Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN-12

N = 9317, 1/4 - 1/11/12	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	59.4%	58.3%	60.4%	54.7%	66.5%	71.0%	71.2%	64.2%	58.3%	49.4%	44.0%	60.4%	57.2%	62.1%	56.7%
No	40.6%	41.7%	39.6%	45.3%	33.5%	29.0%	28.8%	35.8%	41.7%	50.6%	56.0%	39.6%	42.8%	37.9%	43.3%
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	$ 82.90	$ 112.65	$ 51.56	$ 68.11	$ 94.94	$ 93.19	$ 104.10	$ 92.26	$ 83.77	$ 63.87	$ 55.90	$ 91.31	$ 70.79	$ 85.93	$ 84.26
Percent Buying	89.4%	94.5%	84.6%	86.2%	92.8%	88.1%	92.8%	93.4%	92.7%	89.5%	79.1%	89.7%	89.1%	89.9%	88.6%
Net Average	$ 74.12	$ 106.47	$ 43.61	$ 58.71	$ 88.14	$ 82.14	$ 96.63	$ 86.15	$ 77.64	$ 57.18	$ 44.19	$ 81.89	$ 63.08	$ 77.27	$ 74.63
in billions	$ 10.326														
Other family members (children, parents, etc.)															
Average of Buyers	$ 41.67	$ 51.09	$ 35.12	$ 32.35	$ 50.29	$ 44.96	$ 44.92	$ 43.74	$ 43.95	$ 34.83	$ 36.59	$ 47.65	$ 39.12	$ 42.39	$ 37.55
Percent Buying	60.6%	51.2%	69.4%	61.0%	60.6%	56.6%	62.6%	68.9%	59.6%	57.7%	56.8%	60.5%	62.3%	63.0%	54.8%
Net Average	$ 25.25	$ 26.16	$ 24.38	$ 19.73	$ 30.48	$ 25.44	$ 28.12	$ 30.16	$ 26.18	$ 20.10	$ 20.77	$ 28.80	$ 24.38	$ 26.69	$ 20.59
in billions	$ 3.517														
Friends															
Average of Buyers	$ 28.17	$ 39.38	$ 18.63	$ 22.34	$ 37.21	$ 27.11	$ 45.12	$ 27.28	$ 22.12	$ 21.33	$ 18.05	$ 32.46	$ 27.71	$ 27.08	$ 27.02
Percent Buying	24.6%	23.3%	25.8%	25.8%	21.3%	36.5%	30.2%	22.8%	20.2%	19.3%	21.3%	22.1%	22.4%	25.1%	27.2%
Net Average	$ 6.92	$ 9.17	$ 4.81	$ 5.77	$ 7.93	$ 9.91	$ 13.61	$ 6.23	$ 4.48	$ 4.11	$ 3.84	$ 7.17	$ 6.20	$ 6.79	$ 7.35
in billions	$ 0.965														
Children's classmates/teachers															
Average of Buyers	$ 28.04	$ 38.86	$ 18.73	$ 22.37	$ 33.50	$ 37.48	$ 35.25	$ 23.57	$ 21.63	$ 25.13	$ 15.17	$ 37.79	$ 27.19	$ 24.67	$ 26.88
Percent Buying	20.7%	19.7%	21.6%	20.7%	20.3%	19.5%	34.5%	36.2%	19.9%	6.7%	5.3%	19.5%	19.5%	23.0%	19.0%
