

## Source: BIGresearch, CIA Jan-09

N = 8850, 1/1 - 1/8/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Do you plan to celebrate Valentine's Day this year?</b>															
Yes	62.8%	62.5%	63.1%	56.7%	68.0%	73.5%	70.2%	66.7%	63.0%	56.8%	47.3%	62.9%	59.5%	65.2%	63.4%
No	37.2%	37.5%	36.9%	43.3%	32.0%	26.5%	29.8%	33.3%	37.0%	43.2%	52.7%	37.1%	40.5%	34.8%	36.6%
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**

<b>Average of Buyers</b>	\$ 74.01	\$ 96.31	\$ 50.49	\$ 56.77	\$ 86.15	\$ 82.13	\$ 73.40	\$ 85.62	\$ 77.40	\$ 62.72	\$ 58.67	\$ 78.44	\$ 65.82	\$ 71.76	\$ 82.54
<b>Percent Buying</b>	90.8%	95.8%	86.2%	85.4%	94.7%	91.8%	94.4%	93.7%	92.9%	89.9%	81.4%	91.6%	91.8%	90.7%	89.2%
<b>Net Average</b>	\$ 67.22	\$ 92.24	\$ 43.50	\$ 48.49	\$ 81.56	\$ 75.43	\$ 69.27	\$ 80.23	\$ 71.91	\$ 56.38	\$ 47.77	\$ 71.83	\$ 60.42	\$ 65.06	\$ 73.59
<i>in billions</i>	\$ 9.621														

**Other family members (children, parents, etc.)**

<b>Average of Buyers</b>	\$ 34.65	\$ 43.35	\$ 29.01	\$ 27.29	\$ 38.48	\$ 44.45	\$ 28.95	\$ 33.36	\$ 33.41	\$ 31.82	\$ 39.94	\$ 36.00	\$ 31.92	\$ 34.77	\$ 36.83
<b>Percent Buying</b>	60.5%	48.8%	71.5%	61.3%	59.8%	49.8%	57.0%	68.6%	64.9%	60.0%	58.5%	60.1%	61.5%	62.1%	57.7%
<b>Net Average</b>	\$ 20.95	\$ 21.16	\$ 20.75	\$ 16.74	\$ 23.00	\$ 22.13	\$ 16.51	\$ 22.88	\$ 21.68	\$ 19.10	\$ 23.35	\$ 21.64	\$ 19.61	\$ 21.58	\$ 21.26
<i>in billions</i>	\$ 2.998														

**Friends**

<b>Average of Buyers</b>	\$ 21.89	\$ 29.75	\$ 17.48	\$ 18.30	\$ 25.82	\$ 21.42	\$ 24.29	\$ 21.41	\$ 25.51	\$ 14.89	\$ 22.03	\$ 24.81	\$ 18.89	\$ 23.34	\$ 20.53
<b>Percent Buying</b>	21.6%	16.0%	27.0%	26.0%	17.7%	32.1%	19.9%	20.0%	20.7%	19.4%	20.3%	16.7%	19.2%	24.7%	23.0%
<b>Net Average</b>	\$ 4.74	\$ 4.76	\$ 4.72	\$ 4.76	\$ 4.57	\$ 6.87	\$ 4.82	\$ 4.27	\$ 5.28	\$ 2.90	\$ 4.47	\$ 4.15	\$ 3.64	\$ 5.77	\$ 4.72
<i>in billions</i>	\$ 0.678														

**Children's classmates/teachers**

<b>Average of Buyers</b>	\$ 19.97	\$ 26.27	\$ 15.85	\$ 19.46	\$ 21.63	\$ 19.94	\$ 25.36	\$ 16.22	\$ 21.09	\$ 17.20	\$ 16.83	\$ 20.24	\$ 23.70	\$ 19.50	\$ 16.94
<b>Percent Buying</b>	18.0%	14.6%	21.1%	18.3%	17.8%	13.3%	28.7%	32.3%	13.0%	8.1%	7.9%	16.3%	19.3%	18.6%	17.4%
<b>Net Average</b>	\$ 3.59	\$ 3.83	\$ 3.35	\$ 3.55	\$ 3.86	\$ 2.64	\$ 7.28	\$ 5.24	\$ 2.75	\$ 1.39	\$ 1.33	\$ 3.29	\$ 4.58	\$ 3.62	\$ 2.94
<i>in billions</i>	\$ 0.513														

