

**Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR-14**

**N = 6387, 3/4 - 3/11/14**

*Margin of Error: +/- 1.3%*

**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	80.3%	78.0%	82.5%	78.8%	82.3%	87.6%	85.0%	84.7%	80.9%	74.5%	70.7%	79.1%	85.5%	80.0%	76.1%
No	19.7%	22.0%	17.5%	21.2%	17.7%	12.4%	15.0%	15.3%	19.1%	25.5%	29.3%	20.9%	14.5%	20.0%	23.9%
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**

<b>Average of Buyers</b>	\$ 52.93	\$ 56.93	\$ 49.68	\$ 45.05	\$ 60.98	\$ 36.00	\$ 50.49	\$ 60.72	\$ 58.17	\$ 59.96	\$ 51.05	\$ 53.34	\$ 49.99	\$ 56.61	\$ 49.59
<b>Percent Buying</b>	42.9%	39.6%	46.0%	42.9%	43.1%	50.9%	57.5%	50.3%	40.1%	36.2%	24.7%	43.6%	39.5%	44.9%	43.1%
<b>Net Average</b>	\$ 22.71	\$ 22.54	\$ 22.87	\$ 19.31	\$ 26.28	\$ 18.33	\$ 29.02	\$ 30.52	\$ 23.35	\$ 21.68	\$ 12.62	\$ 23.24	\$ 19.77	\$ 25.42	\$ 21.39
<i>in billions</i>	\$ 2.628														

**Candy**

<b>Average of Buyers</b>	\$ 21.65	\$ 23.27	\$ 20.15	\$ 18.59	\$ 24.27	\$ 20.63	\$ 25.38	\$ 23.65	\$ 22.74	\$ 20.18	\$ 16.48	\$ 24.92	\$ 20.84	\$ 20.70	\$ 21.06
<b>Percent Buying</b>	89.3%	88.4%	90.2%	88.7%	90.3%	90.1%	91.5%	92.9%	91.1%	87.3%	83.3%	87.9%	91.2%	87.8%	90.6%
<b>Net Average</b>	\$ 19.33	\$ 20.55	\$ 18.18	\$ 16.49	\$ 21.91	\$ 18.58	\$ 23.21	\$ 21.96	\$ 20.71	\$ 17.63	\$ 13.73	\$ 21.89	\$ 19.01	\$ 18.18	\$ 19.08
<i>in billions</i>	\$ 2.237														

**Gifts**

<b>Average of Buyers</b>	\$ 35.16	\$ 39.46	\$ 30.98	\$ 28.99	\$ 40.06	\$ 29.26	\$ 40.29	\$ 37.49	\$ 35.68	\$ 34.94	\$ 30.00	\$ 40.99	\$ 33.95	\$ 34.56	\$ 31.84
<b>Percent Buying</b>	57.9%	58.7%	57.1%	54.3%	60.6%	64.4%	68.0%	67.4%	57.5%	46.1%	45.3%	58.4%	57.5%	56.3%	60.1%
<b>Net Average</b>	\$ 20.36	\$ 23.17	\$ 17.70	\$ 15.73	\$ 24.28	\$ 18.84	\$ 27.38	\$ 25.27	\$ 20.53	\$ 16.12	\$ 13.58	\$ 23.94	\$ 19.51	\$ 19.44	\$ 19.13
<i>in billions</i>	\$ 2.356														

**Food**

<b>Average of Buyers</b>	\$ 50.42	\$ 51.28	\$ 49.60	\$ 42.51	\$ 56.69	\$ 42.33	\$ 51.02	\$ 53.11	\$ 53.42	\$ 50.11	\$ 49.77	\$ 58.48	\$ 47.66	\$ 49.35	\$ 47.98
<b>Percent Buying</b>	85.7%	85.5%	85.8%	84.7%	87.1%	78.1%	85.3%	87.1%	87.4%	90.1%	84.3%	86.4%	86.9%	83.1%	87.5%
<b>Net Average</b>	\$ 43.18	\$ 43.82	\$ 42.58	\$ 36.00	\$ 49.39	\$ 33.08	\$ 43.50	\$ 46.25	\$ 46.71	\$ 45.16	\$ 41.96	\$ 50.54	\$ 41.40	\$ 41.02	\$ 41.96
<i>in billions</i>	\$ 4.997														

