



January 2012 Spending & Saving Tracker

A research report prepared for:



Research Method

- **This research was completed online among a random sample of consumers aged 18+. A total of 2,000 interviews were completed.**
- **In addition to a general population sample, two sub-groups – Affluents, and Young Professionals were targeted and balanced by the general population.**
 - **n= 562: Affluents – defined as having a minimum annual household income of \$100,000**
 - **n= 532: Young Professionals – defined as less than 30 years of age, having a college degree, and a minimum annual household income of \$50,000**
- **Interviewing was conducted by Echo Research between December 27 - 30, 2011.**
- **Overall the results have a margin of error of +/- 2.2 (or 4.2 among Affluents and Young Professionals) percentage points at the 95% level of confidence.**

January Spending and Saving

2012 SPENDING INTENTIONS

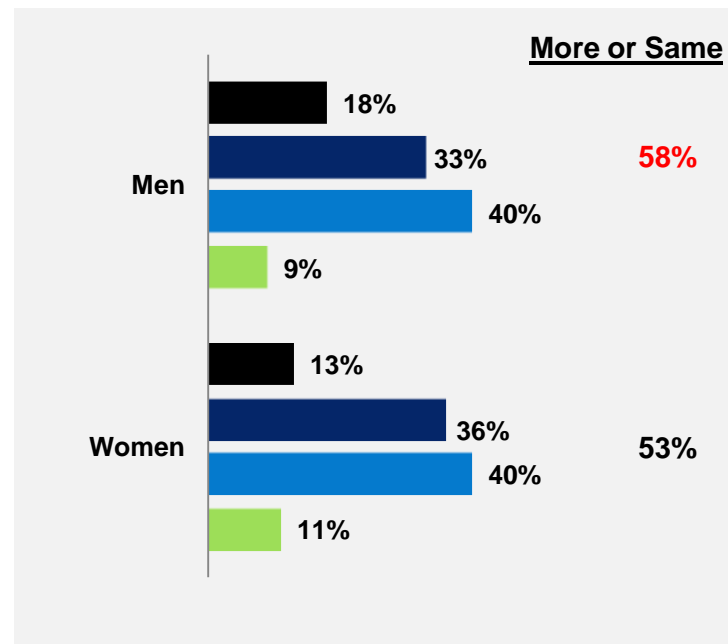
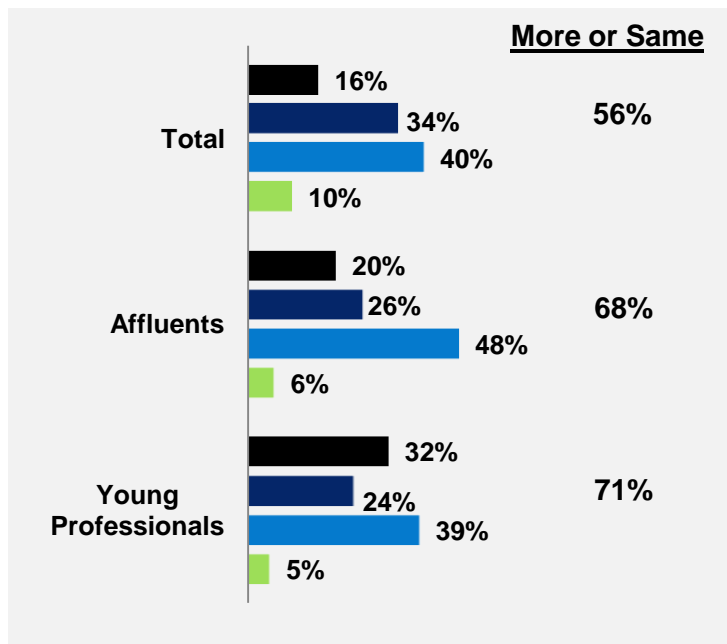
2012 Discretionary Spending versus 2011



Most consumers expect to spend more or the same on their discretionary spending in 2012, compared to 2011.

In thinking about all of their discretionary spending in 2012 – more than one half (56%) of the general population expect to spend **more** (16%) **or the same** (40%), compared to 2011.

- A greater percentage of Young Professionals indicate **more** spending in 2012 versus 2011 than their Affluent counterparts and the general population (32% vs. 20% and 15%, respectively).
- Fifty-eight percent of men indicate they expect to spend **more** (18%) **or the same** (40%) in 2012 versus 2011, in contrast to 53% of women.



■ More
 ■ Less
 ■ Same
 ■ Not sure

Q.14 Thinking about all of your discretionary (non-essential items) spending in 2012 - Do you expect to spend more, less, or the same in 2012, compared to 2011? BASE: Total respondents

