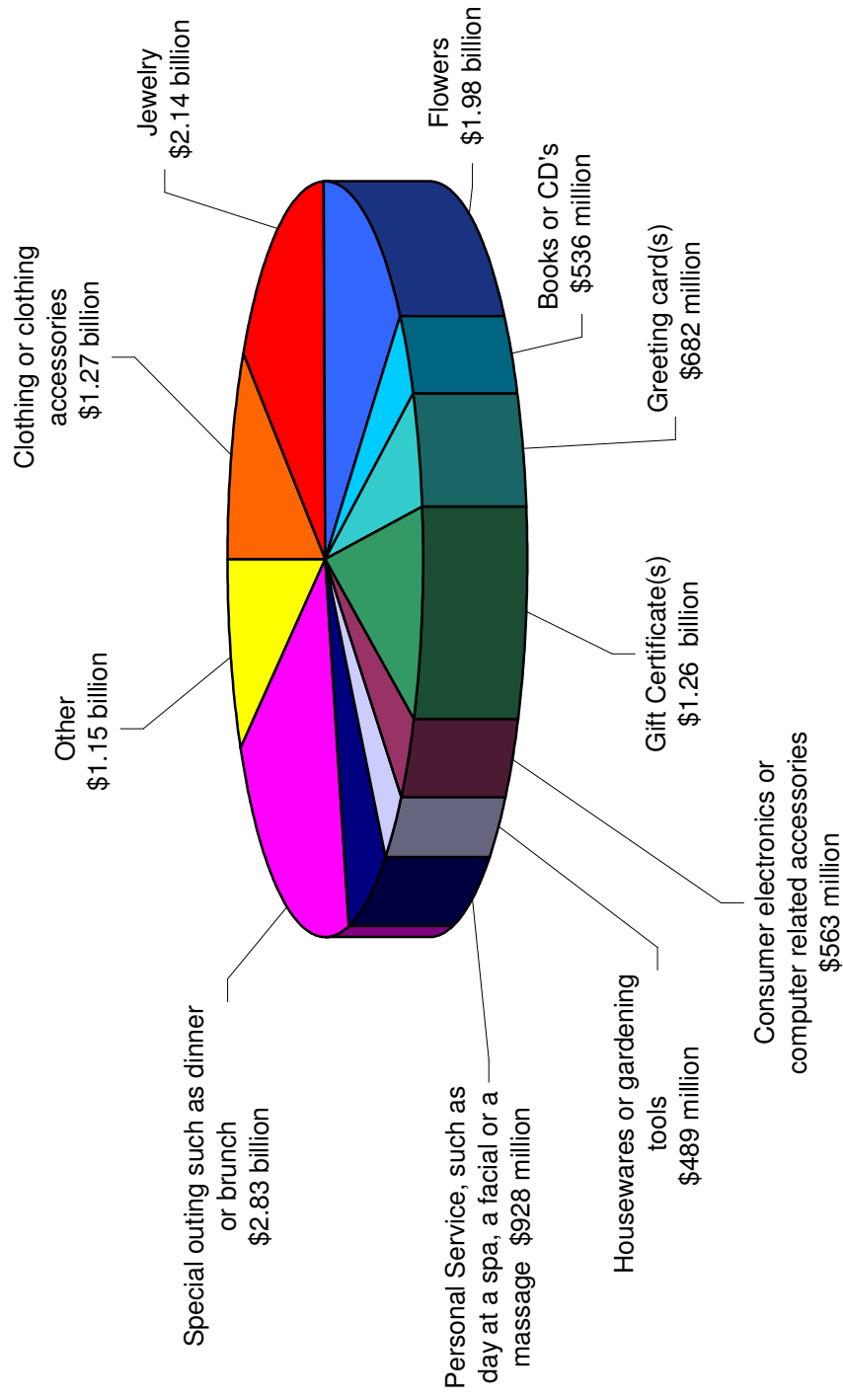
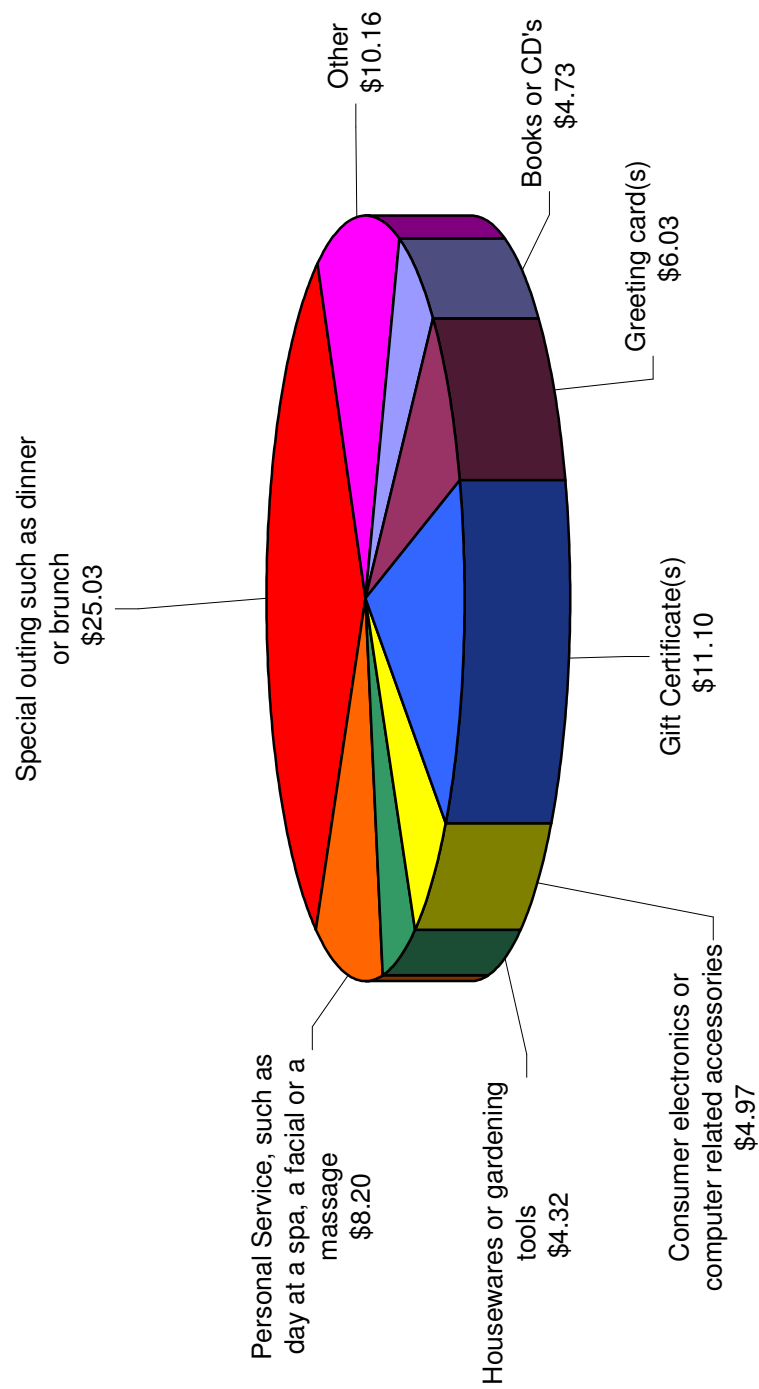


