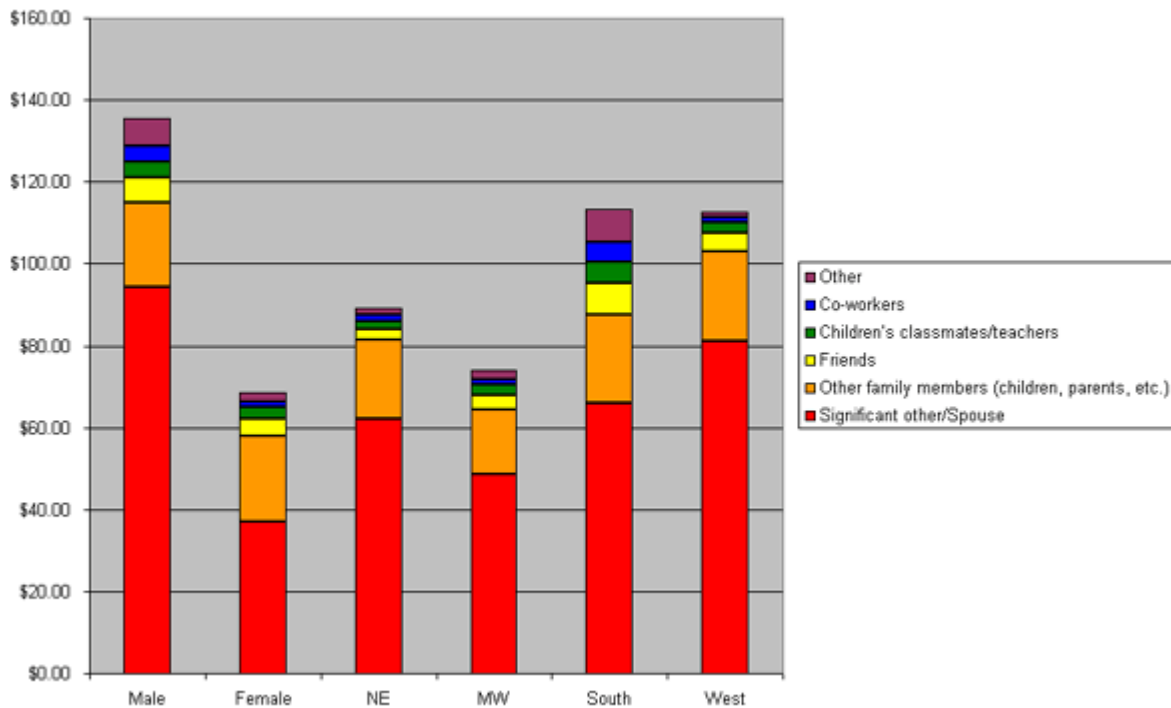


Valentine's Day Spending by Gender, Region

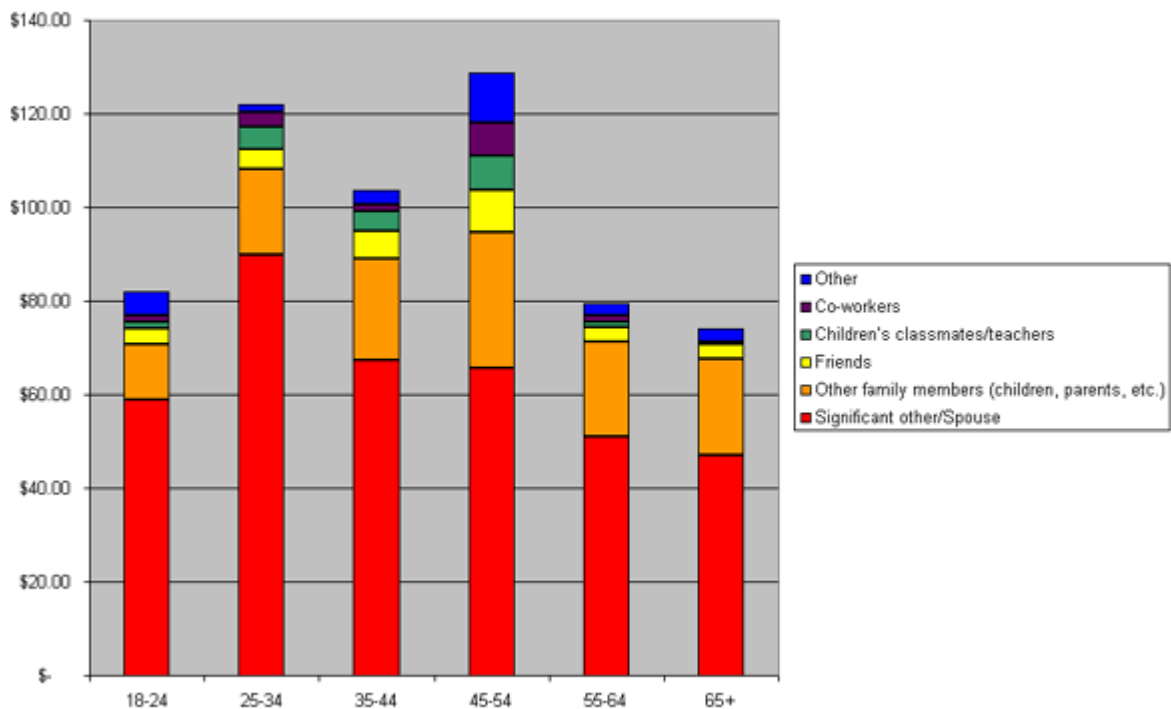
Valentine's Day Spending by Gender, Region



