

Source: BIGinsight™ Monthly Consumer Survey, JAN-13

N = 5815, 1/2 - 1/9/13	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you plan to celebrate Valentine's Day this year?															
Yes	59.9%	59.0%	60.7%	53.7%	65.6%	72.0%	69.4%	65.4%	58.8%	51.0%	45.4%	59.3%	57.0%	63.0%	59.0%
No	40.1%	41.0%	39.3%	46.3%	34.4%	28.0%	30.6%	34.6%	41.2%	49.0%	54.6%	40.7%	43.0%	37.0%	41.0%
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	\$ 81.00	\$ 107.73	\$ 53.34	\$ 61.12	\$ 95.84	\$ 100.34	\$ 117.28	\$ 97.83	\$ 64.57	\$ 54.01	\$ 50.84	\$ 79.99	\$ 64.35	\$ 91.05	\$ 85.56
Percent Buying	91.1%	95.3%	87.0%	87.1%	94.2%	91.0%	95.2%	94.7%	92.2%	91.2%	82.0%	91.1%	91.6%	91.5%	89.7%
Net Average	\$ 73.75	\$ 102.66	\$ 46.43	\$ 53.23	\$ 90.29	\$ 91.34	\$ 111.62	\$ 92.62	\$ 59.55	\$ 49.27	\$ 41.68	\$ 72.90	\$ 58.93	\$ 83.27	\$ 76.79
in billions	\$ 10.500														
Other family members (children, parents, etc.)															
Average of Buyers	\$ 43.94	\$ 58.63	\$ 33.12	\$ 34.35	\$ 52.92	\$ 68.78	\$ 51.30	\$ 44.13	\$ 36.98	\$ 32.58	\$ 34.68	\$ 50.48	\$ 34.27	\$ 49.90	\$ 38.20
Percent Buying	60.2%	52.5%	67.4%	58.6%	60.5%	58.4%	63.2%	65.4%	61.2%	57.8%	54.5%	61.2%	60.3%	61.8%	55.5%
Net Average	\$ 26.46	\$ 30.81	\$ 22.34	\$ 20.13	\$ 31.99	\$ 40.16	\$ 32.43	\$ 28.86	\$ 22.64	\$ 18.84	\$ 18.91	\$ 30.89	\$ 20.66	\$ 30.82	\$ 21.22
in billions	\$ 3.766														
Friends															
Average of Buyers	\$ 33.70	\$ 50.14	\$ 20.67	\$ 24.02	\$ 41.36	\$ 37.56	\$ 50.46	\$ 40.56	\$ 22.90	\$ 15.41	\$ 16.33	\$ 44.64	\$ 26.46	\$ 35.62	\$ 29.09
Percent Buying	25.2%	22.9%	27.4%	26.8%	22.0%	43.2%	33.0%	23.4%	20.5%	18.0%	17.3%	24.0%	22.1%	25.6%	28.9%
Net Average	\$ 8.49	\$ 11.50	\$ 5.65	\$ 6.43	\$ 9.12	\$ 16.22	\$ 16.67	\$ 9.50	\$ 4.70	\$ 2.77	\$ 2.82	\$ 10.73	\$ 5.85	\$ 9.11	\$ 8.42
in billions	\$ 1.209														
Children's classmates/teachers															
Average of Buyers	\$ 29.23	\$ 41.23	\$ 19.93	\$ 22.07	\$ 34.21	\$ 37.60	\$ 31.45	\$ 29.42	\$ 20.82	\$ 20.60	\$ 23.60	\$ 32.43	\$ 19.27	\$ 34.77	\$ 25.80
Percent Buying	20.5%	18.4%	22.5%	20.3%	20.0%	25.8%	33.8%	35.4%	18.4%	8.4%	2.0%	21.4%	16.6%	21.6%	22.8%
Net Average	\$ 6.00	\$ 7.60	\$ 4.48	\$ 4.47	\$ 6.83	\$ 9.69	\$ 10.64	\$ 10.43	\$ 3.82	\$ 1.73	\$ 0.47	\$ 6.93	\$ 3.21	\$ 7.52	\$ 5.90
in billions	\$ 0.854														
Co-workers															
Average of Buyers	\$ 38.63	\$ 53.54	\$ 22.46	\$ 31.21	\$ 44.23	\$ 45.43	\$ 50.00	\$ 35.06	\$ 29.76	\$ 13.54	\$ 28.44	\$ 46.70	\$ 31.71	\$ 46.77	\$ 25.99
Percent Buying	13.2%	14.2%	12.4%	11.2%	13.4%	21.7%	21.7%	15.8%	10.8%	6.8%	4.4%	14.8%	10.6%	12.4%	16.5%
Net Average	\$ 5.12	\$ 7.59	\$ 2.78	\$ 3.49	\$ 5.92	\$ 9.85	\$ 10.86	\$ 5.56	\$ 3.21	\$ 0.92	\$ 1.26	\$ 6.92	\$ 3.38	\$ 5.82	\$ 4.29
in billions	\$ 0.728														
Pets															
Average of Buyers	\$ 28.55	\$ 37.99	\$ 20.17	\$ 21.33	\$ 31.89	\$ 41.17	\$ 36.16	\$ 35.85	\$ 16.87	\$ 16.11	\$ 12.71	\$ 27.96	\$ 26.82	\$ 30.82	\$ 26.87
Percent Buying	20.0%	19.4%	20.7%	21.2%	18.2%	29.4%	27.7%	17.6%	21.1%	14.3%	11.9%	22.8%	18.6%	20.7%	18.0%
Net Average	\$ 5.72	\$ 7.37	\$ 4.17	\$ 4.53	\$ 5.81	\$ 12.11	\$ 10.01	\$ 6.31	\$ 3.55	\$ 2.31	\$ 1.51	\$ 6.39	\$ 4.98	\$ 6.39	\$ 4.83
in billions	\$ 0.815														
Other															
Average of Buyers	\$ 54.96	\$ 72.88	\$ 33.46	\$ 47.08	\$ 56.09	\$ 73.82	\$ 71.08	\$ 56.53	\$ 27.77	\$ 16.50	\$ 28.79	\$ 58.20	\$ 58.72	\$ 58.34	\$ 44.90
Percent Buying	9.9%	11.1%	8.7%	10.8%	8.3%	16.5%	16.6%	9.9%	8.4%	3.9%	5.2%	12.0%	7.1%	9.8%	11.4%
Net Average	\$ 5.43	\$ 8.08	\$ 2.93	\$ 5.07	\$ 4.66	\$ 12.20	\$ 11.80	\$ 5.62	\$ 2.34	\$ 0.64	\$ 1.49	\$ 7.00	\$ 4.18	\$ 5.70	\$ 5.10
in billions	\$ 0.773														
Combined Average 2013	\$ 130.97	\$ 175.61	\$ 88.78	\$ 97.35	\$ 154.63	\$ 191.57	\$ 204.03	\$ 158.90	\$ 99.81	\$ 76.47	\$ 68.14	\$ 141.77	\$ 101.18	\$ 148.62	\$ 126.54
in billions	\$ 18.6														
Where will you purchase Valentine's Day gifts this year? (Check all that apply)															
Discount Store	39.6%	29.6%	49.0%	45.7%	35.5%	31.6%	39.4%	41.6%	44.3%	40.8%	37.4%	34.0%	40.4%	42.9%	37.6%
Department Store	33.2%	35.5%	31.2%	32.4%	33.4%	48.8%	43.3%	35.6%	29.8%	26.8%	18.8%	36.1%	28.9%	33.2%	36.0%
Specialty Clothing Store	7.5%	9.1%	6.0%	6.1%	8.3%	14.9%	15.8%	7.0%	4.4%	2.9%	1.7%	8.3%	6.1%	6.7%	10.3%