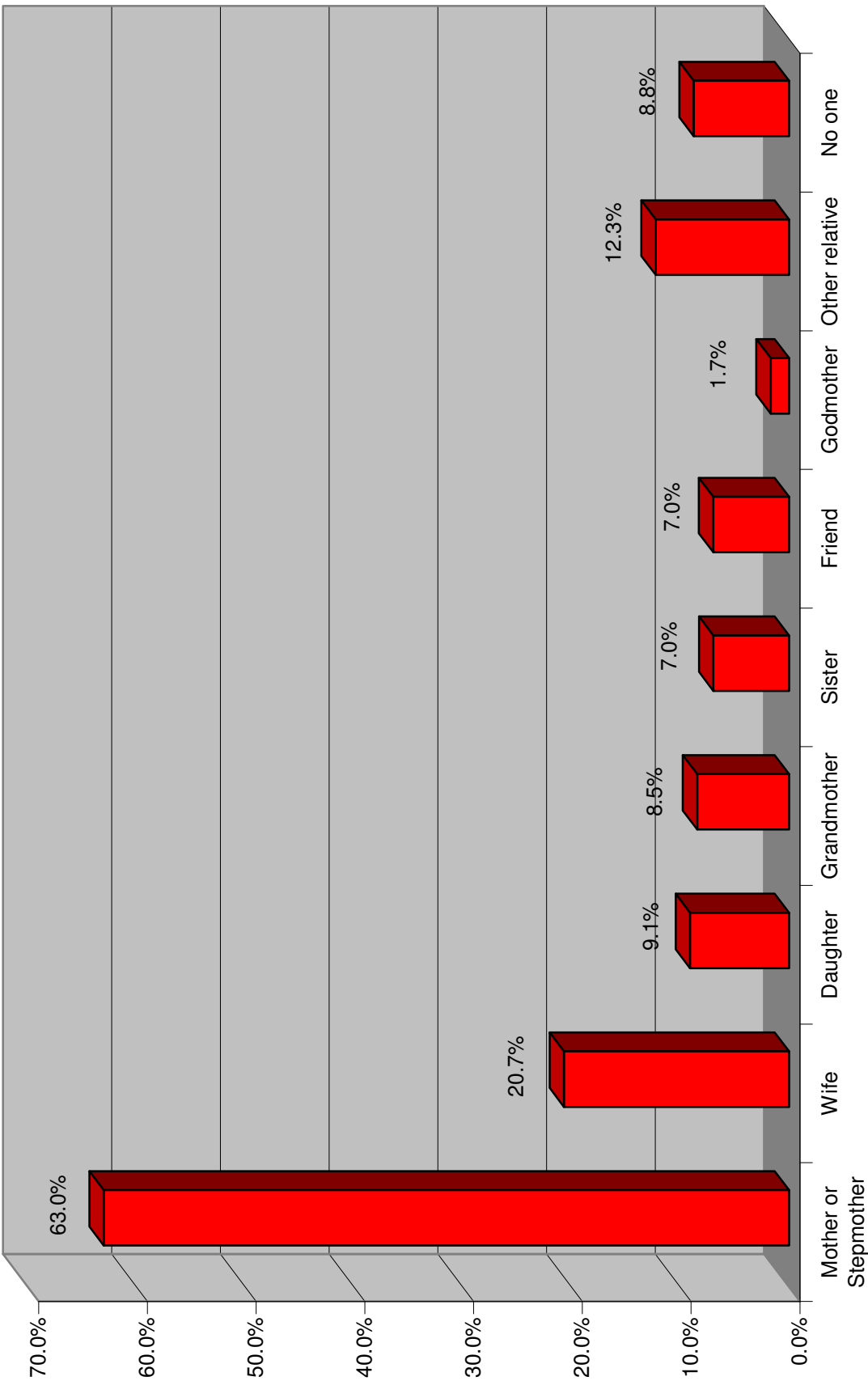
2006 Mother's Day Spending, Total



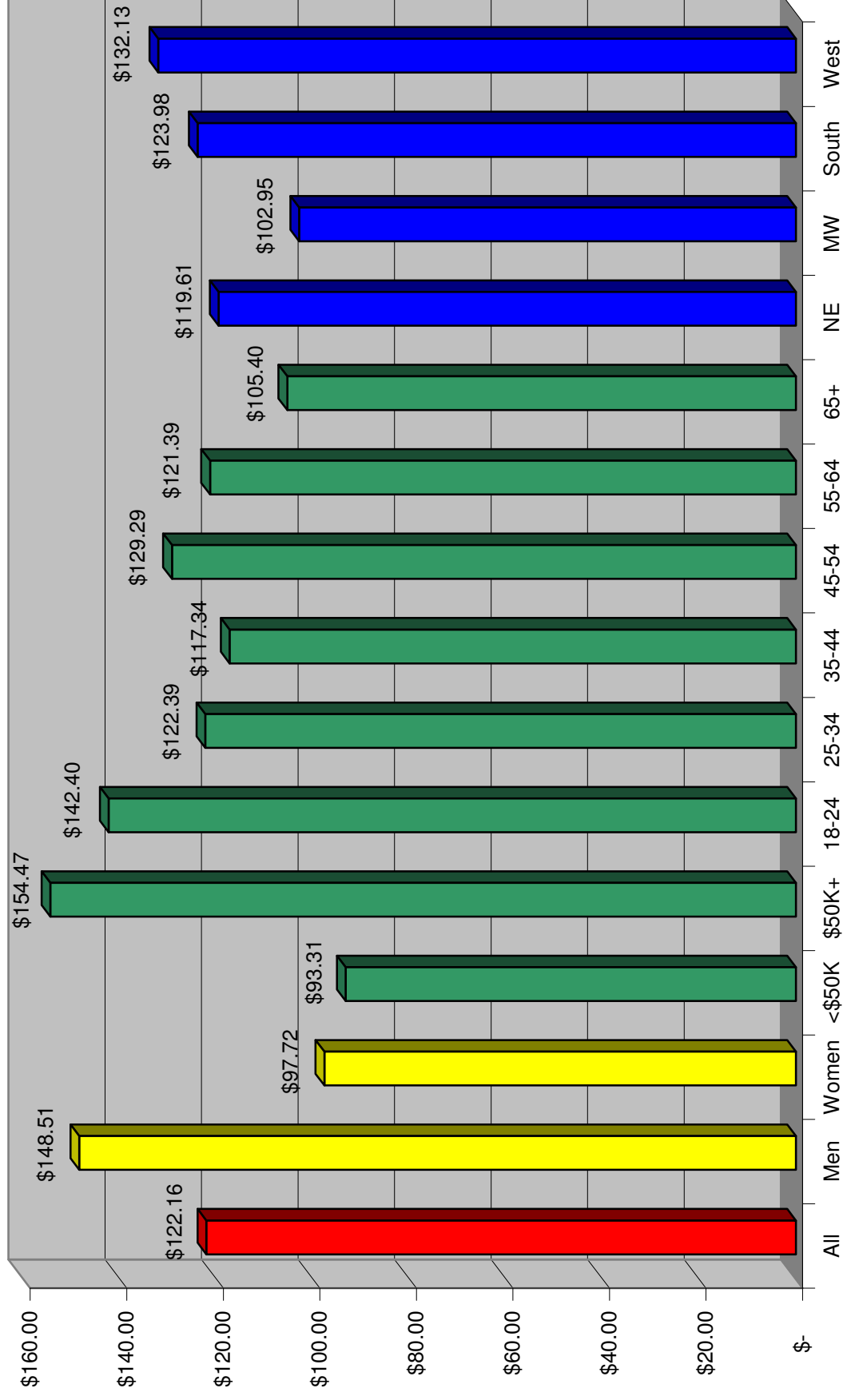
What the Average Consumer Plans to Spend for Mother's Day



