

Source: BIGresearch, CIA Mar-09

N = 8498, 3/3 - 3/10/09

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Do you celebrate Easter?															
Yes	79.9%	75.8%	83.8%	79.1%	80.8%	85.3%	81.8%	83.3%	79.3%	74.2%	75.3%	78.4%	83.7%	81.3%	74.5%
No	20.1%	24.2%	16.2%	20.9%	19.2%	14.7%	18.2%	16.7%	20.7%	25.8%	24.7%	21.6%	16.3%	18.7%	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	\$ 48.79	\$ 51.56	\$ 46.72	\$ 42.80	\$ 55.03	\$ 39.88	\$ 46.24	\$ 51.71	\$ 52.44	\$ 54.82	\$ 46.84	\$ 50.70	\$ 45.39	\$ 51.88	\$ 43.85
Percent Buying	39.8%	35.0%	44.5%	37.3%	40.3%	44.9%	47.8%	43.1%	38.1%	37.0%	28.2%	42.2%	37.1%	43.1%	35.1%
Net Average	\$ 19.44	\$ 18.03	\$ 20.77	\$ 15.98	\$ 22.19	\$ 17.90	\$ 22.11	\$ 22.27	\$ 19.97	\$ 20.27	\$ 13.21	\$ 21.40	\$ 16.82	\$ 22.34	\$ 15.38
in billions	\$ 2.121														
Candy:															
Average of Buyers	\$ 18.95	\$ 20.15	\$ 17.87	\$ 17.01	\$ 21.11	\$ 17.87	\$ 19.60	\$ 20.65	\$ 20.45	\$ 18.62	\$ 15.31	\$ 22.67	\$ 17.83	\$ 18.07	\$ 18.25
Percent Buying	87.3%	85.1%	89.5%	86.4%	88.8%	87.1%	90.3%	88.9%	89.6%	86.5%	80.7%	88.0%	89.0%	86.3%	86.4%
Net Average	\$ 16.55	\$ 17.15	\$ 15.98	\$ 14.69	\$ 18.74	\$ 15.57	\$ 17.70	\$ 18.35	\$ 18.33	\$ 16.10	\$ 12.36	\$ 19.96	\$ 15.87	\$ 15.59	\$ 15.77
in billions	\$ 1.807														
Gifts:															
Average of Buyers	\$ 29.76	\$ 33.83	\$ 26.25	\$ 24.56	\$ 34.46	\$ 27.11	\$ 27.07	\$ 30.10	\$ 30.37	\$ 32.27	\$ 32.54	\$ 33.68	\$ 27.75	\$ 29.26	\$ 28.57
Percent Buying	58.1%	55.2%	60.9%	55.8%	59.9%	64.3%	62.3%	61.6%	60.2%	53.2%	46.8%	60.7%	57.4%	58.1%	56.0%
Net Average	\$ 17.30	\$ 18.68	\$ 15.99	\$ 13.70	\$ 20.64	\$ 17.43	\$ 16.87	\$ 18.53	\$ 18.29	\$ 17.16	\$ 15.24	\$ 20.44	\$ 15.94	\$ 17.00	\$ 15.99
in billions	\$ 1.888														
Food:															
Average of Buyers	\$ 45.69	\$ 48.05	\$ 43.61	\$ 37.64	\$ 52.75	\$ 39.42	\$ 41.03	\$ 47.95	\$ 48.57	\$ 49.29	\$ 45.21	\$ 53.25	\$ 42.33	\$ 44.72	\$ 43.13
Percent Buying	82.4%	79.6%	85.2%	81.2%	84.6%	71.6%	77.4%	81.0%	88.4%	88.5%	85.7%	82.1%	83.5%	81.4%	82.8%
Net Average	\$ 37.67	\$ 38.22	\$ 37.14	\$ 30.57	\$ 44.63	\$ 28.23	\$ 31.76	\$ 38.83	\$ 42.94	\$ 43.63	\$ 38.77	\$ 43.70	\$ 35.34	\$ 36.38	\$ 35.72
