

Employee Holiday Gift Guide:

How to Gift Smart in 2022

Selecting the perfect holiday gift for all your employees is no easy feat. With so many different interests and preferences, how can you give the gift that pleases all?

That's why Blackhawk Network went straight to the source and surveyed employees in the 2022 Holiday Branded Pay Study. Read on to discover what employees want and expect from their employers so you can gift smart in 2022.

The Expectation Gap

Giving the right holiday reward is no longer a nice-to-have; it's a must-have to attract and retain top talent.



54%

don't like their company's holiday gift



27%

believe they are getting a holiday reward

2x

Younger employees are 2x as likely to consider leaving their company if they do not receive a holiday gift

3 in 10

would consider joining a new company if they were to give out holiday gift cards

What's the Least Useful Holiday Gift You've Received?

A regifted shirt that wasn't my size

Xbox controller when I didn't have an Xbox

A calendar of the past year to reflect on the company's wins

A gift basket full of expired food items

A bottle of salad dressing

A box of cereal

Skip the Holiday Party



2%

Only 2% chose a holiday party as their preferred holiday reward

Top Holiday Rewards

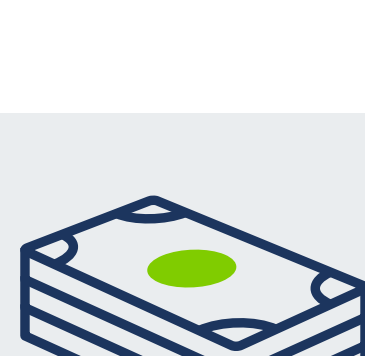
The days of giving holiday gift baskets have passed.

Bottom-line: employees want gifts that provide them choice and flexibility. Here are some of employees' favourite holiday rewards:



82%

Prepaid Cards and Gift Cards



63%

Cheque Bonus



52%

Inflation Bonus



47%

Additional Vacation Days



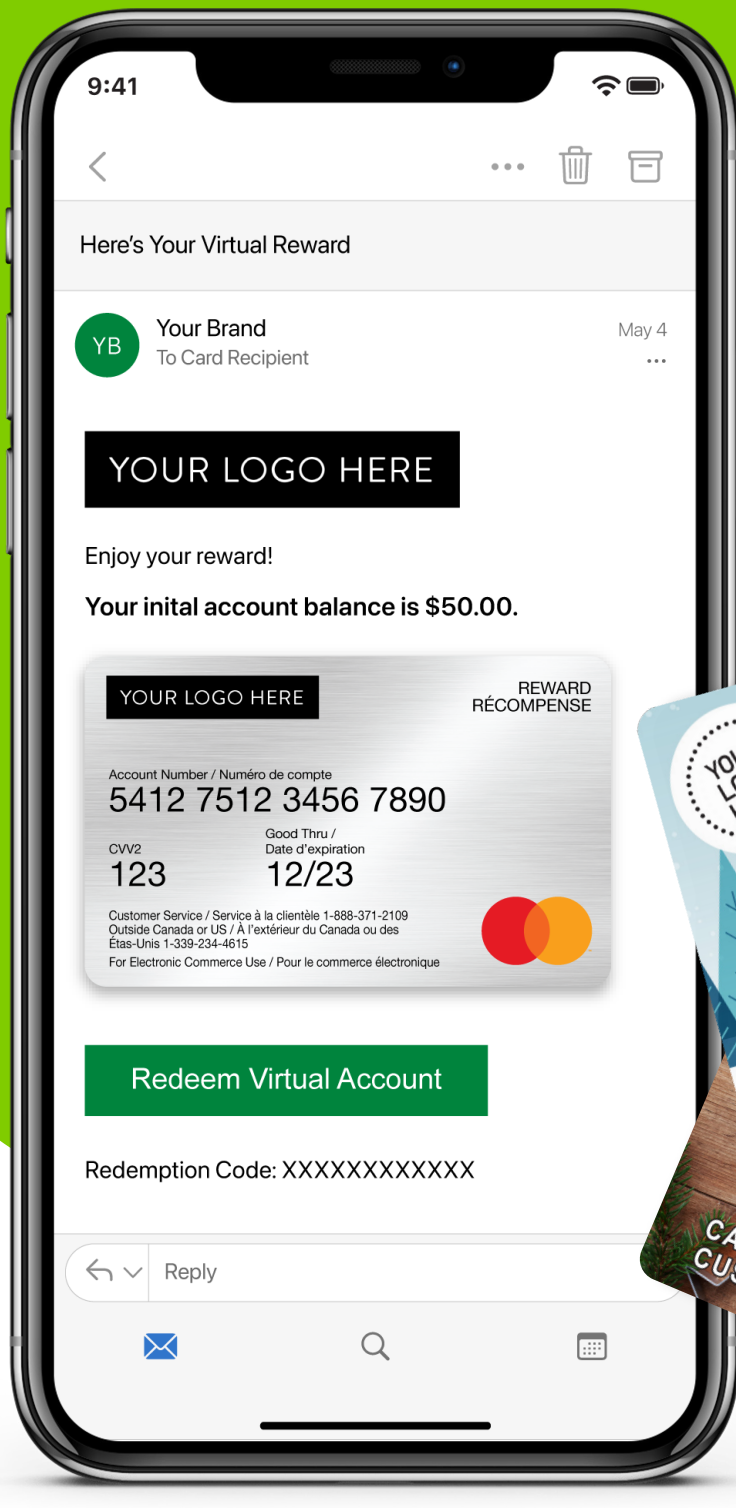
28%

Food Gifts



21%

Physical Gifts



PRO TIP:

Mastercard® and Visa® prepaid cards are the **#1 requested cards.**

Ready to Gift Smart?

Call 833.727.6540 or visit BlackhawkNetwork.com/HolidayCA

For existing customers, visit Hawk Marketplace to place your order.