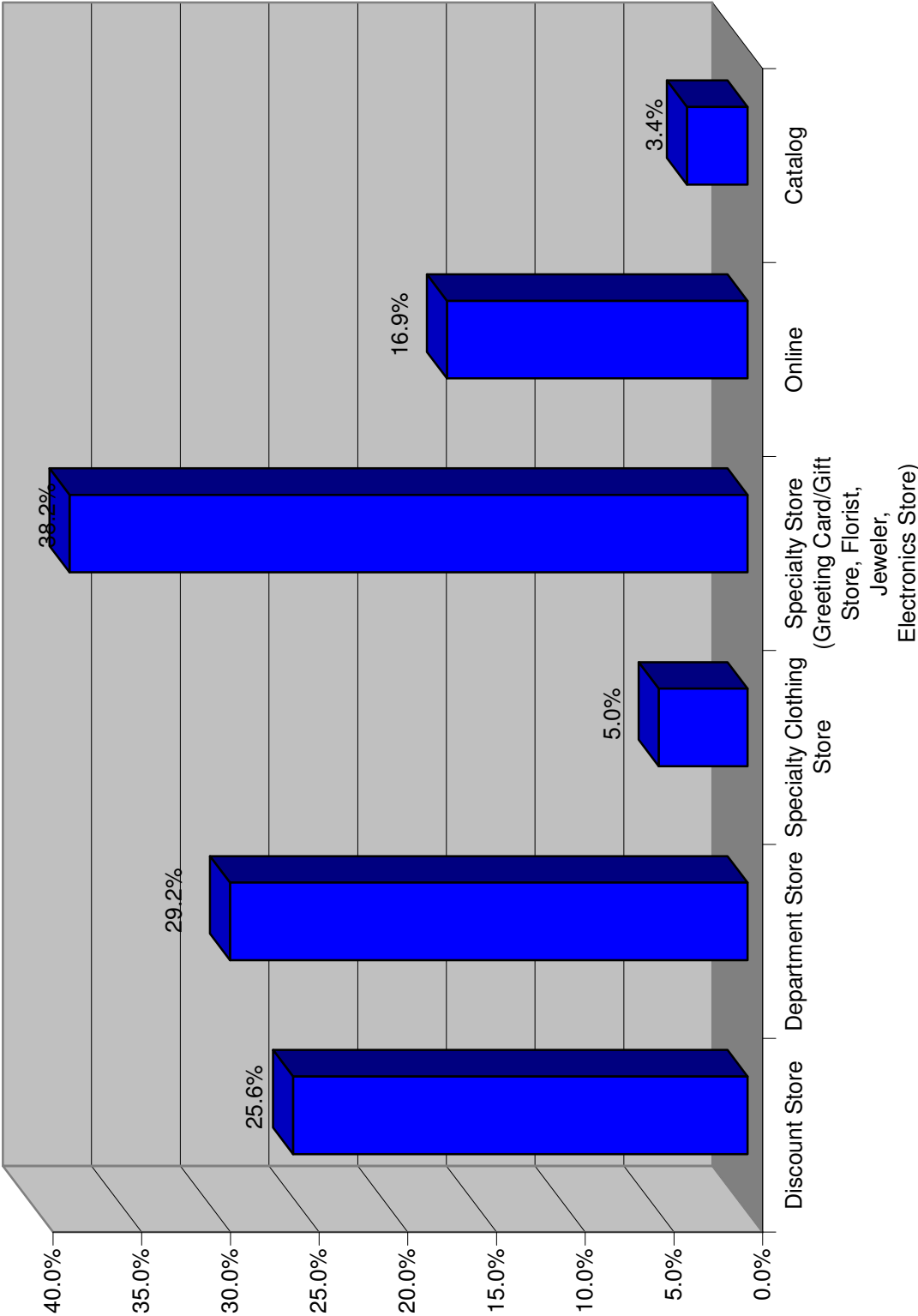
Who Consumers Will Purchase a Mother's Day Gift For



