Source: Prosper Insights & Analytics™, Monthly Consu															
,	dults 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 plan to celebrate Valentine's Day this year?	54.00/	50 40/	50.00/	47 404	04 704	E0.00/	0.4.00/	50.00 /	55 oo/	40.00/	4.4 70/	55.00/	50 404	50 Fo/	5.4.4 0/
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 Total	45.2% 100.0%	46.9% 100.0%	43.7% 100.0%	52.9% 100.0%	38.3% 100.0%	41.4% 100.0%	35.7% 100.0%	42.0% 100.0%	45.0% 100.0%	50.4% 100.0%	55.3% 100.0%	45.0% 100.0%	47.9% 100.0%	43.5% 100.0%	45.6% 100.0%
Total	100.076	100.076	100.070	100.070	100.070	100.070	100.070	100.070	100.076	100.070	100.070	100.070	100.070	100.070	100.070
Valentine's Day Celebrants: How much money do you p	plan to spend	on Valentin	e's Day gifts	for:											
Significant other/Spouse															
Average of Buyers \$		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
Percent Buying	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%
Net Average \$		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
in billions \$	12.071														
Other family members (children, parents, etc.)															
Average of Buyers \$	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
Percent Buying	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%
Net Average \$	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
in billions \$	3.734														
Friends															
Average of Buyers \$	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
Percent Buying	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%
Net Average \$	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
in billions \$	1.003														
Children's classmates/teachers															
Average of Buyers \$	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
Percent Buying	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%
Net Average \$	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
in billions \$	0.951														
Co-workers															
Average of Buyers \$	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
Percent Buying	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%
Net Average \$	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
in billions \$	0.783														
Data															
Pets Average of Buyers \$	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
Percent Buying	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%
Net Average \$	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
in billions \$	0.681														
Other															
Other Average of Buyers \$	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
Percent Buying	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%
Net Average \$	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
in billions \$	0.503														
O						44							44400 0	45050	
Combined Average 2016 \$	•	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
in billions \$	19.7														
Where will you purchase Valentine's Day gifts this year	? (Check all th	nat 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%	17.1%	15.7%	15.5%	23.2% 17.8%	16.8%	12.7%	16.4%
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 & An	alytics™, Monthly Consu	mer Survey	, JAN-16													
N = 7293, 1/5 - 1/12/16	-	dults 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%																
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)	cause the respondents can select	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%
more than one answer.	cause the respondents can select															
Which gifts do you plan to give	e on Valentine's Day? (Ch	eck 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 Clothing		38.3%	43.2%	33.8%	33.5%	40.5%	48.7%	45.5%	37.1% 19.4%	36.1% 13.2%	33.5% 13.2%	32.0%	35.9% 17.7%	39.0%	37.7%	41.2%
Gift card/gift certificate		17.2% 15.4%	14.7% 11.4%	19.6% 19.2%	18.0% 15.5%	16.6% 15.7%	28.1% 15.8%	20.0% 13.1%	16.2%	15.7%	13.2%	12.6% 17.7%	17.7%	17.4% 16.3%	18.0% 15.7%	15.5% 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%
The sum of the % totals may be greater than 100% ber more than one answer.	cause the respondents can select					0.07.0	,.	,.	****	******						
Asked of those Planning to Buy in Previous Question: How much do you plan to spend on Valentine's Day gifts for:																
Candy																
	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	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
	in billions \$	1.761														
Flowers																
	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	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
	in billions \$	1.986														
Jewelry																
•	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	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
	in billions \$	4.447														
Greeting cards																
3	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	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
	in billions \$	1.145														
An evening out																
7 0.0g 0	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	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
	in billions \$	4.495														
Clothing																
Clothing	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	15.05 \$	16.52 \$	12.45 \$	12.56 \$	16.41 \$	20.51 \$	24.77 \$	18.89 \$	10.51 \$	8.87 \$	9.91 \$		15.71 \$	14.43 \$	14.00
	in billions \$	2.021														
Gift card/gift cartificate																
Gift card/gift certificate	Average of Buyers \$	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
	Percent Buying	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%
	Net Average \$	12.52 \$		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
	in billions \$	1.682	·	·	·	•	,	•	•	•	,	,	,	,	,	

Source: Prosper Insights & Analytics™, Monthly Co	onsumer 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
Margin of Error = +/- 1.2%	7144110 101			4,0011	400111										
Regarding "gifts of experience" (e.g. tickets to a co	noort or coortin	a avant hat	air ballaan ri	do aum mon	nhorohin										
spa service, art/learning classes, etc.), do either of	•	•													
apply)		,, ,		, - (
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 The sum of the 70 totals may be greater than 100% because the respondents can serect more than one answer.	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%
Asked of Valentine's Day Celebrants: Do you own e	either of the follo	owina device	es?												
