

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR-16

N = 7264, 3/1 - 3/8/16

Margin of Error = +/- 1.2%

Do you celebrate Easter?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Yes	80.6%	77.9%	83.2%	78.9%	82.2%	86.2%	85.4%	84.3%	80.2%	76.9%	72.5%	79.9%	84.2%	82.0%	75.2%
No	19.4%	22.1%	16.8%	21.1%	17.8%	13.8%	14.6%	15.7%	19.8%	23.1%	27.5%	20.1%	15.8%	18.0%	24.8%
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%

Easter Celebrants: How much do you plan to spend on the following items for the upcoming Easter holiday?

Clothing

Average of Buyers	\$ 56.36	\$ 61.37	\$ 52.24	\$ 47.37	\$ 64.39	\$ 40.39	\$ 55.88	\$ 64.03	\$ 65.05	\$ 60.09	\$ 51.08	\$ 59.84	\$ 47.44	\$ 60.61	\$ 54.94
Percent Buying	45.3%	42.0%	48.4%	45.7%	44.8%	61.8%	60.9%	54.8%	41.5%	34.2%	23.5%	45.1%	41.3%	48.4%	44.7%
Net Average	\$ 25.52	\$ 25.78	\$ 25.28	\$ 21.66	\$ 28.82	\$ 24.95	\$ 34.04	\$ 35.12	\$ 27.00	\$ 20.53	\$ 12.02	\$ 27.00	\$ 19.61	\$ 29.31	\$ 24.57
<i>in billions</i>	\$ 3.028														

Candy

Average of Buyers	\$ 23.79	\$ 26.16	\$ 21.64	\$ 20.56	\$ 26.29	\$ 25.99	\$ 27.25	\$ 26.36	\$ 23.43	\$ 21.49	\$ 17.81	\$ 25.47	\$ 22.56	\$ 22.73	\$ 25.40
Percent Buying	86.4%	84.6%	88.2%	85.4%	87.5%	90.6%	90.6%	92.3%	88.1%	81.9%	76.5%	88.5%	87.6%	84.5%	86.1%
Net Average	\$ 20.56	\$ 22.13	\$ 19.07	\$ 17.56	\$ 22.99	\$ 23.54	\$ 24.69	\$ 24.33	\$ 20.63	\$ 17.61	\$ 13.62	\$ 22.55	\$ 19.76	\$ 19.21	\$ 21.87
<i>in billions</i>	\$ 2.440														

Gifts

Average of Buyers	\$ 40.08	\$ 44.22	\$ 36.15	\$ 32.25	\$ 45.64	\$ 36.31	\$ 45.11	\$ 41.81	\$ 41.27	\$ 34.58	\$ 37.92	\$ 42.65	\$ 36.32	\$ 38.93	\$ 43.64
Percent Buying	57.8%	57.8%	57.8%	55.2%	60.0%	68.9%	69.1%	69.0%	55.7%	49.9%	38.0%	62.6%	56.9%	55.2%	58.7%
Net Average	\$ 23.16	\$ 25.57	\$ 20.88	\$ 17.80	\$ 27.40	\$ 25.00	\$ 31.19	\$ 28.84	\$ 23.00	\$ 17.26	\$ 14.40	\$ 26.71	\$ 20.67	\$ 21.48	\$ 25.61
<i>in billions</i>	\$ 2.748														

Food

Average of Buyers	\$ 54.42	\$ 57.28	\$ 51.77	\$ 46.64	\$ 59.93	\$ 48.63	\$ 55.08	\$ 58.43	\$ 58.57	\$ 55.44	\$ 49.06	\$ 60.50	\$ 49.54	\$ 52.60	\$ 57.52
Percent Buying	85.6%	84.6%	86.6%	84.2%	86.5%	84.3%	84.9%	85.1%	87.6%	87.1%	84.4%	86.5%	85.1%	85.5%	85.5%
Net Average	\$ 46.59	\$ 48.44	\$ 44.84	\$ 39.28	\$ 51.87	\$ 41.00	\$ 46.75	\$ 49.75	\$ 51.30	\$ 48.29	\$ 41.39	\$ 52.32	\$ 42.17	\$ 44.97	\$ 49.17
<i>in billions</i>	\$ 5.528														