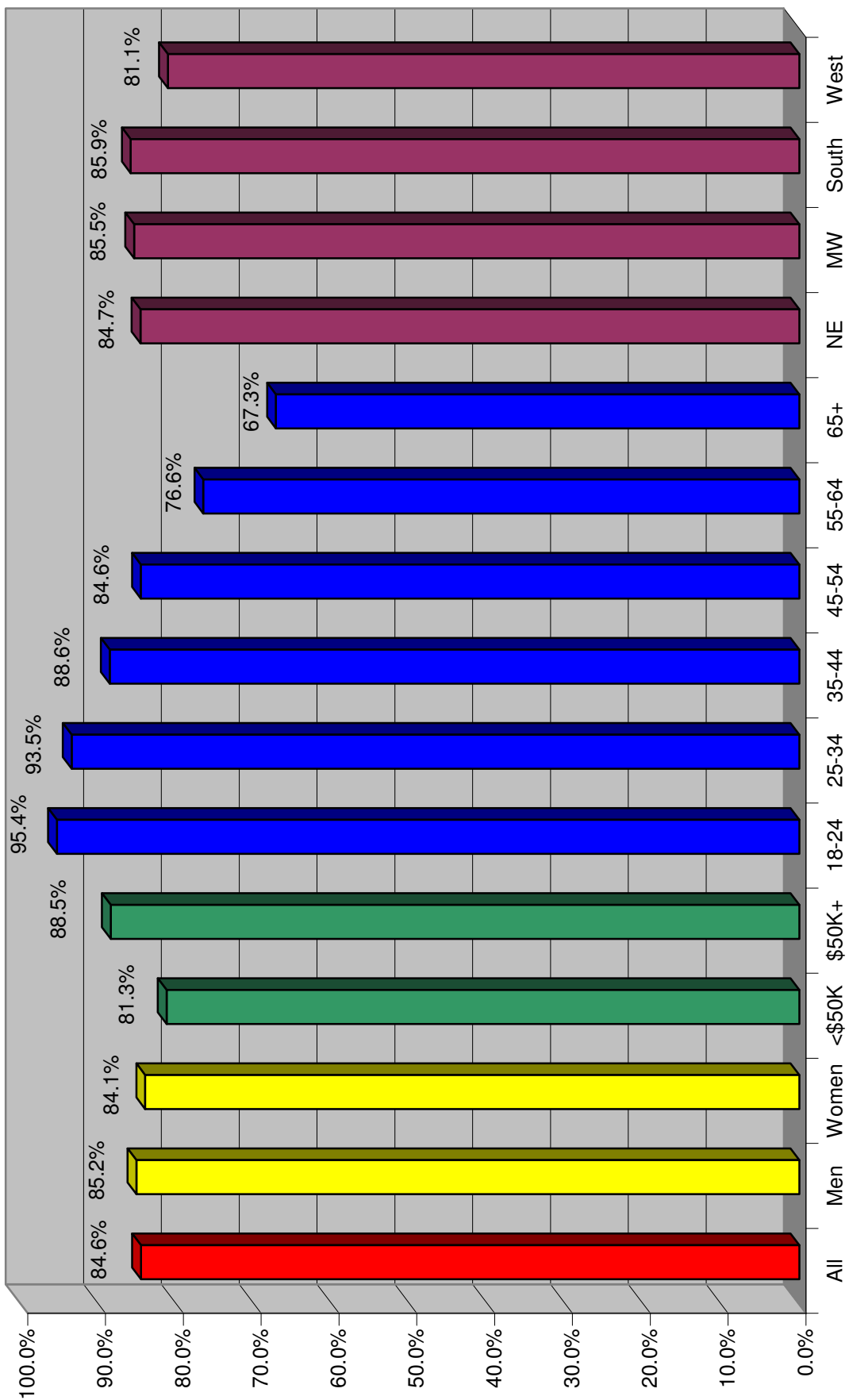
Mother's Day Spending by Demographic