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 THE SULLION THE 76 DURIS THAY DE GREATER BIRDLE TOURS DECEMBED HE TESPONDERIS CALL SERECT MORE than one answer.	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%
Own a Smartphone: How will you use your Smartpl	hone to make Va	alentine's Da	y purchase d	lecisions? (C	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 Plan to redeem coupons	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 look up retailer information (location, store	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%
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		E	E0 :	E0 =-:	= ,	00 :	0.5.	10 == :		70.5	00 ==:	= ,	= 4 == 1	E0 =	E0
smartphone The sum of the 7s totals thay be greater than 100 % because the respondents can select more than one answer.	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%
Own a Tablet: How will you use your Tablet to make		, ,	,												
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 Plan to look up retailer information (location, store	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%
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 The sum of the 79 totals may be greater than 100% because the respondents can select more than one answer.	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%
Non-Celebrants: Although you indicated that you w	vill not celebrate	Valentine's	Day, do you	plan to do ar	ny of the										
following to mark the occasion this year? (Check al	ll 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	10.00/	0.40/	10.00/	44 70/	0.00/	00.70/	10.00/	7.50/	0.00/	0.00/	4.00/	10.00/	0.00/	0.00/	10.40/
friends/family members Other	10.0%	9.4% 3.9%	10.6%	11.7%	8.8%	26.7%	13.2%	7.5% 4.9%	6.0% 3.9%	6.3%	4.9%	13.9%	8.0% 5.0%	9.0%	10.4% 4.7%
None of the above	4.8% 75.4%	3.9% 77.6%	5.6% 73.2%	4.6% 72.9%	5.4% 77.7%	3.3% 52.5%	4.1% 64.4%	4.9% 74.6%	3.9% 84.0%	5.6% 83.8%	6.4% 86.6%	5.6% 69.4%	5.0% 78.1%	4.3% 76.1%	4.7% 76.3%
The sum of the 76 totals may be greater than 100 % because the respondents can select	73.476	11.0%	13.270	12.5%	11.170	J2.5%	04.470	74.0%	04.076	03.0%	00.0%	UJ.476	70.176	70.170	10.3%
more than one answer.															

Source: Proceer Incidete 9. Analytica IM	Monthl	, Con	oumor Cur	, ,	IAN 07 1	6												
Source: Prosper Insights & Analytics™		7 Con: 2007	2008	•	2009		2010		2011		2012		2013		2014	2015		2016
Do you plan to celebrate Valentine's Da																		
Yes		3.4%	61.3%		62.8%		59.6%		58.1%		59.4%		59.9%		53.8%	54.9%		54.8%
No Total		6.6% 0.0%	38.7% 100.0%		37.2% 100.0%		40.4% 100.0%		41.9% 100.0%		40.6% 100.0%		40.1% 100.0%		46.2% 100.0%	45.1% 100.0%		45.2% 100.0%
How much money do you plan to spend							100.070		100.070		100.070		100.070		100.070	100.070		100.070
