

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

N = 7008, 4/5 - 4/13/16

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.2%															
Do you expect to spend more, the same or less for Mother's Day this year than you spent last year?															
More	19.0%	22.2%	15.9%	20.0%	18.4%	41.0%	34.1%	22.5%	11.6%	7.3%	3.3%	19.1%	17.1%	19.8%	19.8%
Same	57.2%	57.1%	57.2%	51.4%	61.4%	49.2%	55.4%	62.0%	67.1%	56.5%	51.0%	59.0%	59.6%	55.4%	55.4%
Less	8.2%	5.8%	10.5%	9.1%	7.5%	4.7%	4.5%	7.3%	8.7%	13.5%	10.2%	6.9%	7.7%	9.0%	9.0%
Don't Celebrate Mother's Day	15.6%	14.9%	16.3%	19.6%	12.7%	5.1%	5.9%	8.2%	12.6%	22.7%	35.6%	15.1%	15.5%	15.9%	15.8%
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	84.4%	85.1%	83.7%	80.4%	87.3%	94.9%	94.1%	91.8%	87.4%	77.3%	64.4%	84.9%	84.5%	84.1%	84.2%

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	\$ 42.97	\$ 45.23	\$ 40.91	\$ 32.28	\$ 52.64	\$ 32.44	\$ 41.53	\$ 46.03	\$ 46.79	\$ 51.36	\$ 44.66	\$ 42.94	\$ 39.64	\$ 42.78	\$ 47.84
Percent Buying	35.4%	34.7%	36.2%	35.5%	34.1%	52.2%	47.1%	40.2%	29.7%	26.0%	22.1%	36.5%	31.1%	37.0%	36.6%
Net Average	\$ 15.23	\$ 15.68	\$ 14.79	\$ 11.46	\$ 17.97	\$ 16.94	\$ 19.56	\$ 18.49	\$ 13.89	\$ 13.34	\$ 9.89	\$ 15.67	\$ 12.34	\$ 15.84	\$ 17.50
<i>in billions</i>	\$ 1.891														

Jewelry

Average of Buyers	\$ 95.71	\$ 117.79	\$ 69.82	\$ 71.67	\$ 116.79	\$ 73.18	\$ 102.40	\$ 111.03	\$ 96.02	\$ 112.98	\$ 78.38	\$ 94.99	\$ 93.81	\$ 97.48	\$ 97.52
Percent Buying	35.3%	39.2%	31.7%	33.8%	35.6%	52.8%	50.7%	38.4%	29.3%	23.2%	22.0%	34.5%	30.5%	37.7%	37.4%
Net Average	\$ 33.80	\$ 46.14	\$ 22.11	\$ 24.25	\$ 41.63	\$ 38.63	\$ 51.92	\$ 42.61	\$ 28.13	\$ 26.24	\$ 17.27	\$ 32.80	\$ 28.57	\$ 36.73	\$ 36.44
<i>in billions</i>	\$ 4.199														

Flowers

Average of Buyers	\$ 28.77	\$ 30.40	\$ 26.93	\$ 23.01	\$ 32.86	\$ 21.19	\$ 27.49	\$ 30.58	\$ 32.17	\$ 30.55	\$ 29.32	\$ 28.29	\$ 26.51	\$ 29.40	\$ 31.18
Percent Buying	66.5%	72.5%	60.7%	61.1%	70.6%	70.9%	74.0%	69.2%	68.6%	62.0%	55.5%	69.3%	65.5%	65.5%	66.3%
Net Average	\$ 19.12	\$ 22.04	\$ 16.35	\$ 14.07	\$ 23.18	\$ 15.02	\$ 20.34	\$ 21.16	\$ 22.08	\$ 18.94	\$ 16.26	\$ 19.61	\$ 17.37	\$ 19.26	\$ 20.68
<i>in billions</i>	\$ 2.375														

