

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

N = 7547, 10/1 - 10/7/14

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Margin of Error = +/- 1.2%</b>															
<b>Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?</b>															
Yes	92.2%	91.1%	93.2%	89.2%	94.7%	95.4%	94.9%	93.6%	90.9%	91.3%	88.0%	93.0%	93.8%	92.4%	89.7%
No	7.8%	8.9%	6.8%	10.8%	5.3%	4.6%	5.1%	6.4%	9.1%	8.7%	12.0%	7.0%	6.2%	7.6%	10.3%
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%

**Which winter holidays will you celebrate? (Check all that apply)**

Christmas	94.1%	93.5%	94.6%	94.2%	94.3%	96.2%	95.8%	96.0%	95.4%	93.3%	88.5%	90.7%	95.1%	95.7%	93.8%
Chanukah/Hanukkah	6.3%	7.1%	5.5%	4.3%	7.9%	6.7%	7.4%	5.5%	5.4%	4.1%	8.4%	10.3%	3.5%	5.1%	7.1%
Kwanzaa	2.0%	2.6%	1.4%	2.1%	2.0%	2.7%	3.2%	1.7%	1.7%	1.7%	1.1%	2.0%	1.7%	2.2%	1.9%

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 the following items this year for the holidays? (in dollars)**

<b>Gifts for family</b>															
<b>Average (of Spenders)</b>	\$ 475.78	\$ 478.97	\$ 472.79	\$ 303.51	\$ 622.98	\$ 242.58	\$ 407.37	\$ 525.20	\$ 537.18	\$ 489.88	\$ 591.86	\$ 521.04	\$ 502.91	\$ 457.46	\$ 436.65
<b>Percent Buying</b>	96.7%	96.0%	97.3%	95.1%	98.4%	96.6%	97.5%	97.6%	96.5%	96.1%	95.6%	96.9%	97.1%	96.5%	96.2%
<b>Net Average</b>	\$ 459.87	\$ 459.69	\$ 460.05	\$ 288.74	\$ 612.90	\$ 234.41	\$ 397.26	\$ 512.67	\$ 518.24	\$ 470.77	\$ 565.94	\$ 504.89	\$ 488.52	\$ 441.42	\$ 419.86
<b>Gifts for friends</b>															
<b>Average (of Spenders)</b>	\$ 110.20	\$ 127.89	\$ 94.20	\$ 71.49	\$ 139.74	\$ 81.02	\$ 105.74	\$ 143.21	\$ 128.15	\$ 103.16	\$ 91.65	\$ 118.21	\$ 104.45	\$ 105.41	\$ 117.46
<b>Percent Buying</b>	72.6%	70.9%	74.2%	67.7%	76.2%	81.3%	80.2%	76.0%	71.2%	65.1%	63.8%	71.8%	68.8%	73.0%	76.3%
<b>Net Average</b>	\$ 80.00	\$ 90.69	\$ 69.87	\$ 48.42	\$ 106.49	\$ 65.86	\$ 84.80	\$ 108.89	\$ 91.23	\$ 67.12	\$ 58.43	\$ 84.93	\$ 71.91	\$ 76.99	\$ 89.56
<b>Gifts for co-workers</b>															
<b>Average (of Spenders)</b>	\$ 76.12	\$ 88.52	\$ 62.86	\$ 50.46	\$ 90.91	\$ 63.14	\$ 60.66	\$ 100.02	\$ 85.82	\$ 71.48	\$ 54.56	\$ 84.83	\$ 74.60	\$ 66.01	\$ 85.24
<b>Percent Buying</b>	34.5%	36.6%	32.4%	26.3%	40.8%	37.0%	51.8%	46.8%	37.9%	25.2%	8.8%	36.6%	31.5%	34.3%	36.1%
<b>Net Average</b>	\$ 26.23	\$ 32.40	\$ 20.38	\$ 13.29	\$ 37.12	\$ 23.36	\$ 31.41	\$ 46.82	\$ 32.51	\$ 18.04	\$ 4.79	\$ 31.06	\$ 23.49	\$ 22.62	\$ 30.79
<b>Other gifts (such as babysitters, postal workers, pets, etc.)</b>															
<b>Average (of Spenders)</b>	\$ 68.46	\$ 77.33	\$ 60.39	\$ 51.68	\$ 79.11	\$ 63.89	\$ 69.36	\$ 84.52	\$ 70.91	\$ 56.74	\$ 62.43	\$ 77.44	\$ 59.39	\$ 65.94	\$ 72.50
<b>Percent Buying</b>	44.4%	43.6%	45.3%	35.8%	52.0%	42.2%	48.2%	45.6%	43.6%	40.3%	45.9%	51.9%	41.3%	42.4%	44.1%
<b>Net Average</b>	\$ 30.43	\$ 33.70	\$ 27.33	\$ 18.52	\$ 41.17	\$ 26.93	\$ 33.43	\$ 38.56	\$ 30.91	\$ 22.86	\$ 28.66	\$ 40.16	\$ 24.55	\$ 27.98	\$ 31.99
<b>Total Gifts</b>	<b>\$ 596.53</b>	<b>\$ 616.48</b>	<b>\$ 577.64</b>	<b>\$ 368.97</b>	<b>\$ 797.68</b>	<b>\$ 350.56</b>	<b>\$ 546.89</b>	<b>\$ 706.92</b>	<b>\$ 672.89</b>	<b>\$ 578.78</b>	<b>\$ 657.81</b>	<b>\$ 661.03</b>	<b>\$ 608.46</b>	<b>\$ 569.00</b>	<b>\$ 572.20</b>
<b>Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)</b>															
<b>Average (of Spenders)</b>	\$ 75.84	\$ 84.33	\$ 67.96	\$ 56.90	\$ 90.23	\$ 67.98	\$ 82.73	\$ 87.99	\$ 80.99	\$ 69.30	\$ 58.61	\$ 72.96	\$ 72.39	\$ 79.00	\$ 77.19
<b>Percent Buying</b>	70.8%	70.1%	71.4%	65.7%	74.6%	76.5%	81.0%	77.9%	69.5%	63.5%	57.7%	72.3%	69.3%	70.4%	71.5%
<b>Net Average</b>	\$ 53.68	\$ 59.10	\$ 48.55	\$ 37.37	\$ 67.35	\$ 52.02	\$ 67.04	\$ 68.54	\$ 56.29	\$ 44.03	\$ 33.80	\$ 52.74	\$ 50.16	\$ 55.64	\$ 55.16
<b>Greeting cards and postage</b>															
<b>Average (of Spenders)</b>	\$ 38.05	\$ 41.77	\$ 34.57	\$ 27.57	\$ 45.59	\$ 33.48	\$ 41.42	\$ 41.84	\$ 38.91	\$ 33.61	\$ 37.54	\$ 40.21	\$ 38.47	\$ 36.03	\$ 38.79
<b>Percent Buying</b>	76.7%	76.2%	77.1%	72.7%	81.3%	66.9%	74.0%	76.5%	76.9%	80.1%	83.3%	78.7%	76.3%	75.2%	77.3%
<b>Net Average</b>	\$ 29.18	\$ 31.85	\$ 26.65	\$ 20.05	\$ 37.04	\$ 22.41	\$ 30.66	\$ 31.99	\$ 29.94	\$ 26.90	\$ 31.26	\$ 31.65	\$ 29.36	\$ 27.11	\$ 30.00
<b>Candy and food</b>															
<b>Average (of Spenders)</b>	\$ 113.87	\$ 114.61	\$ 113.21	\$ 85.73	\$ 136.05	\$ 86.38	\$ 101.23	\$ 126.80	\$ 126.39	\$ 113.72	\$ 120.38	\$ 123.11	\$ 110.66	\$ 111.86	\$ 113.07
<b>Percent Buying</b>	92.0%	89.7%	94.1%	90.7%	93.4%	88.7%	91.6%	92.4%	93.3%	92.7%	92.4%	91.5%	93.1%	91.2%	92.3%
<b>Net Average</b>	\$ 104.74	\$ 102.81	\$ 106.56	\$ 77.73	\$ 127.13	\$ 76.60	\$ 92.70	\$ 117.14	\$ 117.95	\$ 105.39	\$ 111.20	\$ 112.69	\$ 102.97	\$ 102.07	\$ 104.41
<b>Flowers like poinsettias, potted plants, etc.</b>															
<b>Average (of Spenders)</b>	\$ 44.44	\$ 50.26	\$ 38.75	\$ 33.31	\$ 50.88	\$ 49.43	\$ 44.45	\$ 52.61	\$ 44.60	\$ 38.00	\$ 39.24	\$ 47.48	\$ 41.16	\$ 44.35	\$ 44.87
<b>Percent Buying</b>	45.7%	46.4%	45.0%	38.5%	51.5%	41.7%	47.4%	45.2%	46.2%	45.8%	46.6%	46.8%	41.8%	46.0%	48.4%
<b>Net Average</b>	\$ 20.30	\$ 23.33	\$ 17.43	\$ 12.82	\$ 26.20	\$ 20.63	\$ 21.09	\$ 23.78	\$ 20.59	\$ 17.41	\$ 18.30	\$ 22.21	\$ 17.20	\$ 20.40	\$ 21.70
<b>Combined Average</b>	<b>\$ 804.42</b>	<b>\$ 833.57</b>	<b>\$ 776.83</b>	<b>\$ 516.95</b>	<b>\$ 1,055.39</b>	<b>\$ 522.21</b>	<b>\$ 758.38</b>	<b>\$ 948.37</b>	<b>\$ 897.65</b>	<b>\$ 772.51</b>	<b>\$ 852.38</b>	<b>\$ 880.33</b>	<b>\$ 808.15</b>	<b>\$ 774.23</b>	<b>\$ 783.48</b>
<b>Where do you plan to purchase holiday items this year? (Check all that apply)</b>															
Discount store	61.9%	57.0%	66.6%	64.9%	60.9%	55.7%	57.5%	61.5%	65.4%	66.6%	63.4%	60.7%	64.6%	62.3%	59.5%
Department store	59.7%	60.4%	59.0%	52.1%	65.9%	66.5%	69.1%	63.5%	58.4%	53.1%	49.1%	65.0%	61.8%	57.0%	56.8%

