Source: BIGresearch®, Consumer Intentions & Actions® Survey, JAN-11

N = 8913, 1/4 - 1/11/2011	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	58.1%	56.4%	59.8%	53.7%	65.6%	70.9%	68.5%	60.1%	57.4%	52.5%	41.3%	57.3%	55.3%	61.0%	57.8%
No	41.9%	43.6%	40.2%	46.3%	34.4%	29.1%	31.5%	39.9%	42.6%	47.5%	58.7%	42.7%	44.7%	39.0%	42.2%
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	$ 77.36	$ 104.30	$ 48.39	$ 59.07	$ 92.31	$ 82.86	$ 113.19	$ 88.54	$ 69.38	$ 57.60	$ 43.32	$ 76.07	$ 62.00	$ 81.00	$ 89.68
Percent Buying	89.2%	94.8%	83.8%	84.0%	92.7%	90.2%	93.3%	93.9%	91.3%	88.2%	77.6%	90.2%	89.9%	89.4%	87.2%
Net Average	$ 68.98	$ 98.87	$ 40.56	$ 49.62	$ 85.53	$ 74.73	$ 105.62	$ 83.10	$ 63.34	$ 50.80	$ 33.61	$ 68.65	$ 55.73	$ 72.41	$ 78.23
in billions	$ 9.324														
Other family members (children, parents, etc.)															
Average of Buyers	$ 37.92	$ 47.57	$ 30.95	$ 26.82	$ 48.89	$ 39.34	$ 49.23	$ 32.02	$ 31.90	$ 38.84	$ 38.38	$ 39.14	$ 32.31	$ 38.47	$ 42.88
Percent Buying	59.8%	51.5%	67.7%	59.1%	61.0%	57.3%	60.6%	69.1%	62.5%	54.8%	52.5%	59.1%	60.6%	59.6%	59.8%
Net Average	$ 22.68	$ 24.48	$ 20.97	$ 15.86	$ 29.83	$ 22.54	$ 29.86	$ 22.12	$ 19.95	$ 21.29	$ 20.14	$ 23.13	$ 19.58	$ 22.95	$ 25.63
in billions	$ 3.066														
Friends															
Average of Buyers	$ 27.99	$ 40.50	$ 17.74	$ 18.63	$ 40.92	$ 28.33	$ 47.27	$ 25.08	$ 19.37	$ 17.20	$ 23.15	$ 27.51	$ 21.57	$ 25.82	$ 37.46
Percent Buying	22.5%	20.8%	24.1%	25.1%	20.1%	39.1%	24.2%	21.1%	19.9%	16.5%	17.7%	20.5%	20.0%	23.0%	26.9%
Net Average	$ 6.30	$ 8.42	$ 4.28	$ 4.68	$ 8.22	$ 11.08	$ 11.43	$ 5.28	$ 3.85	$ 2.85	$ 4.09	$ 5.63	$ 4.31	$ 5.94	$ 10.09
in billions	$ 0.851														
Children's classmates/teachers															
Average of Buyers	$ 27.20	$ 37.34	$ 17.36	$ 18.31	$ 35.04	$ 34.21	$ 34.37	$ 22.90	$ 16.78	$ 22.96	$ 13.20	$ 36.86	$ 19.73	$ 22.79	$ 36.70
Percent Buying	18.3%	18.5%	18.1%	18.1%	18.9%	20.2%	33.2%	33.6%	12.9%	5.4%	2.5%	16.0%	17.1%	19.7%	19.4%
Net Average	$ 4.97	$ 6.90	$ 3.14	$ 3.31	$ 6.62	$ 6.90	$ 11.40	$ 7.68	$ 2.16	$ 1.25	$ 0.33	$ 5.88	$ 3.37	$ 4.50	$ 7.11
in billions	$ 0.672														
Co-workers															
Average of Buyers	$ 32.77	$ 45.30	$ 19.21	$ 19.22	$ 45.97	$ 29.30	$ 45.78	$ 40.24	$ 15.92	$ 30.03	$ 10.04	$ 40.98	$ 24.09	$ 33.00	$ 35.22
Percent Buying	10.4%	11.1%	9.8%	9.6%	11.1%	17.9%	15.7%	10.5%	10.5%	7.5%	1.4%	9.3%	9.8%	10.4%	12.3%
Net Average	$ 3.41	$ 5.03	$ 1.87	$ 1.85	$ 5.09	$ 5.24	$ 7.20	$ 4.24	$ 1.67	$ 2.24	$ 0.15	$ 3.80	$ 2.37	$ 3.45	$ 4.33
in billions	$ 0.461														
Pets															
Average of Buyers	$ 27.62	$ 43.44	$ 13.83	$ 14.17	$ 43.66	$ 33.21	$ 60.30	$ 25.10	$ 12.33	$ 10.00	$ 8.60	$ 27.70	$ 17.75	$ 24.88	$ 43.73
Percent Buying	18.2%	17.4%	19.0%	18.9%	17.5%	23.8%	21.2%	19.8%	18.0%	12.3%	14.6%	19.8%	17.0%	17.2%	19.6%
Net Average	$ 5.04	$ 7.57	$ 2.63	$ 2.68	$ 7.63	$ 7.92	$ 12.80	$ 4.98	$ 2.22	$ 1.23	$ 1.26	$ 5.49	$ 3.01	$ 4.29	$ 8.59
in billions	$ 0.681														
Other															
Average of Buyers	$ 65.41	$ 93.48	$ 34.25	$ 38.50	$ 95.96	$ 86.28	$ 122.11	$ 27.36	$ 28.25	$ 55.71	$ 14.95	$ 92.13	$ 59.22	$ 43.05	$ 87.90
Percent Buying	7.4%	8.0%	6.8%	7.5%	7.4%	14.3%	9.6%	8.5%	4.9%	4.1%	4.3%	8.5%	6.3%	6.7%	8.6%
Net Average	$ 4.83	$ 7.45	$ 2.34	$ 2.88	$ 7.09	$ 12.30	$ 11.68	$ 2.33	$ 1.37	$ 2.28	$ 0.65	$ 7.87	$ 3.75	$ 2.90	$ 7.54
in billions	$ 0.653														
Combined Average 2011	**$ 116.21**	**$ 158.71**	**$ 75.79**	**$ 80.87**	**$ 150.00**	**$ 140.71**	**$ 189.97**	**$ 129.74**	**$ 94.56**	**$ 81.93**	**$ 60.22**	**$ 120.46**	**$ 92.12**	**$ 116.43**	**$ 141.52**
in billions	$ 15.7														

