

Source: Monthly Consumer Survey, MAR-13

N = 5050, 3/5 - 3/11/13

Margin of Error = +/-1.4 percentage points

Do you celebrate Easter?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	83.1%	81.1%	84.9%	82.3%	84.2%	90.3%	87.2%	86.3%	84.1%	76.4%	75.5%	82.3%	87.1%	84.0%	76.9%
No	16.9%	18.9%	15.1%	17.7%	15.8%	9.7%	12.8%	13.7%	15.9%	23.6%	24.5%	17.7%	12.9%	16.0%	23.1%
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	\$	53.51	\$	55.98	\$	51.34	\$	42.60	\$	63.50	\$	40.04	\$	50.20	\$	64.18	\$	59.85	\$	56.49	\$	45.54	\$	55.38	\$	48.60	\$	58.23	\$	47.86
Percent Buying		48.4%		46.6%		50.1%		46.4%		50.3%		57.6%		60.2%		58.0%		47.5%		37.2%		31.5%		52.7%		45.9%		49.8%		44.6%
Net Average	\$	25.91	\$	26.10	\$	25.74	\$	19.75	\$	31.96	\$	23.07	\$	30.23	\$	37.25	\$	28.42	\$	21.03	\$	14.34	\$	29.18	\$	22.29	\$	29.02	\$	21.36
<i>in billions</i>	\$	3.070																												

Candy

Average of Buyers	\$	22.83	\$	24.44	\$	21.34	\$	20.04	\$	25.60	\$	23.08	\$	26.52	\$	25.31	\$	23.47	\$	19.68	\$	18.06	\$	26.10	\$	22.19	\$	21.81	\$	22.28
Percent Buying		90.5%		89.8%		91.2%		90.5%		91.1%		89.4%		92.9%		94.1%		93.8%		87.2%		84.9%		92.2%		92.1%		89.1%		88.9%
Net Average	\$	20.66	\$	21.94	\$	19.46	\$	18.15	\$	23.33	\$	20.64	\$	24.64	\$	23.81	\$	22.01	\$	17.16	\$	15.33	\$	24.08	\$	20.43	\$	19.44	\$	19.81
<i>in billions</i>	\$	2.448																												

Gifts

Average of Buyers	\$	33.28	\$	36.41	\$	30.30	\$	27.83	\$	38.11	\$	31.47	\$	35.81	\$	36.41	\$	31.51	\$	29.68	\$	32.67	\$	37.56	\$	32.70	\$	32.33	\$	31.10
Percent Buying		62.6%		62.9%		62.2%		59.3%		65.9%		70.2%		75.9%		71.4%		62.8%		51.3%		44.7%		67.6%		60.9%		60.8%		63.5%
Net Average	\$	20.82	\$	22.90	\$	18.86	\$	16.52	\$	25.12	\$	22.09	\$	27.18	\$	26.00	\$	19.80	\$	15.22	\$	14.61	\$	25.39	\$	19.91	\$	19.67	\$	19.74
<i>in billions</i>	\$	2.467																												

Food

Average of Buyers	\$	52.08	\$	54.63	\$	49.70	\$	43.74	\$	59.57	\$	46.55	\$	51.61	\$	58.78	\$	55.84	\$	50.38	\$	47.58	\$	61.00	\$	50.36	\$	50.66	\$	48.19
Percent Buying		86.9%		86.3%		87.5%		86.7%		87.3%		84.7%		84.1%		85.1%		90.6%		87.2%		89.0%		88.3%		87.1%		85.2%		88.3%
Net Average	\$	45.26	\$	47.17	\$	43.46	\$	37.92	\$	51.98	\$	39.41	\$	43.41	\$	50.05	\$	50.59	\$	43.92	\$	42.32	\$	53.87	\$	43.87	\$	43.18	\$	42.55
<i>in billions</i>	\$	5.363																												

