitement for those who have received a gift—we can extrapolate there’s a risk of disappointment for those who receive nothing. Younger employees and hybrid/remote workers are more likely to have received a digital gift card, as well as more likely to show interest in them.