

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

N = 6285, 4/1 - 4/9/15

	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%															
Do you expect to spend more, the same or less for Mother's Day this year than you spent last year?															
More	18.0%	21.8%	14.3%	17.8%	17.5%	43.7%	31.9%	17.3%	11.3%	6.3%	3.8%	18.4%	15.3%	17.8%	20.5%
Same	57.0%	57.0%	57.0%	52.4%	61.4%	45.1%	57.4%	66.6%	66.3%	51.8%	51.9%	58.4%	58.5%	57.4%	53.7%
Less	9.3%	6.8%	11.7%	10.3%	8.5%	6.1%	5.4%	7.7%	8.9%	15.4%	11.8%	8.9%	9.5%	9.9%	8.6%
Don't Celebrate Mother's Day	15.8%	14.5%	17.0%	19.4%	12.5%	5.1%	5.3%	8.4%	13.5%	26.6%	32.5%	14.4%	16.7%	14.9%	17.3%
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%

Percent Celebrating Mother's Day

	84.2%	85.5%	83.0%	80.6%	87.5%	94.9%	94.7%	91.6%	86.5%	73.4%	67.5%	85.6%	83.3%	85.1%	82.7%
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If you plan to give any of the following as gifts on Mother's Day, please tell us how much you will spend for each.

(in dollars)

Clothing or clothing accessories

Average of Buyers	\$ 45.20	\$ 47.78	\$ 42.67	\$ 34.22	\$ 53.50	\$ 33.61	\$ 46.41	\$ 46.60	\$ 47.26	\$ 47.71	\$ 57.07	\$ 47.37	\$ 44.48	\$ 41.93	\$ 49.99
Percent Buying	35.8%	36.3%	35.2%	33.3%	36.7%	58.0%	47.9%	38.1%	30.2%	25.0%	21.3%	38.3%	29.2%	38.2%	35.9%
Net Average	\$ 16.16	\$ 17.36	\$ 15.03	\$ 11.38	\$ 19.66	\$ 19.49	\$ 22.23	\$ 17.77	\$ 14.26	\$ 11.93	\$ 12.15	\$ 18.15	\$ 12.99	\$ 16.00	\$ 17.93
<i>in billions</i>	\$ 1.982														

Jewelry

Average of Buyers	\$ 102.91	\$ 129.63	\$ 69.20	\$ 75.05	\$ 125.20	\$ 82.50	\$ 107.27	\$ 117.27	\$ 107.02	\$ 103.75	\$ 103.81	\$ 104.96	\$ 91.26	\$ 101.78	\$ 115.24
Percent Buying	34.2%	39.2%	29.5%	30.7%	35.3%	57.1%	50.2%	35.9%	27.7%	19.0%	20.9%	37.5%	28.5%	34.4%	37.0%
Net Average	\$ 35.21	\$ 50.84	\$ 20.39	\$ 23.07	\$ 44.17	\$ 47.15	\$ 53.89	\$ 42.11	\$ 29.64	\$ 19.71	\$ 21.74	\$ 39.37	\$ 26.05	\$ 34.99	\$ 42.60
<i>in billions</i>	\$ 4.317														

Flowers

Average of Buyers	\$ 29.00	\$ 30.36	\$ 27.41	\$ 22.77	\$ 33.53	\$ 21.37	\$ 27.66	\$ 29.37	\$ 33.78	\$ 29.38	\$ 31.56	\$ 29.04	\$ 27.11	\$ 29.30	\$ 30.49
Percent Buying	67.2%	74.4%	60.4%	61.7%	70.6%	76.1%	74.2%	69.5%	65.4%	59.9%	60.4%	73.3%	65.5%	64.6%	67.9%
Net Average	\$ 19.49	\$ 22.59	\$ 16.54	\$ 14.05	\$ 23.66	\$ 16.25	\$ 20.53	\$ 20.40	\$ 22.09	\$ 17.59	\$ 19.06	\$ 21.27	\$ 17.75	\$ 18.92	\$ 20.71
<i>in billions</i>	\$ 2.389														