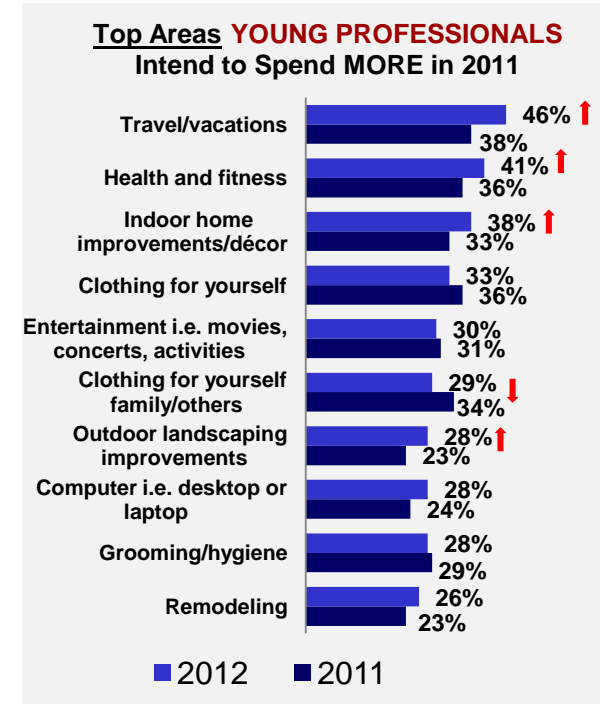
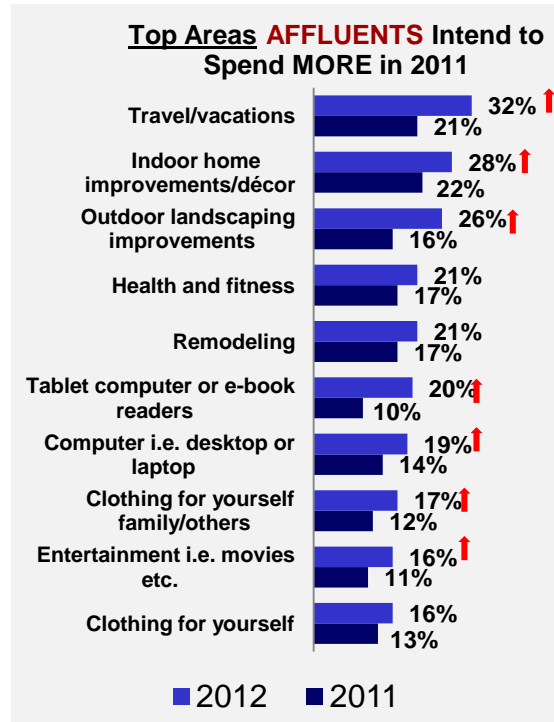
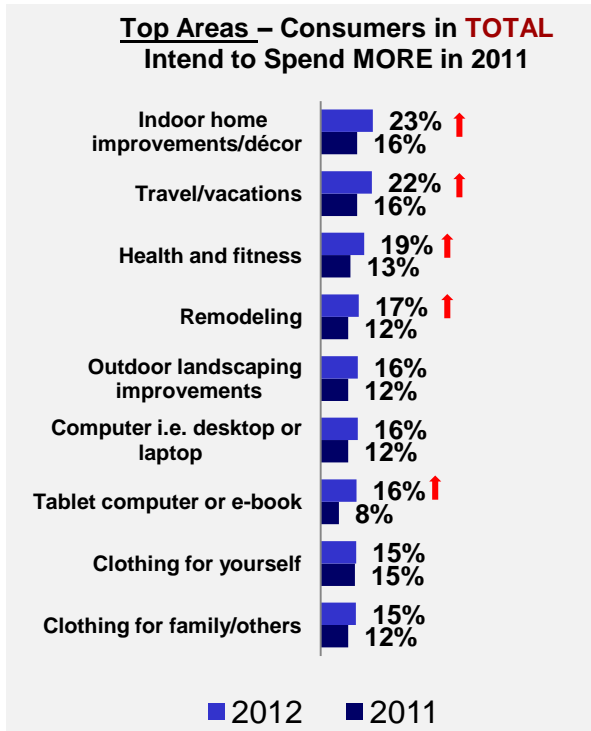


2012 Discretionary Spending –Areas Consumers Plan to Spend More



Indoor home improvements or décor and travel/ vacations are the top discretionary areas where consumers among the general population expect to spend *more* in 2012 than last year.

- Affluents and Young Professionals both prioritize travel/ vacation spending first (32% and 46%, respectively).



Q.15a-s Thinking about your spending in 2012, compared to 2011 - will you be spending more, less, or the same on *(CATEGORY)* in 2012? BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011



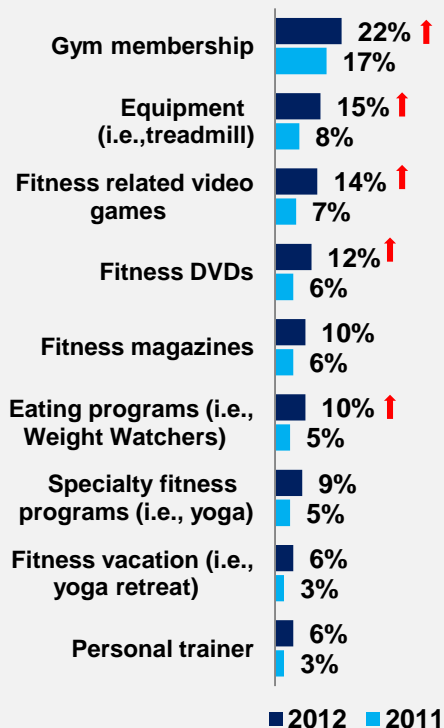
Health & Wellness Spending in 2012 vs. 2011



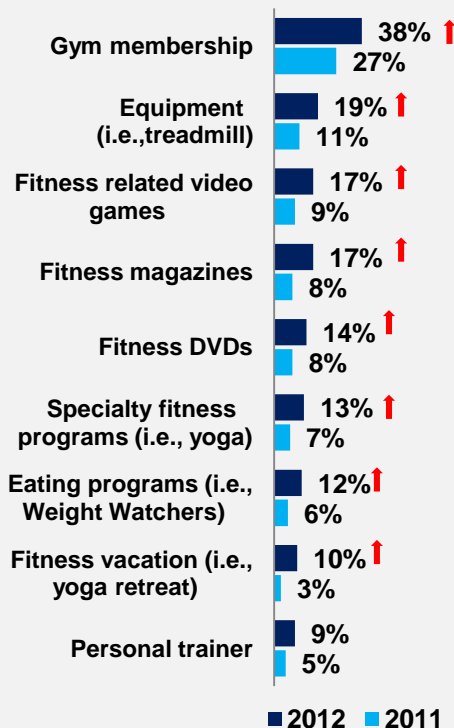
More consumers among the general population have a monthly gym membership or equipment expenses in 2012 than the previous year.

