

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

N = 7108, 2/2 - 2/9/16	Adults 18+	<i>Est # of Persons</i>	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.2%																
Will you celebrate St. Patrick's Day this year?																
Yes	51.2%	125,495,652	51.8%	50.5%	50.1%	52.2%	70.1%	68.9%	57.1%	44.2%	36.2%	35.4%	51.3%	49.3%	51.5%	53.0%
No	48.8%	119,777,786	48.2%	49.5%	49.9%	47.8%	29.9%	31.1%	42.9%	55.8%	63.8%	64.6%	48.7%	50.7%	48.5%	47.0%
Total	100.0%	245,273,438	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%

St. Patrick's Day Celebrants:

How will you celebrate? (Check all that apply)

Wear green	82.1%	103,084,658	79.0%	85.2%	83.6%	81.5%	88.9%	86.4%	83.5%	80.0%	81.1%	75.0%	75.4%	81.9%	85.7%	83.6%
Attend a private party	21.1%	26,532,724	25.9%	16.6%	18.8%	22.5%	30.3%	27.8%	25.5%	15.2%	14.7%	15.8%	23.4%	19.0%	21.7%	20.9%
Attend a party at a bar/restaurant	28.7%	36,070,772	34.1%	23.7%	26.5%	31.1%	33.6%	40.9%	32.9%	30.1%	23.1%	13.6%	31.6%	30.3%	27.2%	26.5%
Decorate home or office	22.8%	28,565,909	17.8%	27.5%	22.0%	24.4%	21.5%	27.8%	27.2%	21.3%	23.3%	15.7%	25.0%	24.9%	21.8%	21.1%
Make a special dinner	31.3%	39,272,646	29.1%	33.3%	29.7%	33.7%	18.6%	26.4%	29.7%	32.3%	37.5%	39.9%	37.6%	29.6%	27.6%	32.8%

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

How much do you plan on spending?

Average of Spenders \$	39.35	\$	43.79	\$	34.93	\$	33.83	\$	43.25	\$	38.54	\$	45.96	\$	43.96	\$	41.25	\$	35.76	\$	29.89	\$	40.98	\$	37.50	\$	39.66	\$	39.27
Percent Spending	89.9%		92.1%		87.8%		89.3%		91.4%		88.0%		92.6%		91.5%		92.0%		89.7%		85.1%		91.7%		90.7%		89.8%		87.4%
Net Average \$	35.37	\$	40.35	\$	30.66	\$	30.21	\$	39.54	\$	33.92	\$	42.58	\$	40.24	\$	37.96	\$	32.09	\$	25.45	\$	37.60	\$	34.02	\$	35.60	\$	34.33
<i>in billions</i> \$	4.44																												

Do you plan to purchase any of the following specifically for St. Patrick's Day? (Check all that apply)

Apparel or accessories	28.0%		25.2%		30.6%		29.4%		27.8%		44.3%		41.0%		36.3%		23.2%		18.3%		9.6%		25.4%		27.9%		29.7%		27.6%
Decorations	23.3%		21.2%		25.3%		23.5%		23.7%		25.3%		31.9%		28.5%		24.6%		20.5%		10.1%		25.4%		21.3%		24.7%		21.9%
Food/Beverages	56.5%		60.9%		52.3%		56.3%		58.4%		57.1%		63.4%		56.6%		56.8%		57.6%		47.9%		60.2%		56.2%		55.2%		55.9%
Candy	17.2%		16.7%		17.6%		19.2%		16.0%		24.0%		23.4%		21.5%		16.5%		13.3%		6.6%		17.2%		14.9%		18.2%		18.2%
Greeting cards	11.4%		10.2%		12.5%		10.5%		12.6%		7.5%		9.4%		8.7%		11.0%		15.1%		15.5%		14.5%		10.1%		11.4%		10.0%
Gifts	5.8%		6.4%		5.3%		5.0%		6.6%		6.3%		10.4%		7.2%		4.4%		5.1%		1.7%		6.6%		4.8%		6.2%		5.5%
Other (please specify)	1.8%		1.5%		2.2%		1.5%		2.0%		0.9%		0.8%		0.9%		2.6%		1.7%		3.7%		1.9%		1.9%		1.8%		1.8%

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

Where will you make St. Patrick's Day purchases this year? (Check all that apply)

