

## Source: BIGinsight™, Monthly Consumer Survey, APR-12

N = 8724, 4/3 - 4/10/12

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Do you expect to spend more, the same or less for Mother's Day this year than you spent last year?</b>															
More	17.1%	20.9%	13.5%	15.6%	18.6%	34.8%	33.3%	18.8%	11.3%	5.5%	2.2%	16.7%	14.9%	18.4%	17.8%
Same	57.8%	57.7%	58.0%	54.1%	62.1%	51.5%	56.6%	62.8%	61.0%	59.4%	53.9%	58.4%	59.9%	57.0%	56.2%
Less	11.6%	9.5%	13.5%	13.5%	9.3%	8.9%	6.5%	11.5%	13.8%	14.6%	13.6%	10.9%	11.2%	12.1%	11.8%
Don't Celebrate Mother's Day	13.5%	11.9%	15.0%	16.9%	10.1%	4.9%	3.6%	6.9%	13.9%	20.5%	30.3%	14.0%	14.0%	12.5%	14.1%
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%
<b>Percent Celebrating Mother's Day</b>	86.5%	88.1%	85.0%	83.1%	89.9%	95.1%	96.4%	93.1%	86.1%	79.5%	69.7%	86.0%	86.0%	87.5%	85.9%
<b>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. (in dollars)</b>															
<b>Clothing or clothing accessories</b>															
<b>Average of Buyers</b>	\$ 40.31	\$ 44.44	\$ 36.52	\$ 32.18	\$ 49.19	\$ 33.11	\$ 42.27	\$ 43.29	\$ 39.25	\$ 41.52	\$ 45.22	\$ 41.42	\$ 34.01	\$ 41.74	\$ 42.42
<b>Percent Buying</b>	32.8%	32.3%	33.3%	32.0%	32.7%	50.9%	44.1%	36.2%	28.6%	22.8%	18.1%	35.4%	27.2%	35.2%	32.6%
<b>Net Average</b>	\$ 13.24	\$ 14.36	\$ 12.18	\$ 10.28	\$ 16.07	\$ 16.85	\$ 18.62	\$ 15.66	\$ 11.21	\$ 9.47	\$ 8.20	\$ 14.66	\$ 9.25	\$ 14.69	\$ 13.82
<i>in billions</i>	\$ 1.611														
<b>Jewelry</b>															
<b>Average of Buyers</b>	\$ 97.19	\$ 122.57	\$ 64.13	\$ 69.53	\$ 120.30	\$ 79.06	\$ 108.13	\$ 106.48	\$ 93.91	\$ 99.87	\$ 91.39	\$ 93.93	\$ 79.33	\$ 101.98	\$ 109.44
<b>Percent Buying</b>	31.2%	36.4%	26.3%	27.9%	33.5%	51.5%	45.1%	34.7%	24.7%	21.6%	14.1%	31.9%	25.8%	34.4%	32.0%
<b>Net Average</b>	\$ 30.34	\$ 44.60	\$ 16.89	\$ 19.41	\$ 40.36	\$ 40.70	\$ 48.76	\$ 36.91	\$ 23.24	\$ 21.54	\$ 12.86	\$ 30.00	\$ 20.48	\$ 35.13	\$ 34.97
<i>in billions</i>	\$ 3.692														
<b>Flowers</b>															
<b>Average of Buyers</b>	\$ 27.17	\$ 29.08	\$ 24.99	\$ 22.73	\$ 31.59	\$ 19.79	\$ 26.68	\$ 30.14	\$ 29.21	\$ 28.93	\$ 26.94	\$ 27.69	\$ 24.59	\$ 28.16	\$ 27.98
<b>Percent Buying</b>	66.4%	73.0%	60.1%	62.5%	70.0%	73.7%	74.1%	69.6%	65.6%	65.1%	51.7%	69.6%	63.0%	65.6%	68.0%
<b>Net Average</b>	\$ 18.04	\$ 21.22	\$ 15.03	\$ 14.22	\$ 22.13	\$ 14.59	\$ 19.76	\$ 20.99	\$ 19.16	\$ 18.82	\$ 13.92	\$ 19.27	\$ 15.49	\$ 18.48	\$ 19.03
<i>in billions</i>	\$ 2.195														
<b>Books or CDs</b>															
<b>Average of Buyers</b>	\$ 19.13	\$ 20.76	\$ 17.17	\$ 16.98	\$ 21.12	\$ 17.05	\$ 20.18	\$ 20.80	\$ 19.98	\$ 17.52	\$ 18.00	\$ 20.56	\$ 17.22	\$ 18.92	\$ 19.73
