



Lemonade Day!™

2017 Results

Big Picture

Registered Kids 64,324*

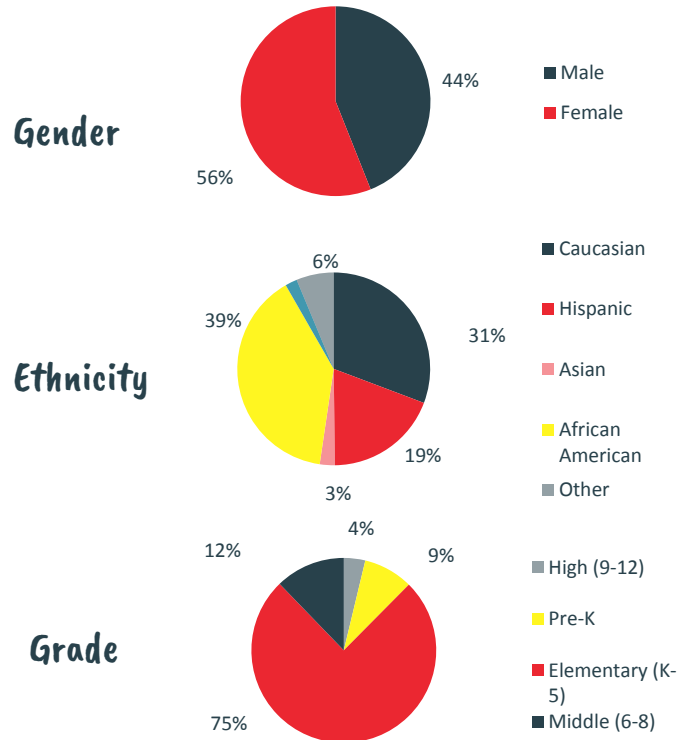
Stand Stats

Avg. Total Revenue \$278.84
Avg. Profit \$224.02

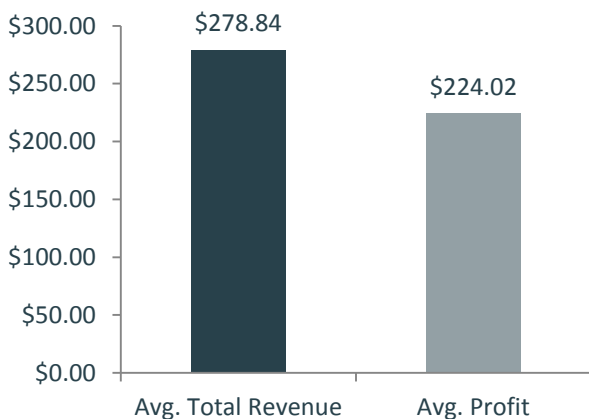
Looking at Lessons

Paid Back Investor 74%
Spent Some Profit 48%
Saved Some Profit 77%
Opened a Savings Account 31%
Avg. Amount Saved \$112.34
Donated to Charity 70%
Avg. Amount Donated \$135.99
Met Their Goal 74%
Plan on Participating Next Year 83%

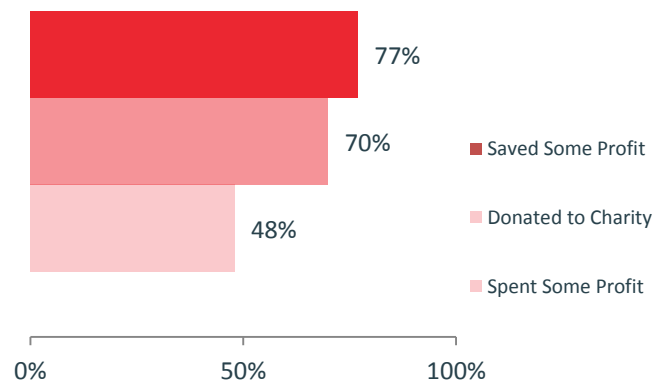
Participant Demographics



Stand Stats



Looking at Lessons



* Registrations to date, not all cities have reported.

*Business Results data reflects a subset of 1058 respondents from 2017.