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

**N = 7547, 10/1 - 10/7/14**

**Margin of Error = +/- 1.2%**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Clothing or Accessories store	36.7%	34.1%	39.3%	32.2%	40.4%	52.5%	47.5%	39.6%	33.4%	27.5%	23.8%	39.7%	36.7%	35.1%	35.9%
Electronics store	30.8%	38.6%	23.4%	25.7%	35.1%	44.2%	43.5%	34.7%	29.5%	20.2%	15.9%	31.7%	29.0%	31.0%	31.3%
Other Specialty store	18.0%	17.7%	18.2%	13.5%	21.8%	17.7%	23.0%	21.1%	17.4%	14.7%	13.8%	20.5%	16.9%	16.1%	19.5%
Crafts or fabrics store	18.8%	13.8%	23.5%	16.4%	20.7%	22.9%	23.4%	19.5%	16.7%	15.9%	15.2%	18.4%	17.4%	18.4%	21.4%
Drug store	19.2%	16.1%	22.1%	18.0%	20.6%	15.7%	20.5%	20.5%	20.0%	17.9%	19.5%	23.0%	18.3%	17.5%	19.4%
Grocery store/supermarket	51.2%	47.5%	54.8%	48.8%	54.5%	48.1%	50.7%	49.4%	53.8%	52.2%	52.4%	49.1%	52.9%	49.9%	53.2%
Online	56.0%	54.8%	57.2%	49.2%	62.0%	60.1%	61.2%	59.2%	56.6%	52.4%	47.8%	60.4%	55.4%	54.0%	55.7%
Catalog	11.6%	10.9%	12.3%	9.6%	13.3%	10.6%	9.8%	10.8%	11.6%	11.7%	14.7%	13.8%	10.8%	11.1%	11.4%
Thrift Stores/Resale Shops	9.5%	7.5%	11.3%	12.5%	7.0%	14.2%	11.4%	8.5%	8.5%	8.3%	7.0%	7.5%	10.7%	9.3%	10.0%
Other (please specify)	3.5%	3.3%	3.7%	4.5%	2.5%	2.3%	2.2%	2.5%	3.0%	4.0%	6.5%	2.7%	3.7%	3.2%	4.5%

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

**Which of the following are the most important factors in your decision to shop a particular retailer during the holiday season? (Check all that apply)**

Helpful, knowledgeable customer service	30.3%	32.9%	27.7%	30.6%	29.8%	39.0%	35.5%	28.9%	24.8%	26.6%	29.0%	26.9%	30.4%	31.2%	31.6%
Quality of merchandise	60.9%	58.9%	62.8%	57.3%	64.1%	65.4%	62.1%	57.9%	59.8%	58.1%	62.8%	60.9%	61.9%	59.9%	61.2%
Selection of merchandise	59.4%	55.0%	63.6%	56.3%	63.1%	54.2%	57.7%	55.7%	59.1%	62.6%	65.7%	58.0%	59.1%	58.9%	62.0%
Sales or price discounts	74.7%	68.7%	80.3%	76.0%	74.6%	72.2%	73.7%	73.3%	75.7%	78.8%	73.9%	73.4%	77.3%	74.2%	73.6%
Convenient location	47.9%	45.6%	50.1%	47.7%	49.6%	45.3%	45.8%	45.9%	45.6%	49.5%	54.6%	49.1%	47.8%	46.5%	49.1%
Every-day low prices	41.2%	37.8%	44.5%	48.0%	37.3%	45.7%	39.6%	41.3%	42.1%	42.2%	37.7%	39.4%	40.6%	43.0%	40.6%
No hassle return policy	35.3%	30.0%	40.2%	33.8%	36.9%	31.0%	32.2%	32.2%	35.0%	36.8%	43.2%	36.7%	35.1%	33.8%	36.5%
Free shipping/shipping promotions	42.3%	35.8%	48.5%	38.5%	45.5%	42.4%	44.1%	42.5%	43.8%	39.9%	41.0%	47.3%	40.5%	41.6%	41.1%
Easy-to-use website or mobile site	25.1%	21.9%	28.1%	22.8%	27.4%	26.3%	26.2%	24.1%	25.2%	22.3%	26.5%	26.4%	23.1%	25.0%	26.4%
Other (please specify)	0.8%	1.0%	0.6%	0.8%	0.7%	0.3%	0.6%	0.5%	1.1%	1.0%	0.9%	0.8%	0.8%	0.6%	0.9%