Flowers

Average of Buyers	\$	24.30	\$	25.97	\$	22.20	\$	19.74	\$	27.75	\$	21.55	\$	26.73	\$	27.93	\$	24.34	\$	22.04	\$	20.82	\$	26.29	\$	21.84	\$	25.01	\$	22.64
Percent Buying		39.0%		44.6%		33.8%		34.8%		43.5%		45.9%		46.1%		42.3%		39.3%		30.7%		31.0%		50.6%		34.7%		35.9%		39.7%
Net Average	\$	9.49	\$	11.59	\$	7.50	\$	6.86	\$	12.08	\$	9.88	\$	12.32	\$	11.83	\$	9.58	\$	6.76	\$	6.45	\$	13.31	\$	7.58	\$	8.99	\$	8.98
<i>in billions</i>	\$	1.124																												

Decorations

Average of Buyers	\$	21.37	\$	23.40	\$	19.35	\$	17.90	\$	24.78	\$	22.43	\$	26.38	\$	24.40	\$	17.32	\$	16.69	\$	14.91	\$	22.38	\$	20.75	\$	21.53	\$	20.44
Percent Buying		42.6%		43.8%		41.5%		42.4%		43.1%		55.6%		56.5%		49.1%		40.5%		30.3%		26.0%		46.1%		39.4%		42.6%		43.3%
Net Average	\$	9.11	\$	10.24	\$	8.03	\$	7.58	\$	10.69	\$	12.47	\$	14.90	\$	11.99	\$	7.02	\$	5.05	\$	3.88	\$	10.32	\$	8.17	\$	9.17	\$	8.85
<i>in billions</i>	\$	1.079																												

Greeting Cards

Average of Buyers	\$	12.89	\$	14.09	\$	11.63	\$	11.52	\$	13.85	\$	13.85	\$	17.44	\$	13.77	\$	11.45	\$	10.18	\$	10.70	\$	13.83	\$	12.53	\$	12.26	\$	13.14
Percent Buying		52.3%		54.8%		50.0%		49.5%		56.1%		49.6%		52.6%		53.8%		52.5%		49.6%		55.0%		60.0%		48.1%		53.0%		49.1%
Net Average	\$	6.74	\$	7.73	\$	5.81	\$	5.70	\$	7.78	\$	6.87	\$	9.17	\$	7.41	\$	6.01	\$	5.04	\$	5.89	\$	8.30	\$	6.02	\$	6.50	\$	6.45
<i>in billions</i>	\$	0.799																												

Other

Average of Buyers	\$	28.74	\$	31.79	\$	24.80	\$	23.85	\$	32.05	\$	29.10	\$	31.98	\$	32.67	\$	27.03	\$	23.56	\$	22.50	\$	32.40	\$	27.09	\$	27.72	\$	27.61
Percent Buying		24.8%		28.8%		21.1%		23.4%		25.9%		35.4%		34.0%		26.0%		22.5%		19.1%		14.3%		27.6%		23.3%		24.6%		24.4%
Net Average	\$	7.14	\$	9.16	\$	5.23	\$	5.59	\$	8.31	\$	10.31	\$	10.86	\$	8.50	\$	6.09	\$	4.50	\$	3.21	\$	8.93	\$	6.31	\$	6.82	\$	6.74
<i>in billions</i>	\$	0.846																												

Combined Net Average	\$	145.13	\$	156.81	\$	134.09	\$	118.07	\$	171.25	\$	144.75	\$	172.72	\$	176.84	\$	149.51	\$	118.69	\$	106.04	\$	173.37	\$	134.59	\$	142.79	\$	134.47
<i>in billions</i>	\$	17.195																												