Significant other/Spouse	J OII Vale	HILIHE	S Day girts	101	•													
Average of Buyers	. \$ 89	3.17	\$ 88.18	Φ.	74.01	Φ.	70.62	Φ.	77.36	\$	82.90	\$	81.00	\$	85.76 \$	96.63	\$	98.93
Percent Buying		1.1%	90.7%		90.8%	Ψ	89.7%	Ψ	89.2%		89.4%	Ψ	91.1%	Ψ	91.1%	91.0%	Ψ	90.8%
Net Average			\$ 79.99			\$		\$	68.98	\$	74.12	\$	73.75	\$	78.09 \$	87.94	\$	89.86
in billions		.342			9.621		8.690	\$	9.324		10.326		10.500		10.082 \$	11.704		12.071
Other family members (children, parent			* ••••	•	04.05	•	04.45	•	07.00		44.07		40.04	•	40.40	44.70	•	10.71
Average of Buyers		3.96		\$	34.65	\$	34.45	\$	37.92	\$		\$	43.94	\$	42.46 \$	44.73	\$	49.74
Percent Buying Net Average		1.2% 5.00	62.4% \$ 23.89	\$	60.5% 20.95	\$	60.8% 20.94	\$	59.8% 22.68	\$	60.6% 25.25	\$	60.2% 26.46	\$	59.4% 25.22 \$	58.7% 26.26	\$	55.9% 27.79
in billions		3.532 S			2.998		2.873		3.066		3.517		3.766		3.256 \$	3.495		3.734
	Ψ .		Q 0.007	Ψ	2.000	Ψ	2.0.0	Ψ	0.000	Ψ	0.0.7	Ψ	000	Ψ	υ.200 φ	0.100	Ψ	0.701
Friends																		
Average of Buyers			\$ 23.89	\$	21.89	\$		\$	27.99	\$		\$	33.70	\$	34.76 \$		\$	36.11
Percent Buying		5.2%	24.1%		21.6%		22.7%	_	22.5%		24.6%		25.2%	_	21.7%	22.3%	_	20.7%
Net Average	*	1.93			4.74		5.37		6.30		6.92		8.49		7.54 \$	7.16		7.47
in billions	5 \$ (0.696	\$ 0.796	\$	0.678	\$	0.737	\$	0.851	\$	0.965	\$	1.209	\$	0.974 \$	0.953	\$	1.003
Children's classmates/teachers																		
Average of Buyers	\$ \$ 17	7.15	\$ 22.18	\$	19.97	\$	23.08	\$	27.20	\$	28.04	\$	29.23	\$	31.17 \$	28.38	\$	36.32
Percent Buying	19	9.6%	18.3%		18.0%		18.6%		18.3%		20.7%		20.5%		20.4%	22.2%		19.5%
Net Average	\$ 3	3.35	\$ 4.05	\$	3.59	\$	4.29	\$	4.97	\$	5.81	\$	6.00	\$	6.37 \$	6.30	\$	7.08
in billions	\$ \$).474	\$ 0.561	\$	0.513	\$	0.588	\$	0.672	\$	0.809	\$	0.854	\$	0.822 \$	0.838	\$	0.951
Computers																		
Co-workers Average of Buyers	s \$ 20	0.06	\$ 25.93	\$	20.67	\$	29.72	\$	32.77	\$	32.34	\$	38.63	\$	53.68 \$	37.96	\$	54.20
Percent Buying		2.0%	φ 25.93 11.6%		9.4%	Φ	9.6%		10.4%		11.5%	φ	13.2%	φ	12.1%	12.4%	φ	10.8%
Net Average		2.40			1.94	\$		\$	3.41	\$	3.73	\$	5.12	\$	6.52 \$	4.71	\$	5.83
in billions		.339	•		0.277		0.390		0.461		0.520		0.728		0.841 \$	0.627		0.783
Pets																		
Average of Buyers			\$ 15.37	\$	12.77	\$		\$	27.62	\$		\$	28.55	\$	28.36 \$		\$	26.24
Percent Buying Net Average		NA NA	17.2% \$ 2.65	\$	17.0% 2.17	Ф	17.3% 3.27	\$	18.2% 5.04	\$	19.9% 4.52	\$	20.0% 5.72	\$	19.4% 5.51 \$	21.2% 5.28	\$	19.3% 5.07
in billions		NA :			0.310		0.449		0.681		4.52 0.630		0.815		0.712 \$	0.703		0.681
III DIIION	,	INA ,	φ 0.307	φ	0.510	φ	0.443	φ	0.001	φ	0.030	φ	0.013	φ	0./12 φ	0.703	φ	0.001
Other																		
Average of Buyers		5.78	\$ 53.17	\$	30.84	\$	43.64	\$	65.41	\$	64.96	\$	54.96	\$	54.21 \$	50.77	\$	51.72
Percent Buying).3%	6.8%		6.2%		6.8%		7.4%		8.7%		9.9%	_	8.6%	9.2%	4	7.2%
