

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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	\$ 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
<i>in billions</i>	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
<i>in billions</i>	\$ 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
<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**

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
<i>in billions</i>	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
<i>in billions</i>	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
<i>in billions</i>	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
<i>in billions</i>	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
<i>in billions</i>	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
<i>in billions</i>	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™, 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
<i>in billions</i>	N/A	N/A	N/A \$	1.155 \$	1.515 \$	1.174 \$	1.457