

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

N = 6375, 1/6 - 1/13/15

Margin of Error = +/- 1.3%

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 | 54.9% | 53.7% | 56.0% | 49.3% | 61.4% | 60.6% | 59.8% | 61.6% | 55.4% | 50.2% | 43.7% | 57.2% | 54.3% | 55.5% | 52.2% |
| No | 45.1% | 46.3% | 44.0% | 50.7% | 38.6% | 39.4% | 40.2% | 38.4% | 44.6% | 49.8% | 56.3% | 42.8% | 45.7% | 44.5% | 47.8% |
| 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

| | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|----------|----------|-----------|-----------|-----------|-----------|----------|----------|----------|-----------|----------|----------|-----------|
| Average of Buyers | \$ 96.63 | \$ 128.90 | \$ 62.47 | \$ 66.93 | \$ 117.60 | \$ 105.03 | \$ 132.89 | \$ 115.61 | \$ 88.48 | \$ 73.20 | \$ 62.44 | \$ 105.25 | \$ 83.26 | \$ 96.70 | \$ 103.72 |
| Percent Buying | 91.0% | 96.2% | 86.1% | 87.3% | 93.3% | 92.0% | 94.8% | 93.0% | 93.3% | 92.2% | 81.6% | 90.8% | 90.9% | 91.9% | 89.7% |
| Net Average | \$ 87.94 | \$ 123.94 | \$ 53.80 | \$ 58.43 | \$ 109.70 | \$ 96.63 | \$ 125.95 | \$ 107.52 | \$ 82.51 | \$ 67.48 | \$ 50.97 | \$ 95.59 | \$ 75.72 | \$ 88.83 | \$ 93.03 |
| <i>in billions</i> | \$ 11.704 | | | | | | | | | | | | | | |

Other family members (children, parents, etc.)

| | | | | | | | | | | | | | | | |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 44.73 | \$ 60.24 | \$ 34.08 | \$ 31.78 | \$ 55.15 | \$ 44.06 | \$ 62.83 | \$ 47.90 | \$ 40.48 | \$ 33.39 | \$ 36.40 | \$ 45.07 | \$ 40.54 | \$ 43.17 | \$ 52.16 |
| Percent Buying | 58.7% | 49.1% | 67.8% | 59.9% | 58.2% | 58.5% | 59.8% | 69.1% | 60.8% | 53.1% | 51.3% | 59.5% | 57.6% | 58.5% | 58.6% |
| Net Average | \$ 26.26 | \$ 29.58 | \$ 23.11 | \$ 19.03 | \$ 32.10 | \$ 25.78 | \$ 37.59 | \$ 33.11 | \$ 24.61 | \$ 17.73 | \$ 18.68 | \$ 26.83 | \$ 23.34 | \$ 25.25 | \$ 30.58 |
| <i>in billions</i> | \$ 3.495 | | | | | | | | | | | | | | |

Friends

| | | | | | | | | | | | | | | | |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 32.18 | \$ 43.42 | \$ 22.32 | \$ 23.31 | \$ 42.05 | \$ 40.62 | \$ 34.22 | \$ 36.36 | \$ 31.22 | \$ 18.21 | \$ 24.37 | \$ 40.78 | \$ 27.32 | \$ 29.70 | \$ 32.75 |
| Percent Buying | 22.3% | 21.4% | 23.1% | 26.2% | 19.4% | 37.1% | 26.6% | 22.0% | 19.8% | 19.1% | 13.2% | 19.6% | 18.2% | 24.1% | 26.8% |
| Net Average | \$ 7.16 | \$ 9.28 | \$ 5.16 | \$ 6.11 | \$ 8.16 | \$ 15.06 | \$ 9.09 | \$ 8.01 | \$ 6.17 | \$ 3.47 | \$ 3.21 | \$ 7.99 | \$ 4.97 | \$ 7.16 | \$ 8.76 |
| <i>in billions</i> | \$ 0.953 | | | | | | | | | | | | | | |

