



## Spring Sales Surge of \$290 Million Forecasted in Nevada

### Easter Spending Projections Rise 11 Percent

Consumers in Nevada are projected to spend upwards of \$290 million on holiday meals, gifts, candy, spring clothing and decorations, flowers and greeting cards to help celebrate the upcoming Easter holiday, which falls on April 8 this year.

The annual Easter spending survey, commissioned by the National Retail Federation (NRF), reported an increase in average spending per person of 11 percent in 2012 (\$145.28) compared to last year (\$131.04). The NRF attributes the rise to both unseasonably warm weather conditions in many parts of the country and improving consumer confidence levels. A double-digit increase in Easter-specific spending levels in Nevada is considered quite possible, as statewide taxable retail sales were up 7.7 percent on average over the past six months, and up 7.1 percent over the past year.

Results specific to the West region of the U.S. indicated that 76.8 percent of adults plan to celebrate Easter this year, spending an average of \$140.65, which is slightly below the national average. Extrapolating the regional average spending level to the portion of Nevada's population that is expected to celebrate the holiday (76.8 percent), statewide spending of \$290 million is forecasted for 2012.

Nevada consumers are expected to spend approximately \$89 million on food for the holiday meal, \$47 million on spring clothing and festive accessories, \$42 million on gifts, \$41 million on candy, \$21 million on flowers, \$19 million on decorations, \$16 million on miscellaneous items and \$15 million on Easter greeting cards. With tasty arrays of chocolate eggs and jelly beans lining the shelves of many stores, it is likely that even those not celebrating the holiday will splurge on candy and other items, thereby



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*Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.*

#### **Looking out for Business**

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues RAN is there to inform you on the events that can have a real

slightly increasing spending driven by the spring celebration.

Mary Lau, President of the Retail Association of Nevada, noted that Easter falls more than two weeks earlier than it did last year. "Because Easter falls on vastly different calendar dates every year, the Easter displays in stores are a good reminder to consumers that the holiday is approaching and that it is time to start preparing to celebrate with family and friends."

The NRF 2012 Easter spending survey was conducted during the March 6 – 13 timeframe; the survey polled 9,242 adults across the U.S.

impact to your business.

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#### About The Author

**Applied Analysis**, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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Phone: (775) 882-1700  
Toll Free: (800) 690-5959  
Fax: (775) 882-1713

410 South Minnesota Street, Carson City, Nevada 89703