- More than one half (52%) of Young Professionals are planning to spend on a gym membership in 2012 (up from 44%).
- Affluents indicate a big jump in spending on a gym membership (38% vs. 27% last year).

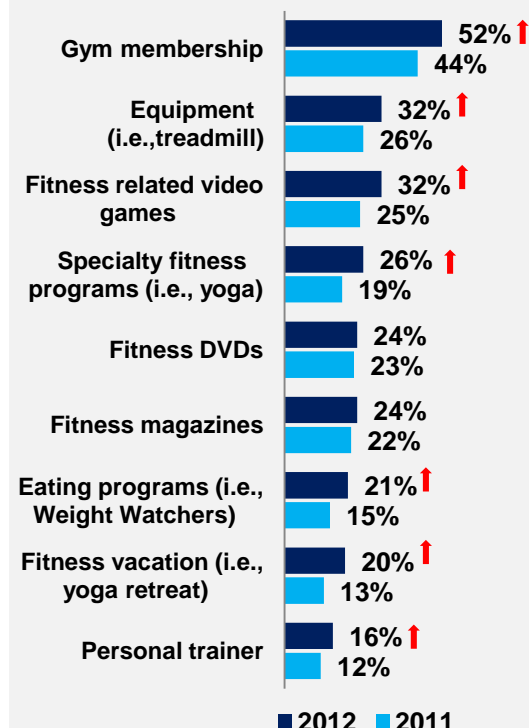
TOTAL



AFFLUENTS



YOUNG PROFESSIONALS



Q.23-1 How much do you plan to spend PER MONTH on the following in 2012? Note: shown above is % will spend \$1 or more per respective item listed BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011



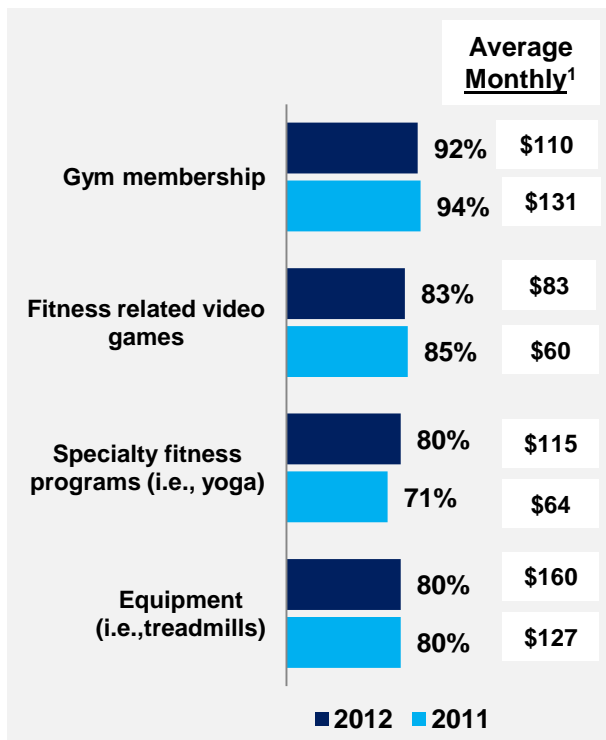
2012 Health & Wellness Spending vs. 2011 – Leading Areas Plan to Spend More or the Same



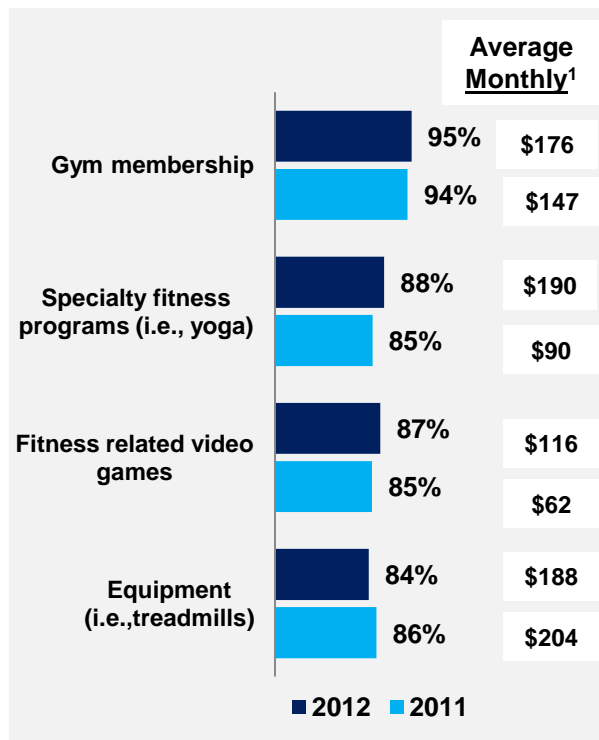
More than nine in ten planning to spend on a gym membership allocate *more or the same* as last year on this expense (92% - vs. 94% last year).

