Source: Monthly Consumer Survey, FEB-13

N = 5185, 2/5 - 2/13/13	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	56.3%	133,792,903	58.9%	53.9%	55.7%	58.2%	77.3%	68.7%	62.1%	54.8%	40.0%	38.9%	57.6%	54.4%	55.3%	58.9%
No	43.7%	103,864,742	41.1%	46.1%	44.3%	41.8%	22.7%	31.3%	37.9%	45.2%	60.0%	61.1%	42.4%	45.6%	44.7%	41.1%
Total	100.0%	237,657,645	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%
St. Patrick's Day Celebrants:																
How will you celebrate? (Check all that apply)																
Wear green	84.2%	112,624,942	81.1%	87.1%	86.3%	82.9%	88.5%	88.3%	84.2%	84.7%	80.7%	79.3%	79.1%	82.9%	86.6%	87.4%
Attend a private party	19.5%	26,143,888	23.3%	16.0%	19.5%	19.7%	28.5%	24.5%	21.7%	16.2%	11.4%	16.7%	19.2%	19.0%	20.6%	18.7%
Attend a party at a bar/restaurant	27.4%	36,642,732	35.6%	19.6%	24.5%	30.6%	32.4%	36.6%	33.8%	26.7%	20.0%	15.5%	29.5%	32.2%	25.2%	23.7%
Decorate home or office	23.3%	31,205,005	18.1%	28.2%	23.4%	23.9%	25.1%	25.2%	28.0%	23.0%	22.3%	16.7%	25.7%	23.3%	21.8%	23.1%
Make a special dinner	34.6%	46,312,204	29.2%	39.8%	34.0%	36.4%	22.4%	25.7%	34.7%	36.7%	41.8%	43.8%	39.5%	36.5%	28.7%	37.8%

*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	$ 38.77	$ 45.18	$ 32.41	$ 34.88	$ 42.86	$ 38.15	$ 44.98	$ 44.59	$ 38.02	$ 34.95	$ 31.01	$ 41.76	$ 37.29	$ 38.47	$ 37.73
Percent Spending	91.0%	93.2%	88.8%	90.3%	92.9%	90.6%	92.4%	93.5%	90.0%	92.4%	87.0%	93.8%	93.1%	88.5%	90.6%
Net Average	$ 35.27	$ 42.12	$ 28.79	$ 31.49	$ 39.80	$ 34.56	$ 41.58	$ 41.68	$ 34.22	$ 32.30	$ 26.98	$ 39.16	$ 34.71	$ 34.04	$ 34.18
in billions	$ 4.72														

Source: Monthly Consumer Survey, FEB 07-13

Adults 18+	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**
Will you celebrate St. Patrick's Day this year?							
Yes	48.3%	46.0%	44.1%	45.2%	52.4%	54.4%	56.3%
No	51.7%	54.0%	55.9%	54.8%	47.6%	45.6%	43.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How will you celebrate? (Check all that apply)							
Wear green	82.6%	82.5%	81.9%	80.8%	83.3%	82.2%	84.2%
Attend a private party	16.6%	18.4%	16.7%	18.9%	19.1%	19.1%	19.5%
Attend a party at a bar/restaurant	30.5%	30.6%	29.6%	29.6%	31.2%	28.2%	27.4%
Decorate home or office	22.2%	23.6%	21.8%	23.3%	25.1%	23.8%	23.3%
Make a special dinner	33.9%	33.7%	33.3%	33.3%	33.9%	32.3%	34.6%

*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	$ 36.92	$ 37.21	$ 38.94	$ 38.77
Percent Spending	90.5%	89.2%	89.6%	89.5%	91.3%	91.5%	91.0%
Net Average	$ 34.89	$ 35.04	$ 32.80	$ 33.05	$ 33.97	$ 35.64	$ 35.27
in billions	$ 3.76	$ 3.64	$ 3.29	$ 3.44	$ 4.14	$ 4.55	$ 4.72