Source: BIGinsight™ Monthly Consumer Survey, JAN-13

N = 5815, 1/2 - 1/9/13	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Specialty Store (Greeting Card/Gift Store, Electronics Store)	22.9%	22.5%	23.3%	19.2%	25.7%	24.1%	28.2%	20.4%	20.4%	24.2%	20.6%	25.8%	20.9%	23.3%	21.8%
Florist	19.6%	32.1%	7.8%	16.6%	22.0%	22.7%	25.9%	20.7%	18.6%	16.9%	13.4%	20.3%	18.3%	19.9%	19.9%
Jewelry Store	11.2%	16.4%	6.2%	10.0%	12.2%	21.1%	17.3%	9.9%	8.1%	7.6%	5.4%	10.7%	9.4%	11.7%	12.7%
Online	26.3%	28.6%	24.1%	25.1%	27.6%	33.5%	35.3%	28.3%	21.9%	21.5%	18.8%	27.5%	20.5%	27.2%	30.9%
Catalog	2.6%	2.1%	3.1%	3.1%	2.2%	2.0%	3.9%	2.1%	2.6%	1.2%	3.8%	1.4%	2.3%	3.0%	3.7%
Other (please specify)	9.7%	6.9%	12.3%	10.0%	10.0%	2.7%	5.9%	7.0%	10.3%	12.2%	18.5%	8.5%	10.3%	9.4%	10.9%

