

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

**N = 7200, 5/2 - 5/10/16**

**Margin of Error = +/- 1.2%**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Percent Celebrating Father's Day</b>	77.2%	78.0%	76.3%	72.0%	81.7%	88.2%	90.8%	86.6%	75.1%	66.8%	58.8%	76.1%	77.8%	78.7%	75.0%

**Do you expect to spend more, the same or less for Father's Day this year than you spent last year?**

More	20.2%	21.8%	18.6%	22.4%	19.2%	38.7%	33.9%	20.6%	10.9%	7.5%	3.9%	17.7%	18.2%	20.7%	24.1%
Same	69.4%	68.5%	70.3%	64.2%	73.0%	51.8%	60.1%	71.7%	76.5%	78.7%	80.9%	71.2%	71.7%	68.5%	66.5%
Less	10.4%	9.6%	11.1%	13.4%	7.8%	9.6%	6.0%	7.7%	12.5%	13.8%	15.2%	11.0%	10.0%	10.8%	9.4%

**How much do you plan to spend on Father's Day gifts for each of the following items?**

	Average of Buyers	Percent Buying	Net Average	<i>in billions</i>
<b>Books or CDs</b>	\$ 23.43	22.9%	\$ 5.37	\$ 0.609
	\$ 24.78	26.3%	\$ 6.53	
	\$ 21.70	19.6%	\$ 4.26	
	\$ 20.34	21.9%	\$ 4.45	
	\$ 25.44	23.8%	\$ 6.07	
	\$ 20.87	28.3%	\$ 5.91	
	\$ 23.66	34.1%	\$ 8.06	
	\$ 24.24	22.9%	\$ 5.56	
	\$ 24.27	20.2%	\$ 4.89	
	\$ 24.39	18.3%	\$ 4.45	
	\$ 23.05	15.2%	\$ 3.49	
	\$ 24.20	23.2%	\$ 5.61	
	\$ 22.63	22.4%	\$ 5.07	
	\$ 23.21	21.9%	\$ 5.08	
	\$ 24.01	25.0%	\$ 6.01	
<b>Clothing</b>	\$ 40.69	43.2%	\$ 17.59	\$ 1.998
	\$ 44.64	40.8%	\$ 18.22	
	\$ 37.34	45.5%	\$ 17.00	
	\$ 35.09	42.9%	\$ 15.04	
	\$ 44.37	43.7%	\$ 19.40	
	\$ 34.30	56.5%	\$ 19.39	
	\$ 40.27	54.4%	\$ 21.92	
	\$ 42.76	46.4%	\$ 19.85	
	\$ 42.51	40.6%	\$ 17.25	
	\$ 44.78	35.9%	\$ 16.08	
	\$ 40.31	29.3%	\$ 11.80	
	\$ 43.65	45.2%	\$ 19.73	
	\$ 37.39	39.4%	\$ 14.71	
	\$ 40.86	44.0%	\$ 17.98	
	\$ 41.00	44.3%	\$ 18.18	
<b>Consumer electronics or computer related accessories</b>	\$ 75.65	20.1%	\$ 15.23	\$ 1.729
	\$ 78.80	25.2%	\$ 19.86	
	\$ 70.75	15.3%	\$ 10.84	
	\$ 64.00	21.9%	\$ 14.01	
	\$ 84.92	18.7%	\$ 15.91	
	\$ 65.26	34.8%	\$ 22.73	
	\$ 75.87	37.2%	\$ 28.20	
	\$ 78.15	24.5%	\$ 19.14	
	\$ 75.18	13.8%	\$ 10.34	
	\$ 88.83	7.6%	\$ 6.76	
	\$ 91.93	6.8%	\$ 6.22	
	\$ 83.73	19.3%	\$ 16.12	
	\$ 67.00	16.7%	\$ 11.20	
	\$ 75.58	21.0%	\$ 15.90	
	\$ 77.42	23.8%	\$ 18.41	
<b>Gift Certificates/Gift Cards</b>	\$ 42.68	40.7%	\$ 17.36	\$ 1.972
	\$ 44.99	42.4%	\$ 19.09	
	\$ 40.29	39.0%	\$ 15.73	
	\$ 35.99	38.8%	\$ 13.97	
	\$ 47.15	42.5%	\$ 20.04	
	\$ 33.21	48.4%	\$ 16.08	
	\$ 40.77	49.9%	\$ 20.35	
	\$ 46.80	46.4%	\$ 21.72	
	\$ 43.39	41.2%	\$ 17.89	
	\$ 45.69	31.1%	\$ 14.19	
	\$ 47.11	29.2%	\$ 13.74	
	\$ 44.55	40.0%	\$ 17.84	
	\$ 41.02	39.2%	\$ 16.07	
	\$ 42.20	42.6%	\$ 17.99	
	\$ 44.01	39.9%	\$ 17.55	
