

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR-14

N = 6535, 4/1 - 4/8/14

	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 percentage points															
Do you expect to spend more, the same or less for Mother's Day this year than you spent last year?															
More	16.0%	19.0%	13.2%	17.0%	15.3%	36.8%	31.5%	17.2%	9.3%	4.0%	2.4%	14.9%	15.4%	15.4%	18.5%
Same	60.4%	61.4%	59.5%	53.9%	65.9%	53.3%	59.4%	67.3%	67.4%	59.8%	53.6%	60.3%	62.3%	60.9%	57.9%
Less	8.1%	5.9%	10.1%	9.6%	6.6%	5.0%	4.5%	7.1%	9.6%	12.6%	9.1%	7.8%	7.0%	9.1%	8.2%
Don't Celebrate Mother's Day	15.5%	13.6%	17.2%	19.6%	12.2%	5.0%	4.6%	8.3%	13.7%	23.6%	35.0%	17.0%	15.3%	14.7%	15.4%
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%
Percent Celebrating Mother's Day	84.5%	86.4%	82.8%	80.4%	87.8%	95.0%	95.4%	91.7%	86.3%	76.4%	65.0%	83.0%	84.7%	85.3%	84.6%

If you plan to give any of the following as gifts on Mother's Day, please tell us how much you will spend for each.

(in dollars)

Clothing or clothing accessories

Average of Buyers	\$ 42.68	\$ 45.35	\$ 39.96	\$ 32.32	\$ 50.83	\$ 37.05	\$ 39.21	\$ 44.71	\$ 43.19	\$ 49.39	\$ 47.13	\$ 39.84	\$ 44.33	\$ 43.07	\$ 42.49
Percent Buying	33.5%	34.7%	32.3%	33.0%	32.9%	48.9%	43.8%	35.8%	26.2%	27.5%	22.8%	32.2%	30.1%	36.3%	33.4%
Net Average	\$ 14.28	\$ 15.72	\$ 12.93	\$ 10.66	\$ 16.71	\$ 18.13	\$ 17.17	\$ 16.02	\$ 11.30	\$ 13.56	\$ 10.74	\$ 12.81	\$ 13.36	\$ 15.63	\$ 14.19
<i>in billions</i>	\$ 1.740														

Jewelry

Average of Buyers	\$ 94.38	\$ 113.26	\$ 68.62	\$ 66.10	\$ 112.43	\$ 75.11	\$ 92.80	\$ 122.67	\$ 87.09	\$ 111.18	\$ 77.63	\$ 94.74	\$ 97.85	\$ 95.05	\$ 89.61
Percent Buying	31.7%	37.7%	26.1%	30.7%	31.9%	49.0%	46.7%	34.9%	25.2%	21.1%	17.8%	32.6%	26.7%	36.3%	29.7%
Net Average	\$ 29.96	\$ 42.67	\$ 17.94	\$ 20.26	\$ 35.85	\$ 36.78	\$ 43.38	\$ 42.85	\$ 21.91	\$ 23.44	\$ 13.84	\$ 30.90	\$ 26.08	\$ 34.55	\$ 26.64
<i>in billions</i>	\$ 3.650														

Flowers

Average of Buyers	\$ 28.92	\$ 30.19	\$ 27.41	\$ 22.67	\$ 33.20	\$ 20.13	\$ 27.36	\$ 30.54	\$ 32.72	\$ 31.69	\$ 29.65	\$ 28.80	\$ 27.68	\$ 29.61	\$ 29.47
Percent Buying	66.6%	74.5%	59.1%	62.4%	69.0%	70.3%	72.6%	69.8%	65.7%	62.3%	59.8%	69.3%	63.1%	65.1%	69.7%
Net Average	\$ 19.26	\$ 22.48	\$ 16.21	\$ 14.14	\$ 22.91	\$ 14.15	\$ 19.85	\$ 21.31	\$ 21.51	\$ 19.73	\$ 17.73	\$ 19.97	\$ 17.47	\$ 19.27	\$ 20.55
<i>in billions</i>	\$ 2.346														

