

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

N = 6087, 5/5 - 5/12/15

	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 Celebrating Father's Day	75.4%	77.0%	73.9%	70.0%	79.8%	89.1%	89.7%	87.1%	74.8%	63.2%	52.7%	76.3%	76.8%	75.7%	72.7%
Do you expect to spend more, the same or less for Father's Day this year than you spent last year?															
More	17.6%	18.5%	16.7%	19.5%	16.2%	37.2%	29.2%	15.6%	8.5%	5.7%	3.5%	15.1%	14.9%	18.8%	20.7%
Same	73.0%	72.4%	73.6%	67.5%	76.9%	54.7%	65.2%	77.5%	82.2%	79.1%	81.4%	74.8%	75.7%	71.1%	71.6%
Less	9.4%	9.1%	9.7%	13.0%	6.9%	8.1%	5.6%	6.8%	9.3%	15.2%	15.1%	10.1%	9.4%	10.2%	7.7%

How much do you plan to spend on Father's Day gifts for each of the following items?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Books or CDs															
Average of Buyers	\$ 22.77	\$ 23.40	\$ 22.03	\$ 20.23	\$ 24.71	\$ 20.46	\$ 22.64	\$ 23.29	\$ 24.30	\$ 23.01	\$ 24.14	\$ 24.88	\$ 21.60	\$ 21.39	\$ 23.87
Percent Buying	21.5%	23.9%	19.3%	19.1%	22.3%	33.7%	31.0%	22.0%	18.4%	13.7%	13.4%	23.5%	20.9%	19.2%	23.7%
Net Average	\$ 4.90	\$ 5.59	\$ 4.24	\$ 3.87	\$ 5.50	\$ 6.90	\$ 7.02	\$ 5.12	\$ 4.46	\$ 3.15	\$ 3.24	\$ 5.85	\$ 4.52	\$ 4.10	\$ 5.65
<i>in billions</i>	\$ 0.538														
Clothing															
Average of Buyers	\$ 39.90	\$ 41.46	\$ 38.62	\$ 35.03	\$ 43.76	\$ 36.02	\$ 39.53	\$ 40.79	\$ 43.57	\$ 41.17	\$ 39.54	\$ 42.25	\$ 36.12	\$ 39.88	\$ 41.11
Percent Buying	39.7%	36.9%	42.4%	39.8%	38.6%	60.1%	48.9%	40.5%	34.8%	31.0%	28.2%	42.7%	33.9%	40.4%	42.4%
Net Average	\$ 15.85	\$ 15.28	\$ 16.39	\$ 13.93	\$ 16.91	\$ 21.66	\$ 19.35	\$ 16.53	\$ 15.17	\$ 12.77	\$ 11.17	\$ 18.02	\$ 12.23	\$ 16.11	\$ 17.42
<i>in billions</i>	\$ 1.739														
Consumer electronics or computer related accessories															
Average of Buyers	\$ 74.57	\$ 76.89	\$ 71.01	\$ 61.78	\$ 82.54	\$ 63.84	\$ 69.14	\$ 82.32	\$ 80.43	\$ 90.21	\$ 90.05	\$ 78.90	\$ 74.52	\$ 65.35	\$ 83.57
Percent Buying	19.7%	24.5%	15.2%	18.6%	19.2%	38.2%	33.0%	21.0%	15.5%	8.7%	6.7%	21.9%	15.0%	19.1%	23.5%
Net Average	\$ 14.71	\$ 18.85	\$ 10.78	\$ 11.50	\$ 15.89	\$ 24.39	\$ 22.79	\$ 17.30	\$ 12.45	\$ 7.85	\$ 6.05	\$ 17.27	\$ 11.21	\$ 12.50	\$ 19.61
<i>in billions</i>	\$ 1.614														
Gift Certificates/Gift Cards															
Average of Buyers	\$ 42.34	\$ 44.02	\$ 40.66	\$ 35.34	\$ 47.64	\$ 36.07	\$ 40.14	\$ 43.03	\$ 48.25	\$ 45.13	\$ 43.07	\$ 44.47	\$ 40.05	\$ 43.44	\$ 41.02
Percent Buying	39.0%	40.2%	38.0%	37.0%	39.8%	52.3%	48.6%	43.5%	37.8%	27.5%	27.9%	44.2%	38.0%	37.7%	37.7%
Net Average	\$ 16.53	\$ 17.68	\$ 15.44	\$ 13.08	\$ 18.98	\$ 18.87	\$ 19.52	\$ 18.71	\$ 18.24	\$ 12.41	\$ 12.01	\$ 19.65	\$ 15.21	\$ 16.39	\$ 15.46
<i>in billions</i>	\$ 1.813														
Greeting card(s)															