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

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

Candy	51.0%	46.8%	55.0%	56.6%	46.0%	70.2%	60.3%	55.6%	50.3%	42.7%	31.1%	51.1%	49.6%	52.3%	49.6%
Flowers	36.6%	58.3%	16.2%	34.4%	37.8%	46.7%	46.7%	39.3%	34.5%	30.8%	24.1%	34.9%	34.6%	37.5%	39.5%
Jewelry	19.7%	28.9%	10.9%	17.5%	20.7%	34.8%	28.1%	20.9%	15.1%	12.9%	9.8%	19.8%	16.3%	20.9%	21.4%
Greeting Cards	54.7%	48.5%	60.5%	56.1%	54.8%	42.6%	52.8%	56.6%	56.8%	56.1%	60.2%	56.0%	54.8%	55.1%	53.1%
An evening out	36.2%	39.8%	32.8%	32.6%	39.3%	40.3%	45.7%	36.1%	35.3%	32.2%	28.4%	36.6%	35.9%	35.5%	37.8%
Clothing	15.6%	13.6%	17.4%	14.0%	16.3%	23.9%	21.2%	13.3%	12.5%	12.9%	11.5%	15.0%	13.6%	15.6%	18.9%
Gift card/gift certificate	15.0%	12.4%	17.5%	14.7%	15.7%	15.5%	17.7%	16.0%	15.8%	13.4%	11.6%	15.4%	12.5%	15.8%	16.6%
Other (please specify)	9.5%	5.5%	13.3%	9.4%	9.7%	5.9%	7.0%	6.2%	9.6%	12.1%	15.6%	8.4%	9.7%	9.9%	9.5%

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

Asked of those Planning to Buy in Previous Question: How much do you plan to spend on Valentine's Day gifts for:

Candy

Average of Buyers	\$	22.81	\$	25.95	\$	19.85	\$	18.65	\$	25.56	\$	20.30	\$	24.44	\$	27.64	\$	21.22	\$	21.92	\$	20.86	\$	25.65	\$	22.64	\$	21.67	\$	22.59
Percent Buying		51.0%		46.8%		55.0%		56.6%		46.0%		70.2%		60.3%		55.6%		50.3%		42.7%		31.1%		51.1%		49.6%		52.3%		49.6%
Net Average	\$	11.64	\$	12.14	\$	10.91	\$	10.56	\$	11.75	\$	14.25	\$	14.75	\$	15.38	\$	10.68	\$	9.36	\$	6.48	\$	13.09	\$	11.24	\$	11.34	\$	11.21
in billions	\$	1.657																												

Flowers

Average of Buyers	\$	36.77	\$	38.47	\$	35.17	\$	31.07	\$	40.70	\$	35.58	\$	37.08	\$	40.75	\$	38.94	\$	34.31	\$	33.40	\$	36.17	\$	32.96	\$	38.60	\$	39.62
Percent Buying		36.6%		58.3%		16.2%		34.4%		37.8%		46.7%		46.7%		39.3%		34.5%		30.8%		24.1%		34.9%		34.6%		37.5%		39.5%
Net Average	\$	13.48	\$	22.42	\$	5.70	\$	10.69	\$	15.39	\$	16.61	\$	17.30	\$	16.01	\$	13.43	\$	10.57	\$	8.05	\$	12.63	\$	11.40	\$	14.48	\$	15.65
in billions	\$	1.919																												

Jewelry

Average of Buyers	\$	157.32	\$	186.09	\$	130.13	\$	126.51	\$	175.65	\$	208.52	\$	220.70	\$	182.69	\$	148.99	\$	94.56	\$	96.74	\$	186.20	\$	135.43	\$	158.17	\$	147.30
Percent Buying		19.7%		28.9%		10.9%		17.5%		20.7%		34.8%		28.1%		20.9%		15.1%		12.9%		9.8%		19.8%		16.3%		20.9%		21.4%
Net Average	\$	30.94	\$	53.79	\$	14.22	\$	22.14	\$	36.28	\$	72.48	\$	61.91	\$	38.24	\$	22.46	\$	12.16	\$	9.51	\$	36.87	\$	22.02	\$	33.03	\$	31.50
in billions	\$	4.404																												