**Co-workers**

<b>Average of Buyers</b>	\$ 20.67	\$ 24.44	\$ 17.72	\$ 16.99	\$ 24.26	\$ 17.34	\$ 27.24	\$ 16.79	\$ 26.57	\$ 14.11	\$ 13.27	\$ 15.14	\$ 14.80	\$ 27.32	\$ 15.95
<b>Percent Buying</b>	9.4%	8.5%	10.2%	9.2%	9.4%	11.7%	11.3%	9.7%	10.8%	8.6%	4.1%	8.6%	8.9%	11.2%	7.8%
<b>Net Average</b>	\$ 1.94	\$ 2.07	\$ 1.81	\$ 1.56	\$ 2.29	\$ 2.03	\$ 3.07	\$ 1.64	\$ 2.86	\$ 1.22	\$ 0.55	\$ 1.30	\$ 1.32	\$ 3.05	\$ 1.24
<i>in billions</i>	\$ 0.277														

**Pets**

<b>Average of Buyers</b>	\$ 12.77	\$ 15.53	\$ 10.92	\$ 11.83	\$ 13.51	\$ 11.26	\$ 14.76	\$ 12.89	\$ 14.31	\$ 11.05	\$ 11.14	\$ 10.68	\$ 10.61	\$ 15.83	\$ 12.62
<b>Percent Buying</b>	17.0%	14.0%	19.8%	18.6%	15.1%	17.7%	14.9%	16.5%	20.4%	15.8%	16.2%	16.7%	17.5%	16.5%	18.0%
<b>Net Average</b>	\$ 2.17	\$ 2.17	\$ 2.17	\$ 2.20	\$ 2.04	\$ 1.99	\$ 2.20	\$ 2.13	\$ 2.92	\$ 1.75	\$ 1.81	\$ 1.79	\$ 1.86	\$ 2.62	\$ 2.27
<i>in billions</i>	\$ 0.310														

**Other**

<b>Average of Buyers</b>	\$ 30.84	\$ 39.65	\$ 24.46	\$ 27.18	\$ 36.96	\$ 30.57	\$ 39.24	\$ 42.83	\$ 27.40	\$ 18.55	\$ 19.34	\$ 21.62	\$ 27.62	\$ 41.20	\$ 22.38
<b>Percent Buying</b>	6.2%	5.3%	7.0%	8.1%	4.3%	8.4%	6.2%	6.5%	5.1%	5.5%	5.6%	7.2%	4.8%	6.4%	6.9%
<b>Net Average</b>	\$ 1.90	\$ 2.10	\$ 1.70	\$ 2.21	\$ 1.58	\$ 2.58	\$ 2.44	\$ 2.80	\$ 1.40	\$ 1.03	\$ 1.08	\$ 1.55	\$ 1.33	\$ 2.63	\$ 1.53
<i>in billions</i>	\$ 0.271														

<b>Combined Average 2009</b>	\$ 102.50	\$ 128.34	\$ 78.00	\$ 79.50	\$ 118.90	\$ 113.68	\$ 105.59	\$ 119.19	\$ 108.82	\$ 83.76	\$ 80.36	\$ 105.55	\$ 92.75	\$ 104.32	\$ 107.56
<i>in billions</i>	\$ 14.670														

<b>Combined Average 2008</b>	\$ 122.98	\$ 163.37	\$ 84.72	\$ 88.67	\$ 144.05	\$ 145.59	\$ 160.37	\$ 116.35	\$ 117.91	\$ 110.97	\$ 88.39	\$ 149.85	\$ 98.13	\$ 121.38	\$ 135.00
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## Source: BIGresearch, CIA Jan-09

