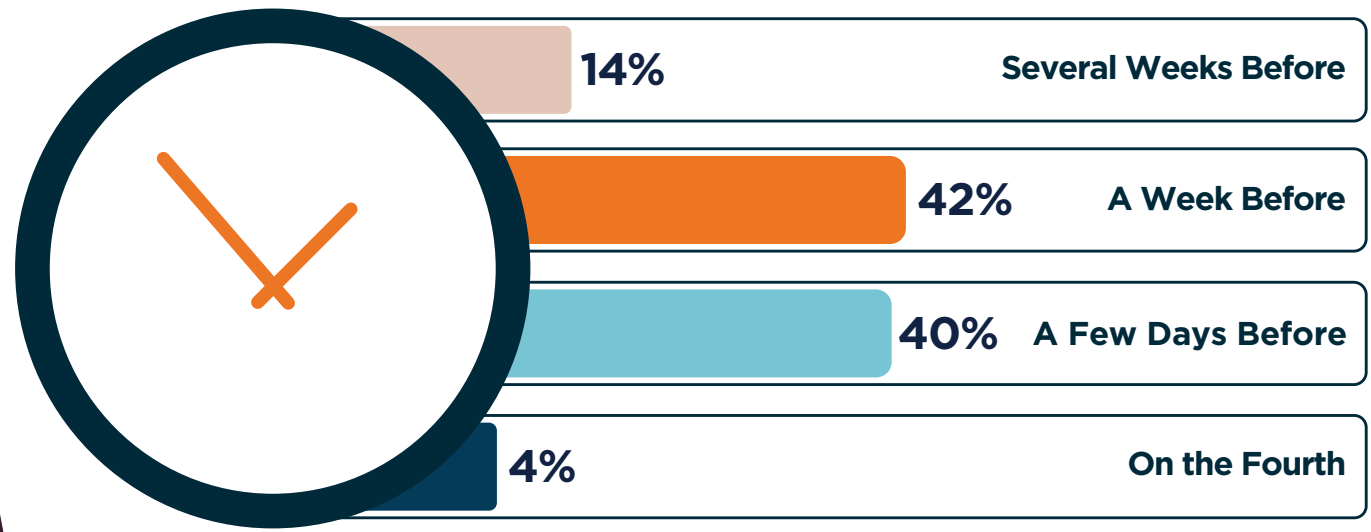
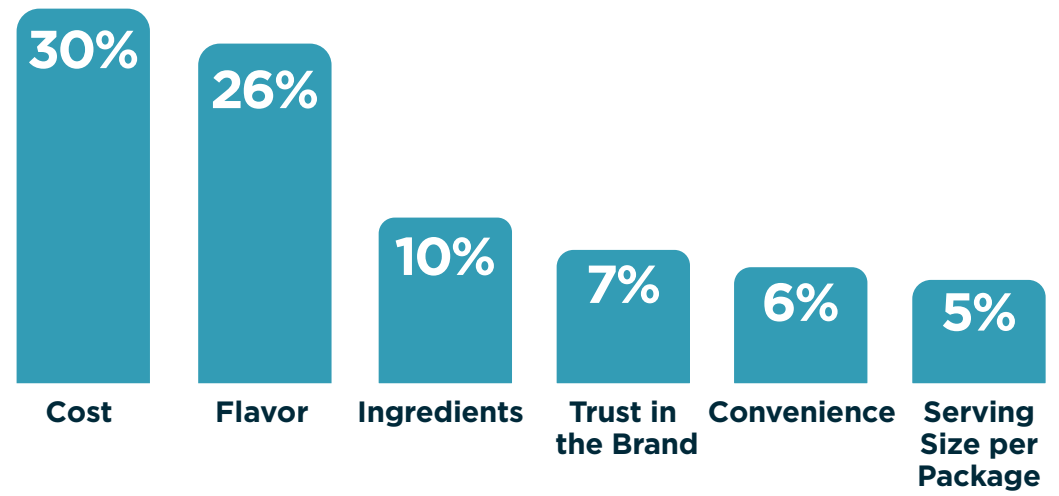


## SHOPPING PREFERENCES:

When they start shopping:



Which factor is most important to them:



**16%** Say their purchases aren't influenced by a particular factor

**60%** Say it's important to buy locally sourced or American-made products for Fourth of July

How much they plan on spending:



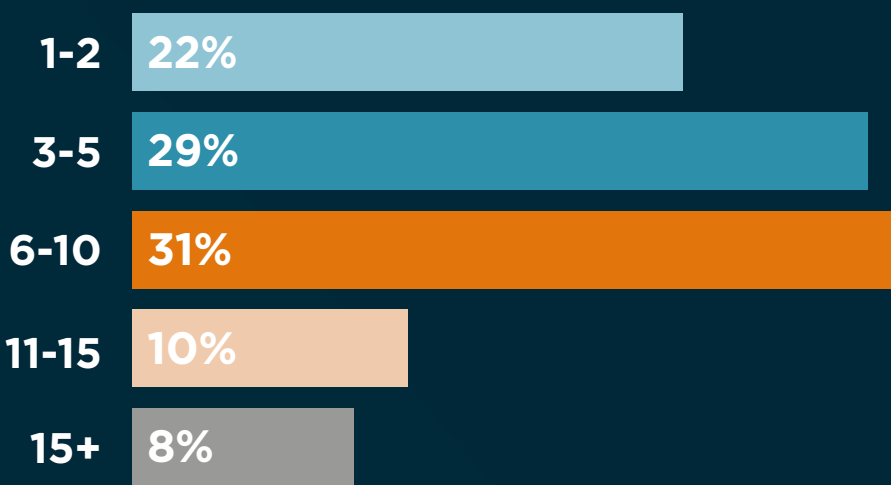
Where they shop for their holiday necessities:



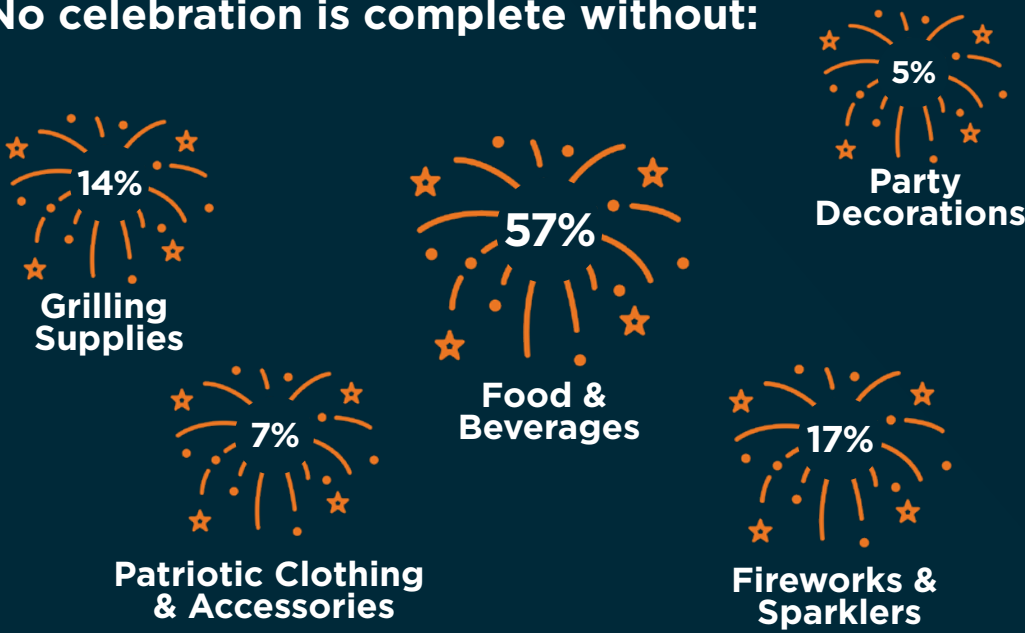
# FOURTH OF JULY

We surveyed 957 shoppers to find out how they're celebrating Fourth of July - from their party must-haves to preferences. Check out the results!