Net Average	$ 5.81	$ 7.67	$ 4.05	$ 4.64	$ 6.81	$ 7.31	$ 12.16	$ 8.54	$ 4.30	$ 1.68	$ 0.80	$ 7.35	$ 5.30	$ 5.68	$ 5.11
in billions	$ 0.809														
Co-workers															
Average of Buyers	$ 32.34	$ 42.03	$ 20.74	$ 24.41	$ 41.82	$ 39.24	$ 46.70	$ 26.77	$ 20.14	$ 19.77	$ 21.10	$ 49.14	$ 24.90	$ 30.28	$ 28.87
Percent Buying	11.5%	13.0%	10.2%	10.3%	11.9%	16.7%	18.2%	12.4%	11.6%	7.4%	3.6%	11.2%	9.7%	12.3%	11.8%
Net Average	$ 3.73	$ 5.44	$ 2.11	$ 2.50	$ 4.97	$ 6.55	$ 8.49	$ 3.32	$ 2.34	$ 1.46	$ 0.76	$ 5.51	$ 2.41	$ 3.73	$ 3.41
in billions	$ 0.520														
Pets															
Average of Buyers	$ 22.77	$ 32.09	$ 13.95	$ 17.89	$ 30.30	$ 28.86	$ 42.67	$ 16.18	$ 15.98	$ 12.77	$ 9.49	$ 21.23	$ 27.32	$ 23.45	$ 17.97
Percent Buying	19.9%	19.9%	19.8%	20.5%	18.6%	25.5%	24.7%	20.2%	19.8%	14.9%	14.9%	23.3%	19.6%	19.0%	17.8%
Net Average	$ 4.52	$ 6.39	$ 2.76	$ 3.67	$ 5.65	$ 7.36	$ 10.53	$ 3.27	$ 3.16	$ 1.90	$ 1.41	$ 4.96	$ 5.35	$ 4.46	$ 3.21
in billions	$ 0.630														
Other															
Average of Buyers	$ 64.96	$ 76.39	$ 51.54	$ 67.18	$ 79.15	$ 61.40	$ 64.85	$ 46.19	$ 69.80	$ 29.70	$ 120.11	$ 121.22	$ 49.05	$ 47.69	$ 59.94
Percent Buying	8.7%	9.7%	7.8%	9.7%	7.2%	15.2%	11.3%	9.0%	6.2%	5.7%	6.6%	8.8%	8.6%	8.5%	9.2%
Net Average	$ 5.68	$ 7.43	$ 4.03	$ 6.50	$ 5.67	$ 9.33	$ 7.32	$ 4.16	$ 4.33	$ 1.68	$ 7.90	$ 10.62	$ 4.24	$ 4.04	$ 5.51
in billions	$ 0.791														
Combined Average 2012	**$ 126.03**	**$ 168.74**	**$ 85.76**	**$ 101.52**	**$ 149.65**	**$ 148.05**	**$ 176.85**	**$ 141.82**	**$ 122.43**	**$ 88.13**	**$ 79.67**	**$ 146.30**	**$ 110.96**	**$ 128.67**	**$ 119.82**
in billions	$ 17.6														
Where will you purchase Valentine's Day gifts this year? (Check all that apply)															
Discount Store	37.0%	27.3%	46.2%	43.6%	34.4%	28.7%	37.3%	40.8%	38.7%	38.1%	36.1%	28.0%	40.1%	40.1%	36.7%
Department Store	33.6%	35.2%	32.1%	35.8%	33.6%	44.6%	40.6%	36.2%	32.6%	25.4%	24.1%	33.1%	32.8%	35.4%	31.6%
Specialty Clothing Store	6.6%	8.6%	4.7%	6.4%	7.2%	12.6%	11.3%	7.6%	4.6%	2.9%	1.9%	7.8%	5.3%	6.7%	6.7%