Books or CDs

Average of Buyers	\$ 19.97	\$ 21.71	\$ 17.91	\$ 17.78	\$ 22.23	\$ 17.52	\$ 21.67	\$ 19.44	\$ 18.45	\$ 20.38	\$ 23.54	\$ 21.84	\$ 20.28	\$ 18.45	\$ 19.98
Percent Buying	19.7%	21.9%	17.7%	19.7%	19.1%	28.2%	29.4%	21.3%	17.5%	15.0%	9.2%	19.2%	17.5%	19.4%	22.1%
Net Average	\$ 3.94	\$ 4.76	\$ 3.16	\$ 3.51	\$ 4.26	\$ 4.94	\$ 6.37	\$ 4.14	\$ 3.23	\$ 3.05	\$ 2.18	\$ 4.19	\$ 3.56	\$ 3.59	\$ 4.42
<i>in billions</i>	\$ 0.480														

Greeting card(s)

Average of Buyers	\$ 7.87	\$ 8.38	\$ 7.39	\$ 7.55	\$ 8.10	\$ 7.99	\$ 9.21	\$ 8.52	\$ 7.75	\$ 6.72	\$ 7.03	\$ 8.31	\$ 7.22	\$ 7.77	\$ 8.41
Percent Buying	81.3%	81.5%	81.2%	77.7%	83.8%	76.4%	81.9%	82.1%	83.0%	80.6%	82.6%	81.4%	81.9%	81.5%	80.0%
Net Average	\$ 6.40	\$ 6.83	\$ 6.00	\$ 5.87	\$ 6.78	\$ 6.10	\$ 7.54	\$ 6.99	\$ 6.44	\$ 5.41	\$ 5.81	\$ 6.77	\$ 5.92	\$ 6.33	\$ 6.73
<i>in billions</i>	\$ 0.780														

Gift Card(s)/Certificate(s)

Average of Buyers	\$ 39.88	\$ 40.68	\$ 39.12	\$ 31.69	\$ 45.93	\$ 30.58	\$ 41.13	\$ 40.93	\$ 40.44	\$ 39.54	\$ 45.57	\$ 42.74	\$ 37.79	\$ 39.22	\$ 39.44
Percent Buying	43.3%	43.6%	43.0%	39.5%	46.0%	47.5%	52.9%	49.5%	42.9%	33.7%	34.1%	43.7%	42.2%	42.8%	43.6%
Net Average	\$ 17.27	\$ 17.75	\$ 16.82	\$ 12.52	\$ 21.15	\$ 14.53	\$ 21.75	\$ 20.26	\$ 17.36	\$ 13.31	\$ 15.53	\$ 18.68	\$ 15.95	\$ 16.79	\$ 17.21
<i>in billions</i>	\$ 2.104														

Consumer electronics or computer related accessories

Average of Buyers	\$ 108.31	\$ 114.31	\$ 98.67	\$ 94.66	\$ 129.40	\$ 100.70	\$ 111.89	\$ 102.42	\$ 84.28	\$ 135.66	\$ 168.14	\$ 114.21	\$ 103.34	\$ 116.19	\$ 96.72
Percent Buying	13.1%	16.6%	9.8%	13.6%	12.5%	23.7%	25.4%	13.7%	8.4%	7.6%	2.3%	13.5%	10.7%	12.9%	14.7%
Net Average	\$ 14.15	\$ 18.92	\$ 9.64	\$ 12.89	\$ 16.13	\$ 23.86	\$ 28.46	\$ 14.05	\$ 7.06	\$ 10.30	\$ 3.88	\$ 15.44	\$ 11.11	\$ 15.04	\$ 14.26
<i>in billions</i>	\$ 1.724														

Housewares or gardening tools

Average of Buyers	\$ 36.69	\$ 40.30	\$ 32.37	\$ 31.31	\$ 41.79	\$ 36.30	\$ 40.79	\$ 37.13	\$ 33.79	\$ 32.13	\$ 30.68	\$ 37.88	\$ 35.16	\$ 36.13	\$ 37.90
Percent Buying	18.2%	20.3%	16.1%	18.8%	17.6%	27.9%	31.5%	21.0%	13.2%	8.8%	8.7%	18.1%	17.8%	17.2%	19.5%
Net Average	\$ 6.66	\$ 8.19	\$ 5.22	\$ 5.88	\$ 7.34	\$ 10.13	\$ 12.86	\$ 7.81	\$ 4.47	\$ 2.84	\$ 2.67	\$ 6.85	\$ 6.27	\$ 6.21	\$ 7.39
<i>in billions</i>	\$ 0.812														