**Flowers**

<b>Average of Buyers</b>	\$ 25.30	\$ 27.92	\$ 22.38	\$ 21.34	\$ 28.54	\$ 22.08	\$ 31.18	\$ 28.43	\$ 24.53	\$ 22.04	\$ 19.66	\$ 27.21	\$ 21.56	\$ 25.87	\$ 25.91
<b>Percent Buying</b>	36.5%	39.5%	33.7%	32.2%	39.4%	41.1%	46.2%	36.8%	36.1%	31.9%	28.0%	44.4%	31.1%	34.2%	39.2%
<b>Net Average</b>	\$ 9.24	\$ 11.02	\$ 7.54	\$ 6.87	\$ 11.23	\$ 9.07	\$ 14.40	\$ 10.47	\$ 8.85	\$ 7.02	\$ 5.51	\$ 12.09	\$ 6.72	\$ 8.85	\$ 10.15
<i>in billions</i>	\$ 1.069														

**Decorations**

<b>Average of Buyers</b>	\$ 23.49	\$ 25.97	\$ 21.16	\$ 19.88	\$ 25.70	\$ 23.49	\$ 31.31	\$ 24.22	\$ 20.53	\$ 17.94	\$ 15.94	\$ 23.55	\$ 21.51	\$ 23.61	\$ 25.24
<b>Percent Buying</b>	38.8%	38.7%	38.9%	37.0%	39.7%	48.4%	53.0%	45.0%	36.0%	27.5%	25.2%	39.3%	36.8%	36.9%	43.6%
<b>Net Average</b>	\$ 9.12	\$ 10.06	\$ 8.23	\$ 7.36	\$ 10.19	\$ 11.38	\$ 16.58	\$ 10.89	\$ 7.40	\$ 4.93	\$ 4.02	\$ 9.26	\$ 7.92	\$ 8.71	\$ 10.99
<i>in billions</i>	\$ 1.056														

**Greeting Cards**

<b>Average of Buyers</b>	\$ 12.89	\$ 14.05	\$ 11.77	\$ 11.56	\$ 13.83	\$ 14.14	\$ 17.46	\$ 13.48	\$ 11.90	\$ 10.68	\$ 10.31	\$ 13.23	\$ 11.40	\$ 13.13	\$ 13.85
<b>Percent Buying</b>	47.0%	47.4%	46.7%	43.7%	50.2%	41.3%	47.8%	44.6%	46.9%	46.7%	53.2%	51.3%	44.2%	46.1%	47.9%
<b>Net Average</b>	\$ 6.06	\$ 6.66	\$ 5.49	\$ 5.05	\$ 6.94	\$ 5.85	\$ 8.34	\$ 6.02	\$ 5.58	\$ 4.99	\$ 5.48	\$ 6.79	\$ 5.04	\$ 6.05	\$ 6.63
<i>in billions</i>	\$ 0.701														

**Other**

<b>Average of Buyers</b>	\$ 35.42	\$ 38.56	\$ 31.61	\$ 28.43	\$ 40.01	\$ 30.43	\$ 41.66	\$ 38.63	\$ 38.00	\$ 27.68	\$ 25.58	\$ 38.15	\$ 30.12	\$ 31.67	\$ 43.38
<b>Percent Buying</b>	21.1%	23.7%	18.5%	20.7%	20.4%	29.6%	34.4%	20.1%	18.4%	14.0%	11.7%	22.1%	18.4%	20.6%	24.4%
<b>Net Average</b>	\$ 7.46	\$ 9.16	\$ 5.85	\$ 5.90	\$ 8.17	\$ 9.01	\$ 14.34	\$ 7.77	\$ 6.98	\$ 3.87	\$ 3.00	\$ 8.42	\$ 5.54	\$ 6.53	\$ 10.57
<i>in billions</i>	\$ 0.863														

<b>Combined Net Average</b>	\$ 137.46	\$ 146.99	\$ 128.45	\$ 112.72	\$ 158.39	\$ 124.14	\$ 176.76	\$ 159.16	\$ 140.10	\$ 121.40	\$ 99.90	\$ 156.16	\$ 124.90	\$ 134.20	\$ 139.90
<i>in billions</i>	\$ 15.906														