<b>Percent Buying</b>	21.4%	24.1%	18.8%	19.9%	22.0%	34.1%	31.1%	23.2%	16.5%	13.7%	12.3%	22.5%	18.8%	21.8%	22.8%
<b>Net Average</b>	\$ 4.09	\$ 5.01	\$ 3.23	\$ 3.39	\$ 4.64	\$ 5.82	\$ 6.27	\$ 4.83	\$ 3.30	\$ 2.40	\$ 2.22	\$ 4.63	\$ 3.24	\$ 4.13	\$ 4.49
<i>in billions</i>	\$ 0.498														
<b>Greeting card(s)</b>															
<b>Average of Buyers</b>	\$ 7.74	\$ 8.39	\$ 7.13	\$ 7.00	\$ 8.43	\$ 7.95	\$ 9.77	\$ 8.29	\$ 6.94	\$ 6.87	\$ 6.63	\$ 8.20	\$ 7.02	\$ 7.77	\$ 8.04
<b>Percent Buying</b>	82.7%	82.7%	82.7%	79.9%	86.0%	78.7%	83.1%	85.0%	84.7%	85.1%	78.4%	84.8%	83.5%	82.8%	79.5%
<b>Net Average</b>	\$ 6.40	\$ 6.94	\$ 5.89	\$ 5.59	\$ 7.24	\$ 6.26	\$ 8.11	\$ 7.05	\$ 5.88	\$ 5.85	\$ 5.20	\$ 6.95	\$ 5.86	\$ 6.43	\$ 6.39
<i>in billions</i>	\$ 0.779														
<b>Gift Card(s)/Certificate(s)</b>															
<b>Average of Buyers</b>	\$ 37.32	\$ 40.41	\$ 34.48	\$ 29.80	\$ 44.28	\$ 29.97	\$ 38.68	\$ 41.98	\$ 35.16	\$ 39.78	\$ 37.62	\$ 43.37	\$ 33.09	\$ 37.27	\$ 35.96
<b>Percent Buying</b>	40.4%	39.9%	40.8%	37.2%	42.5%	47.4%	52.1%	44.6%	39.3%	30.4%	28.8%	40.2%	37.1%	43.0%	40.7%
<b>Net Average</b>	\$ 15.07	\$ 16.12	\$ 14.08	\$ 11.08	\$ 18.84	\$ 14.20	\$ 20.16	\$ 18.74	\$ 13.84	\$ 12.10	\$ 10.84	\$ 17.42	\$ 12.26	\$ 16.03	\$ 14.64
<i>in billions</i>	\$ 1.834														
<b>Consumer electronics or computer related accessories</b>															
<b>Average of Buyers</b>	\$ 104.44	\$ 112.76	\$ 89.82	\$ 83.76	\$ 124.02	\$ 108.96	\$ 103.35	\$ 119.27	\$ 89.13	\$ 70.23	\$ 101.44	\$ 92.92	\$ 94.06	\$ 112.12	\$ 115.14
<b>Percent Buying</b>	12.7%	16.6%	8.9%	11.5%	13.2%	26.2%	24.0%	14.3%	8.1%	4.4%	1.8%	13.2%	10.3%	14.0%	13.1%
<b>Net Average</b>	\$ 13.24	\$ 18.77	\$ 8.02	\$ 9.65	\$ 16.34	\$ 28.53	\$ 24.84	\$ 17.01	\$ 7.20	\$ 3.06	\$ 1.86	\$ 12.27	\$ 9.67	\$ 15.70	\$ 15.04
<i>in billions</i>	\$ 1.611														
<b>Housewares or gardening tools</b>															
<b>Average of Buyers</b>	\$ 36.15	\$ 41.88	\$ 29.83	\$ 30.00	\$ 42.41	\$ 32.16	\$ 40.46	\$ 39.88	\$ 36.80	\$ 31.39	\$ 24.36	\$ 37.38	\$ 32.34	\$ 38.50	\$ 35.38
<b>Percent Buying</b>	18.1%	19.5%	16.7%	17.3%	17.8%	29.8%	30.5%	20.4%	13.7%	8.1%	8.2%	18.2%	17.3%	18.4%	18.5%
<b>Net Average</b>	\$ 6.54	\$ 8.18	\$ 4.99	\$ 5.20	\$ 7.55	\$ 9.57	\$ 12.33	\$ 8.13	\$ 5.04	\$ 2.55	\$ 1.99	\$ 6.82	\$ 5.61	\$ 7.08	\$ 6.53
<i>in billions</i>	\$ 0.796														
<b>Personal Service, such as day at a spa, a facial or a massage</b>															
<b>Average of Buyers</b>	\$ 58.25	\$ 63.95	\$ 50.72	\$ 47.91	\$ 65.93	\$ 53.30	\$ 58.11	\$ 64.07	\$ 56.81	\$ 60.00	\$ 60.72	\$ 64.51	\$ 47.11	\$ 59.76	\$ 59.31
<b>Percent Buying</b>	18.8%	22.1%	15.7%	15.4%	21.2%	34.6%	31.6%	21.5%	13.4%	9.1%	5.8%	18.2%	14.1%	21.5%	20.7%