<b>Greeting card(s)</b>	\$ 11.36	64.5%	\$ 7.33	\$ 0.833
	\$ 12.07	57.1%	\$ 6.89	
	\$ 10.83	71.6%	\$ 7.75	
	\$ 11.28	62.2%	\$ 7.01	
	\$ 11.39	66.8%	\$ 7.61	
	\$ 11.83	63.9%	\$ 7.56	
	\$ 12.36	66.8%	\$ 8.26	
	\$ 11.43	69.5%	\$ 7.95	
	\$ 11.03	67.9%	\$ 7.49	
	\$ 10.58	61.8%	\$ 6.54	
	\$ 10.92	57.4%	\$ 6.27	
	\$ 11.48	66.1%	\$ 7.59	
	\$ 11.14	62.6%	\$ 6.97	
	\$ 11.38	66.1%	\$ 7.52	
	\$ 11.51	63.2%	\$ 7.28	
<b>Home improvement or gardening supplies</b>	\$ 45.30	15.5%	\$ 7.02	\$ 0.797
	\$ 48.61	17.6%	\$ 8.55	
	\$ 41.22	13.5%	\$ 5.58	
	\$ 40.40	15.3%	\$ 6.20	
	\$ 47.71	15.2%	\$ 7.24	
	\$ 41.12	22.2%	\$ 9.11	
	\$ 46.34	24.9%	\$ 11.54	
	\$ 49.34	16.7%	\$ 8.26	
	\$ 45.31	14.0%	\$ 6.34	
	\$ 44.42	9.0%	\$ 4.00	
	\$ 43.58	7.9%	\$ 3.44	
	\$ 42.98	13.7%	\$ 5.88	
	\$ 41.54	14.0%	\$ 5.82	
	\$ 47.34	17.0%	\$ 8.04	
	\$ 47.89	16.4%	\$ 7.85	
<b>Special outing such as dinner, brunch, or other fun activity/experience</b>	\$ 57.06	47.1%	\$ 26.88	\$ 3.052
	\$ 60.87	43.6%	\$ 26.54	
	\$ 53.93	50.5%	\$ 27.21	
	\$ 44.94	43.6%	\$ 19.57	
	\$ 64.62	48.8%	\$ 31.56	
	\$ 46.52	51.2%	\$ 23.80	
	\$ 52.52	54.9%	\$ 28.82	
	\$ 61.41	51.6%	\$ 31.72	
	\$ 61.50	45.7%	\$ 28.13	
	\$ 56.79	40.0%	\$ 22.73	
	\$ 62.63	40.3%	\$ 25.24	
	\$ 64.53	47.0%	\$ 30.31	
	\$ 52.29	44.8%	\$ 23.40	
	\$ 54.46	47.6%	\$ 25.92	
	\$ 59.27	49.9%	\$ 29.57	
<b>Sporting goods or leisure items</b>	\$ 41.19	15.8%	\$ 6.51	\$ 0.740
	\$ 41.70	18.5%	\$ 7.72	
	\$ 40.53	13.2%	\$ 5.37	
	\$ 35.58	16.2%	\$ 5.75	
	\$ 45.29	15.7%	\$ 7.12	
	\$ 33.80	26.5%	\$ 8.94	
	\$ 41.81	27.9%	\$ 11.68	
	\$ 44.94	17.9%	\$ 8.07	
	\$ 43.63	12.4%	\$ 5.41	
	\$ 45.30	7.2%	\$ 3.27	
	\$ 42.03	5.7%	\$ 2.38	
	\$ 47.65	14.9%	\$ 7.10	
	\$ 37.74	14.1%	\$ 5.32	
	\$ 39.68	15.9%	\$ 6.31	
	\$ 41.72	18.5%	\$ 7.70	
<b>Tools or appliances</b>	\$ 43.41	15.6%	\$ 6.79	\$ 0.771
	\$ 43.84	18.9%	\$ 8.28	
	\$ 42.81	12.6%	\$ 5.38	
	\$ 39.01	16.4%	\$ 6.41	
	\$ 47.07	14.8%	\$ 6.96	
	\$ 38.23	30.1%	\$ 11.49	
	\$ 44.06	28.3%	\$ 12.48	
	\$ 44.26	17.0%	\$ 7.51	
	\$ 48.72	10.9%	\$ 5.30	
	\$ 43.71	7.1%	\$ 3.10	
	\$ 48.22	4.3%	\$ 2.08	
	\$ 46.53	15.7%	\$ 7.30	
	\$ 39.32	13.0%	\$ 5.10	
	\$ 43.99	16.9%	\$ 7.42	
	\$ 43.98	16.6%	\$ 7.29	
<b>Automotive Accessories</b>	\$ 38.93	15.0%	\$ 5.83	
	\$ 40.18	18.6%	\$ 7.47	
	\$ 37.02	11.5%	\$ 4.27	
	\$ 32.68	15.9%	\$ 5.20	
	\$ 44.13	14.2%	\$ 6.26	
	\$ 33.45	29.0%	\$ 9.72	
	\$ 39.36	26.8%	\$ 10.53	
	\$ 40.22	17.3%	\$ 6.95	
	\$ 44.25	10.4%	\$ 4.62	
	\$ 46.89	6.4%	\$ 3.01	
	\$ 33.93	3.7%	\$ 1.24	
	\$ 39.14	14.1%	\$ 5.51	
	\$ 33.73	13.8%	\$ 4.66	
	\$ 41.87	15.5%	\$ 6.47	
	\$ 39.22	16.2%	\$ 6.36	

