

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

**N = 7293, 1/5 - 1/12/16**

**Margin of Error = +/- 1.2%**

**Do you plan to celebrate Valentine's Day this year?**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	54.8%	53.1%	56.3%	47.1%	61.7%	58.6%	64.3%	58.0%	55.0%	49.6%	44.7%	55.0%	52.1%	56.5%	54.4%
No	45.2%	46.9%	43.7%	52.9%	38.3%	41.4%	35.7%	42.0%	45.0%	50.4%	55.3%	45.0%	47.9%	43.5%	45.6%
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%

**Valentine's Day Celebrants: How much money do you plan to spend on Valentine's Day gifts for:**

**Significant other/Spouse**

<b>Average of Buyers</b>	\$ 98.93	\$ 133.61	\$ 62.14	\$ 72.69	\$ 114.99	\$ 95.74	\$ 136.24	\$ 118.70	\$ 90.69	\$ 71.84	\$ 75.54	\$ 112.09	\$ 84.35	\$ 96.93	\$ 102.70
<b>Percent Buying</b>	90.8%	96.1%	85.9%	87.6%	92.3%	93.1%	95.3%	92.8%	92.6%	88.5%	83.7%	91.5%	90.5%	91.7%	89.2%
<b>Net Average</b>	\$ 89.86	\$ 128.38	\$ 53.35	\$ 63.69	\$ 106.18	\$ 89.12	\$ 129.87	\$ 110.19	\$ 83.94	\$ 63.60	\$ 63.23	\$ 102.55	\$ 76.37	\$ 88.85	\$ 91.56
<i>in billions</i>	\$ 12.071														

**Other family members (children, parents, etc.)**

<b>Average of Buyers</b>	\$ 49.74	\$ 65.69	\$ 39.58	\$ 38.14	\$ 59.10	\$ 42.64	\$ 77.76	\$ 47.85	\$ 40.88	\$ 37.07	\$ 47.92	\$ 46.66	\$ 37.54	\$ 54.73	\$ 55.49
<b>Percent Buying</b>	55.9%	44.7%	66.5%	59.0%	53.3%	48.2%	56.7%	65.4%	58.4%	51.7%	53.2%	55.4%	53.9%	59.4%	52.9%
<b>Net Average</b>	\$ 27.79	\$ 29.35	\$ 26.32	\$ 22.48	\$ 31.51	\$ 20.55	\$ 44.05	\$ 31.30	\$ 23.89	\$ 19.18	\$ 25.49	\$ 25.87	\$ 20.23	\$ 32.49	\$ 29.36
<i>in billions</i>	\$ 3.734														

**Friends**

<b>Average of Buyers</b>	\$ 36.11	\$ 53.57	\$ 22.26	\$ 23.77	\$ 44.60	\$ 32.41	\$ 52.56	\$ 44.76	\$ 22.71	\$ 25.49	\$ 23.75	\$ 43.07	\$ 26.08	\$ 39.30	\$ 34.01
<b>Percent Buying</b>	20.7%	18.8%	22.5%	25.4%	17.7%	32.0%	27.2%	23.1%	16.4%	13.0%	15.4%	19.1%	17.0%	21.9%	23.2%
<b>Net Average</b>	\$ 7.47	\$ 10.07	\$ 5.00	\$ 6.05	\$ 7.88	\$ 10.37	\$ 14.29	\$ 10.36	\$ 3.74	\$ 3.31	\$ 3.65	\$ 8.21	\$ 4.44	\$ 8.61	\$ 7.89
<i>in billions</i>	\$ 1.003														

**Children's classmates/teachers**

<b>Average of Buyers</b>	\$ 36.32	\$ 45.19	\$ 28.45	\$ 25.47	\$ 41.93	\$ 37.25	\$ 43.63	\$ 35.03	\$ 24.72	\$ 39.16	\$ 33.38	\$ 48.19	\$ 30.44	\$ 31.88	\$ 37.07
<b>Percent Buying</b>	19.5%	18.8%	20.1%	20.0%	18.9%	18.4%	33.3%	36.5%	19.0%	7.2%	3.3%	19.6%	18.2%	20.8%	19.2%
<b>Net Average</b>	\$ 7.08	\$ 8.51	\$ 5.72	\$ 5.08	\$ 7.92	\$ 6.86	\$ 14.53	\$ 12.80	\$ 4.69	\$ 2.83	\$ 1.11	\$ 9.43	\$ 5.55	\$ 6.62	\$ 7.11
<i>in billions</i>	\$ 0.951														