Flowers

Average of Buyers	\$ 27.16	\$ 30.65	\$ 23.32	\$ 21.87	\$ 30.64	\$ 23.05	\$ 32.44	\$ 30.43	\$ 25.30	\$ 27.86	\$ 20.52	\$ 28.36	\$ 24.10	\$ 26.99	\$ 29.23
Percent Buying	37.9%	40.7%	35.1%	32.4%	41.8%	46.1%	47.4%	40.1%	34.1%	34.3%	27.7%	43.8%	33.0%	36.9%	39.8%
Net Average	\$ 10.28	\$ 12.49	\$ 8.19	\$ 7.09	\$ 12.81	\$ 10.63	\$ 15.37	\$ 12.20	\$ 8.62	\$ 9.56	\$ 5.68	\$ 12.41	\$ 7.95	\$ 9.95	\$ 11.63
<i>in billions</i>	\$ 1.220														

Decorations

Average of Buyers	\$ 21.43	\$ 23.82	\$ 19.06	\$ 18.88	\$ 23.18	\$ 21.70	\$ 25.00	\$ 22.55	\$ 20.54	\$ 17.31	\$ 15.26	\$ 21.87	\$ 18.62	\$ 21.93	\$ 23.05
Percent Buying	38.1%	38.9%	37.3%	36.4%	39.4%	53.6%	54.2%	47.3%	31.4%	28.6%	18.2%	37.7%	34.2%	39.7%	40.1%
Net Average	\$ 8.16	\$ 9.27	\$ 7.11	\$ 6.86	\$ 9.13	\$ 11.63	\$ 13.55	\$ 10.66	\$ 6.45	\$ 4.95	\$ 2.78	\$ 8.26	\$ 6.37	\$ 8.70	\$ 9.25
<i>in billions</i>	\$ 0.968														

Greeting Cards

Average of Buyers	\$ 13.69	\$ 15.18	\$ 12.24	\$ 11.72	\$ 14.93	\$ 15.45	\$ 18.08	\$ 15.78	\$ 12.56	\$ 10.28	\$ 10.41	\$ 13.94	\$ 12.74	\$ 13.44	\$ 14.75
Percent Buying	46.0%	46.5%	45.5%	44.0%	47.5%	47.5%	48.7%	43.6%	41.0%	46.0%	49.6%	53.4%	42.4%	44.3%	46.4%
Net Average	\$ 6.30	\$ 7.07	\$ 5.57	\$ 5.15	\$ 7.10	\$ 7.34	\$ 8.80	\$ 6.88	\$ 5.14	\$ 4.73	\$ 5.16	\$ 7.44	\$ 5.40	\$ 5.95	\$ 6.85
<i>in billions</i>	\$ 0.747														

Other

Average of Buyers	\$ 25.90	\$ 28.02	\$ 23.07	\$ 22.46	\$ 28.18	\$ 25.45	\$ 28.27	\$ 26.62	\$ 25.93	\$ 23.24	\$ 22.94	\$ 28.08	\$ 23.50	\$ 25.18	\$ 27.63
Percent Buying	21.0%	24.6%	17.5%	20.4%	21.1%	31.8%	30.5%	22.3%	15.7%	16.3%	12.3%	21.2%	19.4%	20.9%	22.4%
Net Average	\$ 5.43	\$ 6.90	\$ 4.04	\$ 4.59	\$ 5.96	\$ 8.10	\$ 8.61	\$ 5.94	\$ 4.07	\$ 3.78	\$ 2.83	\$ 5.96	\$ 4.56	\$ 5.27	\$ 6.18
<i>in billions</i>	\$ 0.644														

