

Source: BIGresearch, Consumer Intentions & Actions, APR-09

N = 8667, 3/31 - 4/7/09	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Percent Celebrating Mother's Day	83.3%	83.5%	83.0%	79.3%	86.7%	90.9%	91.7%	88.1%	84.6%	76.5%	67.0%	82.0%	85.0%	84.1%	81.8%

If you plan to give any of the following as gifts on Mother's Day, please tell us how much you will spend for each. (in dollars)

Clothing or clothing accessories

Average of Buyers	\$ 34.63	\$ 35.58	\$ 33.77	\$ 29.81	\$ 40.41	\$ 28.18	\$ 34.54	\$ 37.16	\$ 35.89	\$ 34.27	\$ 39.21	\$ 38.39	\$ 28.36	\$ 33.91	\$ 39.87
Percent Buying	31.1%	30.4%	31.9%	30.0%	29.5%	46.7%	31.3%	28.7%	28.6%	28.7%	26.8%	28.7%	25.1%	36.1%	30.1%
Net Average	\$ 10.79	\$ 10.82	\$ 10.76	\$ 8.93	\$ 11.93	\$ 13.16	\$ 10.80	\$ 10.65	\$ 10.26	\$ 9.84	\$ 10.52	\$ 11.03	\$ 7.11	\$ 12.24	\$ 12.01
<i>in billions</i>	\$ 1.227														

Jewelry

Average of Buyers	\$ 72.29	\$ 85.41	\$ 54.38	\$ 61.42	\$ 88.18	\$ 71.37	\$ 65.32	\$ 72.46	\$ 76.30	\$ 68.26	\$ 85.77	\$ 83.59	\$ 63.42	\$ 65.97	\$ 90.45
Percent Buying	27.8%	32.9%	22.9%	29.3%	25.8%	50.5%	32.5%	23.7%	24.0%	23.1%	18.0%	27.2%	24.8%	31.8%	26.1%
Net Average	\$ 20.07	\$ 28.12	\$ 12.44	\$ 17.99	\$ 22.71	\$ 36.03	\$ 21.22	\$ 17.19	\$ 18.29	\$ 15.77	\$ 15.47	\$ 22.74	\$ 15.74	\$ 20.98	\$ 23.60
<i>in billions</i>	\$ 2.283														

Flowers

Average of Buyers	\$ 25.23	\$ 27.21	\$ 22.96	\$ 21.19	\$ 29.63	\$ 18.21	\$ 24.64	\$ 25.90	\$ 28.10	\$ 26.57	\$ 26.61	\$ 27.49	\$ 22.70	\$ 25.59	\$ 26.18
Percent Buying	66.8%	73.2%	60.8%	63.9%	69.8%	72.3%	67.6%	65.3%	66.7%	66.6%	63.8%	70.0%	67.5%	64.3%	67.4%
Net Average	\$ 16.86	\$ 19.92	\$ 13.96	\$ 13.53	\$ 20.68	\$ 13.16	\$ 16.66	\$ 16.91	\$ 18.75	\$ 17.70	\$ 16.99	\$ 19.25	\$ 15.32	\$ 16.45	\$ 17.65
<i>in billions</i>	\$ 1.918														

Books or CDs

Average of Buyers	\$ 18.02	\$ 18.70	\$ 17.18	\$ 17.09	\$ 18.82	\$ 16.46	\$ 17.83	\$ 17.42	\$ 21.00	\$ 18.25	\$ 17.69	\$ 18.24	\$ 18.62	\$ 18.59	\$ 16.78
Percent Buying	23.7%	27.1%	20.5%	24.1%	23.5%	36.8%	32.0%	22.5%	19.8%	19.4%	14.4%	22.1%	19.6%	26.0%	26.6%
Net Average	\$ 4.28	\$ 5.07	\$ 3.52	\$ 4.13	\$ 4.42	\$ 6.05	\$ 5.70	\$ 3.92	\$ 4.16	\$ 3.54	\$ 2.56	\$ 4.03	\$ 3.66	\$ 4.84	\$ 4.47
<i>in billions</i>	\$ 0.487														

