



# Lemonade Day!®

## 2018 Results

### Big Picture

Registered Kids 58,770

### Stand Stats

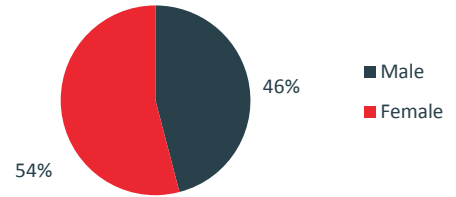
Avg. Total Revenue \$267.23  
Avg. Profit \$202.19

### Looking at Lessons

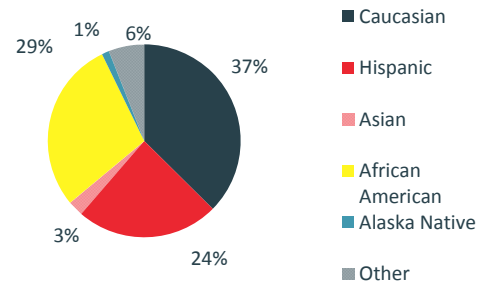
Paid Back Investor 74%  
Spent Some Profit 47%  
Saved Some Profit 78%  
Opened a Savings Account 29%  
Avg. Amount Saved \$93.47  
Donated to Charity 75%  
Avg. Amount Donated \$110.35  
Met Their Goal 71%  
Plan on Participating Next Year 80%

### Participant Demographics

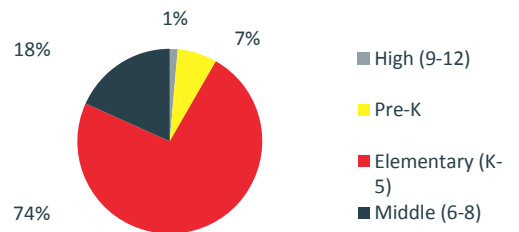
#### Gender



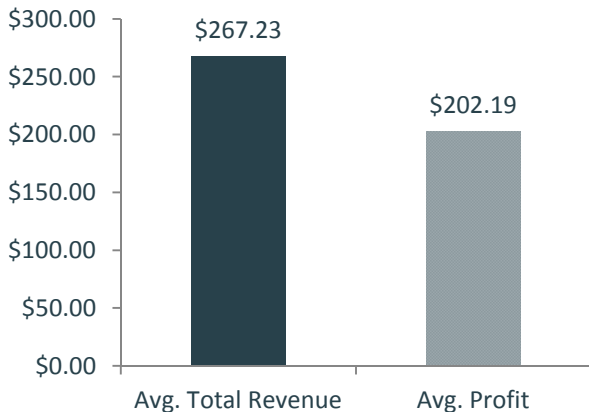
#### Ethnicity



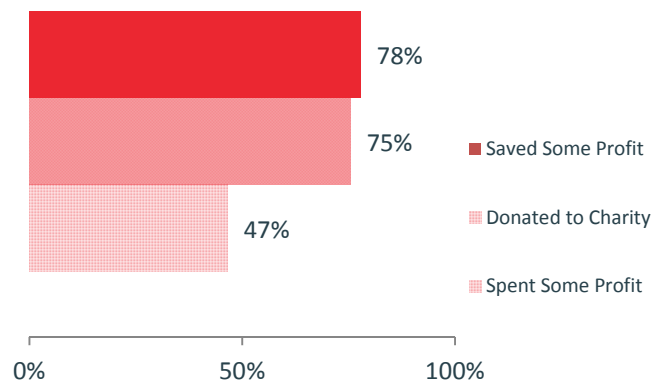
#### Grade



### Stand Stats



### Looking at Lessons



\*Business Results data reflects a subset of 1469 respondents from 2018 which represents 3069 participants and 1184 stands.