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JAN-11

N = 8913, 1/4 - 1/11/2011	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Where will you purchase Valentine's Day gifts this year? (Check all that apply)															
Discount Store	36.6%	28.2%	44.6%	43.9%	34.5%	29.5%	34.7%	40.2%	42.3%	38.7%	32.0%	30.4%	39.3%	38.6%	36.5%
Department Store	30.5%	31.4%	29.5%	31.8%	31.7%	40.2%	34.8%	34.6%	28.7%	24.3%	21.5%	31.2%	29.3%	31.3%	29.2%
Specialty Clothing Store	6.0%	7.6%	4.5%	5.6%	6.9%	10.6%	9.8%	7.1%	3.8%	3.5%	2.1%	6.2%	5.2%	5.5%	7.3%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	19.4%	18.8%	20.1%	16.2%	23.6%	17.7%	18.9%	21.5%	17.8%	21.6%	19.0%	20.9%	17.5%	19.6%	19.8%
Florist	16.8%	27.3%	6.8%	15.3%	20.4%	18.3%	20.3%	20.0%	17.4%	12.0%	12.3%	18.7%	16.7%	14.6%	18.8%
Jewelry Store	9.5%	15.4%	3.9%	8.7%	11.6%	16.4%	14.5%	11.0%	6.8%	4.7%	4.7%	9.3%	8.9%	9.5%	10.4%
Online	18.1%	18.5%	17.7%	17.4%	20.7%	25.4%	23.8%	20.8%	16.7%	13.3%	9.1%	20.0%	15.5%	16.4%	22.6%
Catalog	1.5%	1.3%	1.8%	1.4%	1.4%	2.4%	1.2%	1.6%	1.9%	1.6%	0.7%	1.4%	1.3%	1.4%	1.9%
Other:	10.3%	7.9%	12.6%	10.9%	11.3%	5.6%	5.7%	7.9%	9.8%	14.1%	18.5%	10.6%	11.2%	9.1%	11.3%