N = 8850, 1/1 - 1/8/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Which gifts do you plan to give on Valentine's Day? (Check all that apply)</b>															
Candy	45.8%	40.3%	51.0%	51.7%	41.2%	62.3%	48.5%	47.8%	47.5%	40.0%	30.7%	43.7%	45.0%	49.0%	43.7%
Flowers	35.7%	58.0%	14.6%	33.0%	37.8%	46.2%	38.5%	37.9%	35.6%	30.7%	26.7%	36.1%	32.0%	35.6%	39.9%
Jewelry	16.0%	25.7%	6.9%	16.0%	16.1%	25.1%	20.6%	18.7%	13.3%	11.3%	8.5%	17.7%	13.5%	16.8%	16.5%
Card	58.0%	51.5%	64.2%	57.7%	59.0%	59.7%	59.7%	57.9%	60.4%	58.3%	52.0%	58.6%	56.2%	59.3%	57.5%
An evening out	47.0%	53.9%	40.5%	40.9%	51.5%	57.2%	52.2%	51.8%	45.0%	40.3%	36.4%	46.0%	46.7%	47.1%	47.7%
Clothing	10.2%	7.5%	12.8%	10.1%	9.6%	17.9%	11.1%	10.2%	9.0%	7.0%	7.5%	8.8%	9.8%	9.9%	12.6%
Gift card/gift certificate	11.0%	7.9%	14.0%	11.8%	10.0%	12.5%	11.1%	12.7%	9.9%	9.9%	10.2%	12.0%	10.3%	10.6%	11.8%
Other	10.4%	5.2%	15.5%	11.2%	9.9%	8.2%	9.1%	10.8%	11.0%	10.9%	12.2%	11.7%	9.7%	10.1%	11.2%

\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

## Valentine's Day spending by year

2003	\$ 80.44
2004	\$ 99.24
2005	\$ 97.27
2006	\$ 100.89
2007	\$ 119.67
2008	\$ 122.98
2009	\$ 102.50

	2007	2008	2009
Candy	48.4%	47.7%	45.8%
Flowers	36.7%	35.9%	35.7%
Jewelry	17.9%	16.6%	16.0%
Card	62.8%	56.8%	58.0%
An evening out	45.3%	48.2%	47.0%
Clothing	11.6%	11.8%	10.2%
Gift card/gift certificate	11.3%	12.3%	11.0%
Other	10.0%	10.1%	10.4%

Source: BIGresearch, CIA Jan-09

N = 8850, 1/1 - 1/8/09

	2007	2008	2009
<b>Do you plan to celebrate Valentine's Day this year?</b>			
Yes	63.4%	61.3%	62.8%
No	36.6%	38.7%	37.2%
Total	100.0%	100.0%	100.0%

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

<b>Average of Buyers</b> \$	88.17	\$	88.18	\$	74.01
<b>Percent Buying</b>	91.1%		90.7%		90.8%
<b>Net Average</b> \$	80.29	\$	79.99	\$	67.22
<i>in billions</i> \$	11.342	\$	11.072	\$	9.621

**Other family members (children, parents, etc.)**

<b>Average of Buyers</b> \$	38.96	\$	38.27	\$	34.65
<b>Percent Buying</b>	64.2%		62.4%		60.5%
<b>Net Average</b> \$	25.00	\$	23.89	\$	20.95
<i>in billions</i> \$	3.532	\$	3.307	\$	2.998

**Friends**

<b>Average of Buyers</b> \$	18.81	\$	23.89	\$	21.89
<b>Percent Buying</b>	26.2%		24.1%		21.6%
<b>Net Average</b> \$	4.93	\$	5.75	\$	4.74
<i>in billions</i> \$	0.696	\$	0.796	\$	0.678

**Children's classmates/teachers**

<b>Average of Buyers</b> \$	17.15	\$	22.18	\$	19.97
<b>Percent Buying</b>	19.6%		18.3%		18.0%
<b>Net Average</b> \$	3.35	\$	4.05	\$	3.59
<i>in billions</i> \$	0.474	\$	0.561	\$	0.513

**Co-workers**

<b>Average of Buyers</b> \$	20.06	\$	25.93	\$	20.67
<b>Percent Buying</b>	12.0%		11.6%		9.4%
<b>Net Average</b> \$	2.40	\$	3.02	\$	1.94
<i>in billions</i> \$	0.339	\$	0.417	\$	0.277

**Pets**

<b>Average of Buyers</b>	NA	\$	15.37	\$	12.77
<b>Percent Buying</b>	NA		17.2%		17.0%
<b>Net Average</b>	NA	\$	2.65	\$	2.17
<i>in billions</i>	NA	\$	0.367	\$	0.310

