

## Source: BIGresearch, CIA May-09

N = 8447, 5/5 - 5/12/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
<b>How many High School or College graduates do you plan on buying a gift for this year?</b>															
<b>Average of Buyers</b>	1.94	2.13	1.79	1.87	1.99	2.15	1.89	1.89	2.10	1.90	1.69	1.89	2.12	1.85	1.86
<b>Percent Buying</b>	32.5%	29.4%	35.5%	29.0%	38.3%	37.8%	26.6%	33.3%	35.1%	30.9%	32.4%	30.4%	38.5%	32.8%	27.6%
<b>Net Average</b>	0.63	0.63	0.64	0.54	0.76	0.81	0.50	0.63	0.74	0.59	0.55	0.58	0.81	0.61	0.51

**What type of gifts do you intend to give? (Check all that apply)**

Apparel	9.9%	11.1%	8.8%	11.0%	7.8%	25.8%	17.3%	5.8%	5.6%	5.0%	3.5%	10.3%	6.6%	9.2%	16.5%
Card	37.0%	36.1%	37.8%	39.2%	35.3%	47.6%	55.7%	35.8%	32.6%	28.5%	22.3%	31.5%	39.2%	36.4%	40.3%
Cash	58.9%	58.1%	59.7%	57.9%	61.4%	41.7%	53.9%	62.5%	60.3%	64.0%	67.7%	65.6%	63.9%	55.0%	51.9%
Electronics	9.0%	12.2%	6.0%	9.3%	7.7%	18.6%	12.4%	7.8%	8.3%	4.9%	3.7%	9.2%	8.3%	8.4%	10.5%
Gift Card	29.4%	30.7%	28.2%	29.6%	30.1%	33.7%	33.8%	33.0%	29.2%	26.6%	20.0%	27.5%	24.7%	34.6%	29.6%
Other:	8.9%	6.3%	11.3%	9.8%	8.2%	10.2%	8.2%	7.9%	9.5%	8.9%	9.0%	8.6%	8.9%	8.8%	9.4%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

**How much do you plan to spend in total for graduation gifts?**

<b>Average</b>	\$	88.01	\$	97.72	\$	78.81	\$	66.41	\$	105.51	\$	77.97	\$	72.28	\$	95.30	\$	101.08	\$	92.58	\$	85.31	\$	103.71	\$	83.87	\$	85.39	\$	85.45
<b>Average per Recipient</b>	\$	45.33	\$	45.80	\$	44.00	\$	35.52	\$	52.89	\$	36.23	\$	38.30	\$	50.39	\$	48.19	\$	48.68	\$	50.33	\$	54.89	\$	39.62	\$	46.10	\$	45.90
<i>in billions</i>	\$	3.913																												

## Source: BIGresearch, CIA May 07-09

	2007	2008	2009
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How many High School or College graduates do you plan on buying a gift for this year?

Average of Buyers	1.96	1.91	1.94
Percent Buying	33.7%	32.4%	32.5%
Net Average	0.66	0.62	0.63

What type of gifts do you intend to give? (Check all that apply)