**Source: BIGinsight™, Monthly Consumer Survey, APR-12****N = 8724, 4/3 - 4/10/12**

N = 8724, 4/3 - 4/10/12		Adults 18+		Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West														
	Net Average	\$	10.96	\$	14.11	\$	7.99	\$	7.39	\$	13.97	\$	18.46	\$	18.36	\$	13.81	\$	7.59	\$	5.47	\$	3.54	\$	11.75	\$	6.64	\$	12.83	\$	12.25
	in billions	\$	1.334																												
Special outing such as dinner or brunch																															
	Average of Buyers	\$	51.18	\$	54.40	\$	47.34	\$	40.43	\$	60.73	\$	43.09	\$	51.99	\$	54.52	\$	54.13	\$	54.62	\$	47.05	\$	61.80	\$	43.36	\$	48.89	\$	52.72
	Percent Buying		54.3%		60.8%		48.1%		51.2%		56.9%		58.2%		59.9%		53.2%		52.2%		52.8%		50.4%		51.8%		50.7%		58.0%		55.2%
	Net Average	\$	27.79	\$	33.08	\$	22.79	\$	20.70	\$	34.53	\$	25.06	\$	31.16	\$	29.02	\$	28.23	\$	28.84	\$	23.72	\$	32.02	\$	21.97	\$	28.34	\$	29.08
	in billions	\$	3.382																												
Other																															
	Average of Buyers	\$	26.57	\$	28.95	\$	24.39	\$	23.46	\$	29.52	\$	26.03	\$	27.83	\$	29.17	\$	27.39	\$	26.64	\$	21.95	\$	28.62	\$	22.14	\$	28.08	\$	26.49
	Percent Buying		25.7%		25.4%		26.0%		24.9%		25.7%		29.9%		30.1%		25.8%		22.6%		21.5%		25.1%		26.0%		23.3%		27.0%		26.3%
	Net Average	\$	6.82	\$	7.34	\$	6.34	\$	5.84	\$	7.58	\$	7.79	\$	8.37	\$	7.52	\$	6.19	\$	5.71	\$	5.52	\$	7.45	\$	5.15	\$	7.57	\$	6.96
	in billions	\$	0.831																												
	Combined Net Average	\$	152.52	\$	189.74	\$	117.42	\$	112.74	\$	189.25	\$	187.84	\$	216.75	\$	179.67	\$	130.87	\$	115.81	\$	89.85	\$	163.22	\$	115.62	\$	166.41	\$	163.21
	in billions	\$	18.561																												

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

Discount Store	30.2%	26.9%	33.3%	34.3%	26.0%	31.7%	34.6%	33.7%	28.7%	27.1%	25.3%	24.6%	33.1%	31.9%	29.9%
Department Store	35.6%	38.5%	32.8%	34.5%	36.5%	55.7%	48.0%	39.3%	32.4%	22.8%	18.9%	36.0%	32.9%	37.3%	35.6%
Specialty Clothing Store	8.2%	9.4%	7.1%	7.3%	8.9%	15.5%	16.8%	8.9%	4.3%	3.6%	1.7%	8.1%	6.7%	8.6%	9.2%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	36.3%	39.2%	33.7%	30.3%	43.4%	40.3%	42.8%	36.8%	34.1%	34.3%	30.6%	41.9%	34.9%	33.2%	37.4%
Online	25.6%	27.6%	23.6%	23.4%	28.1%	35.4%	38.2%	28.9%	22.1%	18.2%	12.2%	26.9%	20.4%	26.6%	28.5%
Catalog	2.7%	3.0%	2.5%	2.8%	2.6%	4.5%	5.1%	2.0%	2.1%	1.2%	1.9%	2.8%	2.4%	2.9%	2.8%

