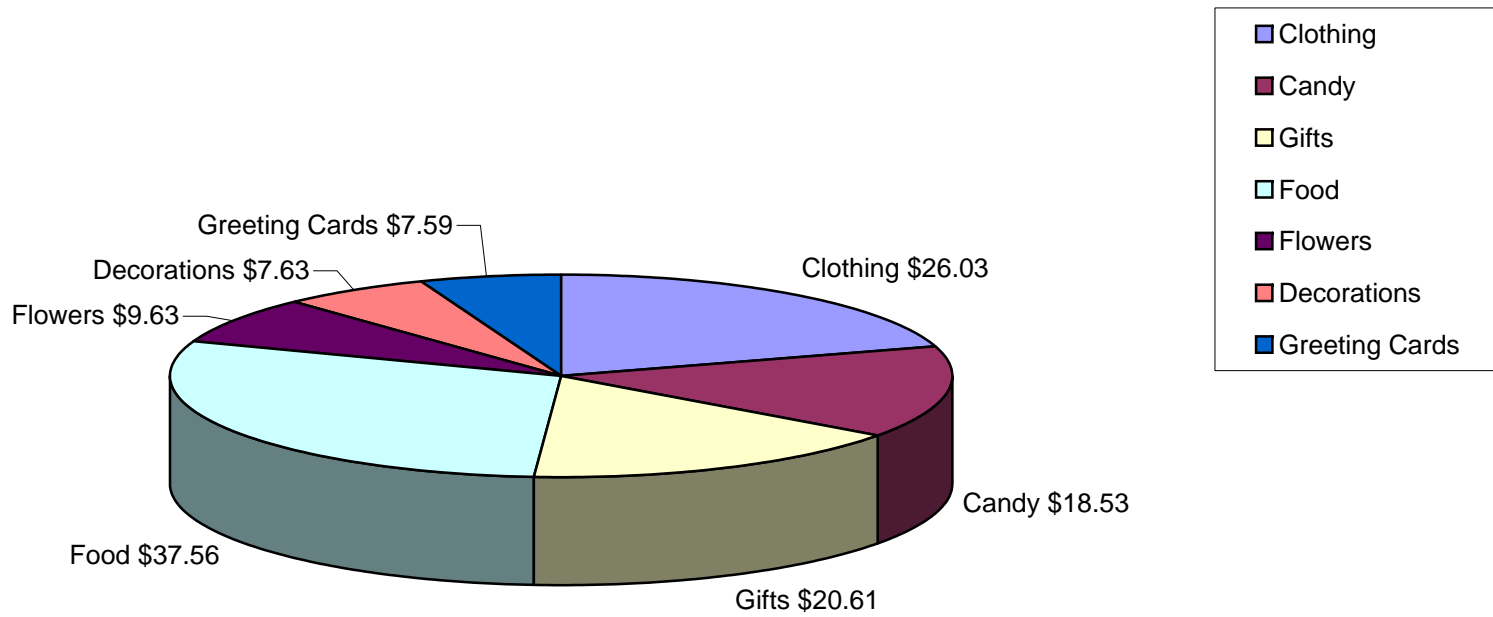
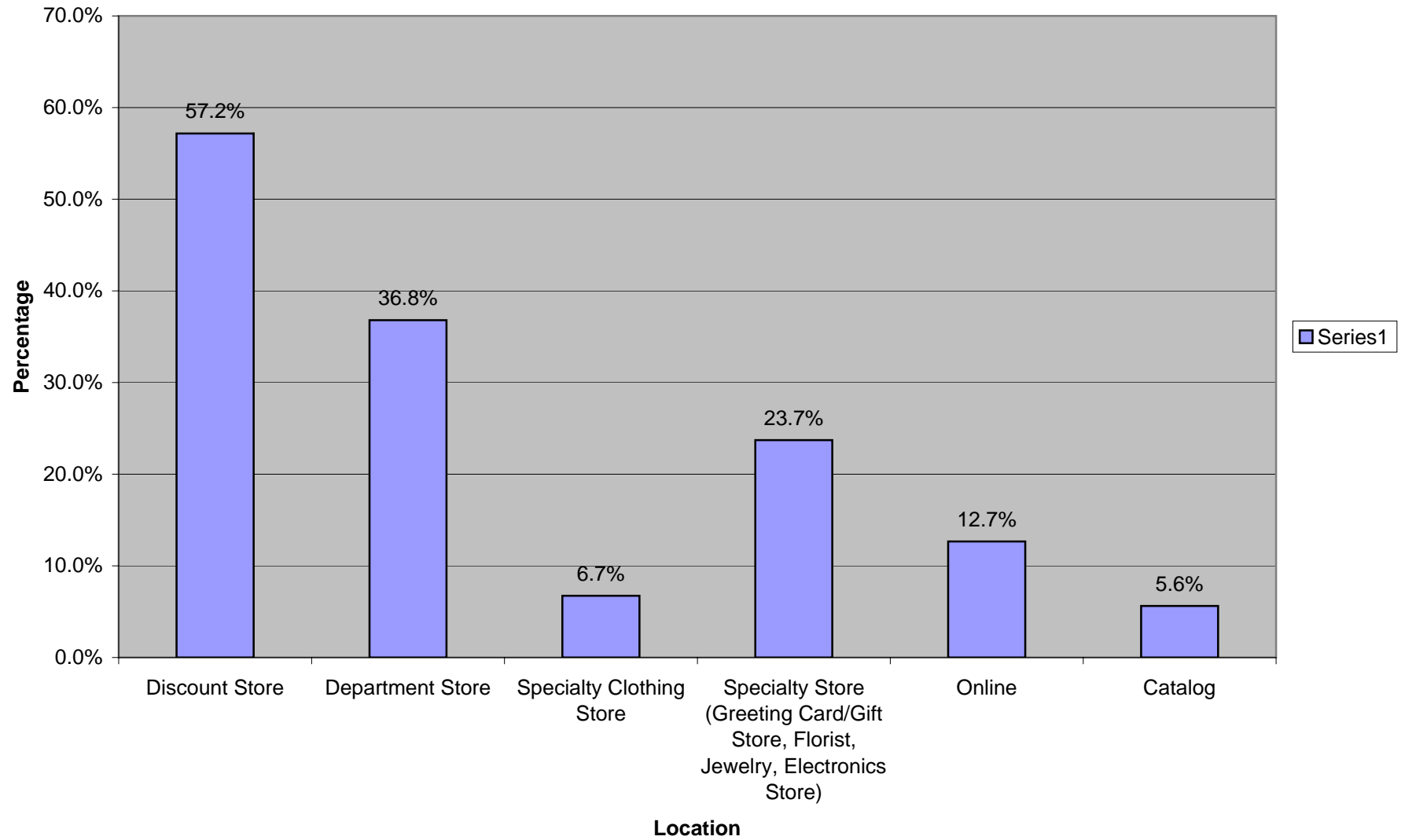


## What Consumers Plan to Spend on Easter



### Where Consumers Plan to Shop for Easter



Source: BIGresearch, CIA Mar-07

| N = 8,801 3/7-3/14/07  |             | Adults (18+) | Men    | Women  | \$50K+ | <\$50K | 18-24  | 25-34  | 35-44  | 45-54  | 55-64  | 65+    | NE     | MW     | South  | West   |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
|--|-------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|----|--------|
| Do you celebrate Easter?   |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Yes  |             | 79.5%        | 74.0%  | 84.8%  | 80.7%  | 78.3%  | 88.0%  | 77.9%  | 79.2%  | 78.7%  | 77.2%  | 78.0%  | 78.2%  | 84.0%  | 80.9%  | 74.5%  |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| No   |             | 20.5%        | 26.0%  | 15.2%  | 19.3%  | 21.7%  | 12.0%  | 22.1%  | 20.8%  | 21.3%  | 22.8%  | 22.0%  | 21.8%  | 16.0%  | 19.1%  | 25.5%  |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| 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 do you plan to spend on the following items for the upcoming Easter holiday?                      |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Clothing   |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 56.03        | \$     | 60.29  | \$     | 52.94  | \$     | 61.16  | \$     | 47.77  | \$     | 43.74  | \$     | 57.47  | \$     | 58.98  | \$ | 62.92  | \$ | 59.17  | \$ | 51.66  | \$ | 58.54  | \$ | 51.01  | \$ | 61.89  | \$ | 47.01  |
| Percent Buying   |             | 46.5%        |        | 40.2%  |        | 52.4%  |        | 45.9%  |        | 44.4%  |        | 56.3%  |        | 51.9%  |        | 49.3%  |    | 45.0%  |    | 39.0%  |    | 37.2%  |    | 46.2%  |    | 43.1%  |    | 51.5%  |    | 42.9%  |
| Net Average  | \$          | 26.03        | \$     | 24.24  | \$     | 27.72  | \$     | 28.06  | \$     | 21.20  | \$     | 24.62  | \$     | 29.80  | \$     | 29.05  | \$ | 28.34  | \$ | 23.05  | \$ | 19.22  | \$ | 27.03  | \$ | 22.00  | \$ | 31.89  | \$ | 20.18  |
|  | in billions | \$           |        | 2.770  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Candy  |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 20.69        | \$     | 22.28  | \$     | 19.25  | \$     | 22.58  | \$     | 18.12  | \$     | 20.36  | \$     | 23.45  | \$     | 22.36  | \$ | 21.26  | \$ | 19.22  | \$ | 15.86  | \$ | 23.47  | \$ | 19.82  | \$ | 19.78  | \$ | 20.33  |