Books or CDs

Average of Buyers	\$ 19.74	\$ 20.88	\$ 18.07	\$ 16.23	\$ 22.94	\$ 17.02	\$ 21.76	\$ 18.10	\$ 22.79	\$ 20.08	\$ 17.70	\$ 20.65	\$ 19.73	\$ 19.33	\$ 20.48
Percent Buying	20.0%	24.5%	15.8%	19.1%	20.0%	31.5%	32.5%	18.9%	15.5%	12.3%	12.1%	19.7%	18.5%	19.4%	22.0%
Net Average	\$ 3.95	\$ 5.11	\$ 2.85	\$ 3.10	\$ 4.59	\$ 5.36	\$ 7.06	\$ 3.42	\$ 3.54	\$ 2.48	\$ 2.15	\$ 4.06	\$ 3.65	\$ 3.75	\$ 4.51
<i>in billions</i>	\$ 0.484														

Greeting card(s)

Average of Buyers	\$ 8.02	\$ 8.79	\$ 7.30	\$ 7.78	\$ 8.28	\$ 9.23	\$ 10.23	\$ 7.54	\$ 7.56	\$ 6.96	\$ 6.89	\$ 7.70	\$ 7.97	\$ 8.00	\$ 8.44
Percent Buying	80.0%	79.5%	80.5%	75.2%	83.9%	78.1%	79.2%	81.8%	83.7%	78.1%	78.3%	82.8%	80.7%	79.5%	78.1%
Net Average	\$ 6.41	\$ 6.98	\$ 5.87	\$ 5.85	\$ 6.94	\$ 7.21	\$ 8.10	\$ 6.17	\$ 6.33	\$ 5.44	\$ 5.40	\$ 6.38	\$ 6.43	\$ 6.36	\$ 6.59
<i>in billions</i>	\$ 0.786														

Gift Card(s)/Certificate(s)

Average of Buyers	\$ 41.22	\$ 43.19	\$ 39.32	\$ 34.16	\$ 47.26	\$ 31.37	\$ 41.64	\$ 40.52	\$ 41.46	\$ 45.29	\$ 48.33	\$ 47.68	\$ 36.50	\$ 40.55	\$ 41.36
Percent Buying	44.2%	44.4%	43.9%	40.5%	46.6%	52.0%	52.8%	48.9%	44.4%	37.8%	31.4%	46.1%	41.1%	44.9%	44.6%
Net Average	\$ 18.20	\$ 19.16	\$ 17.28	\$ 13.82	\$ 22.04	\$ 16.32	\$ 21.97	\$ 19.82	\$ 18.41	\$ 17.14	\$ 15.16	\$ 21.97	\$ 15.01	\$ 18.21	\$ 18.46
<i>in billions</i>	\$ 2.231														

Consumer electronics or computer related accessories

Average of Buyers	\$ 106.86	\$ 114.93	\$ 90.57	\$ 88.03	\$ 128.84	\$ 102.74	\$ 117.69	\$ 93.90	\$ 91.20	\$ 129.39	\$ 106.47	\$ 108.52	\$ 86.75	\$ 114.06	\$ 112.13
Percent Buying	14.2%	19.5%	9.2%	13.4%	14.1%	30.1%	29.0%	14.8%	8.1%	4.4%	2.9%	15.7%	10.9%	14.1%	16.6%
Net Average	\$ 15.19	\$ 22.45	\$ 8.30	\$ 11.77	\$ 18.18	\$ 30.94	\$ 34.12	\$ 13.92	\$ 7.42	\$ 5.63	\$ 3.13	\$ 17.03	\$ 9.42	\$ 16.06	\$ 18.63
<i>in billions</i>	\$ 1.862														

Housewares or gardening tools

Average of Buyers	\$ 38.93	\$ 43.81	\$ 33.02	\$ 32.74	\$ 45.47	\$ 39.40	\$ 41.58	\$ 34.21	\$ 45.10	\$ 34.57	\$ 32.05	\$ 42.05	\$ 35.48	\$ 39.02	\$ 40.24
Percent Buying	18.8%	21.2%	16.5%	17.5%	18.8%	32.9%	31.8%	19.1%	14.1%	10.6%	8.0%	18.3%	18.5%	18.2%	20.3%
Net Average	\$ 7.31	\$ 9.27	\$ 5.46	\$ 5.75	\$ 8.54	\$ 12.95	\$ 13.21	\$ 6.53	\$ 6.36	\$ 3.65	\$ 2.56	\$ 7.70	\$ 6.56	\$ 7.10	\$ 8.18
<i>in billions</i>	\$ 0.897														