Personal Service, such as day at a spa, a facial or a massage

Average of Buyers	\$ 56.54	\$ 60.86	\$ 51.20	\$ 45.25	\$ 64.79	\$ 49.01	\$ 56.66	\$ 60.78	\$ 53.61	\$ 68.67	\$ 57.51	\$ 54.95	\$ 55.26	\$ 57.72	\$ 58.29
Percent Buying	21.3%	24.2%	18.5%	19.7%	22.6%	33.0%	36.6%	23.7%	16.8%	11.5%	8.8%	18.7%	20.2%	21.2%	24.3%
Net Average	\$ 12.03	\$ 14.73	\$ 9.49	\$ 8.89	\$ 14.61	\$ 16.16	\$ 20.75	\$ 14.41	\$ 9.03	\$ 7.86	\$ 5.07	\$ 10.26	\$ 11.16	\$ 12.23	\$ 14.17
<i>in billions</i>	\$ 1.466														

Special outing such as dinner or brunch

Average of Buyers	\$ 55.52	\$ 58.97	\$ 51.43	\$ 43.08	\$ 63.26	\$ 44.87	\$ 53.10	\$ 57.28	\$ 59.38	\$ 59.30	\$ 57.23	\$ 65.18	\$ 53.23	\$ 51.74	\$ 54.93
Percent Buying	56.5%	63.0%	50.3%	50.1%	60.2%	57.9%	58.1%	57.7%	54.0%	52.3%	59.0%	53.7%	56.2%	57.3%	57.6%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR-14

N = 6535, 4/1 - 4/8/14

	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 percentage points															
Net Average	\$ 31.36	\$ 37.18	\$ 25.85	\$ 21.57	\$ 38.09	\$ 25.98	\$ 30.84	\$ 33.03	\$ 32.08	\$ 30.99	\$ 33.79	\$ 35.01	\$ 29.93	\$ 29.66	\$ 31.65
<i>in billions</i>	\$ 3.820														
Other															
Average of Buyers	\$ 28.52	\$ 29.70	\$ 27.41	\$ 24.79	\$ 31.14	\$ 25.74	\$ 27.36	\$ 26.37	\$ 30.71	\$ 30.12	\$ 30.18	\$ 28.79	\$ 27.19	\$ 30.99	\$ 26.47
Percent Buying	26.7%	26.6%	26.7%	26.3%	26.3%	27.5%	27.6%	26.1%	26.0%	25.3%	27.4%	26.6%	25.4%	26.0%	28.4%
Net Average	\$ 7.61	\$ 7.91	\$ 7.32	\$ 6.53	\$ 8.19	\$ 7.09	\$ 7.56	\$ 6.88	\$ 8.00	\$ 7.63	\$ 8.28	\$ 7.66	\$ 6.91	\$ 8.05	\$ 7.51
<i>in billions</i>	\$ 0.927														
Combined Net Average	\$ 162.94	\$ 197.14	\$ 130.56	\$ 122.71	\$ 192.01	\$ 177.84	\$ 216.53	\$ 187.76	\$ 142.38	\$ 138.13	\$ 119.52	\$ 168.54	\$ 147.71	\$ 167.34	\$ 164.72
<i>in billions</i>	\$ 19.851														

