Source: BIGresearch, CIA June-09
N = 8635, 6/2 - 6/9/09

	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	62.6%	60.4%	64.6%	63.1%	63.7%	69.1%	69.0%	64.8%	63.9%	58.2%	50.3%	65.0%	64.0%	63.1%	59.0%
Fireworks/Community celebration	42.7%	43.8%	41.6%	43.0%	42.1%	63.9%	55.1%	46.3%	38.4%	30.1%	24.4%	39.4%	49.7%	40.7%	41.4%
Attending a parade	11.5%	11.9%	11.1%	11.0%	11.7%	14.4%	12.1%	12.4%	10.8%	9.3%	10.1%	11.4%	15.6%	9.0%	11.4%
Travel/vacation	11.4%	13.5%	9.4%	8.3%	15.1%	16.3%	13.2%	14.5%	9.3%	8.3%	7.1%	10.3%	10.8%	13.1%	10.4%
Other	11.7%	13.4%	10.0%	11.8%	10.3%	11.7%	10.5%	10.2%	11.9%	12.7%	13.3%	10.8%	12.0%	11.4%	12.8%
Will not celebrate	12.8%	13.6%	12.1%	14.5%	11.3%	7.8%	10.5%	10.4%	12.3%	15.6%	20.2%	13.2%	9.9%	12.7%	15.0%

*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%	61.4%	59.5%	57.1%	66.8%	52.8%	43.2%	54.5%	65.3%	69.6%	78.1%	64.1%	64.3%	58.4%	57.1%
Apparel (t-shirt, hat, etc.)	44.5%	39.8%	48.9%	42.3%	48.3%	44.5%	41.6%	47.9%	46.6%	44.0%	41.6%	43.0%	48.8%	45.0%	40.7%
Decorations	29.1%	27.4%	30.7%	26.6%	33.2%	32.1%	30.0%	27.1%	28.6%	29.7%	28.1%	33.9%	31.9%	26.3%	26.8%
Music	22.0%	26.4%	17.9%	20.6%	23.1%	29.6%	19.6%	18.5%	20.0%	22.8%	24.3%	21.0%	21.3%	22.9%	22.6%
Bumper sticker or car decal	12.2%	13.1%	11.4%	12.4%	12.5%	11.5%	10.6%	11.4%	12.5%	14.2%	13.5%	11.6%	12.1%	13.9%	10.6%
Other	5.3%	6.3%	4.3%	5.3%	4.7%	8.0%	5.5%	5.5%	3.5%	5.1%	5.0%	4.4%	5.1%	6.0%	5.1%
Do not own patriotic merchandise	21.1%	21.4%	20.9%	23.7%	17.7%	21.8%	30.0%	23.1%	19.7%	17.9%	13.3%	20.1%	17.5%	22.3%	23.2%

*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%	14.6%	13.7%	13.8%	14.4%	20.1%	18.4%	15.2%	13.3%	9.9%	8.2%	16.1%	13.9%	14.2%	12.6%
No	51.7%	53.7%	49.9%	51.4%	53.6%	36.8%	48.2%	50.3%	52.0%	58.6%	62.6%	53.2%	51.1%	50.1%	52.9%
Unsure	34.2%	31.7%	36.5%	34.8%	32.0%	43.1%	33.4%	34.5%	34.7%	31.6%	29.2%	30.8%	35.0%	35.7%	34.5%
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	44.5%	44.8%	44.2%	50.1%	37.4%	51.2%	46.0%	44.6%	46.3%	44.1%	35.8%	40.5%	45.9%	46.3%	44.5%
No	55.5%	55.2%	55.8%	49.9%	62.6%	48.8%	54.0%	55.4%	53.7%	55.9%	64.2%	59.5%	54.1%	53.7%	55.5%
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	24.9%	23.9%	25.8%	30.9%	23.8%	23.8%	23.4%	28.4%	28.9%	26.5%	17.3%	22.8%	25.8%	25.3%	25.4%
Reduced dining out	39.0%	36.4%	41.5%	48.0%	37.7%	39.0%	39.7%	41.4%	42.3%	38.4%	32.3%	37.5%	40.9%	39.7%	37.3%
Decreased vacation/travel	36.7%	34.3%	39.0%	43.7%	36.9%	31.9%	35.0%	38.1%	41.4%	38.7%	33.2%	33.2%	37.7%	37.2%	37.7%
Increased carpooling	6.2%	5.7%	6.6%	7.8%	5.7%	13.1%	7.7%	7.1%	5.1%	3.3%	2.0%	6.9%	5.7%	6.1%	6.3%
I will be driving less	41.1%	37.9%	44.1%	52.1%	38.8%	35.6%	36.2%	38.8%	43.8%	46.0%	45.5%	37.7%	42.2%	41.5%	42.6%
Spending less on groceries	21.3%	16.6%	25.8%	29.3%	17.0%	19.8%	19.3%	23.3%	26.6%	22.5%	15.3%	19.4%	22.2%	21.6%	21.8%
Spending less on clothing	33.9%	27.9%	39.6%	44.1%	31.0%	36.7%	33.6%	34.8%	37.5%	33.5%	27.0%	30.2%	35.3%	35.5%	33.6%
Other	5.0%	5.6%	4.5%	6.3%	4.6%	5.2%	6.0%	6.1%	5.1%	4.5%	2.9%	5.6%	4.6%	4.7%	5.8%
No major impact	24.3%	27.0%	21.7%	22.1%	33.7%	18.3%	20.4%	22.3%	22.9%	26.9%	34.8%	28.3%	22.0%	23.4%	24.7%
Percent Impacted by Gas Prices	75.7%	73.0%	78.3%	77.9%	66.3%	81.7%	79.6%	77.7%	77.1%	73.1%	65.2%	71.7%	78.0%	76.6%	75.3%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