| Percent Buying   |             | 89.6%        |        | 87.3%  |        | 91.7%  |        | 89.6%  |        | 90.1%  |        | 91.3%  |        | 93.1%  |        | 92.1%  |    | 90.5%  |    | 88.1%  |    | 81.5%  |    | 88.6%  |    | 90.0%  |    | 89.8%  |    | 89.4%  |
| Net Average  | \$          | 18.53        | \$     | 19.45  | \$     | 17.66  | \$     | 20.24  | \$     | 16.32  | \$     | 18.58  | \$     | 21.83  | \$     | 20.59  | \$ | 19.23  | \$ | 16.94  | \$ | 12.92  | \$ | 20.80  | \$ | 17.84  | \$ | 17.76  | \$ | 18.17  |
|  | in billions | \$           |        | 1.972  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Gifts  |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 31.37        | \$     | 34.74  | \$     | 28.28  | \$     | 35.01  | \$     | 26.51  | \$     | 30.70  | \$     | 31.20  | \$     | 30.21  | \$ | 33.00  | \$ | 31.09  | \$ | 32.30  | \$ | 34.27  | \$ | 28.00  | \$ | 32.10  | \$ | 30.53  |
| Percent Buying   |             | 65.7%        |        | 64.6%  |        | 66.7%  |        | 65.3%  |        | 64.6%  |        | 74.8%  |        | 73.7%  |        | 71.4%  |    | 64.1%  |    | 59.5%  |    | 49.8%  |    | 69.2%  |    | 62.9%  |    | 65.4%  |    | 66.5%  |
| Net Average  | \$          | 20.61        | \$     | 22.46  | \$     | 18.85  | \$     | 22.86  | \$     | 17.13  | \$     | 22.97  | \$     | 22.98  | \$     | 21.57  | \$ | 21.15  | \$ | 18.50  | \$ | 16.10  | \$ | 23.71  | \$ | 17.61  | \$ | 21.01  | \$ | 20.30  |
|  | in billions | \$           |        | 2.192  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Food   |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 43.79        | \$     | 45.13  | \$     | 42.56  | \$     | 47.92  | \$     | 38.03  | \$     | 37.90  | \$     | 43.10  | \$     | 45.22  | \$ | 47.55  | \$ | 45.40  | \$ | 41.46  | \$ | 46.35  | \$ | 42.50  | \$ | 43.68  | \$ | 41.98  |
| Percent Buying   |             | 85.8%        |        | 84.5%  |        | 87.0%  |        | 86.0%  |        | 85.0%  |        | 81.7%  |        | 81.6%  |        | 85.6%  |    | 89.0%  |    | 88.0%  |    | 88.2%  |    | 85.0%  |    | 86.1%  |    | 84.9%  |    | 86.9%  |
| Net Average  | \$          | 37.56        | \$     | 38.12  | \$     | 37.02  | \$     | 41.20  | \$     | 32.32  | \$     | 30.96  | \$     | 35.19  | \$     | 38.71  | \$ | 42.31  | \$ | 39.95  | \$ | 36.57  | \$ | 39.40  | \$ | 36.59  | \$ | 37.07  | \$ | 36.49  |