Combined Net Average	\$ 146.00	\$ 157.64	\$ 134.97	\$ 120.00	\$ 166.07	\$ 152.18	\$ 183.00	\$ 173.72	\$ 146.21	\$ 126.71	\$ 97.87	\$ 162.65	\$ 126.48	\$ 144.83	\$ 155.13
<i>in billions</i>	\$ 17.324														

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR-16

N = 7264, 3/1 - 3/8/16

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Margin of Error = +/- 1.2%															
Where will you purchase Easter gifts this year? (Check all that apply)															
Discount Store	58.4%	54.3%	62.3%	61.3%	56.3%	57.1%	58.8%	66.7%	60.8%	58.5%	49.1%	52.1%	59.4%	61.4%	58.0%
Department Store	41.4%	44.0%	38.9%	38.5%	44.1%	58.1%	53.8%	47.0%	37.9%	32.2%	24.2%	44.3%	41.1%	41.5%	38.5%
Specialty Clothing Store	11.4%	12.4%	10.5%	9.0%	13.5%	17.6%	21.3%	15.7%	7.4%	4.3%	3.9%	13.6%	7.9%	12.2%	12.1%
Specialty Store (Greeting Card/Gift Store, Florist, Jewelry, Electronics Store)	23.4%	25.1%	21.9%	17.0%	29.1%	26.0%	30.4%	27.7%	19.8%	18.9%	18.8%	28.5%	21.0%	21.6%	25.0%
Local/Small Business	24.7%	27.2%	22.4%	21.0%	27.9%	27.7%	24.8%	25.1%	22.6%	22.6%	26.3%	29.2%	25.1%	20.1%	28.3%
Online	21.4%	23.1%	19.7%	19.4%	23.4%	27.5%	31.9%	25.8%	17.2%	16.6%	11.3%	23.0%	18.8%	21.8%	22.4%
Catalog	2.4%	2.7%	2.3%	2.4%	2.5%	3.2%	4.2%	2.8%	0.9%	1.9%	1.9%	2.3%	2.0%	2.6%	3.0%

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

Which of the following activities do you plan to do on Easter Sunday? (Check all that apply)

Browse the web	24.5%	29.4%	19.8%	25.5%	24.3%	42.0%	35.2%	27.8%	19.0%	16.2%	11.4%	24.0%	23.3%	24.2%	27.0%
Cook holiday meal	55.6%	50.4%	60.5%	54.0%	57.5%	52.1%	54.6%	56.4%	60.1%	59.1%	50.8%	56.2%	56.0%	54.8%	55.8%
Go to church	51.3%	51.3%	51.3%	47.5%	54.8%	47.6%	47.6%	50.2%	50.8%	53.5%	56.9%	47.4%	52.7%	55.5%	46.3%
Go to a movie	7.9%	10.0%	6.0%	7.9%	7.9%	15.6%	14.4%	10.3%	4.8%	3.6%	1.0%	7.8%	5.8%	8.4%	9.9%
Go to a restaurant	15.6%	19.0%	12.4%	13.1%	17.2%	22.7%	19.8%	16.0%	12.3%	12.8%	12.2%	12.4%	13.4%	18.0%	17.6%
Open gifts	13.9%	14.1%	13.7%	12.7%	14.7%	26.6%	23.7%	18.9%	9.6%	5.3%	2.8%	14.8%	12.1%	13.7%	15.7%
Plan an Easter egg hunt	31.4%	29.2%	33.5%	29.5%	33.4%	43.0%	42.5%	44.8%	27.3%	20.2%	14.3%	25.8%	29.5%	33.9%	34.9%
Shop in a store	8.4%	10.3%	6.7%	8.5%	8.3%	15.1%	15.3%	9.8%	6.0%	5.1%	1.2%	8.3%	7.0%	8.9%	9.6%
Shop online	9.3%	11.4%	7.3%	8.7%	9.8%	14.8%	17.5%	11.2%	6.3%	5.0%	2.6%	10.4%	7.6%	9.0%	10.7%
Visit family and friends	57.8%	53.1%	62.2%	56.3%	59.6%	59.9%	60.1%	59.5%	57.5%	56.0%	54.3%	58.1%	62.1%	55.3%	56.5%
Watch TV	41.1%	43.5%	38.9%	43.5%	40.6%	40.2%	40.8%	41.3%	41.1%	41.9%	41.3%	40.3%	42.5%	42.6%	37.4%
Work	3.6%	4.4%	2.8%	4.1%	3.1%	6.5%	5.1%	3.2%	3.5%	3.1%	0.9%	3.4%	3.5%	3.6%	3.8%
Nothing	3.0%	3.1%	2.8%	3.0%	2.7%	1.4%	3.2%	2.8%	2.6%	3.1%	4.1%	2.0%	2.5%	3.2%	4.0%