Books or CDs

Average of Buyers	\$ 20.02	\$ 20.99	\$ 18.92	\$ 18.17	\$ 22.16	\$ 19.27	\$ 21.60	\$ 20.08	\$ 20.18	\$ 19.90	\$ 17.29	\$ 21.04	\$ 18.24	\$ 20.21	\$ 20.58
Percent Buying	19.5%	21.4%	17.8%	19.6%	19.0%	31.5%	28.7%	22.2%	15.4%	12.0%	10.7%	20.5%	17.0%	20.3%	20.4%
Net Average	\$ 3.91	\$ 4.48	\$ 3.37	\$ 3.57	\$ 4.20	\$ 6.08	\$ 6.19	\$ 4.45	\$ 3.10	\$ 2.40	\$ 1.85	\$ 4.32	\$ 3.11	\$ 4.10	\$ 4.21
<i>in billions</i>	\$ 0.486														

Greeting card(s)

Average of Buyers	\$ 8.14	\$ 8.49	\$ 7.82	\$ 7.62	\$ 8.47	\$ 9.47	\$ 9.85	\$ 8.56	\$ 7.40	\$ 6.96	\$ 6.96	\$ 8.23	\$ 7.36	\$ 8.26	\$ 8.75
Percent Buying	78.4%	77.2%	79.5%	74.9%	81.3%	74.5%	79.6%	78.2%	81.1%	77.8%	77.8%	81.7%	77.4%	77.7%	77.3%
Net Average	\$ 6.38	\$ 6.55	\$ 6.21	\$ 5.71	\$ 6.89	\$ 7.06	\$ 7.84	\$ 6.69	\$ 6.01	\$ 5.41	\$ 5.42	\$ 6.72	\$ 5.70	\$ 6.42	\$ 6.76
<i>in billions</i>	\$ 0.792														

Gift Card(s)/Certificate(s)

Average of Buyers	\$ 41.87	\$ 42.97	\$ 40.83	\$ 33.10	\$ 47.41	\$ 31.23	\$ 41.65	\$ 42.97	\$ 43.85	\$ 43.63	\$ 47.50	\$ 43.81	\$ 37.14	\$ 40.54	\$ 48.24
Percent Buying	43.2%	43.4%	43.1%	40.3%	44.5%	48.7%	49.9%	47.3%	44.4%	38.5%	32.4%	47.2%	42.6%	44.0%	38.5%
Net Average	\$ 18.10	\$ 18.63	\$ 17.60	\$ 13.34	\$ 21.11	\$ 15.22	\$ 20.77	\$ 20.33	\$ 19.45	\$ 16.81	\$ 15.38	\$ 20.69	\$ 15.84	\$ 17.85	\$ 18.56
<i>in billions</i>	\$ 2.249														

Consumer electronics or computer related accessories

Average of Buyers	\$ 112.45	\$ 111.32	\$ 114.14	\$ 93.80	\$ 130.01	\$ 92.31	\$ 102.76	\$ 98.79	\$ 141.13	\$ 171.40	\$ 215.17	\$ 118.64	\$ 119.00	\$ 101.92	\$ 118.66
Percent Buying	13.8%	16.9%	10.7%	13.6%	13.5%	27.2%	25.9%	15.6%	9.6%	4.8%	2.9%	14.8%	11.2%	13.7%	15.8%
Net Average	\$ 15.47	\$ 18.85	\$ 12.26	\$ 12.79	\$ 17.61	\$ 25.10	\$ 26.61	\$ 15.40	\$ 13.62	\$ 8.20	\$ 6.28	\$ 17.57	\$ 13.38	\$ 14.00	\$ 18.74
<i>in billions</i>	\$ 1.922														

Housewares or gardening tools

Average of Buyers	\$ 38.38	\$ 40.83	\$ 36.00	\$ 32.11	\$ 43.77	\$ 32.94	\$ 44.35	\$ 40.82	\$ 37.71	\$ 32.31	\$ 35.44	\$ 38.45	\$ 37.44	\$ 38.46	\$ 39.92
Percent Buying	18.8%	19.1%	18.6%	18.4%	18.7%	32.8%	29.4%	21.5%	14.3%	10.9%	7.8%	21.2%	16.0%	19.2%	19.2%
Net Average	\$ 7.22	\$ 7.79	\$ 6.68	\$ 5.91	\$ 8.20	\$ 10.80	\$ 13.06	\$ 8.78	\$ 5.39	\$ 3.52	\$ 2.75	\$ 8.17	\$ 5.98	\$ 7.40	\$ 7.65
<i>in billions</i>	\$ 0.897														

