

Source: BIGresearch, Consumer Intentions & Actions, Feb-10

N = 8560, 2/2 - 2/9/10

	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	45.2%	104,084,337	45.5%	45.0%	46.1%	46.1%	75.5%	50.2%	42.0%	39.1%	35.8%	35.5%	47.6%	43.6%	44.4%	46.6%
No	54.8%	126,033,539	54.5%	55.0%	53.9%	53.9%	24.5%	49.8%	58.0%	60.9%	64.2%	64.5%	52.4%	56.4%	55.6%	53.4%
Total	100.0%	230,117,876	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	80.8%	84,131,445	75.8%	85.6%	83.2%	78.3%	88.6%	79.0%	79.7%	79.2%	80.2%	80.5%	77.5%	79.9%	83.6%	82.8%
Attend a private party	18.9%	19,666,475	22.0%	16.0%	19.3%	18.4%	39.2%	21.5%	12.7%	15.5%	14.7%	14.9%	22.7%	17.5%	19.2%	17.3%
Attend a party at a bar/restaurant	29.6%	30,818,712	37.7%	22.0%	26.6%	33.7%	41.3%	40.9%	31.5%	27.2%	21.8%	16.1%	34.9%	33.0%	26.7%	25.6%
Decorate home or office	23.3%	24,222,554	17.8%	28.5%	23.3%	24.7%	29.2%	26.5%	21.4%	24.4%	21.3%	17.9%	30.9%	22.8%	19.3%	22.0%
Make a special dinner	33.3%	34,653,973	28.5%	37.8%	32.7%	36.2%	22.6%	23.7%	30.3%	37.6%	40.7%	43.5%	41.7%	34.5%	27.0%	32.4%

*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	\$ 36.92		\$ 44.37	\$ 29.56	\$ 31.83	\$ 42.73	\$ 42.91	\$ 46.91	\$ 35.33	\$ 36.26	\$ 31.80	\$ 28.35	\$ 41.50	\$ 36.17	\$ 34.23	\$ 36.71
Percent Spending	89.5%		91.3%	87.8%	90.0%	89.4%	93.6%	89.1%	91.1%	88.2%	88.7%	87.3%	93.1%	89.9%	86.5%	90.0%
Net Average	\$ 33.05		\$ 40.51	\$ 25.96	\$ 28.64	\$ 38.21	\$ 40.18	\$ 41.79	\$ 32.18	\$ 31.97	\$ 28.20	\$ 24.77	\$ 38.66	\$ 32.50	\$ 29.62	\$ 33.04
<i>in billions</i>	\$ 3.44															