**Co-workers**

<b>Average of Buyers</b>	\$ 54.20	\$ 72.68	\$ 35.14	\$ 38.92	\$ 64.57	\$ 51.05	\$ 65.26	\$ 74.09	\$ 31.97	\$ 27.64	\$ 19.84	\$ 73.95	\$ 36.21	\$ 60.77	\$ 37.72
<b>Percent Buying</b>	10.8%	11.2%	10.3%	11.0%	10.4%	16.8%	20.4%	12.4%	8.5%	6.4%	2.0%	11.6%	8.5%	11.4%	11.4%
<b>Net Average</b>	\$ 5.83	\$ 8.15	\$ 3.62	\$ 4.29	\$ 6.75	\$ 8.60	\$ 13.30	\$ 9.20	\$ 2.73	\$ 1.77	\$ 0.39	\$ 8.59	\$ 3.07	\$ 6.94	\$ 4.30
<i>in billions</i>	\$ 0.783														

**Pets**

<b>Average of Buyers</b>	\$ 26.24	\$ 36.35	\$ 17.26	\$ 18.51	\$ 32.06	\$ 26.59	\$ 37.87	\$ 32.55	\$ 14.33	\$ 16.37	\$ 11.72	\$ 36.22	\$ 17.99	\$ 25.26	\$ 24.97
<b>Percent Buying</b>	19.3%	18.7%	19.9%	22.6%	17.3%	26.9%	27.5%	24.2%	17.9%	13.6%	8.5%	21.2%	18.6%	19.4%	18.4%
<b>Net Average</b>	\$ 5.07	\$ 6.79	\$ 3.44	\$ 4.18	\$ 5.55	\$ 7.14	\$ 10.41	\$ 7.88	\$ 2.57	\$ 2.23	\$ 1.00	\$ 7.70	\$ 3.34	\$ 4.89	\$ 4.60
<i>in billions</i>	\$ 0.681														

**Other**

<b>Average of Buyers</b>	\$ 51.72	\$ 62.30	\$ 38.53	\$ 36.26	\$ 61.95	\$ 42.51	\$ 61.36	\$ 63.03	\$ 38.18	\$ 64.07	\$ 17.74	\$ 68.52	\$ 34.07	\$ 54.67	\$ 39.74
<b>Percent Buying</b>	7.2%	8.2%	6.3%	9.3%	5.7%	11.9%	12.1%	9.1%	5.7%	3.3%	2.6%	8.9%	5.5%	7.6%	7.1%
<b>Net Average</b>	\$ 3.74	\$ 5.14	\$ 2.42	\$ 3.36	\$ 3.54	\$ 5.08	\$ 7.44	\$ 5.74	\$ 2.18	\$ 2.14	\$ 0.46	\$ 6.09	\$ 1.89	\$ 4.16	\$ 2.83
<i>in billions</i>	\$ 0.503														

<b>Combined Average 2016</b>	\$ 146.84	\$ 196.39	\$ 99.87	\$ 109.14	\$ 169.32	\$ 147.72	\$ 233.89	\$ 187.46	\$ 123.72	\$ 95.05	\$ 95.33	\$ 168.43	\$ 114.89	\$ 152.56	\$ 147.64
<i>in billions</i>	\$ 19.7														

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

Discount Store	31.0%	23.7%	37.8%	39.6%	26.8%	27.7%	31.5%	36.8%	33.8%	32.4%	23.8%	28.2%	33.8%	33.9%	26.8%
Department Store	34.5%	34.7%	34.3%	35.3%	34.0%	45.1%	42.6%	38.4%	34.1%	28.2%	22.0%	33.8%	34.7%	36.2%	32.0%
Specialty Clothing Store	8.1%	9.7%	6.5%	7.7%	8.4%	15.2%	14.5%	10.3%	4.9%	3.8%	2.0%	9.7%	6.6%	7.5%	9.0%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	19.1%	18.6%	19.5%	15.4%	21.4%	22.0%	21.2%	22.2%	17.1%	15.7%	17.1%	23.2%	18.8%	18.5%	16.4%
Local/Small Business	15.4%	15.2%	15.6%	14.5%	15.4%	19.8%	15.6%	13.7%	13.8%	15.1%	15.5%	17.8%	16.8%	12.7%	16.1%
Florist	19.4%	30.9%	8.6%	14.4%	22.4%	27.7%	21.4%	24.1%	17.5%	15.3%	13.4%	20.7%	19.2%	19.4%	18.5%
Jewelry Store	11.2%	16.7%	6.1%	10.4%	11.6%	20.6%	15.5%	13.9%	7.7%	6.5%	6.0%	12.5%	9.4%	13.4%	8.2%

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

**N = 7293, 1/5 - 1/12/16**

**Margin of Error = +/- 1.2%**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Online	27.9%	28.8%	27.1%	28.0%	27.6%	40.0%	37.3%	31.7%	22.4%	17.8%	21.5%	27.6%	26.3%	28.7%	28.9%
Catalog	1.7%	1.7%	1.8%	2.1%	1.4%	1.9%	1.8%	1.5%	1.6%	1.6%	1.9%	2.2%	1.8%	1.8%	1.1%
Other (please specify)	9.4%	6.8%	12.0%	8.5%	9.6%	4.3%	4.8%	6.6%	10.8%	13.1%	15.4%	9.1%	10.6%	7.7%	11.3%