*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	47.5%	43.8%	51.0%	51.0%	45.4%	60.6%	51.3%	53.8%	49.9%	38.2%	32.5%	45.7%	48.1%	48.9%	47.1%
Flowers	34.3%	56.2%	13.5%	32.9%	35.9%	42.4%	42.9%	38.8%	34.2%	25.1%	22.5%	35.8%	34.1%	31.9%	37.7%
Jewelry	17.3%	27.4%	7.7%	15.6%	19.3%	27.0%	25.8%	19.8%	12.9%	10.7%	8.9%	17.8%	15.3%	17.9%	17.6%
Greeting Cards	52.1%	45.4%	58.6%	53.1%	52.8%	40.6%	50.5%	57.1%	55.1%	55.5%	51.2%	52.2%	52.6%	52.6%	51.2%
An evening out	34.6%	38.9%	30.6%	30.9%	37.3%	42.8%	40.3%	39.1%	33.5%	30.0%	23.3%	31.1%	35.6%	34.3%	37.3%
Clothing	14.4%	11.8%	16.8%	14.6%	15.2%	19.9%	17.6%	16.9%	12.1%	12.1%	8.5%	16.2%	12.8%	13.9%	15.1%
Gift card/gift certificate	12.6%	10.7%	14.5%	12.2%	14.5%	12.8%	14.3%	15.5%	11.6%	11.1%	10.3%	11.5%	12.1%	13.2%	13.9%
Other:	11.2%	6.9%	15.3%	13.4%	10.6%	6.3%	8.2%	9.1%	12.0%	14.3%	16.7%	10.4%	12.1%	10.2%	12.4%

*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	$ 22.63	$ 28.08	$ 17.44	$ 16.00	$ 29.92	$ 22.71	$ 33.06	$ 19.86	$ 20.10	$ 23.39	$ 16.69	$ 22.93	$ 19.53	$ 23.05	$ 25.52
Percent Buying	47.5%	43.8%	51.0%	51.0%	45.4%	60.6%	51.3%	53.8%	49.9%	38.2%	32.5%	45.7%	48.1%	48.9%	47.1%
Net Average	$ 10.75	$ 12.30	$ 8.90	$ 8.16	$ 13.58	$ 13.75	$ 16.94	$ 10.68	$ 10.04	$ 8.92	$ 5.42	$ 10.47	$ 9.40	$ 11.27	$ 12.01
in billions	$ 1.453														
Flowers															
Average of Buyers	$ 36.78	$ 42.11	$ 31.72	$ 32.25	$ 43.68	$ 38.08	$ 41.60	$ 36.70	$ 34.80	$ 38.77	$ 31.31	$ 38.75	$ 31.98	$ 37.66	$ 36.86
Percent Buying	34.3%	56.2%	13.5%	32.9%	35.9%	42.4%	42.9%	38.8%	34.2%	25.1%	22.5%	35.8%	34.1%	31.9%	37.7%
Net Average	$ 12.62	$ 23.68	$ 4.28	$ 10.60	$ 15.70	$ 16.15	$ 17.84	$ 14.25	$ 11.91	$ 9.74	$ 7.06	$ 13.89	$ 10.91	$ 12.01	$ 13.91
in billions	$ 1.706														
Jewelry															
Average of Buyers	$ 151.53	$ 203.43	$ 102.16	$ 109.32	$ 194.69	$ 176.31	$ 183.09	$ 167.68	$ 144.31	$ 138.86	$ 101.63	$ 147.02	$ 138.93	$ 154.99	$ 168.41
Percent Buying	17.3%	27.4%	7.7%	15.6%	19.3%	27.0%	25.8%	19.8%	12.9%	10.7%	8.9%	17.8%	15.3%	17.9%	17.6%
Net Average	$ 26.18	$ 55.70	$ 7.84	$ 17.07	$ 37.57	$ 47.68	$ 47.30	$ 33.20	$ 18.57	$ 14.88	$ 9.02	$ 26.16	$ 21.25	$ 27.82	$ 29.66
in billions	$ 3.539														
Greeting Cards															
Average of Buyers	$ 15.52	$ 20.10	$ 11.16	$ 13.77	$ 17.91	$ 34.76	$ 20.97	$ 10.51	$ 9.81	$ 10.91	$ 10.73	$ 14.08	$ 10.37	$ 17.83	$ 18.17
Percent Buying	52.1%	45.4%	58.6%	53.1%	52.8%	40.6%	50.5%	57.1%	55.1%	55.5%	51.2%	52.2%	52.6%	52.6%	51.2%
Net Average	$ 8.09	$ 9.11	$ 6.54	$ 7.31	$ 9.47	$ 14.12	$ 10.59	$ 6.00	$ 5.40	$ 6.05	$ 5.49	$ 7.35	$ 5.45	$ 9.38	$ 9.30
in billions	$ 1.093														