in billions	\$ 4.112														
Flowers:															
Average of Buyers	\$ 21.92	\$ 25.01	\$ 18.29	\$ 18.09	\$ 23.40	\$ 21.83	\$ 19.44	\$ 23.20	\$ 22.26	\$ 23.23	\$ 21.39	\$ 24.35	\$ 19.54	\$ 21.61	\$ 22.04
Percent Buying	34.4%	38.2%	30.9%	31.1%	37.5%	36.7%	31.6%	34.9%	35.6%	35.0%	33.3%	44.2%	29.2%	32.8%	33.5%
Net Average	\$ 7.55	\$ 9.56	\$ 5.65	\$ 5.63	\$ 8.77	\$ 8.02	\$ 6.15	\$ 8.09	\$ 7.93	\$ 8.12	\$ 7.13	\$ 10.75	\$ 5.70	\$ 7.09	\$ 7.38
in billions	\$ 0.824														
Decorations:															
Average of Buyers	\$ 17.37	\$ 19.72	\$ 15.27	\$ 15.50	\$ 17.78	\$ 21.48	\$ 16.12	\$ 18.17	\$ 16.49	\$ 16.31	\$ 15.46	\$ 18.96	\$ 15.72	\$ 16.94	\$ 18.12
Percent Buying	32.0%	31.0%	33.0%	31.0%	32.9%	37.4%	34.2%	34.9%	33.2%	29.0%	23.6%	35.2%	30.0%	32.6%	30.4%
Net Average	\$ 5.57	\$ 6.12	\$ 5.04	\$ 4.81	\$ 5.85	\$ 8.03	\$ 5.52	\$ 6.34	\$ 5.47	\$ 4.72	\$ 3.65	\$ 6.67	\$ 4.72	\$ 5.52	\$ 5.50
in billions	\$ 0.608														
Greeting Cards:															
Average of Buyers	\$ 11.72	\$ 12.50	\$ 11.01	\$ 10.92	\$ 11.78	\$ 12.99	\$ 12.16	\$ 12.06	\$ 10.82	\$ 11.38	\$ 11.52	\$ 12.06	\$ 11.03	\$ 11.99	\$ 11.61
Percent Buying	51.8%	50.8%	52.6%	49.6%	54.0%	44.7%	45.9%	48.0%	52.5%	59.2%	60.5%	56.3%	48.4%	52.6%	48.9%
Net Average	\$ 6.07	\$ 6.35	\$ 5.79	\$ 5.42	\$ 6.36	\$ 5.81	\$ 5.58	\$ 5.79	\$ 5.68	\$ 6.74	\$ 6.96	\$ 6.79	\$ 5.33	\$ 6.31	\$ 5.68
in billions	\$ 0.662														
Other:															
Average of Buyers	\$ 30.77	\$ 35.57	\$ 25.27	\$ 24.28	\$ 36.58	\$ 32.83	\$ 29.21	\$ 28.17	\$ 32.64	\$ 28.52	\$ 33.12	\$ 32.61	\$ 31.75	\$ 26.65	\$ 32.87
Percent Buying	21.0%	23.0%	19.0%	21.1%	19.8%	30.2%	23.0%	19.1%	19.1%	18.8%	17.8%	25.5%	18.1%	20.4%	22.7%
Net Average	\$ 6.45	\$ 8.19	\$ 4.81	\$ 5.13	\$ 7.25	\$ 9.92	\$ 6.72	\$ 5.39	\$ 6.22	\$ 5.37	\$ 5.88	\$ 8.31	\$ 5.75	\$ 5.45	\$ 7.45
in billions	\$ 0.704														
Combined Net Average	\$ 116.59	\$ 122.30	\$ 111.18	\$ 95.92	\$ 134.43	\$ 110.92	\$ 112.41	\$ 123.60	\$ 124.82	\$ 122.11	\$ 103.20	\$ 138.01	\$ 105.47	\$ 115.67	\$ 108.86
in billions	\$ 12.726														