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

N = 7008, 4/5 - 4/13/16

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

Margin of Error = +/- 1.2%

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

Average of Buyers	\$ 57.55	\$ 57.99	\$ 57.09	\$ 49.70	\$ 63.42	\$ 47.75	\$ 57.09	\$ 61.38	\$ 60.51	\$ 59.98	\$ 66.77	\$ 64.20	\$ 48.17	\$ 55.66	\$ 63.76
Percent Buying	22.5%	23.7%	21.3%	19.5%	24.3%	35.5%	35.8%	26.9%	19.8%	10.6%	9.5%	22.0%	18.0%	24.6%	24.8%
Net Average	\$ 12.93	\$ 13.72	\$ 12.17	\$ 9.69	\$ 15.40	\$ 16.96	\$ 20.44	\$ 16.51	\$ 12.01	\$ 6.33	\$ 6.34	\$ 14.15	\$ 8.68	\$ 13.68	\$ 15.84
<i>in billions</i>	\$ 1.606														

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

Average of Buyers	\$ 60.28	\$ 63.13	\$ 57.26	\$ 49.02	\$ 67.34	\$ 48.50	\$ 59.90	\$ 63.49	\$ 65.50	\$ 59.40	\$ 62.76	\$ 69.27	\$ 52.82	\$ 56.99	\$ 64.30
Percent Buying	55.2%	58.4%	52.1%	49.2%	59.4%	61.1%	58.1%	54.8%	54.8%	51.4%	52.0%	55.1%	52.9%	56.8%	55.2%
Net Average	\$ 33.25	\$ 36.84	\$ 29.84	\$ 24.11	\$ 40.01	\$ 29.63	\$ 34.79	\$ 34.80	\$ 35.91	\$ 30.55	\$ 32.66	\$ 38.17	\$ 27.92	\$ 32.36	\$ 35.48
<i>in billions</i>	\$ 4.130														

Other

Average of Buyers	\$ 28.88	\$ 29.21	\$ 28.55	\$ 26.12	\$ 31.08	\$ 26.64	\$ 26.82	\$ 28.94	\$ 28.26	\$ 30.49	\$ 32.65	\$ 29.80	\$ 27.33	\$ 27.80	\$ 30.99
Percent Buying	23.6%	24.1%	23.1%	23.2%	23.5%	27.8%	27.5%	20.8%	24.0%	20.4%	21.8%	21.8%	23.3%	24.2%	24.3%
Net Average	\$ 6.81	\$ 7.04	\$ 6.60	\$ 6.06	\$ 7.29	\$ 7.42	\$ 7.36	\$ 6.01	\$ 6.77	\$ 6.23	\$ 7.13	\$ 6.49	\$ 6.38	\$ 6.74	\$ 7.52
<i>in billions</i>	\$ 0.846														

Combined Net Average	\$ 172.22	\$ 197.77	\$ 147.99	\$ 130.96	\$ 203.50	\$ 188.87	\$ 228.88	\$ 195.23	\$ 166.36	\$ 137.97	\$ 121.22	\$ 184.36	\$ 145.27	\$ 174.38	\$ 189.38
<i>in billions</i>	\$ 21.393														