Conducted for NRF by BIGresearch January 4-11, 2006. 6618 respondents.

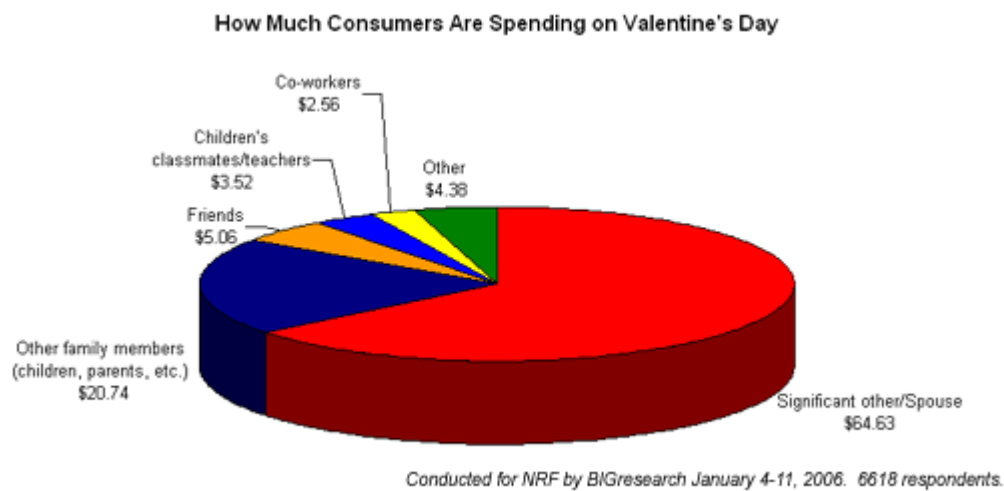
Valentine's Day Spending by Age

Valentine's Day Spending by Age

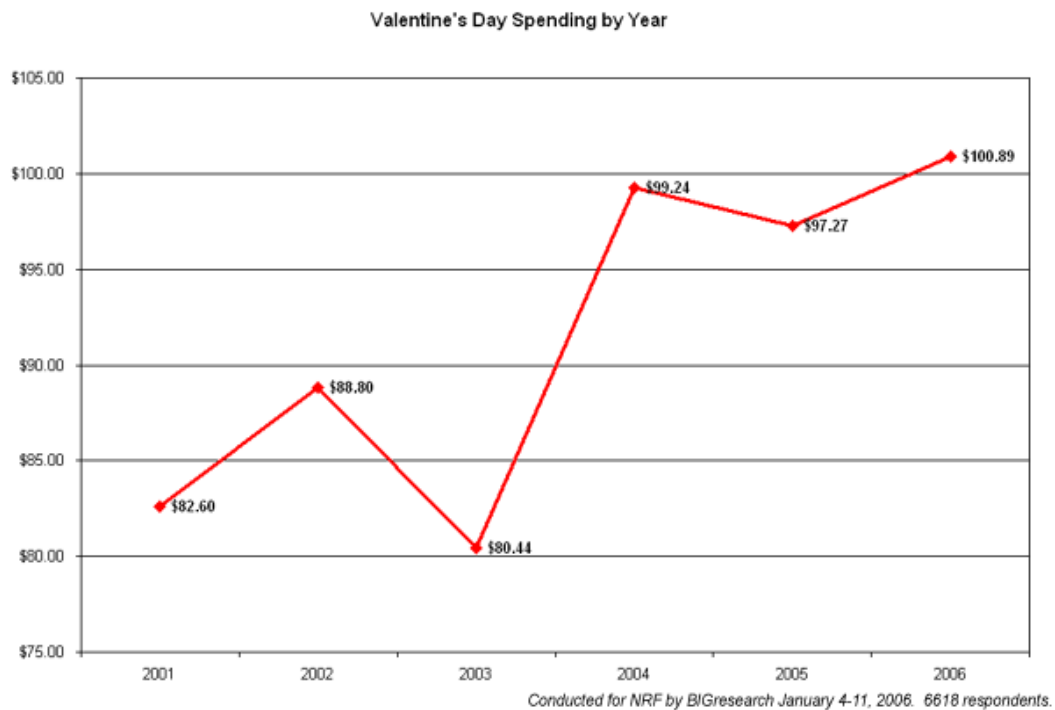


Conducted for NRF by BIGresearch January 4-11, 2006. 6618 respondents.

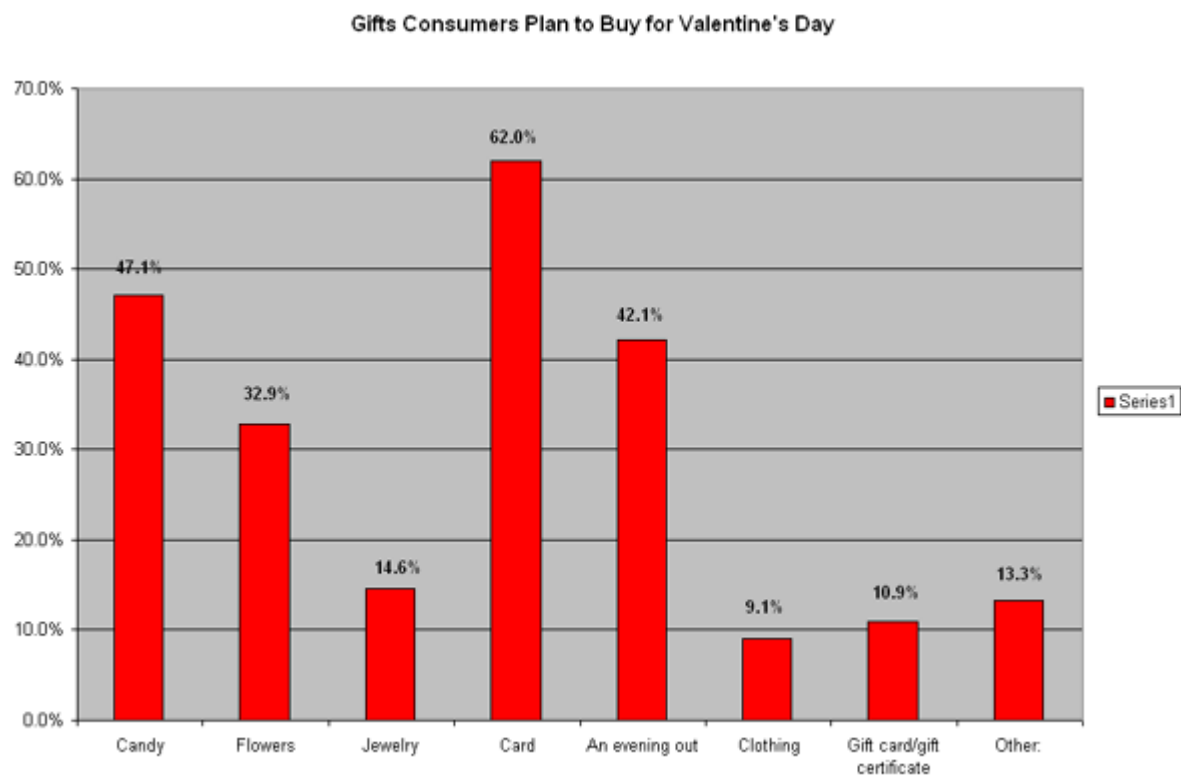
How Much Consumers Are Spending on Valentine's Day



Valentine's Day Spending by Year



Gifts Consumers Plan to Buy for Valentine's Day



Conducted for NRF by BIGresearch January 4-11, 2006. 6618 respondents.

source: BIGresearch, CIA Jan-06

N = 6618, 1/4-11/06

Do you plan to celebrate Valentine's Day this year?