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Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN-12

N = 9317, 1/4 - 1/11/12	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)	20.2%	20.2%	20.2%	17.1%	25.4%	22.1%	18.1%	19.7%	18.2%	23.0%	21.1%	24.1%	20.1%	18.4%	19.8%
Florist	17.8%	28.6%	7.6%	16.6%	20.9%	23.1%	20.2%	20.1%	16.4%	16.8%	11.4%	18.8%	16.2%	17.7%	18.6%
Jewelry Store	10.6%	17.6%	4.0%	10.3%	11.7%	18.6%	14.7%	11.8%	8.7%	6.7%	4.9%	12.7%	9.5%	10.7%	9.7%
Online	19.3%	20.5%	18.1%	18.1%	21.2%	28.4%	25.4%	21.5%	16.1%	15.2%	11.0%	21.2%	16.8%	18.7%	21.2%
Catalog	2.2%	2.6%	1.7%	2.4%	2.2%	2.3%	2.8%	2.3%	2.0%	1.5%	2.0%	3.0%	1.9%	1.8%	2.3%
Other:	9.0%	7.2%	10.6%	9.1%	9.2%	5.3%	4.3%	7.1%	9.4%	11.2%	15.9%	9.2%	10.3%	7.3%	10.1%

*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	50.5%	48.3%	52.7%	55.9%	47.2%	63.3%	57.6%	57.6%	50.1%	40.3%	36.3%	47.4%	51.8%	52.4%	49.1%
Flowers	36.0%	58.2%	15.1%	35.1%	37.4%	45.4%	41.5%	41.2%	35.4%	30.7%	23.7%	36.3%	35.2%	35.7%	37.1%
Jewelry	18.9%	29.3%	9.1%	18.6%	19.3%	27.4%	25.6%	22.1%	16.0%	15.1%	9.0%	20.2%	16.7%	20.3%	17.7%
Greeting Cards	52.0%	44.0%	59.5%	52.9%	54.4%	41.3%	50.7%	54.2%	53.8%	55.7%	53.8%	50.8%	54.9%	52.1%	50.1%
An evening out	35.6%	40.6%	30.9%	32.2%	40.2%	42.6%	39.7%	36.7%	35.5%	33.4%	27.3%	31.9%	37.0%	36.0%	37.0%
Clothing	14.6%	12.2%	16.9%	14.1%	14.9%	21.3%	21.4%	14.7%	11.4%	10.9%	9.5%	14.5%	13.6%	14.7%	15.6%
Gift card/gift certificate	13.3%	11.9%	14.6%	12.8%	14.3%	12.1%	13.7%	16.1%	11.8%	13.2%	12.5%	13.1%	12.2%	12.7%	15.7%
Other:	10.4%	6.6%	14.1%	11.2%	9.6%	7.8%	7.0%	9.5%	11.3%	11.3%	15.2%	12.0%	10.2%	9.7%	10.2%

*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	$ 21.47	$ 24.49	$ 18.62	$ 18.15	$ 25.43	$ 20.33	$ 24.37	$ 22.22	$ 21.83	$ 20.06	$ 19.49	$ 22.71	$ 19.07	$ 20.99	$ 23.71
Percent Buying	50.5%	48.3%	52.7%	55.9%	47.2%	63.3%	57.6%	57.6%	50.1%	40.3%	36.3%	47.4%	51.8%	52.4%	49.1%
Net Average	$ 10.85	$ 11.82	$ 9.81	$ 10.14	$ 12.00	$ 12.88	$ 14.04	$ 12.79	$ 10.93	$ 8.09	$ 7.07	$ 10.76	$ 9.88	$ 10.99	$ 11.65
in billions	$ 1.512														

Flowers

Average of Buyers	$ 37.44	$ 40.99	$ 34.09	$ 30.65	$ 45.95	$ 34.09	$ 41.94	$ 40.80	$ 36.90	$ 37.84	$ 32.20	$ 38.65	$ 31.24	$ 39.81	$ 37.72
Percent Buying	36.0%	58.2%	15.1%	35.1%	37.4%	45.4%	41.5%	41.2%	35.4%	30.7%	23.7%	36.3%	35.2%	35.7%	37.1%
Net Average	$ 13.49	$ 23.86	$ 5.16	$ 10.77	$ 17.18	$ 15.48	$ 17.39	$ 16.79	$ 13.06	$ 11.62	$ 7.63	$ 14.05	$ 11.00	$ 14.20	$ 14.01
in billions	$ 1.880														