\*The sum of the % totals may be 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	64.5%	62.0%	67.0%	62.6%	65.7%	91.6%	88.2%	80.6%	68.4%	45.8%	16.1%	64.4%	65.1%	63.9%	65.1%
Wife	22.4%	44.4%	1.6%	15.4%	30.0%	8.3%	20.8%	25.0%	23.0%	25.4%	28.5%	22.7%	23.7%	22.2%	20.8%
Daughter	10.5%	6.6%	14.1%	11.5%	9.8%	3.1%	4.7%	4.3%	9.6%	14.7%	25.3%	9.5%	10.5%	10.9%	10.7%
Grandmother	8.2%	7.6%	8.8%	7.8%	8.1%	19.8%	17.1%	10.6%	3.0%	0.7%	0.5%	8.4%	6.8%	8.3%	9.4%
Sister	8.4%	6.5%	10.2%	9.3%	7.3%	9.9%	12.1%	9.5%	7.5%	6.7%	4.9%	8.3%	7.9%	8.7%	8.7%
Friend	7.6%	6.5%	8.7%	8.5%	6.9%	7.7%	9.4%	7.9%	6.7%	7.6%	6.5%	7.1%	6.5%	7.3%	9.9%
Godmother	2.1%	1.9%	2.3%	1.6%	2.5%	3.3%	4.2%	2.5%	1.2%	1.2%	0.3%	2.8%	1.5%	1.9%	2.3%
Other relative	10.1%	5.7%	14.2%	10.4%	10.1%	6.6%	8.9%	9.1%	10.0%	11.9%	13.4%	10.5%	8.7%	10.6%	10.6%
No one	9.4%	6.8%	11.9%	12.0%	7.1%	1.9%	2.2%	4.6%	9.2%	14.5%	23.1%	8.8%	10.3%	9.1%	9.3%

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

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

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	46.7%	51.4%	42.3%	37.9%	54.4%	66.5%	71.1%	60.3%	42.0%	28.8%	14.3%	47.8%	39.0%	49.9%	49.1%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	19.5%	21.7%	17.5%	12.7%	27.0%	21.3%	31.2%	23.7%	17.4%	14.0%	9.4%	20.6%	17.3%	19.2%	21.5%
I do not own either of these types of devices	47.3%	43.1%	51.2%	57.0%	38.4%	28.0%	22.7%	34.9%	51.9%	64.2%	79.1%	46.2%	55.2%	44.1%	44.4%

\*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 Mother's Day purchase decisions? (Check all that apply)**

Plan to Research Products/Compare Prices	25.4%	28.8%	22.1%	24.9%	25.9%	42.2%	44.1%	31.1%	22.6%	8.8%	5.6%	25.7%	22.8%	24.6%	29.1%
Plan to Purchase Products	12.4%	15.9%	9.0%	10.7%	13.0%	21.8%	24.7%	16.6%	7.5%	3.8%	1.5%	13.2%	10.7%	11.4%	15.0%
Plan to Redeem Coupons	10.1%	10.2%	10.1%	9.0%	10.6%	19.3%	19.2%	10.7%	6.8%	3.5%	3.0%	10.1%	8.7%	10.2%	11.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	18.7%	20.4%	17.1%	19.0%	18.7%	36.4%	29.4%	20.1%	16.1%	7.6%	5.9%	17.5%	16.5%	18.2%	23.2%
Plan to use Apps to Research or Purchase Products	9.2%	11.3%	7.1%	7.8%	9.9%	16.1%	15.6%	11.2%	9.1%	4.2%	0.0%	9.0%	6.8%	9.5%	11.5%
Do not plan to Research or Make a Purchase with my Smartphone	60.7%	55.6%	65.4%	61.5%	60.8%	31.9%	36.8%	54.7%	65.0%	83.5%	87.5%	60.2%	67.4%	60.4%	54.7%