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

Discount Store	61.5%	58.6%	64.2%	64.8%	58.9%	57.2%	62.6%	67.5%	64.4%	60.9%	55.3%	56.3%	62.7%	61.7%	64.4%
Department Store	38.1%	43.0%	33.5%	35.2%	40.3%	54.6%	48.0%	44.0%	35.6%	29.5%	21.1%	40.4%	36.3%	38.3%	37.8%
Specialty Clothing Store	8.2%	8.8%	7.7%	6.8%	9.5%	11.7%	14.9%	10.2%	5.5%	4.2%	3.7%	9.0%	6.5%	7.7%	10.5%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	22.3%	23.6%	21.0%	15.8%	27.8%	21.1%	24.2%	21.8%	20.2%	21.0%	24.8%	27.2%	21.6%	19.3%	23.2%
Online	19.1%	20.7%	17.6%	17.1%	21.0%	27.8%	27.4%	20.5%	15.3%	14.3%	11.3%	20.8%	19.4%	17.7%	19.4%

**Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR-14**

**N = 6387, 3/4 - 3/11/14**

*Margin of Error: +/- 1.3%*

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
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*\*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	13.3%	14.5%	12.2%	13.6%	13.4%	22.1%	23.1%	13.7%	9.9%	8.3%	4.9%	12.7%	11.7%	14.0%	14.5%
Same	68.0%	69.0%	67.0%	63.3%	70.9%	65.5%	67.3%	71.9%	70.1%	65.6%	66.8%	67.7%	72.2%	66.5%	65.9%
Less	18.7%	16.6%	20.7%	23.1%	15.6%	12.3%	9.7%	14.4%	20.0%	26.1%	28.3%	19.6%	16.0%	19.5%	19.6%
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%

**Asked of Easter Celebrants: Do you own either of the following devices?**

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	64.5%	68.2%	61.0%	54.6%	71.4%	83.7%	85.4%	76.4%	60.5%	49.2%	36.5%	61.8%	62.0%	65.4%	68.4%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	42.6%	44.5%	40.7%	32.4%	50.8%	42.0%	53.7%	52.3%	41.2%	31.5%	34.2%	43.1%	41.7%	42.6%	42.8%
I do not own either of these types of devices	25.4%	22.2%	28.3%	35.3%	18.4%	10.0%	8.9%	13.7%	28.0%	40.5%	47.4%	26.7%	26.7%	25.5%	22.3%

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

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

Plan to Research Products/Compare Prices	23.4%	26.2%	20.9%	23.3%	23.4%	37.1%	38.1%	28.5%	18.4%	14.6%	7.4%	25.9%	20.2%	23.8%	24.7%
Plan to Purchase Products	12.2%	13.3%	11.1%	11.8%	12.5%	21.7%	21.6%	15.0%	7.4%	6.6%	3.2%	15.2%	10.1%	11.8%	12.6%
Plan to Redeem Coupons	15.6%	14.1%	17.0%	14.0%	16.0%	27.9%	25.1%	18.3%	13.1%	8.0%	4.2%	16.7%	13.4%	15.7%	17.1%
Plan to look up Retailer Information (location, store hours, directions, etc.)	15.6%	15.8%	15.4%	14.8%	16.2%	27.0%	22.9%	19.0%	10.9%	10.9%	6.0%	15.7%	14.0%	15.2%	18.0%
Plan to use Apps to Research or Purchase Products	7.5%	8.1%	6.9%	7.2%	7.7%	13.9%	10.9%	9.4%	5.7%	3.4%	3.0%	8.6%	7.3%	6.9%	7.6%
Plan to use Apps to Compare Prices	8.6%	9.5%	7.8%	8.6%	9.1%	13.5%	12.3%	9.7%	6.9%	6.9%	4.0%	7.6%	7.8%	8.8%	10.2%
Do not plan to Research or Make a Purchase with my Smartphone	61.2%	59.5%	62.7%	61.8%	61.4%	39.1%	41.8%	53.5%	65.9%	75.1%	86.2%	58.9%	64.3%	61.9%	58.6%

