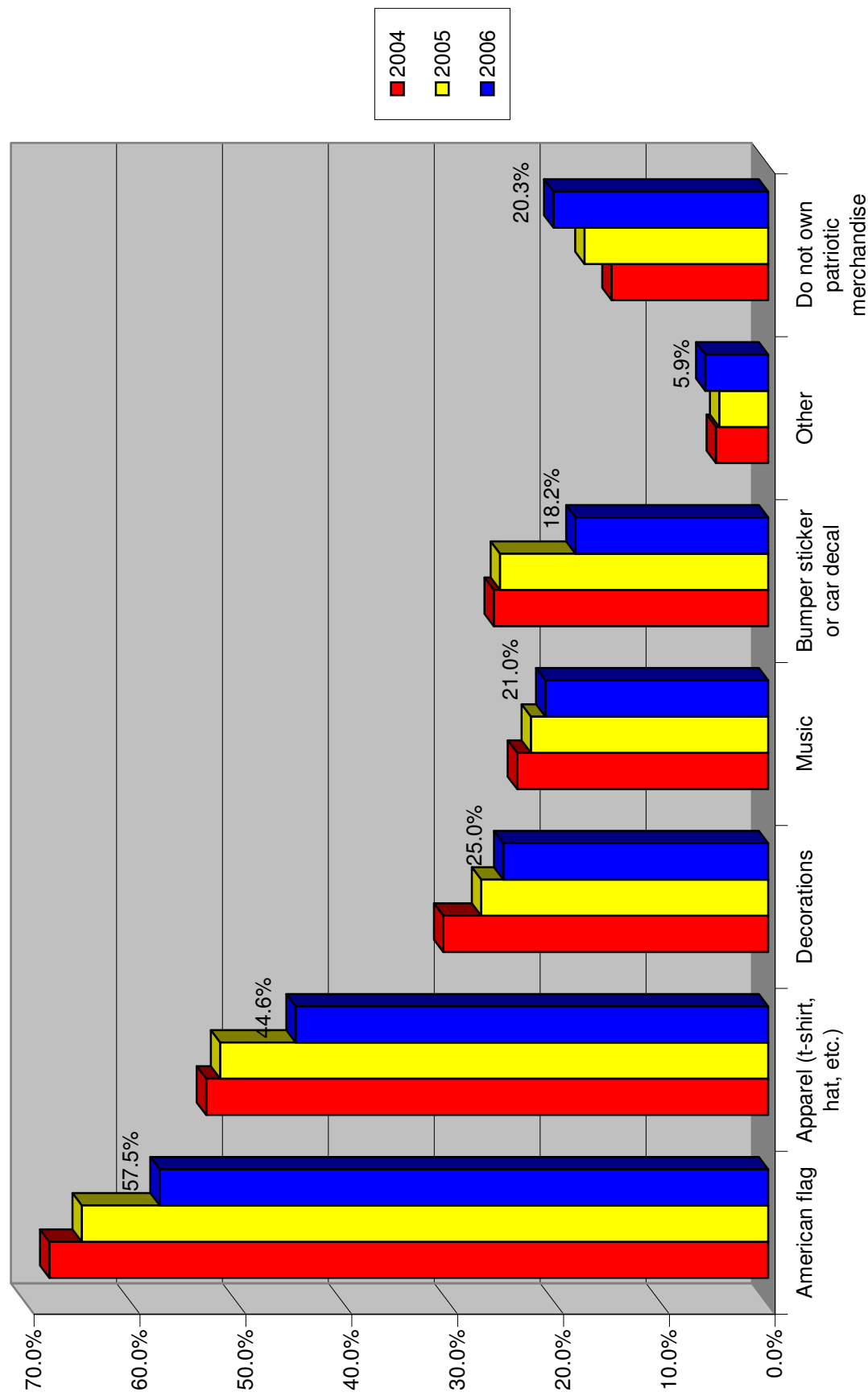
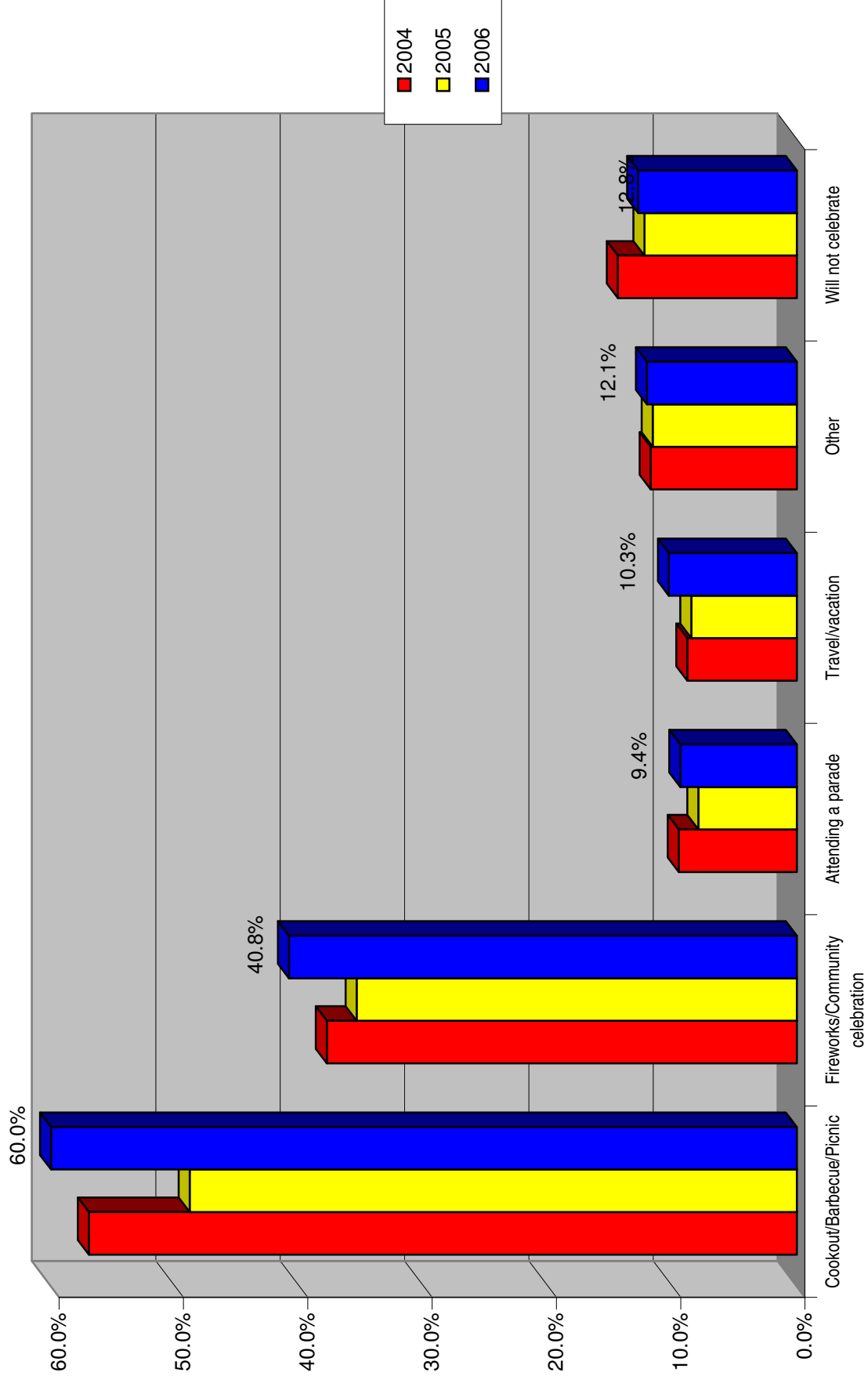


