

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

N = 7172, 11/3 - 11/10/15

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.2%															
Gift Card Purchasers: Which of the following is most likely to influence you to buy a gift card this holiday															
Gift cards are easier and faster to buy than traditional gifts	24.7%	29.0%	20.6%	26.2%	23.8%	33.2%	32.0%	28.9%	24.5%	18.2%	13.7%	25.8%	21.0%	27.6%	22.9%
Gift cards allow the recipient to select their own gift	50.4%	46.7%	54.0%	49.2%	51.5%	46.9%	48.2%	49.0%	52.1%	50.7%	54.7%	50.9%	53.1%	47.8%	51.2%
Giving gift cards helps me stick to my holiday budget	5.2%	6.4%	4.0%	6.2%	4.4%	6.5%	6.7%	5.9%	4.1%	5.6%	2.9%	4.7%	4.7%	5.3%	6.3%
The gift recipient does not have to worry about returning merchandise	5.6%	5.5%	5.8%	5.4%	5.6%	4.1%	3.0%	4.0%	5.7%	8.6%	8.1%	6.3%	5.6%	5.0%	6.2%
It is easier to mail/ship a gift card than a traditional gift to out-of-town gift recipients	5.6%	4.4%	6.7%	5.5%	5.6%	2.4%	4.1%	4.2%	6.0%	5.4%	10.2%	4.6%	5.8%	5.9%	5.7%
Incentives for buying gift cards (e.g. free additional gift card for myself, discounts on fuel, etc.)	4.4%	4.0%	4.7%	3.3%	5.1%	2.9%	3.1%	4.1%	3.8%	6.0%	5.9%	4.7%	5.4%	3.7%	4.0%
None of the above	4.1%	4.0%	4.3%	4.3%	4.0%	4.0%	3.0%	3.9%	3.9%	5.6%	4.6%	3.1%	4.5%	4.7%	3.7%
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%

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	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Gift Card Purchasers: How many gift cards will you purchase?										
1	13.0%	12.3%	13.5%	14.2%	14.8%	13.7%	13.8%	13.0%	14.6%	16.9%
2	26.2%	27.4%	27.3%	28.6%	27.8%	27.8%	28.7%	27.2%	26.7%	28.6%
3	19.8%	19.4%	20.1%	18.8%	20.1%	18.9%	18.6%	20.2%	19.6%	19.0%
4	13.7%	13.8%	13.7%	14.8%	14.0%	14.6%	14.1%	13.8%	14.0%	13.4%
5	8.4%	8.1%	7.7%	8.1%	7.2%	8.2%	7.6%	9.2%	7.7%	6.7%
6 or more	19.0%	18.9%	17.7%	15.5%	16.0%	16.7%	17.1%	16.5%	17.5%	15.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.7	3.7	3.6	3.5	3.5	3.6	3.6	3.6	3.6	3.4

Gift Card Purchasers: Approximately how much money in total will you spend on gift cards this holiday season?

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
\$20 or less	7.5%	5.7%	6.8%	6.8%	6.7%	5.7%	6.5%	6.0%	5.3%	4.8%
\$21 to \$50	19.4%	18.5%	18.8%	20.9%	19.8%	18.9%	18.2%	18.1%	17.3%	21.4%
\$51 to \$75	11.4%	11.2%	11.2%	11.9%	11.1%	11.1%	10.2%	10.1%	9.7%	10.9%
\$76 to \$100	17.5%	17.8%	19.1%	17.8%	18.5%	18.3%	18.2%	17.6%	17.3%	17.2%
\$101 to \$150	13.4%	13.6%	13.5%	13.3%	13.8%	13.0%	13.2%	13.2%	13.4%	13.4%
\$151 to \$200	11.0%	12.0%	10.7%	11.0%	10.8%	11.4%	11.9%	11.5%	11.5%	11.2%
\$201 to \$300	9.1%	9.2%	8.9%	8.5%	8.3%	9.4%	8.8%	10.1%	10.0%	9.1%
\$301 to \$400	3.5%	4.0%	3.9%	3.6%	4.3%	4.5%	4.5%	4.4%	5.3%	4.2%
\$401 to \$500	2.7%	2.9%	3.0%	2.4%	2.7%	3.0%	3.4%	3.6%	3.8%	3.1%
\$500 or more	4.3%	5.1%	4.1%	3.7%	4.1%	4.8%	4.9%	5.4%	6.3%	4.7%
Not buying gift cards	0.2%	0.1%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	\$ 146.20	\$ 156.24	\$ 147.33	\$ 139.91	\$ 145.61	\$ 155.43	\$ 156.86	\$ 163.16	\$ 172.74	\$ 153.08