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

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

Plan to Research Products/Compare Prices	30.2%	33.6%	26.9%	29.3%	30.0%	43.9%	40.5%	33.7%	28.2%	23.3%	14.8%	28.2%	29.9%	29.3%	33.8%
Plan to Purchase Products	19.2%	22.0%	16.5%	17.3%	20.0%	28.9%	28.3%	24.7%	15.0%	13.5%	7.4%	20.2%	21.0%	17.0%	19.8%
Plan to Redeem Coupons	14.1%	13.6%	14.6%	14.5%	13.7%	24.7%	22.4%	15.2%	10.4%	10.3%	4.3%	13.8%	12.7%	14.4%	15.8%
Plan to look up Retailer Information (location, store hours, directions, etc.)	17.2%	18.9%	15.6%	15.4%	17.7%	26.1%	25.2%	18.3%	14.4%	11.7%	9.7%	17.3%	16.0%	17.2%	18.7%
Plan to use Apps to Research or Purchase Products	9.6%	11.5%	7.8%	8.6%	10.0%	14.5%	15.0%	10.5%	6.2%	8.1%	4.7%	8.8%	10.2%	9.7%	8.7%
Plan to use Apps to Compare Prices	9.1%	10.5%	7.7%	9.4%	9.5%	12.5%	13.6%	10.5%	6.7%	8.6%	3.6%	6.6%	9.0%	10.1%	9.3%
Do not plan to Research or Make a Purchase with my Tablet	55.2%	51.5%	58.6%	56.2%	56.0%	36.9%	39.9%	49.6%	58.5%	67.8%	74.0%	55.7%	55.6%	57.1%	51.4%