Net Average		3.69			1.90		2.95		4.83		5.68		5.43		4.67 \$	4.66		3.74
in billions	\$ \$).522	\$ 0.502	\$	0.271	\$	0.404	\$	0.653	\$	0.791	\$	0.773	\$	0.603 \$	0.620	\$	0.503
Combined Average	\$ 119	9.67	\$ 122.98	\$	102.50	\$	103.00	\$	116.21	\$	126.03	\$	130.97	\$	133.91 \$	142.31	\$	146.84
in billions		16.9			14.7		14.1		15.7		17.6		18.6		17.3 \$	18.9		19.7
Where will you purchase Valentine's Da	ıy gifts tl	nis yea	ar? (Check	all t	hat apply)												
Discount Store		N/A	N/A		N/A		40.9%		36.6%		37.0%		39.6%		34.7%	35.2%		31.0%
Department Store Specialty Clothing Store		N/A	N/A		N/A		31.1%		30.5%		33.6%		33.2%		34.4%	36.5% 7.9%		34.5%
Specialty Clothing Store Specialty Store (Greeting Card/Gift Store,		N/A	N/A		N/A		6.0%		6.0%		6.6%		7.5%		7.2%	7.5%		8.1%
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 Other:		N/A N/A	N/A N/A		N/A N/A		2.1% 11.1%		1.5% 10.3%		2.2% 9.0%		2.6% 9.7%		2.0% 11.1%	1.5% 8.4%		1.7% 9.4%
The sum or the % totals may be greater than 100% because the respondents can select more than one answer.		14/74	IN/A		IN/A		11.1/0		10.0/0		J.U /0		3.1 /0		11.1/0	0.4 /0		J. T /0
respondente can select more tran one answer.																		

Source: Prosper insights & Analytics "Monthly Consumer Variety 1909 2010 2011 2012 2013 2014 2015 2016 2015 2016	Source: Prosper Insights & Applytics IM Me	onthly Cone	ımar Survav	IAN 07-16							
Candy 48-4% 48-4% 47-7% 45-89% 47-2% 48-89% 47-2% 48-89%	Source. Prosper misights & Analytics, MC				2010	2011	2012	2013	2014	2015	2016
Candy											
Flowers											
Jamestry 17-99% 16,69% 16,09% 15,59% 17-39% 18,09% 19,77% 18,99% 12,17% 19,99% 14,79% 15,79% 16,39% 17,29% 14,79% 15,79% 14,79% 15,79% 14,79% 15,79% 14,79% 15,79% 14,79% 15,79% 14,79% 15,79% 14,79%	Candy	48.4%	47.7%	45.8%	47.2%	47.5%	50.5%	51.0%	48.7%	53.2%	50.0%
Card	Flowers	36.7%	35.9%	35.7%	35.6%	34.3%	36.0%	36.6%	37.3%	37.8%	36.4%
An evening out	Jewelry	17.9%	16.6%	16.0%	15.5%	17.3%	18.9%	19.7%	18.9%	21.1%	19.9%
An evening out	•	62.8%	56.8%	58.0%	54.9%	52.1%	52.0%	54.7%	51.2%	51.4%	47.9%
Clothing 11.6% 11.8% 11.8% 11.9% 11.9% 11.4% 14.4% 14.6% 15.6% 15.6% 15.6% 16.3% 17.2% 15.4% 1											
Circle cardigit certificate 1.3% 12.3% 11.2% 11.2% 11.2% 11.2% 11.2% 11.3% 13.3% 15.0% 14.0% 14.8% 15.4% 10.2%	<u> </u>										
Chemical Content Chemical Co	•										
Canaly C											
How much do you plan to spend on Valentine's Day gitts For Cardy		10.0%	10.1%	10.4%	11.7%	11.2%	10.4%	9.5%	10.9%	9.0%	10.2%
A verage of Buyers NA											
A verage of Buyers NA	How much do you plan to spend on Valent	ine's Day aif	ts for:								
Percent Buying NIA NIA NIA NIA 47.2% 47.2% 50.5% 50.5% 51.0% 48.7% 52.2% 50.0% NIA N	- · · · · · · · · · · · · · · · · · · ·	ine 3 Day gir	13 101.								
