

Source: BIGresearch, CIA June-08

N = 8351, 6/3 - 6/10/08

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
How do you plan to celebrate July 4th this year? (Check all that apply)															
Cookout/Barbecue/Picnic	61.2%	59.6%	62.8%	59.2%	65.6%	74.8%	62.8%	62.4%	62.4%	58.0%	48.8%	65.6%	62.8%	61.5%	56.4%
Fireworks/Community celebration	40.2%	38.6%	41.7%	41.7%	41.6%	63.9%	47.9%	43.5%	36.6%	28.9%	23.2%	38.4%	47.4%	37.4%	39.1%
Attending a parade	10.5%	9.8%	11.2%	11.1%	10.7%	16.4%	10.0%	11.5%	9.6%	8.1%	8.3%	11.1%	15.0%	8.0%	8.9%
Travel/vacation	11.2%	11.7%	10.8%	8.9%	13.9%	18.3%	12.5%	12.8%	10.3%	7.6%	6.5%	12.0%	10.6%	11.3%	11.1%
Other	11.2%	11.7%	10.8%	12.9%	10.3%	9.0%	8.1%	11.0%	11.3%	14.2%	14.2%	9.5%	12.0%	11.4%	12.1%
Will not celebrate	13.5%	14.1%	12.9%	16.3%	10.0%	4.4%	12.7%	12.7%	13.7%	15.3%	20.7%	11.5%	12.2%	13.6%	15.1%

*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	61.0%	62.0%	60.1%	60.1%	65.8%	58.7%	46.6%	52.9%	63.4%	70.6%	77.3%	64.8%	64.0%	58.7%	59.7%
Apparel (t-shirt, hat, etc.)	43.3%	37.5%	48.8%	42.3%	47.3%	48.1%	39.6%	46.9%	43.2%	42.8%	39.8%	41.8%	47.4%	43.5%	40.1%
Decorations	28.4%	25.9%	30.7%	27.5%	31.7%	37.4%	24.9%	25.2%	28.6%	28.8%	28.2%	30.4%	30.7%	26.1%	27.8%
Music	21.9%	25.8%	18.1%	21.2%	23.8%	32.5%	17.4%	18.2%	20.1%	21.2%	25.2%	20.9%	22.8%	22.7%	20.2%
Bumper sticker or car decal	14.3%	15.1%	13.6%	14.0%	15.6%	17.3%	11.6%	11.4%	14.5%	16.4%	16.5%	14.4%	14.0%	15.9%	12.3%
Other	5.2%	6.1%	4.3%	5.2%	5.0%	7.0%	4.6%	5.4%	5.0%	5.0%	4.3%	4.9%	5.7%	5.0%	4.9%
Do not own patriotic merchandise	20.9%	20.5%	21.4%	22.0%	18.5%	17.7%	29.7%	24.5%	20.3%	16.8%	14.1%	18.5%	18.0%	22.1%	23.4%

*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	15.6%	15.5%	15.6%	15.7%	15.4%	34.3%	17.8%	13.9%	12.6%	10.1%	8.3%	14.8%	16.6%	15.9%	14.5%
No	51.2%	52.7%	49.8%	49.5%	52.5%	31.2%	50.0%	51.5%	53.1%	55.4%	62.2%	49.1%	50.9%	50.2%	54.3%
Unsure	33.2%	31.8%	34.6%	34.7%	32.1%	34.5%	32.2%	34.6%	34.3%	34.5%	29.5%	36.1%	32.6%	33.9%	31.1%
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	59.4%	57.9%	60.8%	64.9%	54.5%	59.3%	61.0%	58.5%	62.4%	59.5%	55.4%	56.5%	59.4%	62.0%	58.9%
No	40.6%	42.1%	39.2%	35.1%	45.5%	40.7%	39.0%	41.5%	37.6%	40.5%	44.6%	43.5%	40.6%	38.0%	41.1%
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%

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

More	87.8%	85.8%	89.7%	89.0%	86.8%	87.0%	86.3%	85.2%	88.9%	91.1%	89.1%	86.0%	86.6%	88.6%	90.3%
Same	10.3%	11.5%	9.2%	9.1%	11.5%	10.7%	11.0%	12.9%	9.7%	7.5%	9.4%	12.1%	11.1%	10.1%	7.7%
Less	1.9%	2.7%	1.1%	1.9%	1.7%	2.4%	2.7%	2.0%	1.4%	1.4%	1.5%	1.9%	2.3%	1.3%	1.9%
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 July 4th?