Source: BIGresearch, CIA Mar-09**N = 8498, 3/3 - 3/10/09**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Where will you purchase Easter gifts this year? (Check all that apply)															
Discount Store	64.0%	57.6%	70.1%	69.4%	61.1%	62.2%	63.4%	68.0%	67.2%	65.9%	56.4%	60.6%	67.5%	64.8%	62.0%
Department Store	32.5%	36.9%	28.3%	31.2%	34.0%	50.7%	35.3%	34.1%	30.9%	24.4%	22.1%	35.3%	29.9%	33.1%	31.2%
Specialty Clothing Store	5.9%	6.4%	5.4%	5.4%	6.5%	10.7%	6.7%	7.2%	4.8%	4.3%	2.3%	7.2%	5.0%	6.3%	4.9%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	22.5%	25.1%	20.1%	19.5%	27.7%	24.3%	20.2%	22.9%	20.8%	23.3%	24.4%	28.3%	19.8%	19.9%	25.0%
Online	11.4%	13.2%	9.7%	10.1%	12.9%	14.8%	15.9%	8.9%	10.5%	11.0%	8.4%	13.5%	8.4%	12.3%	12.2%
Catalog	3.7%	3.4%	4.0%	4.7%	2.7%	5.4%	4.5%	2.7%	2.6%	3.7%	4.0%	4.0%	3.2%	4.1%	3.6%

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

	2007	2008	2009
Do you celebrate Easter?			
Yes	79.5%	79.0%	79.9%
No	20.5%	21.0%	20.1%
Total	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	\$	54.82	\$	48.79
Percent Buying		46.5%		43.4%		39.8%
Net Average	\$	26.03	\$	23.82	\$	19.44
<i>in billions</i>	\$	2.770	\$	2.548	\$	2.121

Candy:

Average of Buyers	\$	20.69	\$	20.60	\$	18.95
Percent Buying		89.6%		87.9%		87.3%
Net Average	\$	18.53	\$	18.12	\$	16.55
<i>in billions</i>	\$	1.972	\$	1.938	\$	1.807

Gifts:

Average of Buyers	\$	31.37	\$	34.51	\$	29.76
Percent Buying		65.7%		62.1%		58.1%
Net Average	\$	20.61	\$	21.42	\$	17.30
<i>in billions</i>	\$	2.192	\$	2.292	\$	1.888

Food:

Average of Buyers	\$	43.79	\$	49.16	\$	45.69
Percent Buying		85.8%		83.6%		82.4%
Net Average	\$	37.56	\$	41.09	\$	37.67
<i>in billions</i>	\$	3.996	\$	4.396	\$	4.112

Flowers:

Average of Buyers	\$	22.98	\$	24.04	\$	21.92
Percent Buying		41.9%		37.9%		34.4%
Net Average	\$	9.63	\$	9.11	\$	7.55
<i>in billions</i>	\$	1.024	\$	0.975	\$	0.824

Decorations:

Average of Buyers	\$	18.99	\$	19.86	\$	17.37
Percent Buying		40.2%		36.3%		32.0%
Net Average	\$	7.63	\$	7.21	\$	5.57
<i>in billions</i>	\$	0.812	\$	0.771	\$	0.608

Greeting Cards:

Average of Buyers	\$	12.92	\$	12.54	\$	11.72
Percent Buying		58.7%		53.9%		51.8%
Net Average	\$	7.59	\$	6.76	\$	6.07

Source: BIGresearch, CIA March 07-09

		2007		2008		2009
	<i>in billions</i>	\$ 0.807	\$	0.723	\$	0.662
Other:						
	Average of Buyers	\$ 27.79	\$	31.00	\$	30.77
	Percent Buying	27.0%		24.2%		21.0%
	Net Average	\$ 7.50	\$	7.51	\$	6.45
	<i>in billions</i>	\$ 0.798	\$	0.803	\$	0.704
	Combined Net Average	\$ 135.07	\$	135.03	\$	116.59
	<i>in billions</i>	\$ 14.371	\$	14.447	\$	12.726

