

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

N = 6186, 2/3 - 2/10/15

| | Adults 18+ | <i>Est # of Persons</i> | Men | Women | <\$50K | \$50K+ | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NE | MW | South | West |
|--|------------|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Margin of Error = +/- 1.3% | | | | | | | | | | | | | | | | |
| Will you celebrate St. Patrick's Day this year? | | | | | | | | | | | | | | | | |
| Yes | 52.3% | 126,875,097 | 55.7% | 49.1% | 50.7% | 54.2% | 73.0% | 67.9% | 56.6% | 49.0% | 38.1% | 34.8% | 52.9% | 50.0% | 51.6% | 55.3% |
| No | 47.7% | 115,667,870 | 44.3% | 50.9% | 49.3% | 45.8% | 27.0% | 32.1% | 43.4% | 51.0% | 61.9% | 65.2% | 47.1% | 50.0% | 48.4% | 44.7% |
| Total | 100.0% | 242,542,967 | 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% |

St. Patrick's Day Celebrants:

How will you celebrate? (Check all that apply)

| | | | | | | | | | | | | | | | | |
|------------------------------------|-------|-------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Wear green | 82.4% | 104,593,668 | 77.8% | 86.8% | 83.8% | 80.9% | 90.3% | 85.4% | 82.5% | 81.0% | 79.6% | 77.9% | 79.3% | 81.5% | 82.4% | 87.0% |
| Attend a private party | 19.0% | 24,048,258 | 22.9% | 15.2% | 17.7% | 19.9% | 28.3% | 26.0% | 17.9% | 14.3% | 12.3% | 17.0% | 20.9% | 20.5% | 18.3% | 17.3% |
| Attend a party at a bar/restaurant | 29.2% | 37,048,287 | 36.1% | 22.7% | 26.4% | 31.3% | 33.8% | 42.2% | 34.7% | 31.9% | 19.8% | 14.1% | 31.2% | 29.2% | 30.9% | 24.5% |
| Decorate home or office | 22.8% | 28,958,549 | 18.2% | 27.2% | 21.7% | 24.5% | 24.6% | 24.7% | 24.3% | 21.1% | 22.3% | 20.6% | 26.2% | 22.9% | 20.9% | 22.4% |
| Make a special dinner | 30.1% | 38,211,642 | 27.8% | 32.3% | 29.0% | 33.2% | 22.0% | 23.6% | 25.8% | 30.3% | 40.9% | 36.3% | 34.4% | 31.3% | 24.6% | 33.5% |

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

How much do you plan on spending?

| | | | | | | | | | | | | | | | |
|-------------------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Spenders \$ | 39.70 | \$ 44.82 | \$ 34.66 | \$ 35.64 | \$ 43.21 | \$ 41.73 | \$ 44.40 | \$ 43.49 | \$ 41.30 | \$ 36.52 | \$ 31.28 | \$ 42.34 | \$ 39.06 | \$ 39.51 | \$ 38.39 |
| Percent Spending | 92.0% | 93.7% | 90.3% | 91.0% | 93.7% | 92.4% | 93.9% | 91.9% | 92.3% | 91.4% | 90.3% | 93.7% | 90.3% | 92.5% | 91.3% |
| Net Average \$ | 36.52 | \$ 42.02 | \$ 31.30 | \$ 32.43 | \$ 40.49 | \$ 38.55 | \$ 41.69 | \$ 39.95 | \$ 38.10 | \$ 33.37 | \$ 28.23 | \$ 39.69 | \$ 35.26 | \$ 36.54 | \$ 35.06 |
| <i>in billions</i> \$ | 4.63 | | | | | | | | | | | | | | |

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, FEB 07-15

| Adults 18+ | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Will you celebrate St. Patrick's Day this year? | | | | | | | | | |
| Yes | 48.3% | 46.0% | 44.1% | 45.2% | 52.4% | 54.4% | 56.3% | 55.5% | 52.3% |
| No | 51.7% | 54.0% | 55.9% | 54.8% | 47.6% | 45.6% | 43.7% | 44.5% | 47.7% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| How will you celebrate? (Check all that apply) | | | | | | | | | |
| Wear green | 82.6% | 82.5% | 81.9% | 80.8% | 83.3% | 82.2% | 84.2% | 83.3% | 82.4% |
| Attend a private party | 16.6% | 18.4% | 16.7% | 18.9% | 19.1% | 19.1% | 19.5% | 20.6% | 19.0% |
| Attend a party at a bar/restaurant | 30.5% | 30.6% | 29.6% | 29.6% | 31.2% | 28.2% | 27.4% | 30.6% | 29.2% |
| Decorate home or office | 22.2% | 23.6% | 21.8% | 23.3% | 25.1% | 23.8% | 23.3% | 21.2% | 22.8% |
| Make a special dinner | 33.9% | 33.7% | 33.3% | 33.3% | 33.9% | 32.3% | 34.6% | 32.9% | 30.1% |

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

How much do you plan on spending?

| | | | | | | | | | | | | | | | | | | |
|----------------------------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|----|-------|
| Average of Spenders | \$ | 38.55 | \$ | 39.29 | \$ | 36.60 | \$ | 36.92 | \$ | 37.21 | \$ | 38.94 | \$ | 38.77 | \$ | 38.96 | \$ | 39.70 |
| Percent Spending | | 90.5% | | 89.2% | | 89.6% | | 89.5% | | 91.3% | | 91.5% | | 91.0% | | 91.8% | | 92.0% |
| Net Average | \$ | 34.89 | \$ | 35.04 | \$ | 32.80 | \$ | 33.05 | \$ | 33.97 | \$ | 35.64 | \$ | 35.27 | \$ | 35.78 | \$ | 36.52 |
| <i>in billions</i> | \$ | 3.76 | \$ | 3.64 | \$ | 3.29 | \$ | 3.44 | \$ | 4.14 | \$ | 4.55 | \$ | 4.72 | \$ | 4.77 | \$ | 4.63 |