Children's classmates/teachers

| | | | | | | | | | | | | | | | |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 28.38 | \$ 36.54 | \$ 21.28 | \$ 22.21 | \$ 33.63 | \$ 32.05 | \$ 29.39 | \$ 29.45 | \$ 28.65 | \$ 23.97 | \$ 12.95 | \$ 32.16 | \$ 27.12 | \$ 25.29 | \$ 32.42 |
| Percent Buying | 22.2% | 21.2% | 23.1% | 23.4% | 21.4% | 25.3% | 34.5% | 36.8% | 19.0% | 13.6% | 5.6% | 20.1% | 18.9% | 24.1% | 25.2% |
| Net Average | \$ 6.30 | \$ 7.75 | \$ 4.93 | \$ 5.20 | \$ 7.20 | \$ 8.11 | \$ 10.15 | \$ 10.84 | \$ 5.45 | \$ 3.26 | \$ 0.73 | \$ 6.47 | \$ 5.14 | \$ 6.10 | \$ 8.16 |
| <i>in billions</i> | \$ 0.838 | | | | | | | | | | | | | | |

Co-workers

| | | | | | | | | | | | | | | | |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 37.96 | \$ 46.78 | \$ 27.70 | \$ 23.65 | \$ 49.15 | \$ 38.65 | \$ 51.41 | \$ 39.68 | \$ 32.77 | \$ 19.35 | \$ 20.82 | \$ 44.35 | \$ 30.53 | \$ 33.74 | \$ 45.42 |
| Percent Buying | 12.4% | 13.7% | 11.2% | 12.6% | 12.1% | 22.5% | 17.6% | 14.0% | 11.0% | 8.2% | 4.0% | 11.4% | 9.0% | 13.3% | 15.7% |
| Net Average | \$ 4.71 | \$ 6.41 | \$ 3.09 | \$ 2.98 | \$ 5.97 | \$ 8.69 | \$ 9.03 | \$ 5.54 | \$ 3.61 | \$ 1.59 | \$ 0.83 | \$ 5.06 | \$ 2.75 | \$ 4.50 | \$ 7.11 |
| <i>in billions</i> | \$ 0.627 | | | | | | | | | | | | | | |

Pets

| | | | | | | | | | | | | | | | |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 24.96 | \$ 31.90 | \$ 17.70 | \$ 17.68 | \$ 29.56 | \$ 28.51 | \$ 43.63 | \$ 22.84 | \$ 17.70 | \$ 12.29 | \$ 10.22 | \$ 24.60 | \$ 20.88 | \$ 21.44 | \$ 36.53 |
| Percent Buying | 21.2% | 22.2% | 20.1% | 22.8% | 20.2% | 32.5% | 26.2% | 22.2% | 20.7% | 17.1% | 11.5% | 24.7% | 19.2% | 20.3% | 21.1% |
| Net Average | \$ 5.28 | \$ 7.09 | \$ 3.57 | \$ 4.04 | \$ 5.96 | \$ 9.26 | \$ 11.41 | \$ 5.06 | \$ 3.67 | \$ 2.10 | \$ 1.17 | \$ 6.08 | \$ 4.01 | \$ 4.36 | \$ 7.71 |
| <i>in billions</i> | \$ 0.703 | | | | | | | | | | | | | | |

