Autor Autor <th< th=""><th>Source: Prosper Insights & . N = 7264, 3/1 - 3/8/16</th><th></th><th>Adults 18+</th><th>Men</th><th>Women</th><th><\$50K</th><th>\$50K+</th><th>18-24</th><th>25-34</th><th>35-44</th><th>45-54</th><th>55-64</th><th>65+</th><th>Northeast</th><th>Midwest</th><th>South</th><th>West</th></th<>	Source: Prosper Insights & . 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
Nome Nome <th< th=""><th></th><th><i>,</i></th><th>-unio 10+</th><th>WEIT</th><th>Women</th><th>< 400K</th><th>φJUN+</th><th>10-24</th><th>20-04</th><th>00-44</th><th>-0-04</th><th>00-04</th><th>05+</th><th>Northeast</th><th>MIGWESI</th><th>Jouin</th><th>west</th></th<>		<i>,</i>	-unio 10+	WEIT	Women	< 400K	φJUN+	10-24	20-04	00-44	-0-04	00-04	05+	Northeast	MIGWESI	Jouin	west
Na Na<	•																
No 19 49 10 <th< td=""><td>•</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	•																
Total 00.00 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>																	
Cate CateContext: How much do yup and to gene of layers Precent Buying Precent Buying																	
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Average of Buyers 5 66.85 61.37 7 5 7.37 5 61.38 61.3	Easter Celebrants: How mu	ch do you plan to spend o	n the followi	ng items for	the upcomi	ng Easter ho	oliday?										
Pricent Bying 43.75 42.05 57.05 42.75 57.05	Clothing																
Net Average 1 0 Other 0		Average of Buyers \$	56.36 \$	61.37 \$	52.24 \$	47.37 5	\$ 64.39 \$	40.39 \$	55.88 \$	64.03 \$	65.05 \$	60.09 \$	51.08	\$ 59.84	\$ 47.44 \$	60.61 \$	54.94
Cancel and a series of the ser		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%
Condu Average of Express Solution is		Net Average \$	25.52 \$	25.78 \$	25.28 \$	21.66	\$28.82 \$	6 24.95 \$	34.04 \$	35.12 \$	27.00 \$	20.53 \$	12.02	\$ 27.00	\$ 19.61 \$	29.31 \$	24.57
Average of Buyers 5 27.0 5 26.0 5 27.0 5 26.05 5 27.0 5 26.05 5 27.0 5 27		in billions \$	3.028														
Average of Buyers is 52 27.0 5	Candy																
Percent Buying MalAverage 6 96.4% Solutions 90.6% Solutions 90.6% Solutions <t< td=""><td></td><td>Average of Buyers \$</td><td>23.79 \$</td><td>26.16 \$</td><td>21.64 \$</td><td>20.56</td><td>\$ 26.29 \$</td><td>25.99 \$</td><td>27.25 \$</td><td>26.36 \$</td><td>23.43 \$</td><td>21.49 \$</td><td>17.81</td><td>\$ 25.47</td><td>\$ 22.56 \$</td><td>22.73 \$</td><td>25.40</td></t<>		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
Metaleware 8 2 2 2 1 1 2 2 3 2 3 5 3 5			+														
intering 2 2 4 2 5 6 6 6 6 6 6 6 6 6 6 7 5 5 5 6 7 7<		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
Average of Buyers \$ More \$ Adds \$ Solve \$ Adds \$ <th< td=""><td></td><td></td><td></td><td>·· •</td><td> 4</td><td></td><td> ¥</td><td>-. Ψ</td><td> V</td><td> v</td><td>· •</td><td> +</td><td></td><td></td><td></td><td>··=· ¥</td><td></td></th<>				·· •	4		¥	- . Ψ	V	v	· •	+				··=· ¥	