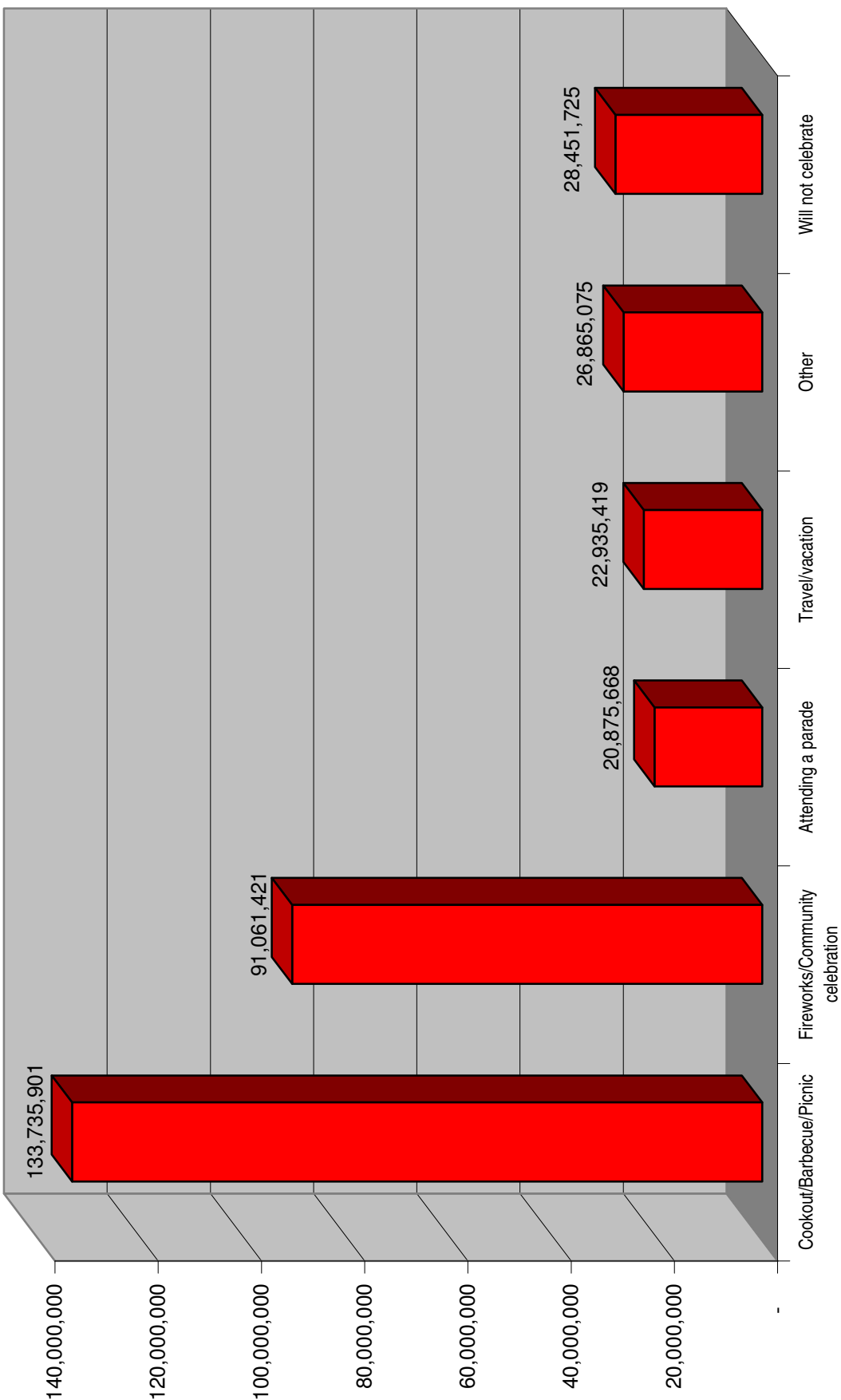
Percentage of Consumers Who Own Specific Patriotic Merchandise