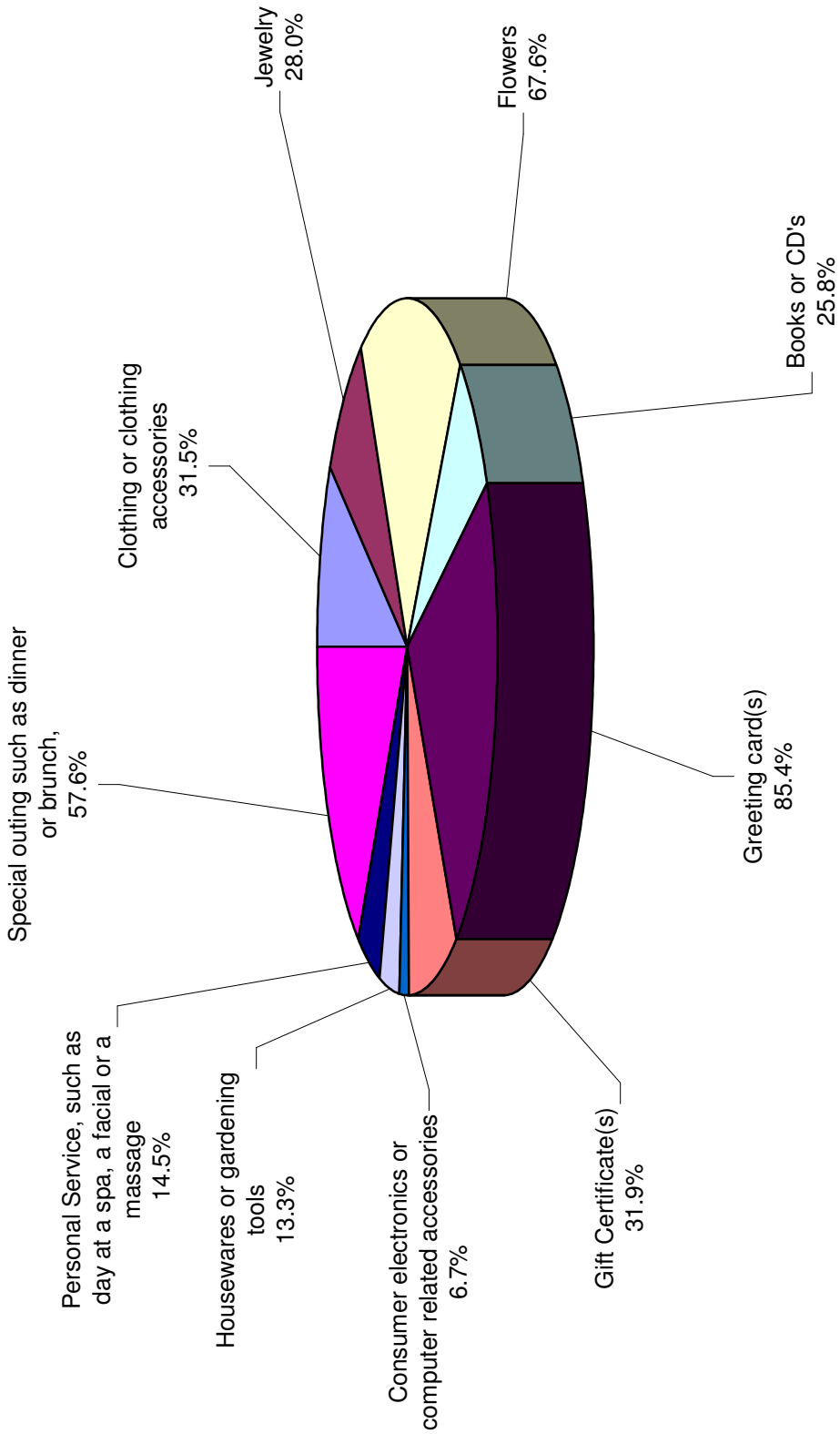
Where Consumers Plan to Purchase Mother's Day Gifts



