

Source: BIGresearch, CIA March 2008

Do you celebrate Easter?

	Adults			Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
	79.0%	21.0%	100.0%	74.2%	83.6%	80.0%	80.4%	88.7%	78.6%	80.6%	77.4%	75.7%	74.7%	77.0%	82.9%	80.6%	74.2%
Yes																	
No				25.8%	16.4%	20.0%	19.6%	11.3%	21.4%	19.4%	22.6%	24.3%	25.3%	23.0%	17.1%	19.4%	25.8%
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%	100.0%	100.0%

How much do you plan to spend on the following items for the upcoming Easter holiday?

Clothing	Average of Buyers	\$	54.82	\$	55.20	\$	54.54	\$	49.48	\$	59.52	\$	46.12	\$	58.20	\$	57.07	\$	53.31	\$	60.39	\$	54.23	\$	57.42	\$	50.42	\$	59.64	\$	48.68	
	Percent Buying		43.4%		37.9%		48.7%		42.8%		42.0%		57.9%		52.6%		47.7%		39.5%		35.1%		28.8%		41.6%		37.9%		49.2%		43.0%	
	Net Average	\$	23.82	\$	20.90	\$	26.58	\$	21.19	\$	24.98	\$	26.71	\$	30.64	\$	27.20	\$	21.07	\$	21.17	\$	15.61	\$	23.89	\$	19.11	\$	29.32	\$	20.93	
		<i>in billions</i>	\$	2.548																												
Candy	Average of Buyers	\$	20.60	\$	21.58	\$	19.71	\$	18.58	\$	22.32	\$	21.77	\$	22.08	\$	21.92	\$	20.98	\$	19.53	\$	16.42	\$	23.06	\$	19.73	\$	19.77	\$	20.97	
	Percent Buying		87.9%		86.4%		89.4%		87.1%		88.6%		91.3%		90.2%		91.9%		88.9%		84.8%		79.5%		89.1%		88.8%		87.1%		87.5%	
	Net Average	\$	18.12	\$	18.64	\$	17.62	\$	16.19	\$	19.78	\$	19.88	\$	19.92	\$	20.14	\$	18.66	\$	16.57	\$	13.06	\$	20.54	\$	17.53	\$	17.22	\$	18.34	
		<i>in billions</i>	\$	1.938																												
Gifts	Average of Buyers	\$	34.51	\$	37.35	\$	31.97	\$	29.08	\$	39.11	\$	34.07	\$	37.25	\$	33.07	\$	32.99	\$	35.95	\$	34.10	\$	39.44	\$	31.61	\$	34.98	\$	32.08	
	Percent Buying		62.1%		60.2%		63.8%		59.5%		63.8%		73.7%		68.3%		69.3%		60.9%		55.5%		44.5%		66.4%		58.8%		62.3%		62.2%	
	Net Average	\$	21.42	\$	22.50	\$	20.40	\$	17.30	\$	24.96	\$	25.11	\$	25.42	\$	22.93	\$	20.08	\$	19.96	\$	15.19	\$	26.18	\$	18.57	\$	21.81	\$	19.97	
		<i>in billions</i>	\$	2.292																												
Food	Average of Buyers	\$	49.16	\$	50.79	\$	47.69	\$	42.30	\$	54.53	\$	46.18	\$	48.25	\$	49.62	\$	49.99	\$	53.27	\$	47.14	\$	58.83	\$	46.71	\$	47.58	\$	44.91	
	Percent Buying		83.6%		81.2%		85.8%		83.2%		85.4%		80.5%		77.3%		83.8%		86.5%		88.4%		85.1%		84.8%		83.6%		82.7%		83.5%	
	Net Average	\$	41.09	\$	41.25	\$	40.94	\$	35.19	\$	46.56	\$	37.19	\$	37.32	\$	41.59	\$	43.25	\$	47.06	\$	40.09	\$	49.90	\$	39.04	\$	39.33	\$	37.49	
		<i>in billions</i>	\$	4.396																												
Flowers	Average of Buyers	\$	24.04	\$	26.96	\$	20.72	\$	21.05	\$	26.46	\$	23.53	\$	29.30	\$	23.49	\$	22.47	\$	24.53	\$	20.22	\$	28.12	\$	18.92	\$	25.16	\$	23.75	
	Percent Buying		37.9%		41.4%		34.6%		33.9%		40.0%		45.4%		38.7%		38.0%		36.6%		37.1%		33.2%		49.9%		32.2%		35.5%		38.6%	
	Net Average	\$	9.11	\$	11.16	\$	7.17	\$	7.13	\$	10.59	\$	10.68	\$	11.35	\$	8.93	\$	8.23	\$	9.10	\$	6.71	\$	14.04	\$	6.09	\$	8.94	\$	9.18	
		<i>in billions</i>	\$	0.975																												
Decorations	Average of Buyers	\$	19.86	\$	21.85	\$	18.09	\$	16.98	\$	21.06	\$	22.41	\$	23.55	\$	19.39	\$	17.04	\$	17.57	\$	16.63	\$	23.27	\$	16.26	\$	20.68	\$	19.51	
	Percent Buying		36.3%		35.0%		37.5%		35.8%		36.3%		49.5%		42.4%		38.4%		34.3%		29.6%		24.7%		38.2%		33.6%		37.2%		36.9%	
	Net Average	\$	7.21	\$	7.66	\$	6.78	\$	6.07	\$	7.63	\$	11.09	\$	10.00	\$	7.44	\$	5.85	\$	5.20	\$	4.10	\$	8.88	\$	5.47	\$	7.69	\$	7.21	
		<i>in billions</i>	\$	0.771																												
Greeting Cards	Average of Buyers	\$	12.54	\$	13.18	\$	11.96	\$	12.11	\$	12.27	\$	13.31	\$	15.37	\$	12.07	\$	11.24	\$	11.61	\$	12.22	\$	13.30	\$	11.64	\$	12.79	\$	12.56	
	Percent Buying		53.9%		52.6%		55.2%		52.6%		56.8%		53.4%		46.9%		54.1%		55.0%		57.6%		57.3%		60.5%		47.7%		56.4%		51.7%	
	Net Average	\$	6.76	\$	6.93	\$	6.60	\$	6.37	\$	6.97	\$	7.11	\$	7.21	\$	6.53	\$	6.19	\$	6.69	\$	7.01	\$	8.04	\$	5.55	\$	7.21	\$	6.49	
		<i>in billions</i>	\$	0.723																												
Other	Average of Buyers	\$	31.00	\$	36.72	\$	25.86	\$	27.28	\$	33.48	\$	29.36	\$	36.78	\$	27.88	\$	26.71	\$	30.03	\$	37.03	\$	33.28	\$	27.80	\$	33.36	\$	27.43	
	Percent Buying		24.2%		23.6%		24.8%		24.0%		23.6%		37.3%		26.0%		23.5%		22.8%		21.1%		17.0%		26.1%		21.8%		24.6%		24.6%	
	Net Average	\$	7.51	\$	8.65	\$	6.42	\$	6.55	\$	7.89	\$	10.96	\$	9.56	\$	6.55	\$	6.09	\$	6.34	\$	6.30	\$	8.67	\$	6.06	\$	8.21	\$	6.74	
		<i>in billions</i>	\$	0.803																												
Combined Net Average		\$	135.03	\$	137.69	\$	132.51	\$	116.00	\$	149.36	\$	148.73	\$	151.41	\$	141.32	\$	129.42	\$	132.10	\$	108.06	\$	160.14	\$	117.43	\$	139.73	\$	126.36	
		<i>in billions</i>	\$	14.447																												