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

Discount Store	24.0%	23.0%	25.0%	29.5%	20.8%	24.2%	26.0%	25.8%	24.7%	23.9%	19.7%	18.2%	26.3%	26.8%	22.3%
Department Store	32.4%	34.2%	30.6%	33.1%	32.5%	51.6%	43.4%	35.3%	27.7%	22.4%	18.6%	32.9%	30.1%	32.9%	33.6%
Specialty Clothing Store	7.3%	8.3%	6.4%	7.1%	7.6%	14.7%	12.2%	8.4%	5.0%	3.2%	2.1%	7.5%	6.6%	7.2%	7.9%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	33.5%	36.2%	31.0%	28.9%	37.5%	36.3%	35.8%	36.3%	32.9%	31.0%	29.5%	36.3%	34.9%	31.2%	33.0%
Online	29.0%	30.8%	27.3%	26.9%	31.2%	42.5%	41.1%	29.6%	25.4%	22.1%	16.6%	30.4%	25.5%	28.5%	32.5%
Catalog	2.1%	2.2%	1.9%	2.6%	1.9%	3.5%	2.8%	1.9%	1.8%	1.0%	1.6%	2.2%	1.9%	1.9%	2.0%

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

Mother or Stepmother	63.9%	61.9%	65.7%	64.1%	64.6%	91.2%	86.4%	80.5%	69.4%	43.8%	18.6%	62.3%	64.9%	62.8%	65.5%
Wife	22.5%	44.6%	1.6%	13.2%	29.3%	4.5%	19.1%	25.9%	24.3%	28.7%	28.6%	21.1%	23.5%	23.5%	21.3%
Daughter	9.2%	5.0%	13.1%	9.5%	9.1%	2.1%	4.5%	2.6%	6.9%	13.9%	23.1%	9.7%	8.7%	9.4%	9.0%
Grandmother	6.6%	5.7%	7.5%	7.8%	5.8%	15.9%	14.4%	7.1%	3.2%	0.8%	0.4%	6.9%	6.2%	6.6%	6.7%
Sister	7.6%	5.4%	9.8%	8.4%	7.2%	6.3%	9.3%	9.4%	6.5%	6.7%	7.3%	7.5%	7.3%	7.4%	8.3%
Friend	6.1%	5.3%	6.9%	7.5%	5.5%	6.2%	7.6%	5.7%	6.3%	5.4%	5.4%	5.5%	5.9%	6.3%	6.6%
Godmother	1.5%	1.4%	1.6%	1.3%	1.8%	2.5%	2.4%	2.1%	1.7%	0.5%	0.1%	1.9%	1.1%	1.4%	1.7%
Other relative	9.9%	4.6%	14.9%	9.6%	10.7%	5.4%	7.3%	10.4%	9.5%	11.9%	13.7%	11.0%	9.3%	10.3%	8.6%
No one	9.5%	6.6%	12.3%	12.4%	7.7%	2.4%	3.5%	4.6%	8.4%	15.0%	21.5%	10.6%	9.2%	9.7%	9.0%

*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.)	65.5%	68.6%	62.6%	54.6%	72.4%	85.6%	84.8%	76.6%	62.5%	49.9%	38.6%	63.6%	64.0%	66.6%	67.2%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	42.4%	43.2%	41.7%	31.7%	50.9%	40.4%	53.0%	50.1%	43.1%	37.3%	30.2%	43.5%	41.9%	41.8%	43.1%
I do not own either of these types of devices	24.8%	22.9%	26.7%	35.3%	18.1%	9.0%	10.4%	16.5%	25.0%	36.3%	47.9%	24.9%	25.9%	24.6%	24.1%

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

Plan to Research Products/Compare Prices	22.9%	25.8%	20.1%	23.4%	22.1%	44.9%	39.4%	25.9%	16.3%	8.6%	7.3%	23.6%	19.2%	23.2%	25.3%
Plan to Purchase Products	11.5%	13.6%	9.4%	11.9%	11.6%	25.9%	21.8%	13.3%	6.0%	3.4%	1.9%	11.1%	9.3%	11.5%	14.0%
Plan to Redeem Coupons	8.7%	7.5%	9.8%	9.4%	8.0%	18.0%	15.8%	8.1%	5.4%	3.6%	3.4%	10.1%	7.6%	9.0%	8.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	13.9%	15.1%	12.7%	15.0%	14.0%	30.3%	24.0%	15.1%	9.7%	3.9%	4.1%	13.2%	12.5%	13.9%	15.8%
Plan to use Apps to Research or Purchase Products	6.2%	7.8%	4.6%	5.7%	7.0%	11.7%	11.2%	6.2%	4.5%	3.6%	1.2%	5.2%	5.3%	6.6%	7.4%
Plan to use Apps to Compare Prices	6.0%	8.1%	4.1%	6.1%	6.2%	11.9%	10.9%	6.3%	2.9%	4.2%	1.5%	4.8%	5.7%	7.2%	5.6%
Do not plan to Research or Make a Purchase with my Smartphone	64.5%	61.7%	67.2%	64.3%	66.1%	34.8%	42.5%	57.4%	74.3%	84.3%	86.8%	64.5%	68.5%	63.5%	62.0%