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

Discount Store	23.3%	19.9%	26.5%	29.2%	19.3%	28.1%	24.6%	25.2%	23.4%	21.9%	18.2%	19.8%	24.4%	25.2%	23.0%
Department Store	33.0%	33.6%	32.3%	33.8%	32.1%	50.8%	45.3%	37.1%	26.9%	23.5%	18.9%	32.9%	30.8%	33.6%	34.4%
Specialty Clothing Store	8.6%	9.4%	7.8%	7.7%	9.2%	17.0%	15.4%	9.1%	5.2%	4.5%	2.5%	8.6%	6.6%	9.1%	10.3%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	28.7%	30.9%	26.6%	25.4%	31.4%	33.4%	35.0%	31.6%	28.4%	24.9%	20.3%	30.8%	27.5%	28.1%	29.2%
Local/Small Business	23.1%	24.2%	22.0%	20.7%	24.7%	24.5%	25.1%	19.3%	23.5%	21.7%	24.3%	25.9%	23.5%	20.0%	24.4%
Online	27.3%	28.6%	26.0%	26.3%	28.1%	37.6%	36.5%	30.0%	25.5%	20.5%	16.5%	28.0%	23.0%	29.7%	28.0%
Catalog	1.9%	2.0%	1.7%	1.7%	1.8%	2.8%	3.3%	1.5%	1.4%	1.3%	1.0%	2.5%	1.2%	1.6%	2.3%

*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%	59.8%	64.5%	62.4%	62.3%	90.7%	84.4%	79.4%	67.9%	43.7%	15.9%	62.4%	64.2%	60.8%	61.9%
Wife	23.1%	45.2%	2.1%	13.2%	30.6%	6.0%	19.2%	27.3%	23.7%	27.2%	30.7%	21.6%	24.1%	22.0%	24.8%
Daughter	9.9%	5.5%	14.0%	10.4%	9.5%	2.9%	5.2%	4.2%	8.5%	15.7%	20.6%	10.7%	8.6%	10.0%	10.1%
Grandmother	7.4%	5.9%	8.8%	7.5%	7.3%	17.8%	14.6%	9.5%	3.7%	0.9%	0.5%	7.2%	6.4%	7.8%	8.1%
Sister	8.2%	5.7%	10.5%	8.6%	7.7%	7.1%	11.3%	8.7%	8.9%	7.9%	4.8%	9.3%	6.3%	8.3%	8.9%
Friend	7.2%	5.1%	9.1%	8.4%	6.2%	6.3%	7.3%	7.3%	7.5%	8.9%	5.7%	7.9%	5.8%	7.6%	7.6%
Godmother	1.9%	1.4%	2.4%	1.9%	2.0%	2.7%	2.9%	2.9%	1.6%	0.8%	0.9%	2.8%	1.1%	1.9%	2.1%
Other relative	9.1%	5.2%	12.9%	8.8%	9.5%	4.7%	6.1%	8.3%	9.1%	10.8%	14.5%	10.2%	7.2%	9.9%	9.3%
No one	9.6%	6.3%	12.7%	13.0%	7.2%	2.9%	3.6%	4.1%	8.6%	13.7%	22.3%	7.9%	9.6%	10.7%	9.3%

*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 Mother's Day?

(Check all that apply)

I'm planning to give a "gift of experience"	22.3%	25.9%	18.9%	21.6%	22.9%	40.9%	38.9%	27.4%	16.2%	10.3%	5.3%	23.6%	18.7%	23.3%	23.9%
I would love to receive a "gift of experience"	24.2%	12.5%	35.2%	24.0%	24.1%	27.4%	30.5%	28.2%	24.5%	20.9%	14.6%	22.4%	25.3%	25.1%	22.6%
None of the above	57.0%	63.1%	51.2%	57.1%	57.1%	38.4%	38.2%	49.0%	61.0%	69.8%	80.1%	56.8%	58.9%	55.9%	56.9%

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Margin of Error = +/- 1.2%

Do you plan on giving a gift of gourmet food or drink (fruit basket, prepared or unprepared meat, seafood, cheeses, wine, etc.) for Mother's Day?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	18.3%	21.8%	15.0%	18.0%	18.5%	31.7%	32.4%	21.2%	13.0%	8.9%	6.0%	18.4%	16.1%	18.7%	20.0%
No	66.9%	63.2%	70.4%	65.1%	68.9%	51.3%	51.9%	63.4%	71.9%	77.6%	81.2%	66.9%	68.8%	66.3%	66.0%
I don't know	14.8%	15.0%	14.6%	16.9%	12.5%	17.0%	15.6%	15.4%	15.2%	13.5%	12.8%	14.6%	15.1%	15.0%	14.0%
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 Mother's Day Celebrants: Do you own either of the following devices?

