

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUN-16

N = 6811, 6/1 - 6/7/16

Margin of Error = +/- 1.2%

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

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Cookout/Barbecue/Picnic	64.5%	63.9%	65.1%	62.0%	67.7%	76.5%	70.5%	66.8%	63.7%	60.0%	53.0%	67.5%	66.0%	64.4%	60.7%
Fireworks/Community celebration	42.6%	42.7%	42.5%	41.4%	44.7%	65.3%	55.1%	48.3%	36.9%	31.5%	24.8%	39.0%	46.2%	41.9%	43.3%
Attending a parade	12.4%	13.0%	11.9%	11.4%	14.2%	17.7%	17.0%	12.8%	10.2%	9.3%	8.9%	13.2%	17.5%	9.6%	10.4%
Travel/vacation	12.7%	13.7%	11.7%	8.7%	16.3%	15.7%	17.7%	13.5%	11.0%	10.0%	8.9%	12.5%	12.4%	12.7%	13.1%
Other	8.5%	8.3%	8.7%	9.9%	7.6%	4.2%	5.0%	5.9%	10.8%	11.8%	11.9%	7.9%	8.3%	9.0%	8.5%
Will not celebrate	12.5%	12.6%	12.3%	15.1%	9.5%	5.2%	7.6%	11.2%	14.2%	15.6%	19.0%	12.0%	10.8%	12.4%	14.9%

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

Planning Cookout/Barbecue/Picnic: How much do you plan to spend on FOOD ITEMS for your July 4th

Cookout, Barbecue, or Picnic this year?

Average of Buyers	\$ 71.34	\$ 75.70	\$ 67.20	\$ 61.83	\$ 78.48	\$ 77.27	\$ 79.43	\$ 80.36	\$ 71.04	\$ 65.13	\$ 56.83	\$ 76.28	\$ 65.07	\$ 72.54	\$ 71.12
<i>in billions</i>	<i>\$ 6.773</i>														

Which of the following patriotic items do you or your family own? (Check all that apply)

American flag	63.9%	65.6%	62.3%	60.3%	67.0%	62.5%	55.3%	57.2%	63.8%	67.6%	76.0%	64.7%	63.8%	64.3%	62.6%
Apparel (t-shirt, hat, etc.)	50.8%	46.2%	55.1%	48.8%	53.0%	64.8%	59.1%	52.9%	47.0%	42.2%	42.2%	47.6%	54.6%	52.0%	47.4%
Decorations	36.0%	32.8%	39.1%	32.5%	39.0%	45.4%	41.0%	36.8%	32.1%	33.1%	30.5%	37.6%	36.1%	35.6%	35.5%
Music	24.4%	28.4%	20.5%	23.7%	24.8%	39.7%	29.8%	23.8%	19.7%	17.6%	19.3%	24.6%	23.7%	24.7%	23.8%
Bumper sticker or car decal	8.4%	10.0%	6.9%	7.5%	9.4%	10.1%	12.9%	9.1%	5.9%	6.0%	6.9%	7.3%	6.2%	10.4%	8.6%
Other	3.2%	3.6%	2.7%	3.5%	2.9%	3.7%	2.0%	3.1%	3.2%	4.0%	3.1%	3.3%	2.9%	3.0%	3.7%
Do not own patriotic merchandise	16.4%	15.8%	16.9%	18.6%	14.8%	11.0%	15.1%	17.5%	20.2%	18.4%	14.8%	17.1%	15.8%	16.0%	17.2%

*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	24.5%	27.0%	22.1%	21.2%	27.2%	43.6%	40.5%	32.7%	17.6%	11.0%	6.7%	25.4%	21.2%	25.9%	24.8%
No	40.2%	41.2%	39.2%	40.7%	39.7%	23.6%	27.2%	32.9%	43.3%	52.1%	57.3%	40.2%	42.8%	38.0%	40.9%
Unsure	35.4%	31.8%	38.7%	38.1%	33.1%	32.8%	32.3%	34.4%	39.1%	36.9%	35.9%	34.4%	36.0%	36.1%	34.3%
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%

Will the price of gas impact your spending for the July 4th holiday?

Yes	20.6%	23.2%	18.2%	23.6%	17.4%	28.5%	29.2%	23.5%	18.8%	15.5%	10.5%	18.9%	20.6%	20.8%	21.1%
No	79.4%	76.8%	81.8%	76.4%	82.6%	71.5%	70.8%	76.5%	81.2%	84.5%	89.5%	81.1%	79.4%	79.2%	78.9%
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%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUN 09-16

	2009		2010		2011		2012		2013		2014		2015		2016	
	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	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	64.0%	153,679,818	64.4%	156,247,115	64.5%	158,229,727
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	43.9%	105,384,299	42.6%	103,428,951	42.6%	104,447,071
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	11.5%	27,689,353	11.5%	27,988,895	12.4%	30,439,987
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	13.7%	32,888,393	13.6%	33,006,668	12.7%	31,089,579
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	10.0%	24,032,997	9.2%	22,256,143	8.5%	20,824,760
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	11.5%	27,707,057	11.7%	28,490,724	12.5%	30,603,158

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

How much do you plan to spend on FOOD ITEMS for your July 4th Cookout, Barbecue, or Picnic this year?

Average of Cookout/Barbecue/ Picnic Celebrants	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<i>in billions</i>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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	60.2%	127,932,669	62.5%	133,782,163	63.9%	137,181,378
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	43.7%	92,840,648	48.6%	104,055,255	50.8%	108,998,685
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	32.7%	69,469,468	36.7%	78,471,191	36.0%	77,366,276
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	21.9%	46,624,120	24.0%	51,377,667	24.4%	52,286,241
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	8.7%	18,587,865	9.1%	19,415,233	8.4%	18,034,056
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	4.1%	8,769,730	3.8%	8,041,032	3.2%	6,787,543
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	21.4%	45,493,767	17.5%	37,386,358	16.4%	35,177,531

*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	17.6%	37,358,443	22.8%	48,909,331	24.5%	52,527,214
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	47.4%	100,752,220	42.7%	91,453,276	40.2%	86,218,601
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	35.0%	74,368,232	34.4%	73,689,637	35.4%	75,924,464
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	100.0%	212,478,895	100.0%	214,052,243	100.0%	214,670,280

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	29.9%	63,516,757	22.0%	47,096,852	20.6%	44,271,315
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	70.1%	148,962,139	78.0%	166,955,391	79.4%	170,398,964
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	100.0%	212,478,895	100.0%	214,052,243	100.0%	214,670,280