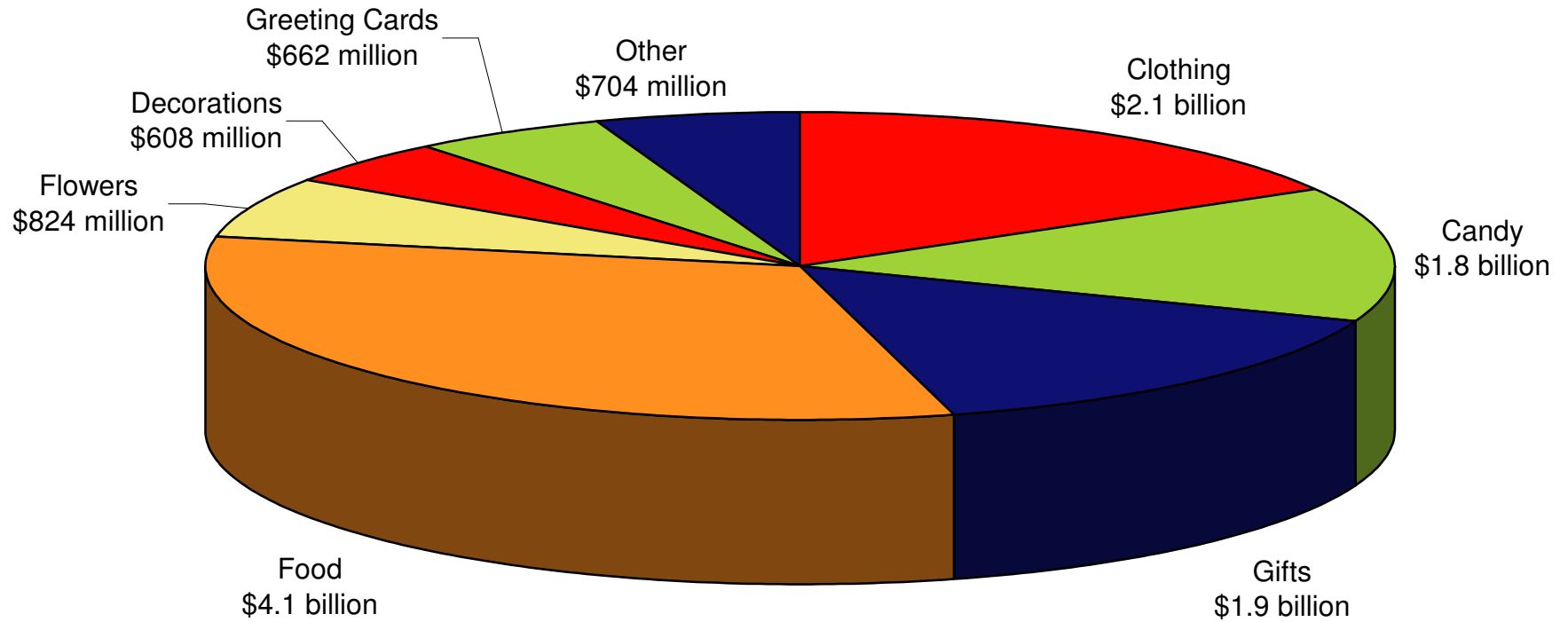
Where will you purchase Easter gifts this year? (Check all that apply)

Discount Store	57.2%	58.8%	64.0%
Department Store	36.8%	35.6%	32.5%
Specialty Clothing Store	6.7%	7.6%	5.9%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	23.7%	23.6%	22.5%
Online	12.7%	11.1%	11.4%
Catalog	5.6%	3.6%	3.7%