Greeting card(s)

Average of Buyers	\$ 6.64	\$ 6.54	\$ 6.73	\$ 6.48	\$ 6.79	\$ 6.80	\$ 6.91	\$ 6.48	\$ 6.61	\$ 6.55	\$ 6.50	\$ 7.03	\$ 6.24	\$ 6.57	\$ 6.84
Percent Buying	84.7%	84.0%	85.4%	83.7%	86.6%	83.1%	86.8%	83.5%	86.4%	84.5%	83.4%	84.3%	85.1%	86.0%	82.6%
Net Average	\$ 5.62	\$ 5.49	\$ 5.75	\$ 5.42	\$ 5.88	\$ 5.65	\$ 6.00	\$ 5.41	\$ 5.71	\$ 5.54	\$ 5.42	\$ 5.92	\$ 5.31	\$ 5.65	\$ 5.65
<i>in billions</i>	\$ 0.640														

Gift Certificate(s)

Average of Buyers	\$ 35.99	\$ 37.63	\$ 34.40	\$ 32.35	\$ 41.17	\$ 29.66	\$ 35.28	\$ 36.31	\$ 35.78	\$ 37.95	\$ 44.50	\$ 40.28	\$ 30.93	\$ 36.49	\$ 37.50
Percent Buying	36.7%	37.1%	36.2%	35.8%	38.1%	51.0%	42.9%	36.5%	34.5%	30.7%	26.7%	37.7%	34.6%	38.8%	34.6%
Net Average	\$ 13.19	\$ 13.97	\$ 12.46	\$ 11.58	\$ 15.68	\$ 15.12	\$ 15.12	\$ 13.24	\$ 12.34	\$ 11.67	\$ 11.88	\$ 15.17	\$ 10.71	\$ 14.18	\$ 12.99
<i>in billions</i>	\$ 1.501														

Consumer electronics or computer related accessories

Average of Buyers	\$ 76.41	\$ 75.53	\$ 77.67	\$ 57.42	\$ 111.95	\$ 58.98	\$ 92.54	\$ 69.81	\$ 89.26	\$ 86.74	\$ 77.05	\$ 91.68	\$ 54.48	\$ 69.84	\$ 106.93
Percent Buying	9.9%	11.9%	7.9%	11.8%	8.5%	22.9%	13.0%	9.3%	7.1%	5.2%	4.2%	7.3%	8.0%	12.0%	9.8%
Net Average	\$ 7.53	\$ 9.01	\$ 6.13	\$ 6.77	\$ 9.56	\$ 13.51	\$ 12.06	\$ 6.47	\$ 6.38	\$ 4.48	\$ 3.22	\$ 6.66	\$ 4.38	\$ 8.35	\$ 10.47
<i>in billions</i>	\$ 0.857														

Housewares or gardening tools

Average of Buyers	\$ 33.77	\$ 39.04	\$ 29.08	\$ 31.74	\$ 37.48	\$ 32.73	\$ 38.17	\$ 30.66	\$ 32.03	\$ 29.44	\$ 38.52	\$ 37.13	\$ 30.29	\$ 32.98	\$ 38.84
Percent Buying	15.3%	14.8%	15.8%	16.8%	13.9%	31.2%	20.1%	11.4%	13.4%	11.0%	8.1%	15.1%	14.9%	15.5%	13.8%
Net Average	\$ 5.16	\$ 5.77	\$ 4.58	\$ 5.33	\$ 5.20	\$ 10.20	\$ 7.66	\$ 3.50	\$ 4.28	\$ 3.24	\$ 3.13	\$ 5.61	\$ 4.51	\$ 5.12	\$ 5.35
<i>in billions</i>	\$ 0.587														