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

**When do you start shopping for the holiday season?**

Before September	12.1%	8.5%	15.6%	12.4%	12.6%	5.8%	9.0%	10.8%	12.2%	16.2%	17.4%	11.9%	12.1%	12.0%	12.5%
September	6.9%	6.1%	7.6%	6.7%	6.7%	7.0%	8.7%	7.6%	5.6%	6.5%	5.9%	7.0%	7.0%	6.7%	6.9%
October	21.4%	19.1%	23.6%	20.8%	21.9%	21.6%	23.7%	23.2%	22.4%	17.7%	19.5%	20.8%	20.9%	22.6%	20.7%
November	40.9%	43.8%	38.2%	40.2%	41.0%	47.2%	42.7%	40.9%	40.2%	38.5%	37.6%	42.0%	40.2%	40.1%	41.8%
First 2 weeks of December	15.5%	17.9%	13.2%	15.7%	15.5%	14.9%	14.2%	14.6%	15.0%	17.8%	16.5%	15.4%	16.3%	15.2%	15.1%
Last 2 weeks of December	3.2%	4.6%	1.9%	4.2%	2.2%	3.5%	1.7%	2.9%	4.6%	3.3%	3.2%	3.0%	3.5%	3.3%	2.9%
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%

**Begin Shopping Before September, September, or October: Why do you begin shopping for the holiday season in October or prior? (Check all that apply)**

To spread out my gift shopping budget	61.9%	57.2%	66.3%	66.1%	59.7%	67.8%	64.8%	66.4%	60.9%	62.3%	51.2%	60.4%	62.8%	62.2%	61.9%
Prices/promotions are too good to pass up	44.7%	41.8%	47.5%	43.8%	46.3%	53.1%	44.8%	39.7%	42.9%	43.1%	46.6%	44.0%	48.0%	43.5%	43.8%
To avoid traditional crowds associated with shopping in November and December	51.7%	50.6%	52.8%	51.4%	53.0%	58.3%	51.2%	49.0%	47.7%	52.8%	53.2%	56.6%	49.6%	49.5%	53.2%
I don't want to miss out on desired items (specific gifts, ornaments, decorations, wrapping paper, etc.)	27.3%	27.4%	27.3%	26.5%	28.6%	38.7%	32.8%	25.6%	23.6%	21.1%	24.6%	26.2%	28.1%	28.5%	25.4%
Habit	16.2%	17.1%	15.3%	16.8%	15.8%	20.5%	15.2%	14.4%	14.8%	18.3%	15.3%	15.1%	16.7%	15.8%	16.9%
I tend to shop for the holiday season year-round	29.9%	27.4%	32.3%	28.6%	31.4%	26.5%	25.4%	25.4%	28.6%	35.7%	37.3%	28.3%	32.8%	28.9%	30.2%
To avoid the stress of last-minute shopping	51.0%	44.8%	57.0%	51.9%	51.8%	53.1%	47.0%	50.1%	48.3%	52.6%	55.8%	52.0%	53.1%	48.8%	51.9%
Shopping early gives me more time to really enjoy/celebrate the holiday season	35.0%	28.7%	41.1%	35.7%	35.4%	35.1%	30.6%	33.2%	33.9%	39.0%	38.7%	39.3%	35.1%	33.3%	34.3%
I am using layaway services available now	5.3%	4.9%	5.6%	8.0%	3.2%	7.3%	4.9%	5.6%	6.3%	3.9%	1.6%	5.0%	5.4%	6.2%	4.0%
Other (please specify)	2.0%	2.0%	2.0%	1.9%	2.3%	1.5%	1.1%	2.0%	1.5%	3.3%	2.8%	2.8%	1.7%	1.8%	2.0%

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

**Do you plan to take advantage of sales or price discounts during the holiday season to make additional, NON-GIFT purchases for yourself or your family?**

Yes	56.9%	59.0%	54.8%	54.9%	58.5%	72.9%	68.9%	60.9%	52.6%	51.1%	39.1%	57.1%	55.0%	57.5%	57.5%
No	14.8%	16.1%	13.5%	15.0%	14.5%	11.4%	10.9%	15.8%	15.7%	15.3%	18.7%	13.6%	15.1%	15.1%	15.2%
Don't know	28.4%	24.8%	31.7%	30.2%	27.0%	15.7%	20.2%	23.4%	31.7%	33.6%	42.2%	29.3%	29.9%	27.4%	27.3%
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%

**If yes, how much do you anticipate that you will spend on these purchases? (in dollars)**

<b>Average (of Spenders)</b>	\$ 222.76	\$ 265.86	\$ 181.89	\$ 156.67	\$ 281.70	\$ 185.49	\$ 238.37	\$ 245.05	\$ 250.45	\$ 192.55	\$ 212.25	\$ 231.09	\$ 209.51	\$ 210.10	\$ 246.46
------------------------------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

## Source: Prosper Insights &amp; Analytics™, Monthly Consumer Survey, OCT-14

N = 7547, 10/1 - 10/7/14

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Margin of Error = +/- 1.2%</b>															
<b>Percent Buying</b>	56.9%	59.0%	54.8%	54.9%	58.5%	72.9%	68.9%	60.9%	52.6%	51.1%	39.1%	57.1%	55.0%	57.5%	57.5%
<b>Net Average \$</b>	126.68	156.95	99.71	85.96	164.83	135.24	164.26	149.17	131.80	98.48	83.04	131.94	115.15	120.73	141.70

