

Source: BIGresearch, CIA June 2007
N = 7675, 6/6 - 6/13/07

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-54	65+	NE	MW	South	West
How do you plan to celebrate July 4th this year? (Check all that apply)															
Cookout/Barbecue/Picnic	61.1%	60.3%	61.9%	59.0%	65.7%	74.2%	64.5%	62.4%	62.1%	58.1%	47.0%	64.5%	64.7%	61.2%	56.8%
Fireworks/Community celebration	42.5%	42.3%	42.8%	43.4%	44.2%	67.7%	51.9%	42.9%	39.4%	30.6%	25.3%	39.9%	49.1%	41.0%	43.1%
Attending a parade	9.7%	9.8%	9.6%	10.2%	10.5%	15.2%	8.9%	9.5%	8.1%	9.1%	8.8%	10.1%	14.5%	7.5%	8.4%
Travel/vacation	11.3%	13.1%	9.5%	8.9%	13.6%	18.9%	11.4%	11.5%	10.0%	9.1%	8.2%	10.9%	11.7%	12.0%	9.8%
Other	12.4%	13.2%	11.7%	13.8%	10.7%	8.9%	11.6%	12.7%	12.4%	14.4%	14.3%	12.4%	11.1%	13.5%	12.1%
Will not celebrate	11.5%	11.0%	12.0%	15.4%	9.3%	4.3%	9.0%	10.3%	11.0%	12.9%	21.0%	10.2%	10.7%	11.1%	12.4%

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

American flag	61.1%	61.8%	60.4%	59.8%	66.9%	57.1%	44.9%	55.0%	65.0%	71.7%	75.8%	62.1%	64.5%	61.0%	60.4%
Apparel (t-shirt, hat, etc.)	45.4%	39.8%	50.8%	44.9%	50.0%	48.8%	42.0%	49.8%	46.4%	45.4%	40.2%	42.3%	48.9%	48.5%	41.5%
Decorations	28.4%	25.9%	30.8%	26.1%	32.5%	36.2%	24.7%	27.8%	27.5%	28.8%	28.0%	27.3%	32.6%	28.0%	27.5%
Music	22.7%	26.2%	19.4%	21.6%	25.1%	29.9%	18.8%	17.7%	22.9%	23.7%	26.2%	20.3%	23.1%	24.2%	22.8%
Bumper sticker or car decal	17.0%	17.4%	16.6%	17.5%	18.5%	19.7%	12.0%	15.5%	17.1%	18.7%	20.4%	16.3%	16.3%	20.2%	13.6%
Other	6.3%	7.3%	5.3%	6.6%	5.6%	6.9%	7.8%	4.8%	6.2%	6.7%	5.6%	5.6%	6.6%	6.2%	6.0%
Do not own patriotic merchandise	19.2%	19.7%	18.8%	21.0%	17.1%	20.1%	29.6%	21.1%	16.5%	14.3%	12.2%	19.9%	17.7%	17.7%	21.0%

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

Yes	17.3%	17.7%	16.9%	15.9%	18.4%	36.2%	18.4%	16.8%	14.6%	12.1%	8.9%	14.5%	18.0%	19.5%	15.5%
No	47.9%	50.2%	45.7%	46.8%	48.3%	27.1%	45.1%	47.2%	49.6%	55.9%	59.7%	50.5%	48.3%	43.6%	51.2%
Unsure	34.8%	32.1%	37.4%	37.3%	33.3%	36.7%	36.4%	36.0%	35.7%	32.0%	31.4%	35.0%	33.8%	36.9%	33.3%
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%

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

Yes	42.1%	42.1%	42.0%	48.3%	36.2%	43.0%	46.6%	42.9%	44.8%	39.9%	34.1%	35.6%	45.0%	46.2%	38.0%
No	57.9%	57.9%	58.0%	51.7%	63.8%	57.0%	53.4%	57.1%	55.2%	60.1%	65.9%	64.4%	55.0%	53.8%	62.0%
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%

How have fluctuating gas prices impacted your spending? (Check all that apply)

Delayed major purchase such as car, TV, furniture	21.2%	20.7%	21.8%	27.0%	21.0%	24.9%	25.2%	21.0%	24.6%	19.1%	12.1%	19.3%	22.5%	22.8%	19.8%
Reduced dining out	33.0%	30.0%	35.8%	42.7%	32.5%	41.8%	36.9%	31.6%	35.5%	29.8%	22.9%	27.3%	36.6%	34.9%	31.5%
Decreased vacation/travel	33.2%	31.6%	34.8%	40.9%	34.7%	37.1%	33.2%	32.1%	36.6%	34.8%	26.4%	27.7%	35.3%	35.4%	33.5%
Increased carpooling	6.3%	6.0%	6.5%	7.1%	7.0%	15.3%	6.4%	5.8%	5.5%	3.9%	2.3%	4.9%	7.1%	6.4%	6.6%
I will be driving less	40.0%	35.8%	43.9%	48.9%	41.6%	42.9%	32.4%	35.8%	43.9%	44.0%	43.1%	35.0%	44.1%	40.3%	39.9%
Spending less on groceries	17.1%	13.4%	20.6%	24.9%	14.2%	19.6%	20.0%	16.9%	19.1%	16.8%	10.2%	13.8%	18.6%	18.2%	17.1%
Spending less on clothing	26.6%	22.6%	30.4%	35.4%	25.6%	34.2%	28.4%	26.2%	29.2%	25.0%	17.4%	23.5%	28.7%	28.3%	25.4%
Other	6.1%	6.1%	6.2%	7.9%	5.7%	5.0%	7.3%	5.5%	7.7%	5.9%	4.7%	5.5%	6.5%	5.9%	6.6%
No major impact	24.5%	26.2%	22.9%	22.5%	31.8%	18.1%	19.2%	23.0%	23.0%	28.6%	35.5%	28.9%	21.7%	23.6%	24.9%
Percent Impacted by Gas Prices	75.5%	73.8%	77.1%	77.5%	68.2%	81.9%	80.8%	77.0%	77.0%	71.4%	64.5%	71.1%	78.3%	76.4%	75.1%