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

**Source: BIGinsight™, Monthly Consumer Survey, APR-12****N = 8724, 4/3 - 4/10/12**

	<b>Adults 18+</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
<b>Own a Tablet: How will you use your Tablet to make Mother's Day purchase decisions? (Check all that apply)</b>															
Plan to Research Products/Compare Prices	35.7%	41.2%	30.5%	31.7%	38.5%	50.8%	55.2%	40.3%	34.6%	24.7%	10.9%	36.0%	30.2%	34.9%	42.4%
Plan to Purchase Products	24.4%	27.9%	21.1%	23.0%	25.1%	40.4%	40.9%	28.3%	19.7%	15.3%	4.9%	24.8%	20.2%	22.0%	31.1%
Plan to Redeem Coupons	13.5%	14.0%	13.0%	13.2%	13.2%	27.0%	25.5%	15.4%	9.3%	6.3%	0.0%	16.5%	12.5%	10.6%	15.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.6%	22.2%	17.1%	16.6%	20.6%	35.2%	31.7%	21.9%	17.5%	13.7%	0.8%	19.3%	15.5%	20.4%	22.9%
Plan to use Apps to Research or Purchase Products	12.8%	16.0%	9.8%	12.1%	13.0%	23.0%	20.5%	14.9%	10.8%	8.4%	1.5%	14.8%	9.7%	12.9%	13.9%
Do not plan to Research or Make a Purchase with my Tablet	48.8%	43.3%	54.0%	52.2%	48.0%	24.2%	24.1%	42.9%	50.6%	65.1%	82.1%	47.9%	56.8%	49.1%	41.6%

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

## Source: BIGinsight™, Monthly Consumer Survey, APR 07-12

		2007	2008	2009	2010	2011	2012
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. (in dollars)							
<b>Clothing or clothing accessories</b>							
Average of Buyers	\$	37.91	\$ 36.26	\$ 34.63	\$ 39.08	\$ 35.46	\$ 40.31
Percent Buying		37.0%	33.8%	31.1%	28.4%	31.8%	32.8%
Net Average	\$	14.04	\$ 12.26	\$ 10.79	\$ 11.09	\$ 11.29	\$ 13.24
<i>in billions</i>	\$	1.587	\$ 1.397	\$ 1.227	\$ 1.275	\$ 1.308	\$ 1.611
<b>Jewelry</b>							
Average of Buyers	\$	57.66	\$ 80.26	\$ 72.29	\$ 83.66	\$ 84.09	\$ 97.19
Percent Buying		32.8%	29.7%	27.8%	26.2%	31.2%	31.2%
Net Average	\$	18.92	\$ 23.80	\$ 20.07	\$ 21.88	\$ 26.22	\$ 30.34
<i>in billions</i>	\$	2.138	\$ 2.712	\$ 2.283	\$ 2.515	\$ 3.038	\$ 3.692
<b>Flowers</b>							
Average of Buyers	\$	27.59	\$ 26.41	\$ 25.23	\$ 25.62	\$ 25.67	\$ 27.17
Percent Buying		72.4%	66.9%	66.8%	65.2%	64.9%	66.4%
Net Average	\$	19.98	\$ 17.65	\$ 16.86	\$ 16.71	\$ 16.66	\$ 18.04
<i>in billions</i>	\$	2.258	\$ 2.012	\$ 1.918	\$ 1.921	\$ 1.931	\$ 2.195
<b>Books or CDs</b>							
Average of Buyers	\$	19.21	\$ 19.97	\$ 18.02	\$ 17.79	\$ 17.96	\$ 19.13
Percent Buying		29.3%	24.0%	23.7%	21.0%	22.7%	21.4%
Net Average	\$	5.64	\$ 4.80	\$ 4.28	\$ 3.74	\$ 4.08	\$ 4.09
<i>in billions</i>	\$	0.637	\$ 0.546	\$ 0.487	\$ 0.430	\$ 0.473	\$ 0.498
<b>Greeting card(s)</b>							
Average of Buyers	\$	6.90	\$ 7.02	\$ 6.64	\$ 7.16	\$ 7.36	\$ 7.74
Percent Buying		86.8%	84.0%	84.7%	81.5%	82.2%	82.7%
Net Average	\$	5.98	\$ 5.89	\$ 5.62	\$ 5.84	\$ 6.05	\$ 6.40
<i>in billions</i>	\$	0.676	\$ 0.672	\$ 0.640	\$ 0.671	\$ 0.701	\$ 0.779
<b>Gift Card(s)/Certificate(s)</b>							
Average of Buyers	\$	36.91	\$ 36.64	\$ 35.99	\$ 37.36	\$ 35.00	\$ 37.32
Percent Buying		39.3%	37.9%	36.7%	34.1%	39.9%	40.4%
Net Average	\$	14.52	\$ 13.89	\$ 13.19	\$ 12.74	\$ 13.96	\$ 15.07
<i>in billions</i>	\$	1.641	\$ 1.582	\$ 1.501	\$ 1.465	\$ 1.618	\$ 1.834
<b>Consumer electronics or computer related accessories</b>							
Average of Buyers	\$	58.68	\$ 94.12	\$ 76.41	\$ 87.70	\$ 94.91	\$ 104.44
Percent Buying		11.3%	11.2%	9.9%	9.0%	13.3%	12.7%
Net Average	\$	6.61	\$ 10.55	\$ 7.53	\$ 7.88	\$ 12.63	\$ 13.24
<i>in billions</i>	\$	0.747	\$ 1.202	\$ 0.857	\$ 0.906	\$ 1.464	\$ 1.611
<b>Housewares or gardening tools</b>							
Average of Buyers	\$	34.16	\$ 34.75	\$ 33.77	\$ 34.17	\$ 34.63	\$ 36.15
Percent Buying		18.5%	17.6%	15.3%	14.5%	18.6%	18.1%
Net Average	\$	6.31	\$ 6.11	\$ 5.16	\$ 4.97	\$ 6.43	\$ 6.54
<i>in billions</i>	\$	0.713	\$ 0.696	\$ 0.587	\$ 0.571	\$ 0.745	\$ 0.796
<b>Personal Service, such as day at a spa, a facial or a massage</b>							
Average of Buyers	\$	56.26	\$ 53.83	\$ 55.05	\$ 57.94	\$ 55.90	\$ 58.25
Percent Buying		19.7%	18.1%	16.3%	14.0%	18.3%	18.8%
Net Average	\$	11.06	\$ 9.75	\$ 8.95	\$ 8.12	\$ 10.21	\$ 10.96
<i>in billions</i>	\$	1.250	\$ 1.111	\$ 1.019	\$ 0.933	\$ 1.183	\$ 1.334
<b>Special outing, such as dinner or brunch</b>							
Average of Buyers	\$	44.92	\$ 45.67	\$ 43.85	\$ 48.24	\$ 48.85	\$ 51.18
Percent Buying		61.0%	55.8%	54.8%	51.8%	54.7%	54.3%
Net Average	\$	27.38	\$ 25.48	\$ 24.03	\$ 24.98	\$ 26.73	\$ 27.79
<i>in billions</i>	\$	3.095	\$ 2.903	\$ 2.734	\$ 2.872	\$ 3.098	\$ 3.382