Greeting Cards

Average of Buyers	\$	15.21	\$	19.88	\$	10.80	\$	14.40	\$	15.69	\$	23.57	\$	23.66	\$	17.91	\$	9.79	\$	9.14	\$	9.19	\$	12.47	\$	12.99	\$	19.19	\$	12.39
Percent Buying		54.7%		48.5%		60.5%		56.1%		54.8%		42.6%		52.8%		56.6%		56.8%		56.1%		60.2%		56.0%		54.8%		55.1%		53.1%
Net Average	\$	8.32	\$	9.64	\$	6.53	\$	8.07	\$	8.59	\$	10.04	\$	12.48	\$	10.14	\$	5.56	\$	5.13	\$	5.53	\$	6.98	\$	7.12	\$	10.57	\$	6.57
in billions	\$	1.184																												

An evening out

Average of Buyers	\$	77.11	\$	86.44	\$	68.29	\$	61.85	\$	89.42	\$	88.49	\$	85.73	\$	87.43	\$	73.41	\$	64.04	\$	65.76	\$	78.56	\$	64.07	\$	81.54	\$	82.82
Percent Buying		36.2%		39.8%		32.8%		32.6%		39.3%		40.3%		45.7%		36.1%		35.3%		32.2%		28.4%		36.6%		35.9%		35.5%		37.8%
Net Average	\$	27.93	\$	34.39	\$	22.43	\$	20.15	\$	35.10	\$	35.65	\$	39.15	\$	31.55	\$	25.88	\$	20.64	\$	18.70	\$	28.74	\$	22.99	\$	28.93	\$	31.32
in billions	\$	3.976																												

Clothing

Average of Buyers	\$	73.65	\$	90.46	\$	57.75	\$	55.05	\$	81.81	\$	101.59	\$	97.98	\$	70.70	\$	59.58	\$	61.67	\$	57.22	\$	63.23	\$	63.86	\$	86.82	\$	65.49
Percent Buying		15.6%		13.6%		17.4%		14.0%		16.3%		23.9%		21.2%		13.3%		12.5%		12.9%		11.5%		15.0%		13.6%		15.6%		18.9%

Source: BIGinsight™ Monthly Consumer Survey, JAN-13

N = 5815, 1/2 - 1/9/13	Adults 18+		Men		Women		<\$50K		\$50K+		18-24		25-34		35-44		45-54		55-64		65+		NE		MW		South		West	
Net Average	\$	11.46	\$	12.29	\$	10.07	\$	7.68	\$	13.31	\$	24.33	\$	20.76	\$	9.40	\$	7.47	\$	7.96	\$	6.61	\$	9.48	\$	8.67	\$	13.52	\$	12.35
in billions	\$	1.632																												

Gift card/gift certificate

Average of Buyers	\$	68.11	\$	87.65	\$	49.65	\$	48.03	\$	81.91	\$	92.43	\$	68.07	\$	84.22	\$	59.54	\$	52.05	\$	58.14	\$	71.33	\$	51.96	\$	83.78	\$	50.10
Percent Buying		15.0%		12.4%		17.5%		14.7%		15.7%		15.5%		17.7%		16.0%		15.8%		13.4%		11.6%		15.4%		12.5%		15.8%		16.6%
Net Average	\$	10.23	\$	10.88	\$	8.68	\$	7.08	\$	12.89	\$	14.33	\$	12.08	\$	13.50	\$	9.39	\$	6.96	\$	6.77	\$	11.00	\$	6.49	\$	13.21	\$	8.30
in billions	\$	1.457																												

Asked of Valentine's Day Celebrants: Do you own either of the following devices?

