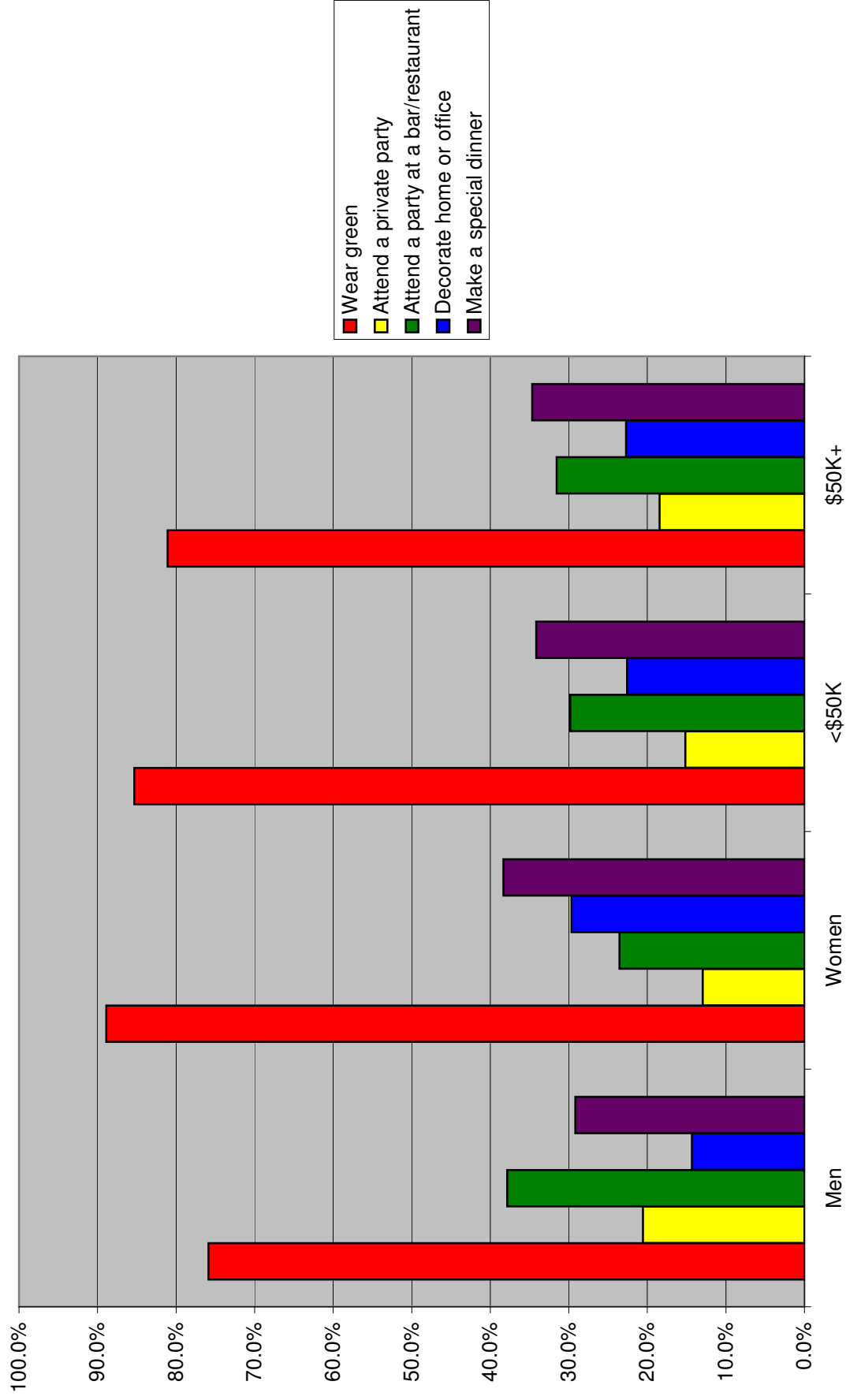
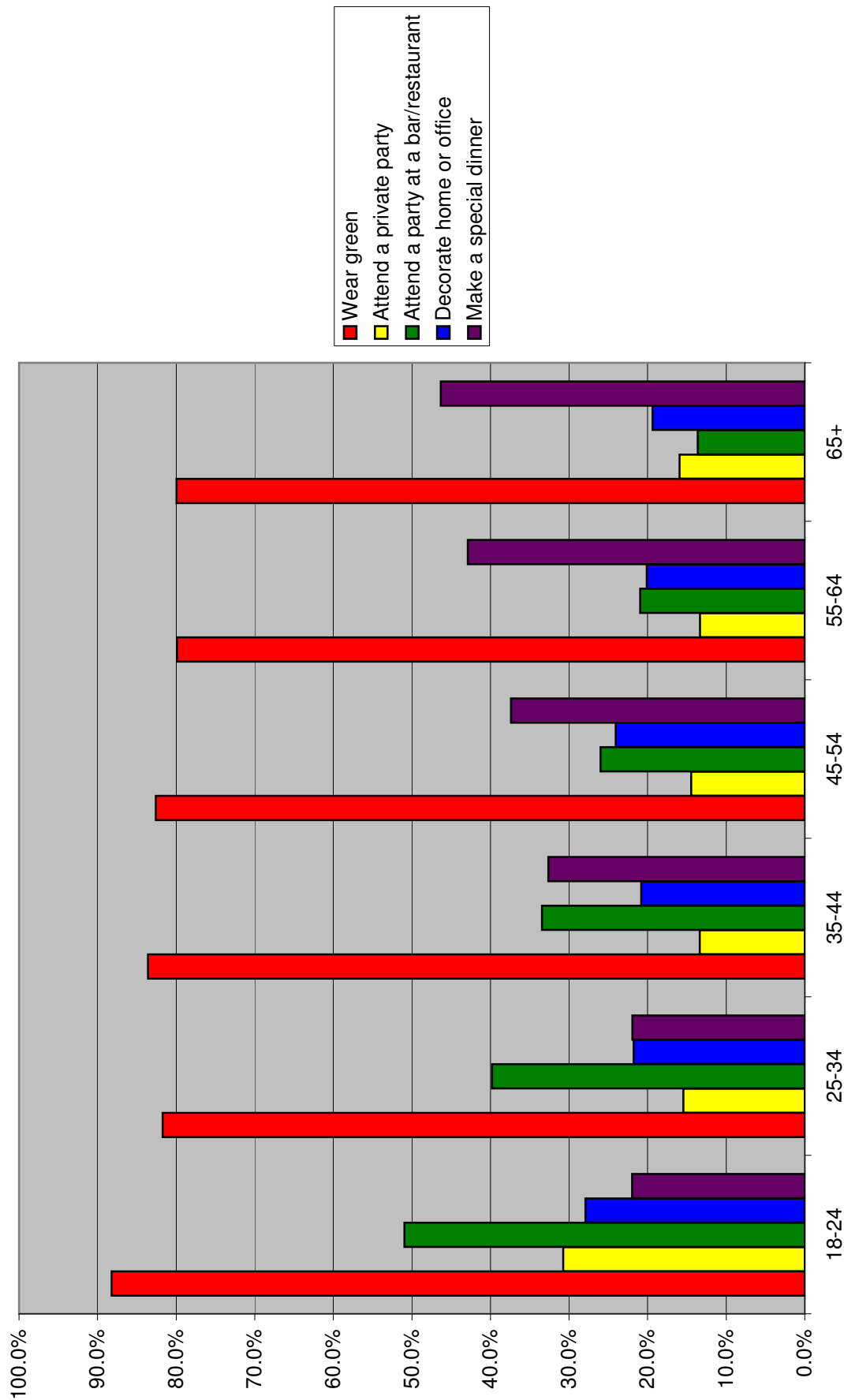


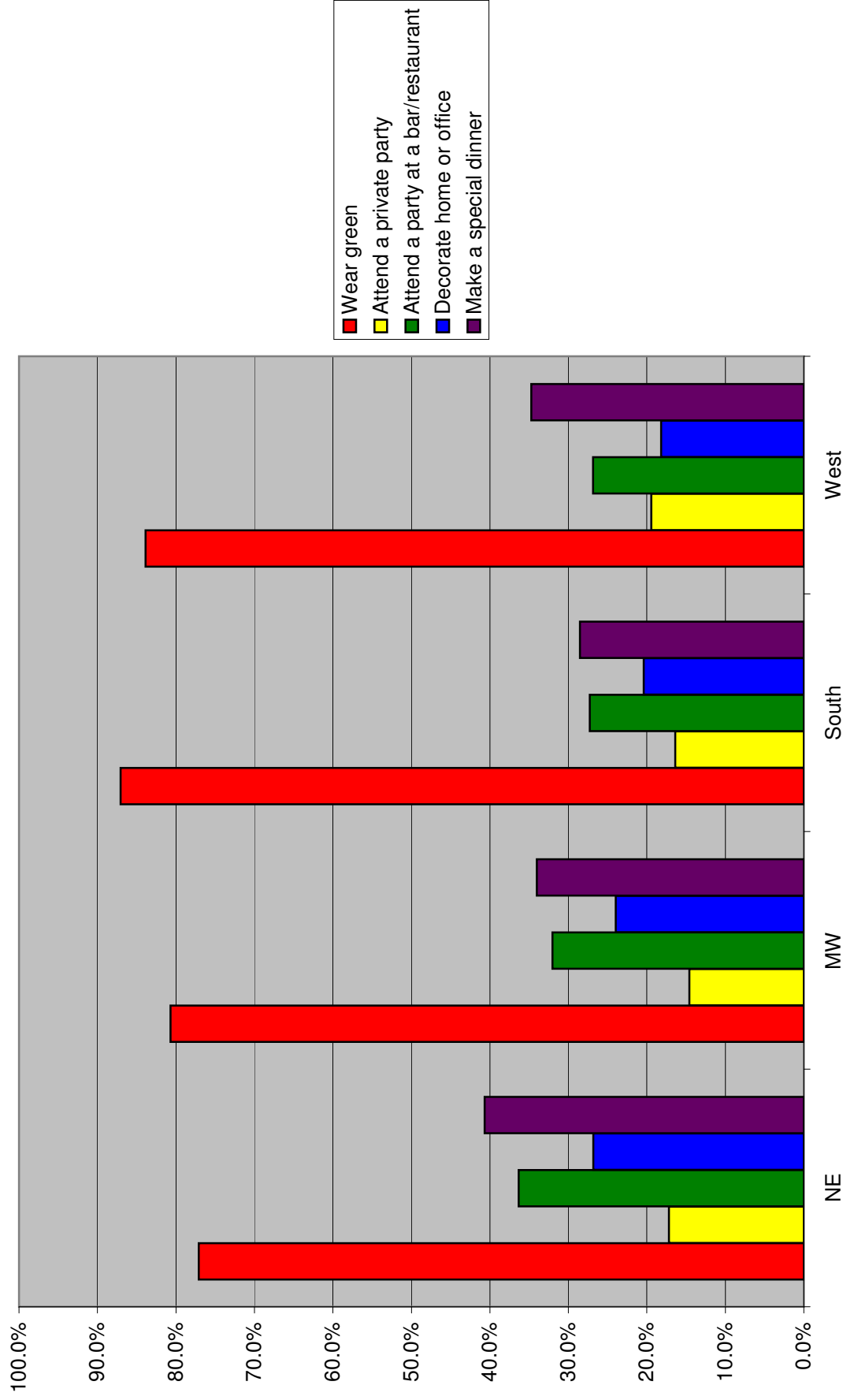
How Consumers Plan to Celebrate St. Patrick's Day (by gender)



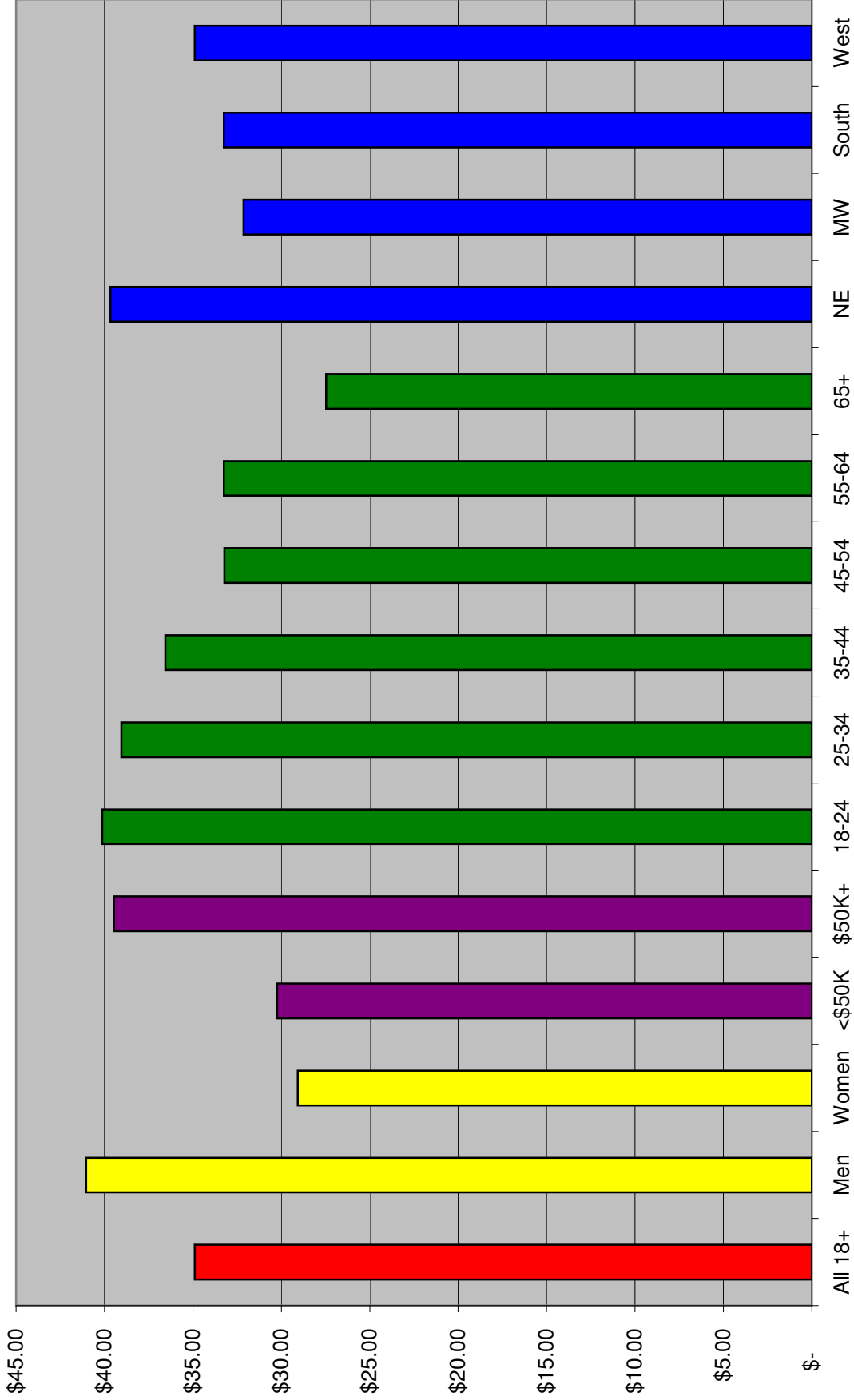
How Consumers Plan to Celebrate St. Patrick's Day (by age)



Hwo Consumers Plan to Celebrate St. Patrick's Day (by region)



How Much the Average Consumer Plans to Spend on St. Patrick's Day



**Source: BIGresearch, CIA February 2007
N = 9027 2/1 - 2/8/07**