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	75.3%	75.6%	75.0%	67.0%	81.0%	88.3%	89.6%	85.9%	74.0%	66.8%	51.5%	72.4%	73.9%	77.1%	76.5%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	45.2%	44.6%	45.8%	37.6%	51.2%	42.2%	49.5%	51.9%	45.9%	43.0%	38.4%	47.5%	42.2%	45.6%	45.6%
I do not own either of these types of devices	16.8%	17.0%	16.7%	23.4%	12.4%	7.2%	5.8%	8.5%	17.4%	24.6%	34.4%	18.3%	18.9%	15.0%	16.2%

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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	29.6%	30.5%	28.6%	30.1%	29.0%	49.5%	48.1%	37.8%	23.4%	14.4%	9.7%	31.5%	24.8%	30.3%	32.0%
Plan to purchase products	15.5%	17.2%	13.9%	15.9%	15.5%	30.9%	28.0%	20.3%	10.3%	5.3%	2.5%	14.7%	14.0%	15.9%	17.6%
Plan to redeem coupons	11.0%	8.9%	13.0%	11.8%	10.2%	20.0%	18.5%	12.4%	8.1%	7.0%	2.7%	11.7%	9.6%	11.3%	12.1%
Plan to look up retailer information (location, store hours, directions, etc.)	16.3%	16.6%	16.0%	16.0%	16.7%	32.7%	27.4%	18.9%	10.9%	7.6%	4.6%	17.1%	15.7%	16.8%	16.1%
Plan to check for in-store availability of products	10.7%	11.5%	10.0%	10.4%	10.7%	21.3%	17.8%	12.0%	7.6%	4.9%	3.5%	11.8%	9.2%	11.4%	10.8%
Plan to use Apps to research or purchase products	7.6%	8.5%	6.6%	6.9%	7.9%	12.6%	12.3%	9.5%	4.3%	3.5%	4.4%	8.5%	6.3%	7.4%	8.4%
Plan to use Apps to compare prices	6.4%	6.9%	5.9%	6.0%	6.9%	10.6%	10.0%	8.5%	3.9%	3.3%	3.4%	6.8%	5.9%	6.6%	6.7%
Plan to use smartphone to pay for a transaction at a store check-out counter	3.3%	3.6%	3.0%	3.2%	3.3%	5.1%	6.1%	3.1%	2.8%	1.6%	1.5%	3.7%	3.1%	3.1%	3.7%
Do not plan to research or make a purchase with my smartphone	56.2%	54.3%	58.0%	56.1%	57.1%	27.9%	30.3%	45.0%	64.3%	76.2%	85.3%	54.7%	61.4%	54.3%	54.0%

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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	30.6%	32.7%	28.5%	31.1%	29.7%	43.5%	44.8%	37.9%	28.9%	19.4%	12.7%	31.9%	26.5%	32.2%	31.5%
Plan to purchase products	17.9%	18.9%	16.9%	19.7%	16.6%	34.2%	28.0%	20.5%	14.3%	9.7%	5.1%	17.9%	13.9%	19.9%	19.5%
Plan to redeem coupons	8.9%	9.4%	8.4%	9.1%	8.4%	16.3%	15.7%	8.4%	6.7%	5.4%	2.9%	9.2%	8.1%	9.4%	9.2%
Plan to look up retailer information (location, store hours, directions, etc.)	14.0%	14.5%	13.5%	13.8%	14.2%	22.3%	23.8%	13.9%	10.6%	9.0%	6.5%	15.7%	13.8%	14.1%	12.2%
Plan to check for in-store availability of products	11.5%	12.6%	10.4%	12.2%	11.0%	19.4%	18.2%	13.4%	8.8%	6.5%	4.6%	14.3%	8.8%	10.7%	13.0%
Plan to use Apps to research or purchase products	7.1%	8.6%	5.7%	7.0%	7.3%	11.3%	11.3%	9.4%	5.7%	3.6%	2.7%	6.7%	6.3%	7.4%	8.3%
Plan to use Apps to compare prices	6.4%	7.3%	5.5%	5.7%	6.9%	10.6%	9.1%	8.8%	4.7%	4.1%	2.2%	7.1%	4.8%	7.0%	6.3%
Plan to use tablet to pay for a transaction at a store check-out counter	2.8%	3.3%	2.3%	2.6%	2.7%	4.8%	4.2%	2.3%	2.9%	1.6%	1.5%	2.9%	2.2%	2.9%	3.4%
Do not plan to research or make a purchase with my tablet	57.4%	53.6%	61.0%	56.8%	58.5%	35.9%	38.0%	49.7%	61.3%	72.0%	81.3%	55.9%	63.4%	54.4%	56.9%