Source: Monthly Consumer Survey, MAR-13**N = 5050, 3/5 - 3/11/13****Margin of Error = +/-1.4 percentage points****Where will you purchase Easter gifts this year? (Check all that apply)**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Discount Store	63.4%	60.1%	66.6%	67.5%	61.0%	60.9%	66.6%	65.6%	65.9%	63.4%	57.5%	59.6%	66.6%	64.2%	61.2%
Department Store	40.7%	45.1%	36.5%	39.4%	42.2%	54.3%	49.0%	47.5%	42.2%	28.9%	24.4%	44.3%	38.5%	40.7%	39.7%
Specialty Clothing Store	10.6%	11.9%	9.4%	8.6%	12.4%	14.7%	18.4%	13.8%	8.6%	5.1%	3.7%	12.3%	9.7%	10.3%	10.1%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	24.9%	27.6%	22.3%	17.7%	32.9%	23.3%	28.2%	26.3%	24.9%	23.3%	22.8%	35.7%	21.5%	21.7%	25.3%
Online	21.1%	23.6%	18.7%	18.2%	23.6%	27.5%	28.2%	23.0%	19.2%	16.0%	14.1%	23.9%	18.2%	20.6%	23.9%
Catalog	3.6%	4.1%	3.2%	3.8%	3.2%	4.8%	4.1%	4.8%	3.5%	1.8%	3.0%	4.0%	3.1%	4.0%	3.3%

*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	15.1%	16.8%	13.4%	14.7%	15.5%	27.3%	28.2%	16.9%	9.6%	6.7%	4.3%	16.3%	14.3%	13.9%	16.9%
Same	65.0%	66.7%	63.5%	62.0%	68.8%	60.1%	61.5%	68.4%	66.9%	64.5%	67.4%	64.0%	66.7%	66.2%	61.8%
Less	19.9%	16.5%	23.1%	23.3%	15.7%	12.6%	10.3%	14.6%	23.4%	28.8%	28.2%	19.7%	19.0%	19.9%	21.3%
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%

Do you own either of the following devices?

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	56.6%	60.5%	52.9%	47.7%	65.3%	76.6%	75.6%	69.4%	52.8%	43.9%	25.5%	56.7%	52.8%	58.3%	58.2%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	34.7%	37.3%	32.2%	24.9%	44.7%	32.1%	43.4%	46.3%	34.8%	27.0%	23.4%	37.7%	32.5%	34.7%	34.7%
I do not own either of these types of devices	33.5%	29.8%	36.9%	43.5%	23.5%	15.3%	16.9%	21.5%	35.1%	46.6%	61.8%	32.1%	36.7%	32.3%	33.2%

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

How will you use your Smartphone to make Easter purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	25.9%	29.0%	23.1%	26.2%	25.8%	36.5%	37.1%	32.9%	24.5%	10.8%	15.3%	30.2%	21.1%	26.2%	26.7%
Plan to Purchase Products	14.8%	17.2%	12.5%	13.5%	15.5%	24.1%	25.5%	18.3%	10.4%	5.4%	6.7%	19.1%	12.1%	13.5%	15.6%
Plan to Redeem Coupons	16.9%	15.2%	18.6%	16.1%	17.2%	21.4%	25.4%	21.2%	15.7%	7.6%	10.8%	18.4%	14.8%	17.8%	16.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.6%	20.0%	19.2%	18.3%	20.3%	27.2%	25.1%	24.8%	17.3%	11.2%	13.5%	19.6%	17.4%	20.1%	21.0%
Plan to use Apps to Research or Purchase Products	10.7%	12.2%	9.4%	9.0%	12.0%	14.7%	15.1%	15.3%	10.6%	5.1%	4.0%	11.8%	9.9%	11.3%	9.0%
Plan to use Apps to Compare Prices	13.1%	14.5%	11.8%	12.8%	13.1%	17.3%	15.0%	16.4%	12.7%	8.3%	10.0%	15.2%	10.2%	13.6%	14.3%
Do not plan to Research or Make a Purchase with my Smartphone	56.7%	54.2%	59.1%	58.8%	56.0%	37.2%	41.2%	47.9%	60.8%	73.9%	75.3%	52.9%	63.3%	54.0%	57.7%