Percent Buying NIA NIA NIA NIA 47.2% 47.2% 50.5% 50.5% 51.0% 48.7% 52.2% 50.0% NIA N	-	N/A	N/A	N/Δ ¢	18 22	\$ 22.63 \$	21.47 \$	22.81 \$	22.18 \$	23.86 \$	26 22
Net Average Na	• •										
Flowers											
Flowers	Net Average	N/A	N/A	N/A \$	8.60	\$ 10.75 \$	10.85 \$	11.64 \$	10.80 \$	12.70 \$	13.11
Average of Buyers NA	in billions	N/A	N/A	N/A \$	1.180 \$	1.453 \$	1.512 \$	1.657 \$	1.394 \$	1.690 \$	1.761
Average of Buyers N/A N/A N/A 34.58 3.678 3.4.38 3.6.78 3	Flowers										
Percent Buyling N/A		N/A	N/A	N/A \$	34.58	\$ 36.78 \$	37.44 \$	36.77 \$	40.20 \$	41.55 \$	40.57
Net Average	-										
Jewelry	, ,										
Jewelry	•	N/A	N/A	N/A \$	12.33	\$ 12.62 \$	13.49 \$	13.48 \$	15.00 \$	15./2 \$	14.78
Average of Buyers N/A N/A N/A N/A 139.14 \$ 151.53 \$ 156.61 \$ 157.32 \$ 162.03 \$ 172.38 \$ 166.08 19.7% 18.9% 19.7% 18.9% 21.1% 19.9%	in billions	N/A	N/A	N/A \$	1.691 \$	1.706 \$	1.880 \$	1.919 \$	1.936 \$	2.093 \$	1.986
Average of Buyers N/A N/A N/A N/A 139.14 \$ 151.53 \$ 156.61 \$ 157.32 \$ 162.03 \$ 172.38 \$ 166.08 19.7% 18.9% 19.7% 18.9% 21.1% 19.9%	Jewelry										
Percent Buying N/A N/A N/A N/A N/A 15.5% 17.3% 18.9% 19.7% 18.9% 21.1% 19.9% Net Average of Buyers N/A N/A N/A N/A 2.1.52 2.61.8 2.0.60 3.0.94 3.0.58 3.6.30 3.3.11	•	N/A	N/A	N/A \$	139 14	\$ 151.53 \$	156.61 \$	157.32 \$	162.03 \$	172 38 \$	166.08
Net Average N/A N/A N/A N/A S 21.52 S 26.18 S 29.60 S 30.94 S 30.58 S 36.30 S 33.11											
Creeting Cards											
Average of Buyers N/A N/A N/A N/A S 10.75 \$ 15.52 \$ 13.33 \$ 15.21 \$ 15.58 \$ 15.32 \$ 17.81 Percent Buying N/A N/A N/A N/A S 5.91 \$ 8.09 \$ 6.93 \$ 8.32 \$ 7.97 \$ 7.87 \$ 8.52 \$ 1.145	Net Average	N/A	N/A	N/A \$	21.52	\$ 26.18 \$	29.60 \$	30.94 \$	30.58 \$	36.30 \$	33.11
Average of Buyers Percent Buying N/A N/A N/A N/A N/A S4.9% 52.1% 52.0% 54.7% 51.2% 51.4% 15.32 \$ 17.81 N/A N/A N/A N/A N/A N/A S4.9% 52.1% 52.0% 54.7% 51.2% 51.4% 17.9% 17.9% Net Average N/A N/A N/A N/A N/A S6.9% 52.1% 52.0% 54.7% 51.2% 51.4% 17.9% 11.145 N/A	in billions	N/A	N/A	N/A \$	2.952 \$	3.539 \$	4.123 \$	4.404 \$	3.947 \$	4.832 \$	4.447
Average of Buyers Percent Buying N/A N/A N/A N/A N/A S4.9% 52.1% 52.0% 54.7% 51.2% 51.4% 15.32 \$ 17.81 N/A N/A N/A N/A N/A N/A S4.9% 52.1% 52.0% 54.7% 51.2% 51.4% 17.9% 17.9% Net Average N/A N/A N/A N/A N/A S6.9% 52.1% 52.0% 54.7% 51.2% 51.4% 17.9% 11.145 N/A	Greeting Cards										