Personal Service, such as day at a spa, a facial or a massage

Average of Buyers	\$ 58.55	\$ 63.71	\$ 51.55	\$ 48.20	\$ 65.40	\$ 51.17	\$ 56.50	\$ 61.94	\$ 62.97	\$ 68.89	\$ 67.82	\$ 62.95	\$ 55.26	\$ 56.49	\$ 60.47
Percent Buying	21.0%	24.8%	17.3%	18.3%	22.3%	40.1%	35.7%	23.2%	16.8%	7.7%	7.1%	20.6%	17.1%	20.7%	26.3%
Net Average	\$ 12.27	\$ 15.80	\$ 8.92	\$ 8.80	\$ 14.55	\$ 20.54	\$ 20.15	\$ 14.35	\$ 10.56	\$ 5.30	\$ 4.81	\$ 12.96	\$ 9.44	\$ 11.68	\$ 15.89
<i>in billions</i>	\$ 1.504														

Special outing such as dinner, brunch, or other fun activity/experience

Average of Buyers	\$ 58.02	\$ 62.55	\$ 52.57	\$ 45.25	\$ 66.17	\$ 47.28	\$ 56.50	\$ 63.86	\$ 62.89	\$ 56.15	\$ 60.85	\$ 63.47	\$ 50.08	\$ 57.62	\$ 61.54
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Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR-15

N = 6285, 4/1 - 4/9/15

	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%															
Percent Buying	54.2%	60.9%	48.0%	48.0%	58.7%	64.8%	61.7%	54.2%	50.6%	49.5%	47.5%	55.7%	51.0%	54.9%	55.9%
Net Average \$	31.48	38.07	25.22	21.73	38.81	30.65	34.85	34.59	31.79	27.82	28.92	35.38	25.56	31.66	34.37
<i>in billions</i> \$	3.859														
Other															
Average of Buyers \$	27.94	28.44	27.44	23.77	31.94	24.73	28.42	27.29	29.70	28.77	28.90	29.76	26.24	26.51	29.75
Percent Buying	24.9%	25.7%	24.2%	26.0%	23.3%	32.1%	28.9%	25.9%	23.0%	19.6%	21.7%	27.6%	22.8%	23.9%	25.9%
Net Average \$	6.96	7.30	6.64	6.17	7.45	7.94	8.21	7.05	6.83	5.65	6.28	8.22	5.99	6.34	7.70
<i>in billions</i> \$	0.854														
Combined Net Average \$	172.63	214.93	132.53	125.49	208.60	214.81	244.32	186.12	157.23	122.33	121.35	192.50	138.84	171.07	195.57
<i>in billions</i> \$	21.165														

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

Discount Store	24.8%	22.5%	26.9%	29.4%	21.6%	26.2%	26.8%	27.1%	24.0%	26.0%	19.4%	19.6%	26.4%	28.0%	22.9%
Department Store	33.4%	34.8%	32.0%	32.2%	33.7%	53.5%	46.1%	37.0%	28.2%	23.7%	17.1%	33.6%	31.7%	34.5%	32.6%
Specialty Clothing Store	8.0%	9.8%	6.3%	7.0%	9.0%	18.1%	14.9%	8.5%	4.6%	2.6%	2.1%	8.9%	6.6%	7.8%	8.9%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	28.2%	30.5%	25.9%	22.9%	33.0%	34.0%	35.5%	29.3%	30.1%	20.7%	20.7%	31.4%	26.8%	26.4%	29.5%
Local/Small Business	21.4%	23.4%	19.4%	18.5%	23.7%	23.3%	22.3%	20.0%	20.5%	21.3%	21.2%	24.3%	23.1%	17.3%	23.2%
Online	25.0%	26.5%	23.5%	22.3%	26.2%	36.0%	35.3%	30.1%	20.3%	18.3%	13.2%	25.6%	20.8%	25.5%	28.0%
Catalog	2.5%	2.7%	2.3%	2.9%	2.1%	3.7%	4.5%	2.6%	1.4%	1.9%	1.2%	2.2%	1.8%	2.8%	3.0%