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

Plan to Research Products/Compare Prices	28.1%	31.5%	24.9%	28.5%	28.6%	44.7%	42.9%	32.2%	21.7%	17.4%	14.0%	28.2%	25.8%	28.0%	31.9%
Plan to Purchase Products	17.7%	19.6%	16.0%	16.1%	18.8%	35.5%	29.2%	21.7%	11.5%	9.5%	3.7%	19.7%	15.2%	18.2%	18.4%
Plan to Redeem Coupons	8.7%	10.1%	7.3%	8.5%	8.7%	18.5%	16.2%	7.6%	6.2%	3.7%	2.0%	8.1%	7.6%	8.1%	11.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	14.2%	16.4%	12.2%	13.2%	15.0%	26.4%	22.2%	15.6%	9.7%	7.6%	6.8%	15.2%	11.1%	13.2%	18.3%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR-14

N = 6535, 4/1 - 4/8/14

Margin of Error = +/-1.2 percentage points

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Plan to use Apps to Research or Purchase Products	7.4%	9.0%	5.8%	7.0%	8.3%	11.2%	12.4%	8.2%	4.9%	3.3%	5.1%	7.2%	7.7%	6.8%	8.4%
Plan to use Apps to Compare Prices	7.3%	9.4%	5.3%	7.0%	7.8%	12.6%	12.4%	7.8%	4.9%	3.7%	3.7%	7.9%	6.5%	7.0%	8.3%
Do not plan to Research or Make a Purchase with my Tablet	58.7%	53.8%	63.3%	58.1%	59.6%	33.9%	39.8%	49.2%	68.2%	74.4%	80.4%	59.4%	61.8%	58.4%	54.4%