|  | in billions | \$           |        | 3.996  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Flowers  |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 22.98        | \$     | 26.36  | \$     | 19.37  | \$     | 25.18  | \$     | 19.45  | \$     | 20.90  | \$     | 25.40  | \$     | 22.07  | \$ | 25.00  | \$ | 23.94  | \$ | 19.70  | \$ | 24.15  | \$ | 21.45  | \$ | 22.45  | \$ | 22.79  |
| Percent Buying   |             | 41.9%        |        | 44.5%  |        | 39.4%  |        | 43.8%  |        | 38.2%  |        | 49.1%  |        | 41.2%  |        | 40.8%  |    | 44.0%  |    | 41.5%  |    | 36.1%  |    | 52.7%  |    | 36.4%  |    | 39.2%  |    | 41.7%  |
| Net Average  | \$          | 9.63         | \$     | 11.74  | \$     | 7.63   | \$     | 11.02  | \$     | 7.43   | \$     | 10.26  | \$     | 10.46  | \$     | 8.99   | \$ | 11.01  | \$ | 9.94   | \$ | 7.11   | \$ | 12.71  | \$ | 7.81   | \$ | 8.80   | \$ | 9.50   |
|  | in billions | \$           |        | 1.024  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Decorations  |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 18.99        | \$     | 21.11  | \$     | 17.10  | \$     | 19.19  | \$     | 16.87  | \$     | 21.38  | \$     | 22.66  | \$     | 16.80  | \$ | 18.51  | \$ | 16.47  | \$ | 15.82  | \$ | 18.65  | \$ | 16.90  | \$ | 20.66  | \$ | 17.62  |
| Percent Buying   |             | 40.2%        |        | 38.9%  |        | 41.4%  |        | 39.6%  |        | 39.5%  |        | 52.5%  |        | 46.8%  |        | 43.4%  |    | 38.7%  |    | 35.0%  |    | 25.4%  |    | 43.1%  |    | 38.7%  |    | 40.7%  |    | 39.2%  |
| Net Average  | \$          | 7.63         | \$     | 8.21   | \$     | 7.08   | \$     | 7.60   | \$     | 6.66   | \$     | 11.22  | \$     | 10.61  | \$     | 7.29   | \$ | 7.16   | \$ | 5.76   | \$ | 4.02   | \$ | 8.04   | \$ | 6.55   | \$ | 8.41   | \$ | 6.91   |
|  | in billions | \$           |        | 0.812  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Greeting Cards   |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 12.92        | \$     | 13.91  | \$     | 12.01  | \$     | 13.11  | \$     | 12.03  | \$     | 14.79  | \$     | 14.32  | \$     | 11.80  | \$ | 13.00  | \$ | 11.40  | \$ | 12.55  | \$ | 13.22  | \$ | 11.89  | \$ | 13.25  | \$ | 12.89  |
| Percent Buying   |             | 58.7%        |        | 57.6%  |        | 59.8%  |        | 59.1%  |        | 57.1%  |        | 58.7%  |        | 54.5%  |        | 56.7%  |    | 59.5%  |    | 62.4%  |    | 61.8%  |    | 63.1%  |    | 54.3%  |    | 59.5%  |    | 58.5%  |