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

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
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	\$ 42.97
Percent Buying	37.0%	33.8%	31.1%	28.4%	31.8%	32.8%	33.3%	33.5%	35.8%	35.4%
Net Average	\$ 14.04	\$ 12.26	\$ 10.79	\$ 11.09	\$ 11.29	\$ 13.24	\$ 13.94	\$ 14.28	\$ 16.16	\$ 15.23
<i>in billions</i>	\$ 1.587	\$ 1.397	\$ 1.227	\$ 1.275	\$ 1.308	\$ 1.611	\$ 1.704	\$ 1.740	\$ 1.982	\$ 1.891
Jewelry										
Average of Buyers	\$ 57.66	\$ 80.26	\$ 72.29	\$ 83.66	\$ 84.09	\$ 97.19	\$ 100.55	\$ 94.38	\$ 102.91	\$ 95.71
Percent Buying	32.8%	29.7%	27.8%	26.2%	31.2%	31.2%	34.4%	31.7%	34.2%	35.3%
Net Average	\$ 18.92	\$ 23.80	\$ 20.07	\$ 21.88	\$ 26.22	\$ 30.34	\$ 34.58	\$ 29.96	\$ 35.21	\$ 33.80
<i>in billions</i>	\$ 2.138	\$ 2.712	\$ 2.283	\$ 2.515	\$ 3.038	\$ 3.692	\$ 4.229	\$ 3.650	\$ 4.317	\$ 4.199
Flowers										
Average of Buyers	\$ 27.59	\$ 26.41	\$ 25.23	\$ 25.62	\$ 25.67	\$ 27.17	\$ 27.71	\$ 28.92	\$ 29.00	\$ 28.77
Percent Buying	72.4%	66.9%	66.8%	65.2%	64.9%	66.4%	68.2%	66.6%	67.2%	66.5%
Net Average	\$ 19.98	\$ 17.65	\$ 16.86	\$ 16.71	\$ 16.66	\$ 18.04	\$ 18.90	\$ 19.26	\$ 19.49	\$ 19.12
<i>in billions</i>	\$ 2.258	\$ 2.012	\$ 1.918	\$ 1.921	\$ 1.931	\$ 2.195	\$ 2.312	\$ 2.346	\$ 2.389	\$ 2.375
Books or CDs										
Average of Buyers	\$ 19.21	\$ 19.97	\$ 18.02	\$ 17.79	\$ 17.96	\$ 19.13	\$ 19.02	\$ 19.97	\$ 19.74	\$ 20.02
Percent Buying	29.3%	24.0%	23.7%	21.0%	22.7%	21.4%	22.2%	19.7%	20.0%	19.5%
Net Average	\$ 5.64	\$ 4.80	\$ 4.28	\$ 3.74	\$ 4.08	\$ 4.09	\$ 4.22	\$ 3.94	\$ 3.95	\$ 3.91
<i>in billions</i>	\$ 0.637	\$ 0.546	\$ 0.487	\$ 0.430	\$ 0.473	\$ 0.498	\$ 0.516	\$ 0.480	\$ 0.484	\$ 0.486
Greeting card(s)										
Average of Buyers	\$ 6.90	\$ 7.02	\$ 6.64	\$ 7.16	\$ 7.36	\$ 7.74	\$ 7.77	\$ 7.87	\$ 8.02	\$ 8.14
Percent Buying	86.8%	84.0%	84.7%	81.5%	82.2%	82.7%	81.0%	81.3%	80.0%	78.4%
Net Average	\$ 5.98	\$ 5.89	\$ 5.62	\$ 5.84	\$ 6.05	\$ 6.40	\$ 6.29	\$ 6.40	\$ 6.41	\$ 6.38
<i>in billions</i>	\$ 0.676	\$ 0.672	\$ 0.640	\$ 0.671	\$ 0.701	\$ 0.779	\$ 0.769	\$ 0.780	\$ 0.786	\$ 0.792
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	\$ 41.87
Percent Buying	39.3%	37.9%	36.7%	34.1%	39.9%	40.4%	41.5%	43.3%	44.2%	43.2%