**What types of gifts would you like to receive this holiday season? (Check all that apply)**

Clothing or clothing accessories	52.5%	48.3%	56.6%	52.1%	52.6%	69.8%	65.2%	55.2%	47.9%	45.0%	36.5%	54.0%	52.6%	51.9%	51.9%
Books, CDs, DVDs, videos or video games	43.1%	45.0%	41.2%	44.5%	42.4%	57.7%	49.2%	43.2%	39.7%	37.1%	35.1%	43.6%	42.2%	41.2%	46.4%
Consumer electronics or computer-related accessories	34.6%	42.8%	26.8%	33.2%	36.0%	49.3%	46.9%	38.0%	31.7%	25.9%	19.6%	36.0%	31.7%	36.3%	33.9%
Sporting goods or leisure items	19.3%	27.8%	11.3%	15.1%	23.2%	25.1%	26.9%	23.6%	18.3%	13.2%	10.5%	19.1%	19.5%	18.9%	20.0%
Home décor or home-related furnishings	22.9%	14.5%	30.7%	21.5%	23.9%	27.3%	33.0%	26.0%	20.8%	17.2%	13.9%	22.0%	24.2%	23.2%	21.8%
Jewelry or precious metal accessories	24.8%	13.3%	35.7%	23.6%	25.4%	33.0%	31.4%	26.7%	24.5%	19.2%	16.0%	27.3%	22.5%	26.0%	23.1%
Gift cards / gift certificates	62.0%	54.5%	69.1%	63.6%	61.9%	58.2%	62.2%	63.3%	63.7%	62.5%	61.0%	63.3%	64.1%	59.8%	62.1%
Personal care or beauty items	19.6%	8.9%	29.8%	21.2%	18.3%	25.9%	23.1%	20.9%	18.3%	16.5%	14.5%	19.4%	18.4%	21.0%	19.1%
Other (please specify)	6.4%	6.6%	6.1%	7.4%	5.5%	4.0%	3.5%	4.1%	7.2%	8.3%	10.5%	6.2%	6.0%	6.0%	7.5%

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

**What percentage of your holiday shopping do you plan to do online?**

None (0%)	11.4%	12.1%	10.8%	16.0%	7.4%	7.4%	5.6%	7.8%	11.0%	14.6%	20.8%	9.8%	12.8%	12.0%	10.1%
1% to 10%	11.9%	10.1%	13.5%	14.9%	9.4%	11.9%	8.0%	9.0%	11.4%	15.3%	15.8%	9.7%	13.5%	11.6%	12.4%
11% to 25%	19.6%	19.8%	19.4%	19.2%	20.3%	19.1%	18.1%	20.3%	19.2%	20.5%	20.2%	18.1%	20.3%	19.7%	19.9%
26% to 50%	27.9%	28.1%	27.7%	24.7%	30.8%	29.8%	31.0%	30.8%	29.2%	25.9%	21.3%	29.3%	27.4%	27.2%	28.4%
51% to 75%	19.4%	18.5%	20.2%	15.8%	21.8%	21.7%	24.2%	21.6%	19.7%	15.2%	14.2%	22.5%	17.2%	19.5%	18.8%
76% to 99%	7.5%	8.3%	6.7%	6.6%	8.2%	6.8%	10.0%	8.8%	7.5%	5.6%	6.0%	8.4%	7.0%	7.4%	7.4%
100%	2.4%	3.1%	1.7%	2.9%	2.1%	3.4%	3.1%	1.8%	1.9%	2.9%	1.6%	2.1%	1.8%	2.6%	2.9%
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%
<b>Average</b>	44.4%	45.2%	43.6%	39.9%	48.0%	47.2%	52.0%	48.0%	44.7%	39.5%	35.5%	47.5%	41.8%	44.3%	44.8%

**Will the state of the U.S. economy affect your spending plans for the holidays?**

Yes	41.4%	39.3%	43.4%	48.5%	35.9%	39.9%	38.9%	40.6%	46.6%	45.5%	36.9%	40.2%	40.1%	43.6%	40.5%
No	58.6%	60.7%	56.6%	51.5%	64.1%	60.1%	61.1%	59.4%	53.4%	54.5%	63.1%	59.8%	59.9%	56.4%	59.5%
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%

**Affected by U.S. economy: How will it affect your spending plans? (Check all that apply)**

Spending less overall	75.6%	71.6%	79.3%	79.9%	72.4%	69.4%	66.4%	72.3%	79.6%	82.0%	82.1%	69.6%	74.3%	79.3%	75.6%
Comparative shopping online more often	34.4%	34.5%	34.3%	31.3%	38.2%	32.6%	36.5%	35.9%	32.4%	35.9%	33.0%	36.9%	35.0%	32.3%	35.1%
Comparative shopping with newspapers/circulars more often	23.9%	22.7%	25.1%	23.7%	25.0%	18.8%	20.1%	20.7%	23.9%	30.0%	29.0%	23.8%	24.4%	22.7%	25.1%
Comparative shopping using my mobile phone more often	10.4%	12.5%	8.4%	8.6%	12.2%	18.1%	18.7%	12.4%	9.2%	3.8%	1.8%	10.6%	8.7%	9.6%	12.5%
Using coupons more often	37.0%	31.4%	42.3%	38.3%	36.5%	40.2%	36.0%	35.6%	31.8%	35.0%	44.3%	37.9%	40.3%	35.5%	35.4%
Shopping for sales more often	49.0%	43.1%	54.6%	48.9%	50.6%	46.0%	44.3%	44.9%	48.0%	50.5%	59.2%	50.0%	51.0%	48.0%	47.7%
Making more gifts for family and friends	14.1%	10.2%	17.9%	16.4%	12.0%	21.0%	17.0%	15.4%	11.8%	11.4%	10.0%	13.9%	12.9%	12.8%	17.9%
Traveling less or not at all	23.6%	25.8%	21.6%	23.8%	24.2%	24.6%	18.4%	21.8%	22.7%	27.6%	27.1%	20.5%	24.8%	23.4%	25.5%
Buying more practical gifts or necessities as gifts	28.4%	24.6%	32.0%	30.1%	27.8%	24.3%	22.7%	26.5%	28.1%	35.2%	33.1%	28.0%	28.1%	29.1%	28.2%
Using last year's decorations with no plans to buy new ones	24.8%	20.1%	29.3%	27.4%	23.5%	19.6%	16.3%	24.0%	21.7%	31.4%	35.3%	26.1%	27.6%	23.2%	24.3%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	11.1%	8.6%	13.4%	12.7%	9.8%	11.2%	10.0%	11.9%	8.7%	11.0%	13.8%	11.0%	11.8%	10.3%	11.7%
Other (please specify)	0.7%	0.8%	0.7%	0.9%	0.5%	0.7%	0.4%	0.4%	0.8%	0.7%	1.3%	0.7%	0.9%	0.5%	0.9%

1. 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? (Check all that apply)**

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	67.3%	70.4%	64.4%	56.3%	74.8%	83.3%	86.9%	77.9%	66.7%	53.6%	39.4%	64.2%	62.6%	71.3%	69.0%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	44.6%	45.8%	43.5%	34.6%	52.4%	40.2%	53.6%	52.2%	47.9%	38.8%	33.7%	44.2%	44.1%	45.5%	43.7%
I do not own either of these types of devices	23.2%	21.1%	25.1%	33.1%	16.3%	11.0%	7.4%	14.3%	22.3%	34.9%	46.3%	25.6%	26.7%	20.6%	21.6%

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 holiday purchase decisions? (Check all that apply)**