Average of Buyers \$ More \$	Gifts																
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Net Average S 23.16 S 23.06 S 13.10 S 23.16 S 53.16 S 55.47 S 55.47 S 55.47 S 55.47 S 55.47 S 57.40 S 57.40 S 57.40 S 57.40 S 57.47 S		• • •												•			
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Fod Average by spectrom by represent				20.07 φ	20.00 4	11.00	μ 27.10 φ	μ	01.10 φ	20.01 Q	20.00 φ	17.20 ¢	11.10	φ 20.71	φ 20.07 φ	μ. 21.10 φ	20.01
Average of Buyers 5	Food		2.740														
Percent Buying 85.6% 84.6% 86.6% 84.6% 84.2% 85.5% 84.3% 84.9% 85.1% 97.6% 97.1% 84.4% 84.5% 85.5%	Food	Average of Buyers	E4 40 @	E7 00 0	E1 77 d	46.64		10 CO @	55 00 ¢	EQ 40 \$	E0 E7 Ø		40.06	¢ 60.50	¢ 40.54 ¢	- E0.60 ¢	57 50
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Indicate Sast Flowers Average of Buyers s Sast																	
Flowers Proceeding large S <td></td> <td></td> <td></td> <td>48.44 \$</td> <td>44.84 3</td> <td>39.28</td> <td>¢ 51.87 ¢</td> <td>5 41.00 \$</td> <td>40.75 Þ</td> <td>49.75 Þ</td> <td>51.30 \$</td> <td>48.29 \$</td> <td>41.39</td> <td>\$ 52.32</td> <td>ቅ 42.17 3</td> <td>ο 44.97 φ</td> <td>49.17</td>				48.44 \$	44.84 3	39.28	¢ 51.87 ¢	5 41.00 \$	40.75 Þ	49.75 Þ	51.30 \$	48.29 \$	41.39	\$ 52.32	ቅ 42.17 3	ο 44.97 φ	49.17
Average of Buyers \$ 27.16 \$ 30.65 \$ 23.25 \$ 23.05 \$ 30.44 \$ 30.47 \$ 25.30 \$ 20.50 \$		in billions \$	5.528														
Percent Buying Net Average of Buyers m billions 37.9% 1.220 40.7% 2.1.49 32.4% 32.4% 41.8% 41.8% 46.1% 41.8% 47.4% 47.4% 40.1% 40.1% 34.3% 34.3% 27.7% 2.56 43.8% 5.68 33.0% 2.1.41 36.9% 36.9% 39.8% 39.8% Decorations MetAverage 5 m billions 21.43 \$ 2.1.49 32.4% 41.8% 7.09 41.8% 2.81 41.8% 5.08 47.4% 40.1% 34.3% 27.7% 43.8% 33.0% 36.9% 39.8% Decorations MetAverage 5 m billions 21.43 \$ 2.1.43 23.82 \$ 2.3.82 23.18 23.18 21.70 \$ 5.69% 22.55 \$ 2.0.54 \$ 1.8.2% 43.8% 33.0% 36.9% 39.8% Order MetAverage m billions 21.43 \$ 38.9% 23.82 \$ 1.8.9% 23.18 21.70 \$ 5.69% 54.25% 20.54 \$ 1.7.31 \$ 5.66% 5.82 \$ 5.77% 34.2% 39.9% 40.1% Other Average of Buyers m billions \$ 5.096 \$ 5.15 5.15% 5.15% 7.10 \$ 7.10 7.10 \$ 7.10 5 18.2% 43.1% 43.4% 43.4% 44.4% </td <td>Flowers</td> <td></td>	Flowers																
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Percent Buying Net Average \$ in billions \$ 38.1% 8.16 38.9% 9.27 37.3% 7.11 36.4% 9.27 39.4% 7.11 36.4% 6.86 39.4% 9.13 53.6% 1.63 54.2% 1.855 47.3% 8.645 31.4% 6.45 28.6% 4.95 18.2% 4.95 37.7% 8.26 34.2% 8.26 39.7% 6.37 39.7% 8.70 40.1% 9.25 Greeting Cards Average of Buyers in billions \$ 13.69 15.18 \$ 12.54 11.63 5 15.75 18.08 5 16.5% 12.56 5 10.66 10.28 5 4.0.0% 10.11 \$ 4.0.% 13.44 \$ 4.4.3% 14.75 Other Average of Buyers in billions \$ 0.747 25.00 \$ 28.02 28.02 \$ 5.07 22.46 \$ 28.15 14.93 5 7.07 5 7.10 5 7.10 5 7.34 8.80 6.88 5 5.14 41.0% 4.0.3% 41.4.75 Other Average of Buyers in billions \$ 25.90 28.02 28.02 28.07 22.46 28.18 25.45 28.27 26.62 25.93 23.24 22.94 28.08 23.50 25.18 27.63 Other Average of Buyers in billions \$ 24.6% 43.4.97 24.45 28.	Decorations																