Consumers expect to spend \$110, on average, for their monthly gym membership in 2012 (down from \$131 last year).

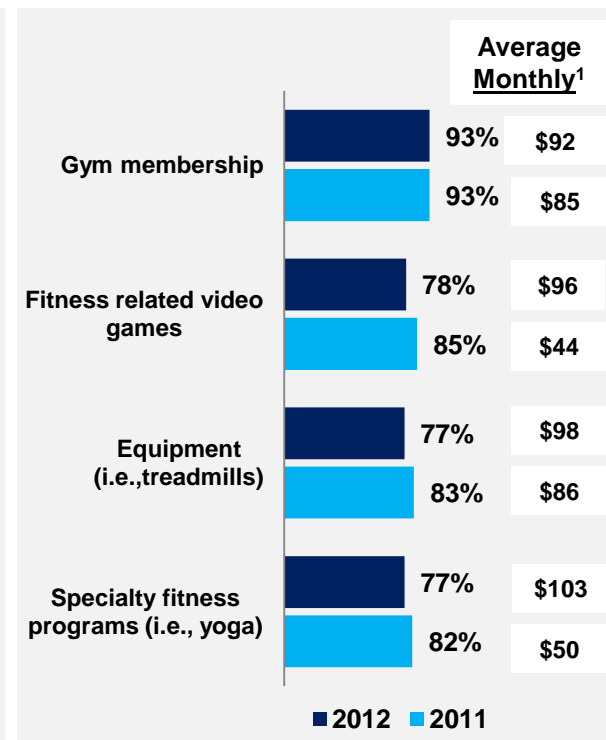
TOTAL



AFFLUENTS



YOUNG PROFESSIONALS



Q.24a Is the amount you will be spending more/less/or the same in the following areas in 2012, compared to 2011? BASE: Total will spend (\$1+) on (INSERT ITEM)
1 – average monthly spend among those who will spend \$1 or more.

↑ ↓ Significantly higher / lower in 2012 versus 2011



January Spending and Saving

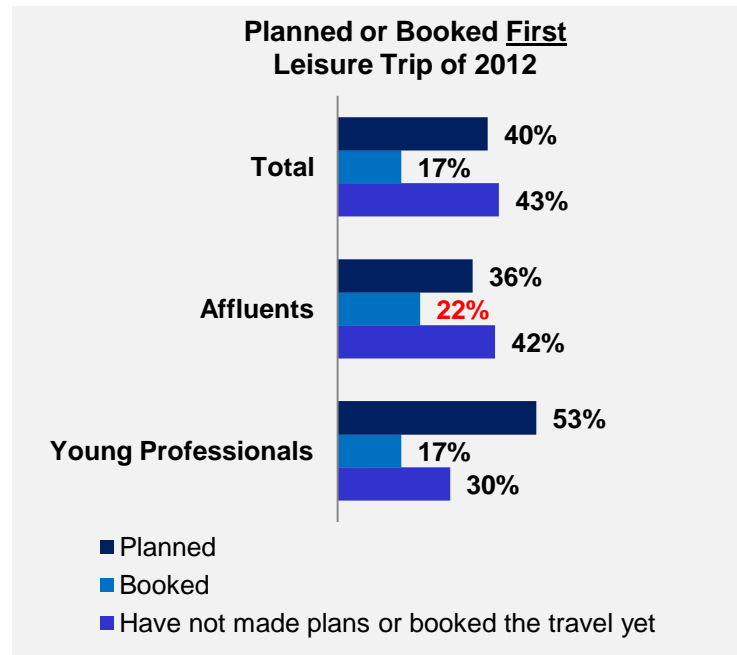
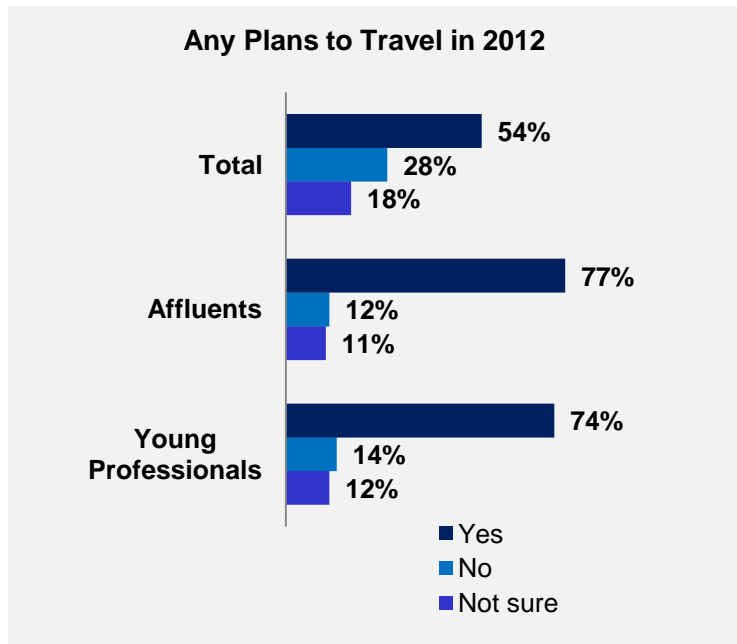
2012 LEISURE TRAVEL PLANS

Leisure Travel Plans in 2012 versus 2011



Most consumers among the general population have plans to travel for leisure in 2012 (54%). One in six (17%) with leisure travel plans have booked their first trip of 2012.