Source: BIGresearch, CIA March 2008

	Adults	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Where will you purchase Easter gifts this year? (Check all that apply)															
Discount Store	58.8%	53.2%	64.2%	62.5%	58.2%	59.6%	58.7%	64.2%	62.2%	61.0%	46.5%	52.9%	60.7%	61.3%	58.7%
Department Store	35.6%	38.9%	32.4%	35.5%	36.2%	55.1%	41.2%	37.2%	33.2%	27.4%	21.9%	41.4%	33.9%	35.8%	32.4%
Specialty Clothing Store	7.6%	8.3%	7.0%	6.2%	9.0%	13.4%	11.3%	7.9%	5.5%	5.8%	2.8%	9.5%	6.1%	8.2%	7.2%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	23.6%	25.9%	21.4%	18.9%	30.1%	27.9%	23.8%	23.4%	22.3%	23.5%	21.7%	29.8%	20.9%	21.8%	23.9%
Online	11.1%	12.2%	10.1%	10.5%	12.0%	17.7%	11.1%	11.1%	9.8%	9.5%	8.9%	12.9%	10.5%	10.3%	11.7%
Catalog	3.6%	3.3%	4.0%	4.4%	3.3%	6.2%	3.7%	3.2%	3.4%	2.5%	3.4%	4.7%	2.8%	3.6%	4.0%