*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, APR 07-14

		2007	2008	2009	2010	2011	2012	2013	2014
If you plan to give any of the following as gifts on Mother's Day, please tell us how much you will spend for each. (in dollars)									
Clothing or clothing accessories									
Average of Buyers	\$	37.91	\$ 36.26	\$ 34.63	\$ 39.08	\$ 35.46	\$ 40.31	\$ 41.80	\$ 42.68
Percent Buying		37.0%	33.8%	31.1%	28.4%	31.8%	32.8%	33.3%	33.5%
Net Average	\$	14.04	\$ 12.26	\$ 10.79	\$ 11.09	\$ 11.29	\$ 13.24	\$ 13.94	\$ 14.28
	<i>in billions</i>	\$ 1.587	\$ 1.397	\$ 1.227	\$ 1.275	\$ 1.308	\$ 1.611	\$ 1.704	\$ 1.740
Jewelry									
Average of Buyers	\$	57.66	\$ 80.26	\$ 72.29	\$ 83.66	\$ 84.09	\$ 97.19	\$ 100.55	\$ 94.38
Percent Buying		32.8%	29.7%	27.8%	26.2%	31.2%	31.2%	34.4%	31.7%
Net Average	\$	18.92	\$ 23.80	\$ 20.07	\$ 21.88	\$ 26.22	\$ 30.34	\$ 34.58	\$ 29.96
	<i>in billions</i>	\$ 2.138	\$ 2.712	\$ 2.283	\$ 2.515	\$ 3.038	\$ 3.692	\$ 4.229	\$ 3.650
Flowers									
Average of Buyers	\$	27.59	\$ 26.41	\$ 25.23	\$ 25.62	\$ 25.67	\$ 27.17	\$ 27.71	\$ 28.92
Percent Buying		72.4%	66.9%	66.8%	65.2%	64.9%	66.4%	68.2%	66.6%
Net Average	\$	19.98	\$ 17.65	\$ 16.86	\$ 16.71	\$ 16.66	\$ 18.04	\$ 18.90	\$ 19.26
	<i>in billions</i>	\$ 2.258	\$ 2.012	\$ 1.918	\$ 1.921	\$ 1.931	\$ 2.195	\$ 2.312	\$ 2.346
Books or CDs									
Average of Buyers	\$	19.21	\$ 19.97	\$ 18.02	\$ 17.79	\$ 17.96	\$ 19.13	\$ 19.02	\$ 19.97
Percent Buying		29.3%	24.0%	23.7%	21.0%	22.7%	21.4%	22.2%	19.7%
Net Average	\$	5.64	\$ 4.80	\$ 4.28	\$ 3.74	\$ 4.08	\$ 4.09	\$ 4.22	\$ 3.94
	<i>in billions</i>	\$ 0.637	\$ 0.546	\$ 0.487	\$ 0.430	\$ 0.473	\$ 0.498	\$ 0.516	\$ 0.480
Greeting card(s)									
Average of Buyers	\$	6.90	\$ 7.02	\$ 6.64	\$ 7.16	\$ 7.36	\$ 7.74	\$ 7.77	\$ 7.87
Percent Buying		86.8%	84.0%	84.7%	81.5%	82.2%	82.7%	81.0%	81.3%
Net Average	\$	5.98	\$ 5.89	\$ 5.62	\$ 5.84	\$ 6.05	\$ 6.40	\$ 6.29	\$ 6.40
	<i>in billions</i>	\$ 0.676	\$ 0.672	\$ 0.640	\$ 0.671	\$ 0.701	\$ 0.779	\$ 0.769	\$ 0.780
Gift Card(s)/Certificate(s)									
Average of Buyers	\$	36.91	\$ 36.64	\$ 35.99	\$ 37.36	\$ 35.00	\$ 37.32	\$ 40.37	\$ 39.88
Percent Buying		39.3%	37.9%	36.7%	34.1%	39.9%	40.4%	41.5%	43.3%
Net Average	\$	14.52	\$ 13.89	\$ 13.19	\$ 12.74	\$ 13.96	\$ 15.07	\$ 16.77	\$ 17.27
	<i>in billions</i>	\$ 1.641	\$ 1.582	\$ 1.501	\$ 1.465	\$ 1.618	\$ 1.834	\$ 2.050	\$ 2.104
Consumer electronics or computer related accessories									
Average of Buyers	\$	58.68	\$ 94.12	\$ 76.41	\$ 87.70	\$ 94.91	\$ 104.44	\$ 135.27	\$ 108.31
Percent Buying		11.3%	11.2%	9.9%	9.0%	13.3%	12.7%	14.1%	13.1%
Net Average	\$	6.61	\$ 10.55	\$ 7.53	\$ 7.88	\$ 12.63	\$ 13.24	\$ 19.04	\$ 14.15
	<i>in billions</i>	\$ 0.747	\$ 1.202	\$ 0.857	\$ 0.906	\$ 1.464	\$ 1.611	\$ 2.328	\$ 1.724
Housewares or gardening tools									
Average of Buyers	\$	34.16	\$ 34.75	\$ 33.77	\$ 34.17	\$ 34.63	\$ 36.15	\$ 38.95	\$ 36.69
Percent Buying		18.5%	17.6%	15.3%	14.5%	18.6%	18.1%	20.3%	18.2%
Net Average	\$	6.31	\$ 6.11	\$ 5.16	\$ 4.97	\$ 6.43	\$ 6.54	\$ 7.89	\$ 6.66
	<i>in billions</i>	\$ 0.713	\$ 0.696	\$ 0.587	\$ 0.571	\$ 0.745	\$ 0.796	\$ 0.965	\$ 0.812
Personal Service, such as day at a spa, a facial or a massage									
Average of Buyers	\$	56.26	\$ 53.83	\$ 55.05	\$ 57.94	\$ 55.90	\$ 58.25	\$ 58.96	\$ 56.54
Percent Buying		19.7%	18.1%	16.3%	14.0%	18.3%	18.8%	20.3%	21.3%
Net Average	\$	11.06	\$ 9.75	\$ 8.95	\$ 8.12	\$ 10.21	\$ 10.96	\$ 12.00	\$ 12.03
	<i>in billions</i>	\$ 1.250	\$ 1.111	\$ 1.019	\$ 0.933	\$ 1.183	\$ 1.334	\$ 1.467	\$ 1.466
Special outing, such as dinner or brunch									
Average of Buyers	\$	44.92	\$ 45.67	\$ 43.85	\$ 48.24	\$ 48.85	\$ 51.18	\$ 51.85	\$ 55.52
Percent Buying		61.0%	55.8%	54.8%	51.8%	54.7%	54.3%	55.3%	56.5%
Net Average	\$	27.38	\$ 25.48	\$ 24.03	\$ 24.98	\$ 26.73	\$ 27.79	\$ 28.65	\$ 31.36
	<i>in billions</i>	\$ 3.095	\$ 2.903	\$ 2.734	\$ 2.872	\$ 3.098	\$ 3.382	\$ 3.503	\$ 3.820
Other									
Average of Buyers	\$	28.23	\$ 28.49	\$ 26.35	\$ 37.66	\$ 25.12	\$ 26.57	\$ 27.08	\$ 28.52
Percent Buying		30.8%	29.6%	28.1%	23.8%	25.8%	25.7%	24.6%	26.7%
Net Average	\$	8.71	\$ 8.44	\$ 7.40	\$ 8.96	\$ 6.48	\$ 6.82	\$ 6.67	\$ 7.61
	<i>in billions</i>	\$ 0.984	\$ 0.961	\$ 0.842	\$ 1.030	\$ 0.751	\$ 0.831	\$ 0.815	\$ 0.927
Combined Net Average	\$	139.14	\$ 138.63	\$ 123.89	\$ 126.90	\$ 140.73	\$ 152.52	\$ 168.94	\$ 162.94
	<i>in billions</i>	\$ 15.727	\$ 15.796	\$ 14.096	\$ 14.590	\$ 16.308	\$ 18.561	\$ 20.659	\$ 19.851
Where will you purchase Mother's Day gifts this year? (Check all that apply)									
Discount Store		24.0%	25.7%	30.2%	30.4%	29.6%	30.2%	29.1%	24.0%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, APR 07-14