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

**N = 7200, 5/2 - 5/10/16**

**Margin of Error = +/- 1.2%**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<i>in billions</i> \$ 0.662															
<b>Personal Care</b>															
<b>Average of Buyers</b>	\$ 35.84	\$ 39.74	\$ 31.81	\$ 31.33	\$ 40.05	\$ 33.74	\$ 39.28	\$ 36.59	\$ 34.59	\$ 34.84	\$ 30.99	\$ 37.18	\$ 34.22	\$ 35.19	\$ 38.11
<b>Percent Buying</b>	18.4%	19.2%	17.6%	23.1%	14.8%	28.1%	29.1%	21.5%	15.4%	10.1%	8.5%	17.6%	15.4%	20.0%	19.2%
<b>Net Average</b>	\$ 6.58	\$ 7.62	\$ 5.60	\$ 7.23	\$ 5.92	\$ 9.47	\$ 11.44	\$ 7.87	\$ 5.34	\$ 3.53	\$ 2.63	\$ 6.56	\$ 5.29	\$ 7.04	\$ 7.30
<i>in billions</i> \$ 0.747															
<b>Other</b>															
<b>Average of Buyers</b>	\$ 20.41	\$ 20.79	\$ 20.02	\$ 19.26	\$ 21.42	\$ 19.50	\$ 20.33	\$ 20.47	\$ 20.89	\$ 20.58	\$ 20.98	\$ 19.76	\$ 20.08	\$ 20.79	\$ 20.98
<b>Percent Buying</b>	16.7%	17.5%	15.9%	17.3%	15.9%	21.9%	22.7%	17.4%	15.0%	14.8%	10.1%	18.6%	16.5%	15.8%	16.5%
<b>Net Average</b>	\$ 3.41	\$ 3.65	\$ 3.19	\$ 3.32	\$ 3.40	\$ 4.27	\$ 4.62	\$ 3.57	\$ 3.12	\$ 3.05	\$ 2.12	\$ 3.68	\$ 3.31	\$ 3.29	\$ 3.45
<i>in billions</i> \$ 0.388															
<b>Combined Average</b>	\$ 125.92	\$ 140.42	\$ 112.17	\$ 108.16	\$ 137.48	\$ 148.47	\$ 177.90	\$ 148.15	\$ 116.12	\$ 90.73	\$ 80.67	\$ 133.23	\$ 106.92	\$ 128.99	\$ 136.94
<i>in billions</i> \$ 14.297															

