breaktıme **SHOPPING PREFERENCES:** When they start shopping: 14% **Several Weeks Before** 42% A Week Before **40%** A Few Days Before 4% On the Fourth **FOURTH** Which factor is most important to them: OF JULY 30% 26% We surveyed 957 shoppers to find out how they're 10% celebrating Fourth of July 7% 6% 5% - from their party must-haves to preferences. Cost **Trust in Convenience Ingredients** Serving Check out the results! the Brand Size per **Package** Say their purchases aren't 16% influenced by a particular factor How many people those hosting/cooking are planning for: Say it's important to buy locally sourced or 60% American-made products for Fourth of July 29% How much they plan on spending: 6-10 31% 10% 4% 64% 22% 11-15 \$50 - \$100 < \$50 \$101 - \$200 \$200 < 8% 15+ Where they shop for their holiday necessities: No celebration is complete without: 53% 2% 3% Drug Store **Party** Dollar Store Amazon **Decorations** Grocery Store 9% Grilling Supplies Club Food & Store **Beverages** 23% Convenience Store **Patriotic Clothing** Fireworks & Walmart **Target** & Accessories **Sparklers** WHAT'S ON THE MENU: The Main Course: Seafood 10% 8% Ribs





Hot Dogs



Other





Vegetarian/Vegan Meat Alternatives

Coleslaw

Mac & Cheese

Fruit

Top 5 Desserts:



Drinks: Side Dishes: 18% Iced Tea 18% Corn on the Cob 16% Water 13% Chips **16%** Beer 10% Pasta Salad 12% Juice Cocktail/Mocktail 8% Other **Hard Cider** 5% Other Soda **Potato Salad Hard Seltzer**

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