	All (18+)	Male	Female	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	60.9%	56.4%	65.1%	57.3%	68.0%	63.7%	67.8%	67.4%	59.4%	56.4%	47.7%	61.8%	59.0%	62.8%	59.1%
No	39.1%	43.6%	34.9%	42.7%	32.0%	36.3%	32.2%	32.6%	40.6%	43.6%	52.3%	38.2%	41.0%	37.2%	40.9%
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%

How much money do you plan to spend on Valentine's Day gifts for:**Significant other/Spouse**

Average of Buyers	\$ 73.03	\$ 101.59	\$ 43.84	\$ 52.58	\$ 87.98	\$ 68.76	\$ 96.13	\$ 73.08	\$ 71.53	\$ 58.59	\$ 60.19	\$ 67.99	\$ 54.94	\$ 74.63	\$ 95.65
Percent Buying	88.5%	93.0%	84.4%	84.6%	94.3%	85.6%	93.4%	92.0%	91.7%	87.2%	78.4%	91.6%	88.6%	88.3%	84.9%
Net Average	\$ 64.63	\$ 94.44	\$ 36.99	\$ 44.47	\$ 82.94	\$ 58.89	\$ 89.79	\$ 67.24	\$ 65.63	\$ 51.11	\$ 47.18	\$ 62.28	\$ 48.68	\$ 65.91	\$ 81.24
in billions	\$ 8.775														

Other family members (children, parents, etc.)

Average of Buyers	\$ 32.68	\$ 39.08	\$ 28.46	\$ 26.03	\$ 38.91	\$ 21.63	\$ 27.18	\$ 29.86	\$ 45.71	\$ 32.95	\$ 36.49	\$ 31.45	\$ 25.27	\$ 33.17	\$ 34.36
Percent Buying	63.5%	52.4%	73.7%	62.0%	65.3%	54.1%	67.2%	73.2%	63.2%	60.9%	56.3%	60.7%	61.6%	65.6%	63.4%
Net Average	\$ 20.74	\$ 20.47	\$ 20.99	\$ 16.14	\$ 25.43	\$ 11.71	\$ 18.25	\$ 21.85	\$ 28.91	\$ 20.05	\$ 20.53	\$ 19.10	\$ 15.58	\$ 21.75	\$ 21.77
in billions	\$ 2.815														

Friends

Average of Buyers	\$ 20.50	\$ 31.29	\$ 13.93	\$ 13.99	\$ 30.47	\$ 12.76	\$ 21.38	\$ 21.55	\$ 35.41	\$ 13.84	\$ 11.99	\$ 13.92	\$ 12.12	\$ 30.37	\$ 16.39
Percent Buying	24.7%	19.4%	29.5%	27.4%	19.9%	26.5%	20.5%	26.5%	26.1%	23.8%	24.5%	19.5%	29.1%	25.0%	27.0%
Net Average	\$ 5.06	\$ 6.08	\$ 4.11	\$ 3.83	\$ 6.08	\$ 3.38	\$ 4.38	\$ 5.71	\$ 9.25	\$ 3.29	\$ 2.93	\$ 2.72	\$ 3.52	\$ 7.60	\$ 4.42
in billions	\$ 0.687														

Children's classmates/teachers

Average of Buyers	\$ 20.28	\$ 31.66	\$ 13.95	\$ 13.45	\$ 29.60	\$ 20.71	\$ 15.18	\$ 13.99	\$ 49.35	\$ 14.88	\$ 13.47	\$ 13.55	\$ 14.83	\$ 28.96	\$ 16.21
Percent Buying	17.3%	12.9%	21.5%	16.0%	18.8%	6.8%	31.2%	30.9%	14.8%	6.7%	3.3%	13.9%	19.1%	18.0%	17.1%
Net Average	\$ 3.52	\$ 4.08	\$ 3.00	\$ 2.15	\$ 5.57	\$ 1.41	\$ 4.73	\$ 4.33	\$ 7.30	\$ 1.00	\$ 0.44	\$ 1.88	\$ 2.83	\$ 5.22	\$ 2.77
in billions	\$ 0.477														