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

## Source: Prosper Insights &amp; Analytics™, Monthly Consumer Survey, MAR 07-14

<b>Adults 18+</b>		<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Do you celebrate Easter?</b>									
Yes		79.5%	79.0%	79.9%	79.6%	80.2%	81.9%	83.1%	80.3%
No		20.5%	21.0%	20.1%	20.4%	19.8%	18.1%	16.9%	19.7%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How much do you plan to spend on the following items for the upcoming Easter holiday?</b>									
<b>Clothing:</b>									
<b>Average of Buyers</b>	\$	56.03	\$ 54.82	\$ 48.79	\$ 48.54	\$ 48.86	\$ 53.82	\$ 53.51	\$ 52.93
<b>Percent Buying</b>		46.5%	43.4%	39.8%	39.2%	44.0%	48.5%	48.4%	42.9%
<b>Net Average</b>	\$	26.03	\$ 23.82	\$ 19.44	\$ 19.03	\$ 21.51	\$ 26.11	\$ 25.91	\$ 22.71
	<i>in billions</i>	\$ 2.770	\$ 2.548	\$ 2.121	\$ 2.091	\$ 2.406	\$ 3.010	\$ 3.070	\$ 2.628
<b>Candy:</b>									
<b>Average of Buyers</b>	\$	20.69	\$ 20.60	\$ 18.95	\$ 19.70	\$ 20.64	\$ 22.77	\$ 22.83	\$ 21.65
<b>Percent Buying</b>		89.6%	87.9%	87.3%	87.8%	89.9%	89.3%	90.5%	89.3%
<b>Net Average</b>	\$	18.53	\$ 18.12	\$ 16.55	\$ 17.29	\$ 18.55	\$ 20.35	\$ 20.66	\$ 19.33
	<i>in billions</i>	\$ 1.972	\$ 1.938	\$ 1.807	\$ 1.899	\$ 2.075	\$ 2.346	\$ 2.448	\$ 2.237
<b>Gifts:</b>									
<b>Average of Buyers</b>	\$	31.37	\$ 34.51	\$ 29.76	\$ 31.12	\$ 32.25	\$ 32.91	\$ 33.28	\$ 35.16
<b>Percent Buying</b>		65.7%	62.1%	58.1%	58.3%	61.7%	62.5%	62.6%	57.9%
<b>Net Average</b>	\$	20.61	\$ 21.42	\$ 17.30	\$ 18.16	\$ 19.89	\$ 20.57	\$ 20.82	\$ 20.36
	<i>in billions</i>	\$ 2.192	\$ 2.292	\$ 1.888	\$ 1.994	\$ 2.225	\$ 2.371	\$ 2.467	\$ 2.356
<b>Food:</b>									
<b>Average of Buyers</b>	\$	43.79	\$ 49.16	\$ 45.69	\$ 45.41	\$ 47.29	\$ 50.48	\$ 52.08	\$ 50.42
<b>Percent Buying</b>		85.8%	83.6%	82.4%	82.5%	84.7%	87.8%	86.9%	85.7%
<b>Net Average</b>	\$	37.56	\$ 41.09	\$ 37.67	\$ 37.45	\$ 40.05	\$ 44.34	\$ 45.26	\$ 43.18
	<i>in billions</i>	\$ 3.996	\$ 4.396	\$ 4.112	\$ 4.114	\$ 4.479	\$ 5.111	\$ 5.363	\$ 4.997
<b>Flowers:</b>									
<b>Average of Buyers</b>	\$	22.98	\$ 24.04	\$ 21.92	\$ 21.84	\$ 23.96	\$ 26.70	\$ 24.30	\$ 25.30
<b>Percent Buying</b>		41.9%	37.9%	34.4%	35.9%	37.7%	39.3%	39.0%	36.5%
<b>Net Average</b>	\$	9.63	\$ 9.11	\$ 7.55	\$ 7.84	\$ 9.02	\$ 10.50	\$ 9.49	\$ 9.24
	<i>in billions</i>	\$ 1.024	\$ 0.975	\$ 0.824	\$ 0.861	\$ 1.009	\$ 1.210	\$ 1.124	\$ 1.069
<b>Decorations:</b>									
<b>Average of Buyers</b>	\$	18.99	\$ 19.86	\$ 17.37	\$ 18.54	\$ 20.82	\$ 22.30	\$ 21.37	\$ 23.49
<b>Percent Buying</b>		40.2%	36.3%	32.0%	34.2%	38.5%	40.7%	42.6%	38.8%
<b>Net Average</b>	\$	7.63	\$ 7.21	\$ 5.57	\$ 6.34	\$ 8.00	\$ 9.07	\$ 9.11	\$ 9.12
	<i>in billions</i>	\$ 0.812	\$ 0.771	\$ 0.608	\$ 0.696	\$ 0.895	\$ 1.045	\$ 1.079	\$ 1.056
<b>Greeting Cards:</b>									
<b>Average of Buyers</b>	\$	12.92	\$ 12.54	\$ 11.72	\$ 12.33	\$ 13.03	\$ 13.13	\$ 12.89	\$ 12.89
<b>Percent Buying</b>		58.7%	53.9%	51.8%	51.1%	52.1%	53.6%	52.3%	47.0%
<b>Net Average</b>	\$	7.59	\$ 6.76	\$ 6.07	\$ 6.30	\$ 6.79	\$ 7.04	\$ 6.74	\$ 6.06
	<i>in billions</i>	\$ 0.807	\$ 0.723	\$ 0.662	\$ 0.692	\$ 0.759	\$ 0.812	\$ 0.799	\$ 0.701
<b>Other:</b>									
<b>Average of Buyers</b>	\$	27.79	\$ 31.00	\$ 30.77	\$ 27.83	\$ 31.40	\$ 30.31	\$ 28.74	\$ 35.42
<b>Percent Buying</b>		27.0%	24.2%	21.0%	22.3%	23.0%	24.2%	24.8%	21.1%
<b>Net Average</b>	\$	7.50	\$ 7.51	\$ 6.45	\$ 6.20	\$ 7.21	\$ 7.32	\$ 7.14	\$ 7.46
	<i>in billions</i>	\$ 0.798	\$ 0.803	\$ 0.704	\$ 0.681	\$ 0.807	\$ 0.844	\$ 0.846	\$ 0.863
<b>Combined Net Average</b>	\$	135.07	\$ 135.03	\$ 116.59	\$ 118.60	\$ 131.04	\$ 145.28	\$ 145.13	\$ 137.46
	<i>in billions</i>	\$ 14.371	\$ 14.447	\$ 12.726	\$ 13.029	\$ 14.656	\$ 16.750	\$ 17.195	\$ 15.906

**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%	61.5%
Department Store	36.8%	35.6%	32.5%	33.2%	36.6%	42.6%	40.7%	38.1%
Specialty Clothing Store	6.7%	7.6%	5.9%	7.0%	8.1%	9.7%	10.6%	8.2%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	23.7%	23.6%	22.5%	22.0%	22.4%	25.4%	24.9%	22.3%
Online	12.7%	11.1%	11.4%	13.1%	14.8%	18.7%	21.1%	19.1%
Catalog	5.6%	3.6%	3.7%	3.7%	3.5%	3.8%	3.6%	2.4%

\*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%	13.3%
Same	67.7%	61.8%	54.6%	60.8%	64.3%	63.8%	65.0%	68.0%
Less	18.8%	25.6%	38.7%	30.2%	24.7%	22.4%	19.9%	18.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%