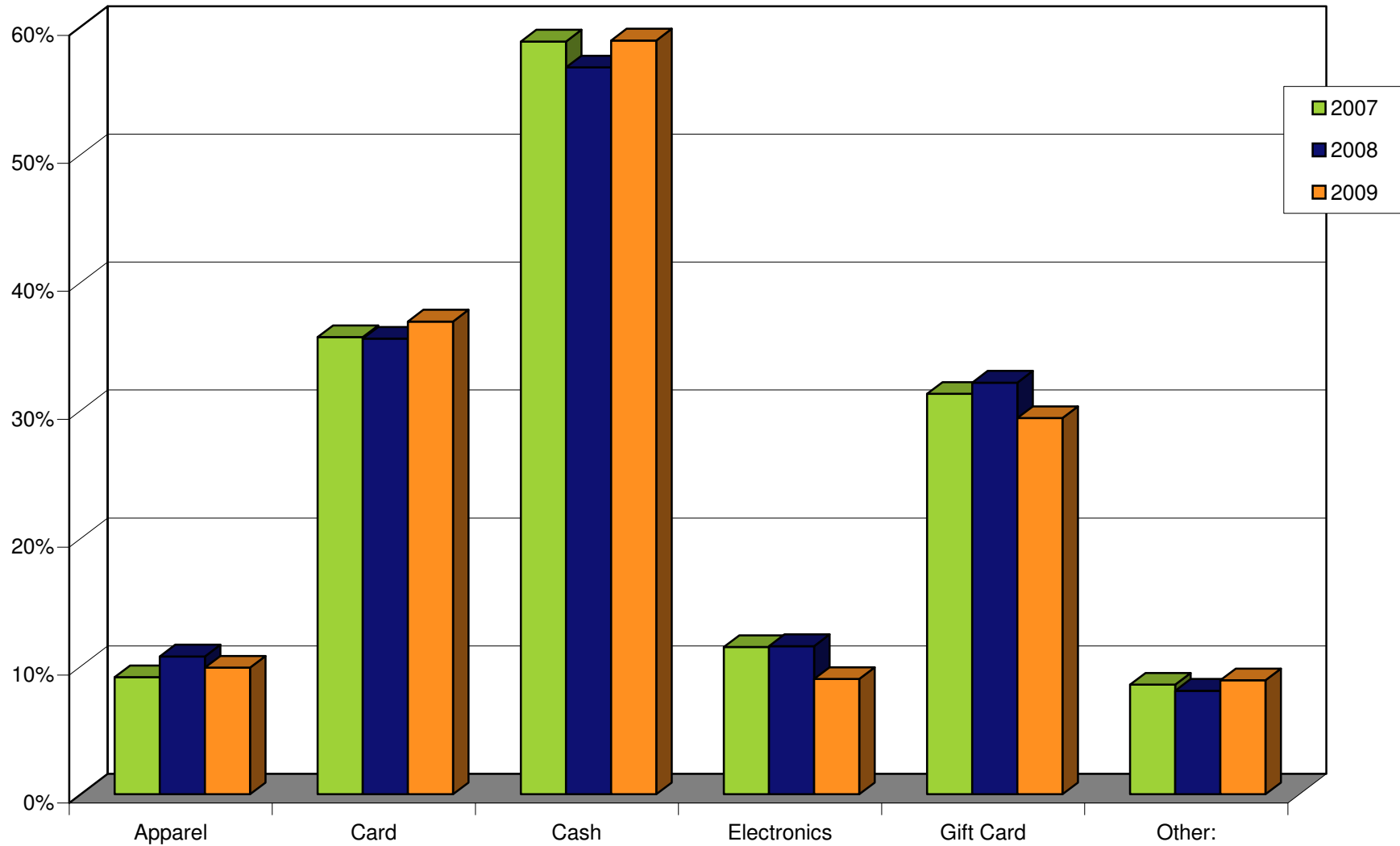
Apparel	9.1%	10.8%	9.9%
Card	35.7%	35.6%	37.0%
Cash	58.8%	56.8%	58.9%
Electronics	11.5%	11.6%	9.0%
Gift Card	31.3%	32.2%	29.4%
Other:	8.6%	8.1%	8.9%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much do you plan to spend in total for graduation gifts?