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in billions \$ 0.968 Greeting Cards Average of Buyers \$ 13.69 \$ 15.18 \$ 12.24 \$ 11.72 \$ 14.93 \$ 15.45 \$ 18.08 \$ 12.56 \$ 10.28 \$ 10.41 \$ 13.94 \$ 12.74 \$ 13.44 \$ 14.75 Percent Buying in billions \$ 0.74 \$ 0.707 \$ 5.57 \$ 5.15 \$ 7.10 \$ 7.34 \$ 8.80 \$ 6.88 \$ 5.14 \$ 4.73 \$ 5.16 \$ 7.44 \$ 5.40 \$ 5.45 \$ 6.85 \$ 0.734 \$ 8.80 \$ 6.88 \$ 5.14 \$ 4.73 \$ 5.16 \$ 7.44 \$ 5.40 \$ 5.40 \$ 5.57 \$ 6.85 \$ 0.734 \$ 8.80 \$ 6.88 \$ 5.14 \$ 4.73 \$ 5.16 \$ 7.44 \$ 5.40 \$ 5		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%
Greeting Cards Average of Buyers Percent Buying In billions 13.69 46.0% 0.74 15.18 46.5% 0.70 12.24 45.5% 5.57 11.72 45.5% 5.57 14.93 47.5% 5.57 15.45 47.5% 47.5% 18.08 48.7% 48.7% 15.78 43.6% 12.56 43.6% 10.28 46.0% 46.0% 10.41 49.6% 13.94 5.34 12.74 42.4% 13.44 44.3% 13.44 44.3% 13.44 44.3% 13.44 44.3% 13.44 44.3% 13.44 44.3% 13.44 44.3% 13.44 44.3% 14.75 46.4% Other Average of Buyers in billions 25.90 0.747 28.02 24.6% 23.07 17.5% 28.24 21.1% 28.18 31.8% 28.27 31.8% 28.27 30.5% 28.27 22.3% 28.27 15.7% 28.28 15.7% 28.28 23.37 28.27 22.3% 28.27 15.7% 28.28 15.7% 28.28 22.3% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.27 15.7% 28.28 15.7% 28.28 15.7% 28.27 22.3% 28.27 15.7% 28.28 15.7% 28.28 15.7% 28.29 15.7% 28.28 15.7% 28.28 15.7% 28.29 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 15.7% 28.28 28.28 12.2%		Net Average \$	8.16 \$	9.27 \$	7.11 \$	6.86 8	\$ 9.13 \$	5 11.63 \$	13.55 \$	10.66 \$	6.45 \$	4.95 \$	2.78	\$ 8.26	\$6.37 \$	8.70 \$	9.25
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Other in billions \$ 0.747 0.747 Average of Buyers \$ 25.90 \$ 25.90 \$ 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 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 In billions \$ 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		Percent Buying	46.0%		45.5%					43.6%			49.6%	53.4%	42.4%	44.3%	46.4%
In billions 0.747 Other Average of Buyers 25.90 28.02 28.02 23.07 22.46 28.18 25.45 28.27 26.62 25.93 23.24 22.94 28.08 28.08 23.50 25.18 27.63 Percent Buying Net Average 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% Met Average 5.43 6.64 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% Motificities 5.64 5.94 4.07 5.94 4.07 5.37 5.96 5.96 5.27 5.86 6.18 In billions 146.00 5.96 <td></td> <td>Net Average \$</td> <td>6.30 \$</td> <td>7.07 \$</td> <td>5.57 \$</td> <td>5.15</td> <td>\$ 7.10 \$</td> <td>5 7.34 \$</td> <td>8.80 \$</td> <td>6.88 \$</td> <td>5.14 \$</td> <td>4.73 \$</td> <td>5.16</td> <td>\$ 7.44</td> <td>\$ 5.40 \$</td> <td>5.95 \$</td> <td>6.85</td>		Net Average \$	6.30 \$	7.07 \$	5.57 \$	5.15	\$ 7.10 \$	5 7.34 \$	8.80 \$	6.88 \$	5.14 \$	4.73 \$	5.16	\$ 7.44	\$ 5.40 \$	5.95 \$	6.85
