Source: BIGinsight™, Monthly Consumer Survey, MAY-12

N = 8789, 5/2 - 5/8/12	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?															
Average of Buyers	1.94	2.09	1.81	1.77	2.05	2.11	2.26	2.02	1.81	1.70	1.61	1.88	2.02	1.88	1.99
Percent Buying	33.7%	32.1%	35.2%	29.3%	38.5%	42.6%	37.0%	34.2%	33.1%	27.4%	29.2%	33.5%	34.6%	35.4%	30.1%
Net Average	0.65	0.67	0.64	0.52	0.79	0.90	0.84	0.69	0.60	0.46	0.47	0.63	0.70	0.67	0.60
What type of gifts do you intend to give? (Check all that apply)															
Apparel	12.5%	15.5%	9.7%	11.2%	13.2%	24.3%	21.8%	14.1%	9.5%	3.7%	3.6%	14.8%	9.3%	13.1%	12.4%
Card	40.8%	39.4%	42.1%	40.0%	42.7%	47.6%	54.7%	47.2%	36.3%	30.7%	29.2%	41.0%	44.6%	39.8%	37.8%
Cash	57.6%	54.9%	60.2%	55.6%	60.6%	50.1%	48.5%	55.3%	62.4%	55.9%	71.3%	59.1%	63.7%	55.9%	51.9%
Electronics	12.1%	16.8%	7.7%	9.9%	13.2%	19.9%	20.6%	12.8%	11.6%	3.9%	4.8%	13.9%	8.4%	12.2%	14.4%
Gift Card	33.1%	32.4%	33.7%	33.5%	33.1%	35.0%	37.3%	35.3%	36.0%	33.7%	21.2%	32.0%	27.8%	34.4%	38.7%
Other (please specify)	5.3%	4.5%	6.1%	5.0%	5.7%	4.5%	4.0%	4.9%	3.0%	9.4%	6.6%	5.0%	5.0%	5.5%	5.7%

*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	$ 99.94	$ 109.74	$ 90.70	$ 80.06	$ 115.11	$ 81.62	$ 95.16	$ 105.26	$ 110.47	$ 98.08	$ 103.27	$ 111.27	$ 92.64	$ 99.18	$ 99.76
Average per Recipient	$ 51.48	$ 52.40	$ 50.13	$ 45.11	$ 56.08	$ 38.65	$ 42.09	$ 52.10	$ 60.88	$ 57.86	$ 63.96	$ 59.34	$ 45.83	$ 52.63	$ 50.20
in billions	$ 4.736														

Source: BIGinsight™, Monthly Consumer Survey, MAY-12

	2007	2008	2009	2010	2011	2012
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	1.84	1.94
Percent Buying	33.7%	32.4%	32.5%	31.4%	30.7%	33.7%
Net Average	0.66	0.62	0.63	0.58	0.56	0.65
What type of gifts do you intend to give? (Check all that apply)						
Apparel	9.1%	10.8%	9.9%	11.4%	10.3%	12.5%
Card	35.7%	35.6%	37.0%	37.5%	38.3%	40.8%
Cash	58.8%	56.8%	58.9%	58.3%	55.9%	57.6%
Electronics	11.5%	11.6%	9.0%	10.6%	9.5%	12.1%
Gift Card	31.3%	32.2%	29.4%	31.6%	28.3%	33.1%
Other (please specify)	8.6%	8.1%	8.9%	6.6%	6.4%	5.3%

*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	$ 90.42	$ 99.94
Average per Recipient	$ 51.05	$ 52.12	$ 45.33	$ 48.69	$ 49.18	$ 51.48
in billions	$ 4.502	$ 4.373	$ 3.913	$ 3.893	$ 3.867	$ 4.736