

Source: BIGresearch, Consumer Intentions & Actions, May-10

N = 8431, 5/4 - 5/12/10

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
How many High School or College graduates do you plan on buying a gift for this year?															
0	68.6%	69.7%	67.6%	73.2%	61.3%	57.7%	69.1%	69.2%	71.1%	73.5%	68.9%	69.4%	65.3%	68.5%	71.8%
1	17.7%	16.4%	18.8%	16.3%	20.8%	22.2%	15.8%	17.2%	17.7%	15.1%	18.9%	18.7%	16.9%	18.1%	16.8%
2	8.0%	7.7%	8.3%	6.8%	9.6%	10.3%	8.0%	7.8%	6.9%	7.7%	7.7%	6.4%	10.0%	8.3%	6.4%
3	2.8%	3.1%	2.6%	2.0%	4.0%	4.7%	3.0%	3.2%	2.2%	1.9%	2.4%	2.5%	4.3%	2.2%	2.4%
4	1.3%	1.4%	1.2%	0.8%	1.9%	2.1%	2.0%	1.3%	0.7%	0.9%	0.9%	1.6%	1.4%	1.3%	1.1%
5	0.8%	0.9%	0.8%	0.4%	1.3%	1.7%	1.2%	0.9%	0.7%	0.3%	0.3%	0.7%	1.1%	0.7%	1.1%
6	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%	0.1%	0.2%	0.2%	0.4%	0.4%	0.1%	0.4%	0.3%	0.1%
7	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
8	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%
9	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
10 or more	0.4%	0.4%	0.3%	0.3%	0.4%	0.9%	0.4%	0.2%	0.3%	0.1%	0.4%	0.4%	0.4%	0.5%	0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average of Buyers	1.85	1.92	1.78	1.70	1.92	2.02	2.02	1.81	1.74	1.73	1.72	1.80	1.98	1.82	1.76
Percent Buying	31.4%	30.3%	32.4%	26.8%	38.7%	42.3%	30.9%	30.8%	28.9%	26.5%	31.1%	30.6%	34.7%	31.5%	28.2%
Net Average	0.58	0.58	0.58	0.46	0.75	0.85	0.62	0.56	0.50	0.46	0.54	0.55	0.69	0.57	0.50

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

Apparel	11.4%	13.9%	9.0%	11.8%	12.2%	24.9%	22.6%	10.5%	5.2%	3.6%	4.1%	15.1%	8.0%	11.1%	13.5%
Card	37.5%	36.5%	38.4%	38.3%	39.1%	51.8%	52.0%	40.7%	30.0%	29.7%	23.0%	35.1%	38.5%	35.7%	40.8%
Cash	58.3%	56.3%	60.1%	58.5%	60.5%	49.0%	49.2%	57.7%	59.9%	64.4%	68.3%	60.9%	62.4%	56.4%	52.6%
Electronics	10.6%	15.1%	6.4%	9.3%	12.2%	18.6%	19.7%	11.7%	7.3%	4.6%	2.9%	14.5%	6.5%	10.6%	12.5%
Gift Card	31.6%	32.7%	30.5%	31.7%	31.5%	35.6%	41.2%	36.1%	29.3%	24.7%	21.9%	26.8%	29.3%	34.3%	33.8%
Other:	6.6%	4.6%	8.5%	6.5%	6.5%	6.9%	4.4%	6.5%	5.6%	7.7%	8.7%	6.5%	6.6%	6.9%	5.6%

*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?

\$25 or less	17.5%	13.7%	21.2%	26.0%	10.2%	27.7%	15.8%	13.7%	15.2%	17.6%	18.5%	15.5%	19.6%	16.5%	18.3%
\$26 to \$50	24.5%	21.2%	27.7%	29.2%	20.5%	23.6%	24.1%	22.4%	26.8%	26.6%	23.6%	19.5%	26.0%	27.2%	23.5%
\$51 to \$75	12.1%	12.7%	11.5%	11.5%	12.5%	15.0%	16.6%	13.6%	10.5%	9.7%	7.4%	10.8%	13.0%	11.8%	12.6%
\$76 to \$100	18.9%	20.3%	17.6%	14.8%	21.8%	13.9%	17.9%	20.3%	17.7%	21.0%	21.9%	20.3%	16.9%	18.9%	20.5%
\$101 to \$150	9.4%	11.1%	7.9%	6.2%	12.2%	9.2%	6.5%	12.5%	11.3%	7.8%	8.5%	12.2%	10.1%	7.8%	7.3%
\$151 to \$200	6.1%	7.4%	4.8%	5.2%	7.3%	3.7%	6.5%	6.6%	6.6%	5.6%	6.8%	6.5%	4.7%	7.5%	5.5%
\$201 to \$250	3.6%	4.2%	3.1%	2.6%	5.0%	3.8%	5.9%	4.0%	2.2%	1.9%	4.0%	5.4%	3.3%	2.8%	4.3%
\$251 or more	7.8%	9.5%	6.2%	4.7%	10.6%	3.1%	6.7%	7.0%	9.7%	9.9%	9.4%	9.8%	6.4%	7.4%	8.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	\$ 89.85	\$ 100.36	\$ 79.86	\$ 71.13	\$ 107.18	\$ 70.01	\$ 90.34	\$ 93.86	\$ 94.06	\$ 90.34	\$ 94.88	\$ 102.36	\$ 82.96	\$ 88.06	\$ 89.81
Average per Recipient	\$ 48.69	\$ 52.26	\$ 44.91	\$ 41.75	\$ 55.68	\$ 34.73	\$ 44.76	\$ 51.91	\$ 54.14	\$ 52.12	\$ 55.07	\$ 56.96	\$ 41.91	\$ 48.40	\$ 50.92
<i>in billions</i>	\$ 3.893														

Source: BIGresearch, Consumer Intentions & Actions, May 07-10

	2007	2008	2009	2010
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	1.85
Percent Buying	33.7%	32.4%	32.5%	31.4%
Net Average	0.66	0.62	0.63	0.58

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

Apparel	9.1%	10.8%	9.9%	11.4%
Card	35.7%	35.6%	37.0%	37.5%
Cash	58.8%	56.8%	58.9%	58.3%
Electronics	11.5%	11.6%	9.0%	10.6%
Gift Card	31.3%	32.2%	29.4%	31.6%
Other:	8.6%	8.1%	8.9%	6.6%

*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	\$	89.85
Average per Recipient	\$	51.05	\$	52.12	\$	45.33	\$	48.69
<i>in billions</i>	\$	4.502	\$	4.373	\$	3.913	\$	3.893