**Source: BIGinsight™, Monthly Consumer Survey, APR 07-12**

		2007	2008	2009	2010	2011	2012
Other							
	Average of Buyers	\$ 28.23	\$ 28.49	\$ 26.35	\$ 37.66	\$ 25.12	\$ 26.57
	Percent Buying	30.8%	29.6%	28.1%	23.8%	25.8%	25.7%
	Net Average	\$ 8.71	\$ 8.44	\$ 7.40	\$ 8.96	\$ 6.48	\$ 6.82
	in billions	\$ 0.984	\$ 0.961	\$ 0.842	\$ 1.030	\$ 0.751	\$ 0.831
	Combined Net Average	\$ 139.14	\$ 138.63	\$ 123.89	\$ 126.90	\$ 140.73	\$ 152.52
in billions	\$ 15.727	\$ 15.796	\$ 14.096	\$ 14.590	\$ 16.308	\$ 18.561	

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

Discount Store	24.0%	25.7%	30.2%	30.4%	29.6%	30.2%
Department Store	29.0%	28.8%	27.2%	30.6%	32.0%	35.6%
Specialty Clothing Store	6.1%	6.6%	5.5%	6.2%	7.1%	8.2%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	37.5%	35.0%	33.0%	33.6%	31.8%	36.3%
Online	20.0%	18.3%	18.2%	19.7%	21.5%	25.6%
Catalog	2.9%	3.4%	2.7%	2.5%	2.9%	2.7%

\*The sum of the % totals may be 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%	60.8%	62.4%	62.6%	59.9%	64.5%
Wife	22.2%	20.6%	21.7%	20.6%	19.6%	22.4%
Daughter	8.7%	9.4%	8.8%	9.4%	9.6%	10.5%
Grandmother	8.3%	7.4%	7.2%	7.9%	8.0%	8.2%
Sister	6.8%	7.4%	7.4%	7.6%	8.4%	8.4%
Friend	6.7%	7.1%	6.8%	6.8%	7.3%	7.6%
Godmother	1.6%	2.1%	1.6%	1.7%	1.8%	2.1%
Other relative	12.1%	11.5%	11.7%	11.2%	11.1%	10.1%
No one	8.1%	9.2%	9.0%	10.0%	8.9%	9.4%

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