- About three in four Affluents and Young Professionals (77% and 74%, respectively) have leisure travel plans in 2012.
- More than one in five (22%) Affluents with leisure travel plans have booked their first trip of 2012.



Q.3 Do you have plans to travel for leisure in 2012? BASE: Total respondents

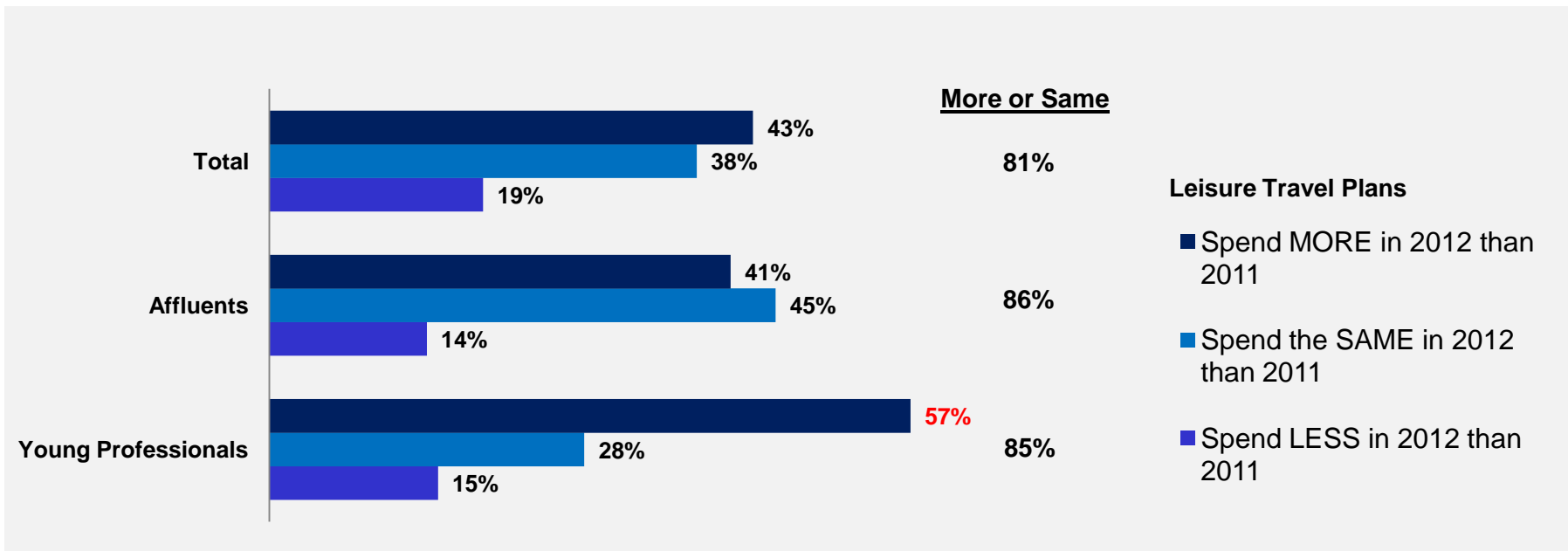
Q.8 Have you planned or booked your first leisure trip of 2012? BASE: Total who have 2012 leisure travel plans

Leisure Travel Plans – Expect to Spend More, Less, or the Same in 2012 vs. 2011



More than eight in ten (81%) who will travel for leisure will *spend more* (43%) or the *same* (38%) on their vacation as they did in 2011.

- Notably, most Young Professionals with leisure travel plans expect to spend *more* on their travels in 2012 than 2011 (57%).



Q.7 Do you plan to spend more, less or the same on leisure travel in 2012 than you did in 2011? BASE: Total who have 2012 leisure travel plans