Net Average	\$ 14.52	\$ 13.89	\$ 13.19	\$ 12.74	\$ 13.96	\$ 15.07	\$ 16.77	\$ 17.27	\$ 18.20	\$ 18.10
<i>in billions</i>	\$ 1.641	\$ 1.582	\$ 1.501	\$ 1.465	\$ 1.618	\$ 1.834	\$ 2.050	\$ 2.104	\$ 2.231	\$ 2.249
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	\$ 112.45
Percent Buying	11.3%	11.2%	9.9%	9.0%	13.3%	12.7%	14.1%	13.1%	14.2%	13.8%
Net Average	\$ 6.61	\$ 10.55	\$ 7.53	\$ 7.88	\$ 12.63	\$ 13.24	\$ 19.04	\$ 14.15	\$ 15.19	\$ 15.47
<i>in billions</i>	\$ 0.747	\$ 1.202	\$ 0.857	\$ 0.906	\$ 1.464	\$ 1.611	\$ 2.328	\$ 1.724	\$ 1.862	\$ 1.922
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	\$ 38.38
Percent Buying	18.5%	17.6%	15.3%	14.5%	18.6%	18.1%	20.3%	18.2%	18.8%	18.8%
Net Average	\$ 6.31	\$ 6.11	\$ 5.16	\$ 4.97	\$ 6.43	\$ 6.54	\$ 7.89	\$ 6.66	\$ 7.31	\$ 7.22
<i>in billions</i>	\$ 0.713	\$ 0.696	\$ 0.587	\$ 0.571	\$ 0.745	\$ 0.796	\$ 0.965	\$ 0.812	\$ 0.897	\$ 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	\$ 57.55
Percent Buying	19.7%	18.1%	16.3%	14.0%	18.3%	18.8%	20.3%	21.3%	21.0%	22.5%
Net Average	\$ 11.06	\$ 9.75	\$ 8.95	\$ 8.12	\$ 10.21	\$ 10.96	\$ 12.00	\$ 12.03	\$ 12.27	\$ 12.93
<i>in billions</i>	\$ 1.250	\$ 1.111	\$ 1.019	\$ 0.933	\$ 1.183	\$ 1.334	\$ 1.467	\$ 1.466	\$ 1.504	\$ 1.606
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	\$ 60.28
Percent Buying	61.0%	55.8%	54.8%	51.8%	54.7%	54.3%	55.3%	56.5%	54.2%	55.2%
Net Average	\$ 27.38	\$ 25.48	\$ 24.03	\$ 24.98	\$ 26.73	\$ 27.79	\$ 28.65	\$ 31.36	\$ 31.48	\$ 33.25
<i>in billions</i>	\$ 3.095	\$ 2.903	\$ 2.734	\$ 2.872	\$ 3.098	\$ 3.382	\$ 3.503	\$ 3.820	\$ 3.859	\$ 4.130
Other										
Average of Buyers	\$ 28.23	\$ 28.49	\$ 26.35	\$ 37.66	\$ 25.12	\$ 26.57	\$ 27.08	\$ 28.52	\$ 27.94	\$ 28.88
Percent Buying	30.8%	29.6%	28.1%	23.8%	25.8%	25.7%	24.6%	26.7%	24.9%	23.6%
Net Average	\$ 8.71	\$ 8.44	\$ 7.40	\$ 8.96	\$ 6.48	\$ 6.82	\$ 6.67	\$ 7.61	\$ 6.96	\$ 6.81
<i>in billions</i>	\$ 0.984	\$ 0.961	\$ 0.842	\$ 1.030	\$ 0.751	\$ 0.831	\$ 0.815	\$ 0.927	\$ 0.854	\$ 0.846
Combined Net Average	\$ 139.14	\$ 138.63	\$ 123.89	\$ 126.90	\$ 140.73	\$ 152.52	\$ 168.94	\$ 162.94	\$ 172.63	\$ 172.22
<i>in billions</i>	\$ 15.727	\$ 15.796	\$ 14.096	\$ 14.590	\$ 16.308	\$ 18.561	\$ 20.659	\$ 19.851	\$ 21.165	\$ 21.393