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As a result of fluctuating gas prices, are you doing any of the following? (Check all that apply)

Buying more store brand/generic products	22.6%	19.2%	25.8%	31.9%	19.6%	27.7%	23.0%	21.8%	23.6%	22.2%	18.2%	19.6%	24.9%	24.5%	19.8%
Doing more comparative shopping	17.9%	18.5%	17.2%	19.0%	21.4%	21.0%	18.9%	18.1%	19.6%	17.8%	11.9%	15.3%	18.6%	18.9%	17.9%

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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Doing more comparative shopping															
with ad circulars/newspapers	23.5%	18.7%	28.1%	29.0%	24.5%	16.5%	20.9%	23.1%	28.2%	28.0%	23.3%	21.9%	25.0%	24.0%	22.6%
Shopping closer to home	40.1%	35.2%	44.8%	48.7%	42.4%	39.9%	37.2%	38.5%	42.7%	42.2%	40.8%	35.0%	43.2%	41.8%	39.1%
Shopping for sales more often	31.8%	27.2%	36.2%	40.4%	32.1%	36.8%	30.4%	29.6%	35.2%	32.4%	27.6%	29.4%	33.4%	33.2%	30.5%
Shopping more online	13.9%	14.6%	13.2%	13.3%	18.5%	16.0%	13.6%	14.1%	16.3%	13.9%	9.5%	13.5%	14.0%	14.1%	14.3%
Taking fewer shopping trips	41.9%	35.9%	47.6%	50.2%	45.5%	41.6%	36.1%	38.5%	45.3%	46.9%	44.6%	35.2%	44.2%	45.2%	40.4%
Using coupons more	27.2%	21.1%	33.0%	35.2%	27.7%	28.3%	25.4%	26.5%	29.3%	28.3%	25.9%	24.9%	28.7%	29.9%	24.0%
Deferring auto maintenance/tires	9.9%	9.5%	10.3%	13.3%	9.1%	12.3%	12.9%	11.4%	10.9%	7.9%	3.5%	7.6%	10.0%	10.7%	11.1%
Other:	5.1%	5.4%	4.8%	5.1%	6.3%	3.0%	4.3%	4.6%	5.6%	6.3%	6.6%	6.7%	4.2%	4.6%	5.8%

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Do you believe the price of gas will be more, the same or less through the 4th of July holiday?

More	72.9%	68.2%	77.2%	76.2%	70.6%	76.6%	76.3%	71.6%	72.7%	70.1%	70.0%	72.0%	74.6%	72.7%	71.7%
Same	21.6%	24.4%	18.9%	19.2%	23.2%	19.2%	19.8%	22.8%	21.2%	23.0%	23.3%	23.4%	19.4%	22.1%	21.5%
Less	5.6%	7.4%	3.9%	4.6%	6.3%	4.2%	3.9%	5.6%	6.1%	7.0%	6.7%	4.7%	6.1%	5.1%	6.8%
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%

At what price per gallon do you think the price of gas will be on the 4th of July holiday?

Less than \$2.00	0.5%	0.4%	0.6%	0.7%	0.3%	0.6%	0.4%	1.1%	0.4%	0.3%	0.2%	0.5%	0.8%	0.4%	0.3%
\$2.00	0.4%	0.5%	0.3%	0.5%	0.2%	0.3%	0.6%	0.4%	0.5%	0.1%	0.4%	0.4%	0.6%	0.2%	0.3%
\$2.25	0.5%	0.5%	0.5%	0.7%	0.3%	1.0%	0.1%	0.3%	0.7%	0.8%	0.4%	0.5%	0.4%	0.4%	0.6%
\$2.50	1.2%	1.1%	1.2%	1.2%	1.1%	1.3%	1.5%	1.0%	1.2%	0.9%	1.0%	1.0%	1.5%	1.4%	0.5%
\$2.75	4.1%	5.1%	3.1%	3.9%	3.9%	3.5%	4.0%	4.3%	3.5%	4.4%	5.0%	4.3%	3.7%	5.6%	1.6%
\$3.00	15.4%	16.7%	14.1%	14.7%	15.5%	14.5%	13.2%	16.7%	15.2%	15.7%	16.9%	18.1%	10.4%	21.0%	9.4%
\$3.25	28.4%	27.9%	28.9%	26.6%	30.7%	30.7%	25.6%	27.8%	30.1%	29.2%	27.8%	33.5%	20.0%	36.2%	21.0%
\$3.50	24.1%	24.4%	23.7%	24.3%	24.5%	24.0%	23.1%	25.4%	22.5%	24.6%	25.1%	23.3%	26.9%	19.5%	28.9%
\$3.75	13.6%	12.4%	14.7%	14.0%	13.1%	14.0%	16.2%	11.0%	14.7%	12.4%	13.2%	8.3%	18.5%	7.8%	22.3%
\$4.00	11.9%	10.9%	12.8%	13.2%	10.3%	10.1%	15.4%	12.2%	11.3%	11.7%	10.2%	10.1%	17.2%	7.5%	15.3%
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%
Average \$	3.38	\$ 3.36	\$ 3.40	\$ 3.39	\$ 3.38	\$ 3.37	\$ 3.43	\$ 3.37	\$ 3.38	\$ 3.38	\$ 3.37	\$ 3.33	\$ 3.46	\$ 3.29	\$ 3.50