How Consumers Will Celebrate Independence Day



Millions of People Who Will Participate in Independence Day Festivities



Source: BIGresearch, CIA Jun-06 Advance
N = 7479, 6/7 - 6/14/06

	Adults	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K+	NE	MW	South	West
How do you plan to celebrate July 4th this year? (Check all that apply)															
Cookout/Barbecue/Picnic	60.0%	57.5%	62.3%	64.4%	63.8%	62.9%	60.5%	59.6%	48.5%	58.1%	63.2%	65.5%	60.8%	62.0%	56.1%
Fireworks/Community celebration	40.8%	39.1%	42.5%	47.4%	49.4%	45.7%	40.8%	33.0%	26.0%	40.2%	42.8%	40.7%	47.0%	40.2%	39.0%
Attending a parade	9.4%	9.3%	9.5%	8.0%	10.1%	10.1%	9.5%	8.6%	9.0%	10.0%	9.2%	9.6%	13.2%	6.6%	9.9%
Travel/vacation	10.3%	10.8%	9.8%	14.6%	15.3%	8.8%	9.0%	7.4%	7.0%	8.7%	12.4%	10.2%	9.6%	10.6%	11.1%
Other	12.1%	13.1%	11.1%	11.4%	10.0%	10.2%	12.5%	13.5%	15.6%	13.5%	9.7%	9.9%	10.5%	12.6%	14.4%
Will not celebrate	12.8%	14.0%	11.6%	10.6%	10.6%	11.2%	12.6%	13.4%	18.5%	14.6%	10.4%	9.7%	10.1%	11.8%	14.2%

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

Which of the following patriotic items do you or your family own? (Check all that apply)

