

Source: BIGresearch, CIA April 2007  
N = 7859, 4/4 - 4/11/07

	All (18+)	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you expect to spend more, the same or less for Mother's Day this year than you spent last year?															
More	12.6%	14.2%	11.2%	13.3%	12.1%	36.3%	17.7%	10.6%	7.3%	5.8%	2.5%	13.7%	11.7%	13.5%	11.9%
Same	60.2%	61.5%	59.0%	54.0%	65.1%	51.9%	64.5%	67.7%	63.8%	57.4%	51.3%	61.6%	60.0%	61.1%	56.8%
Less	11.7%	9.3%	14.0%	13.4%	10.8%	6.5%	8.7%	11.6%	13.3%	15.1%	14.4%	10.7%	12.3%	10.7%	13.2%
Don't Celebrate Mother's Day	15.5%	15.1%	15.9%	19.2%	12.0%	5.3%	9.0%	10.1%	15.6%	21.7%	31.8%	14.0%	15.9%	14.7%	18.2%
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%
Percent Celebrating Mother's Day	84.5%	84.9%	84.1%	80.8%	88.0%	94.7%	91.0%	89.9%	84.4%	78.3%	68.2%	86.0%	84.1%	85.3%	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:

Clothing or clothing accessories															
Average of Buyers	\$	37.91	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		37.0%	39.0%	35.2%	33.6%	38.5%	44.1%	39.3%	37.7%	33.6%	34.8%	38.4%	32.5%	41.8%	35.4%
Net Average	\$	14.04	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 1.587															
Jewelry															
Average of Buyers	\$	57.66	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		32.8%	41.2%	24.9%	29.7%	33.0%	48.2%	38.9%	34.0%	26.8%	28.3%	31.0%	27.9%	35.9%	35.8%
Net Average	\$	18.92	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 2.138															
Flowers															
Average of Buyers	\$	27.59	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		72.4%	79.4%	65.8%	67.3%	75.7%	79.3%	71.1%	71.6%	72.0%	72.5%	76.1%	67.5%	73.9%	71.9%
Net Average	\$	19.98	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 2.258															
Books or CDs															
Average of Buyers	\$	19.21	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		29.3%	35.6%	23.4%	25.6%	31.4%	38.9%	33.3%	31.0%	25.3%	24.1%	30.0%	26.7%	30.1%	31.5%
Net Average	\$	5.64	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 0.637															
Greeting card(s)															
Average of Buyers	\$	6.90	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		86.8%	87.1%	86.4%	85.0%	88.7%	85.3%	86.0%	87.3%	89.4%	88.7%	86.5%	84.6%	90.2%	85.0%
Net Average	\$	5.98	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 0.676															
Gift Certificate(s)															
Average of Buyers	\$	36.91	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		39.3%	41.6%	37.2%	35.2%	41.9%	45.7%	47.3%	41.5%	36.1%	34.4%	44.8%	37.2%	40.6%	35.3%
Net Average	\$	14.52	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 1.641															
Consumer electronics or computer related accessories															
Average of Buyers	\$	58.68	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		11.3%	15.7%	7.0%	10.4%	10.0%	18.5%	17.7%	11.5%	6.7%	7.7%	10.4%	8.5%	12.9%	12.4%
Net Average	\$	6.61	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 0.747															
Housewares or gardening tools															
Average of Buyers	\$	34.16	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Percent Buying		18.5%	20.8%	16.3%	17.6%	18.3%	25.9%	24.4%	21.1%	15.1%	13.6%	18.3%	16.4%	18.5%	20.1%
Net Average	\$	6.31	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
<i>in billions \$</i> 0.713															
Personal Service, such as day at a spa, a facial or a massage															

Source: BIGresearch, CIA April 2007  
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	All (18+)	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Average of Buyers	\$ 56.26	\$ 60.61	\$ 49.83	\$ 44.29	\$ 62.32	\$ 45.84	\$ 58.71	\$ 60.26	\$ 59.68	\$ 59.08	\$ 58.10	\$ 53.49	\$ 48.97	\$ 59.00	\$ 60.67
Percent Buying	19.7%	24.1%	15.4%	15.4%	22.0%	33.6%	24.6%	21.7%	13.3%	15.3%	11.6%	17.8%	15.9%	22.0%	21.3%
Net Average	\$ 11.06	\$ 14.61	\$ 7.70	\$ 6.83	\$ 13.69	\$ 15.40	\$ 14.45	\$ 13.08	\$ 7.95	\$ 9.07	\$ 6.72	\$ 9.53	\$ 7.79	\$ 12.96	\$ 12.93
<i>in billions \$ 1.250</i>															