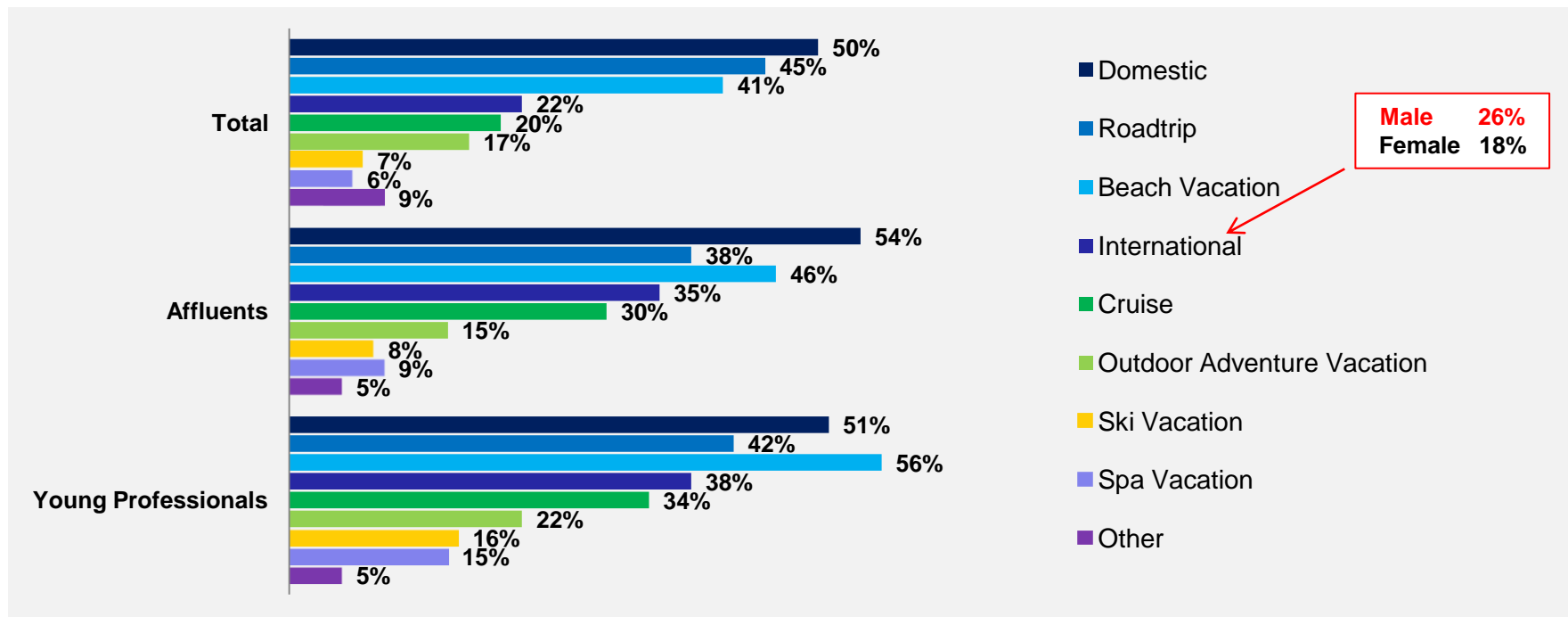


Type of Leisure Travel Planned in 2012



One half (50%) of leisure travelers will travel domestically, followed by more than four in ten with plans for a road trip or beach vacation (45% and 41%, respectively).

- Most Young Professionals with leisure travel plans will set out on a beach vacation this year (56%) and travel domestically (51%).
- More men than women with leisure travel plans will choose an international destination (26% vs. 18%).



Q.4 What type of leisure travel are you most likely to take in 2012? BASE: Total who have 2012 leisure travel plans

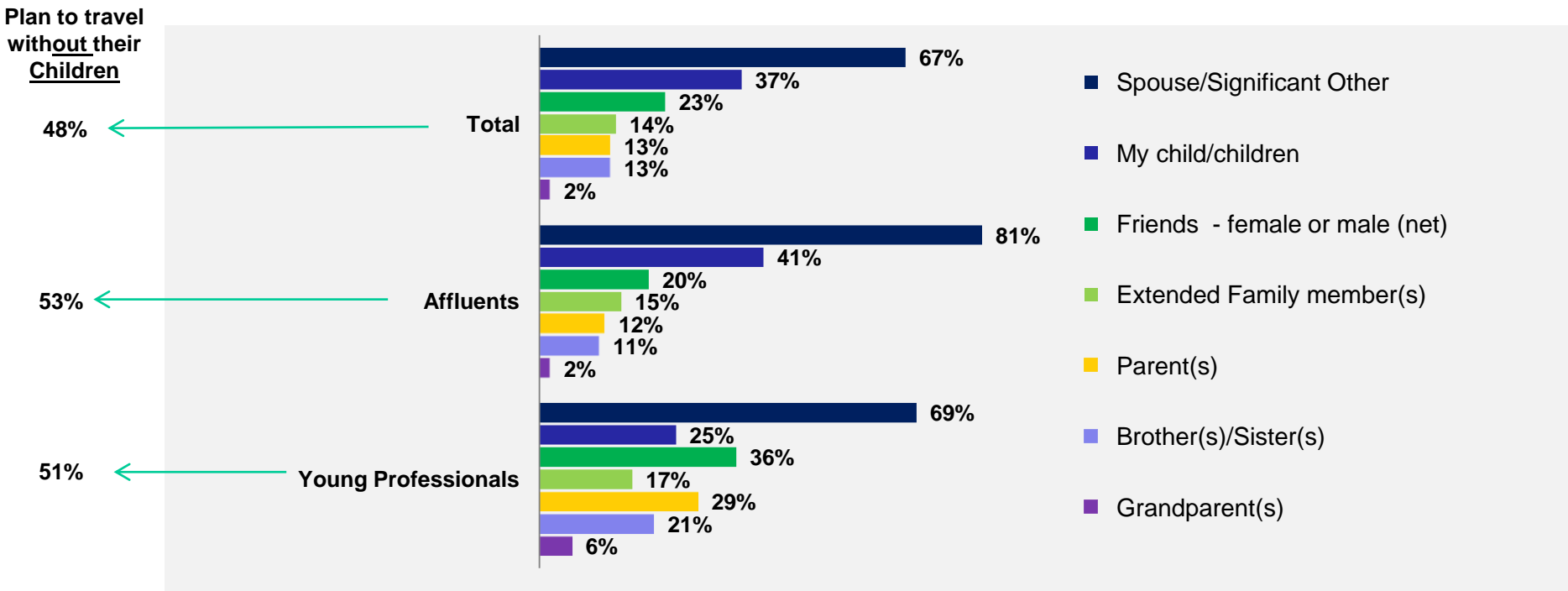


Who will Leisure Travelers Most Likely Travel With in 2012?



More than two thirds (67%) will most likely travel with their spouse or significant other in 2012.

Nearly half with of travelers with children under 18 have plans to travel without their children (48%).