**Where will you purchase Father's Day gifts this year? (Check all that apply)**

Discount Store	26.6%	24.9%	28.2%	33.2%	22.8%	27.3%	27.8%	26.0%	26.1%	27.6%	25.2%	22.7%	29.5%	28.8%	23.4%
Department Store	38.2%	37.8%	38.6%	37.8%	38.9%	57.1%	49.4%	40.8%	34.0%	28.6%	24.2%	37.9%	35.6%	40.4%	37.6%
Specialty Clothing Store	11.1%	13.1%	9.1%	9.1%	12.6%	18.9%	19.0%	12.4%	7.7%	6.5%	4.2%	11.9%	8.2%	11.3%	13.3%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	23.9%	24.0%	23.8%	20.3%	27.0%	28.0%	30.1%	28.0%	20.6%	16.5%	21.1%	25.5%	22.5%	23.2%	25.3%
Local/Small Business	17.1%	17.8%	16.4%	15.6%	18.5%	20.0%	18.3%	14.9%	15.8%	15.6%	18.3%	18.1%	17.9%	15.6%	17.8%
Online	32.4%	34.7%	30.2%	31.7%	33.7%	43.5%	41.5%	36.9%	27.6%	24.7%	23.2%	31.7%	29.4%	32.0%	37.2%
Catalog	2.4%	2.7%	2.2%	2.8%	2.2%	4.3%	3.3%	3.4%	1.6%	1.2%	1.2%	2.6%	1.4%	3.1%	2.0%

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

**Who do you plan to buy a Father's Day gift for this year? (Check all that apply)**

Father or Stepfather	53.3%	58.7%	48.2%	52.2%	54.6%	83.8%	77.8%	69.0%	58.3%	29.4%	10.4%	51.5%	54.1%	53.6%	53.7%
Husband	28.4%	5.2%	50.4%	25.3%	30.3%	13.1%	26.8%	30.1%	31.1%	30.1%	34.8%	28.5%	28.5%	29.1%	27.1%
Son	8.9%	8.4%	9.4%	8.1%	9.3%	2.1%	4.2%	3.4%	7.5%	13.2%	20.9%	8.7%	8.5%	8.7%	10.1%
Grandfather	4.9%	5.9%	3.9%	4.8%	4.9%	11.5%	11.0%	5.0%	1.9%	1.1%	0.4%	5.3%	3.8%	5.4%	4.7%
Brother	6.3%	8.1%	4.7%	6.5%	6.4%	4.4%	9.2%	9.0%	6.1%	4.5%	4.4%	5.8%	5.5%	6.6%	7.4%
Friend	5.0%	5.2%	4.9%	5.3%	5.1%	4.0%	6.9%	6.8%	5.2%	3.6%	3.4%	4.3%	4.8%	5.8%	4.8%
Godfather	1.6%	2.1%	1.2%	1.2%	2.1%	2.4%	2.4%	2.6%	0.9%	1.5%	0.4%	1.7%	1.2%	2.0%	1.7%
Other relative	7.3%	8.2%	6.5%	7.8%	7.3%	5.2%	4.0%	6.0%	6.4%	8.6%	13.1%	7.8%	7.1%	7.3%	7.0%

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**Regarding "gifts of experience" (e.g. tickets to a concert or sporting event, hot air balloon ride, gym membership, spa service, art/learning classes, etc.), do either of the following apply to you this Father's Day? (Check all that apply)**

I'm planning to give a "gift of experience"	21.7%	23.9%	19.6%	22.5%	21.6%	41.2%	40.2%	26.0%	14.7%	8.6%	4.9%	22.7%	17.9%	21.9%	24.9%
I would love to receive a "gift of experience"	23.7%	28.4%	19.2%	21.6%	25.6%	25.0%	31.4%	29.5%	24.7%	20.7%	11.6%	22.4%	25.1%	23.7%	23.3%
None of the above	58.3%	52.6%	63.7%	59.1%	57.3%	42.0%	37.2%	49.6%	62.8%	71.1%	82.3%	58.6%	60.0%	58.3%	56.0%

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**Asked of Father's Day Celebrants: Do you own either of the following devices?**

Smartphone (e.g. iPhone, Droid, BlackBerry, etc.)	77.4%	78.0%	76.8%	69.9%	82.8%	92.5%	89.8%	87.0%	77.9%	66.7%	55.1%	75.4%	76.7%	77.3%	80.1%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	47.6%	47.3%	47.9%	40.1%	54.4%	43.8%	52.2%	53.1%	49.1%	45.8%	41.2%	47.6%	46.7%	46.7%	50.6%
I do not own either of these types of devices	14.8%	14.7%	14.8%	21.2%	10.1%	4.3%	5.4%	7.3%	13.3%	22.9%	32.2%	15.2%	15.9%	15.3%	12.4%

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**Own a Smartphone: How will you use your Smartphone to make Father's Day purchase decisions? (Check all that apply)**