Plan to Research Products/Compare Prices	35.8%	39.0%	32.7%	31.7%	36.7%	50.4%	55.3%	42.6%	34.9%	20.6%	14.0%	38.0%	33.9%	36.9%	33.9%
Plan to Purchase Products	19.1%	21.0%	17.2%	16.4%	19.3%	34.6%	33.3%	24.6%	13.8%	7.2%	4.7%	19.8%	16.8%	19.8%	19.7%

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

**N = 7547, 10/1 - 10/7/14**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Margin of Error = +/- 1.2%</b>															
Plan to Redeem Coupons	23.9%	20.4%	27.3%	21.3%	25.2%	32.7%	36.3%	30.8%	21.6%	14.8%	9.6%	22.5%	23.4%	25.5%	22.8%
Plan to look up Retailer Information (location, store hours, directions, etc.)	26.9%	26.5%	27.4%	22.2%	29.2%	39.7%	37.9%	32.2%	25.4%	16.5%	12.8%	28.1%	26.3%	27.2%	25.8%
Plan to use Apps to Research or Purchase Products	14.7%	16.2%	13.3%	12.1%	16.0%	21.9%	21.7%	17.4%	12.4%	8.4%	8.1%	14.8%	14.0%	15.4%	14.1%
Plan to use Apps to Compare Prices	15.4%	16.1%	14.8%	13.4%	16.4%	19.2%	20.8%	17.8%	14.7%	11.2%	9.7%	16.4%	14.9%	16.0%	14.1%
Do not plan to Research or Make a Purchase with my Smartphone	44.3%	41.6%	46.9%	49.9%	43.0%	21.3%	20.5%	33.2%	47.7%	63.7%	74.2%	44.8%	47.8%	41.7%	45.8%

† 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 holiday purchase decisions? (Check all that apply)**

Plan to Research Products/Compare Prices	47.4%	50.2%	44.8%	41.4%	50.5%	47.6%	56.8%	53.9%	51.1%	41.0%	33.9%	49.4%	45.7%	47.6%	46.3%
Plan to Purchase Products	33.0%	35.8%	30.4%	27.5%	35.7%	35.7%	44.6%	39.1%	34.6%	23.7%	20.6%	35.6%	32.3%	33.5%	29.7%
Plan to Redeem Coupons	20.0%	20.3%	19.6%	19.6%	20.1%	24.8%	27.7%	23.5%	18.4%	15.2%	11.4%	21.0%	17.8%	20.8%	19.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	28.4%	31.7%	25.4%	23.8%	31.5%	33.1%	33.6%	32.2%	29.4%	23.2%	20.1%	29.4%	28.5%	27.2%	28.9%
Plan to use Apps to Research or Purchase Products	17.2%	19.8%	14.8%	14.3%	18.9%	21.5%	22.8%	20.9%	16.0%	10.7%	12.3%	19.2%	16.3%	16.2%	17.9%
Plan to use Apps to Compare Prices	15.4%	17.5%	13.4%	13.8%	16.2%	14.8%	18.3%	18.1%	16.5%	12.7%	11.6%	16.2%	14.5%	15.5%	15.3%
Do not plan to Research or Make a Purchase with my Tablet	36.8%	32.4%	40.9%	41.9%	34.7%	28.6%	22.3%	30.4%	34.9%	47.3%	55.5%	32.4%	41.0%	35.7%	39.1%