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

How will you use your Tablet to make Easter purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	34.0%	36.3%	31.9%	34.0%	34.9%	36.5%	42.7%	37.7%	34.4%	28.8%	24.2%	35.7%	30.7%	35.6%	32.6%
Plan to Purchase Products	22.1%	25.1%	19.3%	20.5%	23.8%	29.6%	33.3%	28.8%	17.8%	12.4%	12.4%	24.6%	21.8%	20.8%	21.5%
Plan to Redeem Coupons	16.3%	16.1%	16.5%	19.6%	14.6%	22.4%	27.4%	20.9%	11.6%	5.9%	10.5%	17.6%	13.6%	17.2%	16.1%
Plan to look up Retailer Information (location, store hours, directions, etc.)	20.7%	21.5%	19.9%	21.3%	20.1%	26.4%	26.9%	28.4%	18.5%	11.2%	13.5%	25.9%	18.9%	18.3%	21.4%
Plan to use Apps to Research or Purchase Products	13.9%	16.0%	11.9%	14.3%	13.6%	20.0%	19.6%	17.2%	10.5%	10.0%	7.6%	17.2%	11.6%	13.5%	12.8%
Plan to use Apps to Compare Prices	14.1%	15.4%	12.9%	16.8%	12.6%	21.6%	15.3%	16.9%	14.6%	8.8%	9.0%	14.0%	13.9%	13.9%	14.6%
Do not plan to Research or Make a Purchase with my Tablet	49.0%	46.6%	51.1%	48.0%	49.8%	34.6%	35.4%	43.2%	50.9%	61.8%	65.1%	44.1%	53.3%	47.1%	53.4%