Average Per Card \$ 39.16 \$ 41.95 \$ 40.54 \$ 39.80 \$ 41.48 \$ 43.23 \$ 43.75 \$ 45.16 \$ 47.87 \$ 44.83

Total Gift Cards (in billions) \$ 24.81 \$ 26.25 \$ 24.92 \$ 23.63 \$ 24.78 \$ 27.80 \$ 28.79 \$ 29.80 \$ 31.74 \$ 25.97

Gift Card Purchasers: What types of gift cards do you plan to purchase? (Check all that apply)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Book Store	N/A	N/A	N/A	24.4%	23.7%	19.8%	20.8%	18.9%	16.8%	15.5%
Catalog	N/A	N/A	N/A	2.7%	3.2%	3.3%	4.2%	4.6%	3.4%	3.0%
Coffee Shop	N/A	N/A	N/A	13.0%	13.9%	15.9%	18.1%	19.6%	20.6%	20.1%
Craft Store	N/A	N/A	N/A	2.7%	3.8%	3.7%	4.8%	4.9%	4.3%	4.2%
Department Store	N/A	N/A	N/A	38.4%	39.2%	38.7%	39.1%	40.3%	37.7%	34.4%
Discount Store	N/A	N/A	N/A	16.3%	14.7%	13.0%	14.2%	14.5%	11.7%	10.6%
Electronics Store	N/A	N/A	N/A	18.8%	19.0%	19.8%	19.3%	20.1%	18.9%	15.8%
Entertainment (movies, etc.)	N/A	N/A	N/A	15.5%	14.1%	18.2%	18.8%	18.7%	18.1%	17.2%
Gas Station	N/A	N/A	N/A	9.3%	9.3%	11.1%	11.0%	12.0%	10.8%	9.0%
Grocery Store/Gasoline	N/A	N/A	N/A	10.6%	10.8%	11.9%	12.6%	13.8%	12.2%	11.4%
Home Decor/Houseware Store	N/A	N/A	N/A	3.3%	3.9%	4.3%	4.8%	4.5%	4.8%	4.0%
Home Improvement Store	N/A	N/A	N/A	9.8%	8.9%	9.4%	9.7%	9.1%	9.2%	9.0%
Office Supply Store	N/A	N/A	N/A	1.8%	2.2%	2.2%	2.6%	2.5%	2.0%	1.9%
Online Merchant	N/A	N/A	N/A	5.3%	6.3%	8.9%	11.2%	12.7%	11.8%	13.6%
Restaurant	N/A	N/A	N/A	33.4%	33.4%	33.8%	33.3%	34.2%	34.0%	34.8%
Salon/Spa	N/A	N/A	N/A	5.6%	6.1%	5.7%	6.2%	5.9%	6.1%	5.6%
Shoe Store	N/A	N/A	N/A	2.7%	3.6%	3.7%	4.7%	5.1%	3.7%	3.0%
Specialty Clothing Store	N/A	N/A	N/A	7.2%	6.9%	7.6%	7.5%	7.9%	7.4%	6.4%
Sporting Goods Store	N/A	N/A	N/A	5.4%	6.4%	6.3%	6.4%	6.2%	5.6%	6.0%
Visa/Master Card/American Express										
Gift Card	N/A	N/A	N/A	22.1%	23.8%	24.4%	24.1%	24.4%	23.3%	22.7%
Other:	N/A	N/A	N/A	4.7%	4.6%	4.0%	3.4%	3.9%	4.4%	3.8%

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

Gift Card Purchasers: Which of the following is most likely to influence you to buy a gift card this holiday season?

Gift cards are easier and faster to buy than traditional gifts	N/A	N/A	N/A	N/A	17.8%	19.4%	21.1%	22.6%	25.6%	24.7%
Gift cards allow the recipient to select their own gift	N/A	N/A	N/A	N/A	45.8%	46.4%	44.7%	43.1%	51.8%	50.4%
Giving gift cards helps me stick to my holiday budget	N/A	N/A	N/A	N/A	4.6%	4.8%	4.7%	5.7%	3.8%	5.2%

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	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
The gift recipient does not have to worry about returning merchandise	N/A	N/A	N/A	N/A	6.1%	6.0%	6.6%	6.0%	5.0%	5.6%
It is easier to mail/ship a gift card than a traditional gift to out-of-town gift recipients	N/A	N/A	N/A	N/A	6.7%	6.2%	5.8%	6.3%	6.0%	5.6%
Incentives for buying gift cards (e.g. free additional gift card for myself, discounts on fuel, etc.)	N/A	N/A	N/A	N/A	4.7%	5.5%	4.8%	4.9%	4.0%	4.4%
Total	N/A	N/A	N/A	N/A	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%