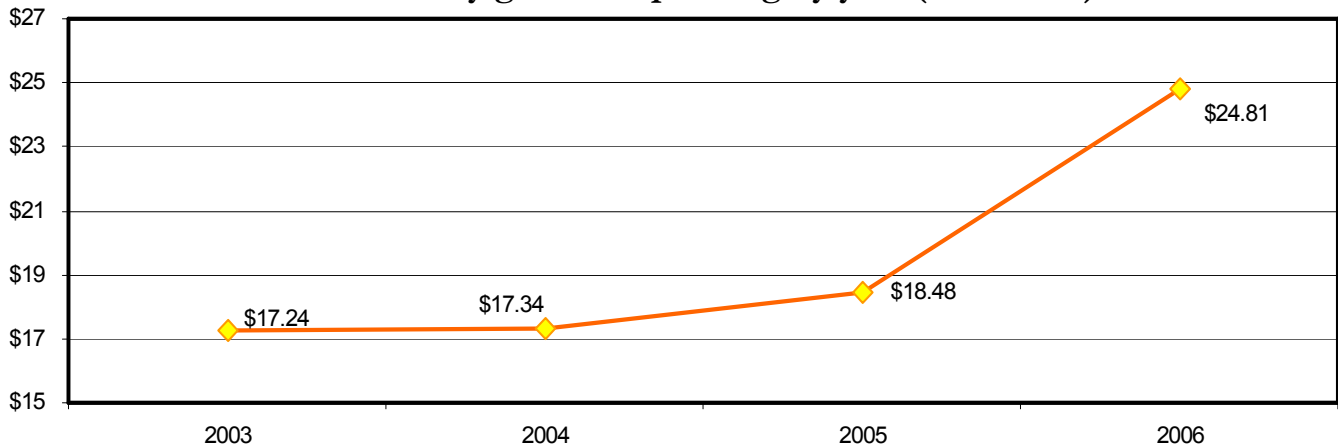
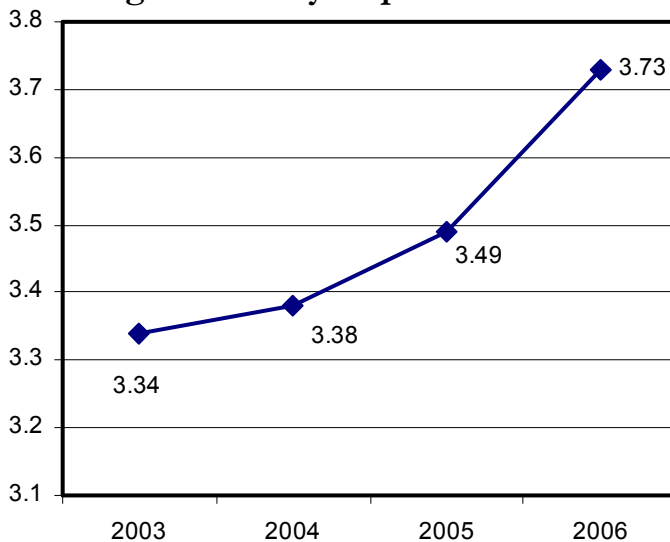


# Holiday Gift Card Sales, 2003-2006

Total holiday gift card spending by year (in billions)



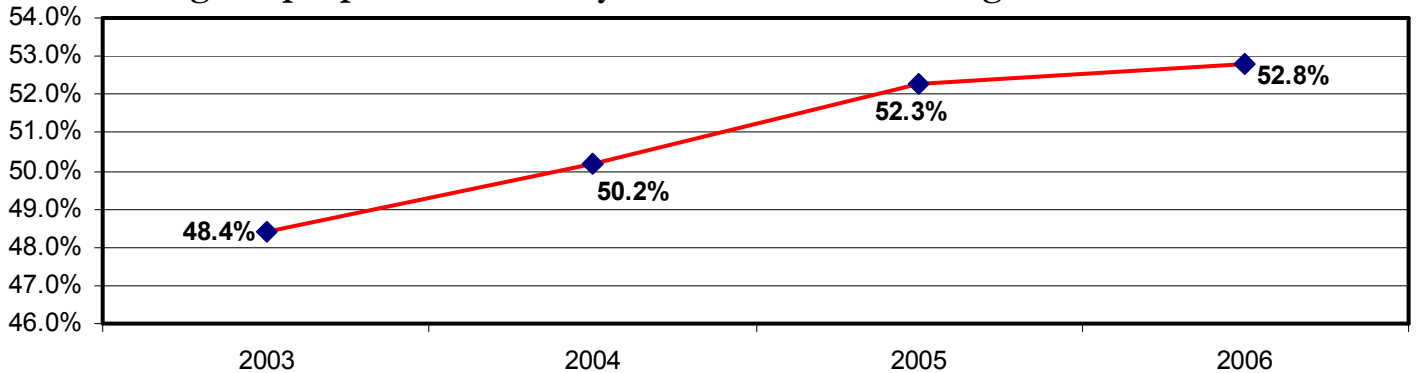
Average number of gift cards that gift card buyers purchased



Average amount spent per gift card



Percentage of people who said they would like to receive a gift card for Christmas



Source: Conducted by BIGresearch for the National Retail Federation