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JAN-11

N = 8913, 1/4 - 1/11/2011	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
An evening out															
Average of Buyers	$ 71.76	$ 83.62	$ 60.47	$ 55.77	$ 85.74	$ 67.19	$ 81.32	$ 79.15	$ 69.91	$ 69.30	$ 61.71	$ 71.73	$ 61.59	$ 73.65	$ 76.67
Percent Buying	34.6%	38.9%	30.6%	30.9%	37.3%	42.8%	40.3%	39.1%	33.5%	30.0%	23.3%	31.1%	35.6%	34.3%	37.3%
Net Average	$ 24.86	$ 32.54	$ 18.49	$ 17.22	$ 31.99	$ 28.76	$ 32.74	$ 30.91	$ 23.39	$ 20.78	$ 14.35	$ 22.29	$ 21.95	$ 25.29	$ 28.63
in billions	$ 3.360														
Clothing															
Average of Buyers	$ 83.56	$ 117.45	$ 51.32	$ 51.79	$ 105.84	$ 85.99	$ 167.17	$ 79.52	$ 54.73	$ 63.71	$ 48.01	$ 66.28	$ 63.19	$ 91.44	$ 115.52
Percent Buying	14.4%	11.8%	16.8%	14.6%	15.2%	19.9%	17.6%	16.9%	12.1%	12.1%	8.5%	16.2%	12.8%	13.9%	15.1%
Net Average	$ 12.00	$ 13.90	$ 8.60	$ 7.54	$ 16.08	$ 17.08	$ 29.48	$ 13.45	$ 6.64	$ 7.73	$ 4.07	$ 10.72	$ 8.06	$ 12.72	$ 17.40
in billions	$ 1.622														
Gift card/gift certificate															
Average of Buyers	$ 88.59	$ 131.09	$ 48.16	$ 50.76	$ 121.45	$ 127.34	$ 108.55	$ 84.71	$ 81.37	$ 64.30	$ 71.38	$ 101.11	$ 49.17	$ 108.05	$ 97.29
Percent Buying	12.6%	10.7%	14.5%	12.2%	14.5%	12.8%	14.3%	15.5%	11.6%	11.1%	10.3%	11.5%	12.1%	13.2%	13.9%
Net Average	$ 11.21	$ 13.99	$ 7.00	$ 6.19	$ 17.55	$ 16.35	$ 15.54	$ 13.10	$ 9.47	$ 7.11	$ 7.39	$ 11.65	$ 5.95	$ 14.22	$ 13.53
in billions	$ 1.515														

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JAN 07-11

	2007	2008	2009	2010	2011
Do you plan to celebrate Valentine's Day this year?					
Yes	63.4%	61.3%	62.8%	59.6%	58.1%
No	36.6%	38.7%	37.2%	40.4%	41.9%
Total	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
Percent Buying	91.1%	90.7%	90.8%	89.7%	89.2%
Net Average	$ 80.29	$ 79.99	$ 67.22	$ 63.34	$ 68.98
in billions	$ 11.342	$ 11.072	$ 9.621	$ 8.690	$ 9.324
Other family members (children, parents, etc.)					
Average of Buyers	$ 38.96	$ 38.27	$ 34.65	$ 34.45	$ 37.92
Percent Buying	64.2%	62.4%	60.5%	60.8%	59.8%
Net Average	$ 25.00	$ 23.89	$ 20.95	$ 20.94	$ 22.68
in billions	$ 3.532	$ 3.307	$ 2.998	$ 2.873	$ 3.066
Friends					
Average of Buyers	$ 18.81	$ 23.89	$ 21.89	$ 23.66	$ 27.99
Percent Buying	26.2%	24.1%	21.6%	22.7%	22.5%
Net Average	$ 4.93	$ 5.75	$ 4.74	$ 5.37	$ 6.30
in billions	$ 0.696	$ 0.796	$ 0.678	$ 0.737	$ 0.851
Children's classmates/teachers					
Average of Buyers	$ 17.15	$ 22.18	$ 19.97	$ 23.08	$ 27.20
Percent Buying	19.6%	18.3%	18.0%	18.6%	18.3%
Net Average	$ 3.35	$ 4.05	$ 3.59	$ 4.29	$ 4.97
in billions	$ 0.474	$ 0.561	$ 0.513	$ 0.588	$ 0.672
Co-workers					
Average of Buyers	$ 20.06	$ 25.93	$ 20.67	$ 29.72	$ 32.77
Percent Buying	12.0%	11.6%	9.4%	9.6%	10.4%
Net Average	$ 2.40	$ 3.02	$ 1.94	$ 2.84	$ 3.41
in billions	$ 0.339	$ 0.417	$ 0.277	$ 0.390	$ 0.461
Pets					
Average of Buyers	NA	$ 15.37	$ 12.77	$ 18.96	$ 27.62
Percent Buying	NA	17.2%	17.0%	17.3%	18.2%
Net Average	NA	$ 2.65	$ 2.17	$ 3.27	$ 5.04
in billions	NA	$ 0.367	$ 0.310	$ 0.449	$ 0.681
Other					
Average of Buyers	$ 35.78	$ 53.17	$ 30.84	$ 43.64	$ 65.41
Percent Buying	10.3%	6.8%	6.2%	6.8%	7.4%
Net Average	$ 3.69	$ 3.63	$ 1.90	$ 2.95	$ 4.83
in billions	$ 0.522	$ 0.502	$ 0.271	$ 0.404	$ 0.653
Combined Average	$ 119.67	$ 122.98	$ 102.50	$ 103.00	$ 116.21
in billions	$ 16.9	$ 17.0	$ 14.7	$ 14.1	$ 15.7
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%
Department Store	N/A	N/A	N/A	31.1%	30.5%
Specialty Clothing Store	N/A	N/A	N/A	6.0%	6.0%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	N/A	N/A	N/A	21.4%	19.4%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JAN 07-11

