Source: Monthly Consumer Survey, JUN-13

N = 5706, 5/1 - 5/8/13	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.3%															
How do you plan to celebrate July 4th this year? (Check all that apply)															
Cookout/Barbecue/Picnic	68.6%	67.6%	69.5%	65.5%	72.0%	76.4%	71.5%	75.7%	72.1%	61.7%	55.4%	72.5%	67.9%	68.9%	65.1%
Fireworks/Community celebration	48.7%	49.1%	48.3%	45.9%	51.9%	69.4%	61.9%	56.2%	47.7%	33.4%	27.6%	48.3%	52.7%	46.9%	47.6%
Attending a parade	16.0%	17.1%	14.9%	14.0%	18.2%	21.5%	23.3%	19.5%	13.6%	9.5%	9.6%	18.6%	19.3%	12.3%	15.8%
Travel/vacation	12.1%	12.7%	11.6%	9.1%	15.9%	18.1%	17.7%	14.5%	9.5%	7.8%	6.4%	12.5%	13.3%	11.5%	11.5%
Other	10.1%	10.4%	9.9%	11.5%	8.8%	8.4%	6.2%	7.0%	11.9%	12.8%	14.0%	8.7%	9.0%	10.8%	11.6%
Will not celebrate	10.2%	10.4%	10.1%	12.3%	7.8%	5.1%	7.7%	6.8%	9.2%	14.8%	17.1%	8.9%	10.3%	10.1%	11.6%

*The sum of the % totals may be 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	65.7%	66.3%	65.2%	61.2%	70.9%	65.5%	53.4%	62.1%	68.5%	67.0%	77.6%	70.0%	65.1%	65.0%	64.0%
Apparel (t-shirt, hat, etc.)	48.0%	42.9%	52.8%	43.6%	53.3%	57.2%	47.1%	53.6%	48.8%	42.3%	41.0%	45.9%	49.4%	49.2%	46.4%
Decorations	34.9%	31.1%	38.5%	30.7%	39.9%	46.4%	36.3%	36.6%	33.7%	28.9%	30.1%	37.7%	36.6%	32.6%	34.3%
Music	25.0%	28.7%	21.5%	23.2%	26.6%	41.5%	29.0%	22.4%	21.6%	18.8%	20.6%	25.2%	24.0%	25.5%	25.5%
Bumper sticker or car decal	13.0%	15.7%	10.6%	11.8%	14.6%	19.2%	15.7%	15.3%	11.8%	7.6%	9.9%	13.1%	10.1%	14.3%	14.7%
Other	4.9%	5.5%	4.5%	5.2%	4.5%	7.4%	4.1%	4.2%	5.0%	5.1%	4.5%	4.4%	5.2%	5.4%	4.5%
Do not own patriotic merchandise	17.4%	18.2%	16.6%	19.5%	15.0%	11.4%	21.9%	19.5%	17.3%	20.0%	12.9%	14.6%	17.4%	18.5%	18.1%

*The sum of the % totals may be 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	25.6%	26.8%	24.3%	22.4%	29.4%	43.3%	36.4%	30.3%	24.1%	13.4%	9.3%	26.7%	24.3%	25.1%	26.7%
No	42.2%	43.4%	41.0%	42.9%	40.0%	26.5%	36.6%	36.3%	40.5%	52.5%	57.6%	42.3%	43.3%	42.0%	41.0%
Unsure	32.3%	29.8%	34.7%	34.7%	30.6%	30.2%	27.0%	33.4%	35.4%	34.1%	33.1%	31.0%	32.4%	32.9%	32.2%
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%

Will the price of gas impact your spending for the July 4th holiday?															
Yes	35.4%	36.7%	34.1%	39.9%	30.3%	39.6%	37.9%	34.6%	37.2%	36.2%	27.7%	29.1%	42.0%	34.6%	34.6%
No	64.6%	63.3%	65.9%	60.1%	69.7%	60.4%	62.1%	65.4%	62.8%	63.8%	72.3%	70.9%	58.0%	65.4%	65.4%
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%

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Source: Monthly Consumer Survey, JUN 09-13

	2009		2010		2011		2012		2013	
	Adults 18+	***Estimated # of Adults***	**Adults 18+**	***Estimated # of Adults***	**Adults 18+**	***Estimated # of Adults***	**Adults 18+**	***Estimated # of Adults***	**Adults 18+**	***Estimated # of Adults***
How do you plan to celebrate July 4th this year? (Check all that apply)										
Cookout/Barbecue/Picnic	62.6%	143,981,738	61.9%	143,911,561	64.4%	151,147,001	67.6%	160,713,214	68.6%	164,694,881
Fireworks/Community celebration	42.7%	98,200,540	42.4%	98,493,270	44.7%	104,771,593	48.5%	115,313,876	48.7%	116,944,059
Attending a parade	11.5%	26,405,613	12.2%	28,295,885	13.2%	31,063,466	15.1%	35,800,236	16.0%	38,418,922
Travel/vacation	11.4%	26,180,199	11.5%	26,845,510	13.0%	30,392,077	12.6%	29,925,510	12.1%	29,108,872
Other	11.7%	26,826,453	11.2%	26,130,510	10.2%	23,846,509	10.0%	23,778,815	10.1%	24,333,067
Will not celebrate	12.8%	29,506,087	12.2%	28,448,630	11.1%	26,073,802	10.6%	25,130,762	10.2%	24,605,796

*The sum of the % totals may be 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	60.4%	121,243,236	60.8%	123,957,910	60.2%	125,503,009	64.7%	137,432,746	65.7%	141,659,446
Apparel (t-shirt, hat, etc.)	44.5%	89,259,121	41.9%	85,548,881	42.6%	88,761,315	46.1%	97,981,710	48.0%	103,541,882
Decorations	29.1%	58,407,729	27.3%	55,759,307	29.7%	61,898,423	33.4%	71,029,988	34.9%	75,272,945
Music	22.0%	44,129,323	22.3%	45,475,508	22.8%	47,599,722	24.8%	52,776,172	25.0%	53,961,805
Bumper sticker or car decal	12.2%	24,514,164	12.2%	24,912,170	12.2%	25,353,437	12.7%	27,075,187	13.0%	28,121,589
Other	5.3%	10,604,875	4.4%	8,957,252	4.6%	9,486,563	5.3%	11,241,375	4.9%	10,657,295
Do not own patriotic merchandise	21.1%	42,349,797	20.6%	42,081,945	19.8%	41,333,512	18.2%	38,600,767	17.4%	37,471,362

*The sum of the % totals may be 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	14.1%	28,304,038	16.2%	33,002,112	20.1%	41,938,275	23.0%	48,828,053	25.6%	55,086,830
No	51.7%	103,793,186	49.5%	100,939,346	45.0%	93,842,684	43.4%	92,310,486	42.2%	90,886,917
Unsure	34.2%	68,514,565	34.3%	70,068,247	34.9%	72,709,310	33.6%	71,388,344	32.3%	69,606,410
Total	100.0%	200,611,789	100.0%	204,009,705	100.0%	208,490,269	100.0%	212,526,883	100.0%	215,580,156

Will the price of gas impact your spending for the July 4th holiday?										
Yes	44.5%	89,303,865	32.7%	66,796,882	46.5%	96,981,651	37.1%	78,851,918	35.4%	76,236,334
No	55.5%	111,307,924	67.3%	137,212,823	53.5%	111,508,618	62.9%	133,674,965	64.6%	139,343,822
Total	100.0%	200,611,789	100.0%	204,009,705	100.0%	208,490,269	100.0%	212,526,883	100.0%	215,580,156