Other

| | | | | | | | | | | | | | | | |
|--------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 50.77 | \$ 62.56 | \$ 36.39 | \$ 34.73 | \$ 66.81 | \$ 31.56 | \$ 75.74 | \$ 91.94 | \$ 46.16 | \$ 23.64 | \$ 27.77 | \$ 58.79 | \$ 43.23 | \$ 43.65 | \$ 60.39 |
| Percent Buying | 9.2% | 10.4% | 8.0% | 10.8% | 8.0% | 17.2% | 13.0% | 6.7% | 7.8% | 6.7% | 5.7% | 9.2% | 6.3% | 10.0% | 11.3% |
| Net Average | \$ 4.66 | \$ 6.48 | \$ 2.93 | \$ 3.74 | \$ 5.36 | \$ 5.42 | \$ 9.81 | \$ 6.12 | \$ 3.61 | \$ 1.58 | \$ 1.58 | \$ 5.41 | \$ 2.73 | \$ 4.35 | \$ 6.84 |
| <i>in billions</i> | \$ 0.620 | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|------------------------------|------------------|------------------|-----------------|-----------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|------------------|------------------|------------------|------------------|
| Combined Average 2015 | \$ 142.31 | \$ 190.53 | \$ 96.58 | \$ 99.53 | \$ 174.44 | \$ 168.95 | \$ 213.04 | \$ 176.21 | \$ 129.62 | \$ 97.22 | \$ 77.17 | \$ 153.42 | \$ 118.66 | \$ 140.55 | \$ 162.20 |
| <i>in billions</i> | \$ 18.9 | | | | | | | | | | | | | | |

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

| | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Discount Store | 35.2% | 26.1% | 43.9% | 40.3% | 31.7% | 27.1% | 34.8% | 36.1% | 42.2% | 34.6% | 34.3% | 28.7% | 39.3% | 36.1% | 35.1% |
| Department Store | 36.5% | 37.4% | 35.6% | 35.9% | 36.8% | 50.4% | 44.2% | 38.4% | 35.0% | 30.9% | 24.0% | 35.5% | 37.1% | 38.1% | 34.2% |
| Specialty Clothing Store | 7.9% | 10.0% | 5.9% | 6.1% | 9.6% | 14.5% | 13.6% | 8.5% | 5.7% | 3.5% | 3.1% | 9.2% | 7.4% | 7.1% | 8.6% |
| Specialty Store (Greeting Card/Gift Store, Electronics Store) | 19.4% | 20.4% | 18.4% | 15.0% | 22.5% | 22.6% | 21.9% | 19.2% | 19.5% | 21.5% | 12.9% | 24.9% | 17.5% | 16.8% | 20.6% |

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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 |
|------------------------|------------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Local/Small Business | 13.3% | 14.9% | 11.8% | 11.8% | 14.7% | 17.0% | 15.4% | 10.0% | 14.1% | 13.0% | 11.3% | 17.2% | 13.1% | 10.9% | 14.2% |
| Florist | 18.7% | 30.1% | 7.9% | 15.0% | 21.4% | 23.5% | 21.6% | 22.6% | 16.9% | 16.5% | 12.8% | 19.6% | 18.8% | 18.3% | 18.6% |
| Jewelry Store | 11.9% | 18.8% | 5.3% | 10.5% | 12.6% | 22.2% | 16.5% | 12.7% | 8.7% | 9.3% | 4.8% | 14.0% | 10.0% | 13.1% | 9.8% |
| Online | 25.1% | 26.0% | 24.2% | 25.1% | 24.5% | 36.5% | 32.1% | 28.2% | 22.0% | 19.3% | 15.6% | 28.7% | 19.6% | 26.2% | 26.3% |
| Catalog | 1.5% | 2.0% | 1.0% | 1.5% | 1.6% | 1.9% | 2.3% | 1.2% | 1.2% | 1.1% | 1.4% | 2.1% | 1.3% | 1.5% | 1.4% |
| Other (please specify) | 8.4% | 6.8% | 9.9% | 8.1% | 9.1% | 3.8% | 5.2% | 5.8% | 6.7% | 12.4% | 15.4% | 8.3% | 9.3% | 7.7% | 8.8% |