Q.5 In 2012, with whom do you plan to travel for leisure? BASE: Total who have 2012 leisure travel plans

Q.6 Are you planning to travel for leisure in 2012 without your children? BASE: Total who have 2012 leisure travel plans and have children under 18

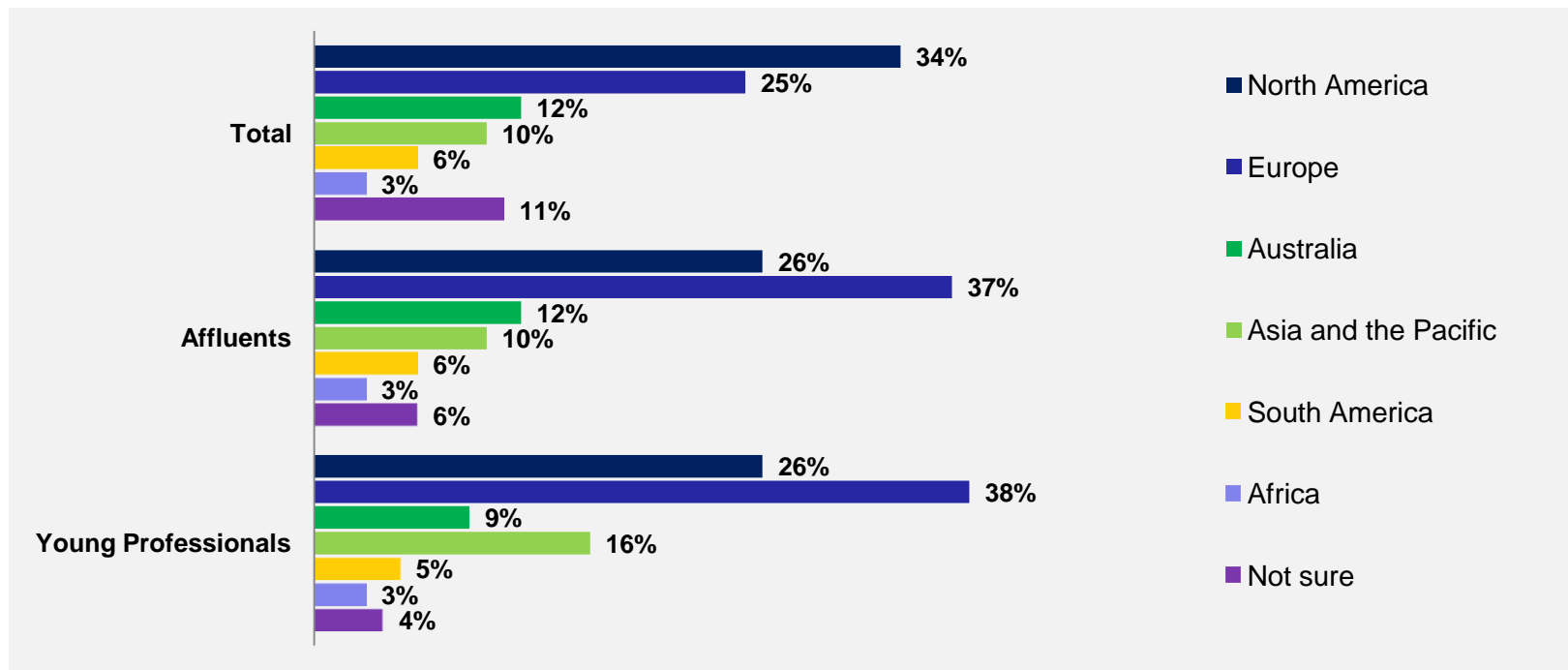


Budget Aside, What is the Region would Most Choose to Travel to in 2012?



Budget aside, one in five (25%) leisure travelers would choose Europe for their 2012 destination.

- More than one third of Young Professionals and Affluents with 2012 leisure travel plans would most choose Europe, budget aside (38% and 37%, respectively).



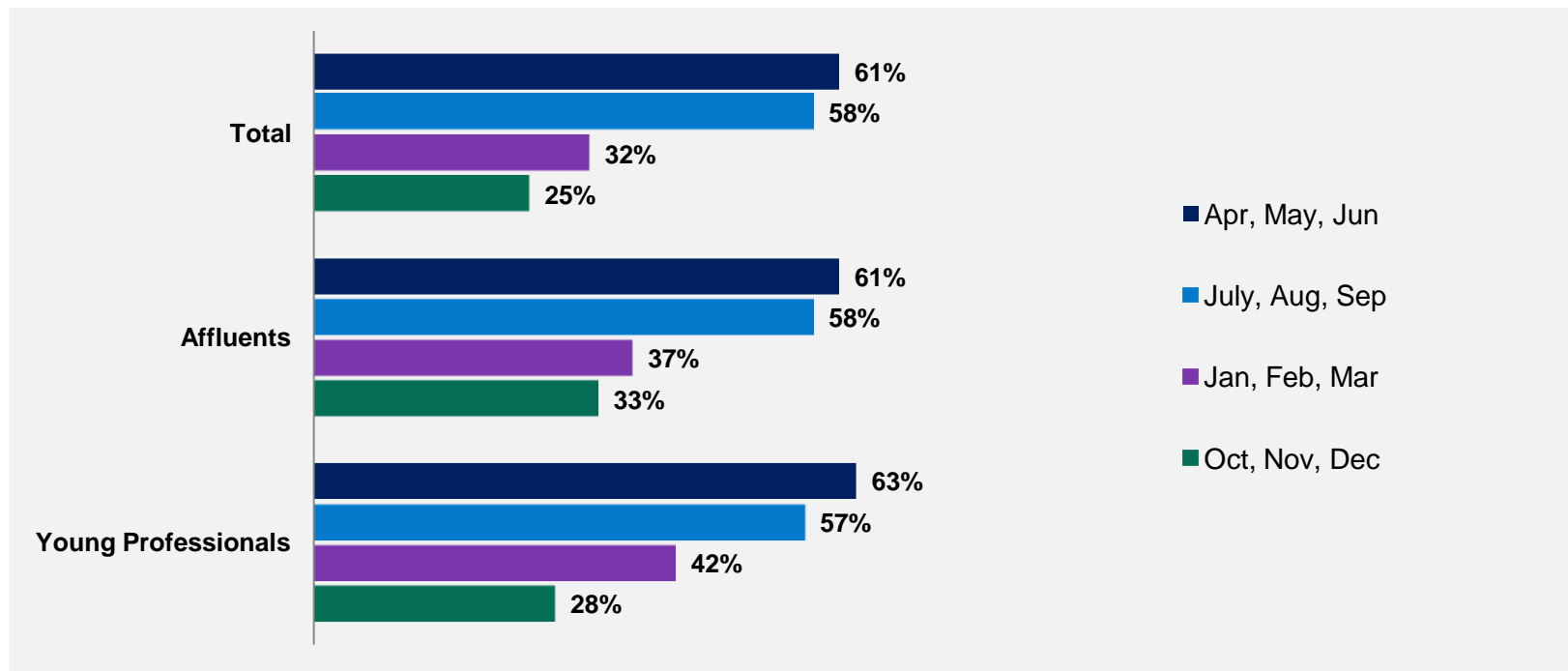
Q.9 Budget aside, if you could travel to only one region in 2012, which would you choose? Total who have 2012 leisure travel plans