† 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, October 2004-2014

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
	final estimates										plans
<b>Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?</b>											
Yes	90.6%	93.0%	93.0%	90.2%	93.6%	93.2%	91.7%	91.0%	92.7%	91.7%	92.2%
No	9.4%	7.0%	7.0%	9.8%	6.4%	6.8%	8.3%	9.0%	7.3%	8.3%	7.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>How much do you plan to spend on the following items this year for the holidays?</b>											
<b>Gifts for family</b>											
Average (of Spenders)	\$ 413.11	\$ 428.90	\$ 436.22	\$ 443.52	\$ 397.59	\$ 396.62	\$ 425.14	\$ 438.69	\$ 438.18	\$ 448.40	\$ 475.78
Percent Buying	98.1%	97.8%	98.2%	97.8%	97.8%	97.5%	96.6%	96.7%	96.6%	96.3%	96.7%
Net Average	\$ 405.34	\$ 419.34	\$ 428.29	\$ 433.77	\$ 388.75	\$ 386.55	\$ 410.75	\$ 424.10	\$ 423.36	\$ 432.00	\$ 459.87
<b>Gifts for friends</b>											
Average (of Spenders)	\$ 88.71	\$ 96.62	\$ 98.05	\$ 104.97	\$ 99.08	\$ 89.41	\$ 100.87	\$ 97.57	\$ 104.99	\$ 105.28	\$ 110.20
Percent Buying	80.1%	81.4%	82.8%	79.4%	79.6%	74.6%	73.9%	73.5%	71.8%	71.2%	72.6%
Net Average	\$ 71.08	\$ 78.62	\$ 81.23	\$ 83.34	\$ 78.83	\$ 66.68	\$ 74.57	\$ 71.76	\$ 75.40	\$ 75.00	\$ 80.00
<b>Gifts for co-workers</b>											
Average (of Spenders)	\$ 57.26	\$ 55.67	\$ 52.69	\$ 56.95	\$ 54.45	\$ 58.98	\$ 59.47	\$ 69.37	\$ 73.53	\$ 79.03	\$ 76.12
Percent Buying	38.5%	37.6%	40.3%	37.0%	40.9%	32.6%	32.1%	31.9%	32.0%	31.0%	34.5%
Net Average	\$ 22.05	\$ 20.95	\$ 21.25	\$ 21.07	\$ 22.27	\$ 19.24	\$ 19.06	\$ 22.15	\$ 23.56	\$ 24.52	\$ 26.23
<b>Other gifts</b>											
Average (of Spenders)	\$ 82.31	\$ 90.90	\$ 80.56	\$ 72.98	\$ 73.56	\$ 82.67	\$ 81.30	\$ 56.00	\$ 63.78	\$ 63.52	\$ 68.46
Percent Buying	49.8%	48.4%	52.4%	47.4%	49.3%	42.1%	44.7%	43.9%	44.3%	42.0%	44.4%
Net Average	\$ 40.98	\$ 43.96	\$ 42.25	\$ 34.62	\$ 36.28	\$ 34.76	\$ 36.34	\$ 24.60	\$ 28.23	\$ 26.65	\$ 30.43
<b>Total Gifts</b>	<b>\$ 539.46</b>	<b>\$ 562.87</b>	<b>\$ 573.02</b>	<b>\$ 572.81</b>	<b>\$ 526.13</b>	<b>\$ 507.23</b>	<b>\$ 540.73</b>	<b>\$ 542.60</b>	<b>\$ 550.56</b>	<b>\$ 558.18</b>	<b>\$ 596.53</b>
<b>Decorations (such as a Christmas tree, lights, candles, welcome mats, etc.)</b>											
Average (of Spenders)	\$ 55.13	\$ 59.29	\$ 62.12	\$ 64.61	\$ 60.90	\$ 63.21	\$ 65.65	\$ 71.87	\$ 75.99	\$ 78.25	\$ 75.84
Percent Buying	64.9%	68.6%	71.0%	71.2%	70.4%	64.4%	66.0%	68.4%	68.7%	68.6%	70.8%
Net Average	\$ 35.80	\$ 40.67	\$ 44.11	\$ 46.01	\$ 42.90	\$ 40.70	\$ 43.32	\$ 49.15	\$ 52.18	\$ 53.65	\$ 53.68
<b>Greeting cards and postage</b>											
Average (of Spenders)	\$ 29.68	\$ 33.11	\$ 33.97	\$ 35.23	\$ 32.40	\$ 33.70	\$ 34.20	\$ 35.09	\$ 36.48	\$ 38.04	\$ 38.05
Percent Buying	84.7%	84.8%	85.4%	84.5%	83.5%	79.3%	79.7%	79.5%	78.8%	76.6%	76.7%
Net Average	\$ 25.15	\$ 28.09	\$ 29.01	\$ 29.78	\$ 27.05	\$ 26.73	\$ 27.24	\$ 27.89	\$ 28.76	\$ 29.14	\$ 29.18
<b>Candy and food</b>											
Average (of Spenders)	\$ 90.68	\$ 95.99	\$ 93.32	\$ 95.05	\$ 86.02	\$ 99.93	\$ 98.73	\$ 110.87	\$ 109.89	\$ 114.72	\$ 113.87
Percent Buying	92.1%	91.0%	92.7%	92.1%	92.1%	90.2%	91.2%	91.8%	92.0%	91.0%	92.0%
Net Average	\$ 83.53	\$ 87.34	\$ 86.54	\$ 87.55	\$ 79.26	\$ 90.14	\$ 90.09	\$ 101.75	\$ 101.12	\$ 104.34	\$ 104.74
<b>Flowers like poinsettias, potted plants, etc.</b>											
Average (of Spenders)	\$ 34.66	\$ 34.55	\$ 35.94	\$ 37.45	\$ 37.89	\$ 38.72	\$ 38.97	\$ 41.76	\$ 43.51	\$ 49.10	\$ 44.44
Percent Buying	46.3%	45.5%	50.1%	50.7%	49.8%	44.0%	45.1%	45.9%	45.1%	44.7%	45.7%
Net Average	\$ 16.05	\$ 15.71	\$ 18.01	\$ 18.98	\$ 18.86	\$ 17.03	\$ 17.60	\$ 19.18	\$ 19.62	\$ 21.96	\$ 20.30
<b>Combined Average</b>	<b>\$ 699.98</b>	<b>\$ 734.69</b>	<b>\$ 750.70</b>	<b>\$ 755.13</b>	<b>\$ 694.19</b>	<b>\$ 681.83</b>	<b>\$ 718.98</b>	<b>\$ 740.57</b>	<b>\$ 752.24</b>	<b>\$ 767.27</b>	<b>\$ 804.42</b>
<b>Do you plan to take advantage of sales or price discounts during the holiday season to make additional NON-GIFT purchases for yourself or your family?</b>											
Yes	51.2%	52.9%	56.7%	56.0%	56.6%	52.9%	57.1%	59.9%	59.0%	57.0%	56.9%
No	14.6%	13.8%	13.2%	13.6%	14.4%	16.1%	15.9%	13.5%	13.7%	15.8%	14.8%
Don't know	34.2%	33.3%	30.2%	30.4%	29.0%	31.0%	27.0%	26.7%	27.3%	27.1%	28.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>If yes, how much to you anticipate that you will spend on these purchases? (in dollars):</b>											
Average (of Spenders)	\$ 173.74	\$ 160.24	\$ 167.11	\$ 173.75	\$ 188.36	\$ 191.62	\$ 196.46	\$ 229.15	\$ 237.95	\$ 236.31	\$ 222.76
Percent Buying	51.2%	52.9%	56.7%	56.0%	56.6%	52.9%	57.1%	59.9%	59.0%	57.0%	56.9%
Net Average	\$ 88.99	\$ 84.73	\$ 94.70	\$ 97.26	\$ 106.67	\$ 101.37	\$ 112.20	\$ 137.17	\$ 140.43	\$ 134.77	\$ 126.68

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, October 2004-2014

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Do you plan to celebrate any of the winter holidays (Christmas, Chanukah/Hanukkah, Kwanzaa) this year?</b>											
Yes	90.6%	93.0%	93.0%	90.2%	93.6%	93.2%	91.7%	91.0%	92.7%	91.7%	92.2%
No	9.4%	7.0%	7.0%	9.8%	6.4%	6.8%	8.3%	9.0%	7.3%	8.3%	7.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Which winter holidays will you celebrate? (Check all that apply)**

Christmas	96.1%	94.2%	93.3%	92.9%	94.1%	95.3%	91.2%	90.5%	93.8%	94.8%	94.1%
Chanukah/Hanukkah	4.6%	5.1%	5.3%	5.0%	6.8%	5.7%	5.2%	5.4%	5.9%	6.5%	6.3%
Kwanzaa	1.6%	1.0%	2.3%	1.6%	2.4%	2.1%	1.9%	2.0%	2.1%	2.8%	2.0%

THE SUM OF THE % VALUES MAY BE GREATER THAN 100% BECAUSE THE RESPONDENTS CAN SELECT MORE THAN ONE ANSWER.

**Where do you plan to purchase holiday items this year? (Check all that apply)**

Discount store	77.1%	71.4%	70.3%	68.4%	69.7%	70.1%	65.1%	66.1%	65.3%	64.7%	61.9%
Department store	53.1%	59.4%	61.6%	58.2%	58.0%	55.8%	54.5%	56.9%	57.8%	56.3%	59.7%
Clothing or Accessories store	N/A	N/A	N/A	36.1%	37.3%	33.8%	33.6%	35.2%	36.2%	35.1%	36.7%
Electronics store	N/A	N/A	N/A	34.3%	37.3%	31.8%	31.3%	31.8%	31.8%	29.5%	30.8%
Other Specialty store	N/A	N/A	N/A	21.7%	21.2%	18.5%	17.4%	16.9%	16.7%	16.0%	18.0%
Specialty store, such as a clothing, toy or electronics store	39.3%	46.5%	48.4%	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Crafts or fabrics store	18.7%	19.9%	20.5%	17.4%	18.1%	16.9%	16.1%	17.5%	17.9%	18.7%	18.8%
Drug store	21.7%	19.7%	21.0%	19.1%	20.3%	19.3%	18.9%	21.1%	21.8%	20.9%	19.2%
Grocery store/supermarket	46.7%	47.4%	49.3%	44.6%	45.6%	45.0%	46.7%	48.8%	51.8%	51.1%	51.2%
Online	38.3%	42.6%	47.1%	44.3%	44.2%	42.4%	43.9%	46.7%	51.8%	51.5%	56.0%
Catalog	20.9%	23.5%	25.2%	20.0%	16.6%	17.0%	15.1%	14.2%	13.9%	12.7%	11.6%
Thrift Stores/Resale Shops	N/A	N/A	N/A	N/A	N/A	11.4%	11.9%	11.6%	11.9%	12.1%	9.5%
Other	7.5%	9.3%	8.4%	8.6%	5.3%	5.1%	5.0%	4.1%	4.5%	4.1%	3.5%

THE SUM OF THE % VALUES MAY BE GREATER THAN 100% BECAUSE THE RESPONDENTS CAN SELECT MORE THAN ONE ANSWER.