Jewelry

Average of Buyers	$ 156.61	$ 196.89	$ 118.62	$ 172.55	$ 169.79	$ 147.21	$ 169.78	$ 165.83	$ 161.64	$ 116.43	$ 171.69	$ 191.02	$ 144.02	$ 136.00	$ 165.87
Percent Buying	18.9%	29.3%	9.1%	18.6%	19.3%	27.4%	25.6%	22.1%	16.0%	15.1%	9.0%	20.2%	16.7%	20.3%	17.7%
Net Average	$ 29.60	$ 57.77	$ 10.74	$ 32.04	$ 32.80	$ 40.27	$ 43.50	$ 36.67	$ 25.88	$ 17.59	$ 15.46	$ 38.66	$ 24.09	$ 27.56	$ 29.38
in billions	$ 4.123														

Greeting Cards

Average of Buyers	$ 13.33	$ 15.80	$ 11.01	$ 10.53	$ 17.06	$ 20.58	$ 16.64	$ 13.98	$ 10.16	$ 10.71	$ 9.71	$ 13.55	$ 12.28	$ 10.78	$ 17.74
Percent Buying	52.0%	44.0%	59.5%	52.9%	54.4%	41.3%	50.7%	54.2%	53.8%	55.7%	53.8%	50.8%	54.9%	52.1%	50.1%
Net Average	$ 6.93	$ 6.95	$ 6.55	$ 5.58	$ 9.29	$ 8.49	$ 8.44	$ 7.58	$ 5.46	$ 5.96	$ 5.23	$ 6.88	$ 6.74	$ 5.62	$ 8.88
in billions	$ 0.966														

An evening out

Average of Buyers	$ 71.99	$ 79.06	$ 65.32	$ 60.18	$ 83.83	$ 70.59	$ 75.57	$ 82.47	$ 69.98	$ 66.01	$ 66.38	$ 94.08	$ 66.92	$ 65.25	$ 71.71
Percent Buying	35.6%	40.6%	30.9%	32.2%	40.2%	42.6%	39.7%	36.7%	35.5%	33.4%	27.3%	31.9%	37.0%	36.0%	37.0%
Net Average	$ 25.66	$ 32.12	$ 20.21	$ 19.39	$ 33.72	$ 30.07	$ 29.99	$ 30.27	$ 24.87	$ 22.04	$ 18.10	$ 30.00	$ 24.77	$ 23.46	$ 26.54
in billions	$ 3.574														

Clothing

Average of Buyers	$ 71.30	$ 83.80	$ 59.51	$ 56.41	$ 83.56	$ 82.38	$ 81.28	$ 69.93	$ 78.84	$ 58.75	$ 57.00	$ 76.14	$ 66.70	$ 72.15	$ 71.38
Percent Buying	14.6%	12.2%	16.9%	14.1%	14.9%	21.3%	21.4%	14.7%	11.4%	10.9%	9.5%	14.5%	13.6%	14.7%	15.6%
Net Average	$ 10.42	$ 10.20	$ 10.07	$ 7.98	$ 12.44	$ 17.51	$ 17.43	$ 10.28	$ 8.97	$ 6.39	$ 5.42	$ 11.05	$ 9.09	$ 10.60	$ 11.16

Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN-12

N = 9317, 1/4 - 1/11/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
in billions	$ 1.452														
Gift card/gift certificate															
Average of Buyers	$ 63.55	$ 78.27	$ 49.67	$ 44.19	$ 85.61	$ 80.98	$ 67.32	$ 69.83	$ 52.40	$ 61.92	$ 53.95	$ 80.46	$ 62.34	$ 53.37	$ 63.59
Percent Buying	13.3%	11.9%	14.6%	12.8%	14.3%	12.1%	13.7%	16.1%	11.8%	13.2%	12.5%	13.1%	12.2%	12.7%	15.7%
Net Average	$ 8.43	$ 9.31	$ 7.23	$ 5.64	$ 12.21	$ 9.79	$ 9.21	$ 11.26	$ 6.18	$ 8.20	$ 6.73	$ 10.51	$ 7.57	$ 6.78	$ 9.98
in billions	$ 1.174														
***Asked of Valentine's Day Celebrants:* Do you own either of the following devices?**															
Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	43.9%	50.0%	38.1%	36.9%	50.5%	63.0%	65.3%	53.4%	37.8%	30.5%	16.7%	41.6%	40.0%	47.0%	44.9%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	15.7%	18.4%	13.1%	9.2%	23.1%	16.2%	24.6%	18.1%	14.4%	13.8%	6.8%	18.0%	13.5%	16.3%	14.8%
I do not own either of these types of devices	51.0%	44.7%	56.9%	59.5%	43.1%	31.0%	30.5%	41.9%	55.7%	63.5%	79.7%	51.7%	55.7%	48.2%	50.2%

*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	23.5%	26.2%	21.0%	24.5%	23.8%	34.5%	38.2%	31.1%	17.8%	14.4%	7.0%	24.3%	21.5%	23.8%	24.8%
Plan to Purchase Products	10.4%	11.8%	9.1%	10.3%	10.7%	20.1%	18.3%	10.4%	7.7%	5.4%	2.8%	13.6%	9.4%	9.0%	10.7%
Plan to Redeem Coupons	8.5%	7.4%	9.5%	8.5%	9.2%	13.1%	13.2%	11.0%	6.7%	5.0%	2.8%	12.0%	7.5%	7.7%	7.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	16.7%	18.5%	15.1%	16.5%	17.4%	26.6%	26.6%	20.7%	12.1%	11.9%	4.8%	15.6%	17.6%	16.9%	17.4%
Plan to use Apps to Research or Purchase Products	9.6%	10.6%	8.7%	10.5%	9.0%	16.1%	12.9%	12.1%	8.4%	6.0%	3.4%	9.8%	10.5%	9.5%	8.7%
Do not plan to Research or Make a Purchase with my Smartphone	59.6%	55.6%	63.4%	60.5%	61.8%	37.4%	37.5%	50.6%	66.7%	75.1%	86.3%	57.5%	61.0%	60.1%	58.8%

*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	31.8%	36.1%	27.7%	35.3%	31.4%	36.8%	44.7%	43.6%	36.3%	20.6%	7.8%	30.8%	32.9%	34.5%	27.4%
Plan to Purchase Products	19.3%	24.6%	14.2%	18.6%	20.7%	28.6%	31.5%	21.3%	18.1%	15.0%	2.6%	21.2%	19.2%	20.7%	14.3%
Plan to Redeem Coupons	11.8%	12.6%	11.1%	13.2%	11.6%	21.7%	20.9%	13.3%	8.8%	8.4%	0.0%	12.2%	13.5%	11.3%	10.7%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.8%	21.6%	18.1%	21.5%	20.3%	24.1%	22.2%	20.7%	13.9%	17.4%	22.1%	19.1%	22.0%	17.9%	13.3%
Plan to use Apps to Research or Purchase Products	13.6%	14.8%	12.4%	12.6%	14.0%	19.6%	16.3%	12.6%	10.4%	13.3%	11.0%	11.7%	23.3%	13.3%	10.9%
Do not plan to Research or Make a Purchase with my Tablet	46.2%	43.1%	49.1%	41.1%	50.2%	30.5%	29.7%	41.2%	50.9%	62.7%	59.8%	47.8%	41.0%	44.4%	45.0%

