

Source: BIGresearch, CIA Feb-09

N = 8426, 2/3 - 2/10/09	Adults 18+	Est # of Persons	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Will you celebrate St. Patrick's Day this year?																
Yes	44.1%	100,403,037	43.4%	44.8%	44.1%	44.0%	66.3%	49.1%	41.0%	40.3%	36.5%	36.0%	45.6%	44.2%	42.3%	46.5%
No	55.9%	127,316,387	56.6%	55.2%	55.9%	56.0%	33.7%	50.9%	59.0%	59.7%	63.5%	64.0%	54.4%	55.8%	57.7%	53.5%
Total	100.0%	227,719,424	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%

How will you celebrate? (Check all that apply)

Wear green	81.9%	82,245,767	77.5%	86.1%	84.3%	79.6%	89.4%	83.0%	81.8%	82.2%	80.2%	76.3%	75.2%	80.3%	86.4%	83.1%
Attend a private party	16.7%	16,815,203	21.0%	12.7%	16.2%	17.2%	35.4%	15.3%	12.4%	14.4%	12.3%	15.4%	19.1%	13.9%	17.6%	17.6%
Attend a party at a bar/restaurant	29.6%	29,700,773	36.2%	23.3%	26.1%	32.1%	41.3%	43.9%	31.3%	26.0%	21.3%	14.4%	31.9%	34.8%	29.4%	21.1%
Decorate home or office	21.8%	21,917,922	14.7%	28.6%	22.5%	21.5%	20.4%	22.0%	24.3%	22.2%	21.1%	20.1%	24.3%	22.2%	20.6%	21.9%
Make a special dinner	33.3%	33,418,092	28.6%	37.7%	32.5%	35.5%	22.8%	19.1%	33.4%	39.8%	42.7%	40.9%	36.9%	32.5%	28.0%	38.7%

*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	\$ 36.60	\$ 43.87	\$ 29.54	\$ 30.78	\$ 41.63	\$ 40.45	\$ 44.14	\$ 37.10	\$ 35.43	\$ 33.96	\$ 28.59	\$ 39.10	\$ 34.18	\$ 38.30	\$ 34.02
Percent Spending	89.6%	90.7%	88.5%	89.4%	89.4%	89.1%	89.3%	89.3%	91.2%	90.0%	88.4%	90.2%	91.3%	87.3%	90.3%
Net Average	\$ 32.80	\$ 39.81	\$ 26.15	\$ 27.53	\$ 37.23	\$ 36.05	\$ 39.42	\$ 33.13	\$ 32.33	\$ 30.55	\$ 25.27	\$ 35.28	\$ 31.20	\$ 33.45	\$ 30.72
<i>in billions</i>	\$ 3.29														

Source: BIGresearch, CIA Feb 07-09

Adults 18+	2007	2008	2009
Will you celebrate St. Patrick's Day this year?			
Yes	48.3%	46.0%	44.1%
No	51.7%	54.0%	55.9%
Total	100.0%	100.0%	100.0%

How will you celebrate? (Check all that apply)

Wear green	82.6%	82.5%	81.9%
Attend a private party	16.6%	18.4%	16.7%
Attend a party at a bar/restaurant	30.5%	30.6%	29.6%
Decorate home or office	22.2%	23.6%	21.8%
Make a special dinner	33.9%	33.7%	33.3%

*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
Percent Spending	90.5%	89.2%	89.6%
Net Average	\$ 34.89	\$ 35.04	\$ 32.80