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	55.9%	62.9%	49.3%	44.9%	63.7%	73.6%	79.2%	65.7%	52.1%	43.3%	25.1%	53.3%	51.5%	59.2%	57.5%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	32.0%	35.0%	29.2%	21.6%	40.5%	30.0%	40.0%	38.5%	31.2%	27.3%	24.4%	33.3%	29.6%	32.6%	33.0%
I do not own either of these types of devices	34.6%	29.4%	39.5%	47.0%	26.5%	19.5%	14.7%	25.0%	37.7%	46.5%	61.3%	34.6%	38.7%	32.2%	34.3%

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

Own a Smartphone: How will you use your Smartphone to make Valentine's Day purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	23.9%	27.5%	20.4%	26.3%	21.6%	43.6%	37.8%	27.4%	15.3%	13.0%	10.8%	31.0%	20.6%	21.4%	27.8%
Plan to Purchase Products	12.0%	15.0%	9.2%	11.4%	12.3%	20.1%	21.4%	15.8%	8.5%	5.2%	2.9%	13.9%	10.0%	11.8%	12.6%
Plan to Redeem Coupons	11.8%	11.0%	12.5%	12.4%	11.2%	18.9%	18.4%	14.0%	9.8%	5.3%	5.5%	14.7%	9.2%	11.5%	13.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	14.9%	15.9%	14.0%	13.9%	15.4%	24.5%	25.9%	17.7%	10.9%	8.1%	4.5%	16.0%	14.7%	13.9%	16.1%
Plan to use Apps to Research or Purchase Products	8.4%	9.7%	7.1%	8.1%	8.8%	15.0%	12.4%	11.0%	6.1%	5.2%	2.1%	10.4%	6.8%	7.9%	9.6%
Plan to use Apps to Compare Prices	9.8%	10.4%	9.2%	10.1%	9.5%	15.8%	11.4%	11.0%	7.9%	6.7%	7.2%	13.6%	8.8%	8.9%	9.5%
Do not plan to Research or Make a Purchase with my Smartphone	59.3%	55.6%	62.9%	57.7%	62.2%	33.0%	38.3%	52.4%	71.2%	76.7%	78.3%	52.9%	61.7%	62.1%	55.6%

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

Own a Tablet: How will you use your Tablet to make Valentine's Day purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	30.8%	32.8%	28.9%	32.9%	29.3%	41.7%	40.0%	25.2%	32.2%	24.3%	23.3%	30.9%	30.9%	30.4%	31.5%
Plan to Purchase Products	19.6%	23.8%	15.7%	19.6%	18.9%	40.0%	30.6%	23.1%	13.0%	10.1%	5.8%	19.8%	14.5%	21.2%	22.1%
Plan to Redeem Coupons	12.4%	13.1%	11.8%	11.7%	12.0%	23.5%	18.1%	13.0%	9.4%	4.8%	8.2%	11.8%	13.9%	11.0%	14.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	18.5%	20.4%	16.7%	18.9%	17.3%	27.5%	24.2%	16.6%	18.2%	12.3%	14.0%	17.4%	18.6%	18.9%	19.0%
Plan to use Apps to Research or Purchase Products	11.3%	12.6%	10.0%	12.0%	12.3%	15.9%	16.9%	11.4%	10.6%	8.0%	5.8%	11.7%	8.5%	11.3%	14.7%
Plan to use Apps to Compare Prices	9.3%	11.5%	7.2%	10.9%	9.5%	14.6%	13.3%	8.6%	8.0%	8.2%	4.5%	11.0%	6.3%	10.4%	9.8%
Do not plan to Research or Make a Purchase with my Tablet	53.1%	48.0%	58.0%	53.4%	55.2%	27.6%	33.4%	54.2%	58.3%	68.2%	71.6%	53.2%	53.9%	52.8%	52.8%

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

## Source: BIGinsight™, Monthly Consumer Survey, JAN 07-13

	2007	2008	2009	2010	2011	2012	2013
<b>Do you plan to celebrate Valentine's Day this year?</b>							
Yes	63.4%	61.3%	62.8%	59.6%	58.1%	59.4%	59.9%
No	36.6%	38.7%	37.2%	40.4%	41.9%	40.6%	40.1%
Total	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>	\$	88.17	\$	88.18	\$	74.01	\$	70.62	\$	77.36	\$	82.90	\$	81.00
<b>Percent Buying</b>		91.1%		90.7%		90.8%		89.7%		89.2%		89.4%		91.1%
<b>Net Average</b>	\$	80.29	\$	79.99	\$	67.22	\$	63.34	\$	68.98	\$	74.12	\$	73.75
<i>in billions</i>	\$	11.342	\$	11.072	\$	9.621	\$	8.690	\$	9.324	\$	10.326	\$	10.500

