

RED, WHITE & YOU

4th of July Spending in 2013

Pricier Parties

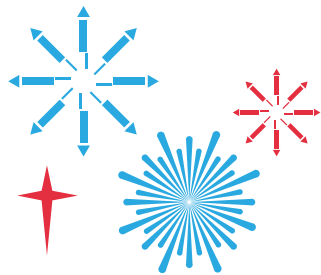
\$300

Average amount Americans will spend on Independence Day celebrations



This is \$110 more than 2012 trends

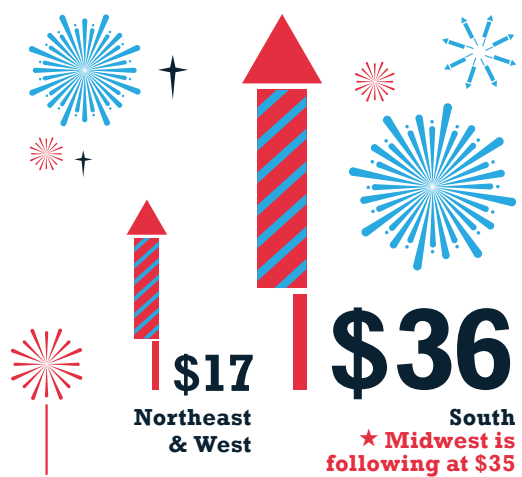
KA-BOOM Fireworks Spending



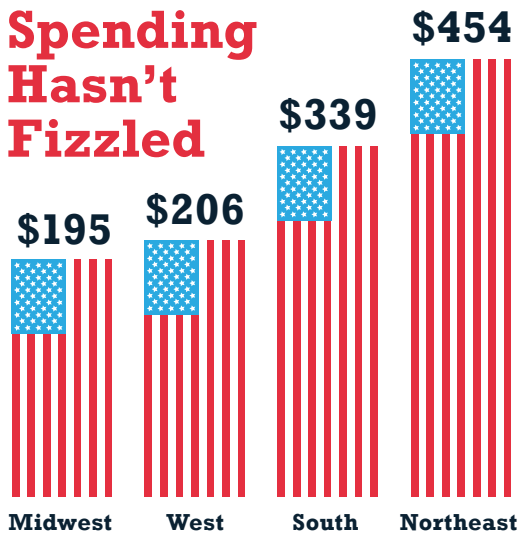
Americans plan on spending an average of

\$28

on fireworks with those in the Midwest & the South spending the most



Spending Hasn't Fizzled



Average Spending Across US has Significantly Increased Since Last Year

Men and their Fireworks

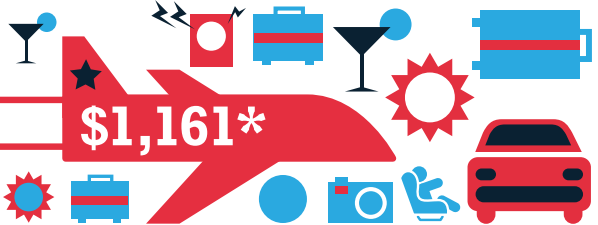
Men plan to spend over double what women plan to spend on fireworks



Expensive Excursions

The 10% of those who are traveling will spend an average of \$992 more than those staying at home

*Travel includes at least one overnight stay



\$1,161*



Visa Inc. 2013 4th of July Spending Survey | practicalmoneyskills.com/July4th

VISA