| Net Average  | \$          | 7.59         | \$     | 8.01   | \$     | 7.19   | \$     | 7.75   | \$     | 6.87   | \$     | 8.68   | \$     | 7.81   | \$     | 6.68   | \$ | 7.74   | \$ | 7.12   | \$ | 7.76   | \$ | 8.35   | \$ | 6.46   | \$ | 7.89   | \$ | 7.54   |
|  | in billions | \$           |        | 0.807  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Other  |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Average of Buyers  | \$          | 27.79        | \$     | 30.80  | \$     | 24.85  | \$     | 32.19  | \$     | 23.30  | \$     | 26.02  | \$     | 31.05  | \$     | 26.38  | \$ | 27.72  | \$ | 28.10  | \$ | 27.40  | \$ | 27.02  | \$ | 26.16  | \$ | 27.84  | \$ | 29.01  |
| Percent Buying   |             | 27.0%        |        | 27.5%  |        | 26.5%  |        | 24.3%  |        | 27.0%  |        | 38.5%  |        | 28.3%  |        | 24.5%  |    | 25.9%  |    | 23.7%  |    | 23.3%  |    | 29.2%  |    | 23.2%  |    | 27.9%  |    | 28.5%  |
| Net Average  | \$          | 7.50         | \$     | 8.46   | \$     | 6.59   | \$     | 7.82   | \$     | 6.28   | \$     | 10.01  | \$     | 8.79   | \$     | 6.47   | \$ | 7.18   | \$ | 6.67   | \$ | 6.38   | \$ | 7.88   | \$ | 6.06   | \$ | 7.77   | \$ | 8.26   |
|  | in billions | \$           |        | 0.798  |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Combined Net Average   | \$          | 135.07       | \$     | 140.69 | \$     | 129.75 | \$     | 146.55 | \$     | 114.22 | \$     | 137.30 | \$     | 147.47 | \$     | 139.36 | \$ | 144.13 | \$ | 127.92 | \$ | 110.09 | \$ | 147.92 | \$ | 120.92 | \$ | 140.60 | \$ | 127.34 |
|  | in billions | \$           |        | 14.371 |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Where will you purchase Easter gifts this year? (Check all that apply)                                     |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Discount Store   |             | 57.2%        |        | 52.1%  |        | 62.0%  |        | 57.6%  |        | 62.7%  |        | 60.1%  |        | 55.1%  |        | 60.9%  |    | 59.3%  |    | 58.2%  |    | 49.4%  |    | 51.7%  |    | 59.4%  |    | 59.8%  |    | 55.8%  |
| Department Store   |             | 36.8%        |        | 39.7%  |        | 34.1%  |        | 37.0%  |        | 36.3%  |        | 55.1%  |        | 43.0%  |        | 37.6%  |    | 33.5%  |    | 28.5%  |    | 25.2%  |    | 40.7%  |    | 35.0%  |    | 36.3%  |    | 35.0%  |