	2007	2008	2009	2010	2011
Florist	N/A	N/A	N/A	19.6%	16.8%
Jewelry Store	N/A	N/A	N/A	9.0%	9.5%
Online	N/A	N/A	N/A	16.3%	18.1%
Catalog	N/A	N/A	N/A	2.1%	1.5%
Other:	N/A	N/A	N/A	11.1%	10.3%

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

*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	N/A	N/A	N/A	$ 18.22	$ 22.63
Percent Buying	N/A	N/A	N/A	47.2%	47.5%
Net Average	N/A	N/A	N/A	$ 8.60	$ 10.75
in billions	N/A	N/A	N/A	$ 1.180	$ 1.453

Flowers

Average of Buyers	N/A	N/A	N/A	$ 34.58	$ 36.78
Percent Buying	N/A	N/A	N/A	35.6%	34.3%
Net Average	N/A	N/A	N/A	$ 12.33	$ 12.62
in billions	N/A	N/A	N/A	$ 1.691	$ 1.706

Jewelry

Average of Buyers	N/A	N/A	N/A	$ 139.14	$ 151.53
Percent Buying	N/A	N/A	N/A	15.5%	17.3%
Net Average	N/A	N/A	N/A	$ 21.52	$ 26.18
in billions	N/A	N/A	N/A	$ 2.952	$ 3.539

Greeting Cards

Average of Buyers	N/A	N/A	N/A	$ 10.75	$ 15.52
Percent Buying	N/A	N/A	N/A	54.9%	52.1%
Net Average	N/A	N/A	N/A	$ 5.91	$ 8.09
in billions	N/A	N/A	N/A	$ 0.810	$ 1.093

An evening out

Average of Buyers	N/A	N/A	N/A	$ 66.70	$ 71.76
Percent Buying	N/A	N/A	N/A	35.6%	34.6%
Net Average	N/A	N/A	N/A	$ 23.76	$ 24.86
in billions	N/A	N/A	N/A	$ 3.259	$ 3.360

Clothing

Average of Buyers	N/A	N/A	N/A	$ 75.74	$ 83.56
Percent Buying	N/A	N/A	N/A	14.4%	14.4%
Net Average	N/A	N/A	N/A	$ 10.93	$ 12.00
in billions	N/A	N/A	N/A	$ 1.500	$ 1.622

Source: BIGresearch®

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JAN 07-11

	2007	2008	2009	2010	2011
Gift card/gift certificate					
Average of Buyers	N/A	N/A	N/A	$ 75.31	$ 88.59
Percent Buying	N/A	N/A	N/A	11.2%	12.6%
Net Average	N/A	N/A	N/A	$ 8.42	$ 11.21
in billions	N/A	N/A	N/A	$ 1.155	$ 1.515