**Which of the following are the most important factors in your decision to shop a particular retailer during the holiday season? (Check all that apply)**

Helpful, knowledgeable customer service	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	30.3%
Quality of merchandise	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	60.9%
Selection of merchandise	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	59.4%
Sales or price discounts	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	74.7%
Convenient location	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	47.9%
Every-day low prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	41.2%
No hassle return policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	35.3%
Free shipping/shipping promotions	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	42.3%
Easy-to-use website or mobile site	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	25.1%
Other (please specify)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0.8%

THE SUM OF THE % VALUES MAY BE GREATER THAN 100% BECAUSE THE RESPONDENTS CAN SELECT MORE THAN ONE ANSWER.

**People shop in different stores for different reasons. Which ONE of the following would you say is the MOST important factor in your decision to shop in a particular store during the holiday season? (Check only ONE)**

Helpful, knowledgeable customer service	4.4%	3.7%	4.4%	4.9%	5.2%	4.4%	5.3%	6.0%	5.9%	6.1%	N/A
Quality of merchandise	8.7%	11.0%	12.4%	12.8%	13.4%	11.8%	12.7%	14.6%	13.7%	13.6%	N/A
Selection of merchandise	20.0%	23.1%	24.3%	22.6%	21.5%	21.0%	20.5%	18.0%	16.1%	16.4%	N/A
Sales or price discounts	41.8%	37.9%	36.5%	38.2%	40.0%	43.3%	41.8%	41.6%	36.6%	35.6%	N/A
Convenient location	7.8%	6.5%	6.5%	6.3%	5.6%	4.9%	4.9%	4.9%	5.8%	6.3%	N/A
Every-day low prices	15.6%	16.0%	14.2%	12.8%	12.6%	12.7%	12.7%	13.0%	13.5%	12.8%	N/A
No hassle return policy	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.8%	1.4%	N/A
Free shipping/shipping promotions	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.9%	3.4%	N/A
Easy-to-use website or mobile site	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1.5%	1.5%	N/A
None of these	1.6%	1.7%	1.8%	2.5%	1.7%	1.9%	2.0%	1.9%	2.2%	3.0%	N/A
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	N/A

**When do you start shopping for the holiday season?**

Before September	18.0%	15.3%	14.0%	14.3%	13.4%	13.4%	12.6%	12.3%	12.3%	12.4%	12.1%
September	6.9%	6.3%	6.5%	6.0%	5.8%	6.1%	5.8%	6.3%	7.0%	8.2%	6.9%
October	17.7%	18.5%	19.9%	20.0%	21.0%	20.2%	18.8%	20.3%	22.1%	20.6%	21.4%
November	34.3%	37.4%	37.0%	38.3%	38.6%	38.0%	40.5%	40.0%	39.0%	38.8%	40.9%
First 2 weeks of December	17.5%	17.7%	18.8%	16.7%	17.3%	17.4%	18.1%	17.0%	16.2%	16.0%	15.5%
Last 2 weeks of December	5.6%	4.8%	3.8%	4.7%	4.0%	4.8%	4.1%	4.1%	3.5%	3.9%	3.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Begin Shopping Before September, September, or October: Why do you begin shopping for the holiday season in October or prior? (Check all that apply)**

To spread out my gift shopping budget	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	60.3%	61.9%
Prices/promotions are too good to pass up	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	41.9%	44.7%
To avoid traditional crowds associated with shopping in November and December	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	46.5%	51.7%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, October 2004-2014

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
I don't want to miss out on desired items (specific gifts, ornaments, decorations, wrapping paper, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	23.7%	27.3%
Habit	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.5%	16.2%
I tend to shop for the holiday season year-round	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	27.2%	29.9%
To avoid the stress of last-minute shopping	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	44.2%	51.0%
Shopping early gives me more time to really enjoy/celebrate the holiday season	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	32.3%	35.0%
I am using layaway services available now	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	6.9%	5.3%
Other (please specify)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.2%	2.0%

THE SUM OF THE % TOTALS MAY BE GREATER THAN 100% BECAUSE THE RESPONDENTS CAN SELECT MORE THAN ONE ANSWER.

**What types of gifts would you like to receive this holiday season? (Check all that apply)**

Clothing or clothing accessories	50.6%	54.4%	53.3%	50.1%	49.8%	48.8%	48.2%	50.0%	49.1%	51.2%	52.5%
Books, CDs, DVDs, videos or video games	53.1%	55.5%	55.2%	50.8%	50.0%	48.6%	47.3%	44.4%	45.7%	43.4%	43.1%
Consumer electronics or computer-related accessories	32.6%	38.4%	37.9%	36.4%	38.4%	33.2%	33.8%	35.4%	35.8%	36.1%	34.6%
Sporting goods or leisure items	13.4%	16.4%	18.2%	17.0%	19.9%	17.3%	16.8%	16.8%	17.4%	17.8%	19.3%
Home decor or home-related furnishings	21.3%	23.3%	22.1%	22.0%	22.7%	19.3%	19.5%	20.0%	20.2%	20.8%	22.9%
Jewelry or precious metal accessories	22.6%	26.4%	26.0%	23.8%	24.5%	20.8%	23.0%	22.8%	24.0%	23.3%	24.8%
Gift cards / gift certificates	50.2%	52.3%	52.8%	53.8%	54.9%	55.2%	57.0%	57.7%	59.8%	59.4%	62.0%
Personal care or beauty items	20.5%	21.1%	19.2%	18.8%	19.2%	17.1%	18.2%	19.3%	18.2%	18.9%	19.6%
Other:	14.8%	10.5%	9.2%	8.1%	7.3%	8.7%	8.0%	6.9%	7.3%	6.8%	6.4%

THE SUM OF THE % TOTALS MAY BE GREATER THAN 100% BECAUSE THE RESPONDENTS CAN SELECT MORE THAN ONE ANSWER.