Personal Service, such as day at a spa a facial or a massage

Average of Buyers	\$ 55.05	\$ 56.55	\$ 53.13	\$ 47.77	\$ 63.39	\$ 48.49	\$ 54.05	\$ 52.60	\$ 57.11	\$ 54.64	\$ 74.19	\$ 58.64	\$ 50.22	\$ 54.74	\$ 56.85
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Source: BIGresearch, Consumer Intentions & Actions, APR-09

N = 8667, 3/31 - 4/7/09	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Percent Buying	16.3%	18.7%	13.9%	15.8%	17.4%	33.7%	20.8%	14.0%	11.9%	10.0%	10.9%	16.0%	13.4%	19.0%	16.1%
Net Average	\$ 8.95	\$ 10.60	\$ 7.40	\$ 7.57	\$ 11.02	\$ 16.32	\$ 11.26	\$ 7.38	\$ 6.78	\$ 5.47	\$ 8.08	\$ 9.36	\$ 6.71	\$ 10.43	\$ 9.15
<i>in billions</i>	\$ 1.019														
Special outing, such as dinner or brunch															
Average of Buyers	\$ 43.85	\$ 46.83	\$ 40.40	\$ 37.38	\$ 49.50	\$ 38.83	\$ 42.48	\$ 45.52	\$ 46.76	\$ 44.80	\$ 43.49	\$ 51.07	\$ 39.22	\$ 41.52	\$ 47.50
Percent Buying	54.8%	60.4%	49.4%	54.5%	58.5%	57.7%	52.7%	50.6%	53.7%	57.3%	58.8%	53.0%	54.2%	57.0%	54.0%
Net Average	\$ 24.03	\$ 28.31	\$ 19.98	\$ 20.35	\$ 28.93	\$ 22.40	\$ 22.36	\$ 23.05	\$ 25.10	\$ 25.67	\$ 25.56	\$ 27.05	\$ 21.25	\$ 23.67	\$ 25.66
<i>in billions</i>	\$ 2.734														
Other															
Average of Buyers	\$ 26.35	\$ 27.21	\$ 25.57	\$ 22.63	\$ 29.69	\$ 24.00	\$ 25.51	\$ 26.70	\$ 27.57	\$ 27.20	\$ 27.04	\$ 29.73	\$ 23.95	\$ 26.01	\$ 27.12
Percent Buying	28.1%	27.6%	28.6%	27.3%	27.6%	32.1%	31.8%	25.8%	29.1%	26.0%	24.2%	31.3%	27.0%	28.5%	26.6%
Net Average	\$ 7.40	\$ 7.50	\$ 7.30	\$ 6.18	\$ 8.20	\$ 7.71	\$ 8.11	\$ 6.88	\$ 8.03	\$ 7.08	\$ 6.54	\$ 9.29	\$ 6.46	\$ 7.41	\$ 7.22
<i>in billions</i>	\$ 0.842														
Combined Net Average	\$ 123.89	\$ 144.57	\$ 104.27	\$ 107.78	\$ 144.22	\$ 159.32	\$ 136.95	\$ 114.59	\$ 120.05	\$ 109.98	\$ 109.37	\$ 136.12	\$ 101.15	\$ 129.32	\$ 134.22
<i>in billions</i>	\$ 14.096														

Where will you purchase Mother's Day gifts this year? (Check all that apply)