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

*Average Spending Per Person by Year										
Clothing	\$ 20.14	\$ 20.85	\$ 14.66	\$ 22.87	\$ 26.03	\$ 23.82				
Candy	\$ 14.40	\$ 14.97	\$ 14.39	\$ 16.65	\$ 18.53	\$ 18.12				
Gifts	\$ 14.57	\$ 16.87	\$ 14.86	\$ 18.62	\$ 20.61	\$ 21.42				
Food	\$ 27.10	\$ 31.65	\$ 30.77	\$ 36.44	\$ 37.56	\$ 41.09				
Flowers	\$ 9.38	\$ 7.23	\$ 6.36	\$ 8.02	\$ 9.63	\$ 9.11				
Decorations	\$ 5.64	\$ 4.89	\$ 3.86	\$ 6.26	\$ 7.63	\$ 7.21				
Greeting Cards	\$ 6.60	\$ 5.60	\$ 5.41	\$ 6.51	\$ 7.59	\$ 6.76				
Other	\$ 4.92	\$ 5.10	\$ 6.20	\$ 6.25	\$ 7.50	\$ 7.51				

Source: BIGresearch, CIA March 2007, 2008

	2007	2008
Do you celebrate Easter?		
Yes	79.5%	79.0%
No	20.5%	21.0%
Total	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	\$	54.82
Percent Buying		46.5%		43.4%
Net Average	\$	26.03	\$	23.82
	<i>in billions</i>	\$	2.770	\$ 2.548

Candy

Average of Buyers	\$	20.69	\$	20.60
Percent Buying		89.6%		87.9%
Net Average	\$	18.53	\$	18.12
	<i>in billions</i>	\$	1.972	\$ 1.938

Gifts

Average of Buyers	\$	31.37	\$	34.51
Percent Buying		65.7%		62.1%
Net Average	\$	20.61	\$	21.42
	<i>in billions</i>	\$	2.192	\$ 2.292

Food

Average of Buyers	\$	43.79	\$	49.16
Percent Buying		85.8%		83.6%
Net Average	\$	37.56	\$	41.09
	<i>in billions</i>	\$	3.996	\$ 4.396

Flowers

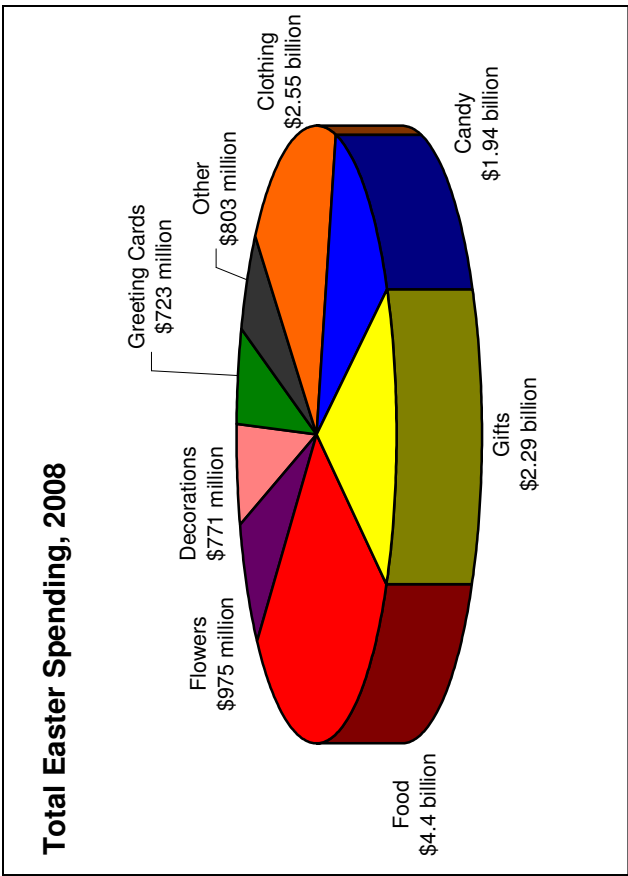
Average of Buyers	\$	22.98	\$	24.04	
Percent Buying		41.9%		37.9%	
Net Average	\$	9.63	\$	9.11	
	<i>in billions</i>	\$	1.024	\$	0.975

Decorations

Average of Buyers	\$	18.99	\$	19.86	
Percent Buying		40.2%		36.3%	
Net Average	\$	7.63	\$	7.21	
	<i>in billions</i>	\$	0.812	\$	0.771

Greeting Cards

Average of Buyers	\$	12.92	\$	12.54
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Source: BIGresearch, CIA March 2007, 2008

	2007	2008
Other	Percent Buying	58.7%
	Net Average \$	7.59 \$
	in billions \$	0.807 \$
	Average of Buyers \$	27.79 \$
	Percent Buying	27.0%
	Net Average \$	7.50 \$
	in billions \$	0.798 \$
	Combined Net Average \$	135.07 \$
	in billions \$	14.371 \$

Where will you purchase Easter gifts this year? (Check all that apply)

Discount Store	57.2%	58.8%
Department Store	36.8%	35.6%
Specialty Clothing Store	6.7%	7.6%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	23.7%	23.6%
Online	12.7%	11.1%
Catalog	5.6%	3.6%

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

Average Easter Spending per Person