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

Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN 07-12

	2007	2008	2009	2010	2011	2012
Do you plan to celebrate Valentine's Day this year?						
Yes	63.4%	61.3%	62.8%	59.6%	58.1%	59.4%
No	36.6%	38.7%	37.2%	40.4%	41.9%	40.6%
Total	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
Percent Buying	91.1%	90.7%	90.8%	89.7%	89.2%	89.4%
Net Average	$ 80.29	$ 79.99	$ 67.22	$ 63.34	$ 68.98	$ 74.12
in billions	$ 11.342	$ 11.072	$ 9.621	$ 8.690	$ 9.324	$ 10.326
Other family members (children, parents, etc.)						
Average of Buyers	$ 38.96	$ 38.27	$ 34.65	$ 34.45	$ 37.92	$ 41.67
Percent Buying	64.2%	62.4%	60.5%	60.8%	59.8%	60.6%
Net Average	$ 25.00	$ 23.89	$ 20.95	$ 20.94	$ 22.68	$ 25.25
in billions	$ 3.532	$ 3.307	$ 2.998	$ 2.873	$ 3.066	$ 3.517
Friends						
Average of Buyers	$ 18.81	$ 23.89	$ 21.89	$ 23.66	$ 27.99	$ 28.17
Percent Buying	26.2%	24.1%	21.6%	22.7%	22.5%	24.6%
Net Average	$ 4.93	$ 5.75	$ 4.74	$ 5.37	$ 6.30	$ 6.92
in billions	$ 0.696	$ 0.796	$ 0.678	$ 0.737	$ 0.851	$ 0.965
Children's classmates/teachers						
Average of Buyers	$ 17.15	$ 22.18	$ 19.97	$ 23.08	$ 27.20	$ 28.04
Percent Buying	19.6%	18.3%	18.0%	18.6%	18.3%	20.7%
Net Average	$ 3.35	$ 4.05	$ 3.59	$ 4.29	$ 4.97	$ 5.81
in billions	$ 0.474	$ 0.561	$ 0.513	$ 0.588	$ 0.672	$ 0.809
Co-workers						
Average of Buyers	$ 20.06	$ 25.93	$ 20.67	$ 29.72	$ 32.77	$ 32.34
Percent Buying	12.0%	11.6%	9.4%	9.6%	10.4%	11.5%
Net Average	$ 2.40	$ 3.02	$ 1.94	$ 2.84	$ 3.41	$ 3.73
in billions	$ 0.339	$ 0.417	$ 0.277	$ 0.390	$ 0.461	$ 0.520
Pets						
Average of Buyers	NA	$ 15.37	$ 12.77	$ 18.96	$ 27.62	$ 22.77
Percent Buying	NA	17.2%	17.0%	17.3%	18.2%	19.9%
Net Average	NA	$ 2.65	$ 2.17	$ 3.27	$ 5.04	$ 4.52
in billions	NA	$ 0.367	$ 0.310	$ 0.449	$ 0.681	$ 0.630
Other						
Average of Buyers	$ 35.78	$ 53.17	$ 30.84	$ 43.64	$ 65.41	$ 64.96
Percent Buying	10.3%	6.8%	6.2%	6.8%	7.4%	8.7%
Net Average	$ 3.69	$ 3.63	$ 1.90	$ 2.95	$ 4.83	$ 5.68
in billions	$ 0.522	$ 0.502	$ 0.271	$ 0.404	$ 0.653	$ 0.791
Combined Average	$ 119.67	$ 122.98	$ 102.50	$ 103.00	$ 116.21	$ 126.03
in billions	$ 16.9	$ 17.0	$ 14.7	$ 14.1	$ 15.7	$ 17.6
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%
Department Store	N/A	N/A	N/A	31.1%	30.5%	33.6%
Specialty Clothing Store	N/A	N/A	N/A	6.0%	6.0%	6.6%

Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN 07-12

	2007	2008	2009	2010	2011	2012
Specialty Store (Greeting Card/Gift Store, Electronics Store)	N/A	N/A	N/A	21.4%	19.4%	20.2%
Florist	N/A	N/A	N/A	19.6%	16.8%	17.8%
Jewelry Store	N/A	N/A	N/A	9.0%	9.5%	10.6%
Online	N/A	N/A	N/A	16.3%	18.1%	19.3%
Catalog	N/A	N/A	N/A	2.1%	1.5%	2.2%
Other:	N/A	N/A	N/A	11.1%	10.3%	9.0%

*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%
Flowers	36.7%	35.9%	35.7%	35.6%	34.3%	36.0%
Jewelry	17.9%	16.6%	16.0%	15.5%	17.3%	18.9%
Card	62.8%	56.8%	58.0%	54.9%	52.1%	52.0%
An evening out	45.3%	48.2%	47.0%	35.6%	34.6%	35.6%
Clothing	11.6%	11.8%	10.2%	14.4%	14.4%	14.6%
Gift card/gift certificate	11.3%	12.3%	11.0%	11.2%	12.6%	13.3%
Other:	10.0%	10.1%	10.4%	11.7%	11.2%	10.4%

*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
Percent Buying	N/A	N/A	N/A	47.2%	47.5%	50.5%
Net Average	N/A	N/A	N/A	$ 8.60	$ 10.75	$ 10.85
in billions	N/A	N/A	N/A	$ 1.180	$ 1.453	$ 1.512
Flowers						
Average of Buyers	N/A	N/A	N/A	$ 34.58	$ 36.78	$ 37.44
Percent Buying	N/A	N/A	N/A	35.6%	34.3%	36.0%
Net Average	N/A	N/A	N/A	$ 12.33	$ 12.62	$ 13.49
in billions	N/A	N/A	N/A	$ 1.691	$ 1.706	$ 1.880
Jewelry						
Average of Buyers	N/A	N/A	N/A	$ 139.14	$ 151.53	$ 156.61
Percent Buying	N/A	N/A	N/A	15.5%	17.3%	18.9%
Net Average	N/A	N/A	N/A	$ 21.52	$ 26.18	$ 29.60
in billions	N/A	N/A	N/A	$ 2.952	$ 3.539	$ 4.123
Greeting Cards						
Average of Buyers	N/A	N/A	N/A	$ 10.75	$ 15.52	$ 13.33
Percent Buying	N/A	N/A	N/A	54.9%	52.1%	52.0%
Net Average	N/A	N/A	N/A	$ 5.91	$ 8.09	$ 6.93
in billions	N/A	N/A	N/A	$ 0.810	$ 1.093	$ 0.966
An evening out						
Average of Buyers	N/A	N/A	N/A	$ 66.70	$ 71.76	$ 71.99
Percent Buying	N/A	N/A	N/A	35.6%	34.6%	35.6%
Net Average	N/A	N/A	N/A	$ 23.76	$ 24.86	$ 25.66
in billions	N/A	N/A	N/A	$ 3.259	$ 3.360	$ 3.574
Clothing						
Average of Buyers	N/A	N/A	N/A	$ 75.74	$ 83.56	$ 71.30
Percent Buying	N/A	N/A	N/A	14.4%	14.4%	14.6%
Net Average	N/A	N/A	N/A	$ 10.93	$ 12.00	$ 10.42

Source: BIGinsight™

Source: BIGinsight™, Consumer Intentions & Actions® Survey, JAN 07-12

	2007	2008	2009	2010	2011	2012
in billions	N/A	N/A	N/A	$ 1.500	$ 1.622	$ 1.452
Gift card/gift certificate						
Average of Buyers	N/A	N/A	N/A	$ 75.31	$ 88.59	$ 63.55
Percent Buying	N/A	N/A	N/A	11.2%	12.6%	13.3%
Net Average	N/A	N/A	N/A	$ 8.42	$ 11.21	$ 8.43
in billions	N/A	N/A	N/A	$ 1.155	$ 1.515	$ 1.174