Special outing such as dinner or brunch

Average of Buyers	\$ 44.92	\$ 48.01	\$ 41.16	\$ 36.84	\$ 50.47	\$ 35.26	\$ 41.83	\$ 47.10	\$ 46.66	\$ 48.15	\$ 47.39	\$ 49.95	\$ 40.42	\$ 44.82	\$ 47.23
Percent Buying	61.0%	68.8%	53.6%	56.6%	64.5%	56.9%	54.9%	59.8%	59.4%	65.1%	70.5%	58.2%	60.0%	63.6%	61.4%
Net Average	\$ 27.38	\$ 33.01	\$ 22.05	\$ 20.87	\$ 32.53	\$ 20.07	\$ 22.98	\$ 28.14	\$ 27.73	\$ 31.35	\$ 33.41	\$ 29.06	\$ 24.24	\$ 28.49	\$ 28.98
<i>in billions \$ 3.095</i>															

Other

Average of Buyers	\$ 28.23	\$ 31.44	\$ 25.31	\$ 24.74	\$ 29.92	\$ 23.71	\$ 29.15	\$ 32.73	\$ 27.43	\$ 26.56	\$ 27.47	\$ 28.10	\$ 25.31	\$ 28.38	\$ 31.27
Percent Buying	30.8%	30.2%	31.5%	31.7%	28.7%	27.5%	31.1%	30.6%	28.8%	31.7%	35.0%	30.4%	30.0%	31.4%	33.3%
Net Average	\$ 8.71	\$ 9.49	\$ 7.97	\$ 7.85	\$ 8.60	\$ 6.51	\$ 9.08	\$ 10.03	\$ 7.91	\$ 8.42	\$ 9.63	\$ 8.53	\$ 7.60	\$ 8.92	\$ 10.42
<i>in billions \$ 0.984</i>															

Combined Net Average	\$ 139.14	\$ 172.91	\$ 107.18	\$ 104.64	\$ 162.24	\$ 137.73	\$ 151.42	\$ 147.30	\$ 129.30	\$ 138.14	\$ 129.32	\$ 141.86	\$ 114.98	\$ 148.93	\$ 153.11
<i>in billions \$ 15.727</i>															

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

Discount Store	24.0%	20.4%	27.5%	30.9%	20.1%	27.4%	25.0%	26.1%	24.7%	21.8%	19.0%	19.9%	27.9%	26.0%	21.1%
Department Store	29.0%	30.2%	27.8%	30.9%	28.0%	55.8%	34.3%	26.9%	25.4%	19.1%	16.6%	29.6%	28.1%	30.9%	27.3%
Specialty Clothing Store	6.1%	7.7%	4.6%	5.5%	6.8%	12.1%	8.4%	6.0%	5.3%	2.9%	2.6%	5.5%	5.5%	7.0%	6.2%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	37.5%	40.0%	35.0%	33.9%	43.8%	45.2%	38.2%	37.9%	36.0%	35.3%	33.4%	40.5%	37.2%	35.6%	37.1%
Online	20.0%	23.7%	16.4%	15.6%	24.1%	30.1%	28.5%	21.8%	18.1%	13.4%	7.9%	21.5%	15.4%	20.9%	23.6%
Catalog	2.9%	2.6%	3.2%	3.2%	2.4%	5.4%	3.0%	2.6%	3.1%	2.3%	1.3%	2.3%	2.8%	3.4%	2.9%

\*The sum of the % totals is 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%	60.1%	64.3%	63.4%	64.2%	91.2%	82.4%	77.4%	63.8%	41.8%	14.0%	64.5%	61.0%	62.9%	61.6%
Wife	22.2%	44.8%	0.8%	13.8%	29.1%	5.4%	16.1%	25.7%	25.2%	28.3%	29.4%	21.3%	22.4%	21.6%	23.3%
Daughter	8.7%	4.8%	12.4%	10.9%	7.9%	1.1%	0.8%	2.4%	9.3%	17.0%	23.0%	7.1%	8.7%	8.7%	9.9%
Grandmother	8.3%	5.8%	10.6%	9.5%	7.8%	23.2%	14.8%	8.6%	3.1%	1.0%	1.0%	8.0%	7.8%	9.8%	6.8%
Sister	6.8%	4.5%	9.0%	8.4%	5.8%	6.7%	8.7%	7.5%	7.4%	5.1%	4.7%	6.7%	6.1%	7.6%	6.6%
Friend	6.7%	4.7%	8.6%	8.4%	5.7%	9.4%	8.1%	5.3%	5.6%	7.0%	5.6%	7.0%	5.7%	6.9%	7.5%
Godmother	1.6%	1.1%	1.9%	1.7%	1.2%	3.3%	2.1%	2.0%	1.3%	0.5%	0.2%	2.6%	1.1%	1.8%	0.6%
Other relative	12.1%	6.1%	17.8%	12.8%	13.0%	10.1%	10.3%	10.9%	13.1%	12.7%	15.6%	12.0%	10.3%	13.8%	12.0%
No one	8.1%	4.4%	11.7%	10.9%	6.3%	1.1%	2.1%	3.9%	8.1%	12.7%	21.6%	7.3%	10.0%	7.0%	8.7%