Average of Buyers	\$ 11.39	\$ 12.06	\$ 10.91	\$ 11.25	\$ 11.46	\$ 12.33	\$ 12.21	\$ 11.23	\$ 11.01	\$ 10.72	\$ 10.88	\$ 11.64	\$ 11.27	\$ 11.14	\$ 11.69
Percent Buying	62.2%	53.5%	70.4%	59.2%	64.3%	65.8%	65.8%	67.4%	62.9%	59.4%	53.1%	64.2%	63.4%	62.3%	58.8%
Net Average	\$ 7.08	\$ 6.45	\$ 7.68	\$ 6.66	\$ 7.36	\$ 8.11	\$ 8.04	\$ 7.56	\$ 6.92	\$ 6.37	\$ 5.77	\$ 7.48	\$ 7.14	\$ 6.94	\$ 6.87
<i>in billions</i>	\$ 0.777														
Home improvement or gardening supplies															
Average of Buyers	\$ 45.45	\$ 45.73	\$ 45.11	\$ 39.60	\$ 48.83	\$ 43.26	\$ 46.51	\$ 41.55	\$ 54.43	\$ 46.11	\$ 43.78	\$ 49.30	\$ 41.49	\$ 44.25	\$ 47.27
Percent Buying	14.2%	16.2%	12.4%	13.9%	14.2%	26.0%	24.0%	13.8%	8.2%	9.0%	7.6%	16.2%	13.2%	14.0%	14.2%
Net Average	\$ 6.47	\$ 7.42	\$ 5.57	\$ 5.50	\$ 6.91	\$ 11.23	\$ 11.16	\$ 5.72	\$ 4.46	\$ 4.13	\$ 3.35	\$ 7.99	\$ 5.46	\$ 6.21	\$ 6.72
<i>in billions</i>	\$ 0.710														
Special outing such as dinner, brunch, or other fun activity/experience															
Average of Buyers	\$ 54.57	\$ 58.46	\$ 51.33	\$ 45.69	\$ 60.18	\$ 44.19	\$ 51.34	\$ 63.79	\$ 61.76	\$ 57.09	\$ 48.98	\$ 62.02	\$ 51.21	\$ 49.97	\$ 59.37
Percent Buying	43.3%	40.5%	46.1%	38.9%	46.7%	52.6%	49.0%	44.7%	41.3%	37.2%	37.7%	43.6%	41.2%	44.1%	45.0%
Net Average	\$ 23.65	\$ 23.66	\$ 23.65	\$ 17.76	\$ 28.09	\$ 23.24	\$ 25.15	\$ 28.53	\$ 25.48	\$ 21.23	\$ 18.44	\$ 27.05	\$ 21.08	\$ 22.03	\$ 26.72
<i>in billions</i>	\$ 2.595														
Sporting goods or leisure items															
Average of Buyers	\$ 41.80	\$ 41.65	\$ 41.98	\$ 37.85	\$ 45.51	\$ 36.61	\$ 41.43	\$ 45.08	\$ 43.16	\$ 51.42	\$ 39.63	\$ 40.41	\$ 39.35	\$ 41.32	\$ 46.22
Percent Buying	14.5%	16.3%	12.8%	13.6%	14.5%	27.6%	24.5%	14.7%	10.4%	7.6%	5.7%	16.0%	13.1%	14.4%	15.0%
Net Average	\$ 6.06	\$ 6.80	\$ 5.36	\$ 5.13	\$ 6.59	\$ 10.11	\$ 10.14	\$ 6.63	\$ 4.49	\$ 3.88	\$ 2.24	\$ 6.45	\$ 5.16	\$ 5.95	\$ 6.94
<i>in billions</i>	\$ 0.665														
Tools or appliances															
Average of Buyers	\$ 43.64	\$ 43.25	\$ 44.14	\$ 38.51	\$ 48.56	\$ 38.06	\$ 43.32	\$ 47.46	\$ 44.93	\$ 50.53	\$ 52.36	\$ 42.79	\$ 40.15	\$ 44.44	\$ 46.24
Percent Buying	14.0%	16.0%	12.1%	15.0%	12.6%	29.2%	26.5%	14.2%	9.0%	5.2%	3.6%	14.0%	11.6%	14.4%	15.5%
Net Average	\$ 6.09	\$ 6.90	\$ 5.32	\$ 5.76	\$ 6.12	\$ 11.12	\$ 11.47	\$ 6.72	\$ 4.03	\$ 2.63	\$ 1.88	\$ 6.00	\$ 4.65	\$ 6.41	\$ 7.17
<i>in billions</i>	\$ 0.668														
Automotive Accessories															
Average of Buyers	\$ 35.92	\$ 37.54	\$ 33.43	\$ 31.71	\$ 39.51	\$ 29.78	\$ 35.52	\$ 41.93	\$ 37.45	\$ 48.52	\$ 32.06	\$ 38.96	\$ 33.91	\$ 34.22	\$ 37.85
Percent Buying	13.1%	16.3%	10.1%	14.1%	11.7%	28.4%	24.0%	12.5%	9.2%	5.6%	2.9%	14.2%	11.5%	12.5%	14.6%
Net Average	\$ 4.72	\$ 6.14	\$ 3.37	\$ 4.47	\$ 4.63	\$ 8.47	\$ 8.54	\$ 5.23	\$ 3.46	\$ 2.72	\$ 0.94	\$ 5.52	\$ 3.91	\$ 4.26	\$ 5.51
<i>in billions</i>	\$ 0.518														

