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
Do you plan to celebrate Valentine's Day this year?							
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							
Average of Buyers	$ 88.17	$ 88.18	$ 74.01	$ 70.62	$ 77.36	$ 82.90	$ 81.00
Percent Buying	91.1%	90.7%	90.8%	89.7%	89.2%	89.4%	91.1%
Net Average	$ 80.29	$ 79.99	$ 67.22	$ 63.34	$ 68.98	$ 74.12	$ 73.75
in billions	$ 11.342	$ 11.072	$ 9.621	$ 8.690	$ 9.324	$ 10.326	$ 10.500
Other family members (children, parents, etc.)							
Average of Buyers	$ 38.96	$ 38.27	$ 34.65	$ 34.45	$ 37.92	$ 41.67	$ 43.94
Percent Buying	64.2%	62.4%	60.5%	60.8%	59.8%	60.6%	60.2%
Net Average	$ 25.00	$ 23.89	$ 20.95	$ 20.94	$ 22.68	$ 25.25	$ 26.46
in billions	$ 3.532	$ 3.307	$ 2.998	$ 2.873	$ 3.066	$ 3.517	$ 3.766
Friends							
Average of Buyers	$ 18.81	$ 23.89	$ 21.89	$ 23.66	$ 27.99	$ 28.17	$ 33.70
Percent Buying	26.2%	24.1%	21.6%	22.7%	22.5%	24.6%	25.2%
Net Average	$ 4.93	$ 5.75	$ 4.74	$ 5.37	$ 6.30	$ 6.92	$ 8.49
in billions	$ 0.696	$ 0.796	$ 0.678	$ 0.737	$ 0.851	$ 0.965	$ 1.209
Children's classmates/teachers							
Average of Buyers	$ 17.15	$ 22.18	$ 19.97	$ 23.08	$ 27.20	$ 28.04	$ 29.23
Percent Buying	19.6%	18.3%	18.0%	18.6%	18.3%	20.7%	20.5%
Net Average	$ 3.35	$ 4.05	$ 3.59	$ 4.29	$ 4.97	$ 5.81	$ 6.00
in billions	$ 0.474	$ 0.561	$ 0.513	$ 0.588	$ 0.672	$ 0.809	$ 0.854
Co-workers							
Average of Buyers	$ 20.06	$ 25.93	$ 20.67	$ 29.72	$ 32.77	$ 32.34	$ 38.63
Percent Buying	12.0%	11.6%	9.4%	9.6%	10.4%	11.5%	13.2%
Net Average	$ 2.40	$ 3.02	$ 1.94	$ 2.84	$ 3.41	$ 3.73	$ 5.12
in billions	$ 0.339	$ 0.417	$ 0.277	$ 0.390	$ 0.461	$ 0.520	$ 0.728
Pets							
Average of Buyers	NA	$ 15.37	$ 12.77	$ 18.96	$ 27.62	$ 22.77	$ 28.55
Percent Buying	NA	17.2%	17.0%	17.3%	18.2%	19.9%	20.0%
Net Average	NA	$ 2.65	$ 2.17	$ 3.27	$ 5.04	$ 4.52	$ 5.72
in billions	NA	$ 0.367	$ 0.310	$ 0.449	$ 0.681	$ 0.630	$ 0.815
Other							
Average of Buyers	$ 35.78	$ 53.17	$ 30.84	$ 43.64	$ 65.41	$ 64.96	$ 54.96
Percent Buying	10.3%	6.8%	6.2%	6.8%	7.4%	8.7%	9.9%
Net Average	$ 3.69	$ 3.63	$ 1.90	$ 2.95	$ 4.83	$ 5.68	$ 5.43
in billions	$ 0.522	$ 0.502	$ 0.271	$ 0.404	$ 0.653	$ 0.791	$ 0.773
Combined Average	$ 119.67	$ 122.98	$ 102.50	$ 103.00	$ 116.21	$ 126.03	$ 130.97
in billions	$ 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							
Average of Buyers	N/A	N/A	N/A	$ 18.22	$ 22.63	$ 21.47	$ 22.81
Percent Buying	N/A	N/A	N/A	47.2%	47.5%	50.5%	51.0%
Net Average	N/A	N/A	N/A	$ 8.60	$ 10.75	$ 10.85	$ 11.64
in billions	N/A	N/A	N/A	$ 1.180	$ 1.453	$ 1.512	$ 1.657
Flowers							
Average of Buyers	N/A	N/A	N/A	$ 34.58	$ 36.78	$ 37.44	$ 36.77
Percent Buying	N/A	N/A	N/A	35.6%	34.3%	36.0%	36.6%
Net Average	N/A	N/A	N/A	$ 12.33	$ 12.62	$ 13.49	$ 13.48
in billions	N/A	N/A	N/A	$ 1.691	$ 1.706	$ 1.880	$ 1.919
Jewelry							
Average of Buyers	N/A	N/A	N/A	$ 139.14	$ 151.53	$ 156.61	$ 157.32
Percent Buying	N/A	N/A	N/A	15.5%	17.3%	18.9%	19.7%
Net Average	N/A	N/A	N/A	$ 21.52	$ 26.18	$ 29.60	$ 30.94
in billions	N/A	N/A	N/A	$ 2.952	$ 3.539	$ 4.123	$ 4.404
Greeting Cards							
Average of Buyers	N/A	N/A	N/A	$ 10.75	$ 15.52	$ 13.33	$ 15.21
Percent Buying	N/A	N/A	N/A	54.9%	52.1%	52.0%	54.7%
Net Average	N/A	N/A	N/A	$ 5.91	$ 8.09	$ 6.93	$ 8.32
in billions	N/A	N/A	N/A	$ 0.810	$ 1.093	$ 0.966	$ 1.184
An evening out							
Average of Buyers	N/A	N/A	N/A	$ 66.70	$ 71.76	$ 71.99	$ 77.11
Percent Buying	N/A	N/A	N/A	35.6%	34.6%	35.6%	36.2%
Net Average	N/A	N/A	N/A	$ 23.76	$ 24.86	$ 25.66	$ 27.93
in billions	N/A	N/A	N/A	$ 3.259	$ 3.360	$ 3.574	$ 3.976
Clothing							
Average of Buyers	N/A	N/A	N/A	$ 75.74	$ 83.56	$ 71.30	$ 73.65
Percent Buying	N/A	N/A	N/A	14.4%	14.4%	14.6%	15.6%
Net Average	N/A	N/A	N/A	$ 10.93	$ 12.00	$ 10.42	$ 11.46
in billions	N/A	N/A	N/A	$ 1.500	$ 1.622	$ 1.452	$ 1.632
Gift card/gift certificate							
Average of Buyers	N/A	N/A	N/A	$ 75.31	$ 88.59	$ 63.55	$ 68.11
Percent Buying	N/A	N/A	N/A	11.2%	12.6%	13.3%	15.0%

Source: BIGinsight™

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

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