Percentage of consumers Who Plan to Celebrate Mother's Day



What Consumers are Buying for Mother's Day



Source: BIGresearch, Apr-06
N = 7865, 4/5 - 4/12/06

	All	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	10.7%	11.3%	10.0%	10.3%	10.0%	25.2%	14.5%	10.8%	7.9%	5.1%	2.0%	9.9%	9.7%	11.0%	10.9%
Same	61.9%	64.4%	59.7%	57.5%	68.0%	63.2%	70.1%	65.2%	62.3%	55.4%	52.2%	63.1%	63.8%	62.8%	58.3%
Less	12.0%	9.5%	14.4%	13.6%	10.6%	7.0%	9.0%	12.6%	14.4%	16.1%	13.0%	11.7%	12.0%	12.2%	12.0%
Don't Celebrate Mother's Day	15.4%	14.8%	15.9%	18.7%	11.5%	4.6%	6.5%	11.4%	15.4%	23.4%	32.7%	15.3%	14.5%	14.1%	18.9%
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	84.6%	85.2%	84.1%	81.3%	88.5%	95.4%	93.5%	88.6%	84.6%	76.6%	67.3%	84.7%	85.5%	85.9%	81.1%

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 \$	35.58	\$ 40.94	\$ 31.24	\$ 29.80	\$ 43.04	\$ 33.06	\$ 31.17	\$ 29.50	\$ 38.62	\$ 43.20	\$ 40.59	\$ 32.71	\$ 29.46	\$ 37.78	\$ 39.05
Percent Buying	31.5%	29.2%	33.5%	28.6%	33.9%	34.0%	28.6%	30.8%	32.9%	34.5%	29.8%	32.1%	29.5%	33.6%	28.6%
Net Average \$	11.19	\$ 11.96	\$ 10.48	\$ 8.52	\$ 14.58	\$ 11.23	\$ 8.91	\$ 9.08	\$ 12.69	\$ 14.91	\$ 12.09	\$ 10.50	\$ 8.70	\$ 12.69	\$ 11.18
<i>in billions</i> \$	1.266														

Jewelry

Average of Buyers \$	67.60	\$ 84.79	\$ 45.93	\$ 55.24	\$ 81.41	\$ 69.72	\$ 72.56	\$ 68.78	\$ 68.99	\$ 66.66	\$ 54.24	\$ 61.02	\$ 56.41	\$ 69.46	\$ 72.50
Percent Buying	28.0%	32.4%	23.8%	23.9%	31.4%	40.0%	31.1%	25.1%	27.1%	25.5%	21.8%	24.5%	24.2%	29.2%	31.4%
Net Average \$	18.91	\$ 27.49	\$ 10.95	\$ 13.19	\$ 25.59	\$ 27.92	\$ 22.59	\$ 17.23	\$ 18.70	\$ 16.99	\$ 11.82	\$ 14.95	\$ 13.66	\$ 20.28	\$ 22.74
<i>in billions</i> \$	2.140														

Flowers

Average of Buyers \$	25.89	\$ 26.59	\$ 25.07	\$ 22.03	\$ 29.80	\$ 22.25	\$ 22.95	\$ 26.17	\$ 28.58	\$ 28.59	\$ 26.62	\$ 27.34	\$ 24.03	\$ 26.67	\$ 25.76
Percent Buying	67.6%	75.7%	60.1%	62.1%	73.3%	71.2%	66.8%	68.1%	72.2%	69.1%	59.2%	73.5%	64.1%	65.3%	67.5%
Net Average \$	17.50	\$ 20.12	\$ 15.08	\$ 13.68	\$ 21.83	\$ 15.84	\$ 15.33	\$ 17.82	\$ 20.62	\$ 19.75	\$ 15.75	\$ 20.08	\$ 15.41	\$ 17.42	\$ 17.39
<i>in billions</i> \$	1.981														