Plan to research products/compare prices	30.4%	32.2%	28.7%	31.0%	29.9%	57.6%	51.5%	36.3%	23.0%	14.0%	7.3%	29.1%	27.8%	31.4%	33.5%
Plan to purchase products	15.7%	18.0%	13.5%	17.3%	14.9%	33.1%	28.8%	20.7%	8.6%	4.7%	2.9%	15.4%	13.9%	15.7%	18.2%
Plan to redeem coupons	10.5%	9.4%	11.5%	11.5%	10.0%	20.0%	16.7%	12.5%	7.1%	4.6%	4.3%	11.0%	9.1%	10.9%	10.9%
Plan to look up retailer information (location, store hours, directions, etc.)	16.7%	15.8%	17.6%	15.7%	17.2%	32.7%	27.0%	19.7%	10.5%	8.0%	6.6%	15.5%	14.8%	16.6%	20.5%
Plan to check for in-store availability of products	11.3%	11.9%	10.8%	12.0%	11.3%	22.7%	19.7%	13.4%	7.2%	4.8%	3.2%	10.7%	10.5%	11.2%	13.0%
Plan to use Apps to research or purchase products	7.6%	8.9%	6.4%	7.8%	7.9%	13.6%	13.4%	8.0%	5.6%	4.1%	2.6%	7.3%	6.2%	7.6%	9.7%

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**N = 7200, 5/2 - 5/10/16**

**Margin of Error = +/- 1.2%**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Plan to use Apps to compare prices	7.5%	8.1%	6.8%	8.0%	7.5%	12.9%	12.2%	7.8%	5.8%	4.2%	3.2%	7.3%	6.3%	7.4%	9.1%
Plan to use smartphone to pay for a transaction at a store check-out counter	3.4%	3.9%	3.0%	4.2%	3.1%	8.0%	5.5%	3.7%	2.4%	1.2%	0.8%	3.2%	2.8%	3.3%	4.3%
Do not plan to research or make a purchase with my smartphone	55.8%	54.0%	57.5%	54.0%	57.4%	22.3%	28.3%	46.9%	66.7%	76.6%	84.8%	56.6%	60.1%	53.6%	53.2%

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**Own a Tablet: How will you use your Tablet to make Father's Day purchase decisions? (Check all that apply)**

Plan to research products/compare prices	32.0%	35.4%	28.9%	27.9%	33.6%	43.2%	46.1%	36.3%	28.0%	23.6%	18.2%	28.2%	30.1%	31.2%	39.6%
Plan to purchase products	19.1%	22.4%	16.0%	19.3%	19.0%	29.0%	28.7%	23.0%	16.4%	11.0%	9.3%	18.6%	18.3%	18.4%	21.5%
Plan to redeem coupons	8.9%	9.9%	8.0%	9.9%	8.3%	17.2%	13.7%	12.3%	6.5%	4.2%	2.0%	8.8%	7.6%	9.4%	9.4%
Plan to look up retailer information (location, store hours, directions, etc.)	14.5%	16.8%	12.2%	12.7%	15.1%	24.0%	23.9%	16.5%	11.4%	6.7%	6.7%	13.1%	12.7%	14.1%	18.2%
Plan to check for in-store availability of products	11.6%	14.5%	8.8%	10.4%	12.2%	17.1%	17.9%	13.2%	9.3%	8.1%	5.3%	11.4%	10.7%	11.3%	13.3%
Plan to use Apps to research or purchase products	7.7%	9.9%	5.6%	6.2%	8.9%	11.9%	14.6%	10.0%	4.4%	2.9%	3.3%	6.4%	7.2%	7.6%	9.6%
Plan to use Apps to compare prices	7.7%	9.8%	5.6%	6.3%	8.4%	11.4%	12.2%	8.3%	5.7%	5.8%	3.6%	6.0%	7.3%	7.6%	9.9%
Plan to use tablet to pay for a transaction at a store check-out counter	3.5%	4.6%	2.5%	3.8%	3.4%	6.7%	6.5%	3.2%	2.4%	2.7%	0.6%	3.2%	3.6%	2.7%	5.1%
Do not plan to research or make a purchase with my tablet	54.9%	49.5%	60.1%	55.9%	55.7%	36.7%	34.9%	47.6%	61.0%	69.9%	74.6%	58.6%	57.3%	54.1%	50.4%