Historical Spending

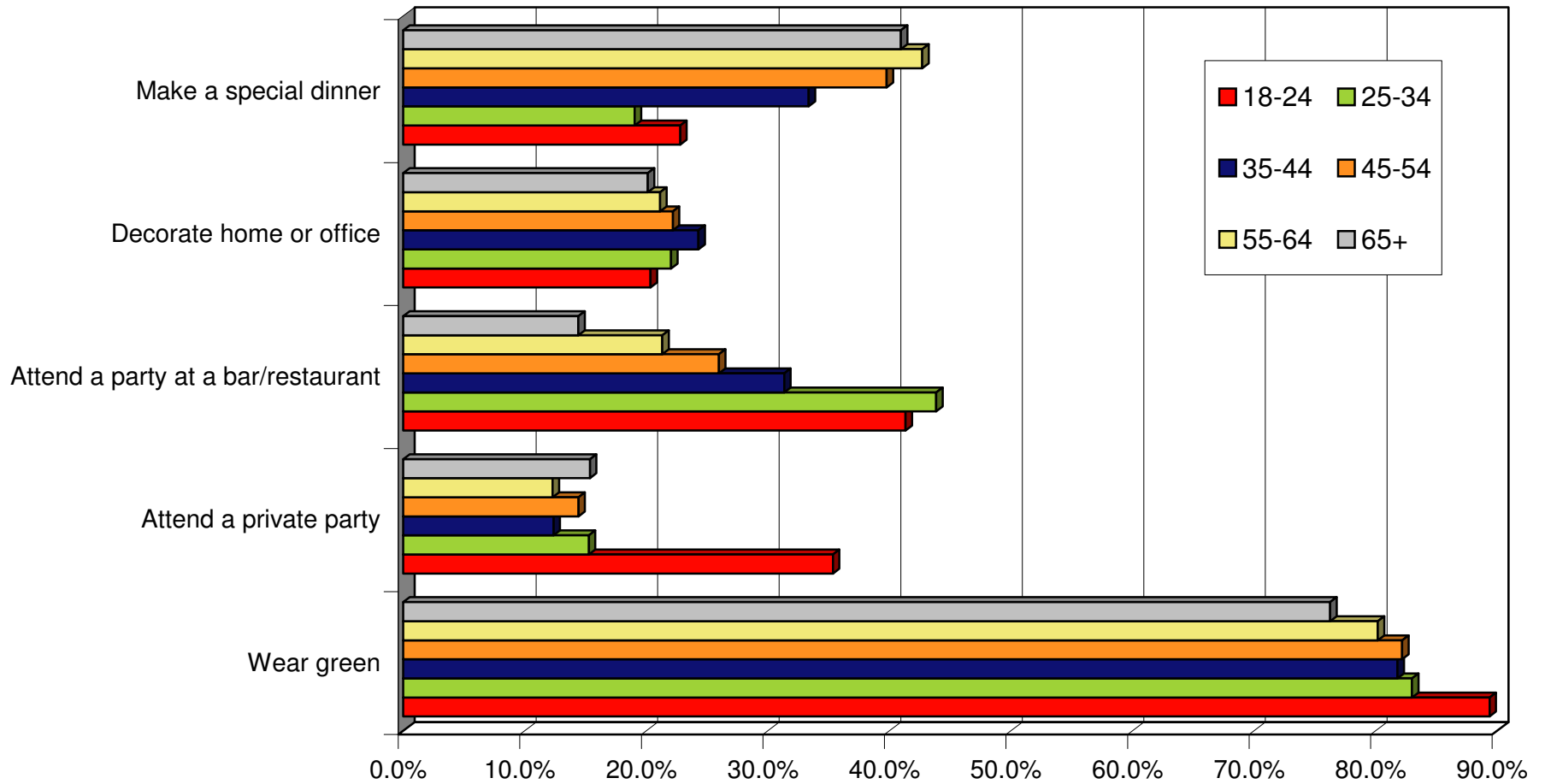
	2005	2006	2007	2008	2009
	\$ 22.95	\$ 27.94	\$ 34.89	\$ 35.04	\$ 32.80

Average St. Patrick's Day Spending by Year



Conducted by BIGresearch for NRF Feb. 2-10, 2009. 8426 respondents.

How Americans Will Celebrate St. Patrick's Day by Age



How People Celebrate St. Patrick's Day