Books or CD's

Average of Buyers \$	18.36	\$ 19.49	\$ 16.82	\$ 17.09	\$ 19.68	\$ 17.57	\$ 16.26	\$ 17.65	\$ 19.17	\$ 22.66	\$ 20.43	\$ 18.45	\$ 17.96	\$ 17.53	\$ 17.88
Percent Buying	25.8%	31.0%	20.9%	22.5%	28.8%	38.9%	32.6%	25.0%	21.3%	22.8%	16.3%	23.8%	23.3%	24.0%	32.4%
Net Average \$	4.73	\$ 6.05	\$ 3.52	\$ 3.85	\$ 5.67	\$ 6.84	\$ 5.31	\$ 4.41	\$ 4.09	\$ 5.17	\$ 3.32	\$ 4.39	\$ 4.19	\$ 4.21	\$ 5.79
<i>in billions</i> \$	0.536														

Greeting card(s)

Average of Buyers \$	7.06	\$ 6.87	\$ 7.24	\$ 6.57	\$ 7.63	\$ 5.89	\$ 6.87	\$ 7.40	\$ 7.18	\$ 7.00	\$ 7.70	\$ 7.06	\$ 6.51	\$ 6.79	\$ 7.37
Percent Buying	85.4%	85.9%	85.0%	82.7%	88.5%	88.5%	84.8%	85.8%	87.5%	87.0%	80.0%	86.2%	86.2%	85.9%	83.5%
Net Average \$	6.03	\$ 5.90	\$ 6.15	\$ 5.43	\$ 6.75	\$ 5.21	\$ 5.83	\$ 6.34	\$ 6.28	\$ 6.09	\$ 6.16	\$ 6.09	\$ 5.61	\$ 5.83	\$ 6.15
<i>in billions</i> \$	0.682														

Gift Certificate(s)

Average of Buyers \$	34.81	\$ 37.81	\$ 31.90	\$ 28.76	\$ 40.87	\$ 27.89	\$ 31.66	\$ 34.74	\$ 37.81	\$ 41.43	\$ 38.24	\$ 33.87	\$ 31.27	\$ 36.88	\$ 35.78
Percent Buying	31.9%	32.6%	31.2%	28.1%	34.9%	37.0%	35.2%	33.9%	29.3%	28.1%	27.3%	31.5%	36.5%	30.0%	30.4%
Net Average \$	11.10	\$ 12.34	\$ 9.95	\$ 8.10	\$ 14.25	\$ 10.32	\$ 11.15	\$ 11.77	\$ 11.06	\$ 11.65	\$ 10.44	\$ 10.66	\$ 11.41	\$ 11.05	\$ 10.87
<i>in billions</i> \$	1.256														

Consumer electronics or computer related accessories

Average of Buyers \$	74.60	\$ 81.31	\$ 62.72	\$ 61.27	\$ 97.51	\$ 73.04	\$ 76.04	\$ 69.55	\$ 96.14	\$ 62.89	\$ 40.00	\$ 67.86	\$ 79.94	\$ 81.22	\$ 77.07
Percent Buying	6.7%	8.9%	4.6%	6.5%	6.5%	17.0%	9.1%	6.3%	4.4%	4.7%	0.5%	5.4%	5.6%	7.2%	6.9%
Net Average \$	4.97	\$ 7.20	\$ 2.91	\$ 3.96	\$ 6.34	\$ 12.41	\$ 6.91	\$ 4.37	\$ 4.22	\$ 2.96	\$ 0.20	\$ 3.65	\$ 4.50	\$ 5.87	\$ 5.34
<i>in billions</i> \$	0.563														

Housewares or gardening tools

Average of Buyers \$	32.51	\$ 37.55	\$ 27.86	\$ 26.16	\$ 39.93	\$ 31.16	\$ 28.44	\$ 29.74	\$ 41.89	\$ 30.46	\$ 39.75	\$ 39.29	\$ 27.54	\$ 30.50	\$ 37.14
Percent Buying	13.3%	13.3%	13.4%	12.8%	14.1%	19.0%	20.0%	12.8%	11.7%	10.0%	6.5%	9.2%	14.7%	15.6%	11.2%