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

**Which gifts do you plan to give on Valentine's Day? (Check all that apply)**

Candy	50.0%	47.1%	52.7%	56.1%	46.1%	63.6%	57.1%	58.3%	51.7%	42.6%	31.5%	49.7%	50.0%	51.2%	48.1%
Flowers	36.4%	58.2%	15.8%	33.3%	38.8%	48.1%	43.4%	41.3%	37.2%	28.7%	23.7%	36.6%	36.5%	36.3%	35.9%
Jewelry	19.9%	29.3%	11.0%	19.4%	20.0%	31.4%	27.6%	23.9%	16.5%	12.5%	11.0%	22.2%	17.0%	23.2%	15.6%
Greeting cards	47.9%	42.4%	53.1%	48.5%	48.0%	35.7%	45.6%	48.9%	52.4%	48.7%	52.4%	51.7%	49.0%	46.6%	45.4%
An evening out	38.3%	43.2%	33.8%	33.5%	40.5%	48.7%	45.5%	37.1%	36.1%	33.5%	32.0%	35.9%	39.0%	37.7%	41.2%
Clothing	17.2%	14.7%	19.6%	18.0%	16.6%	28.1%	20.0%	19.4%	13.2%	13.2%	12.6%	17.7%	17.4%	18.0%	15.5%
Gift card/gift certificate	15.4%	11.4%	19.2%	15.5%	15.7%	15.8%	13.1%	16.2%	15.7%	13.9%	17.7%	14.5%	16.3%	15.7%	15.1%
Other	10.2%	6.0%	14.1%	11.4%	9.8%	7.5%	6.9%	9.1%	9.1%	11.3%	16.1%	10.8%	10.8%	9.2%	10.8%

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

**Asked of those Planning to Buy in Previous Question: How much do you plan to spend on Valentine's Day gifts for:**

<b>Candy</b>																														
<b>Average of Buyers</b>	\$	26.22	\$	31.63	\$	21.09	\$	18.33	\$	33.10	\$	17.10	\$	41.45	\$	25.99	\$	21.95	\$	25.58	\$	22.86	\$	30.25	\$	23.39	\$	23.86	\$	28.34
<b>Percent Buying</b>		50.0%		47.1%		52.7%		56.1%		46.1%		63.6%		57.1%		58.3%		51.7%		42.6%		31.5%		49.7%		50.0%		51.2%		48.1%
<b>Net Average</b>	\$	13.11	\$	14.89	\$	11.12	\$	10.27	\$	15.26	\$	10.87	\$	23.67	\$	15.16	\$	11.35	\$	10.90	\$	7.20	\$	15.02	\$	11.70	\$	12.22	\$	13.62
<i>in billions</i>	\$	1.761																												
<b>Flowers</b>																														
<b>Average of Buyers</b>	\$	40.57	\$	45.74	\$	35.67	\$	31.71	\$	46.93	\$	26.37	\$	55.08	\$	43.83	\$	38.96	\$	36.52	\$	38.74	\$	42.15	\$	38.53	\$	40.66	\$	40.68
<b>Percent Buying</b>		36.4%		58.2%		15.8%		33.3%		38.8%		48.1%		43.4%		41.3%		37.2%		28.7%		23.7%		36.6%		36.5%		36.3%		35.9%
<b>Net Average</b>	\$	14.78	\$	26.60	\$	5.65	\$	10.55	\$	18.19	\$	12.69	\$	23.89	\$	18.11	\$	14.47	\$	10.47	\$	9.20	\$	15.41	\$	14.05	\$	14.76	\$	14.60
<i>in billions</i>	\$	1.986																												
<b>Jewelry</b>																														
<b>Average of Buyers</b>	\$	166.08	\$	206.95	\$	127.34	\$	126.13	\$	191.44	\$	125.81	\$	155.91	\$	204.58	\$	170.70	\$	168.80	\$	162.62	\$	174.68	\$	171.13	\$	153.81	\$	193.95
<b>Percent Buying</b>		19.9%		29.3%		11.0%		19.4%		20.0%		31.4%		27.6%		23.9%		16.5%		12.5%		11.0%		22.2%		17.0%		23.2%		15.6%
<b>Net Average</b>	\$	33.11	\$	60.67	\$	14.06	\$	24.48	\$	38.20	\$	39.52	\$	43.10	\$	48.94	\$	28.23	\$	21.05	\$	17.93	\$	38.72	\$	29.06	\$	35.69	\$	30.29
<i>in billions</i>	\$	4.447																												
<b>Greeting cards</b>																														
<b>Average of Buyers</b>	\$	17.81	\$	22.75	\$	13.12	\$	13.29	\$	21.27	\$	16.22	\$	42.70	\$	17.30	\$	10.88	\$	9.17	\$	9.90	\$	18.32	\$	17.27	\$	15.34	\$	21.84
<b>Percent Buying</b>		47.9%		42.4%		53.1%		48.5%		48.0%		35.7%		45.6%		48.9%		52.4%		48.7%		52.4%		51.7%		49.0%		46.6%		45.4%
<b>Net Average</b>	\$	8.52	\$	9.64	\$	6.96	\$	6.44	\$	10.21	\$	5.79	\$	19.49	\$	8.46	\$	5.70	\$	4.47	\$	5.18	\$	9.48	\$	8.46	\$	7.14	\$	9.92
<i>in billions</i>	\$	1.145																												
<b>An evening out</b>																														
<b>Average of Buyers</b>	\$	87.25	\$	104.23	\$	71.16	\$	61.22	\$	100.89	\$	62.34	\$	104.12	\$	95.32	\$	76.42	\$	84.19	\$	94.10	\$	105.70	\$	76.55	\$	79.31	\$	91.62
<b>Percent Buying</b>		38.3%		43.2%		33.8%		33.5%		40.5%		48.7%		45.5%		37.1%		36.1%		33.5%		32.0%		35.9%		39.0%		37.7%		41.2%
<b>Net Average</b>	\$	33.46	\$	45.02	\$	24.02	\$	20.53	\$	40.88	\$	30.37	\$	47.34	\$	35.39	\$	27.58	\$	28.21	\$	30.09	\$	37.97	\$	29.86	\$	29.90	\$	37.73
<i>in billions</i>	\$	4.495																												
<b>Clothing</b>																														
<b>Average of Buyers</b>	\$	87.37	\$	112.71	\$	63.36	\$	69.81	\$	99.12	\$	73.12	\$	123.95	\$	97.46	\$	79.87	\$	67.01	\$	78.51	\$	90.71	\$	90.10	\$	80.20	\$	90.01
<b>Percent Buying</b>		17.2%		14.7%		19.6%		18.0%		16.6%		28.1%		20.0%		19.4%		13.2%		13.2%		12.6%		17.7%		17.4%		18.0%		15.5%
<b>Net Average</b>	\$	15.05	\$	16.52	\$	12.45	\$	12.56	\$	16.41	\$	20.51	\$	24.77	\$	18.89	\$	10.51	\$	8.87	\$	9.91	\$	16.05	\$	15.71	\$	14.43	\$	14.00
<i>in billions</i>	\$	2.021																												
<b>Gift card/gift certificate</b>																														
<b>Average of Buyers</b>	\$	81.20	\$	106.68	\$	57.06	\$	57.09	\$	101.01	\$	54.29	\$	160.36	\$	95.99	\$	56.84	\$	53.73	\$	58.77	\$	81.03	\$	74.72	\$	74.45	\$	86.75
<b>Percent Buying</b>		15.4%		11.4%		19.2%		15.5%		15.7%		15.8%		13.1%		16.2%		15.7%		13.9%		17.7%		14.5%		16.3%		15.7%		15.1%
<b>Net Average</b>	\$	12.52	\$	12.19	\$	10.96	\$	8.85	\$	15.91	\$	8.56	\$	21.07	\$	15.51	\$	8.91	\$	7.49	\$	10.41	\$	11.73	\$	12.16	\$	11.71	\$	13.12
<i>in billions</i>	\$	1.682																												