As a result of fluctuating gas prices, are you doing any of the following? (Check all that apply)															
Buying more store brand/generic products	34.1%	30.1%	38.0%	45.0%	29.8%	32.4%	33.8%	37.1%	33.9%	35.2%	31.7%	31.0%	36.4%	35.1%	32.9%
Doing more comparative shopping online	24.3%	25.9%	22.8%	25.7%	27.3%	22.6%	29.3%	27.1%	24.7%	24.7%	16.4%	25.8%	22.5%	25.3%	23.6%
Doing more comparative shopping with ad circulars/newspapers	32.0%	27.4%	36.2%	38.5%	32.6%	17.2%	29.2%	33.9%	36.8%	37.1%	34.1%	30.5%	33.5%	32.2%	30.9%
Shopping closer to home	40.4%	36.9%	43.8%	50.0%	41.4%	36.6%	33.1%	38.4%	45.5%	46.1%	42.6%	37.4%	41.6%	41.9%	39.4%

Source: BIGresearch, CIA June-09

N = 8635, 6/2 - 6/9/09	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Shopping for sales more often	42.6%	38.0%	47.0%	52.5%	41.4%	42.8%	39.1%	44.1%	45.0%	45.2%	39.8%	41.9%	43.1%	42.8%	42.8%
Shopping more online	14.0%	15.1%	12.9%	14.9%	16.1%	14.3%	14.6%	13.7%	14.9%	15.5%	10.9%	14.9%	13.5%	13.8%	14.2%
Taking fewer shopping trips	42.9%	37.8%	47.6%	52.0%	45.1%	35.4%	38.6%	39.0%	46.8%	48.4%	48.3%	39.5%	44.2%	44.4%	41.7%
Taking public transportation more	4.8%	5.4%	4.1%	6.9%	3.6%	8.3%	5.2%	4.5%	5.1%	3.4%	2.6%	7.0%	3.9%	3.4%	6.2%
Using coupons more	39.6%	33.0%	45.9%	48.5%	39.7%	29.7%	37.9%	39.7%	43.6%	43.0%	41.4%	39.5%	41.0%	40.5%	36.8%
Deferring auto maintenance/tires	12.1%	12.1%	12.1%	16.0%	11.2%	10.5%	14.6%	13.6%	13.9%	11.3%	7.5%	10.9%	11.7%	12.4%	13.4%
Other:	4.1%	4.1%	4.0%	4.1%	5.3%	4.0%	2.3%	3.5%	4.4%	4.2%	6.1%	4.2%	3.3%	3.8%	5.5%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

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

More	85.3%	83.9%	86.6%	85.6%	87.1%	75.8%	81.8%	83.1%	88.0%	90.4%	91.5%	84.6%	84.5%	86.2%	85.5%
Same	12.3%	13.1%	11.5%	11.7%	11.2%	19.7%	14.7%	14.3%	10.3%	8.4%	7.3%	12.6%	12.6%	11.8%	12.2%
Less	2.4%	3.0%	1.9%	2.7%	1.7%	4.5%	3.5%	2.6%	1.8%	1.3%	1.1%	2.8%	2.9%	2.0%	2.3%
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%