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

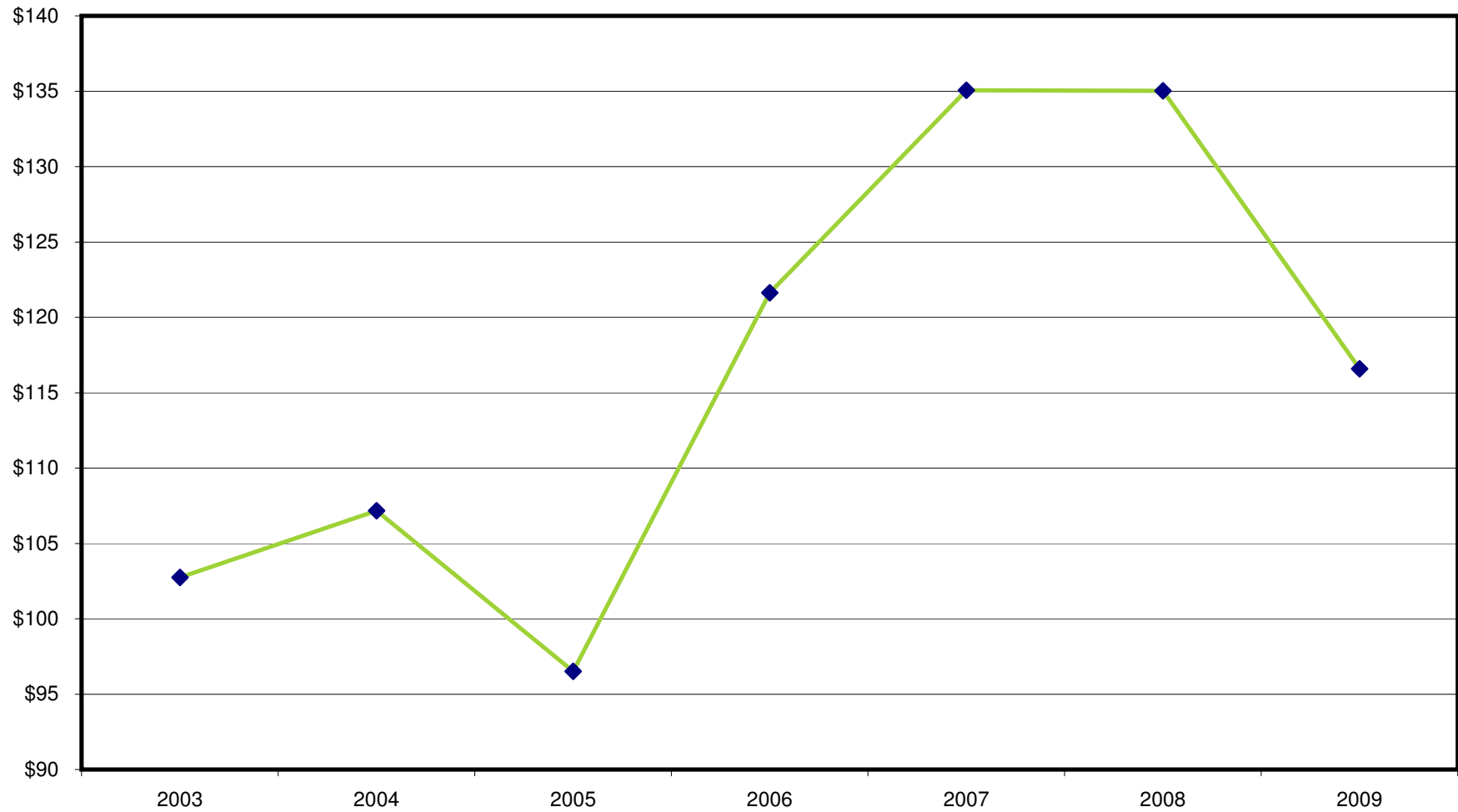
*Average Spending Per Person by Year	2003	2004	2005	2006	2007	2008	2009
\$	102.75	\$ 107.17	\$ 96.51	\$ 121.62	\$ 135.07	\$ 135.03	\$ 116.59