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	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Percent Celebrating Father's Day</b>	76.0%	74.8%	75.4%	75.3%	75.5%	77.1%	77.7%	76.1%	75.4%	77.2%
<b>Do you expect to spend more, the same or less for Father's Day this year than you spent last year?</b>										
More	13.0%	12.4%	7.9%	12.7%	13.6%	18.0%	16.5%	18.1%	17.6%	20.2%
Same	74.7%	67.2%	67.6%	69.4%	68.9%	67.5%	70.8%	70.2%	73.0%	69.4%
Less	12.4%	20.4%	24.5%	17.9%	17.5%	14.5%	12.7%	11.7%	9.4%	10.4%
<b>How much do you plan to spend on Father's Day gifts for each of the following items?</b>										
<b>Books or CDs</b>										
<b>Average of Buyers</b>	\$ 22.82	\$ 23.25	\$ 22.70	\$ 22.62	\$ 22.66	\$ 22.93	\$ 22.47	\$ 22.57	\$ 22.77	\$ 23.43
<b>Percent Buying</b>	24.8%	22.6%	23.4%	23.4%	25.3%	25.9%	25.4%	22.4%	21.5%	22.9%
<b>Net Average</b>	\$ 5.66	\$ 5.25	\$ 5.32	\$ 5.30	\$ 5.74	\$ 5.95	\$ 5.72	\$ 5.06	\$ 4.90	\$ 5.37
<i>in billions</i>	\$ 0.576	\$ 0.532	\$ 0.548	\$ 0.551	\$ 0.598	\$ 0.645	\$ 0.634	\$ 0.555	\$ 0.538	\$ 0.609
<b>Clothing</b>										
<b>Average of Buyers</b>	\$ 36.70	\$ 36.21	\$ 33.97	\$ 34.28	\$ 34.90	\$ 37.33	\$ 38.40	\$ 39.30	\$ 39.90	\$ 40.69
<b>Percent Buying</b>	37.1%	36.5%	36.3%	36.7%	38.2%	42.3%	43.3%	41.6%	39.7%	43.2%
<b>Net Average</b>	\$ 13.62	\$ 13.20	\$ 12.34	\$ 12.57	\$ 13.32	\$ 15.77	\$ 16.61	\$ 16.34	\$ 15.85	\$ 17.59
<i>in billions</i>	\$ 1.384	\$ 1.338	\$ 1.271	\$ 1.308	\$ 1.389	\$ 1.711	\$ 1.841	\$ 1.790	\$ 1.739	\$ 1.998
<b>Consumer electronics or computer related accessories</b>										
<b>Average of Buyers</b>	\$ 70.11	\$ 67.38	\$ 63.61	\$ 63.42	\$ 67.20	\$ 73.40	\$ 75.16	\$ 73.61	\$ 74.57	\$ 75.65
<b>Percent Buying</b>	17.8%	18.5%	15.6%	17.4%	18.5%	21.8%	21.4%	19.8%	19.7%	20.1%
<b>Net Average</b>	\$ 12.51	\$ 12.47	\$ 9.93	\$ 11.05	\$ 12.44	\$ 16.03	\$ 16.08	\$ 14.55	\$ 14.71	\$ 15.23
<i>in billions</i>	\$ 1.272	\$ 1.264	\$ 1.022	\$ 1.150	\$ 1.297	\$ 1.739	\$ 1.783	\$ 1.594	\$ 1.614	\$ 1.729
<b>Gift Certificates/Gift Cards</b>										
<b>Average of Buyers</b>	\$ 40.22	\$ 37.07	\$ 37.95	\$ 35.80	\$ 36.42	\$ 39.84	\$ 40.69	\$ 42.97	\$ 42.34	\$ 42.68
<b>Percent Buying</b>	29.9%	32.7%	30.9%	31.2%	36.9%	39.4%	39.8%	38.0%	39.0%	40.7%
<b>Net Average</b>	\$ 12.05	\$ 12.12	\$ 11.71	\$ 11.17	\$ 13.44	\$ 15.70	\$ 16.21	\$ 16.34	\$ 16.53	\$ 17.36
<i>in billions</i>	\$ 1.225	\$ 1.228	\$ 1.206	\$ 1.162	\$ 1.402	\$ 1.703	\$ 1.797	\$ 1.791	\$ 1.813	\$ 1.972
<b>Greeting card(s)</b>										
<b>Average of Buyers</b>	\$ 10.98	\$ 10.96	\$ 10.90	\$ 10.97	\$ 11.08	\$ 11.25	\$ 11.32	\$ 11.17	\$ 11.39	\$ 11.36
<b>Percent Buying</b>	69.9%	68.4%	67.0%	65.6%	67.5%	67.7%	65.8%	64.1%	62.2%	64.5%
<b>Net Average</b>	\$ 7.68	\$ 7.49	\$ 7.31	\$ 7.20	\$ 7.48	\$ 7.62	\$ 7.45	\$ 7.17	\$ 7.08	\$ 7.33
<i>in billions</i>	\$ 0.780	\$ 0.759	\$ 0.752	\$ 0.749	\$ 0.780	\$ 0.827	\$ 0.826	\$ 0.785	\$ 0.777	\$ 0.833
<b>Home improvement or gardening supplies</b>										