*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 Mother's Day gift for this year? (Check all that apply)

Mother or Stepmother	62.5%	59.8%	65.1%	61.6%	61.8%	89.2%	85.9%	81.6%	68.4%	41.2%	17.2%	62.8%	63.1%	60.7%	64.1%
Wife	23.2%	45.7%	1.8%	13.8%	30.5%	9.4%	20.2%	24.2%	24.1%	28.4%	29.3%	24.5%	22.7%	23.1%	22.6%
Daughter	9.8%	6.9%	12.4%	8.5%	11.0%	2.9%	6.4%	3.4%	8.1%	14.0%	21.5%	9.6%	11.1%	9.2%	9.5%
Grandmother	7.4%	6.6%	8.1%	7.3%	7.3%	19.4%	16.4%	8.4%	2.6%	0.3%	0.2%	7.6%	6.4%	7.8%	7.7%
Sister	8.9%	6.6%	11.1%	8.6%	9.2%	9.1%	12.4%	9.9%	8.0%	7.6%	6.6%	10.6%	7.6%	8.5%	9.4%
Friend	6.4%	5.2%	7.6%	6.6%	6.5%	7.1%	8.7%	6.0%	5.4%	4.9%	6.4%	7.4%	4.8%	7.0%	6.3%
Godmother	1.8%	1.3%	2.3%	1.7%	2.1%	3.5%	3.2%	2.2%	1.2%	1.0%	0.3%	2.3%	1.4%	1.6%	2.0%
Other relative	9.4%	4.6%	14.1%	8.8%	9.9%	6.2%	7.1%	8.2%	8.1%	12.9%	13.5%	8.7%	8.1%	10.1%	10.3%
No one	10.4%	7.3%	13.3%	15.0%	7.3%	2.2%	3.1%	4.6%	9.9%	17.2%	22.7%	8.3%	10.8%	11.0%	10.8%

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

Do you own either of the following devices?

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	73.4%	75.0%	71.8%	64.0%	79.8%	90.5%	90.9%	84.2%	73.1%	59.1%	47.7%	70.5%	70.6%	74.5%	77.0%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	48.1%	48.0%	48.2%	38.3%	56.2%	43.7%	57.9%	54.7%	48.9%	43.6%	39.3%	48.8%	45.7%	47.6%	50.9%
I do not own either of these types of devices	17.6%	17.2%	18.0%	25.6%	11.8%	4.9%	4.7%	9.5%	17.6%	28.0%	37.0%	20.0%	19.4%	17.0%	14.7%

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

Plan to Research Products/Compare Prices	25.2%	27.8%	22.8%	24.6%	24.6%	46.0%	45.4%	30.6%	16.2%	12.1%	6.9%	28.3%	22.4%	24.4%	26.3%
Plan to Purchase Products	13.7%	16.7%	10.9%	12.9%	13.9%	28.8%	27.1%	15.3%	7.7%	4.5%	2.7%	14.5%	10.5%	14.4%	15.1%
Plan to Redeem Coupons	10.5%	9.8%	11.1%	10.1%	10.7%	21.0%	18.4%	11.7%	6.9%	5.0%	2.6%	9.3%	10.7%	10.9%	10.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	14.7%	16.3%	13.3%	13.6%	15.7%	30.0%	26.4%	16.6%	9.4%	5.8%	4.3%	16.4%	13.2%	13.9%	16.2%
Plan to use Apps to Research or Purchase Products	7.2%	8.9%	5.5%	7.5%	7.2%	16.4%	12.7%	7.5%	3.2%	3.1%	2.6%	6.8%	6.3%	7.5%	7.6%
Plan to use Apps to Compare Prices	7.2%	8.4%	6.1%	7.6%	7.3%	14.7%	11.1%	8.0%	3.3%	5.6%	2.7%	7.1%	5.7%	7.5%	8.2%
Do not plan to Research or Make a Purchase with my Smartphone	60.7%	57.3%	63.9%	59.8%	62.4%	26.8%	34.9%	55.2%	72.2%	78.9%	87.1%	58.6%	65.4%	60.9%	57.5%

