

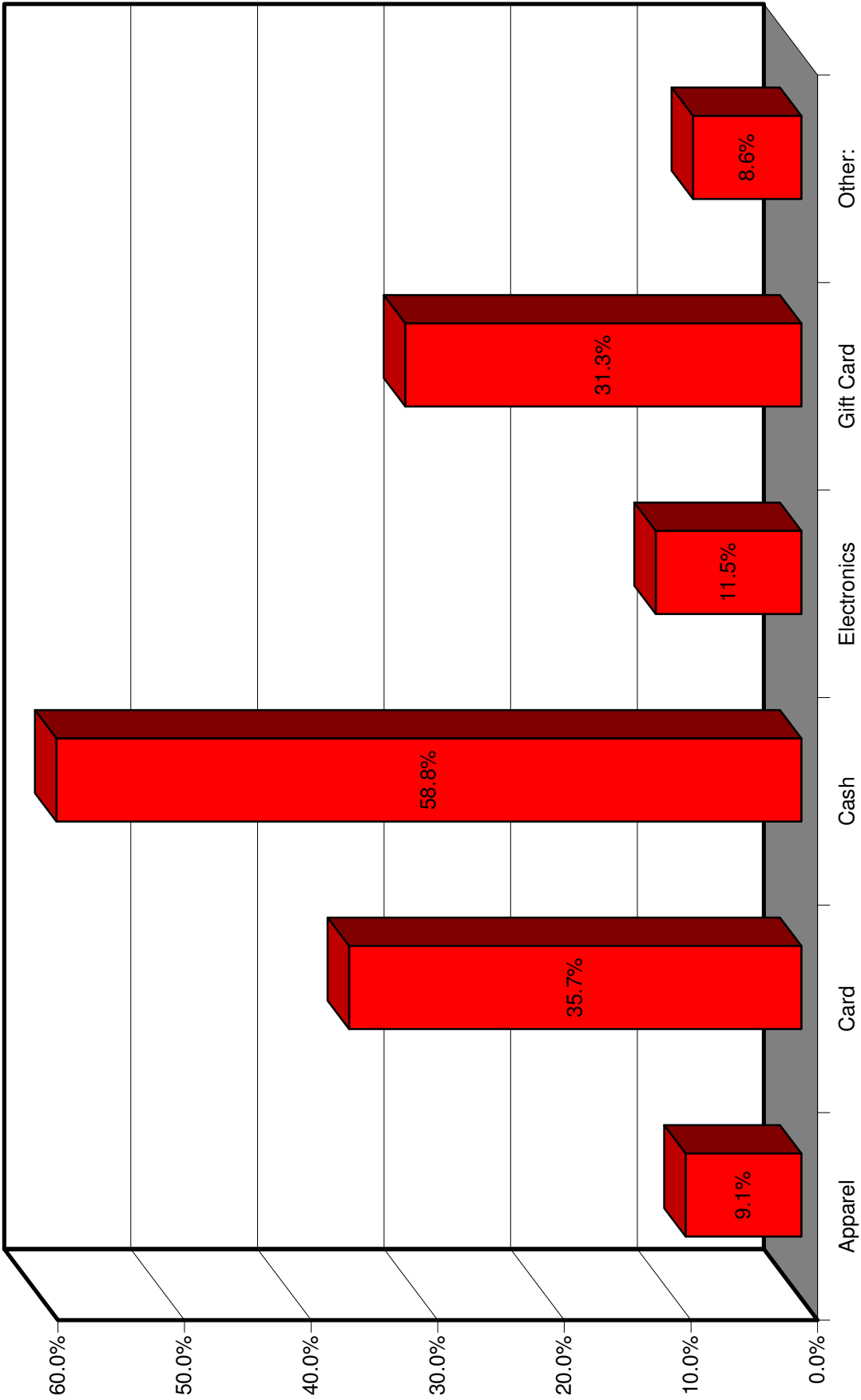
Source: BIGresearch, CIA May 2007

		Adults 18+		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
How many High School or College graduates do you plan on buying a gift for this year?																	
Average of Buyers		1.96	2.10	1.83	1.82	1.95	2.13	1.92	1.85	2.05	1.95	1.79	1.97	2.01	1.94	1.88	
Percent Buying		33.7%	32.1%	35.2%	29.7%	37.6%	47.8%	25.8%	29.6%	37.5%	31.4%	33.4%	31.5%	38.8%	33.9%	30.9%	
Net Average		0.66	0.67	0.64	0.54	0.73	1.02	0.49	0.55	0.77	0.61	0.60	0.62	0.78	0.66	0.58	
What type of gifts do you intend to give? (Check all that apply)																	
Apparel		9.1%	11.6%	6.8%	8.2%	9.3%	23.1%	12.5%	7.1%	6.4%	6.1%	2.5%	10.3%	6.8%	9.5%	11.3%	
Card		35.7%	31.7%	39.5%	36.6%	33.9%	54.4%	42.7%	36.5%	34.1%	25.2%	23.0%	38.0%	33.3%	37.5%	37.4%	
Cash		58.8%	55.7%	61.8%	59.7%	61.2%	51.8%	49.4%	60.3%	60.4%	63.4%	67.6%	63.2%	64.3%	56.1%	53.9%	
Electronics		11.5%	15.1%	8.1%	9.1%	11.9%	22.8%	14.3%	12.0%	8.7%	7.8%	5.1%	11.2%	8.5%	11.3%	15.8%	
Gift Card		31.3%	33.6%	29.2%	32.9%	29.9%	43.3%	34.4%	29.6%	31.9%	29.3%	21.3%	26.4%	27.8%	36.0%	32.5%	
Other:		8.6%	5.3%	11.7%	8.9%	8.7%	6.9%	6.7%	7.1%	9.1%	10.3%	11.6%	8.4%	8.5%	8.9%	8.2%	
*The sum of the % totals is greater than 100% because the respondents can select more than one answer.																	