American flag	57.5%	56.1%	58.7%	45.0%	37.6%	54.6%	64.1%	71.2%	75.3%	56.7%	60.8%	62.6%	57.7%	58.4%	58.0%
Apparel (t-shirt, hat, etc.)	44.6%	38.3%	50.5%	38.8%	42.7%	51.1%	47.5%	46.4%	38.7%	44.0%	48.6%	43.9%	49.0%	46.7%	40.6%
Decorations	25.0%	22.1%	27.7%	21.9%	22.4%	24.2%	28.9%	28.2%	24.9%	23.3%	28.9%	26.3%	27.4%	23.3%	25.0%
Music	21.0%	22.9%	19.3%	17.8%	17.8%	18.1%	22.8%	23.2%	27.3%	21.3%	21.8%	19.9%	20.8%	21.6%	21.2%
Bumper sticker or car decal	18.2%	18.4%	18.1%	17.7%	13.5%	15.5%	19.6%	23.8%	21.8%	19.6%	17.8%	19.4%	17.2%	20.2%	17.6%
Other	5.9%	6.2%	5.7%	6.8%	6.0%	5.7%	5.6%	6.1%	5.7%	6.3%	5.3%	4.8%	5.3%	6.3%	5.7%
Do not own patriotic merchandise	20.3%	22.2%	18.5%	28.1%	30.6%	18.7%	17.3%	14.9%	12.3%	21.1%	18.3%	18.8%	17.6%	18.0%	23.1%

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

Will you purchase any additional patriotic merchandise within the next 30 days?

Yes	12.8%	12.2%	13.4%	11.7%	15.6%	15.1%	13.1%	12.2%	8.0%	11.7%	13.8%	11.7%	12.9%	14.6%	11.6%
No	49.6%	54.3%	45.2%	48.7%	45.1%	46.3%	49.8%	53.3%	56.5%	48.6%	52.3%	50.6%	48.9%	45.3%	52.1%
Unsure	37.6%	33.5%	41.4%	39.7%	39.4%	38.6%	37.1%	34.5%	35.4%	39.7%	33.9%	37.7%	38.1%	40.0%	36.2%
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%

Do you plan to take advantage of special sales and promotions over the extended July 4th weekend by going shopping?

Yes	28.4%	27.3%	29.4%	41.6%	32.3%	26.9%	28.8%	25.1%	17.7%	25.8%	29.4%	27.4%	26.7%	30.7%	29.2%
No	29.3%	31.9%	26.9%	20.1%	23.7%	29.2%	29.9%	33.8%	38.8%	30.4%	28.6%	26.5%	29.9%	27.6%	29.1%
Unsure	42.3%	40.8%	43.8%	38.3%	44.0%	43.9%	41.3%	41.1%	43.5%	43.8%	42.0%	46.0%	43.4%	41.7%	41.6%
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 you are planning on taking advantage of sales and promotions during the extended July 4th weekend, where do you plan to shop? (Check all that apply.)

Discount store	39.8%	33.4%	45.7%	34.5%	37.5%	40.7%	43.1%	44.1%	38.7%	43.8%	35.1%	39.2%	42.7%	43.6%	33.5%
Department store	34.5%	32.0%	36.8%	44.5%	40.8%	34.2%	32.1%	28.0%	27.7%	32.6%	34.7%	38.0%	32.2%	36.2%	32.9%
Specialty Clothing Store	10.2%	8.4%	11.9%	19.0%	13.8%	9.3%	8.0%	7.4%	5.1%	9.2%	10.7%	11.2%	8.6%	11.3%	9.9%
Specialty Store (Greeting Card/Gift Store, Electronics Store)	12.6%	15.8%	9.7%	25.4%	15.2%	11.1%	10.7%	8.8%	7.0%	10.3%	15.3%	13.7%	10.8%	11.5%	15.9%
Online	14.6%	18.0%	11.5%	22.2%	17.0%	13.7%	13.9%	13.6%	9.0%	12.8%	16.3%	16.3%	11.6%	14.8%	16.3%
Catalog	3.2%	2.4%	3.9%	3.6%	2.9%	2.5%	3.7%	3.8%	3.1%	3.4%	2.8%	3.6%	2.2%	3.3%	4.0%

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

Will increased gas prices impact your spending for the July 4th holiday?

Yes	46.8%	46.7%	47.0%	49.5%	46.6%	46.7%	49.4%	46.8%	42.5%	51.7%	38.5%	40.5%	45.3%	51.9%	46.2%
No	53.2%	53.3%	53.0%	50.5%	53.4%	53.3%	50.6%	53.2%	57.5%	48.3%	61.5%	59.5%	54.7%	48.1%	53.8%
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%