	All 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	48.3%	107,777,684	48.9%	47.8%	48.8%	49.9%	77.5%	51.4%	44.1%	43.2%	40.8%	39.0%	50.5%	49.0%	46.6%	49.3%
No	51.7%	115,162,736	51.1%	52.2%	51.2%	50.1%	22.5%	48.6%	55.9%	56.8%	59.2%	61.0%	49.5%	51.0%	53.4%	50.7%
Total	100.0%	222,940,420	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 will you celebrate? (Check all that apply)																
Wear green	82.6%	88,985,874	75.9%	88.9%	85.3%	81.1%	88.2%	81.7%	83.6%	82.6%	79.9%	79.9%	77.1%	80.7%	87.0%	83.9%
Attend a private party	16.6%	17,942,487	20.6%	12.9%	15.2%	18.4%	30.7%	15.4%	13.3%	14.5%	13.3%	15.9%	17.2%	14.6%	16.4%	19.4%
Attend a party at a bar/restaurant	30.5%	32,871,310	37.8%	23.6%	29.8%	31.5%	51.0%	39.8%	33.5%	26.0%	20.9%	13.6%	36.3%	32.0%	27.3%	26.9%
Decorate home or office	22.2%	23,934,819	14.3%	29.7%	22.6%	22.7%	27.9%	21.8%	20.8%	24.1%	20.1%	19.4%	26.8%	24.0%	20.4%	18.2%
Make a special dinner	33.9%	36,501,119	29.2%	38.3%	34.1%	34.7%	22.0%	21.9%	32.6%	37.4%	42.9%	46.3%	40.7%	34.0%	28.5%	34.7%
<small>*The sum of the % totals is greater than 100% because the respondents can select more than one answer.</small>																
How much do you plan on spending?																
Average of Spenders \$	38.55		\$ 45.55	\$ 31.98	\$ 33.35	\$ 43.43	\$ 43.10	\$ 43.74	\$ 40.17	\$ 36.81	\$ 37.25	\$ 30.34	\$ 42.85	\$ 35.49	\$ 37.24	\$ 38.82
Percent Spending	90.5%		90.1%	90.9%	90.7%	90.8%	93.1%	89.3%	91.0%	90.3%	89.3%	90.6%	92.6%	90.5%	89.3%	89.9%
Net Average \$	34.89		\$ 41.03	\$ 29.08	\$ 30.24	\$ 39.46	\$ 40.12	\$ 39.04	\$ 36.56	\$ 33.22	\$ 33.25	\$ 27.47	\$ 39.67	\$ 32.14	\$ 33.25	\$ 34.90
<i>in billions</i> \$	3.76															