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

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

Plan to Research Products/Compare Prices	28.5%	31.1%	26.0%	27.3%	28.8%	42.3%	42.3%	31.1%	27.0%	17.5%	14.2%	28.8%	24.2%	28.6%	31.9%
Plan to Purchase Products	18.3%	22.0%	14.7%	15.1%	19.7%	30.2%	29.9%	21.3%	17.6%	8.5%	5.2%	19.6%	14.9%	18.5%	19.9%

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N = 6285, 4/1 - 4/9/15

Margin of Error = +/- 1.3%

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Plan to Redeem Coupons	9.5%	11.1%	8.0%	9.6%	9.3%	22.1%	16.0%	9.0%	7.4%	3.6%	2.2%	9.5%	9.8%	9.5%	9.4%
Plan to look up Retailer Information (location, store hours, directions, etc.)	13.5%	16.0%	11.2%	14.0%	13.5%	23.7%	23.5%	13.6%	12.7%	4.6%	5.3%	12.9%	11.1%	14.8%	15.1%
Plan to use Apps to Research or Purchase Products	7.5%	9.4%	5.7%	7.7%	7.4%	14.4%	13.8%	7.1%	5.9%	2.1%	3.1%	7.5%	6.2%	7.8%	8.5%
Plan to use Apps to Compare Prices	6.9%	8.5%	5.3%	6.4%	7.4%	12.1%	10.8%	7.9%	5.9%	1.8%	3.9%	7.6%	4.8%	6.2%	9.1%
Do not plan to Research or Make a Purchase with my Tablet	57.9%	52.9%	62.7%	58.8%	58.2%	34.3%	37.0%	55.1%	58.6%	77.2%	79.5%	57.3%	64.1%	56.3%	54.8%

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Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR 07-15