Co-workers

Average of Buyers	\$ 25.32	\$ 39.45	\$ 13.17	\$ 14.98	\$ 36.82	\$ 16.28	\$ 23.70	\$ 11.42	\$ 56.63	\$ 16.67	\$ 6.53	\$ 16.81	\$ 13.44	\$ 40.90	\$ 13.10
Percent Buying	10.1%	9.7%	10.5%	8.4%	11.6%	9.0%	13.0%	13.2%	12.4%	8.4%	2.6%	10.0%	8.8%	11.7%	7.9%
Net Average	\$ 2.56	\$ 3.84	\$ 1.38	\$ 1.25	\$ 4.26	\$ 1.46	\$ 3.08	\$ 1.51	\$ 7.04	\$ 1.39	\$ 0.17	\$ 1.68	\$ 1.18	\$ 4.77	\$ 1.03
in billions	\$ 0.348														

Other

Average of Buyers	\$ 41.60	\$ 62.26	\$ 21.23	\$ 29.11	\$ 74.16	\$ 36.41	\$ 17.41	\$ 36.67	\$ 92.22	\$ 26.31	\$ 26.42	\$ 15.21	\$ 26.81	\$ 63.92	\$ 23.07
Percent Buying	10.5%	10.9%	10.2%	11.5%	7.5%	13.8%	10.2%	8.5%	11.6%	10.0%	10.2%	10.6%	8.7%	12.7%	6.5%
Net Average	\$ 4.38	\$ 6.76	\$ 2.17	\$ 3.33	\$ 5.56	\$ 5.02	\$ 1.77	\$ 3.12	\$ 10.66	\$ 2.64	\$ 2.70	\$ 1.62	\$ 2.33	\$ 8.10	\$ 1.50
in billions	\$ 0.594														

Combined Average 2006 \$	100.89	\$	135.67	\$	68.64	\$	71.17	\$	129.84	\$	81.89	\$	122.02	\$	103.75	\$	128.78	\$	79.49	\$	73.96	\$	89.29	\$	74.12	\$	113.36	\$	112.73
in billions \$	13.696																												

Which gifts do you plan to give on Valentine's Day? (Check all that apply)

Candy	47.1%	40.5%	53.3%	49.7%	44.1%	39.3%	54.8%	55.4%	47.9%	41.6%	37.5%	46.6%	44.9%	51.1%	44.2%
Flowers	32.9%	52.3%	14.9%	29.9%	37.3%	25.4%	37.7%	37.1%	34.4%	32.2%	26.9%	32.5%	31.7%	31.2%	34.5%
Jewelry	14.6%	22.4%	7.3%	12.7%	16.6%	15.4%	12.0%	17.6%	17.2%	13.2%	10.9%	15.5%	12.2%	13.8%	17.5%
Card	62.0%	56.4%	67.2%	61.4%	63.6%	52.3%	69.0%	70.0%	65.1%	58.8%	50.6%	59.9%	61.5%	64.3%	61.5%
An evening out	42.1%	47.8%	36.9%	38.2%	48.9%	39.7%	48.6%	45.0%	44.5%	36.7%	34.7%	39.7%	44.8%	40.6%	43.6%
Clothing	9.1%	5.3%	12.6%	8.8%	9.8%	6.6%	9.6%	10.9%	8.8%	7.6%	9.3%	7.9%	7.9%	9.7%	10.5%
Gift card/gift certificate	10.9%	8.3%	13.4%	11.2%	10.3%	11.1%	8.6%	12.1%	11.7%	10.9%	11.1%	11.2%	10.6%	12.1%	9.5%
Other:	13.3%	10.1%	16.3%	13.4%	13.3%	18.4%	17.5%	9.7%	10.5%	11.4%	14.1%	18.3%	12.9%	10.9%	13.3%

*The sum of the % totals is greater than 100% because the respondent can select more than one answer.