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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 in billions \$ 0.644 0.644 134.97 \$ 120.00 \$ 166.07 \$ 152.18 \$ 183.00 \$ 173.72 \$ 146.21 \$ 126.71 \$ 97.87 \$ 162.65 \$ 126.48 \$ 144.83 \$ 155.13		• • •	+									•					
in billions \$ 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		, ,															
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				0.30 φ	4.04 4	4.55	φ 5.50 φ	, ο.το φ	0.01 φ	υ. υ- φ	4.07 φ	5.70 φ	2.00	ψ 0.00	φ 4.50 ¢	ο 5.21 φ	0.10
			0.044														
		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
					101.07 4		μ 100.07 ψ	. ισε.ισ φ	100.00 ψ	110.12 ψ	ι.ο. ε ι φ	ι_0./Ι ψ	07.07	Ψ 102.00	φ iL0.70 4		100.10

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Source: Prosper Insights & Analytics™, Monthly Co	nsumer Surve	v 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? (Ch	ook all that an	olu)													
			00.00/	01.00/	50.00/	F7 40/	50.00/	00 70/	00.00/		40.40/	50.40/	50 40/	04 40/	50.00/
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,	00.40/	05 40/	01.00/	17.00/	00.40/	00.00/	00.40/	07 70/	10.00/	10.00/	40.00/	00 50/	01.00/	01.00/	05.00/
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 r ne sum or une 7% totals may be greater than 100% because the respondents can select more than one answer.	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%
Which of the following activities do you plan to do o	on Easter Sund	lav? (Check	all that annly	0											
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%	20.4%	60.5%	23.3 % 54.0%	57.5%	42.0% 52.1%	54.6%	56.4%	60.1%	59.1%	50.8%	56.2%	20.0%	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%	19.0%	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%	29.5% 8.5%	8.3%	43.0%	42.5%	9.8%	6.0%	20.2 % 5.1%	14.3%	8.3%	29.5%	8.9%	9.6%
Shop online	9.3%	11.4%	7.3%	8.7%	9.8%	14.8%	17.5%	9.8 % 11.2%	6.3%	5.0%	2.6%	10.4%	7.6%	9.0%	9.0 <i>%</i> 10.7%
	9.3% 57.8%	53.1%	62.2%	6.7% 56.3%	9.8% 59.6%	59.9%	60.1%	59.5%	57.5%	56.0%	2.0% 54.3%	58.1%	62.1%	9.0% 55.3%	56.5%
Visit family and friends		43.5%	38.9%	43.5%	40.6%	40.2%	40.8%	59.5% 41.3%	57.5% 41.1%	56.0% 41.9%		40.3%	42.5%	42.6%	37.4%
Watch TV Work	41.1%							41.3% 3.2%	41.1% 3.5%	41.9% 3.1%	41.3% 0.9%		42.5% 3.5%		
	3.6%	4.4%	2.8% 2.8%	4.1%	3.1%	6.5%	5.1%	3.2% 2.8%	3.5% 2.6%			3.4%	3.5% 2.5%	3.6%	3.8%
Nothing The sum of the 76 locals may be greater than 100% because the respondents can select more than one answer.	3.0%	3.1%	2.8%	3.0%	2.7%	1.4%	3.2%	2.8%	2.0%	3.1%	4.1%	2.0%	2.5%	3.2%	4.0%
Overall, do you plan on spending more, the same, o	•	-													
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	•		74.00/	<u> </u>	00.00/	01.00/	01.00/	00.00/	70.00/	07 70/	10 10	74.00/	70.00/		70.00/
