

Source: BIGresearch, CIA Jan-07
N = 7703, 1/2 - 1/10/07

Do you plan to celebrate Valentine's Day this year?

	All 18+	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K+	NE	MW	South	West
Yes	63.4%	62.0%	64.7%	74.0%	70.2%	67.6%	62.7%	57.5%	48.0%	59.3%	69.7%	62.7%	61.3%	66.2%	62.4%
No	36.6%	38.0%	35.3%	26.0%	29.8%	32.4%	37.3%	42.5%	52.0%	40.7%	30.3%	37.3%	38.7%	33.8%	37.6%
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

	Average of Buyers \$	Percent Buying	Net Average \$	in billions \$
	88.17	120.25	54.44	110.69
	91.1%	96.0%	86.4%	91.3%
	80.29	115.42	47.05	101.10
	11.342			

Other family members (children, parents, etc.)

	Average of Buyers \$	Percent Buying	Net Average \$	in billions \$
	38.96	49.15	32.38	44.83
	64.2%	51.8%	75.8%	57.5%
	25.00	25.47	24.56	25.79
	3.532			

Friends

	Average of Buyers \$	Percent Buying	Net Average \$	in billions \$
	18.81	24.10	15.53	18.43
	26.2%	20.6%	31.5%	40.1%
	4.93	4.97	4.89	7.38
	0.696			

Children's classmates/teachers

	Average of Buyers \$	Percent Buying	Net Average \$	in billions \$
	17.15	19.05	15.77	20.85
	19.6%	17.0%	22.0%	14.7%
	3.35	3.24	3.47	3.07
	0.474			

Co-workers

	Average of Buyers \$	Percent Buying	Net Average \$	in billions \$
	20.06	26.72	15.01	14.39
	12.0%	10.6%	13.2%	18.5%
	2.40	2.83	1.98	2.66
	0.339			

Other

	Average of Buyers \$	Percent Buying	Net Average \$	in billions \$
	35.78	43.99	28.81	27.63
	10.3%	9.8%	10.9%	12.3%
	3.69	4.29	3.13	3.39
	0.522			

	Combined Average 2007 \$	in billions \$
	119.67	16.904

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

	Candy	Flowers	Jewelry	Card	An evening out	Clothing	Gift card/gift certificate	Other:
	48.4%	36.7%	17.9%	62.8%	45.3%	11.6%	11.3%	10.0%
	42.9%	58.3%	27.6%	56.7%	53.1%	9.1%	8.8%	6.0%
	53.6%	16.3%	8.8%	68.5%	37.8%	14.0%	13.6%	13.7%
	64.7%	50.2%	24.0%	70.9%	55.0%	17.7%	13.4%	8.3%
	51.3%	40.1%	23.4%	65.4%	53.8%	10.3%	11.6%	9.1%
	50.6%	37.7%	18.8%	63.6%	48.0%	12.2%	9.4%	50.6%
	39.6%	32.0%	13.8%	58.2%	39.4%	7.1%	9.6%	36.1%
	49.1%	36.8%	16.9%	61.9%	44.2%	8.6%	10.4%	25.1%
	45.8%	35.5%	18.2%	64.1%	51.2%	10.7%	11.6%	35.6%
	48.1%	35.2%	16.1%	62.3%	47.5%	12.2%	10.2%	39.2%
	53.5%	37.0%	19.5%	66.6%	45.2%	10.3%	11.9%	45.8%
	44.7%	40.5%	17.6%	61.7%	44.3%	12.2%	11.0%	48.1%
	53.5%	37.0%	19.5%	66.6%	45.2%	10.3%	11.9%	45.8%
	44.7%	40.5%	17.6%	61.7%	44.3%	12.2%	11.0%	48.1%

*Total of the % table may be greater than 100% because the respondents can select more than one answer.

Valentine's Day spending by year

	2001	2002	2003	2004	2005	2006	2007
	\$ 82.60	\$ 88.80	\$ 80.44	\$ 99.24	\$ 97.27	\$ 100.89	\$ 119.67