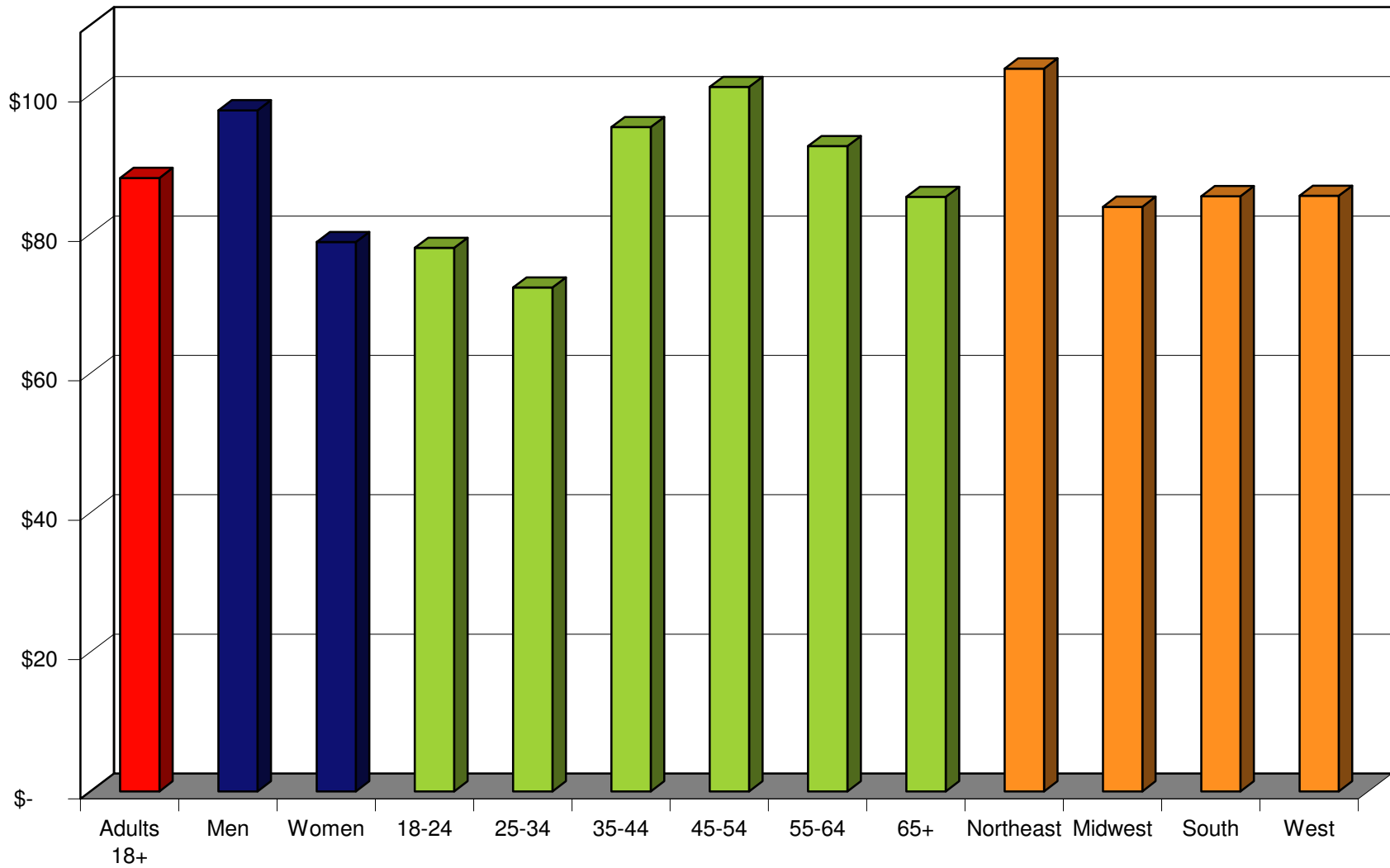
Average	\$ 99.91	\$ 99.79	\$ 88.01
Average per Recipient	\$ 51.05	\$ 52.12	\$ 45.33
<i>in billions</i>	\$ 4.502	\$ 4.373	\$ 3.913

## Popular Graduation Gifts by Year



Conducted for NRF by BIGresearch May 5-12, 2009. 8447 respondents.

## Graduation Spending by Demographic



Conducted for NRF by BIGresearch May 5-12, 2009. 8447 respondents.