



**FOR IMMEDIATE RELEASE**

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**Independence Day Sales Projected to Reach \$165 Million in Nevada  
Nationwide Spending Expected to Eclipse \$7.5 Billion**

The biggest birthday party of the summer is approaching as retailers prepare for Independence Day 2021. In Nevada, consumers are projected to spend \$165.5 million\* on food and drinks for outdoor BBQs and other celebrations this weekend, according to the Retail Association of Nevada (RAN). Purchases for Independence Day are expected to reach \$7.52 billion nationally, with 84.0 percent of Americans celebrating and spending an average of \$80.54, according to a recent survey by the National Retail Federation (NRF).

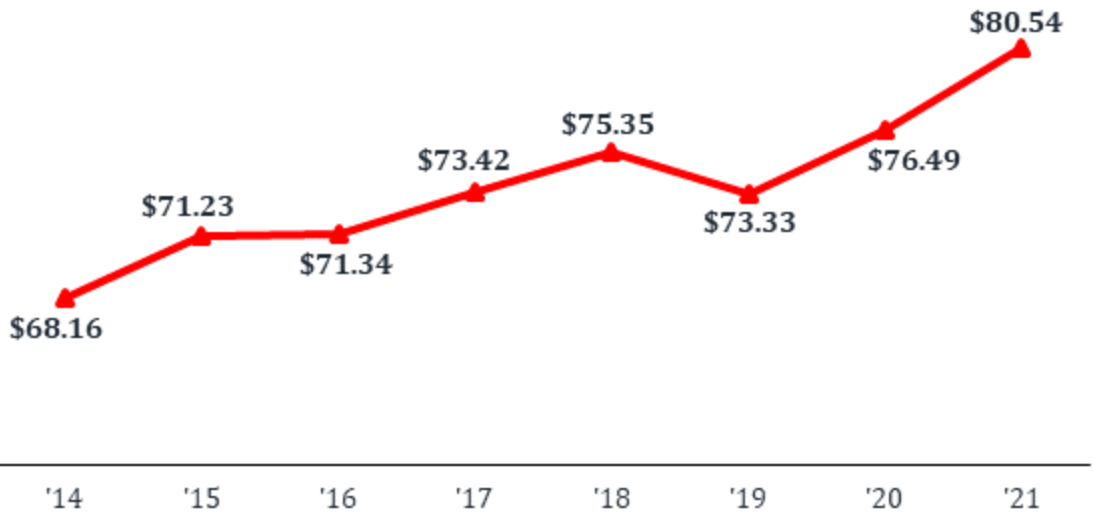
"Retailers are anticipating another strong summer season for consumer spending," said Bryan Wachter, Senior Vice President of RAN. "Nevadans are continuing to spend at record-setting levels, both in celebration of the Independence Day holiday as well as the end of social distancing and mask requirements in Nevada."

According to the NRF, the most popular plans for celebrating Independence Day this year will be a cookout or BBQ with 61.0 percent of respondents indicating so. Other popular celebration plans include a fireworks or community celebration (33.0 percent), travel or vacation (12.0 percent), attending a parade (8.0 percent) and other (9.0 percent).

The most popular patriotic item this year was the American flag with 60.0 percent of respondents indicating that they own one. Other popular patriotic items for Independence Day celebrations include apparel (51.0 percent), decorations (37.0 percent), music (27.0 percent), bumper stickers or car decals (9.0 percent) and other (3.0 percent). Additionally, when asked if they would be purchasing any patriotic items for this year's celebration, 29.0 percent of respondents indicated that they would do so.

\*Spending estimates from the National Retail Federation (NRF) include only purchases of food and beverages. Common Independence Day purchases like fireworks are not included in this estimate.

### Average Spending on Independence Day



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