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

**N = 7293, 1/5 - 1/12/16**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Margin of Error = +/- 1.2%</b>															
<b>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 Valentine's Day? (Check all that apply)</b>															
I'm planning to give a "gift of experience"	24.0%	29.9%	18.4%	22.5%	24.4%	39.5%	44.0%	29.8%	16.7%	11.9%	7.1%	25.0%	21.2%	25.2%	24.3%
I would love to receive a "gift of experience"	38.8%	28.4%	48.6%	38.4%	38.9%	55.3%	51.8%	43.9%	36.0%	28.4%	22.4%	37.8%	38.7%	38.0%	40.7%
None of the above	45.9%	49.8%	42.3%	47.1%	45.7%	21.3%	22.4%	37.6%	52.1%	62.7%	71.9%	45.7%	49.4%	45.6%	43.6%

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

**Asked of Valentine's Day Celebrants: Do you own either of the following devices?**

Smartphone (e.g. iPhone, Droid, BlackBerry etc.)	79.9%	80.5%	79.3%	71.9%	83.8%	92.5%	92.1%	88.8%	83.0%	69.1%	58.4%	78.8%	76.7%	81.3%	81.4%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	52.7%	52.1%	53.3%	42.5%	58.6%	43.4%	58.3%	61.9%	56.6%	47.0%	47.0%	51.0%	51.8%	54.4%	52.4%
I do not own either of these types of devices	12.4%	12.0%	12.8%	19.9%	9.0%	3.5%	3.4%	6.1%	10.2%	19.0%	28.8%	13.9%	14.2%	11.0%	12.0%