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Overall, do you plan on spending more, the same, or less than you did last year for the Easter holiday?

More	16.9%	18.6%	15.4%	16.5%	17.4%	27.6%	31.8%	20.1%	10.9%	9.1%	5.2%	15.7%	14.0%	18.0%	20.0%
Same	72.2%	72.6%	71.8%	69.5%	73.9%	62.0%	62.4%	71.9%	77.0%	76.9%	80.2%	74.6%	76.4%	69.1%	70.2%
Less	10.9%	8.8%	12.8%	13.9%	8.6%	10.4%	5.7%	7.9%	12.2%	14.0%	14.6%	9.7%	9.6%	12.9%	9.9%
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%

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

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	76.3%	78.2%	74.6%	68.2%	82.9%	91.3%	91.2%	88.3%	76.3%	67.7%	48.4%	74.6%	73.3%	77.7%	79.3%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	49.8%	49.9%	49.7%	42.9%	55.9%	42.9%	58.0%	60.1%	49.3%	47.1%	40.4%	49.5%	47.2%	51.3%	50.8%
I do not own either of these types of devices	16.0%	14.6%	17.3%	22.8%	10.7%	5.6%	5.4%	7.1%	15.1%	22.8%	36.4%	17.3%	18.5%	14.8%	13.8%

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	22.8%	23.9%	21.7%	20.9%	24.3%	38.6%	38.0%	28.9%	15.7%	13.1%	6.8%	22.5%	19.3%	24.6%	23.3%
Plan to purchase products	14.9%	16.9%	13.1%	13.5%	15.5%	25.9%	27.0%	21.1%	10.6%	6.0%	2.2%	15.4%	10.2%	16.5%	17.6%
Plan to redeem coupons	15.1%	12.4%	17.7%	14.0%	15.9%	25.3%	24.7%	19.8%	11.4%	8.3%	4.3%	14.7%	14.1%	15.5%	16.5%
Plan to look up retailer information (location, store hours, directions, etc.)	15.5%	15.4%	15.7%	13.6%	17.0%	28.2%	24.8%	18.6%	10.7%	9.8%	4.8%	15.6%	12.4%	16.6%	16.9%
Plan to check for in-store availability of products	11.1%	11.9%	10.5%	10.5%	11.9%	20.9%	19.0%	12.8%	6.4%	7.5%	3.1%	12.6%	8.5%	12.3%	10.7%
Plan to use Apps to research or purchase products	8.3%	10.0%	6.7%	7.4%	9.1%	14.1%	15.5%	10.9%	4.9%	3.5%	2.5%	9.6%	6.6%	8.4%	9.1%
Plan to use Apps to compare prices	7.9%	8.5%	7.2%	7.7%	8.3%	14.3%	12.9%	9.5%	6.4%	3.4%	2.4%	8.4%	5.7%	8.7%	8.4%
Plan to use smartphone to pay for a transaction at a store check-out counter	4.6%	5.7%	3.6%	4.1%	5.0%	8.7%	9.2%	6.4%	2.6%	1.3%	0.6%	4.9%	3.8%	4.6%	5.5%
Do not plan to research or make a purchase with my smartphone	60.3%	59.1%	61.5%	61.6%	59.6%	32.8%	35.7%	50.2%	69.9%	77.5%	88.0%	58.9%	66.2%	58.7%	57.7%