Discount Store	30.2%	26.6%	33.6%	35.3%	26.6%	29.1%	29.6%	34.5%	33.8%	30.7%	22.1%	25.9%	32.3%	32.5%	26.8%
Department Store	27.2%	27.3%	27.1%	29.4%	24.8%	48.4%	32.8%	26.5%	24.3%	20.5%	14.9%	29.1%	24.3%	29.9%	24.2%
Specialty Clothing Store	5.5%	5.9%	5.2%	5.4%	5.4%	13.8%	4.6%	5.9%	4.1%	3.0%	3.4%	5.2%	4.3%	6.0%	6.4%
Specialty Store (Greeting Card/Gift Store Florist Jeweler Electronics Store)	33.0%	35.6%	30.6%	31.6%	37.2%	39.2%	36.4%	30.3%	31.5%	30.8%	31.3%	37.0%	33.8%	31.6%	31.2%
Online	18.2%	20.0%	16.5%	15.8%	21.4%	25.4%	23.6%	18.6%	16.7%	15.0%	11.0%	19.0%	15.0%	18.2%	22.1%
Catalog	2.7%	2.5%	2.9%	3.0%	2.0%	6.1%	3.1%	2.3%	2.1%	1.5%	1.8%	3.6%	2.2%	2.6%	2.6%

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

Who do you plan to buy a Mother's Day gift for this year? (Check all that apply)

Mother or Stepmother	62.4%	61.2%	63.6%	62.2%	62.7%	89.2%	85.6%	75.4%	65.2%	44.8%	14.0%	63.9%	63.6%	62.3%	60.4%
Wife	21.7%	43.6%	1.0%	14.8%	30.6%	5.6%	17.0%	22.9%	24.0%	28.5%	29.4%	22.3%	21.2%	21.8%	22.0%
Daughter	8.8%	4.7%	12.8%	11.0%	7.8%	1.3%	2.3%	3.1%	9.3%	16.0%	21.6%	7.7%	8.9%	9.4%	8.4%
Grandmother	7.2%	5.9%	8.5%	7.6%	6.8%	20.7%	14.3%	6.9%	2.3%	1.1%	0.6%	6.8%	7.6%	7.7%	6.6%
Sister	7.4%	4.9%	9.7%	8.5%	6.8%	8.9%	9.1%	9.2%	7.3%	5.8%	3.6%	7.4%	5.4%	8.3%	8.1%
Friend	6.8%	4.9%	8.6%	9.5%	5.1%	9.4%	6.5%	6.5%	6.2%	7.1%	5.9%	6.9%	5.1%	7.1%	8.6%
Godmother	1.6%	0.9%	2.2%	1.9%	1.5%	3.9%	2.3%	1.5%	1.2%	0.5%	0.3%	2.1%	0.9%	1.7%	1.7%
Other relative	11.7%	6.8%	16.4%	11.8%	12.7%	10.9%	10.9%	10.1%	11.6%	12.0%	15.3%	11.5%	11.3%	12.1%	11.8%
No one	9.0%	5.5%	12.4%	11.0%	7.9%	3.3%	2.2%	5.4%	8.6%	12.7%	22.3%	8.6%	8.5%	8.9%	10.3%

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

Source: BIGresearch, CIA April 07-09

2007 2008 2009

If you plan to give any of the following as gifts on Mother's Day, please tell us how much you will spend for each. (in dollars)

Clothing or clothing accessories

Average of Buyers	\$	37.91	\$	36.26	\$	34.63
Percent Buying		37.0%		33.8%		31.1%
Net Average	\$	14.04	\$	12.26	\$	10.79
<i>in billions</i>	\$	1.587	\$	1.397	\$	1.227

Jewelry

Average of Buyers	\$	57.66	\$	80.26	\$	72.29
Percent Buying		32.8%		29.7%		27.8%
Net Average	\$	18.92	\$	23.80	\$	20.07
<i>in billions</i>	\$	2.138	\$	2.712	\$	2.283

Flowers

Average of Buyers	\$	27.59	\$	26.41	\$	25.23
Percent Buying		72.4%		66.9%		66.8%
Net Average	\$	19.98	\$	17.65	\$	16.86
<i>in billions</i>	\$	2.258	\$	2.012	\$	1.918

Books or CDs

Average of Buyers	\$	19.21	\$	19.97	\$	18.02
Percent Buying		29.3%		24.0%		23.7%
Net Average	\$	5.64	\$	4.80	\$	4.28
<i>in billions</i>	\$	0.637	\$	0.546	\$	0.487

Greeting card(s)