**Source: BIGresearch, CIA Jan-09****N = 8850, 1/1 - 1/8/09**

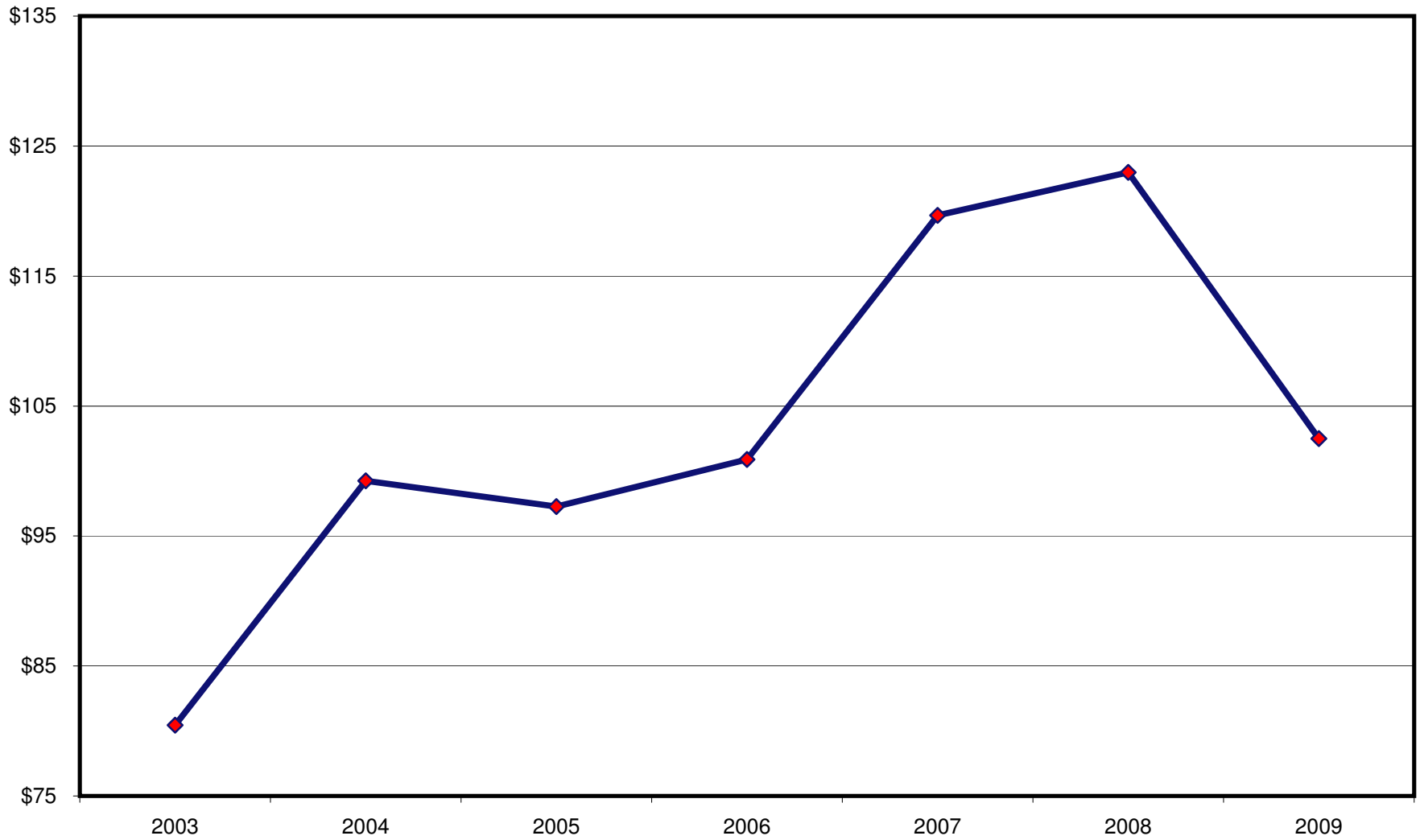
	2007	2008	2009
<b>Other</b>			
<b>Average of Buyers</b> \$	35.78	\$ 53.17	\$ 30.84
<b>Percent Buying</b>	10.3%	6.8%	6.2%
<b>Net Average</b> \$	3.69	\$ 3.63	\$ 1.90
<i>in billions</i> \$	0.522	\$ 0.502	\$ 0.271
<b>Combined Average</b> \$	119.67	\$ 122.98	\$ 102.50
<i>in billions</i> \$	16.904	\$ 17.023	\$ 14.670