Source: BIGresearch, Apr-06
N = 7865, 4/5 - 4/12/06

	All	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Net Average \$	4.32	\$ 4.98	\$ 3.72	\$ 3.34	\$ 5.64	\$ 5.93	\$ 5.68	\$ 3.80	\$ 4.90	\$ 3.05	\$ 2.60	\$ 3.61	\$ 4.05	\$ 4.76	\$ 4.17
<i>in billions</i> \$	0.489														
Personal Service, such as day at a spa, a facial or a massage															
Average of Buyers \$	56.52	\$ 58.07	\$ 54.38	\$ 48.33	\$ 62.68	\$ 58.37	\$ 55.10	\$ 52.22	\$ 62.95	\$ 52.75	\$ 57.33	\$ 60.21	\$ 51.66	\$ 53.28	\$ 56.94
Percent Buying	14.5%	17.5%	11.7%	11.5%	17.4%	22.1%	19.3%	15.0%	14.0%	8.7%	7.5%	13.0%	11.0%	14.3%	18.1%
Net Average \$	8.20	\$ 10.15	\$ 6.39	\$ 5.54	\$ 10.91	\$ 12.93	\$ 10.65	\$ 7.83	\$ 8.81	\$ 4.60	\$ 4.28	\$ 7.85	\$ 5.68	\$ 7.61	\$ 10.28
<i>in billions</i> \$	0.928														
Special outing such as dinner or brunch															
Average of Buyers \$	43.49	\$ 46.46	\$ 39.91	\$ 36.41	\$ 49.73	\$ 39.91	\$ 41.33	\$ 43.69	\$ 46.47	\$ 44.64	\$ 43.92	\$ 49.46	\$ 38.34	\$ 42.45	\$ 44.54
Percent Buying	57.6%	65.3%	50.3%	53.0%	62.1%	56.0%	52.9%	55.2%	57.2%	58.8%	66.3%	53.9%	54.7%	58.5%	60.6%
Net Average \$	25.03	\$ 30.36	\$ 20.09	\$ 19.28	\$ 30.89	\$ 22.35	\$ 21.86	\$ 24.13	\$ 26.57	\$ 26.26	\$ 29.11	\$ 26.68	\$ 20.97	\$ 24.81	\$ 26.98
<i>in billions</i> \$	2.833														
Other															
Average of Buyers \$	34.10	\$ 42.30	\$ 27.20	\$ 28.51	\$ 43.01	\$ 32.42	\$ 29.09	\$ 34.12	\$ 38.70	\$ 35.46	\$ 34.94	\$ 38.72	\$ 27.00	\$ 32.48	\$ 40.82
Percent Buying	29.8%	28.3%	31.2%	29.5%	27.9%	35.2%	28.1%	31.0%	29.3%	28.1%	27.6%	28.8%	32.5%	29.0%	27.5%
Net Average \$	10.16	\$ 11.97	\$ 8.47	\$ 8.41	\$ 12.01	\$ 11.42	\$ 8.18	\$ 10.56	\$ 11.34	\$ 9.98	\$ 9.63	\$ 11.16	\$ 8.77	\$ 9.43	\$ 11.24
<i>in billions</i> \$	1.150														
Combined Net Average \$	122.16	\$ 148.51	\$ 97.72	\$ 93.31	\$ 154.47	\$ 142.40	\$ 122.39	\$ 117.34	\$ 129.29	\$ 121.39	\$ 105.40	\$ 119.61	\$ 102.95	\$ 123.98	\$ 132.13
<i>in billions</i> \$	13.825														

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

Discount Store	25.6%	21.8%	29.1%	31.2%	20.4%	26.0%	27.7%	28.5%	26.3%	25.4%	18.9%	19.2%	31.2%	28.8%	21.6%
Department Store	29.2%	31.8%	26.8%	29.3%	29.5%	41.4%	37.6%	30.2%	28.0%	19.0%	17.9%	30.4%	26.0%	30.5%	27.5%
Specialty Clothing Store	5.0%	5.5%	4.5%	4.6%	5.8%	7.6%	5.2%	5.4%	5.2%	3.8%	3.0%	6.8%	3.6%	5.6%	4.4%
Specialty Store (Greeting Card/Gift															
Store, Florist, Jeweler, Electronics	38.2%	43.2%	33.6%	34.4%	44.5%	41.8%	45.0%	39.2%	37.8%	35.4%	29.4%	38.9%	38.4%	35.9%	38.4%
Online	16.9%	18.5%	15.5%	14.0%	22.1%	21.3%	23.2%	18.0%	15.5%	13.7%	9.5%	17.2%	13.8%	18.3%	19.2%
Catalog	3.4%	3.2%	3.7%	3.8%	2.8%	4.9%	4.8%	3.6%	2.4%	2.5%	2.4%	3.2%	2.9%	3.9%	3.5%

*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	63.0%	61.9%	64.1%	60.4%	68.5%	86.7%	87.3%	80.0%	62.3%	41.8%	12.8%	62.4%	64.1%	62.2%	61.5%
Wife	20.7%	42.2%	0.7%	16.2%	27.0%	1.7%	14.3%	21.7%	24.0%	29.7%	31.0%	19.1%	19.8%	21.6%	20.4%
Daughter	9.1%	4.6%	13.3%	10.6%	8.1%	0.8%	0.5%	3.2%	10.0%	18.8%	24.5%	7.3%	9.0%	9.3%	11.3%
Grandmother	8.5%	6.6%	10.2%	8.2%	8.8%	20.4%	15.3%	10.4%	2.9%	1.0%	0.7%	7.4%	8.3%	9.8%	8.3%
Sister	7.0%	4.6%	9.1%	7.8%	5.8%	7.5%	7.2%	8.8%	8.7%	4.9%	3.5%	6.9%	6.6%	7.1%	7.7%
Friend	7.0%	5.2%	8.7%	7.9%	5.7%	8.7%	6.7%	7.4%	7.8%	5.5%	5.6%	5.4%	6.5%	8.2%	7.5%
Godmother	1.7%	0.7%	2.6%	1.8%	1.5%	3.6%	2.1%	2.0%	1.5%	0.6%	0.5%	2.4%	1.3%	2.1%	1.1%
Other relative	12.3%	6.3%	17.8%	12.7%	12.4%	10.0%	12.0%	11.3%	13.7%	12.8%	13.6%	13.3%	11.0%	13.9%	11.4%
No one	8.8%	4.9%	12.4%	11.0%	6.1%	1.7%	2.3%	5.2%	8.0%	13.5%	23.2%	8.9%	8.8%	9.2%	9.2%

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