**Source: Monthly Consumer Survey, MAR-13**
**N = 5050, 3/5 - 3/11/13**
**Margin of Error = +/-1.4 percentage points**

| | Adults 18+ | Men | Women | <$50K | $50K+ | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NE | MW | South | West |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Do you celebrate Easter?** | | | | | | | | | | | | | | | |
| 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 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 |
| *in billions* | $ 17.195 | | | | | | | | | | | | | | |

**Source: Monthly Consumer Survey, MAR-13**
**N = 5050, 3/5 - 3/11/13**
**Margin of Error = +/-1.4 percentage points**

| | Adults 18+ | 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 | 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% |