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

Source: BIGresearch, CIA April 2007  
N = 7859, 4/4 - 4/11/07

2007                      2006

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:

Clothing or clothing accessories

<b>Average of Buyers</b>	\$	37.91	\$	35.58	
<b>Percent Buying</b>		37.0%		31.5%	
<b>Net Average</b>	\$	14.04	\$	11.19	
	<i>in billions</i>	\$	1.587	\$	1.266

Jewelry

<b>Average of Buyers</b>	\$	57.66	\$	67.60	
<b>Percent Buying</b>		32.8%		28.0%	
<b>Net Average</b>	\$	18.92	\$	18.91	
	<i>in billions</i>	\$	2.138	\$	2.140

Flowers

Average of Buyers	\$	27.59	\$	25.89	
Percent Buying		72.4%		67.6%	
Net Average	\$	19.98	\$	17.50	
	<i>in billions</i>	\$	2.258	\$	1.981

Books or CDs

<b>Average of Buyers</b>	\$	19.21	\$	18.36	
<b>Percent Buying</b>		29.3%		25.8%	
<b>Net Average</b>	\$	5.64	\$	4.73	
	<i>in billions</i>	\$	0.637	\$	0.536

Greeting card(s)

Average of Buyers	\$	6.90	\$	7.06	
Percent Buying		86.8%		85.4%	
Net Average	\$	5.98	\$	6.03	
	<i>in billions</i>	\$	0.676	\$	0.682

Gift Certificate(s)

<b>Average of Buyers</b>	\$	36.91	\$	34.81	
<b>Percent Buying</b>		39.3%		31.9%	
<b>Net Average</b>	\$	14.52	\$	11.10	
	<i>in billions</i>	\$	1.641	\$	1.256

Consumer electronics or computer related accessories

Average of Buyers	\$	58.68	\$	74.60
Percent Buying		11.3%		6.7%
Net Average	\$	6.61	\$	4.97

Source: BIGresearch, CIA April 2007  
N = 7859, 4/4 - 4/11/07

2007

2006

*in billions* \$

Housewares or gardening tools

Average of Buyers	\$	34.16	\$	32.51
Percent Buying		18.5%		13.3%
Net Average	\$	6.31	\$	4.32
<i>in billions</i>	\$	0.713	\$	0.489

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

Average of Buyers	\$	56.26	\$	56.52
Percent Buying		19.7%		14.5%
Net Average	\$	11.06	\$	8.20
<i>in billions</i>	\$	1.250	\$	0.928

Special outing such as dinner or brunch

Average of Buyers	\$	44.92	\$	43.49
Percent Buying		61.0%		57.6%
Net Average	\$	27.38	\$	25.03
<i>in billions</i>	\$	3.095	\$	2.833

Other

Average of Buyers	\$	28.23	\$	34.10
Percent Buying		30.8%		29.8%
Net Average	\$	8.71	\$	10.16
<i>in billions</i>	\$	0.984	\$	1.150

Combined Net Average	\$	139.14	\$	122.16
<i>in billions</i>	\$	15.727	\$	13.825

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

Discount Store	24.0%	25.6%
Department Store	29.0%	29.2%
Specialty Clothing Store	6.1%	5.0%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	37.5%	38.2%
Online	20.0%	16.9%
Catalog	2.9%	3.4%