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

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR-16

N = 7264, 3/1 - 3/8/16

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
Margin of Error = +/- 1.2%															
Own a Tablet: How will you use your Tablet to make Easter purchase decisions? (Check all that apply)															
Plan to research products/compare prices	24.9%	27.3%	22.6%	22.6%	26.4%	33.4%	34.9%	30.2%	23.4%	20.8%	9.5%	25.4%	21.3%	27.1%	24.5%
Plan to purchase products	15.7%	17.5%	14.0%	13.6%	16.7%	22.9%	25.1%	20.8%	12.4%	12.0%	3.5%	16.3%	12.2%	17.0%	17.0%
Plan to redeem coupons	11.5%	13.4%	9.7%	10.6%	12.0%	20.9%	22.1%	13.2%	6.8%	7.2%	1.5%	13.1%	10.1%	11.7%	11.5%
Plan to look up retailer information (location, store hours, directions, etc.)	14.0%	16.4%	11.8%	12.4%	15.2%	24.0%	19.2%	17.7%	11.9%	10.3%	4.1%	13.4%	12.0%	15.2%	14.9%
Plan to check for in-store availability of products	12.4%	14.4%	10.4%	11.8%	13.0%	17.8%	18.1%	16.3%	10.3%	8.8%	4.8%	10.7%	9.5%	14.8%	13.3%
Plan to use Apps to research or purchase products	8.9%	10.9%	7.0%	7.5%	9.7%	15.1%	16.2%	11.2%	5.8%	3.9%	3.0%	9.7%	6.6%	9.2%	10.4%
Plan to use Apps to compare prices	7.6%	10.0%	5.4%	6.3%	8.6%	12.3%	14.0%	8.6%	6.4%	4.4%	1.3%	7.9%	4.8%	8.4%	9.3%
Plan to use tablet to pay for a transaction at a store check-out counter	3.3%	4.4%	2.4%	2.9%	3.7%	5.8%	6.1%	4.1%	2.1%	2.2%	0.5%	3.3%	2.4%	4.1%	3.3%
Do not plan to research or make a purchase with my tablet	60.6%	56.7%	64.3%	61.8%	60.0%	42.3%	42.8%	52.2%	64.7%	71.2%	84.7%	56.9%	66.9%	59.4%	58.8%

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

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR 07-16

Adults 18+	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Do you celebrate Easter?										
Yes	79.5%	79.0%	79.9%	79.6%	80.2%	81.9%	83.1%	80.3%	80.0%	80.6%
No	20.5%	21.0%	20.1%	20.4%	19.8%	18.1%	16.9%	19.7%	20.0%	19.4%
Total	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	\$ 56.03	\$ 54.82	\$ 48.79	\$ 48.54	\$ 48.86	\$ 53.82	\$ 53.51	\$ 52.93	\$ 55.03	\$ 56.36
Percent Buying	46.5%	43.4%	39.8%	39.2%	44.0%	48.5%	48.4%	42.9%	45.0%	45.3%
Net Average	\$ 26.03	\$ 23.82	\$ 19.44	\$ 19.03	\$ 21.51	\$ 26.11	\$ 25.91	\$ 22.71	\$ 24.74	\$ 25.52
<i>in billions</i>	\$ 2.770	\$ 2.548	\$ 2.121	\$ 2.091	\$ 2.406	\$ 3.010	\$ 3.070	\$ 2.628	\$ 2.880	\$ 3.028

Candy:

Average of Buyers	\$ 20.69	\$ 20.60	\$ 18.95	\$ 19.70	\$ 20.64	\$ 22.77	\$ 22.83	\$ 21.65	\$ 21.89	\$ 23.79
Percent Buying	89.6%	87.9%	87.3%	87.8%	89.9%	89.3%	90.5%	89.3%	87.1%	86.4%
Net Average	\$ 18.53	\$ 18.12	\$ 16.55	\$ 17.29	\$ 18.55	\$ 20.35	\$ 20.66	\$ 19.33	\$ 19.07	\$ 20.56
<i>in billions</i>	\$ 1.972	\$ 1.938	\$ 1.807	\$ 1.899	\$ 2.075	\$ 2.346	\$ 2.448	\$ 2.237	\$ 2.221	\$ 2.440

Gifts:

Average of Buyers	\$ 31.37	\$ 34.51	\$ 29.76	\$ 31.12	\$ 32.25	\$ 32.91	\$ 33.28	\$ 35.16	\$ 35.57	\$ 40.08
Percent Buying	65.7%	62.1%	58.1%	58.3%	61.7%	62.5%	62.6%	57.9%	57.7%	57.8%
Net Average	\$ 20.61	\$ 21.42	\$ 17.30	\$ 18.16	\$ 19.89	\$ 20.57	\$ 20.82	\$ 20.36	\$ 20.53	\$ 23.16
<i>in billions</i>	\$ 2.192	\$ 2.292	\$ 1.888	\$ 1.994	\$ 2.225	\$ 2.371	\$ 2.467	\$ 2.356	\$ 2.391	\$ 2.748

Food:

Average of Buyers	\$ 43.79	\$ 49.16	\$ 45.69	\$ 45.41	\$ 47.29	\$ 50.48	\$ 52.08	\$ 50.42	\$ 53.46	\$ 54.42
Percent Buying	85.8%	83.6%	82.4%	82.5%	84.7%	87.8%	86.9%	85.7%	85.7%	85.6%
Net Average	\$ 37.56	\$ 41.09	\$ 37.67	\$ 37.45	\$ 40.05	\$ 44.34	\$ 45.26	\$ 43.18	\$ 45.79	\$ 46.59
<i>in billions</i>	\$ 3.996	\$ 4.396	\$ 4.112	\$ 4.114	\$ 4.479	\$ 5.111	\$ 5.363	\$ 4.997	\$ 5.331	\$ 5.528

Flowers:

Average of Buyers	\$ 22.98	\$ 24.04	\$ 21.92	\$ 21.84	\$ 23.96	\$ 26.70	\$ 24.30	\$ 25.30	\$ 24.98	\$ 27.16
Percent Buying	41.9%	37.9%	34.4%	35.9%	37.7%	39.3%	39.0%	36.5%	36.2%	37.9%
Net Average	\$ 9.63	\$ 9.11	\$ 7.55	\$ 7.84	\$ 9.02	\$ 10.50	\$ 9.49	\$ 9.24	\$ 9.05	\$ 10.28
<i>in billions</i>	\$ 1.024	\$ 0.975	\$ 0.824	\$ 0.861	\$ 1.009	\$ 1.210	\$ 1.124	\$ 1.069	\$ 1.053	\$ 1.220

Decorations:

Average of Buyers	\$ 18.99	\$ 19.86	\$ 17.37	\$ 18.54	\$ 20.82	\$ 22.30	\$ 21.37	\$ 23.49	\$ 22.82	\$ 21.43
Percent Buying	40.2%	36.3%	32.0%	34.2%	38.5%	40.7%	42.6%	38.8%	37.6%	38.1%
Net Average	\$ 7.63	\$ 7.21	\$ 5.57	\$ 6.34	\$ 8.00	\$ 9.07	\$ 9.11	\$ 9.12	\$ 8.57	\$ 8.16
<i>in billions</i>	\$ 0.812	\$ 0.771	\$ 0.608	\$ 0.696	\$ 0.895	\$ 1.045	\$ 1.079	\$ 1.056	\$ 0.998	\$ 0.968

