

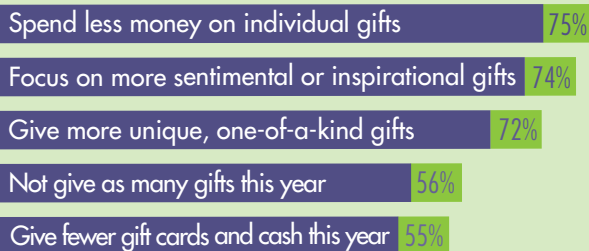


Gifts that speak from the heart.

2009 National Trends in Gift Giving Study

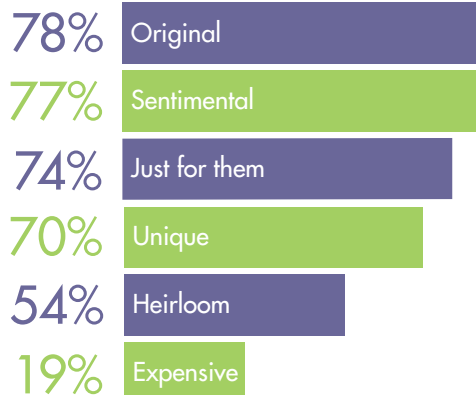
Gifts in a difficult economy

Perhaps as a cost-saver, the majority of U.S. women (52%) say they prefer group gifts, up from only 42% in 2006. Women overwhelmingly signal a trend toward spending less and focusing on the sentimental:



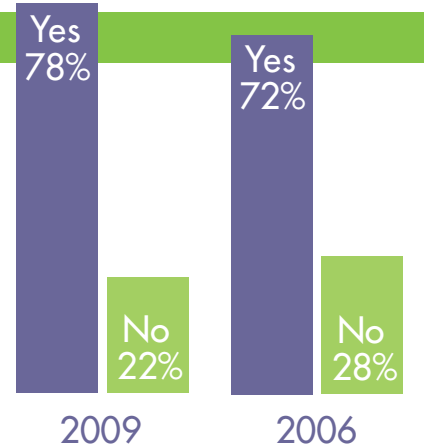
Sentimental trumps expensive

When asked what motivates their gifts, the majority (65%) of U.S. women say their goal is to say "I love you." When identifying a gift's most important attributes, women put expense at the bottom:



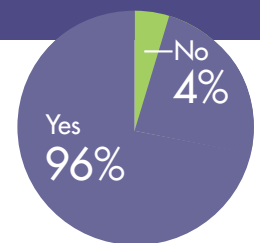
Voice memories inspire

If graduating today, the voice message U.S. women would treasure most would be from mom (42%) followed by grandparents and dads, each with 20%. If they could give the gift of voice memories, the vast majority say **yes!**



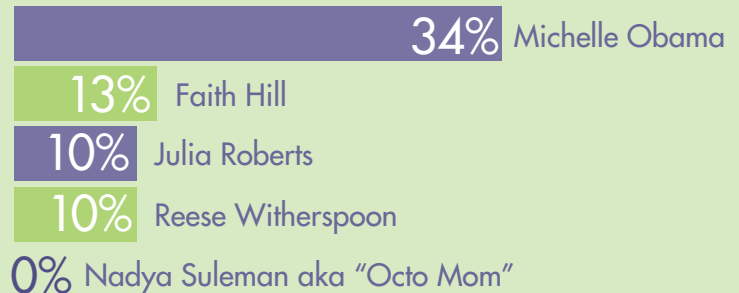
Graduation gifts are important

75% of U.S. women remember what their parents gave them for graduation. Nearly all believe giving a graduation gift to a child or loved one is important:



Work, money and Obama

Women say the "best advice" for graduates involves money and work. One-third (33%) say "do not rack up credit card debt," while an equal number cite "do unto others as you would have them do unto you." Almost one-quarter (24%) say "everything worthwhile takes hard work" and 24% say "live below your means and prioritize your finances." Hands down, the celebrity mom women want to hear from during a graduation address is First Lady Michelle Obama:



Conducted in March, the 2009 National Trends in Gift Giving Study, sponsored by VoiceQuilt, is based on an online, nationwide survey of U.S. women. Of the 253 participants, 27% live in the South, 26% in the Midwest, 24% in the West and 23% in the Northeast. The survey's margin of error is plus or minus 6%. To learn more, visit www.VoiceQuilt.com or call 1.800.764.8533.