| Specialty Clothing Store   |             | 6.7%         |        | 7.6%   |        | 5.9%   |        | 8.1%   |        | 6.0%   |        | 11.0%  |        | 8.8%   |        | 6.0%   |    | 6.0%   |    | 4.4%   |    | 4.9%   |    | 7.0%   |    | 5.0%   |    | 7.5%   |    | 7.3%   |
| Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)                            |             | 23.7%        |        | 24.9%  |        | 22.6%  |        | 29.0%  |        | 19.4%  |        | 27.8%  |        | 24.2%  |        | 21.3%  |    | 21.8%  |    | 23.0%  |    | 25.8%  |    | 27.9%  |    | 20.3%  |    | 24.5%  |    | 21.9%  |
| Online   |             | 12.7%        |        | 14.6%  |        | 10.8%  |        | 14.5%  |        | 11.6%  |        | 19.2%  |        | 15.9%  |        | 11.9%  |    | 11.7%  |    | 10.1%  |    | 7.9%   |    | 16.2%  |    | 10.0%  |    | 13.2%  |    | 12.2%  |
| Catalog  |             | 5.6%         |        | 5.4%   |        | 5.8%   |        | 5.9%   |        | 4.9%   |        | 7.6%   |        | 6.6%   |        | 5.0%   |    | 5.1%   |    | 4.7%   |    | 5.2%   |    | 6.3%   |    | 4.2%   |    | 6.0%   |    | 6.1%   |
| *The sum of the % totals may be greater than 100% because the respondents can select more than one answer. |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| Overall, do you plan on spending more, the same, or less than you did last year for the Easter holiday?    |             |              |        |        |        |        |        |        |        |        |        |        |        |        |        |        |    |        |    |        |    |        |    |        |    |        |    |        |    |        |
| More   |             | 13.5%        |        | 13.5%  |        | 13.5%  |        | 12.7%  |        | 13.2%  |        | 28.9%  |        | 17.6%  |        | 11.1%  |    | 10.5%  |    | 8.9%   |    | 7.0%   |    | 13.9%  |    | 11.5%  |    | 14.9%  |    | 13.6%  |
| Same   |             | 67.7%        |        | 70.4%  |        | 65.1%  |        | 70.5%  |        | 66.3%  |        | 60.9%  |        | 67.6%  |        | 72.7%  |    | 68.8%  |    | 67.1%  |    | 66.5%  |    | 67.7%  |    | 69.1%  |    | 65.8%  |    | 68.8%  |
| Less   |             | 18.8%        |        | 16.1%  |        | 21.4%  |        | 16.9%  |        | 20.5%  |        | 10.2%  |        | 14.8%  |        | 16.3%  |    | 20.7%  |    | 24.0%  |    | 26.6%  |    | 18.4%  |    | 19.4%  |    | 19.2%  |    | 17.6%  |
| 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% |

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