Greeting Cards:

Average of Buyers	\$ 12.92	\$ 12.54	\$ 11.72	\$ 12.33	\$ 13.03	\$ 13.13	\$ 12.89	\$ 12.89	\$ 12.57	\$ 13.69
Percent Buying	58.7%	53.9%	51.8%	51.1%	52.1%	53.6%	52.3%	47.0%	47.5%	46.0%
Net Average	\$ 7.59	\$ 6.76	\$ 6.07	\$ 6.30	\$ 6.79	\$ 7.04	\$ 6.74	\$ 6.06	\$ 5.97	\$ 6.30
<i>in billions</i>	\$ 0.807	\$ 0.723	\$ 0.662	\$ 0.692	\$ 0.759	\$ 0.812	\$ 0.799	\$ 0.701	\$ 0.695	\$ 0.747

Other:

Average of Buyers	\$ 27.79	\$ 31.00	\$ 30.77	\$ 27.83	\$ 31.40	\$ 30.31	\$ 28.74	\$ 35.42	\$ 32.17	\$ 25.90
Percent Buying	27.0%	24.2%	21.0%	22.3%	23.0%	24.2%	24.8%	21.1%	21.4%	21.0%
Net Average	\$ 7.50	\$ 7.51	\$ 6.45	\$ 6.20	\$ 7.21	\$ 7.32	\$ 7.14	\$ 7.46	\$ 6.88	\$ 5.43
<i>in billions</i>	\$ 0.798	\$ 0.803	\$ 0.704	\$ 0.681	\$ 0.807	\$ 0.844	\$ 0.846	\$ 0.863	\$ 0.801	\$ 0.644

Combined Net Average	\$ 135.07	\$ 135.03	\$ 116.59	\$ 118.60	\$ 131.04	\$ 145.28	\$ 145.13	\$ 137.46	\$ 140.62	\$ 146.00
<i>in billions</i>	\$ 14.371	\$ 14.447	\$ 12.726	\$ 13.029	\$ 14.656	\$ 16.750	\$ 17.195	\$ 15.906	\$ 16.370	\$ 17.324

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%	58.6%	58.4%
Department Store	36.8%	35.6%	32.5%	33.2%	36.6%	42.6%	40.7%	38.1%	40.7%	41.4%
Specialty Clothing Store	6.7%	7.6%	5.9%	7.0%	8.1%	9.7%	10.6%	8.2%	9.6%	11.4%
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%	21.8%	23.4%
Local/Small Business	N/A	23.8%	24.7%							
Online	12.7%	11.1%	11.4%	13.1%	14.8%	18.7%	21.1%	19.1%	18.8%	21.4%
Catalog	5.6%	3.6%	3.7%	3.7%	3.5%	3.8%	3.6%	2.4%	2.3%	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%	15.0%	16.9%
Same	67.7%	61.8%	54.6%	60.8%	64.3%	63.8%	65.0%	68.0%	72.8%	72.2%
Less	18.8%	25.6%	38.7%	30.2%	24.7%	22.4%	19.9%	18.7%	12.2%	10.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAR 07-16

Adults 18+	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Which of the following activities do you plan to do on Easter Sunday? (Check all that apply)										
Browse the web	N/A	24.1%	24.5%							
Cook holiday meal	N/A	54.8%	55.6%							
Go to church	N/A	50.8%	51.3%							
Go to a movie	N/A	7.5%	7.9%							
Go to a restaurant	N/A	15.0%	15.6%							
Open gifts	N/A	12.9%	13.9%							
Plan an Easter egg hunt	N/A	30.9%	31.4%							
Shop in a store	N/A	7.9%	8.4%							
Shop online	N/A	8.1%	9.3%							
Visit family and friends	N/A	57.4%	57.8%							
Watch TV	N/A	41.8%	41.1%							
Work	N/A	4.2%	3.6%							
Nothing	N/A	2.3%	3.0%							

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