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 The sum of the % locals may be greater than 100% because the respondents can select more than one answer.	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%
Own a Smartphone: How will you use your Smartph	none to make E	Easter purch	ase decision	s? (Check a	ll 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 The sum of the % totals may be greater than 100% because the respondents can select more than one answer.	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%

more than one answer.

Source: Prosper Insights & Analytics™, Monthly Co	onsumer 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 mak	e Easter purcha	se decision	s? (Check al	I 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 The sum of the 76 totals may be greater than 100% because the respondents can select more than one answer.	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%

Source: Monthly Consumer Survey

Source: Prosper Insights & Analytics™, Mo	onthly Cons	umer 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 foll	owina item	s for the upc	oming Easte							
Clothing:	J		J	,						
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
in billions \$	2.770 \$	2.548 \$	2.121 \$	2.091 \$	2.406 \$	3.010 \$	3.070 \$	2.628 \$	2.880 \$	3.028
Candy:			10.05 0	10.70 0	00.04 0	00 77 ¢		01.05 0	01.00 0	00.70
Average of Buyers \$ Percent Buying	20.69 \$ 89.6%	5 20.60 \$ 87.9%	18.95 \$ 87.3%	19.70 \$ 87.8%	20.64 \$ 89.9%	22.77 \$ 89.3%	22.83 \$ 90.5%	21.65 \$ 89.3%	21.89 \$ 87.1%	23.79 86.4%
Net Average \$	18.53 \$		16.55 \$	17.29 \$			90.5 % 20.66 \$	19.33 \$	19.07 \$	20.56
in billions \$	1.972 \$		1.807 \$	1.899 \$	2.075 \$	2.346 \$	2.448 \$	2.237 \$	2.221 \$	2.440
Gifts:										
Average of Buyers \$	31.37 \$		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 \$		17.30 \$	18.16 \$			20.82 \$	20.36 \$	20.53 \$	23.16
in billions \$	2.192 \$	2.292 \$	1.888 \$	1.994 \$	2.225 \$	2.371 \$	2.467 \$	2.356 \$	2.391 \$	2.748
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	45.8%	83.6%	43.03 φ 82.4%	43.41 φ 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
in billions \$	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 \$		21.92 \$	21.84 \$		26.70 \$	24.30 \$	25.30 \$	24.98 \$	27.16
Percent Buying Net Average \$	41.9% 9.63 \$	37.9% 9.11 \$	34.4% 7.55 \$	35.9% 7.84 \$	37.7% 9.02 \$	39.3% 10.50 \$	39.0% 9.49 \$	36.5% 9.24 \$	36.2% 9.05 \$	37.9% 10.28
in billions \$	9.03 ¢ 1.024 \$		0.824 \$	7.04 \$ 0.861 \$	9.02 \$ 1.009 \$	1.210 \$	9.49 p 1.124 \$	9.24 \$ 1.069 \$	9.05 \$ 1.053 \$	1.220
Decorations:	1.024 φ	0.575 φ	0.024 ψ	0.001 φ	1.005 φ	1.210 φ	1.12+ ψ	1.000 ψ	1.000 φ	1.220
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 \$		5.57 \$	6.34 \$			9.11 \$	9.12 \$	8.57 \$	8.16
in billions \$ Greeting Cards:	0.812 \$	0.771 \$	0.608 \$	0.696 \$	0.895 \$	1.045 \$	1.079 \$	1.056 \$	0.998 \$	0.968