Average of Buyers	\$	6.90	\$	7.02	\$	6.64
Percent Buying		86.8%		84.0%		84.7%
Net Average	\$	5.98	\$	5.89	\$	5.62
<i>in billions</i>	\$	0.676	\$	0.672	\$	0.640

Gift Certificate(s)

Average of Buyers	\$	36.91	\$	36.64	\$	35.99
Percent Buying		39.3%		37.9%		36.7%
Net Average	\$	14.52	\$	13.89	\$	13.19
<i>in billions</i>	\$	1.641	\$	1.582	\$	1.501

Consumer electronics or computer related accessories

Average of Buyers	\$	58.68	\$	94.12	\$	76.41
Percent Buying		11.3%		11.2%		9.9%
Net Average	\$	6.61	\$	10.55	\$	7.53
<i>in billions</i>	\$	0.747	\$	1.202	\$	0.857

Housewares or gardening tools

Source: BIGresearch, CIA April 07-09

	2007	2008	2009
Average of Buyers \$	34.16	\$ 34.75	\$ 33.77
Percent Buying	18.5%	17.6%	15.3%
Net Average \$	6.31	\$ 6.11	\$ 5.16
<i>in billions</i> \$	0.713	\$ 0.696	\$ 0.587
Personal Service, such as day at a spa a facial or a massage			
Average of Buyers \$	56.26	\$ 53.83	\$ 55.05
Percent Buying	19.7%	18.1%	16.3%
Net Average \$	11.06	\$ 9.75	\$ 8.95
<i>in billions</i> \$	1.250	\$ 1.111	\$ 1.019
Special outing, such as dinner or brunch			
Average of Buyers \$	44.92	\$ 45.67	\$ 43.85
Percent Buying	61.0%	55.8%	54.8%
Net Average \$	27.38	\$ 25.48	\$ 24.03
<i>in billions</i> \$	3.095	\$ 2.903	\$ 2.734
Other			
Average of Buyers \$	28.23	\$ 28.49	\$ 26.35
Percent Buying	30.8%	29.6%	28.1%
Net Average \$	8.71	\$ 8.44	\$ 7.40
<i>in billions</i> \$	0.984	\$ 0.961	\$ 0.842
Combined Net Average \$	139.14	\$ 138.63	\$ 123.89
<i>in billions</i> \$	15.727	\$ 15.796	\$ 14.096

Where will you purchase Mother's Day gifts this year? (Check all that apply)

Discount Store	24.0%	25.7%	30.2%
Department Store	29.0%	28.8%	27.2%
Specialty Clothing Store	6.1%	6.6%	5.5%
Specialty Store (Greeting Card/Gift Store Florist Jeweler Electronics Store)	37.5%	35.0%	33.0%
Online	20.0%	18.3%	18.2%
Catalog	2.9%	3.4%	2.7%

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

Who do you plan to buy a Mother's Day gift for this year? (Check all that apply)