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

<b>Average of Buyers</b>	\$	38.96	\$	38.27	\$	34.65	\$	34.45	\$	37.92	\$	41.67	\$	43.94
<b>Percent Buying</b>		64.2%		62.4%		60.5%		60.8%		59.8%		60.6%		60.2%
<b>Net Average</b>	\$	25.00	\$	23.89	\$	20.95	\$	20.94	\$	22.68	\$	25.25	\$	26.46
<i>in billions</i>	\$	3.532	\$	3.307	\$	2.998	\$	2.873	\$	3.066	\$	3.517	\$	3.766

**Friends**

<b>Average of Buyers</b>	\$	18.81	\$	23.89	\$	21.89	\$	23.66	\$	27.99	\$	28.17	\$	33.70
<b>Percent Buying</b>		26.2%		24.1%		21.6%		22.7%		22.5%		24.6%		25.2%
<b>Net Average</b>	\$	4.93	\$	5.75	\$	4.74	\$	5.37	\$	6.30	\$	6.92	\$	8.49
<i>in billions</i>	\$	0.696	\$	0.796	\$	0.678	\$	0.737	\$	0.851	\$	0.965	\$	1.209

**Children's classmates/teachers**

<b>Average of Buyers</b>	\$	17.15	\$	22.18	\$	19.97	\$	23.08	\$	27.20	\$	28.04	\$	29.23
<b>Percent Buying</b>		19.6%		18.3%		18.0%		18.6%		18.3%		20.7%		20.5%
<b>Net Average</b>	\$	3.35	\$	4.05	\$	3.59	\$	4.29	\$	4.97	\$	5.81	\$	6.00
<i>in billions</i>	\$	0.474	\$	0.561	\$	0.513	\$	0.588	\$	0.672	\$	0.809	\$	0.854

**Co-workers**

<b>Average of Buyers</b>	\$	20.06	\$	25.93	\$	20.67	\$	29.72	\$	32.77	\$	32.34	\$	38.63
<b>Percent Buying</b>		12.0%		11.6%		9.4%		9.6%		10.4%		11.5%		13.2%
<b>Net Average</b>	\$	2.40	\$	3.02	\$	1.94	\$	2.84	\$	3.41	\$	3.73	\$	5.12
<i>in billions</i>	\$	0.339	\$	0.417	\$	0.277	\$	0.390	\$	0.461	\$	0.520	\$	0.728

**Pets**

<b>Average of Buyers</b>	NA	\$	15.37	\$	12.77	\$	18.96	\$	27.62	\$	22.77	\$	28.55
<b>Percent Buying</b>	NA		17.2%		17.0%		17.3%		18.2%		19.9%		20.0%
<b>Net Average</b>	NA	\$	2.65	\$	2.17	\$	3.27	\$	5.04	\$	4.52	\$	5.72
<i>in billions</i>	NA	\$	0.367	\$	0.310	\$	0.449	\$	0.681	\$	0.630	\$	0.815

**Other**

<b>Average of Buyers</b>	\$	35.78	\$	53.17	\$	30.84	\$	43.64	\$	65.41	\$	64.96	\$	54.96
<b>Percent Buying</b>		10.3%		6.8%		6.2%		6.8%		7.4%		8.7%		9.9%
<b>Net Average</b>	\$	3.69	\$	3.63	\$	1.90	\$	2.95	\$	4.83	\$	5.68	\$	5.43
<i>in billions</i>	\$	0.522	\$	0.502	\$	0.271	\$	0.404	\$	0.653	\$	0.791	\$	0.773
<b>Combined Average</b>	\$	119.67	\$	122.98	\$	102.50	\$	103.00	\$	116.21	\$	126.03	\$	130.97
<i>in billions</i>	\$	16.9	\$	17.0	\$	14.7	\$	14.1	\$	15.7	\$	17.6	\$	18.6

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

Discount Store	N/A	N/A	N/A	40.9%	36.6%	37.0%	39.6%
Department Store	N/A	N/A	N/A	31.1%	30.5%	33.6%	33.2%
Specialty Clothing Store	N/A	N/A	N/A	6.0%	6.0%	6.6%	7.5%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	N/A	N/A	N/A	21.4%	19.4%	20.2%	22.9%
Florist	N/A	N/A	N/A	19.6%	16.8%	17.8%	19.6%

**Source: BIGinsight™, Monthly Consumer Survey, JAN 07-13**

	2007	2008	2009	2010	2011	2012	2013
Jewelry Store	N/A	N/A	N/A	9.0%	9.5%	10.6%	11.2%
Online	N/A	N/A	N/A	16.3%	18.1%	19.3%	26.3%
Catalog	N/A	N/A	N/A	2.1%	1.5%	2.2%	2.6%
Other:	N/A	N/A	N/A	11.1%	10.3%	9.0%	9.7%

