

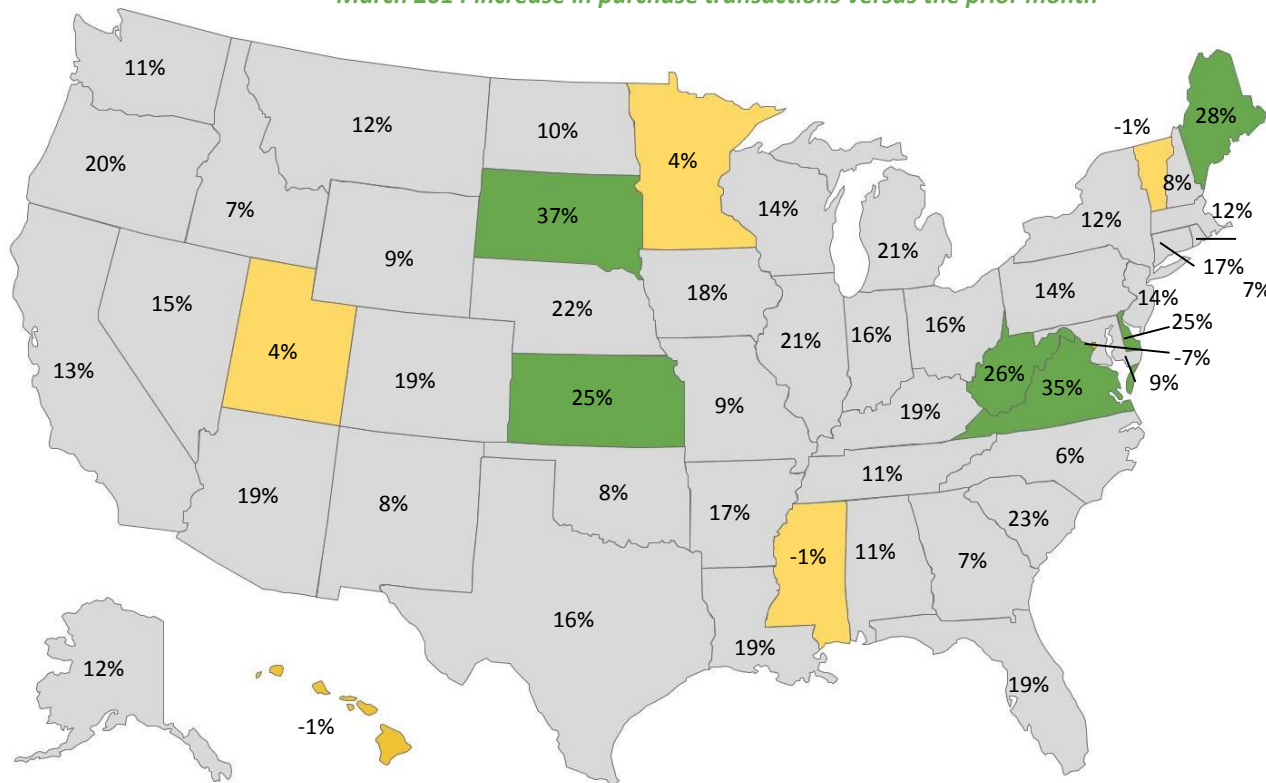
# Which States Drink More on St. Paddy's?

## Foot Traffic Increase at Bars by U.S. State

During the month of March, Americans make their way to bars or "Drinking Places" more than usual. This is driven by St. Patrick's Day, when more than 127 million Americans celebrate the traditional Irish holiday and spend on festive food and beer on March 17<sup>th</sup>. As the chart shows below, South Dakotans love the holiday, as their foot traffic at bars increased by 37% in March 2014 over February, leading the nation. Washington DC's foot traffic actually decreased in March over February by 7%. The national average was a 14% increase in foot traffic. The data is sourced from over 5,500 Bars, Taverns, Cocktail Lounges, Nightclubs And Discotheques across the U.S.

## Foot Traffic Increase at Bars

March 2014 increase in purchase transactions versus the prior month



### Top 5 States by % Increase

1. South Dakota 37%
2. Virginia 35%
3. Maine 28%
4. West Virginia 26%
- T5. Delaware 25%
- T5. Kansas 25%

National Average = 14%

### Bottom 5 States by % Increase

1. Washington DC -7%
2. Hawaii -1%
3. Mississippi -1%
4. Vermont -1%
- T5. Minnesota 4%
- T5. Utah 4%

\*Includes combined spending growth at Drinking Places (Alcoholic Bev.) – Bars, Taverns, Cocktail Lounges, Nightclubs And Discotheques (SIC/MCC Codes: 5813)

\*\*Foot Traffic = purchase transactions made via credit or debit card \*\*\*Data adjusted for number of days within each month

Source: The Strawhecker Group's database of 2.7M merchants

For more information on TSG's consumer spending information, contact Jared Drieling at [JDrieling@TheStrawGroup.com](mailto:JDrieling@TheStrawGroup.com)

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## Foot Traffic Increase at Bars by U.S. State

### State Rank: Foot Traffic Increase at Bars

#### March 2014 increase in purchase transactions versus the prior month

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| Rank         | State | % Growth |
|--------------|-------|----------|
| 1            | SD    | 37%      |
| 2            | VA    | 35%      |
| 3            | ME    | 28%      |
| 4            | WV    | 26%      |
| 5            | DE    | 25%      |
| 6            | KS    | 25%      |
| 7            | SC    | 23%      |
| 8            | NE    | 22%      |
| 10           | IL    | 21%      |
| 11           | MI    | 21%      |
| 12           | OR    | 20%      |
| 13           | KY    | 19%      |
| 14           | FL    | 19%      |
| 15           | LA    | 19%      |
| 16           | AZ    | 19%      |
| 17           | IA    | 18%      |
| 18           | CT    | 17%      |
| 19           | AR    | 17%      |
| 20           | OH    | 16%      |
| 21           | IN    | 16%      |
| 22           | TX    | 16%      |
| 23           | TN    | 16%      |
| 24           | NY    | 15%      |
| AVERAGE: 14% |       |          |
| 25           | WI    | 14%      |
| 26           | NJ    | 14%      |

| Rank | State | % Growth |
|------|-------|----------|
| 27   | CA    | 13%      |
| 28   | CO    | 13%      |
| 29   | AK    | 12%      |
| 30   | MT    | 12%      |
| 31   | PA    | 12%      |
| 32   | MA    | 12%      |
| 33   | WA    | 11%      |
| 34   | AL    | 11%      |
| 35   | ND    | 10%      |
| 36   | WY    | 9%       |
| 37   | MD    | 9%       |
| 38   | MO    | 9%       |
| 39   | NH    | 8%       |
| 40   | OK    | 8%       |
| 41   | NM    | 8%       |
| 42   | GA    | 7%       |
| 43   | ID    | 7%       |
| 44   | RI    | 7%       |
| 45   | NC    | 6%       |
| 46   | UT    | 4%       |
| 47   | MN    | 4%       |
| 48   | VT    | -1%      |
| 49   | MS    | -1%      |
| 50   | HI    | -1%      |
| 51   | DC    | -7%      |

### About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, benchmark studies and developing trends. For more information please visit [www.TheStrawGroup.com](http://www.TheStrawGroup.com).

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Note: Also includes Washington DC



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