**What percentage of your holiday shopping do you plan to do online?**

None (0%)	N/A	N/A	23.5%	23.9%	19.9%	22.4%	21.1%	17.9%	16.2%	15.2%	11.4%
1% to 10%	N/A	N/A	20.4%	19.2%	18.0%	19.5%	18.0%	16.4%	14.5%	14.7%	11.9%
11% to 25%	N/A	N/A	22.5%	21.5%	21.1%	21.2%	21.3%	20.9%	20.5%	20.6%	19.6%
26% to 50%	N/A	N/A	19.4%	19.8%	22.7%	20.7%	21.8%	24.4%	25.3%	25.3%	27.9%
51% to 75%	N/A	N/A	10.2%	10.3%	12.5%	11.0%	12.4%	13.8%	15.7%	15.5%	19.4%
76% to 99%	N/A	N/A	3.0%	4.4%	4.6%	4.1%	4.2%	4.9%	5.8%	6.6%	7.5%
100%	N/A	N/A	0.9%	0.9%	1.2%	1.2%	1.2%	1.7%	2.0%	2.1%	2.4%
Total	N/A	N/A	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b>Average</b>	N/A	N/A	28.9%	30.2%	33.6%	31.1%	32.7%	36.0%	38.8%	39.5%	44.4%

**Will the state of the U.S. economy affect your spending plans for the holidays?**

Yes	N/A	N/A	N/A	N/A	N/A	65.3%	61.7%	62.2%	52.3%	51.0%	41.4%
No	N/A	N/A	N/A	N/A	N/A	34.7%	38.3%	37.8%	47.7%	49.0%	58.6%
Total	N/A	N/A	N/A	N/A	N/A	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Affected by U.S. economy: How will it affect your spending plans? (Check all that apply)**

Spending less overall	N/A	N/A	N/A	N/A	N/A	84.2%	81.5%	82.6%	80.5%	79.5%	75.6%
Comparative shopping online more often	N/A	N/A	N/A	N/A	N/A	31.1%	30.9%	32.1%	31.4%	31.2%	34.4%
Comparative shopping with newspapers/circulars more often	N/A	N/A	N/A	N/A	N/A	30.8%	28.1%	26.9%	23.6%	23.7%	23.9%
Comparative shopping using my mobile phone more often	N/A	N/A	N/A	N/A	N/A	N/A	3.7%	5.7%	6.0%	7.9%	10.4%
Using coupons more often	N/A	N/A	N/A	N/A	N/A	41.7%	40.6%	38.7%	35.9%	35.3%	37.0%
Shopping for sales more often	N/A	N/A	N/A	N/A	N/A	55.0%	54.1%	49.4%	46.4%	44.6%	49.0%
Making more gifts for family and friends	N/A	N/A	N/A	N/A	N/A	16.7%	15.3%	13.7%	12.9%	14.0%	14.1%
Traveling less or not at all	N/A	N/A	N/A	N/A	N/A	28.6%	27.1%	25.8%	23.2%	24.8%	23.6%
Buying more practical gifts or necessities as gifts	N/A	N/A	N/A	N/A	N/A	36.0%	33.8%	31.4%	27.2%	28.7%	28.4%
Using last year's decorations with no plans to buy new ones	N/A	N/A	N/A	N/A	N/A	34.0%	31.5%	27.0%	24.7%	24.6%	24.8%
Purchasing a joint gift for children, parents, or couples instead of buying individual gifts	N/A	N/A	N/A	N/A	N/A	17.3%	15.5%	14.1%	11.4%	11.3%	11.1%
Other:	N/A	N/A	N/A	N/A	N/A	1.1%	1.1%	0.9%	0.7%	0.8%	0.7%

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 (i.e. iPhone, Droid, BlackBerry etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	39.7%	46.1%	56.3%	67.3%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	10.5%	22.4%	34.0%	44.6%
I do not own either of these types of devices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	56.8%	46.2%	34.0%	23.2%

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, October 2004-2014

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Have a Smartphone: How will you use your Smartphone to make holiday purchase decisions? (Check all that apply)</b>											
Plan to Research Products/Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	31.0%	32.9%	32.1%	35.8%
Plan to Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14.1%	15.0%	16.4%	19.1%
Plan to Redeem Coupons	N/A	N/A	N/A	N/A	N/A	N/A	N/A	17.3%	19.2%	20.6%	23.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	25.1%	24.9%	23.9%	26.9%
Plan to use Apps to Research or Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15.6%	14.6%	14.6%	14.7%
Plan to use Apps to Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	17.6%	16.5%	15.4%
Do not plan to Research or Make a Purchase with my Smartphone	N/A	N/A	N/A	N/A	N/A	N/A	N/A	47.4%	47.1%	46.2%	44.3%

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

**Have a Tablet: How will you use your Tablet to make holiday purchase decisions? (Check all that apply)**

Plan to Research Products/Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50.8%	44.2%	44.0%	47.4%
Plan to Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	34.8%	30.0%	29.7%	33.0%
Plan to Redeem Coupons	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21.5%	19.8%	19.0%	20.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	33.8%	27.6%	26.0%	28.4%
Plan to use Apps to Research or Purchase Products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	21.0%	17.5%	17.2%	17.2%
Plan to use Apps to Compare Prices	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.6%	17.2%	15.4%
Do not plan to Research or Make a Purchase with my Tablet	N/A	N/A	N/A	N/A	N/A	N/A	N/A	29.5%	35.9%	36.8%	36.8%

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, OCT-14

	Adults					18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
	18+	Men	Women	<\$50K	\$50K+										
N = 7547, 10/1 - 10/7/14															
Margin of Error = +/- 1.2%															
<b>How likely are the recent retailer data breaches to affect how you shop/pay for your holiday merchandise this season? Please rate on a scale of 1 ("Not at all likely") to</b>															
1 - Not at all likely	17.7%	20.3%	15.1%	17.5%	18.1%	17.1%	18.8%	17.4%	18.4%	15.8%	18.1%	16.6%	17.2%	17.7%	18.9%
2 - Not very likely	21.8%	22.7%	21.0%	20.1%	24.0%	18.8%	20.9%	23.8%	22.4%	20.5%	23.9%	22.5%	23.1%	21.0%	21.2%
3 - Neutral	41.6%	38.3%	44.7%	44.5%	38.1%	49.6%	44.3%	42.6%	39.0%	41.1%	35.4%	43.5%	40.4%	42.7%	39.8%
4 - Somewhat likely	12.0%	11.5%	12.4%	10.9%	13.0%	9.3%	8.4%	10.2%	12.7%	15.0%	15.8%	11.9%	12.2%	11.3%	12.8%
5 - Very likely	6.9%	7.1%	6.7%	7.0%	6.8%	5.3%	7.7%	6.0%	7.6%	7.6%	6.8%	5.5%	7.0%	7.3%	7.2%
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%
<b>Average</b>	2.7	2.6	2.7	2.7	2.7	2.7	2.7	2.6	2.7	2.8	2.7	2.7	2.7	2.7	2.7
<b>Somewhat/Very Likely</b>	18.9%	18.7%	19.1%	17.9%	19.8%	14.5%	16.1%	16.2%	20.3%	22.6%	22.7%	17.4%	19.3%	18.6%	20.0%