Average of Buyers \$	12.92 \$	5 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 \$		6.07 \$	6.30 \$			6.74 \$	6.06 \$	5.97 \$	6.30
in billions \$	0.807 \$	0.723 \$	0.662 \$	0.692 \$	0.759 \$	0.812 \$	0.799 \$	0.701 \$	0.695 \$	0.747
Other:										
Average of Buyers \$ Percent Buying										
Net Average \$	27.0% 7.50 \$	24.2% 5 7.51 \$	21.0% 6.45 \$	22.3% 6.20 \$	23.0% 7.21 \$	24.2% 7.32 \$	24.8% 7.14 \$	21.1% 7.46 \$	21.4% 6.88 \$	21.0% 5.43
in billions \$	0.798 \$		0.45 \$	0.20 \$ 0.681 \$	0.807 \$	0.844 \$	0.846 \$	0.863 \$	0.801 \$	0.644
		0.000 ψ	0.704 Ψ	0.001 ψ	ο.οο, ψ	0.011 ψ	0.0-το ψ	0.000 ψ	0.001 ψ	0.011
Combined Net Average \$	135.07 \$	3 135.03 \$	116.59 \$	118.60 \$	131.04 \$	145.28 \$	145.13 \$	137.46 \$	140.62 \$	146.00
in billions \$	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 y	oar2 (Chool	call that ann	hv)							
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,	o ·				a - • •	a-	.	ac =- ·	.	a - <i>i</i> :
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 Online	N/A 12.7%	N/A 11.1%	N/A 11.4%	N/A 13.1%	N/A 14.8%	N/A 18.7%	N/A 21.1%	N/A 19.1%	23.8% 18.8%	24.7% 21.4%
Catalog	5.6%	3.6%	3.7%	3.7%	3.5%	3.8%	3.6%	2.4%	2.3%	21.4%
respondents can select more than one answer.	0.070	0.070	5.7 /0	0.770	0.070	0.070	0.070		2.070	_ . 7/0
Overall, do you plan on spending more, the		-	-		-			10 5-1		10
More	13.5%	12.6%	6.7%	9.0%	11.0%	13.8%	15.1%	13.3%	15.0%	16.9%
Same Less	67.7% 18.8%	61.8% 25.6%	54.6% 38.7%	60.8% 30.2%	64.3% 24.7%	63.8% 22.4%	65.0% 19.9%	68.0% 18.7%	72.8% 12.2%	72.2% 10.9%
Total	10.0%	25.6%	100.0%	30.2% 100.0%	100.0%	100.0%	100.0%	100.0%	12.2%	10.9%

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 y	ou plan to do on E	aster Sunda	y? (Check a	ll that apply)	1					
Browse the web	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24.1%	24.5%
Cook holiday meal	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	54.8%	55.6%
Go to church	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50.8%	51.3%
Go to a movie	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7.5%	7.9%
Go to a restaurant	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15.0%	15.6%
Open gifts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	12.9%	13.9%
Plan an Easter egg hunt	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	30.9%	31.4%
Shop in a store	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7.9%	8.4%
Shop online	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	8.1%	9.3%
Visit family and friends	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	57.4%	57.8%
Watch TV	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	41.8%	41.1%
Work	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.2%	3.6%
Nothing The sum of the % totals may be greater than 100% because the	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.3%	3.0%

respondents can select more than one answer.