Less than \$2.00	0.2%	0.3%	0.1%	0.4%	0.1%	0.5%	0.3%	0.2%	0.2%	0.2%	0.2%	0.1%	0.5%	0.1%	0.0%
\$2.00	0.2%	0.2%	0.2%	0.2%	0.2%	0.0%	0.5%	0.3%	0.3%	0.1%	0.0%	0.1%	0.4%	0.1%	0.4%
\$2.25	0.1%	0.1%	0.1%	0.1%	0.2%	0.6%	0.1%	0.1%	0.0%	0.0%	0.1%	0.2%	0.1%	0.1%	0.2%
\$2.50	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.3%	0.1%	0.0%	0.0%	0.1%	0.1%	0.2%	0.0%	0.1%
\$2.75	0.2%	0.3%	0.1%	0.3%	0.1%	0.1%	0.5%	0.0%	0.2%	0.2%	0.1%	0.5%	0.2%	0.1%	0.0%
\$3.00	0.3%	0.2%	0.4%	0.5%	0.1%	0.4%	0.5%	0.1%	0.2%	0.2%	0.4%	0.4%	0.3%	0.3%	0.0%
\$3.25	0.3%	0.3%	0.3%	0.3%	0.3%	0.5%	0.4%	0.3%	0.1%	0.3%	0.2%	0.3%	0.3%	0.4%	0.1%
\$3.50	0.7%	0.8%	0.6%	0.9%	0.4%	1.0%	0.6%	1.0%	0.8%	0.4%	0.4%	0.8%	0.8%	0.5%	0.4%
\$3.75	2.2%	2.2%	2.2%	2.3%	2.3%	1.5%	2.6%	1.9%	2.3%	2.2%	2.6%	1.0%	2.6%	2.9%	1.4%
\$4.00	17.6%	16.2%	19.0%	17.3%	18.6%	20.9%	16.6%	15.8%	17.9%	16.8%	18.5%	12.1%	18.4%	24.6%	8.7%
\$4.25	30.4%	31.1%	29.7%	29.9%	31.3%	30.9%	28.3%	29.2%	28.6%	32.0%	34.3%	30.7%	33.5%	34.4%	20.1%
\$4.50	21.3%	22.2%	20.3%	20.7%	21.7%	17.8%	20.5%	23.1%	22.3%	23.3%	19.8%	24.0%	22.2%	18.8%	22.9%
\$4.75	9.1%	9.1%	9.1%	8.3%	9.7%	10.2%	10.6%	9.5%	9.8%	7.0%	7.0%	11.0%	7.3%	5.5%	15.6%
\$5.00	17.3%	16.8%	17.7%	18.6%	15.1%	15.6%	18.2%	18.4%	17.2%	17.3%	16.3%	18.5%	13.3%	12.3%	30.0%
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%
Average \$	4.39	\$ 4.39	\$ 4.39	\$ 4.39	\$ 4.39	\$ 4.36	\$ 4.39	\$ 4.42	\$ 4.40	\$ 4.40	\$ 4.38	\$ 4.44	\$ 4.34	\$ 4.32	\$ 4.56

Source: BIGresearch, CIA June-08

N = 8351, 6/3 - 6/10/08

Adults 18+ *Estimated # of Adults*

How do you plan to celebrate July 4th this year? (Check all that apply)

Cookout/Barbecue/Picnic	61.2%	139,435,669
Fireworks/Community celebration	40.2%	91,609,183
Attending a parade	10.5%	23,891,918
Travel/vacation	11.2%	25,542,364
Other	11.2%	25,609,258
Will not celebrate	13.5%	30,723,795

*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	61.0%	120,248,833
Apparel (t-shirt, hat, etc.)	43.3%	85,290,432
Decorations	28.4%	55,897,311
Music	21.9%	43,090,096
Bumper sticker or car decal	14.3%	28,249,159
Other	5.2%	10,161,337
Do not own patriotic merchandise	20.9%	41,254,292

*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	15.6%	30,648,195
No	51.2%	100,891,347
Unsure	33.2%	65,456,088
Total	100.0%	196,995,629

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

Yes	59.4%	117,070,924
No	40.6%	79,924,705
Total	100.0%	196,995,629

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

More	87.8%	199,940,152
Same	10.3%	23,502,772
Less	1.9%	4,276,500
Total	100.0%	227,719,424

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

Less than \$2.00	0.2%	529,775
\$2.00	0.2%	514,458
\$2.25	0.1%	295,756
\$2.50	0.1%	186,369
\$2.75	0.2%	435,560
\$3.00	0.3%	680,502
\$3.25	0.3%	673,880
\$3.50	0.7%	1,605,272
\$3.75	2.2%	5,055,945
\$4.00	17.6%	40,131,803
\$4.25	30.4%	69,165,241

\$4.50	21.3%	48,409,159
\$4.75	9.1%	20,664,556
\$5.00	17.3%	39,371,148
Total	100.0%	227,719,424
Average \$		4.39