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N = 6087, 5/5 - 5/12/15

Margin of Error = +/- 1.3%

Personal Care

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Average of Buyers \$	36.21	\$ 38.76	\$ 33.68	\$ 33.28	\$ 39.40	\$ 36.79	\$ 39.42	\$ 37.97	\$ 36.71	\$ 31.61	\$ 26.83	\$ 38.01	\$ 34.94	\$ 34.38	\$ 38.63
Percent Buying	17.2%	17.6%	16.8%	21.0%	14.2%	31.5%	25.7%	15.7%	13.5%	13.5%	7.4%	17.7%	13.8%	18.2%	18.9%
Net Average \$	6.23	\$ 6.83	\$ 5.67	\$ 7.00	\$ 5.61	\$ 11.57	\$ 10.12	\$ 5.96	\$ 4.95	\$ 4.27	\$ 1.98	\$ 6.71	\$ 4.81	\$ 6.25	\$ 7.29
<i>in billions</i> \$	0.684														

Other

Average of Buyers \$	20.40	\$ 19.95	\$ 20.81	\$ 19.12	\$ 21.33	\$ 19.10	\$ 20.26	\$ 21.05	\$ 21.65	\$ 20.01	\$ 21.03	\$ 20.86	\$ 20.01	\$ 19.72	\$ 21.55
Percent Buying	16.0%	15.7%	16.3%	16.4%	15.8%	25.3%	21.6%	15.6%	12.4%	13.5%	10.2%	17.7%	14.3%	15.2%	17.1%
Net Average \$	3.27	\$ 3.14	\$ 3.39	\$ 3.13	\$ 3.38	\$ 4.83	\$ 4.38	\$ 3.29	\$ 2.69	\$ 2.70	\$ 2.15	\$ 3.70	\$ 2.86	\$ 3.00	\$ 3.68
<i>in billions</i> \$	0.359														
Combined Average \$	115.57	\$ 124.74	\$ 106.87	\$ 97.79	\$ 125.98	\$ 160.50	\$ 157.67	\$ 127.31	\$ 106.80	\$ 84.13	\$ 69.21	\$ 131.68	\$ 98.24	\$ 110.16	\$ 129.04
<i>in billions</i> \$	12.677														

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

Discount Store	25.2%	24.0%	26.3%	30.7%	22.3%	26.2%	27.1%	27.4%	25.4%	26.7%	19.0%	20.0%	25.5%	29.3%	22.7%
Department Store	36.4%	35.1%	37.6%	38.2%	35.3%	54.8%	45.2%	35.6%	31.2%	28.9%	27.2%	39.8%	32.8%	36.8%	36.5%
Specialty Clothing Store	10.2%	10.8%	9.6%	10.1%	10.5%	19.6%	16.0%	8.9%	7.8%	5.3%	5.9%	11.2%	7.7%	10.6%	11.6%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	22.6%	20.7%	24.4%	18.7%	26.3%	30.2%	26.2%	25.8%	18.7%	16.4%	20.0%	24.3%	20.9%	21.8%	23.9%
Local/Small Business	16.9%	17.1%	16.6%	15.2%	18.3%	20.4%	16.6%	16.4%	15.5%	15.6%	17.7%	16.5%	18.6%	15.9%	17.1%
Online	29.2%	31.3%	27.2%	24.5%	31.3%	40.6%	37.6%	31.0%	26.9%	20.3%	21.5%	32.9%	25.5%	27.5%	33.0%
Catalog	1.9%	2.3%	1.4%	2.1%	1.6%	2.5%	3.0%	2.1%	1.2%	0.8%	1.8%	2.4%	1.8%	1.5%	2.1%