* 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 | 53.2% | 51.5% | 54.8% | 59.2% | 49.2% | 68.2% | 58.9% | 60.6% | 53.2% | 46.8% | 36.1% | 50.3% | 53.8% | 54.9% | 52.3% |
| Flowers | 37.8% | 61.4% | 15.5% | 34.3% | 40.2% | 47.2% | 46.5% | 42.4% | 33.9% | 33.9% | 26.3% | 38.6% | 33.5% | 40.0% | 37.8% |
| Jewelry | 21.1% | 32.3% | 10.4% | 19.3% | 21.9% | 34.8% | 28.2% | 25.2% | 17.3% | 15.3% | 9.5% | 21.6% | 17.2% | 24.3% | 19.4% |
| Greeting cards | 51.4% | 45.7% | 56.8% | 51.6% | 52.2% | 38.8% | 47.6% | 51.6% | 55.1% | 58.2% | 53.9% | 53.4% | 52.8% | 49.7% | 50.0% |
| An evening out | 35.1% | 38.5% | 31.8% | 30.0% | 38.1% | 40.7% | 41.1% | 34.2% | 38.3% | 32.1% | 25.6% | 34.9% | 36.9% | 34.4% | 34.2% |
| Clothing | 16.3% | 14.5% | 18.0% | 15.2% | 16.8% | 23.9% | 20.5% | 18.4% | 14.1% | 11.9% | 11.1% | 16.5% | 15.7% | 15.6% | 18.5% |
| Gift card/gift certificate | 14.8% | 11.5% | 18.1% | 14.0% | 16.0% | 16.0% | 12.7% | 15.0% | 16.4% | 16.1% | 13.3% | 17.3% | 13.5% | 13.5% | 16.6% |
| Other (please specify) | 9.0% | 4.4% | 13.4% | 8.4% | 9.1% | 8.2% | 7.6% | 7.0% | 7.9% | 9.1% | 14.0% | 9.5% | 8.5% | 8.6% | 9.8% |

* 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:

Candy

| | | | | | | | | | | | | | | | |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 23.86 | \$ 27.34 | \$ 20.56 | \$ 20.51 | \$ 28.04 | \$ 24.32 | \$ 31.56 | \$ 26.02 | \$ 22.05 | \$ 21.18 | \$ 18.33 | \$ 23.19 | \$ 25.65 | \$ 22.20 | \$ 26.29 |
| Percent Buying | 53.2% | 51.5% | 54.8% | 59.2% | 49.2% | 68.2% | 58.9% | 60.6% | 53.2% | 46.8% | 36.1% | 50.3% | 53.8% | 54.9% | 52.3% |
| Net Average | \$ 12.70 | \$ 14.09 | \$ 11.27 | \$ 12.14 | \$ 13.81 | \$ 16.59 | \$ 18.60 | \$ 15.77 | \$ 11.74 | \$ 9.92 | \$ 6.62 | \$ 11.65 | \$ 13.81 | \$ 12.19 | \$ 13.75 |
| <i>in billions</i> | \$ 1.690 | | | | | | | | | | | | | | |

Flowers

| | | | | | | | | | | | | | | | |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 41.55 | \$ 43.89 | \$ 39.33 | \$ 35.49 | \$ 46.30 | \$ 41.76 | \$ 44.58 | \$ 48.61 | \$ 40.36 | \$ 38.79 | \$ 35.70 | \$ 44.10 | \$ 39.41 | \$ 43.49 | \$ 37.63 |
| Percent Buying | 37.8% | 61.4% | 15.5% | 34.3% | 40.2% | 47.2% | 46.5% | 42.4% | 33.9% | 33.9% | 26.3% | 38.6% | 33.5% | 40.0% | 37.8% |
| Net Average | \$ 15.72 | \$ 26.93 | \$ 6.11 | \$ 12.16 | \$ 18.60 | \$ 19.70 | \$ 20.71 | \$ 20.59 | \$ 13.69 | \$ 13.14 | \$ 9.38 | \$ 17.00 | \$ 13.19 | \$ 17.41 | \$ 14.22 |
| <i>in billions</i> | \$ 2.093 | | | | | | | | | | | | | | |