	2007	2008	2009	2010	2011	2012	2013	2014
Department Store	29.0%	28.8%	27.2%	30.6%	32.0%	35.6%	34.4%	32.4%
Specialty Clothing Store	6.1%	6.6%	5.5%	6.2%	7.1%	8.2%	8.9%	7.3%
Specialty Store (Greeting Card/Gift Store, Florist, Jeweler, Electronics Store)	37.5%	35.0%	33.0%	33.6%	31.8%	36.3%	36.6%	33.5%
Online	20.0%	18.3%	18.2%	19.7%	21.5%	25.6%	28.5%	29.0%
Catalog	2.9%	3.4%	2.7%	2.5%	2.9%	2.7%	3.0%	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 Mother's Day gift for this year? (Check all that apply)

Mother or Stepmother	62.2%	60.8%	62.4%	62.6%	59.9%	64.5%	65.2%	63.9%
Wife	22.2%	20.6%	21.7%	20.6%	19.6%	22.4%	23.6%	22.5%
Daughter	8.7%	9.4%	8.8%	9.4%	9.6%	10.5%	10.5%	9.2%
Grandmother	8.3%	7.4%	7.2%	7.9%	8.0%	8.2%	8.5%	6.6%
Sister	6.8%	7.4%	7.4%	7.6%	8.4%	8.4%	8.2%	7.6%
Friend	6.7%	7.1%	6.8%	6.8%	7.3%	7.6%	6.6%	6.1%
Godmother	1.6%	2.1%	1.6%	1.7%	1.8%	2.1%	1.7%	1.5%
Other relative	12.1%	11.5%	11.7%	11.2%	11.1%	10.1%	9.8%	9.9%
No one	8.1%	9.2%	9.0%	10.0%	8.9%	9.4%	8.1%	9.5%

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