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

Less than $2.00	0.8%	0.8%	0.9%	1.3%	0.4%	1.3%	0.7%	1.0%	0.8%	0.5%	0.7%	0.4%	1.0%	0.8%	1.1%
$2.00	0.8%	0.8%	0.7%	1.0%	0.4%	2.8%	0.5%	0.6%	0.3%	0.5%	0.4%	1.5%	0.6%	0.5%	0.8%
$2.25	2.0%	2.4%	1.7%	2.0%	2.1%	4.2%	2.4%	1.9%	1.5%	1.5%	1.3%	3.1%	1.2%	2.0%	2.2%
$2.50	9.6%	10.5%	8.7%	8.6%	10.2%	8.4%	12.7%	9.0%	7.8%	9.7%	9.8%	10.6%	6.5%	13.3%	6.5%
$2.75	23.5%	24.3%	22.6%	21.7%	26.2%	16.9%	24.4%	23.8%	23.9%	25.7%	24.8%	25.2%	17.4%	30.1%	17.8%
$3.00	27.3%	27.4%	27.2%	27.5%	27.6%	24.7%	23.6%	28.7%	28.0%	28.6%	29.9%	27.2%	27.7%	27.1%	26.8%
$3.25	14.8%	14.3%	15.2%	15.7%	14.3%	15.1%	16.8%	13.6%	14.2%	14.5%	14.7%	13.6%	19.5%	10.3%	18.0%
$3.50	9.1%	8.2%	9.9%	8.7%	8.8%	8.5%	8.7%	10.3%	10.5%	8.6%	7.3%	6.5%	11.5%	6.4%	12.6%
$3.75	4.8%	4.5%	5.1%	5.3%	3.9%	5.7%	5.2%	4.7%	4.6%	4.2%	4.6%	4.0%	5.8%	4.0%	5.7%
$4.00	3.9%	3.3%	4.3%	4.2%	3.6%	5.3%	1.9%	3.6%	4.6%	3.9%	4.2%	4.0%	5.1%	2.8%	4.2%
$4.25	1.1%	0.7%	1.4%	1.4%	0.7%	1.8%	0.8%	0.7%	1.3%	1.1%	0.9%	0.7%	1.2%	0.7%	1.9%
$4.50	0.8%	0.7%	0.9%	0.9%	0.8%	1.6%	0.4%	0.8%	0.8%	0.5%	0.8%	0.9%	0.7%	0.7%	0.9%
$4.75	0.5%	0.8%	0.3%	0.4%	0.3%	1.2%	0.7%	0.4%	0.5%	0.2%	0.3%	0.4%	0.7%	0.5%	0.5%
$5.00	1.1%	1.2%	1.0%	1.4%	0.6%	2.5%	1.2%	0.9%	1.2%	0.5%	0.5%	1.7%	1.2%	0.6%	1.2%
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%
Average	$ 3.07	$ 3.05	$ 3.10	$ 3.09	$ 3.04	$ 3.14	$ 3.04	$ 3.06	$ 3.11	$ 3.05	$ 3.05	$ 3.04	$ 3.16	$ 2.98	$ 3.15

Please tell us what price per gallon for gasoline causes you to change your driving habits:

$2.25	18.1%	17.9%	18.4%	21.6%	15.2%	12.9%	13.0%	17.7%	23.6%	21.3%	19.1%	17.1%	17.1%	20.6%	16.5%
$2.50	12.5%	12.0%	12.9%	12.8%	11.4%	12.3%	12.7%	12.8%	12.5%	12.3%	12.1%	10.0%	16.2%	12.3%	11.0%
$2.75	8.1%	7.1%	8.9%	9.0%	6.8%	9.5%	7.9%	9.1%	7.3%	8.3%	6.6%	9.0%	9.0%	7.6%	6.8%
$3.00	16.4%	15.1%	17.7%	16.6%	15.6%	19.7%	18.8%	15.5%	15.3%	15.4%	14.5%	16.1%	15.3%	17.7%	16.5%
$3.25	4.4%	4.2%	4.7%	4.0%	4.7%	6.7%	6.2%	4.1%	3.6%	3.0%	3.5%	4.4%	3.7%	4.6%	5.0%
$3.50	6.7%	6.9%	6.5%	7.2%	6.1%	8.3%	7.2%	7.8%	6.0%	5.2%	5.7%	7.3%	7.1%	5.2%	7.3%
$3.75	3.0%	3.3%	2.6%	2.8%	3.1%	4.0%	5.0%	1.9%	2.1%	2.3%	2.7%	2.3%	3.2%	2.7%	3.8%
$4.00	10.2%	10.9%	9.6%	8.1%	11.8%	10.5%	10.7%	10.6%	9.7%	9.6%	10.3%	10.3%	9.4%	10.7%	10.4%
$4.25	1.1%	1.3%	0.8%	0.7%	1.7%	0.4%	0.6%	1.4%	1.0%	1.5%	1.3%	1.3%	0.7%	1.2%	0.8%
$4.50	2.2%	2.5%	2.0%	2.0%	2.5%	2.1%	3.4%	2.3%	1.7%	1.8%	2.0%	1.9%	2.3%	1.6%	3.0%
$4.75	0.4%	0.3%	0.4%	0.3%	0.5%	0.5%	0.0%	0.2%	0.3%	0.7%	0.5%	0.3%	0.3%	0.4%	0.4%
$5.00	4.8%	5.5%	4.1%	4.0%	5.7%	4.8%	5.0%	5.0%	4.5%	4.6%	4.7%	3.9%	5.1%	4.5%	5.6%
Will not change driving habits	12.2%	13.0%	11.4%	11.0%	14.8%	8.5%	9.5%	11.6%	12.3%	13.7%	17.1%	16.0%	10.6%	10.8%	12.9%
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%
Average	$ 2.73	$ 2.75	$ 2.72	$ 2.69	$ 2.73	$ 2.89	$ 2.89	$ 2.76	$ 2.66	$ 2.64	$ 2.58	$ 2.62	$ 2.76	$ 2.74	$ 2.77