How many people those hosting/cooking are planning for:

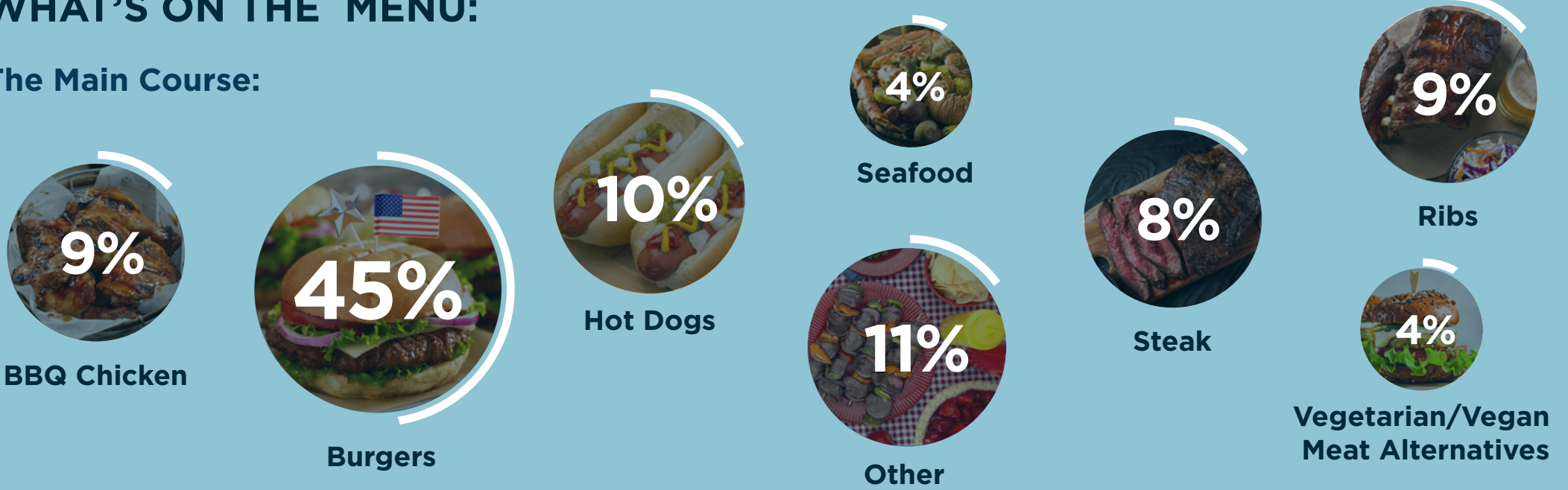


No celebration is complete without:



## WHAT'S ON THE MENU:

The Main Course:



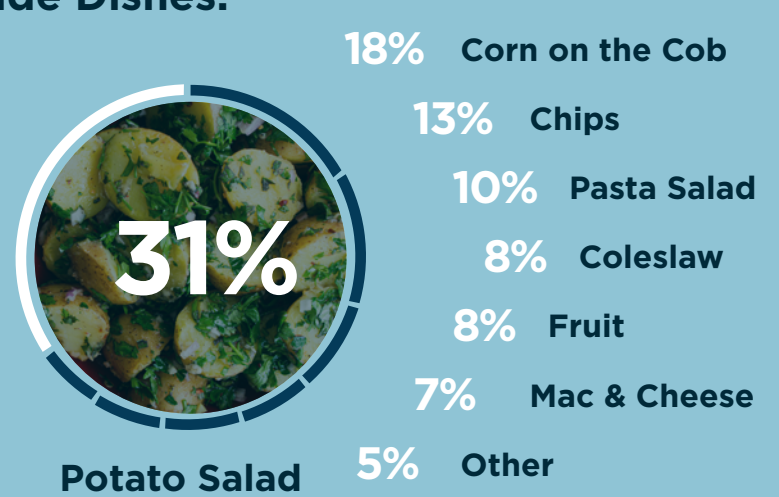
Top 5 Desserts:



Drinks:



Side Dishes:



## FOURTH OF JULY WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as they prepare for their Fourth of July celebrations:

- Inspire trial by using a **personality quiz** to recommend festive Fourth of July recipes that showcase your brand's products
- Promote the perfect Fourth of July bundle shoppers can purchase using our **built-in add-to-cart** feature to drive sales
- Use a **list** to showcase fun & unique ways shoppers can use your brand's products during their Fourth of July celebrations
- Create buzzworthy moments through a custom **performance-based promotion** like a social giveaway or register-to-win sweepstakes