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

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

Plan to research products/compare prices	30.5%	32.0%	29.0%	31.3%	29.8%	53.9%	50.9%	36.4%	24.8%	16.6%	7.5%	30.9%	30.9%	30.3%	30.3%
Plan to purchase products	17.3%	18.6%	16.1%	17.4%	17.4%	33.0%	31.6%	20.5%	11.7%	7.3%	4.4%	18.6%	15.2%	18.6%	16.3%
Plan to redeem coupons	13.3%	11.9%	14.6%	13.1%	13.0%	25.7%	22.1%	14.6%	11.0%	5.5%	4.3%	14.2%	14.8%	13.3%	11.3%
Plan to look up retailer information (location, store hours, directions, etc.)	19.2%	19.2%	19.2%	17.4%	19.8%	34.3%	31.7%	22.1%	13.6%	9.9%	7.8%	19.3%	18.0%	19.3%	20.2%
Plan to check for in-store availability of products	12.6%	12.5%	12.7%	13.9%	11.9%	19.4%	22.7%	14.4%	9.8%	6.5%	4.7%	12.7%	12.0%	14.1%	10.8%
Plan to use Apps to research or purchase products	8.9%	10.3%	7.6%	9.7%	8.6%	12.1%	15.5%	10.8%	6.0%	5.7%	4.4%	7.5%	8.8%	10.4%	8.0%
Plan to use Apps to compare prices	8.2%	9.1%	7.4%	9.1%	7.6%	12.4%	13.1%	9.7%	7.2%	3.9%	4.2%	7.6%	8.4%	8.9%	7.5%
Plan to use smartphone to pay for a transaction at a store check-out counter	4.3%	5.1%	3.6%	4.2%	4.4%	6.4%	7.0%	6.0%	3.3%	2.6%	1.3%	4.8%	3.6%	5.0%	3.6%
Do not plan to research or make a purchase with my smartphone	53.5%	50.6%	56.1%	53.7%	54.1%	22.1%	25.5%	43.5%	62.6%	73.8%	83.7%	51.1%	54.0%	52.5%	56.2%

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 Valentine's Day purchase decisions? (Check all that apply)**

Plan to research products/compare prices	32.0%	36.2%	28.1%	30.2%	33.2%	41.2%	44.5%	35.9%	29.4%	27.6%	16.9%	27.2%	33.1%	32.5%	34.0%
Plan to purchase products	20.3%	22.5%	18.2%	19.0%	20.4%	31.0%	29.4%	23.7%	17.4%	13.5%	10.0%	22.7%	20.0%	20.5%	18.4%
Plan to redeem coupons	9.7%	9.9%	9.5%	10.0%	9.5%	15.2%	18.0%	11.1%	8.0%	6.5%	1.1%	11.1%	10.9%	9.0%	8.7%
Plan to look up retailer information (location, store hours, directions, etc.)	16.4%	18.4%	14.5%	14.6%	16.8%	24.4%	25.7%	16.1%	14.2%	13.4%	7.3%	16.7%	15.0%	16.9%	17.0%
Plan to check for in-store availability of products	12.2%	13.3%	11.2%	13.5%	11.4%	19.3%	19.3%	14.2%	10.0%	10.0%	3.2%	11.5%	13.4%	12.9%	11.0%
Plan to use Apps to research or purchase products	9.1%	11.5%	6.8%	8.6%	9.2%	11.4%	15.0%	12.7%	6.5%	5.8%	4.1%	8.8%	8.9%	8.9%	9.1%
Plan to use Apps to compare prices	8.4%	10.4%	6.5%	8.7%	8.2%	10.3%	13.9%	12.6%	6.7%	4.2%	3.5%	7.2%	8.8%	8.2%	8.8%
Plan to use tablet to pay for a transaction at a store check-out counter	3.6%	4.1%	3.2%	3.3%	3.4%	6.2%	5.5%	3.5%	2.9%	3.1%	1.4%	4.4%	2.5%	4.5%	2.5%
Do not plan to research or make a purchase with my tablet	54.3%	48.9%	59.4%	56.7%	53.6%	38.8%	37.7%	47.1%	58.9%	62.1%	75.9%	56.2%	53.8%	53.7%	54.0%

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

**Non-Celebrants: Although you indicated that you will not celebrate Valentine's Day, do you plan to do any of the following to mark the occasion this year? (Check all that apply)**

Purchase "anti" Valentine's Day gifts	3.1%	3.2%	3.0%	3.1%	3.0%	6.4%	7.0%	4.3%	1.0%	0.2%	0.6%	4.4%	2.1%	3.2%	3.0%
Treat yourself to something special (i.e. jewelry, spa service, apparel, etc.)	9.6%	7.3%	11.8%	10.8%	8.3%	23.5%	16.9%	9.3%	5.3%	4.5%	2.0%	11.4%	8.1%	10.4%	8.3%
Plan a get-together or evening out with other single friends/family members	10.0%	9.4%	10.6%	11.7%	8.8%	26.7%	13.2%	7.5%	6.0%	6.3%	4.9%	13.9%	8.0%	9.0%	10.4%
Other	4.8%	3.9%	5.6%	4.6%	5.4%	3.3%	4.1%	4.9%	3.9%	5.6%	6.4%	5.6%	5.0%	4.3%	4.7%
None of the above	75.4%	77.6%	73.2%	72.9%	77.7%	52.5%	64.4%	74.6%	84.0%	83.8%	86.6%	69.4%	78.1%	76.1%	76.3%