Jewelry

| | | | | | | | | | | | | | | | |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Average of Buyers | \$ 172.38 | \$ 216.36 | \$ 130.68 | \$ 116.04 | \$ 203.35 | \$ 159.47 | \$ 200.92 | \$ 204.32 | \$ 151.93 | \$ 199.23 | \$ 121.61 | \$ 210.74 | \$ 187.48 | \$ 161.96 | \$ 142.15 |
| Percent Buying | 21.1% | 32.3% | 10.4% | 19.3% | 21.9% | 34.8% | 28.2% | 25.2% | 17.3% | 15.3% | 9.5% | 21.6% | 17.2% | 24.3% | 19.4% |
| Net Average | \$ 36.30 | \$ 69.87 | \$ 13.60 | \$ 22.39 | \$ 44.60 | \$ 55.54 | \$ 56.60 | \$ 51.53 | \$ 26.36 | \$ 30.49 | \$ 11.54 | \$ 45.62 | \$ 32.26 | \$ 39.34 | \$ 27.53 |
| <i>in billions</i> | \$ 4.832 | | | | | | | | | | | | | | |

Greeting cards

| | | | | | | | | | | | | | | | |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|----------|----------|----------|----------|
| Average of Buyers | \$ 15.32 | \$ 18.63 | \$ 12.18 | \$ 11.91 | \$ 18.47 | \$ 15.58 | \$ 23.04 | \$ 20.82 | \$ 13.32 | \$ 10.05 | \$ 9.36 | \$ 19.96 | \$ 10.31 | \$ 15.64 | \$ 18.34 |
| Percent Buying | 51.4% | 45.7% | 56.8% | 51.6% | 52.2% | 38.8% | 47.6% | 51.6% | 55.1% | 58.2% | 53.9% | 53.4% | 52.8% | 49.7% | 50.0% |
| Net Average | \$ 7.87 | \$ 8.51 | \$ 6.91 | \$ 6.15 | \$ 9.64 | \$ 6.05 | \$ 10.96 | \$ 10.74 | \$ 7.34 | \$ 5.85 | \$ 5.04 | \$ 10.66 | \$ 5.44 | \$ 7.77 | \$ 9.17 |
| <i>in billions</i> | \$ 1.047 | | | | | | | | | | | | | | |

An evening out

| | | | | | | | | | | | | | | | |
|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 77.77 | \$ 91.21 | \$ 65.03 | \$ 58.64 | \$ 91.54 | \$ 84.91 | \$ 80.10 | \$ 89.46 | \$ 77.40 | \$ 72.66 | \$ 64.80 | \$ 91.90 | \$ 73.52 | \$ 71.35 | \$ 83.49 |
| Percent Buying | 35.1% | 38.5% | 31.8% | 30.0% | 38.1% | 40.7% | 41.1% | 34.2% | 38.3% | 32.1% | 25.6% | 34.9% | 36.9% | 34.4% | 34.2% |
| Net Average | \$ 27.27 | \$ 35.16 | \$ 20.66 | \$ 17.60 | \$ 34.91 | \$ 34.55 | \$ 32.93 | \$ 30.56 | \$ 29.65 | \$ 23.31 | \$ 16.58 | \$ 32.07 | \$ 27.11 | \$ 24.53 | \$ 28.57 |
| <i>in billions</i> | \$ 3.630 | | | | | | | | | | | | | | |

Clothing

| | | | | | | | | | | | | | | | |
|--------------------------|----------|-----------|----------|----------|-----------|-----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers | \$ 90.33 | \$ 124.55 | \$ 57.88 | \$ 65.92 | \$ 111.57 | \$ 110.26 | \$ 111.82 | \$ 97.10 | \$ 96.49 | \$ 68.06 | \$ 63.14 | \$ 96.12 | \$ 98.07 | \$ 85.12 | \$ 88.56 |
| Percent Buying | 16.3% | 14.5% | 18.0% | 15.2% | 16.8% | 23.9% | 20.5% | 18.4% | 14.1% | 11.9% | 11.1% | 16.5% | 15.7% | 15.6% | 18.5% |
| Net Average | \$ 14.72 | \$ 18.09 | \$ 10.41 | \$ 10.02 | \$ 18.73 | \$ 26.38 | \$ 22.88 | \$ 17.84 | \$ 13.61 | \$ 8.07 | \$ 7.01 | \$ 15.83 | \$ 15.39 | \$ 13.27 | \$ 16.38 |
| <i>in billions</i> | \$ 1.959 | | | | | | | | | | | | | | |