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

Father or Stepfather	51.8%	55.1%	48.6%	49.4%	52.9%	83.3%	75.0%	68.3%	55.0%	28.7%	9.5%	53.8%	52.6%	50.3%	51.4%
Husband	27.6%	4.8%	49.2%	23.5%	31.0%	15.2%	26.0%	29.3%	32.1%	27.2%	32.2%	27.2%	29.1%	27.8%	26.0%
Son	8.9%	9.3%	8.5%	8.5%	9.6%	3.6%	4.3%	2.8%	6.6%	13.7%	20.3%	6.8%	8.7%	9.0%	10.6%
Grandfather	4.3%	4.6%	4.0%	4.3%	3.8%	11.7%	8.4%	4.4%	2.0%	0.9%	0.2%	4.7%	3.5%	4.3%	4.7%
Brother	6.1%	7.2%	5.2%	7.1%	5.7%	6.0%	7.3%	7.0%	6.0%	7.0%	3.6%	5.4%	4.3%	7.1%	7.3%
Friend	5.0%	5.5%	4.6%	6.3%	4.1%	5.7%	6.3%	5.0%	4.8%	4.4%	4.2%	7.1%	3.1%	5.6%	4.1%
Godfather	1.4%	1.7%	1.0%	1.6%	1.4%	1.8%	2.4%	1.3%	1.1%	0.9%	0.6%	1.4%	1.1%	1.3%	1.5%
Other relative	8.3%	9.2%	7.3%	8.8%	8.4%	4.4%	4.5%	7.1%	8.4%	9.6%	14.2%	7.4%	8.1%	8.4%	8.5%

*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.)	74.7%	77.2%	72.2%	65.2%	80.9%	89.7%	88.9%	84.3%	73.5%	65.7%	50.9%	72.4%	72.9%	75.6%	77.3%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	50.5%	48.5%	52.3%	42.1%	57.0%	47.1%	59.3%	58.2%	50.0%	45.1%	42.5%	50.6%	48.2%	51.7%	50.8%
I do not own either of these types of devices	16.7%	15.4%	17.8%	25.0%	11.6%	5.3%	5.6%	8.8%	18.1%	23.6%	34.8%	18.2%	18.6%	16.1%	14.3%

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

Plan to Research Products/Compare Prices	24.1%	26.2%	22.2%	25.6%	23.1%	47.5%	40.2%	26.9%	16.5%	9.7%	10.1%	25.9%	20.0%	24.2%	27.7%
Plan to Purchase Products	13.1%	15.5%	10.8%	14.8%	11.7%	29.8%	24.9%	14.9%	7.7%	2.7%	2.9%	12.8%	11.4%	12.9%	15.0%
Plan to Redeem Coupons	10.2%	9.1%	11.4%	10.1%	10.1%	19.9%	16.7%	11.2%	8.7%	4.6%	2.8%	11.4%	9.8%	9.9%	9.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	13.8%	14.5%	13.1%	12.2%	14.6%	28.4%	23.0%	13.8%	9.0%	6.5%	5.7%	13.0%	12.0%	13.6%	16.5%
Plan to use Apps to Research or Purchase Products	7.1%	8.3%	5.9%	6.1%	7.8%	12.9%	13.3%	7.3%	4.4%	3.7%	2.4%	8.0%	6.1%	7.2%	7.3%
Plan to use Apps to Compare Prices	7.0%	8.0%	6.1%	7.0%	7.7%	10.7%	11.7%	7.7%	5.1%	4.6%	3.2%	7.9%	5.3%	7.2%	7.8%
Do not plan to Research or Make a Purchase with my Smartphone	61.6%	58.9%	64.1%	60.3%	63.4%	28.4%	39.7%	56.1%	70.8%	80.9%	84.8%	58.5%	65.7%	63.0%	57.5%

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

Plan to Research Products/Compare Prices	29.1%	31.5%	26.8%	27.9%	28.8%	46.6%	41.9%	31.5%	25.4%	19.1%	14.6%	28.1%	25.6%	28.6%	35.0%
Plan to Purchase Products	17.5%	19.6%	15.5%	15.7%	18.0%	29.2%	26.8%	19.5%	15.3%	8.0%	9.2%	17.3%	16.3%	15.5%	23.0%

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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	9.6%	9.9%	9.3%	11.1%	8.6%	21.2%	16.5%	10.2%	8.1%	3.3%	1.2%	9.3%	6.3%	9.9%	12.8%
Plan to look up Retailer Information (location, store hours, directions, etc.)	14.2%	15.9%	12.5%	13.9%	14.2%	22.9%	23.3%	13.6%	9.8%	9.2%	8.3%	12.8%	13.5%	12.4%	18.5%
Plan to use Apps to Research or Purchase Products	8.2%	9.8%	6.6%	7.6%	9.0%	14.3%	13.0%	8.0%	6.3%	5.9%	3.1%	6.7%	8.7%	7.5%	10.4%
Plan to use Apps to Compare Prices	7.9%	9.7%	6.3%	7.1%	8.5%	12.5%	11.7%	8.5%	6.1%	4.6%	5.3%	7.6%	8.3%	7.2%	9.2%
Do not plan to Research or Make a Purchase with my Tablet	57.4%	53.8%	60.7%	58.6%	58.6%	31.4%	39.5%	54.9%	61.4%	73.6%	76.7%	57.2%	59.7%	60.6%	49.5%

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