	2007	2008	2009	2010	2011	2012	2013	2014	2015
If you plan to give any of the following as gifts on Mother's Day, please tell us how much you will spend for each. (in dollars)									
Clothing or clothing accessories									
Average of Buyers	\$ 37.91	\$ 36.26	\$ 34.63	\$ 39.08	\$ 35.46	\$ 40.31	\$ 41.80	\$ 42.68	\$ 45.20
Percent Buying	37.0%	33.8%	31.1%	28.4%	31.8%	32.8%	33.3%	33.5%	35.8%
Net Average	\$ 14.04	\$ 12.26	\$ 10.79	\$ 11.09	\$ 11.29	\$ 13.24	\$ 13.94	\$ 14.28	\$ 16.16
<i>in billions</i>	\$ 1.587	\$ 1.397	\$ 1.227	\$ 1.275	\$ 1.308	\$ 1.611	\$ 1.704	\$ 1.740	\$ 1.982
Jewelry									
Average of Buyers	\$ 57.66	\$ 80.26	\$ 72.29	\$ 83.66	\$ 84.09	\$ 97.19	\$ 100.55	\$ 94.38	\$ 102.91
Percent Buying	32.8%	29.7%	27.8%	26.2%	31.2%	31.2%	34.4%	31.7%	34.2%
Net Average	\$ 18.92	\$ 23.80	\$ 20.07	\$ 21.88	\$ 26.22	\$ 30.34	\$ 34.58	\$ 29.96	\$ 35.21
<i>in billions</i>	\$ 2.138	\$ 2.712	\$ 2.283	\$ 2.515	\$ 3.038	\$ 3.692	\$ 4.229	\$ 3.650	\$ 4.317
Flowers									
Average of Buyers	\$ 27.59	\$ 26.41	\$ 25.23	\$ 25.62	\$ 25.67	\$ 27.17	\$ 27.71	\$ 28.92	\$ 29.00
Percent Buying	72.4%	66.9%	66.8%	65.2%	64.9%	66.4%	68.2%	66.6%	67.2%
Net Average	\$ 19.98	\$ 17.65	\$ 16.86	\$ 16.71	\$ 16.66	\$ 18.04	\$ 18.90	\$ 19.26	\$ 19.49
<i>in billions</i>	\$ 2.258	\$ 2.012	\$ 1.918	\$ 1.921	\$ 1.931	\$ 2.195	\$ 2.312	\$ 2.346	\$ 2.389
Books or CDs									
Average of Buyers	\$ 19.21	\$ 19.97	\$ 18.02	\$ 17.79	\$ 17.96	\$ 19.13	\$ 19.02	\$ 19.97	\$ 19.74
Percent Buying	29.3%	24.0%	23.7%	21.0%	22.7%	21.4%	22.2%	19.7%	20.0%
Net Average	\$ 5.64	\$ 4.80	\$ 4.28	\$ 3.74	\$ 4.08	\$ 4.09	\$ 4.22	\$ 3.94	\$ 3.95
<i>in billions</i>	\$ 0.637	\$ 0.546	\$ 0.487	\$ 0.430	\$ 0.473	\$ 0.498	\$ 0.516	\$ 0.480	\$ 0.484
Greeting card(s)									
Average of Buyers	\$ 6.90	\$ 7.02	\$ 6.64	\$ 7.16	\$ 7.36	\$ 7.74	\$ 7.77	\$ 7.87	\$ 8.02
Percent Buying	86.8%	84.0%	84.7%	81.5%	82.2%	82.7%	81.0%	81.3%	80.0%
Net Average	\$ 5.98	\$ 5.89	\$ 5.62	\$ 5.84	\$ 6.05	\$ 6.40	\$ 6.29	\$ 6.40	\$ 6.41
<i>in billions</i>	\$ 0.676	\$ 0.672	\$ 0.640	\$ 0.671	\$ 0.701	\$ 0.779	\$ 0.769	\$ 0.780	\$ 0.786
Gift Card(s)/Certificate(s)									
Average of Buyers	\$ 36.91	\$ 36.64	\$ 35.99	\$ 37.36	\$ 35.00	\$ 37.32	\$ 40.37	\$ 39.88	\$ 41.22
Percent Buying	39.3%	37.9%	36.7%	34.1%	39.9%	40.4%	41.5%	43.3%	44.2%
Net Average	\$ 14.52	\$ 13.89	\$ 13.19	\$ 12.74	\$ 13.96	\$ 15.07	\$ 16.77	\$ 17.27	\$ 18.20
<i>in billions</i>	\$ 1.641	\$ 1.582	\$ 1.501	\$ 1.465	\$ 1.618	\$ 1.834	\$ 2.050	\$ 2.104	\$ 2.231
Consumer electronics or computer related accessories									
Average of Buyers	\$ 58.68	\$ 94.12	\$ 76.41	\$ 87.70	\$ 94.91	\$ 104.44	\$ 135.27	\$ 108.31	\$ 106.86
Percent Buying	11.3%	11.2%	9.9%	9.0%	13.3%	12.7%	14.1%	13.1%	14.2%
Net Average	\$ 6.61	\$ 10.55	\$ 7.53	\$ 7.88	\$ 12.63	\$ 13.24	\$ 19.04	\$ 14.15	\$ 15.19
<i>in billions</i>	\$ 0.747	\$ 1.202	\$ 0.857	\$ 0.906	\$ 1.464	\$ 1.611	\$ 2.328	\$ 1.724	\$ 1.862
Housewares or gardening tools									
Average of Buyers	\$ 34.16	\$ 34.75	\$ 33.77	\$ 34.17	\$ 34.63	\$ 36.15	\$ 38.95	\$ 36.69	\$ 38.93
Percent Buying	18.5%	17.6%	15.3%	14.5%	18.6%	18.1%	20.3%	18.2%	18.8%
Net Average	\$ 6.31	\$ 6.11	\$ 5.16	\$ 4.97	\$ 6.43	\$ 6.54	\$ 7.89	\$ 6.66	\$ 7.31
<i>in billions</i>	\$ 0.713	\$ 0.696	\$ 0.587	\$ 0.571	\$ 0.745	\$ 0.796	\$ 0.965	\$ 0.812	\$ 0.897
Personal Service, such as day at a spa, a facial or a massage									
Average of Buyers	\$ 56.26	\$ 53.83	\$ 55.05	\$ 57.94	\$ 55.90	\$ 58.25	\$ 58.96	\$ 56.54	\$ 58.55
Percent Buying	19.7%	18.1%	16.3%	14.0%	18.3%	18.8%	20.3%	21.3%	21.0%
Net Average	\$ 11.06	\$ 9.75	\$ 8.95	\$ 8.12	\$ 10.21	\$ 10.96	\$ 12.00	\$ 12.03	\$ 12.27
<i>in billions</i>	\$ 1.250	\$ 1.111	\$ 1.019	\$ 0.933	\$ 1.183	\$ 1.334	\$ 1.467	\$ 1.466	\$ 1.504
Special outing, such as dinner or brunch									
Average of Buyers	\$ 44.92	\$ 45.67	\$ 43.85	\$ 48.24	\$ 48.85	\$ 51.18	\$ 51.85	\$ 55.52	\$ 58.02
Percent Buying	61.0%	55.8%	54.8%	51.8%	54.7%	54.3%	55.3%	56.5%	54.2%
Net Average	\$ 27.38	\$ 25.48	\$ 24.03	\$ 24.98	\$ 26.73	\$ 27.79	\$ 28.65	\$ 31.36	\$ 31.48
<i>in billions</i>	\$ 3.095	\$ 2.903	\$ 2.734	\$ 2.872	\$ 3.098	\$ 3.382	\$ 3.503	\$ 3.820	\$ 3.859
Other									
Average of Buyers	\$ 28.23	\$ 28.49	\$ 26.35	\$ 37.66	\$ 25.12	\$ 26.57	\$ 27.08	\$ 28.52	\$ 27.94
Percent Buying	30.8%	29.6%	28.1%	23.8%	25.8%	25.7%	24.6%	26.7%	24.9%
Net Average	\$ 8.71	\$ 8.44	\$ 7.40	\$ 8.96	\$ 6.48	\$ 6.82	\$ 6.67	\$ 7.61	\$ 6.96
<i>in billions</i>	\$ 0.984	\$ 0.961	\$ 0.842	\$ 1.030	\$ 0.751	\$ 0.831	\$ 0.815	\$ 0.927	\$ 0.854
Combined Net Average	\$ 139.14	\$ 138.63	\$ 123.89	\$ 126.90	\$ 140.73	\$ 152.52	\$ 168.94	\$ 162.94	\$ 172.63
<i>in billions</i>	\$ 15.727	\$ 15.796	\$ 14.096	\$ 14.590	\$ 16.308	\$ 18.561	\$ 20.659	\$ 19.851	\$ 21.165
Where will you purchase Mother's Day gifts this year? (Check all that apply)									
Discount Store	24.0%	25.7%	30.2%	30.4%	29.6%	30.2%	29.1%	24.0%	24.8%
Department Store	29.0%	28.8%	27.2%	30.6%	32.0%	35.6%	34.4%	32.4%	33.4%
Specialty Clothing Store	6.1%	6.6%	5.5%	6.2%	7.1%	8.2%	8.9%	7.3%	8.0%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	37.5%	35.0%	33.0%	33.6%	31.8%	36.3%	36.6%	33.5%	28.2%
Local/Small Business	N/A	21.4%							
Online	20.0%	18.3%	18.2%	19.7%	21.5%	25.6%	28.5%	29.0%	25.0%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR 07-15