Discount Store	30.4%		27.0%		33.6%		34.2%		28.8%		31.7%		35.9%		35.2%		31.4%		29.3%		19.8%		31.9%		29.2%		30.8%		29.8%
Department Store	18.1%		19.6%		16.6%		18.5%		18.1%		28.1%		27.7%		22.8%		15.8%		10.8%		6.3%		18.5%		16.7%		21.2%		14.9%
Specialty Clothing Store	5.7%		7.6%		4.0%		5.3%		6.0%		10.0%		11.3%		7.7%		2.9%		2.3%		1.4%		4.8%		4.8%		6.6%		6.0%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	8.7%		9.7%		7.8%		6.3%		10.7%		8.8%		12.5%		10.7%		5.6%		8.0%		6.8%		10.3%		5.7%		9.5%		9.3%
Local/Small Business	9.1%		11.7%		6.7%		8.1%		9.9%		12.2%		11.8%		11.9%		7.8%		5.9%		6.0%		10.8%		8.4%		8.3%		9.6%
Bar/Restaurant	20.8%		26.2%		15.7%		17.4%		24.2%		24.9%		31.9%		22.9%		19.3%		16.8%		10.3%		23.5%		21.2%		20.3%		18.9%
Grocery Store	36.2%		35.4%		36.9%		35.9%		38.2%		33.7%		37.2%		34.2%		33.6%		41.8%		36.3%		39.6%		35.4%		34.1%		36.8%
Drug Store	7.8%		7.6%		8.1%		7.3%		8.3%		7.8%		9.5%		8.2%		8.5%		9.0%		4.4%		8.4%		7.4%		7.0%		8.6%
Online	6.8%		7.3%		6.4%		7.0%		6.8%		11.6%		11.7%		8.4%		4.3%		4.6%		1.8%		6.2%		6.7%		7.5%		6.5%
Catalog	1.1%		1.5%		0.7%		0.8%		1.4%		1.5%		1.8%		1.5%		1.3%		1.3%		0.5%		0.2%		1.6%		1.3%		1.2%
Other (please specify)	2.5%		2.2%		2.7%		2.0%		2.6%		1.7%		1.0%		2.6%		2.6%		2.6%		3.9%		3.1%		3.0%		2.8%		2.8%

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, FEB 07-16

Adults 18+	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Will you celebrate St. Patrick's Day this year?										
Yes	48.3%	46.0%	44.1%	45.2%	52.4%	54.4%	56.3%	55.5%	52.3%	51.2%
No	51.7%	54.0%	55.9%	54.8%	47.6%	45.6%	43.7%	44.5%	47.7%	48.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How will you celebrate? (Check all that apply)

Wear green	82.6%	82.5%	81.9%	80.8%	83.3%	82.2%	84.2%	83.3%	82.4%	82.1%
Attend a private party	16.6%	18.4%	16.7%	18.9%	19.1%	19.1%	19.5%	20.6%	19.0%	21.1%
Attend a party at a bar/restaurant	30.5%	30.6%	29.6%	29.6%	31.2%	28.2%	27.4%	30.6%	29.2%	28.7%
Decorate home or office	22.2%	23.6%	21.8%	23.3%	25.1%	23.8%	23.3%	21.2%	22.8%	22.8%
Make a special dinner	33.9%	33.7%	33.3%	33.3%	33.9%	32.3%	34.6%	32.9%	30.1%	31.3%

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

How much do you plan on spending?

Average of Spenders \$	38.55	\$ 39.29	\$ 36.60	\$ 36.92	\$ 37.21	\$ 38.94	\$ 38.77	\$ 38.96	\$ 39.70	\$ 39.35
Percent Spending	90.5%	89.2%	89.6%	89.5%	91.3%	91.5%	91.0%	91.8%	92.0%	89.9%
Net Average \$	34.89	\$ 35.04	\$ 32.80	\$ 33.05	\$ 33.97	\$ 35.64	\$ 35.27	\$ 35.78	\$ 36.52	\$ 35.37
<i>in billions</i> \$	3.76	\$ 3.64	\$ 3.29	\$ 3.44	\$ 4.14	\$ 4.55	\$ 4.72	\$ 4.77	\$ 4.63	\$ 4.44

Do you plan to purchase any of the following specifically for St. Patrick's Day? (Check all that apply)

Apparel or accessories	N/A	28.0%								
Decorations	N/A	23.3%								
Food/Beverages	N/A	56.5%								
Candy	N/A	17.2%								
Greeting cards	N/A	11.4%								
Gifts	N/A	5.8%								
Other (please specify)	N/A	1.8%								

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

Where will you make St. Patrick's Day purchases this year? (Check all that apply)

Discount Store	N/A	30.4%								
Department Store	N/A	18.1%								
Specialty Clothing Store	N/A	5.7%								
Specialty Store (Greeting Card/Gift Store, Electronics Store)	N/A	8.7%								
Local/Small Business	N/A	9.1%								
Bar/Restaurant	N/A	20.8%								
Grocery Store	N/A	36.2%								
Drug Store	N/A	7.8%								
Online	N/A	6.8%								
Catalog	N/A	1.1%								
Other (please specify)	N/A	2.5%								

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