<b>Average of Buyers</b>	\$ 50.05	\$ 54.84	\$ 47.05	\$ 47.87	\$ 49.87	\$ 46.89	\$ 46.58	\$ 42.51	\$ 45.45	\$ 45.30
<b>Percent Buying</b>	12.4%	12.1%	10.8%	11.0%	13.4%	14.3%	14.6%	13.8%	14.2%	15.5%
<b>Net Average</b>	\$ 6.23	\$ 6.64	\$ 5.07	\$ 5.29	\$ 6.67	\$ 6.72	\$ 6.81	\$ 5.88	\$ 6.47	\$ 7.02
<i>in billions</i>	\$ 0.633	\$ 0.673	\$ 0.522	\$ 0.550	\$ 0.695	\$ 0.729	\$ 0.755	\$ 0.645	\$ 0.710	\$ 0.797
<b>Special outing such as dinner or brunch</b>										
<b>Average of Buyers</b>	\$ 49.54	\$ 48.80	\$ 46.18	\$ 45.96	\$ 46.81	\$ 48.96	\$ 49.49	\$ 53.01	\$ 54.57	\$ 57.06
<b>Percent Buying</b>	42.7%	41.4%	39.1%	39.9%	42.3%	44.4%	45.9%	42.6%	43.3%	47.1%
<b>Net Average</b>	\$ 21.18	\$ 20.19	\$ 18.04	\$ 18.33	\$ 19.81	\$ 21.74	\$ 22.70	\$ 22.61	\$ 23.65	\$ 26.88
<i>in billions</i>	\$ 2.153	\$ 2.046	\$ 1.858	\$ 1.907	\$ 2.067	\$ 2.358	\$ 2.516	\$ 2.478	\$ 2.595	\$ 3.052
<b>Sporting goods or leisure items</b>										
<b>Average of Buyers</b>	\$ 48.32	\$ 43.08	\$ 42.09	\$ 40.96	\$ 43.88	\$ 39.87	\$ 41.13	\$ 41.04	\$ 41.80	\$ 41.19
<b>Percent Buying</b>	13.9%	13.3%	11.6%	11.4%	14.3%	14.8%	15.6%	14.7%	14.5%	15.8%
<b>Net Average</b>	\$ 6.73	\$ 5.71	\$ 4.88	\$ 4.67	\$ 6.26	\$ 5.91	\$ 6.41	\$ 6.04	\$ 6.06	\$ 6.51
<i>in billions</i>	\$ 0.684	\$ 0.579	\$ 0.502	\$ 0.486	\$ 0.653	\$ 0.641	\$ 0.710	\$ 0.662	\$ 0.665	\$ 0.740
<b>Tools or appliances</b>										
<b>Average of Buyers</b>	\$ 49.41	\$ 47.70	\$ 41.93	\$ 47.07	\$ 46.95	\$ 44.19	\$ 42.80	\$ 43.18	\$ 43.64	\$ 43.41
<b>Percent Buying</b>	13.6%	13.1%	11.5%	11.8%	14.2%	15.4%	15.7%	14.0%	14.0%	15.6%
<b>Net Average</b>	\$ 6.72	\$ 6.26	\$ 4.83	\$ 5.56	\$ 6.68	\$ 6.80	\$ 6.71	\$ 6.05	\$ 6.09	\$ 6.79
<i>in billions</i>	\$ 0.683	\$ 0.634	\$ 0.498	\$ 0.578	\$ 0.697	\$ 0.738	\$ 0.744	\$ 0.663	\$ 0.668	\$ 0.771
<b>Automotive Accessories</b>										
<b>Average of Buyers</b>	NA	NA	\$ 46.05	\$ 36.29	\$ 42.52	\$ 35.95	\$ 36.23	\$ 35.57	\$ 35.92	\$ 38.93
<b>Percent Buying</b>	NA	NA	6.7%	10.6%	13.4%	14.1%	14.7%	13.3%	13.1%	15.0%
<b>Net Average</b>	NA	NA	\$ 3.07	\$ 3.84	\$ 5.69	\$ 5.08	\$ 5.34	\$ 4.74	\$ 4.72	\$ 5.83
<i>in billions</i>	NA	NA	\$ 0.317	\$ 0.400	\$ 0.593	\$ 0.551	\$ 0.592	\$ 0.520	\$ 0.518	\$ 0.662
<b>Personal Care</b>										
<b>Average of Buyers</b>	NA	NA	\$ 32.35	\$ 35.00	\$ 36.35	\$ 36.11	\$ 35.53	\$ 35.48	\$ 36.21	\$ 35.84
<b>Percent Buying</b>	NA	NA	13.0%	15.0%	16.0%	17.5%	17.9%	16.5%	17.2%	18.4%
<b>Net Average</b>	NA	NA	\$ 4.21	\$ 5.26	\$ 5.80	\$ 6.31	\$ 6.38	\$ 5.85	\$ 6.23	\$ 6.58
<i>in billions</i>	NA	NA	\$ 0.434	\$ 0.547	\$ 0.605	\$ 0.684	\$ 0.707	\$ 0.641	\$ 0.684	\$ 0.747
<b>Other</b>										
<b>Average of Buyers</b>	\$ 29.59	\$ 28.87	\$ 26.69	\$ 26.79	\$ 19.74	\$ 20.09	\$ 19.63	\$ 19.98	\$ 20.40	\$ 20.41
<b>Percent Buying</b>	20.2%	18.0%	15.7%	15.2%	16.0%	17.5%	17.4%	15.9%	16.0%	16.7%
<b>Net Average</b>	\$ 5.97	\$ 5.21	\$ 4.18	\$ 4.08	\$ 3.15	\$ 3.51	\$ 3.42	\$ 3.18	\$ 3.27	\$ 3.41
<i>in billions</i>	\$ 0.607	\$ 0.528	\$ 0.430	\$ 0.425	\$ 0.329	\$ 0.381	\$ 0.379	\$ 0.348	\$ 0.359	\$ 0.388