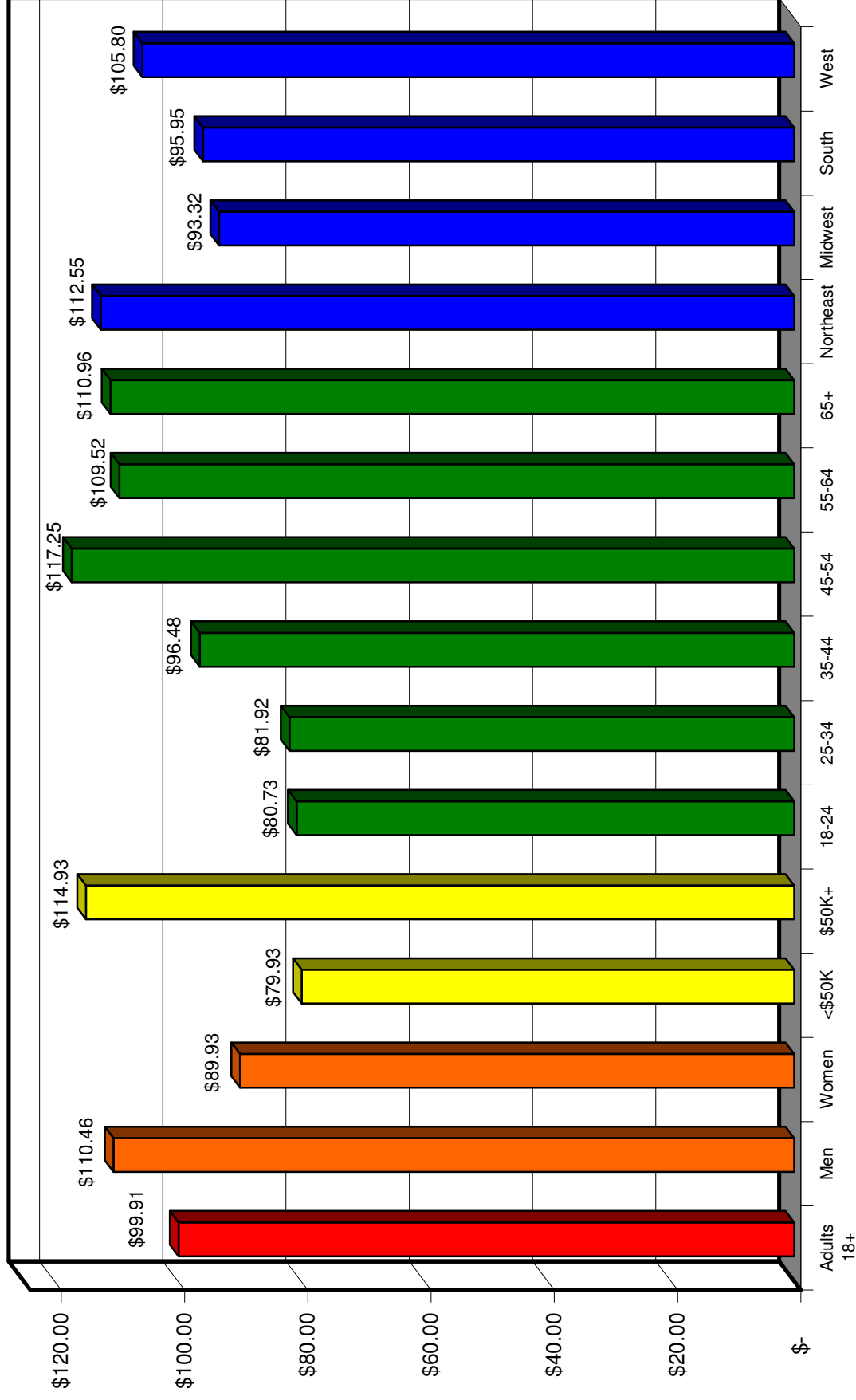
How much do you plan to spend in total for graduation gifts?

Average	\$	99.91	\$	110.46	\$	89.93	\$	79.93	\$	114.93	\$	80.73	\$	81.92	\$	96.48	\$	117.25	\$	109.52	\$	110.96	\$	112.55	\$	93.32	\$	95.95	\$	105.80
Average per Recipient	\$	51.05	\$	52.49	\$	49.14	\$	43.90	\$	58.83	\$	37.85	\$	42.74	\$	52.23	\$	57.19	\$	56.11	\$	62.00	\$	57.04	\$	46.53	\$	49.43	\$	56.19

Popular Graduation Gifts, 2007



Average Total Amount Spent on Graduation Gifts by Demographic, 2007



Percentage Giving Cash and Gift Cards by Demographic