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, JAN 07-16

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Do you plan to celebrate Valentine's Day this year?</b>										
Yes	63.4%	61.3%	62.8%	59.6%	58.1%	59.4%	59.9%	53.8%	54.9%	54.8%
No	36.6%	38.7%	37.2%	40.4%	41.9%	40.6%	40.1%	46.2%	45.1%	45.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How much money do you plan to spend on Valentine's Day gifts for:</b>										
<b>Significant other/Spouse</b>										
Average of Buyers	\$ 88.17	\$ 88.18	\$ 74.01	\$ 70.62	\$ 77.36	\$ 82.90	\$ 81.00	\$ 85.76	\$ 96.63	\$ 98.93
Percent Buying	91.1%	90.7%	90.8%	89.7%	89.2%	89.4%	91.1%	91.1%	91.0%	90.8%
Net Average	\$ 80.29	\$ 79.99	\$ 67.22	\$ 63.34	\$ 68.98	\$ 74.12	\$ 73.75	\$ 78.09	\$ 87.94	\$ 89.86
<i>in billions</i>	\$ 11.342	\$ 11.072	\$ 9.621	\$ 8.690	\$ 9.324	\$ 10.326	\$ 10.500	\$ 10.082	\$ 11.704	\$ 12.071
<b>Other family members (children, parents, etc.)</b>										
Average of Buyers	\$ 38.96	\$ 38.27	\$ 34.65	\$ 34.45	\$ 37.92	\$ 41.67	\$ 43.94	\$ 42.46	\$ 44.73	\$ 49.74
Percent Buying	64.2%	62.4%	60.5%	60.8%	59.8%	60.6%	60.2%	59.4%	58.7%	55.9%
Net Average	\$ 25.00	\$ 23.89	\$ 20.95	\$ 20.94	\$ 22.68	\$ 25.25	\$ 26.46	\$ 25.22	\$ 26.26	\$ 27.79
<i>in billions</i>	\$ 3.532	\$ 3.307	\$ 2.998	\$ 2.873	\$ 3.066	\$ 3.517	\$ 3.766	\$ 3.256	\$ 3.495	\$ 3.734
<b>Friends</b>										
Average of Buyers	\$ 18.81	\$ 23.89	\$ 21.89	\$ 23.66	\$ 27.99	\$ 28.17	\$ 33.70	\$ 34.76	\$ 32.18	\$ 36.11
Percent Buying	26.2%	24.1%	21.6%	22.7%	22.5%	24.6%	25.2%	21.7%	22.3%	20.7%
Net Average	\$ 4.93	\$ 5.75	\$ 4.74	\$ 5.37	\$ 6.30	\$ 6.92	\$ 8.49	\$ 7.54	\$ 7.16	\$ 7.47
<i>in billions</i>	\$ 0.696	\$ 0.796	\$ 0.678	\$ 0.737	\$ 0.851	\$ 0.965	\$ 1.209	\$ 0.974	\$ 0.953	\$ 1.003
<b>Children's classmates/teachers</b>										
Average of Buyers	\$ 17.15	\$ 22.18	\$ 19.97	\$ 23.08	\$ 27.20	\$ 28.04	\$ 29.23	\$ 31.17	\$ 28.38	\$ 36.32
Percent Buying	19.6%	18.3%	18.0%	18.6%	18.3%	20.7%	20.5%	20.4%	22.2%	19.5%
Net Average	\$ 3.35	\$ 4.05	\$ 3.59	\$ 4.29	\$ 4.97	\$ 5.81	\$ 6.00	\$ 6.37	\$ 6.30	\$ 7.08
<i>in billions</i>	\$ 0.474	\$ 0.561	\$ 0.513	\$ 0.588	\$ 0.672	\$ 0.809	\$ 0.854	\$ 0.822	\$ 0.838	\$ 0.951
<b>Co-workers</b>										