Percent Buying N/A N/A N/A N/A S4,9% S2.1% S2.0% S4.7% S1.2% S1.2% 47.9% Average N/A N/A N/A N/A N/A N/A S.91 S.90 S.90 S.93 S.32 S.7.97 S.7.87 S.8.52 S.9.52 N/A N/A N/A N/A N/A S.9.80 S.9.96	Average of Buvers	N/A	N/A	N/A \$	10.75	\$ 15.52 \$	13.33 \$	15.21 \$	15.58 \$	15.32 \$	17.81
Net Average N/A N/A N/A N/A S 5.91 \$ 8.09 \$ 6.93 \$ 8.32 \$ 7.97 \$ 7.87 \$ 8.52	• •										
An evening out Average of Buyers Percent Buying N/A											
An evening out Average of Buyers N/A N/A N/A S 66.70 \$ 71.76 \$ 71.99 \$ 77.11 \$ 74.19 \$ 77.77 \$ 87.25 Percent Buying N/A N/A N/A N/A S 66.70 \$ 24.86 \$ 25.66 \$ 27.93 \$ 27.48 \$ 27.27 \$ 33.46 Net Average in billions N/A N/A N/A N/A S 3.259 \$ 3.360 \$ 3.574 \$ 3.976 \$ 3.548 \$ 3.630 \$ 4.495 Clothing Average of Buyers N/A N/A N/A N/A N/A S 3.259 \$ 3.360 \$ 71.30 \$ 73.65 \$ 84.48 \$ 90.33 \$ 87.37 Percent Buying N/A	_										
Average of Buyers Percent Buying N/A	in billions	N/A	N/A	N/A \$	0.810 \$	1.093 \$	0.966 \$	1.184 \$	1.029 \$	1.047 \$	1.145
Percent Buying N/A N/A N/A 35.6% 34.6% 35.6% 36.2% 37.0% 35.1% 38.3% Net Average N/A N/A N/A N/A N/A \$23.76 \$24.86 \$25.66 \$27.93 \$27.48 \$27.27 \$33.46 \$35.6% \$	An evening out										
Percent Buying N/A N/A N/A N/A 35.6% 34.6% 35.6% 36.2% 37.0% 35.1% 38.3%	Average of Buyers	N/A	N/A	N/A \$	66.70	\$ 71.76 \$	71.99 \$	77.11 \$	74.19 \$	77.77 \$	87.25
Net Average N/A N/A N/A N/A S 23.76 \$ 24.86 \$ 25.66 \$ 27.93 \$ 27.48 \$ 27.27 \$ 33.46 \$ 3.495 \$ 3.506 \$ 3.574 \$ 3.976 \$ 3.578 \$ 3.548 \$ 3.630 \$ 3.495 \$ 3.495 \$ 3.495 \$ 3.548 \$ 3.630 \$ 3.495 \$ 3.548 \$ 3.630 \$ 3.495 \$ 3.548 \$ 3.630 \$ 3.495 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.495 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.630 \$ 3.548 \$ 3.630 \$ 3.630 \$ 3.548 \$ 3.630 \$	Percent Buying										
Clothing Average of Buyers N/A											
Clothing Average of Buyers N/A	•										
Average of Buyers N/A N/A N/A N/A N/A 14.4% 14.6% 15.6% 15.8% 16.3% 17.2% Net Average N/A	in billions	N/A	N/A	N/A \$	3.259	3.360 \$	3.574 \$	3.976 \$	3.548 \$	3.630 \$	4.495
Percent Buying Net Average In billions N/A N/A N/A N/A 14.4% 14.6% 15.6% 15.8% 16.3% 17.2% Gift card/gift certificate N/A N/A N/A N/A N/A N/A 15.00 \$ 10.42 \$ 11.46 \$ 13.37 \$ 14.72 \$ 15.05 Gift card/gift certificate N/A N											