Total Easter Spending, 2009



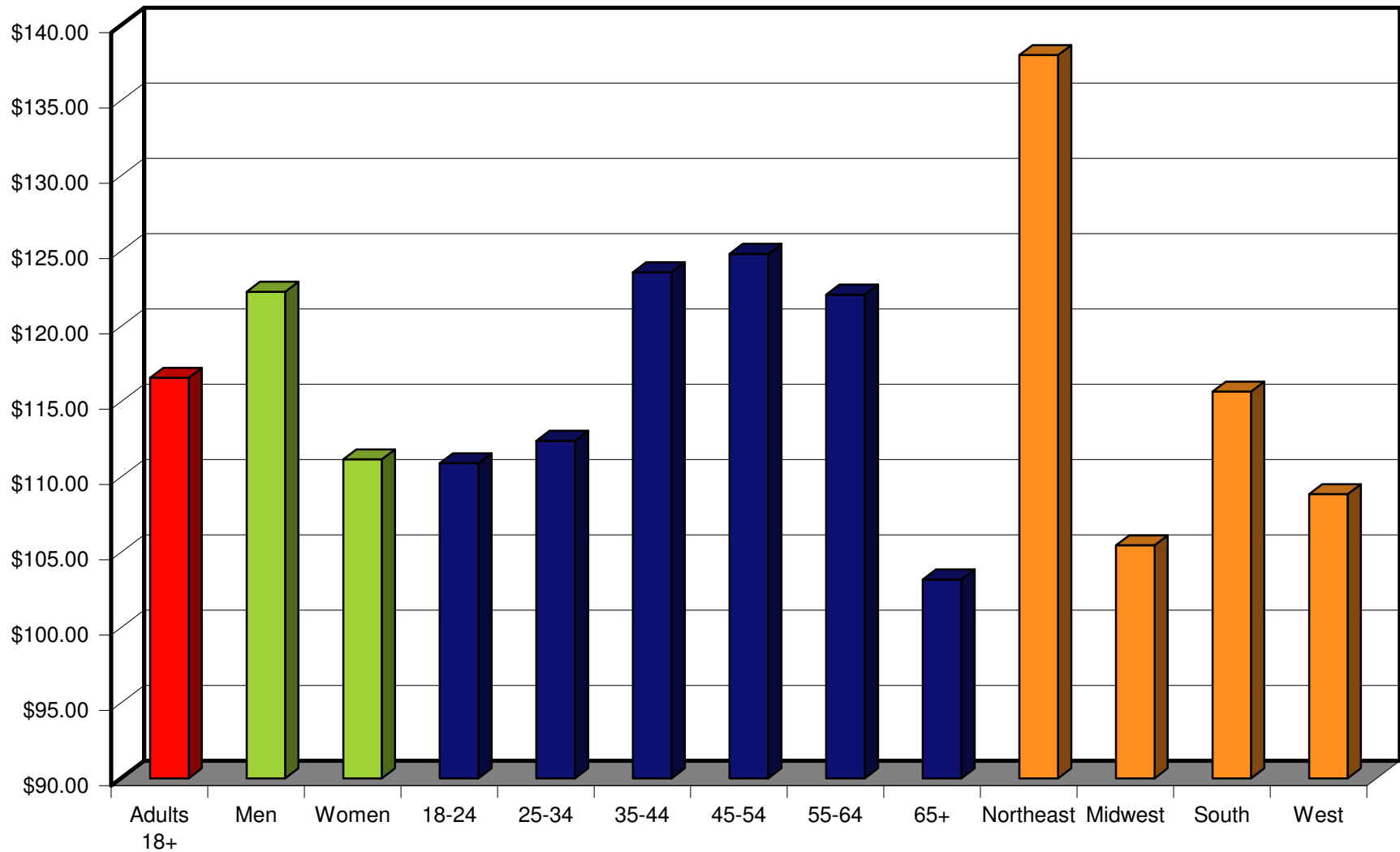
Conducted by BIGresearch for NRF March 3-10, 2009. 8498 respondents.

Average Easter Spending by Year



Despite the holiday falling three weeks later this year, Easter spending will drop to the lowest level since 2005.

Average Easter Spending by Demographics



Conducted by BIGresearch for NRF March 3-10, 2009. 8498 respondents.