Mother or Stepmother	62.2%	60.8%	62.4%
Wife	22.2%	20.6%	21.7%

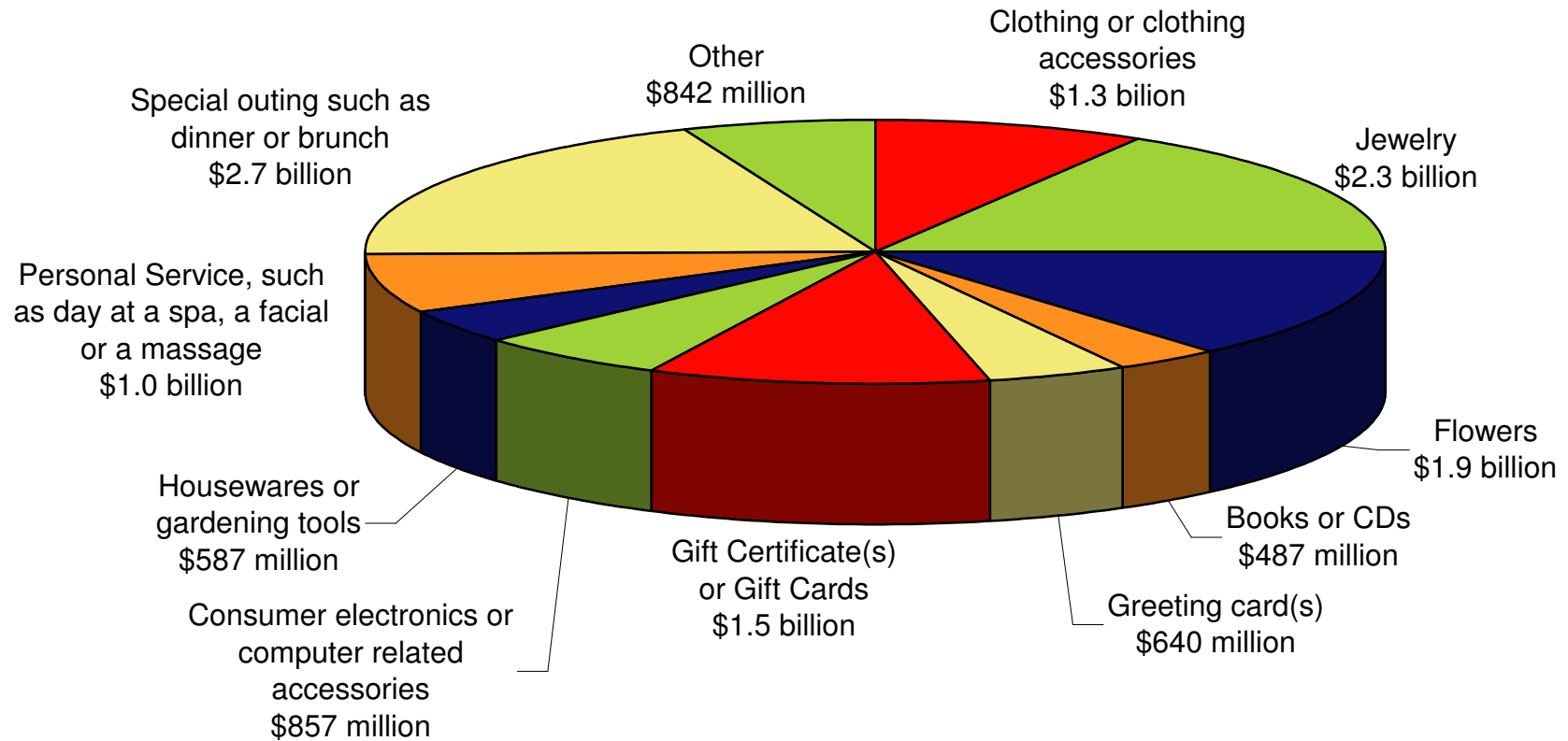
Source: BIGresearch, CIA April 07-09

	2007	2008	2009
Daughter	8.7%	9.4%	8.8%
Grandmother	8.3%	7.4%	7.2%
Sister	6.8%	7.4%	7.4%
Friend	6.7%	7.1%	6.8%
Godmother	1.6%	2.1%	1.6%
Other relative	12.1%	11.5%	11.7%
No one	8.1%	9.2%	9.0%