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N = 6375, 1/6 - 1/13/15

Margin of Error = +/- 1.3%

Gift card/gift certificate

| | Adults 18+ | Men | Women | <\$50K | \$50K+ | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NE | MW | South | West |
|-----------------------------|------------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers \$ | 74.44 | \$ 98.47 | \$ 51.65 | \$ 57.59 | \$ 93.00 | \$ 63.32 | \$ 120.15 | \$ 88.25 | \$ 68.60 | \$ 45.49 | \$ 57.12 | \$ 95.05 | \$ 80.31 | \$ 60.05 | \$ 76.96 |
| Percent Buying | 14.8% | 11.5% | 18.1% | 14.0% | 16.0% | 16.0% | 12.7% | 15.0% | 16.4% | 16.1% | 13.3% | 17.3% | 13.5% | 13.5% | 16.6% |
| Net Average \$ | 11.05 | \$ 11.28 | \$ 9.33 | \$ 8.04 | \$ 14.84 | \$ 10.16 | \$ 15.26 | \$ 13.27 | \$ 11.25 | \$ 7.31 | \$ 7.59 | \$ 16.49 | \$ 10.81 | \$ 8.08 | \$ 12.79 |
| <i>in billions</i> \$ | 1.470 | | | | | | | | | | | | | | |

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

| | | | | | | | | | | | | | | | |
|--|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Smartphone (e.g. iPhone, Droid, BlackBerry etc.) | 73.3% | 76.6% | 70.1% | 64.6% | 78.2% | 89.3% | 87.6% | 79.9% | 74.4% | 64.7% | 48.9% | 72.8% | 69.2% | 75.5% | 75.5% |
| Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.) | 49.5% | 51.0% | 48.0% | 39.2% | 58.2% | 44.3% | 58.0% | 54.9% | 53.2% | 47.4% | 38.0% | 50.6% | 47.5% | 50.1% | 49.9% |
| I do not own either of these types of devices | 17.0% | 14.4% | 19.5% | 25.6% | 11.9% | 5.2% | 5.5% | 12.0% | 15.9% | 23.4% | 36.4% | 17.7% | 20.3% | 15.5% | 14.2% |

* 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 | 26.1% | 30.9% | 21.7% | 27.3% | 24.6% | 47.3% | 39.6% | 30.9% | 21.6% | 15.5% | 7.9% | 23.9% | 23.3% | 28.2% | 27.6% |
| Plan to Purchase Products | 13.7% | 17.4% | 10.2% | 14.3% | 13.1% | 28.1% | 23.7% | 14.8% | 10.4% | 7.2% | 2.0% | 13.6% | 10.9% | 14.0% | 17.1% |
| Plan to Redeem Coupons | 13.2% | 11.9% | 14.5% | 12.3% | 14.1% | 23.7% | 16.4% | 16.2% | 13.1% | 9.3% | 3.7% | 12.8% | 12.9% | 12.1% | 16.0% |
| Plan to look up Retailer Information (location, store hours, directions, etc.) | 15.4% | 16.4% | 14.5% | 15.3% | 15.6% | 30.8% | 22.4% | 15.8% | 12.9% | 7.5% | 6.9% | 15.2% | 13.3% | 16.4% | 16.3% |
| Plan to use Apps to Research or Purchase Products | 7.8% | 9.2% | 6.6% | 8.0% | 8.0% | 13.4% | 13.0% | 9.3% | 6.2% | 5.2% | 1.6% | 8.8% | 7.0% | 7.7% | 8.4% |
| Plan to use Apps to Compare Prices | 9.0% | 9.7% | 8.4% | 9.4% | 9.6% | 13.9% | 10.9% | 13.6% | 6.4% | 6.2% | 4.8% | 10.9% | 8.8% | 8.5% | 8.6% |
| Plan to use Smartphone to Pay for a Transaction at a Store Check-out Counter | 4.3% | 5.4% | 3.3% | 4.5% | 4.5% | 6.5% | 5.8% | 6.0% | 2.9% | 3.7% | 1.6% | 5.5% | 3.5% | 4.0% | 4.7% |
| Do not plan to Research or Make a Purchase with my Smartphone | 56.9% | 53.8% | 59.8% | 53.8% | 59.0% | 27.2% | 37.2% | 48.7% | 62.4% | 75.8% | 82.1% | 58.7% | 60.4% | 54.2% | 55.8% |