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

Candy	48.4%	47.7%	45.8%
Flowers	36.7%	35.9%	35.7%
Jewelry	17.9%	16.6%	16.0%
Card	62.8%	56.8%	58.0%
An evening out	45.3%	48.2%	47.0%
Clothing	11.6%	11.8%	10.2%
Gift card/gift certificate	11.3%	12.3%	11.0%
Other:	10.0%	10.1%	10.4%

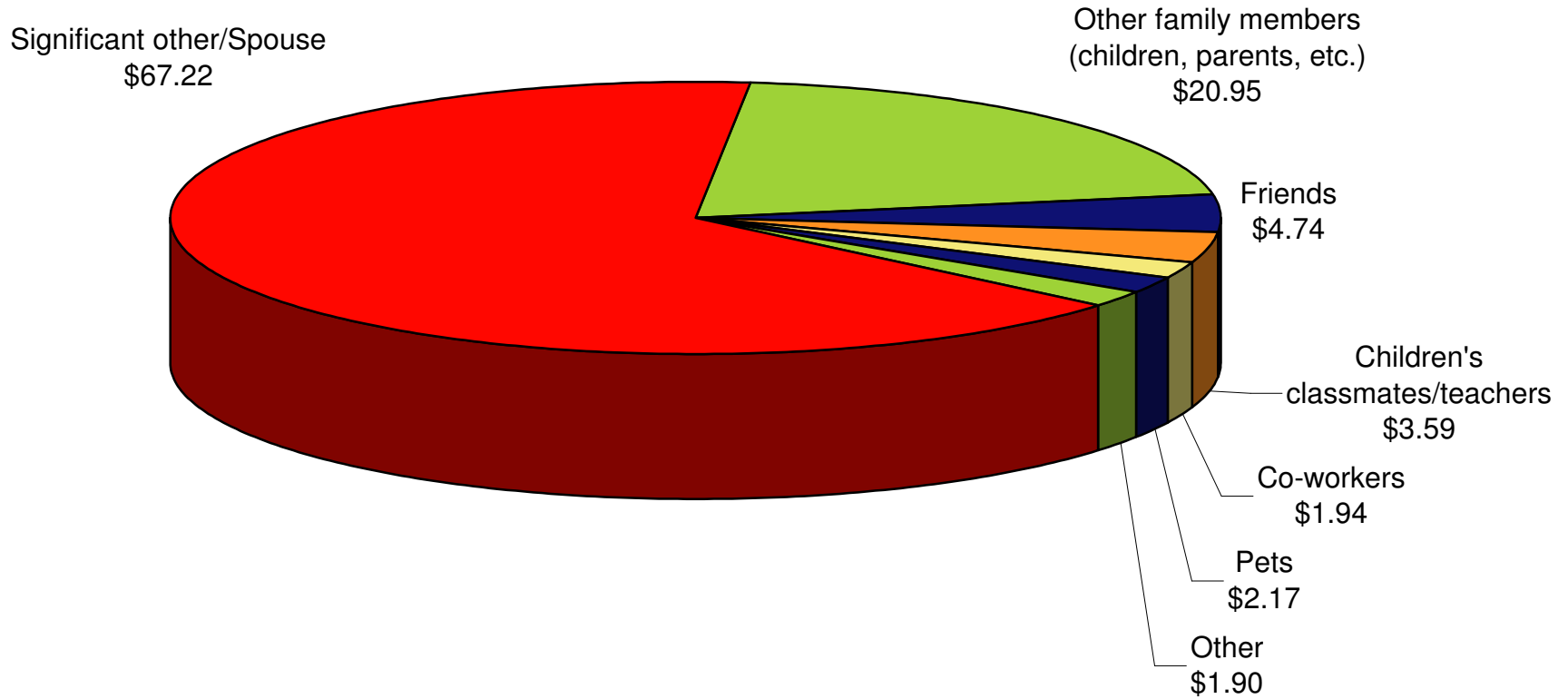
\*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