Percent Buying Net Average In billions N/A N/A N/A N/A 14.4% 14.6% 15.6% 15.8% 16.3% 17.2% Gift card/gift certificate N/A N/A N/A N/A N/A N/A 15.00 \$ 10.42 \$ 11.46 \$ 13.37 \$ 14.72 \$ 15.05 Gift card/gift certificate N/A N	Average of Buyers	N/A	N/A	N/A \$	75.74	\$ 83.56 \$	71.30 \$	73.65 \$	84.48 \$	90.33 \$	87.37
Net Average in billions N/A N/A N/A N/A N/A N/A 10.93 \$ 12.00 \$ 10.42 \$ 11.46 \$ 13.37 \$ 14.72 \$ 15.05 \$ 1.632 \$ 1.632 \$ 1.726 \$ 1.959 \$ 2.021 Gift card/gift certificate Average of Buyers Percent Buying N/A											
Gift card/gift certificate Average of Buyers Percent Buying N/A	, ,										
Gift card/gift certificate Average of Buyers Percent Buying N/A	_										
Average of Buyers N/A N/A N/A \$ 75.31 \$ 88.59 \$ 63.55 \$ 68.11 \$ 64.51 \$ 74.44 \$ 81.20 Percent Buying N/A N/A N/A 11.2% 12.6% 13.3% 15.0% 14.0% 14.8% 15.4% Net Average N/A N/A N/A 8.42 \$ 11.21 \$ 8.43 \$ 10.23 \$ 9.00 \$ 11.05 \$ 12.52 in billions N/A N/A N/A 1.155 1.515 \$ 1.174 \$ 1.457 \$ 1.162 \$ 1.470 \$ 1.682	III Dillions	IN/A	IN/A	IV/A Ø	1.500 4	1.022 φ	1.432 φ	1.032 φ	1.720 φ	1.555 ф	2.021
Percent Buying N/A N/A N/A 11.2% 12.6% 13.3% 15.0% 14.0% 14.8% 15.4% Net Average N/A N/A N/A 8.42 11.21 8.43 10.23 9.00 11.05 12.52 in billions N/A N/A N/A 1.155 1.515 1.174 1.457 1.162 1.470 1.682	_										
Net Average N/A N/A N/A 8.42 11.21 8.43 10.23 9.00 11.05 12.52 in billions N/A N/A N/A 1.155 1.515 1.515 1.174 1.457 1.162 1.470 1.682	-	N/A	N/A	N/A \$	75.31	\$ 88.59 \$		68.11 \$	64.51 \$	74.44 \$	81.20
Net Average N/A N/A N/A 8.42 11.21 8.43 10.23 9.00 11.05 12.52 in billions N/A N/A N/A 1.155 1.515 1.515 1.174 1.457 1.162 1.470 1.682	Percent Buying	N/A	N/A	N/A	11.2%	12.6%	13.3%	15.0%	14.0%	14.8%	15.4%
in billions N/A N/A N/A \$ 1.155 \$ 1.515 \$ 1.174 \$ 1.457 \$ 1.162 \$ 1.470 \$ 1.682	Net Average										12.52
Regarding "gifts of experience" (e.g. tickets to a concert or sporting event, but air halloon ride, gym	_										
BEDATORO DIUS DI EXPEDENCE LE O TICKETS IO A CONCETI OF SPOTTION EVENT DOLLAIT NATIONAL TIME OVIN	Demonding Units of grandings II (a.g. Alabata	a ta a come :	ut au ar ati		iu balla a	ido aves					
I'm planning to give a "gift of experience" N/A				•		, 0,	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	N/A	
None of the above N/A		N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	45.9%
respondents can select more than one answer.											