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Catalog	2.9%	3.4%	2.7%	2.5%	2.9%	2.7%	3.0%	2.1%	2.5%

*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 Mother's Day gift for this year? (Check all that apply)

Mother or Stepmother	62.2%	60.8%	62.4%	62.6%	59.9%	64.5%	65.2%	63.9%	62.5%
Wife	22.2%	20.6%	21.7%	20.6%	19.6%	22.4%	23.6%	22.5%	23.2%
Daughter	8.7%	9.4%	8.8%	9.4%	9.6%	10.5%	10.5%	9.2%	9.8%
Grandmother	8.3%	7.4%	7.2%	7.9%	8.0%	8.2%	8.5%	6.6%	7.4%
Sister	6.8%	7.4%	7.4%	7.6%	8.4%	8.4%	8.2%	7.6%	8.9%
Friend	6.7%	7.1%	6.8%	6.8%	7.3%	7.6%	6.6%	6.1%	6.4%
Godmother	1.6%	2.1%	1.6%	1.7%	1.8%	2.1%	1.7%	1.5%	1.8%
Other relative	12.1%	11.5%	11.7%	11.2%	11.1%	10.1%	9.8%	9.9%	9.4%
No one	8.1%	9.2%	9.0%	10.0%	8.9%	9.4%	8.1%	9.5%	10.4%

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