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

Source: Monthly Consumer Survey, MAR 07-13

Adults 18+		2007		2008		2009		2010		2011		2012		2013	
Do you celebrate Easter?															
Yes		79.5%		79.0%		79.9%		79.6%		80.2%		81.9%		83.1%	
No		20.5%		21.0%		20.1%		20.4%		19.8%		18.1%		16.9%	
Total		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	\$	54.82	\$	48.79	\$	48.54	\$	48.86	\$	53.82	\$	53.51
Percent Buying		46.5%		43.4%		39.8%		39.2%		44.0%		48.5%		48.4%	
Net Average		\$	26.03	\$	23.82	\$	19.44	\$	19.03	\$	21.51	\$	26.11	\$	25.91
in billions		\$	2.770	\$	2.548	\$	2.121	\$	2.091	\$	2.406	\$	3.010	\$	3.070
Candy:															
Average of Buyers		\$	20.69	\$	20.60	\$	18.95	\$	19.70	\$	20.64	\$	22.77	\$	22.83
Percent Buying		89.6%		87.9%		87.3%		87.8%		89.9%		89.3%		90.5%	
Net Average		\$	18.53	\$	18.12	\$	16.55	\$	17.29	\$	18.55	\$	20.35	\$	20.66
in billions		\$	1.972	\$	1.938	\$	1.807	\$	1.899	\$	2.075	\$	2.346	\$	2.448
Gifts:															
Average of Buyers		\$	31.37	\$	34.51	\$	29.76	\$	31.12	\$	32.25	\$	32.91	\$	33.28
Percent Buying		65.7%		62.1%		58.1%		58.3%		61.7%		62.5%		62.6%	
Net Average		\$	20.61	\$	21.42	\$	17.30	\$	18.16	\$	19.89	\$	20.57	\$	20.82
in billions		\$	2.192	\$	2.292	\$	1.888	\$	1.994	\$	2.225	\$	2.371	\$	2.467
Food:															
Average of Buyers		\$	43.79	\$	49.16	\$	45.69	\$	45.41	\$	47.29	\$	50.48	\$	52.08
Percent Buying		85.8%		83.6%		82.4%		82.5%		84.7%		87.8%		86.9%	
Net Average		\$	37.56	\$	41.09	\$	37.67	\$	37.45	\$	40.05	\$	44.34	\$	45.26
in billions		\$	3.996	\$	4.396	\$	4.112	\$	4.114	\$	4.479	\$	5.111	\$	5.363
Flowers:															
Average of Buyers		\$	22.98	\$	24.04	\$	21.92	\$	21.84	\$	23.96	\$	26.70	\$	24.30
Percent Buying		41.9%		37.9%		34.4%		35.9%		37.7%		39.3%		39.0%	
Net Average		\$	9.63	\$	9.11	\$	7.55	\$	7.84	\$	9.02	\$	10.50	\$	9.49
in billions		\$	1.024	\$	0.975	\$	0.824	\$	0.861	\$	1.009	\$	1.210	\$	1.124
Decorations:															
Average of Buyers		\$	18.99	\$	19.86	\$	17.37	\$	18.54	\$	20.82	\$	22.30	\$	21.37
Percent Buying		40.2%		36.3%		32.0%		34.2%		38.5%		40.7%		42.6%	
Net Average		\$	7.63	\$	7.21	\$	5.57	\$	6.34	\$	8.00	\$	9.07	\$	9.11
in billions		\$	0.812	\$	0.771	\$	0.608	\$	0.696	\$	0.895	\$	1.045	\$	1.079
Greeting Cards:															
Average of Buyers		\$	12.92	\$	12.54	\$	11.72	\$	12.33	\$	13.03	\$	13.13	\$	12.89
Percent Buying		58.7%		53.9%		51.8%		51.1%		52.1%		53.6%		52.3%	
Net Average		\$	7.59	\$	6.76	\$	6.07	\$	6.30	\$	6.79	\$	7.04	\$	6.74
in billions		\$	0.807	\$	0.723	\$	0.662	\$	0.692	\$	0.759	\$	0.812	\$	0.799
Other:															
Average of Buyers		\$	27.79	\$	31.00	\$	30.77	\$	27.83	\$	31.40	\$	30.31	\$	28.74
Percent Buying		27.0%		24.2%		21.0%		22.3%		23.0%		24.2%		24.8%	
Net Average		\$	7.50	\$	7.51	\$	6.45	\$	6.20	\$	7.21	\$	7.32	\$	7.14
in billions		\$	0.798	\$	0.803	\$	0.704	\$	0.681	\$	0.807	\$	0.844	\$	0.846
Combined Net Average		\$	135.07	\$	135.03	\$	116.59	\$	118.60	\$	131.04	\$	145.28	\$	145.13
in billions		\$	14.371	\$	14.447	\$	12.726	\$	13.029	\$	14.656	\$	16.750	\$	17.195

Source: Monthly Consumer Survey, MAR 07-13

Adults 18+	2007	2008	2009	2010	2011	2012	2013
Where will you purchase Easter gifts this year? (Check all that apply)							
Discount Store	57.2%	58.8%	64.0%	64.8%	62.6%	63.5%	63.4%
Department Store	36.8%	35.6%	32.5%	33.2%	36.6%	42.6%	40.7%
Specialty Clothing Store	6.7%	7.6%	5.9%	7.0%	8.1%	9.7%	10.6%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	23.7%	23.6%	22.5%	22.0%	22.4%	25.4%	24.9%
Online	12.7%	11.1%	11.4%	13.1%	14.8%	18.7%	21.1%
Catalog	5.6%	3.6%	3.7%	3.7%	3.5%	3.8%	3.6%

*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%	12.6%	6.7%	9.0%	11.0%	13.8%	15.1%
Same	67.7%	61.8%	54.6%	60.8%	64.3%	63.8%	65.0%
Less	18.8%	25.6%	38.7%	30.2%	24.7%	22.4%	19.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%