Average of Buyers	\$ 20.06	\$ 25.93	\$ 20.67	\$ 29.72	\$ 32.77	\$ 32.34	\$ 38.63	\$ 53.68	\$ 37.96	\$ 54.20
Percent Buying	12.0%	11.6%	9.4%	9.6%	10.4%	11.5%	13.2%	12.1%	12.4%	10.8%
Net Average	\$ 2.40	\$ 3.02	\$ 1.94	\$ 2.84	\$ 3.41	\$ 3.73	\$ 5.12	\$ 6.52	\$ 4.71	\$ 5.83
<i>in billions</i>	\$ 0.339	\$ 0.417	\$ 0.277	\$ 0.390	\$ 0.461	\$ 0.520	\$ 0.728	\$ 0.841	\$ 0.627	\$ 0.783
<b>Pets</b>										
Average of Buyers	NA	\$ 15.37	\$ 12.77	\$ 18.96	\$ 27.62	\$ 22.77	\$ 28.55	\$ 28.36	\$ 24.96	\$ 26.24
Percent Buying	NA	17.2%	17.0%	17.3%	18.2%	19.9%	20.0%	19.4%	21.2%	19.3%
Net Average	NA	\$ 2.65	\$ 2.17	\$ 3.27	\$ 5.04	\$ 4.52	\$ 5.72	\$ 5.51	\$ 5.28	\$ 5.07
<i>in billions</i>	NA	\$ 0.367	\$ 0.310	\$ 0.449	\$ 0.681	\$ 0.630	\$ 0.815	\$ 0.712	\$ 0.703	\$ 0.681
<b>Other</b>										
Average of Buyers	\$ 35.78	\$ 53.17	\$ 30.84	\$ 43.64	\$ 65.41	\$ 64.96	\$ 54.96	\$ 54.21	\$ 50.77	\$ 51.72
Percent Buying	10.3%	6.8%	6.2%	6.8%	7.4%	8.7%	9.9%	8.6%	9.2%	7.2%
Net Average	\$ 3.69	\$ 3.63	\$ 1.90	\$ 2.95	\$ 4.83	\$ 5.68	\$ 5.43	\$ 4.67	\$ 4.66	\$ 3.74
<i>in billions</i>	\$ 0.522	\$ 0.502	\$ 0.271	\$ 0.404	\$ 0.653	\$ 0.791	\$ 0.773	\$ 0.603	\$ 0.620	\$ 0.503
<b>Combined Average</b>	<b>\$ 119.67</b>	<b>\$ 122.98</b>	<b>\$ 102.50</b>	<b>\$ 103.00</b>	<b>\$ 116.21</b>	<b>\$ 126.03</b>	<b>\$ 130.97</b>	<b>\$ 133.91</b>	<b>\$ 142.31</b>	<b>\$ 146.84</b>
<i>in billions</i>	\$ 16.9	\$ 17.0	\$ 14.7	\$ 14.1	\$ 15.7	\$ 17.6	\$ 18.6	\$ 17.3	\$ 18.9	\$ 19.7
<b>Where will you purchase Valentine's Day gifts this year? (Check all that apply)</b>										
Discount Store	N/A	N/A	N/A	40.9%	36.6%	37.0%	39.6%	34.7%	35.2%	31.0%
Department Store	N/A	N/A	N/A	31.1%	30.5%	33.6%	33.2%	34.4%	36.5%	34.5%
Specialty Clothing Store	N/A	N/A	N/A	6.0%	6.0%	6.6%	7.5%	7.2%	7.9%	8.1%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	N/A	N/A	N/A	21.4%	19.4%	20.2%	22.9%	22.7%	19.4%	19.1%
Local/Small Business	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	13.3%	15.4%
Florist	N/A	N/A	N/A	19.6%	16.8%	17.8%	19.6%	19.3%	18.7%	19.4%
Jewelry Store	N/A	N/A	N/A	9.0%	9.5%	10.6%	11.2%	10.0%	11.9%	11.2%
Online	N/A	N/A	N/A	16.3%	18.1%	19.3%	26.3%	26.1%	25.1%	27.9%
Catalog	N/A	N/A	N/A	2.1%	1.5%	2.2%	2.6%	2.0%	1.5%	1.7%
Other:	N/A	N/A	N/A	11.1%	10.3%	9.0%	9.7%	11.1%	8.4%	9.4%