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

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

Candy	48.4%	47.7%	45.8%	47.2%	47.5%	50.5%	51.0%
Flowers	36.7%	35.9%	35.7%	35.6%	34.3%	36.0%	36.6%
Jewelry	17.9%	16.6%	16.0%	15.5%	17.3%	18.9%	19.7%
Card	62.8%	56.8%	58.0%	54.9%	52.1%	52.0%	54.7%
An evening out	45.3%	48.2%	47.0%	35.6%	34.6%	35.6%	36.2%
Clothing	11.6%	11.8%	10.2%	14.4%	14.4%	14.6%	15.6%
Gift card/gift certificate	11.3%	12.3%	11.0%	11.2%	12.6%	13.3%	15.0%
Other:	10.0%	10.1%	10.4%	11.7%	11.2%	10.4%	9.5%

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

**How much do you plan to spend on Valentine's Day gifts for:****Candy**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	18.22	\$	22.63	\$	21.47	\$	22.81
<b>Percent Buying</b>	N/A	N/A	N/A		47.2%		47.5%		50.5%		51.0%
<b>Net Average</b>	N/A	N/A	N/A	\$	8.60	\$	10.75	\$	10.85	\$	11.64
<i>in billions</i>	N/A	N/A	N/A	\$	1.180	\$	1.453	\$	1.512	\$	1.657

**Flowers**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	34.58	\$	36.78	\$	37.44	\$	36.77
<b>Percent Buying</b>	N/A	N/A	N/A		35.6%		34.3%		36.0%		36.6%
<b>Net Average</b>	N/A	N/A	N/A	\$	12.33	\$	12.62	\$	13.49	\$	13.48
<i>in billions</i>	N/A	N/A	N/A	\$	1.691	\$	1.706	\$	1.880	\$	1.919

**Jewelry**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	139.14	\$	151.53	\$	156.61	\$	157.32
<b>Percent Buying</b>	N/A	N/A	N/A		15.5%		17.3%		18.9%		19.7%
<b>Net Average</b>	N/A	N/A	N/A	\$	21.52	\$	26.18	\$	29.60	\$	30.94
<i>in billions</i>	N/A	N/A	N/A	\$	2.952	\$	3.539	\$	4.123	\$	4.404

**Greeting Cards**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	10.75	\$	15.52	\$	13.33	\$	15.21
<b>Percent Buying</b>	N/A	N/A	N/A		54.9%		52.1%		52.0%		54.7%
<b>Net Average</b>	N/A	N/A	N/A	\$	5.91	\$	8.09	\$	6.93	\$	8.32
<i>in billions</i>	N/A	N/A	N/A	\$	0.810	\$	1.093	\$	0.966	\$	1.184

**An evening out**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	66.70	\$	71.76	\$	71.99	\$	77.11
<b>Percent Buying</b>	N/A	N/A	N/A		35.6%		34.6%		35.6%		36.2%
<b>Net Average</b>	N/A	N/A	N/A	\$	23.76	\$	24.86	\$	25.66	\$	27.93
<i>in billions</i>	N/A	N/A	N/A	\$	3.259	\$	3.360	\$	3.574	\$	3.976

**Clothing**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	75.74	\$	83.56	\$	71.30	\$	73.65
<b>Percent Buying</b>	N/A	N/A	N/A		14.4%		14.4%		14.6%		15.6%
<b>Net Average</b>	N/A	N/A	N/A	\$	10.93	\$	12.00	\$	10.42	\$	11.46
<i>in billions</i>	N/A	N/A	N/A	\$	1.500	\$	1.622	\$	1.452	\$	1.632

**Gift card/gift certificate**

<b>Average of Buyers</b>	N/A	N/A	N/A	\$	75.31	\$	88.59	\$	63.55	\$	68.11
<b>Percent Buying</b>	N/A	N/A	N/A		11.2%		12.6%		13.3%		15.0%

**Source: BIGinsight™, Monthly Consumer Survey, JAN 07-13**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
<b>Net Average</b>	N/A	N/A	N/A \$	8.42 \$	11.21 \$	8.43 \$	10.23
<i>in billions</i>	N/A	N/A	N/A \$	1.155 \$	1.515 \$	1.174 \$	1.457