\*The sum of the % totals is 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%	63.0%
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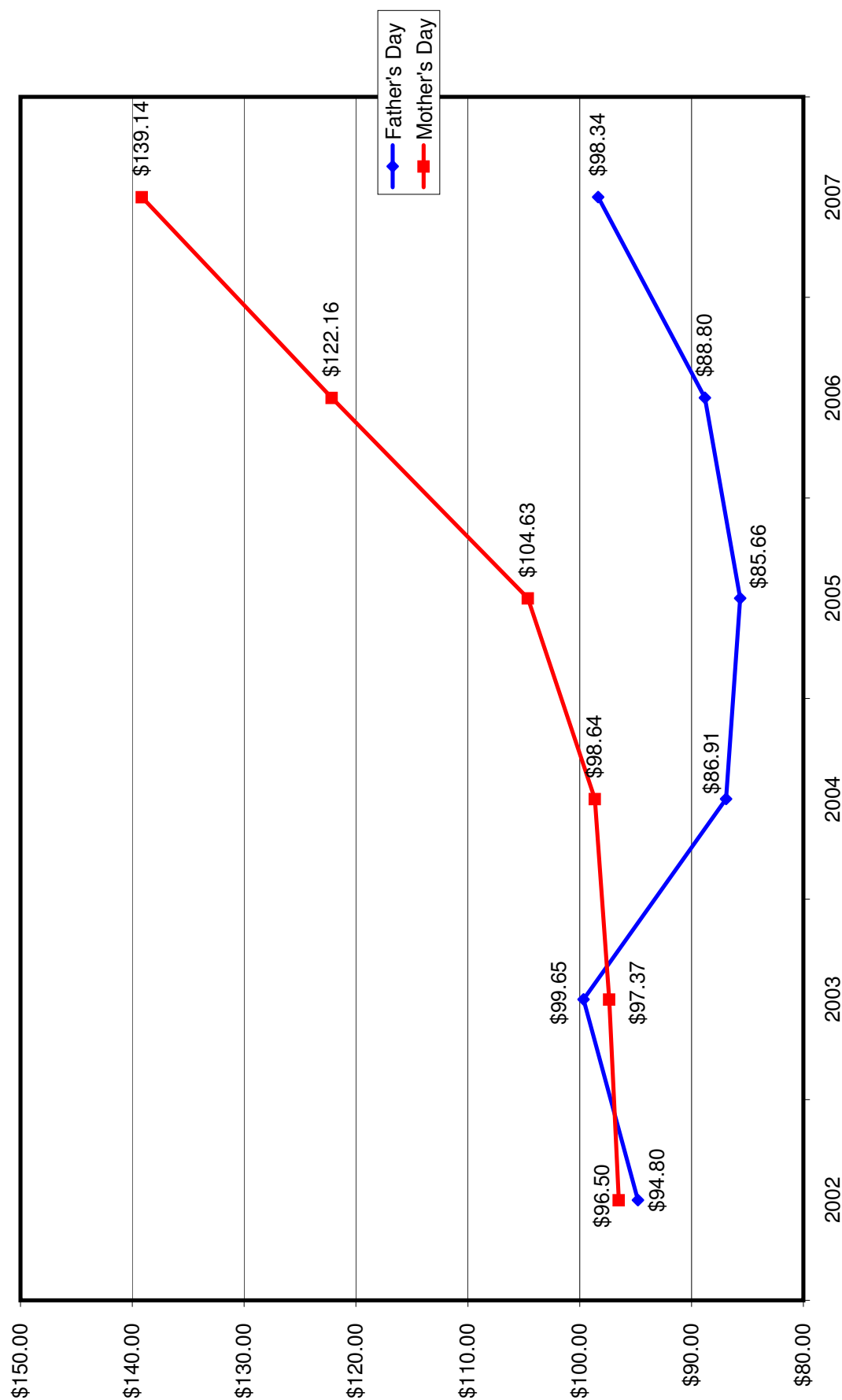
Source: BIGresearch, CIA April 2007  
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	2007	2006
Wife	22.2%	20.7%
Daughter	8.7%	9.1%
Grandmother	8.3%	8.5%
Sister	6.8%	7.0%
Friend	6.7%	7.0%
Godmother	1.6%	1.7%
Other relative	12.1%	12.3%
No one	8.1%	8.8%

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

	Father's Day	Mother's Day
2002	\$ 94.80	\$ 96.50
2003	\$ 99.65	\$ 97.37
2004	\$ 86.91	\$ 98.64
2005	\$ 85.66	\$ 104.63
2006	\$ 88.80	\$ 122.16
2007	\$ 98.34	\$ 139.14

Father's Day Spending vs. Mother's Day Spending by Year



Who People Will Purchase Mother's Day Gifts For, 2007