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

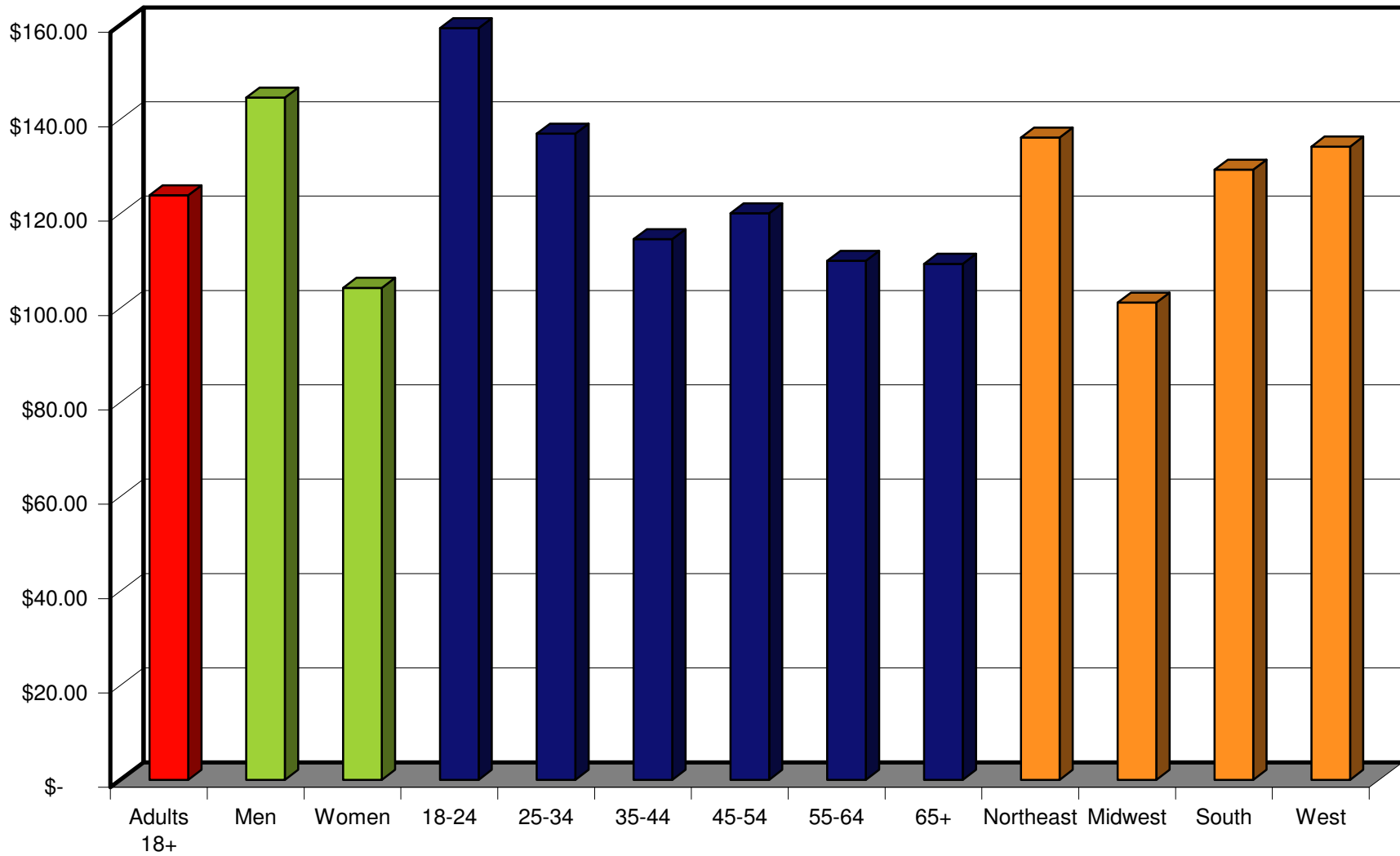
Mother's Day Spending by Year	2003	2004	2005	2006	2007	2008	2009
	\$ 97.37	\$ 98.64	\$ 104.63	\$ 122.16	\$ 139.14	\$ 138.63	\$ 123.89

