

What are Americans planning on doing this 4th of July?

See Fireworks

45%

Host a Cookout

29%

Attend a Neighborhood Party

18%

Attend a Parade

17%

Take Advantage of Holiday Sales

15%

Plan to Buy Food

59%

Plan to Buy Alcohol (21+)

32%

Plan to Buy Fireworks

29%

Plan to Buy Non-Alcoholic Beverages

21%

Plan to Buy a BBQ/Grill

20%

P35-44
24%

P25-34
23%

P45-54
38%

P18-24
27%