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Combined Average \$</b>	<b>98.34</b>	<b>94.54</b>	<b>90.89</b>	<b>94.32</b>	<b>106.49</b>	<b>117.14</b>	<b>119.84</b>	<b>113.80</b>	<b>115.57</b>	<b>125.92</b>
<i>in billions \$</i>	9.997	9.581	9.360	9.812	11.106	12.707	13.284	12.473	12.677	14.297

**Where will you purchase Father's Day gifts this year? (Check all that apply)**

Discount Store	28.7%	31.0%	33.9%	34.4%	32.2%	34.0%	31.5%	28.1%	25.2%	26.6%
Department Store	34.2%	32.5%	33.7%	34.1%	35.2%	41.6%	40.6%	35.8%	36.4%	38.2%
Specialty Clothing Store	7.3%	7.9%	6.1%	7.6%	8.9%	10.7%	9.9%	9.3%	10.2%	11.1%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	29.6%	28.1%	26.8%	26.4%	26.9%	28.6%	27.3%	24.2%	22.6%	23.9%
Local/Small Business	NA	16.6%	16.9%	17.1%						
Online	18.7%	18.0%	17.9%	20.5%	22.1%	28.4%	29.8%	28.4%	29.2%	32.4%
Catalog	3.5%	3.0%	2.8%	2.8%	3.1%	3.4%	2.7%	1.9%	1.9%	2.4%

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

**Who do you plan to buy a Father's Day gift for this year? (Check all that apply)**

Father or Stepfather	50.1%	48.2%	51.1%	49.3%	50.3%	53.9%	53.0%	52.3%	51.8%	53.3%
Husband	28.2%	27.7%	28.6%	27.1%	26.1%	29.2%	29.1%	27.6%	27.6%	28.4%
Son	7.7%	7.6%	7.6%	7.4%	8.0%	9.7%	9.7%	9.2%	8.9%	8.9%
Grandfather	3.8%	4.5%	4.7%	4.4%	4.7%	5.3%	4.9%	4.2%	4.3%	4.9%
Brother	4.6%	5.0%	5.1%	5.1%	5.8%	6.8%	6.4%	5.3%	6.1%	6.3%
Friend	4.2%	4.4%	4.3%	4.9%	5.3%	5.7%	5.4%	4.8%	5.0%	5.0%
Godfather	1.1%	1.2%	1.1%	1.3%	1.5%	2.0%	1.6%	1.4%	1.4%	1.6%
Other relative	9.7%	9.4%	9.4%	7.8%	8.3%	9.4%	9.4%	7.7%	8.3%	7.3%

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

**Regarding "gifts of experience" (e.g. tickets to a concert or sporting event, hot air balloon ride, gym membership, spa service, art/learning classes, etc.), do either of the following apply to you this Father's Day? (Check all that apply)**

I'm planning to give a "gift of experience"	NA	21.7%								
I would love to receive a "gift of experience"	NA	23.7%								
None of the above	NA	58.3%								

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