What Americans Will Spend on Mother's Day 2009



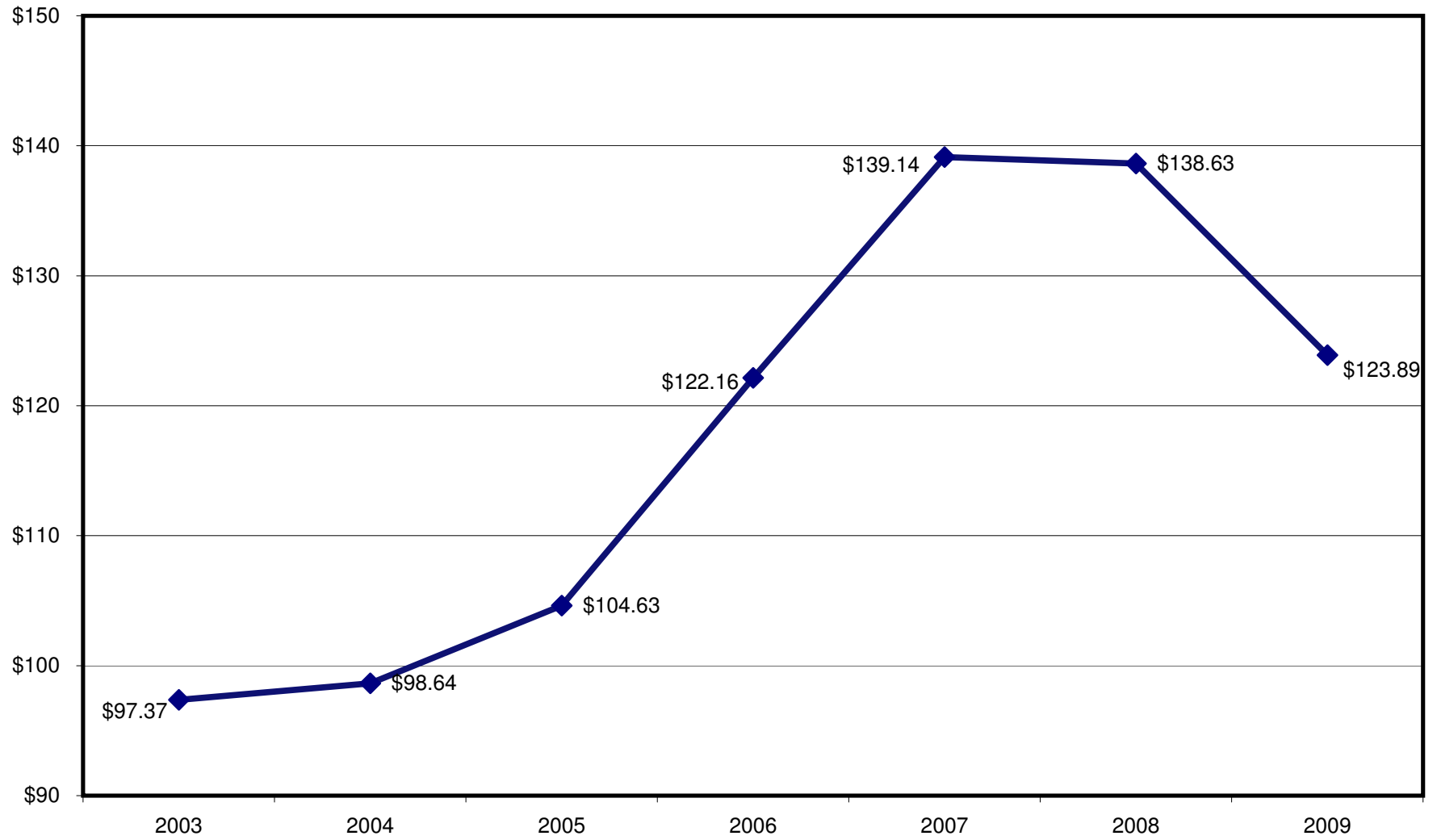
Conducted for NRF by BIGresearch March 31-April 7, 2009. 8,667 respondents.

Mother's Day Spending by Demographic



Conducted for NRF by BIGresearch March 31-April 7, 2009. 8,667 respondents.

Average Mother's Day Spending by Year



Conducted for NRF by BIGresearch 2003-2009.