

## Consumer Buzz

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# A Happy St. Paddy's Day

*Ann-Marie Vazzano*

Americans spent an estimated \$5.3 billion on St. Patrick's Day this year, up from \$4.4 billion last year, according to the National Retail Federation. This is the most spent since NRF began conducting the survey 13 years ago. The 139 million Americans who planned to celebrate spent an estimated \$37.92 per person on average, up from \$35.37 last year. Overall, 56.1% of Americans planned to celebrate. **GP**