Source: BIGresearch, CIA June-09

N = 8635, 6/2 - 6/9/09	**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
Fireworks/Community celebration	42.7%	98,200,540
Attending a parade	11.5%	26,405,613
Travel/vacation	11.4%	26,180,199
Other	11.7%	26,826,453
Will not celebrate	12.8%	29,506,087

*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
Apparel (t-shirt, hat, etc.)	44.5%	89,259,121
Decorations	29.1%	58,407,729
Music	22.0%	44,129,323
Bumper sticker or car decal	12.2%	24,514,164
Other	5.3%	10,604,875
Do not own patriotic merchandise	21.1%	42,349,797

*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
No	51.7%	103,793,186
Unsure	34.2%	68,514,565
Total	100.0%	200,611,789

Will increased gas prices impact your spending for the July 4th holiday?		
Yes	44.5%	89,303,865
No	55.5%	111,307,924
Total	100.0%	200,611,789

How have fluctuating gas prices impacted your spending? (Check all that apply)		
Delayed major purchase such as car, TV, furniture	24.9%	57,253,156
Reduced dining out	39.0%	89,810,328
Decreased vacation/travel	36.7%	84,392,145
Increased carpooling	6.2%	14,267,612
I will be driving less	41.1%	94,473,271
Spending less on groceries	21.3%	49,066,981
Spending less on clothing	33.9%	77,972,291
Other	5.0%	11,581,581

Source: BIGresearch, CIA June-09

N = 8635, 6/2 - 6/9/09	Adults 18+	*Estimated # of Adults*
No major impact	24.3%	55,916,081
Percent Impacted by Gas Prices	75.7%	174,201,795

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

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

Buying more store brand/generic products	34.1%	78,556,374
Doing more comparative shopping online	24.3%	55,919,920
Doing more comparative shopping with ad circulars/newspapers	32.0%	73,550,505
Shopping closer to home	40.4%	92,970,833
Shopping for sales more often	42.6%	98,111,700
Shopping more online	14.0%	32,133,960
Taking fewer shopping trips	42.9%	98,620,063
Taking public transportation more	4.8%	10,930,683
Using coupons more	39.6%	91,134,281
Deferring auto maintenance/tires	12.1%	27,776,571
Other:	4.1%	9,378,327

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

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

More	85.3%	196,287,734
Same	12.3%	28,260,886
Less	2.4%	5,569,256
Total	100.0%	230,117,876

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

Less than $2.00	0.8%	1,918,732
$2.00	0.8%	1,747,701
$2.25	2.0%	4,708,176
$2.50	9.6%	22,061,385
$2.75	23.5%	53,970,201
$3.00	27.3%	62,825,656
$3.25	14.8%	34,046,860
$3.50	9.1%	20,870,385
$3.75	4.8%	11,080,447
$4.00	3.9%	8,877,988
$4.25	1.1%	2,421,835
$4.50	0.8%	1,805,237
$4.75	0.5%	1,252,728

Source: BIGresearch, CIA June-09

N = 8635, 6/2 - 6/9/09	**Adults 18+**	***Estimated # of Adults***
$5.00	1.1%	2,530,546
Total	100.0%	230,117,876
Average	$ 3.07	

Please tell us what price per gallon for gasoline causes you to change your driving habits:

$2.25	18.1%	41,751,863
$2.50	12.5%	28,693,215
$2.75	8.1%	18,525,689
$3.00	16.4%	37,768,642
$3.25	4.4%	10,219,432
$3.50	6.7%	15,442,817
$3.75	3.0%	6,808,891
$4.00	10.2%	23,558,659
$4.25	1.1%	2,418,126
$4.50	2.2%	5,136,473
$4.75	0.4%	806,504
$5.00	4.8%	10,980,855
Will not change driving habits	12.2%	28,006,712
Total	100.0%	230,117,876
Average	$ 2.73	