

# Practical Money Skills



2011 Independence Day Survey



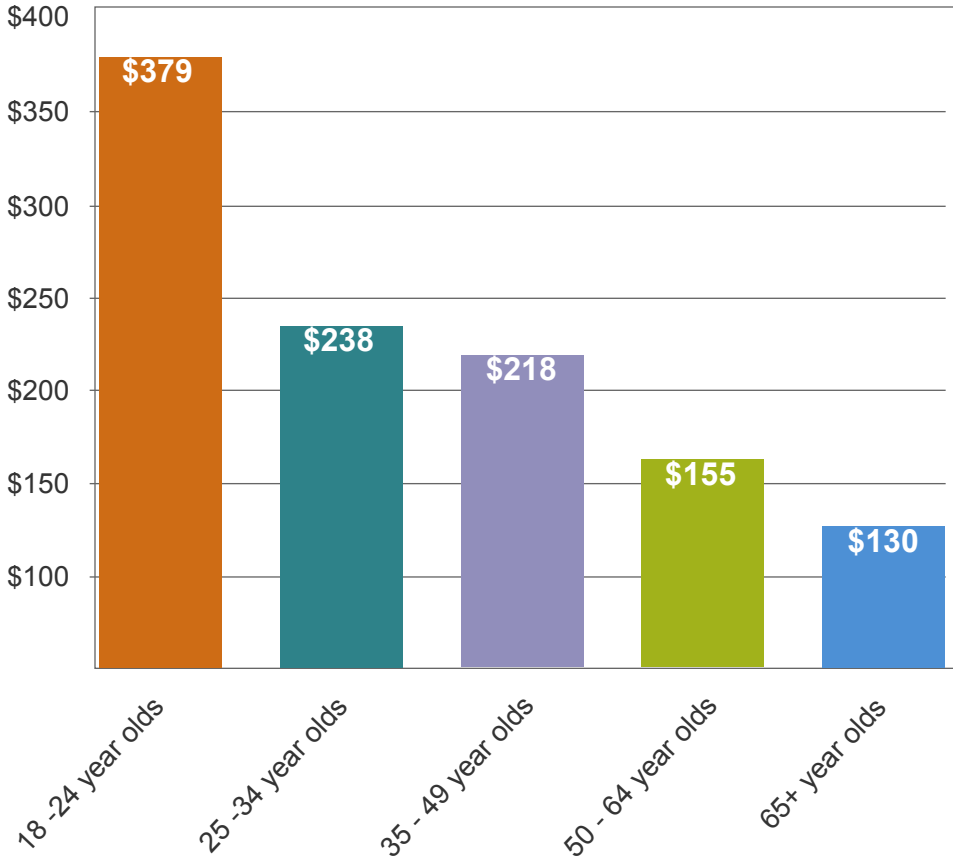
# Americans will Spend an Average of \$216 Celebrating Independence Day

## *New Visa Survey Shows Men, Young People Will Spend the Most*

The summer season has officially begun and Independence Day is quickly approaching. A new survey released by Visa Inc. shows that Americans will spend an average of \$216 on travel, food, beverages, entertainment, fireworks and other items over the Fourth of July holiday.

The survey showed that men expect to spend substantially more than women – an average of \$247 for men compared with an average of \$182 for women. The survey also showed that the younger a person is, the more they will spend on Fourth of July festivities:

### Average Independence Day Spending



Additionally, regional disparities exist:

- Southerners will spend an average of \$263
- Westerners will spend an average of \$230
- Midwesterners will spend an average of \$178
- Northeasterners will spend an average of \$146

According to the survey, 18% of respondents estimate they will not spend anything on the Fourth.

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**About the 2011 Independence Day Survey**

\*The survey results are based on 1,004 telephone interviews conducted among adults aged 18 or older nationally from May 19 - 22, 2011 in cooperation with GfK Roper OmniTel.