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, JAN 07-16

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Which gifts do you plan to give on Valentine's Day? (Check all that apply)</b>										
Candy	48.4%	47.7%	45.8%	47.2%	47.5%	50.5%	51.0%	48.7%	53.2%	50.0%
Flowers	36.7%	35.9%	35.7%	35.6%	34.3%	36.0%	36.6%	37.3%	37.8%	36.4%
Jewelry	17.9%	16.6%	16.0%	15.5%	17.3%	18.9%	19.7%	18.9%	21.1%	19.9%
Card	62.8%	56.8%	58.0%	54.9%	52.1%	52.0%	54.7%	51.2%	51.4%	47.9%
An evening out	45.3%	48.2%	47.0%	35.6%	34.6%	35.6%	36.2%	37.0%	35.1%	38.3%
Clothing	11.6%	11.8%	10.2%	14.4%	14.4%	14.6%	15.6%	15.8%	16.3%	17.2%
Gift card/gift certificate	11.3%	12.3%	11.0%	11.2%	12.6%	13.3%	15.0%	14.0%	14.8%	15.4%
Other:	10.0%	10.1%	10.4%	11.7%	11.2%	10.4%	9.5%	10.9%	9.0%	10.2%

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 on Valentine's Day gifts for:**

<b>Candy</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 18.22	\$ 22.63	\$ 21.47	\$ 22.81	\$ 22.18	\$ 23.86	\$ 26.22
<b>Percent Buying</b>	N/A	N/A	N/A	47.2%	47.5%	50.5%	51.0%	48.7%	53.2%	50.0%
<b>Net Average</b>	N/A	N/A	N/A	\$ 8.60	\$ 10.75	\$ 10.85	\$ 11.64	\$ 10.80	\$ 12.70	\$ 13.11
<i>in billions</i>	N/A	N/A	N/A	\$ 1.180	\$ 1.453	\$ 1.512	\$ 1.657	\$ 1.394	\$ 1.690	\$ 1.761
<b>Flowers</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 34.58	\$ 36.78	\$ 37.44	\$ 36.77	\$ 40.20	\$ 41.55	\$ 40.57
<b>Percent Buying</b>	N/A	N/A	N/A	35.6%	34.3%	36.0%	36.6%	37.3%	37.8%	36.4%
<b>Net Average</b>	N/A	N/A	N/A	\$ 12.33	\$ 12.62	\$ 13.49	\$ 13.48	\$ 15.00	\$ 15.72	\$ 14.78
<i>in billions</i>	N/A	N/A	N/A	\$ 1.691	\$ 1.706	\$ 1.880	\$ 1.919	\$ 1.936	\$ 2.093	\$ 1.986
<b>Jewelry</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 139.14	\$ 151.53	\$ 156.61	\$ 157.32	\$ 162.03	\$ 172.38	\$ 166.08
<b>Percent Buying</b>	N/A	N/A	N/A	15.5%	17.3%	18.9%	19.7%	18.9%	21.1%	19.9%
<b>Net Average</b>	N/A	N/A	N/A	\$ 21.52	\$ 26.18	\$ 29.60	\$ 30.94	\$ 30.58	\$ 36.30	\$ 33.11
<i>in billions</i>	N/A	N/A	N/A	\$ 2.952	\$ 3.539	\$ 4.123	\$ 4.404	\$ 3.947	\$ 4.832	\$ 4.447
<b>Greeting Cards</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 10.75	\$ 15.52	\$ 13.33	\$ 15.21	\$ 15.58	\$ 15.32	\$ 17.81
<b>Percent Buying</b>	N/A	N/A	N/A	54.9%	52.1%	52.0%	54.7%	51.2%	51.4%	47.9%
<b>Net Average</b>	N/A	N/A	N/A	\$ 5.91	\$ 8.09	\$ 6.93	\$ 8.32	\$ 7.97	\$ 7.87	\$ 8.52
<i>in billions</i>	N/A	N/A	N/A	\$ 0.810	\$ 1.093	\$ 0.966	\$ 1.184	\$ 1.029	\$ 1.047	\$ 1.145
<b>An evening out</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 66.70	\$ 71.76	\$ 71.99	\$ 77.11	\$ 74.19	\$ 77.77	\$ 87.25
<b>Percent Buying</b>	N/A	N/A	N/A	35.6%	34.6%	35.6%	36.2%	37.0%	35.1%	38.3%
<b>Net Average</b>	N/A	N/A	N/A	\$ 23.76	\$ 24.86	\$ 25.66	\$ 27.93	\$ 27.48	\$ 27.27	\$ 33.46
<i>in billions</i>	N/A	N/A	N/A	\$ 3.259	\$ 3.360	\$ 3.574	\$ 3.976	\$ 3.548	\$ 3.630	\$ 4.495
<b>Clothing</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 75.74	\$ 83.56	\$ 71.30	\$ 73.65	\$ 84.48	\$ 90.33	\$ 87.37
<b>Percent Buying</b>	N/A	N/A	N/A	14.4%	14.4%	14.6%	15.6%	15.8%	16.3%	17.2%
<b>Net Average</b>	N/A	N/A	N/A	\$ 10.93	\$ 12.00	\$ 10.42	\$ 11.46	\$ 13.37	\$ 14.72	\$ 15.05
<i>in billions</i>	N/A	N/A	N/A	\$ 1.500	\$ 1.622	\$ 1.452	\$ 1.632	\$ 1.726	\$ 1.959	\$ 2.021
<b>Gift card/gift certificate</b>										
<b>Average of Buyers</b>	N/A	N/A	N/A	\$ 75.31	\$ 88.59	\$ 63.55	\$ 68.11	\$ 64.51	\$ 74.44	\$ 81.20
<b>Percent Buying</b>	N/A	N/A	N/A	11.2%	12.6%	13.3%	15.0%	14.0%	14.8%	15.4%
<b>Net Average</b>	N/A	N/A	N/A	\$ 8.42	\$ 11.21	\$ 8.43	\$ 10.23	\$ 9.00	\$ 11.05	\$ 12.52
<i>in billions</i>	N/A	N/A	N/A	\$ 1.155	\$ 1.515	\$ 1.174	\$ 1.457	\$ 1.162	\$ 1.470	\$ 1.682

**Regarding "gifts of experience" (e.g. tickets to a concert or sporting event, hot air balloon ride, gym**

I'm planning to give a "gift of experience"	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24.0%
I would love to receive a "gift of experience"	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	38.8%
None of the above	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	45.9%

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