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%	23.3%
Department Store	29.0%	28.8%	27.2%	30.6%	32.0%	35.6%	34.4%	32.4%	33.4%	33.0%
Specialty Clothing Store	6.1%	6.6%	5.5%	6.2%	7.1%	8.2%	8.9%	7.3%	8.0%	8.6%
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%	28.7%
Local/Small Business	N/A	21.4%	23.1%							
Online	20.0%	18.3%	18.2%	19.7%	21.5%	25.6%	28.5%	29.0%	25.0%	27.3%

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Catalog	2.9%	3.4%	2.7%	2.5%	2.9%	2.7%	3.0%	2.1%	2.5%	1.9%

*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%	62.2%
Wife	22.2%	20.6%	21.7%	20.6%	19.6%	22.4%	23.6%	22.5%	23.2%	23.1%
Daughter	8.7%	9.4%	8.8%	9.4%	9.6%	10.5%	10.5%	9.2%	9.8%	9.9%
Grandmother	8.3%	7.4%	7.2%	7.9%	8.0%	8.2%	8.5%	6.6%	7.4%	7.4%
Sister	6.8%	7.4%	7.4%	7.6%	8.4%	8.4%	8.2%	7.6%	8.9%	8.2%
Friend	6.7%	7.1%	6.8%	6.8%	7.3%	7.6%	6.6%	6.1%	6.4%	7.2%
Godmother	1.6%	2.1%	1.6%	1.7%	1.8%	2.1%	1.7%	1.5%	1.8%	1.9%
Other relative	12.1%	11.5%	11.7%	11.2%	11.1%	10.1%	9.8%	9.9%	9.4%	9.1%
No one	8.1%	9.2%	9.0%	10.0%	8.9%	9.4%	8.1%	9.5%	10.4%	9.6%

*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 Mother's Day? (Check all that apply)

I'm planning to give a "gift of experience"	N/A	22.3%								
I would love to receive a "gift of experience"	N/A	24.2%								
None of the above	N/A	57.0%								

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

N = 7008, 4/5 -	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you expect to spend more, the same or less for Mother's Day this year than you spent last year?															
More	19.0%	22.2%	15.9%	20.0%	18.4%	41.0%	34.1%	22.5%	11.6%	7.3%	3.3%	19.1%	17.1%	19.8%	19.8%
Same	57.2%	57.1%	57.2%	51.4%	61.4%	49.2%	55.4%	62.0%	67.1%	56.5%	51.0%	59.0%	59.6%	55.4%	55.4%
Less	8.2%	5.8%	10.5%	9.1%	7.5%	4.7%	4.5%	7.3%	8.7%	13.5%	10.2%	6.9%	7.7%	9.0%	9.0%
Don't Celebrate Mother's Day	15.6%	14.9%	16.3%	19.6%	12.7%	5.1%	5.9%	8.2%	12.6%	22.7%	35.6%	15.1%	15.5%	15.9%	15.8%
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	84.4%	85.1%	83.7%	80.4%	87.3%	94.9%	94.1%	91.8%	87.4%	77.3%	64.4%	84.9%	84.5%	84.1%	84.2%