

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?

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

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	2.628																												

Candy

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	2.237																												

Gifts

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	2.356																												

Food

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	4.997																												

Flowers

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	1.056																												

Greeting Cards

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	0.701																												

Other

Average of Buyers	\$	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
Percent Buying		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%
Net Average	\$	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
in billions	\$	0.863																												

Combined Net Average	\$	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%

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N = 6387, 3/4 - 3/11/14	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error: +/- 1.3%															
Catalog	2.4%	2.7%	2.2%	2.2%	2.8%	3.4%	4.1%	3.0%	1.7%	1.7%	0.9%	2.0%	1.9%	2.7%	3.0%
*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.															