

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, MAY-15

N = 6087, 5/5 - 5/12/15

Adults 18+ Men Women <\$50K \$50K+ 18-24 25-34 35-44 45-54 55-64 65+ NE MW South West

Margin of Error = +/- 1.3%

How many High School or College graduates do you plan on buying a gift for this year?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Average of Buyers	1.91	2.01	1.83	1.81	1.94	2.07	2.14	1.81	1.97	1.69	1.66	1.97	1.90	1.91	1.88
Percent Buying	32.0%	30.3%	33.7%	28.7%	35.2%	42.9%	34.5%	32.0%	34.9%	24.8%	25.6%	31.2%	37.4%	30.3%	29.6%
Net Average	0.61	0.61	0.62	0.52	0.69	0.89	0.74	0.58	0.69	0.42	0.42	0.62	0.71	0.58	0.56

Buying for at Least One Graduate: What type of gifts do you intend to give? (Check all that apply)

Apparel	12.9%	14.4%	11.5%	13.8%	11.7%	26.6%	26.6%	11.5%	6.9%	4.8%	4.5%	16.2%	9.2%	12.1%	15.5%
Card	41.6%	41.4%	41.7%	41.3%	42.5%	51.7%	57.0%	48.0%	36.2%	34.5%	25.2%	35.9%	45.5%	38.7%	45.2%
Cash	56.9%	52.6%	60.9%	55.8%	58.8%	44.5%	44.6%	50.3%	61.0%	69.8%	68.0%	56.9%	63.5%	53.8%	53.5%
Electronics	10.3%	14.2%	6.6%	8.9%	11.3%	15.5%	18.5%	12.4%	9.2%	5.4%	2.3%	9.2%	9.9%	10.3%	10.8%
Gift Card	30.2%	28.6%	31.7%	28.9%	31.9%	27.8%	39.0%	34.8%	33.8%	24.8%	20.4%	28.5%	28.9%	33.1%	30.4%
Other (please specify)	4.8%	4.0%	5.6%	3.6%	4.6%	5.1%	3.4%	4.4%	5.8%	4.4%	5.8%	6.1%	3.7%	4.0%	5.9%

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

Buying for at Least One Graduate: How much do you plan to spend in total for graduation gifts?

Average	\$ 102.50	\$ 112.00	\$ 93.49	\$ 78.35	\$ 119.19	\$ 74.87	\$ 91.13	\$ 103.52	\$ 126.43	\$ 103.84	\$ 107.30	\$ 115.21	\$ 99.29	\$ 100.27	\$ 97.62
Average per Recipient	\$ 53.55	\$ 55.63	\$ 51.10	\$ 43.39	\$ 61.29	\$ 36.11	\$ 42.52	\$ 57.08	\$ 64.23	\$ 61.45	\$ 64.57	\$ 58.36	\$ 52.34	\$ 52.46	\$ 51.85
<i>in billions</i>	\$ 4.776														

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	2007	2008	2009	2010	2011	2012	2013	2014	2015
How many High School or College graduates do you plan on buying a gift for this year?									
Average of Buyers	1.96	1.91	1.94	1.85	1.84	1.94	1.92	1.87	1.91
Percent Buying	33.7%	32.4%	32.5%	31.4%	30.7%	33.7%	34.7%	33.7%	32.0%
Net Average	0.66	0.62	0.63	0.58	0.56	0.65	0.66	0.63	0.61

What type of gifts do you intend to give? (Check all that apply)

Apparel	9.1%	10.8%	9.9%	11.4%	10.3%	12.5%	10.7%	12.0%	12.9%
Card	35.7%	35.6%	37.0%	37.5%	38.3%	40.8%	42.8%	38.3%	41.6%
Cash	58.8%	56.8%	58.9%	58.3%	55.9%	57.6%	56.7%	56.8%	56.9%
Electronics	11.5%	11.6%	9.0%	10.6%	9.5%	12.1%	11.9%	8.8%	10.3%
Gift Card	31.3%	32.2%	29.4%	31.6%	28.3%	33.1%	32.1%	31.4%	30.2%
Other (please specify)	8.6%	8.1%	8.9%	6.6%	6.4%	5.3%	4.8%	5.5%	4.8%

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

How much do you plan to spend in total for graduation gifts?

Average	\$ 99.91	\$ 99.79	\$ 88.01	\$ 89.85	\$ 90.42	\$ 99.94	\$ 93.90	\$ 97.79	\$ 102.50
Average per Recipient	\$ 51.05	\$ 52.12	\$ 45.33	\$ 48.69	\$ 49.18	\$ 51.48	\$ 49.02	\$ 52.33	\$ 53.55
<i>in billions</i>	\$ 4.502	\$ 4.373	\$ 3.913	\$ 3.893	\$ 3.867	\$ 4.736	\$ 4.641	\$ 4.748	\$ 4.776