* 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 | 32.3% | 35.4% | 29.3% | 31.3% | 32.2% | 47.3% | 38.4% | 38.1% | 31.8% | 26.3% | 16.3% | 29.0% | 28.2% | 34.8% | 36.0% |
| Plan to Purchase Products | 17.7% | 21.4% | 14.1% | 16.8% | 17.1% | 29.5% | 21.7% | 21.1% | 19.8% | 11.5% | 5.7% | 22.9% | 13.3% | 17.3% | 18.7% |
| Plan to Redeem Coupons | 12.1% | 13.1% | 11.1% | 11.7% | 12.1% | 26.2% | 15.4% | 15.0% | 11.2% | 7.1% | 1.7% | 14.4% | 12.8% | 9.9% | 13.0% |
| Plan to look up Retailer Information (location, store hours, directions, etc.) | 15.3% | 17.5% | 13.1% | 14.0% | 15.4% | 24.8% | 16.8% | 20.6% | 13.7% | 12.7% | 6.2% | 15.9% | 15.9% | 12.7% | 18.6% |
| Plan to use Apps to Research or Purchase Products | 9.3% | 11.0% | 7.8% | 9.0% | 9.3% | 16.1% | 14.2% | 10.3% | 8.0% | 6.9% | 2.6% | 11.4% | 8.3% | 8.8% | 9.7% |
| Plan to use Apps to Compare Prices | 9.1% | 11.0% | 7.3% | 8.3% | 9.5% | 15.8% | 12.3% | 11.3% | 7.7% | 5.0% | 4.2% | 10.4% | 8.7% | 8.3% | 9.8% |
| Plan to use Tablet to Pay for a Transaction at a Store Check-out Counter | 4.6% | 5.9% | 3.3% | 5.6% | 4.1% | 7.6% | 8.3% | 4.8% | 3.2% | 3.1% | 1.2% | 6.9% | 3.6% | 3.9% | 4.6% |
| Do not plan to Research or Make a Purchase with my Tablet | 53.3% | 49.2% | 57.3% | 52.9% | 54.6% | 31.0% | 40.6% | 46.9% | 54.5% | 63.9% | 76.6% | 55.0% | 57.3% | 52.3% | 48.2% |

* 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 | 3.0% | 3.2% | 2.8% | 3.3% | 2.9% | 7.9% | 4.8% | 3.8% | 1.5% | 0.7% | 0.5% | 3.0% | 2.5% | 3.0% | 3.6% |
| Treat yourself to something special (i.e. jewelry, spa service, apparel, etc.) | 9.5% | 9.4% | 9.6% | 11.0% | 8.9% | 26.3% | 14.9% | 9.1% | 5.7% | 3.2% | 2.3% | 11.0% | 9.1% | 10.1% | 7.7% |
| Plan a get-together or evening out with other single friends/family members | 10.6% | 12.7% | 8.7% | 11.3% | 9.6% | 22.5% | 15.4% | 11.2% | 6.3% | 5.6% | 5.8% | 12.3% | 9.7% | 11.2% | 9.2% |
| Other | 5.6% | 4.7% | 6.5% | 5.3% | 6.2% | 3.4% | 5.1% | 4.8% | 5.1% | 6.8% | 7.8% | 5.2% | 4.7% | 6.3% | 5.8% |
| None of the above | 73.6% | 72.8% | 74.3% | 71.8% | 74.3% | 49.4% | 63.7% | 72.8% | 81.0% | 84.7% | 83.6% | 71.2% | 76.2% | 71.7% | 75.7% |

* 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 07-15

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

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 07-15

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

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:

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