## Average Valentine's Day Spending by Year

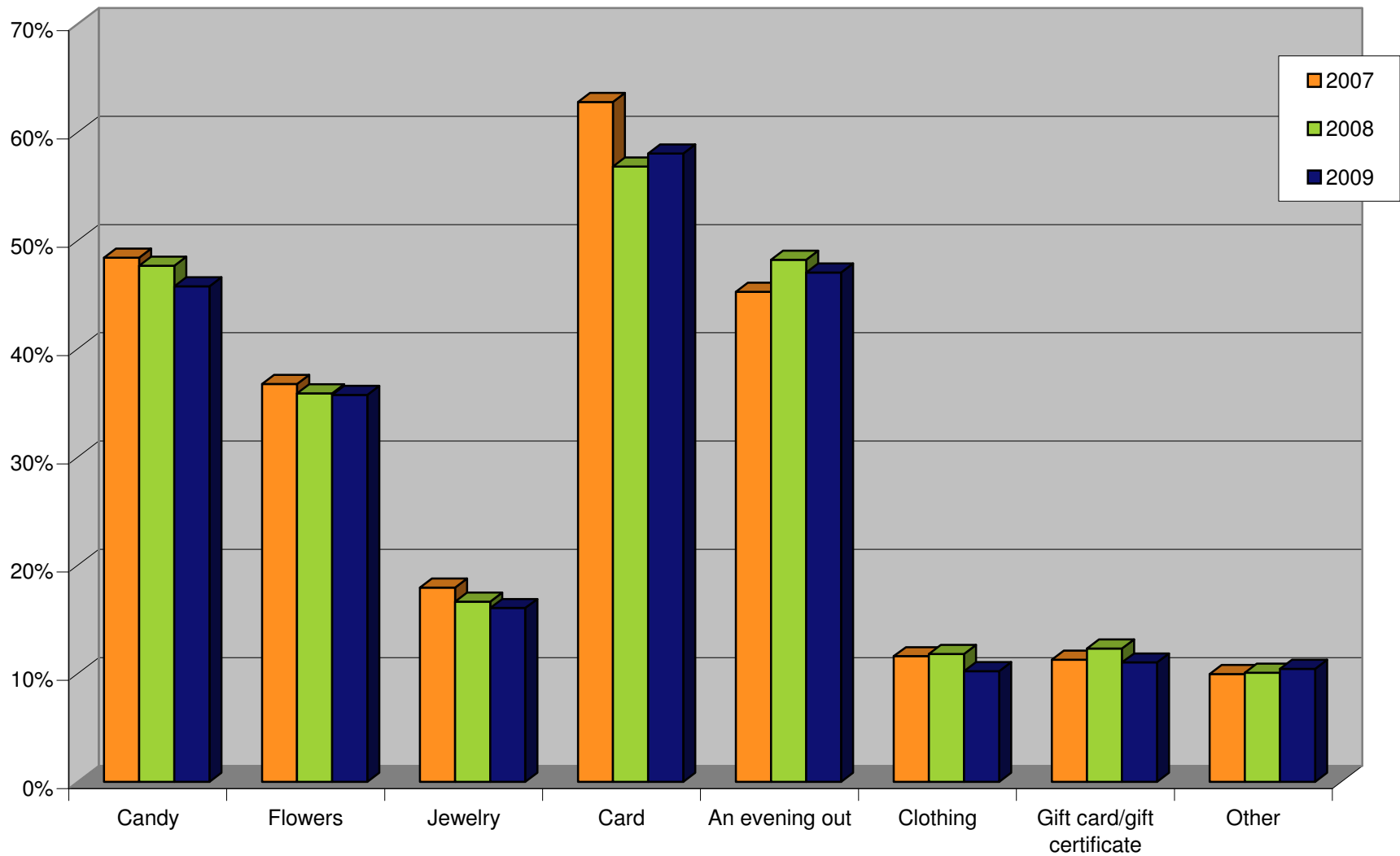


Conducted for NRF by BIGresearch, January 1-8, 2009. 8850 respondents.

## Average Valentine's Day Spending Per Person



## What People Plan to Give on Valentine's Day



Conducted for NRF by BIGresearch, January 1-8, 2009. 8850 respondents.