Time of Year will Travel for Leisure in 2012



Leisure travelers are most likely to travel over the Spring and Summer months this year (61% and 58%, respectively).



Q.10 In which months are you most likely to travel for leisure in 2012? BASE: Total who have 2012 leisure travel plans

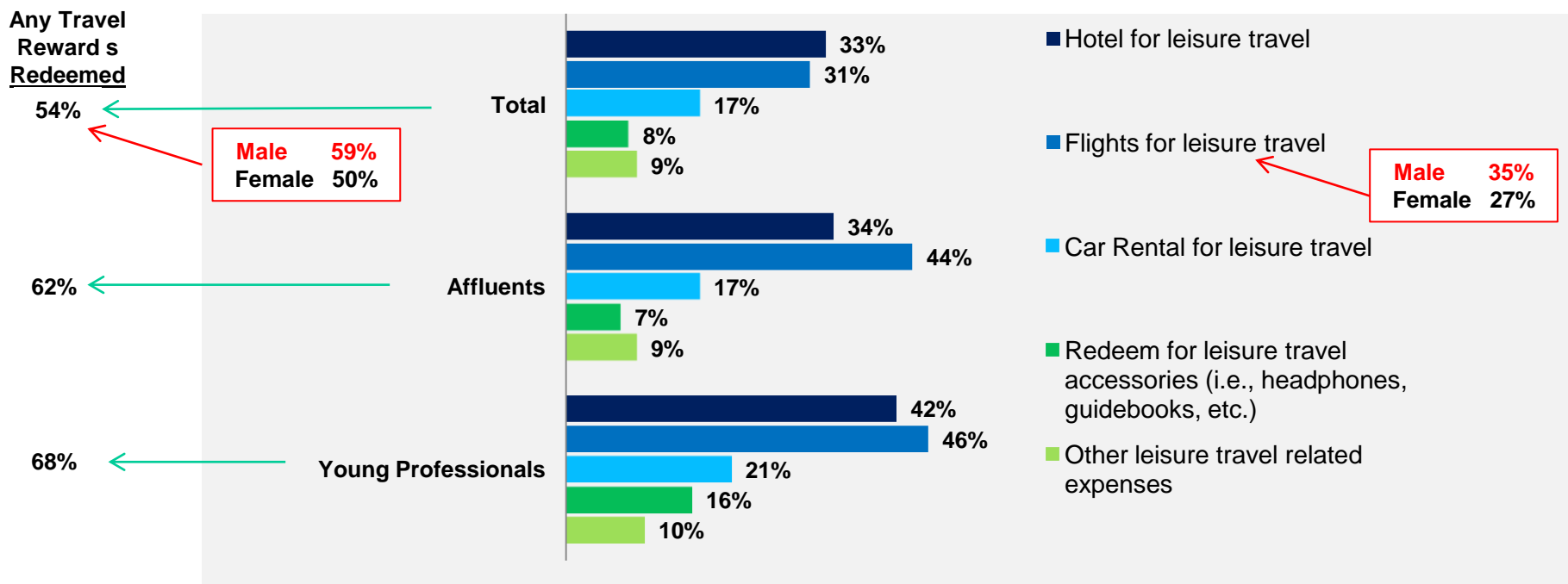


Reward Points Redeemed for Leisure Travel in 2012



Most consumers with leisure travel plans intend to redeem their credit or charge card reward points this year (54%) – such as for hotel (33%) and flights (31%).

- More than four in ten Young Professionals and Affluents with 2012 leisure travel plans are looking to redeem reward points for flights (46% and 44%, respectively). Nearly as many Young Professionals will also redeem for hotel travel (42%).
- More men than women will redeem credit or charge card rewards points for their 2012 leisure travel plans (59% vs. 50%); more than one third (35%) of men say they will redeem for flights (vs. 27% women).



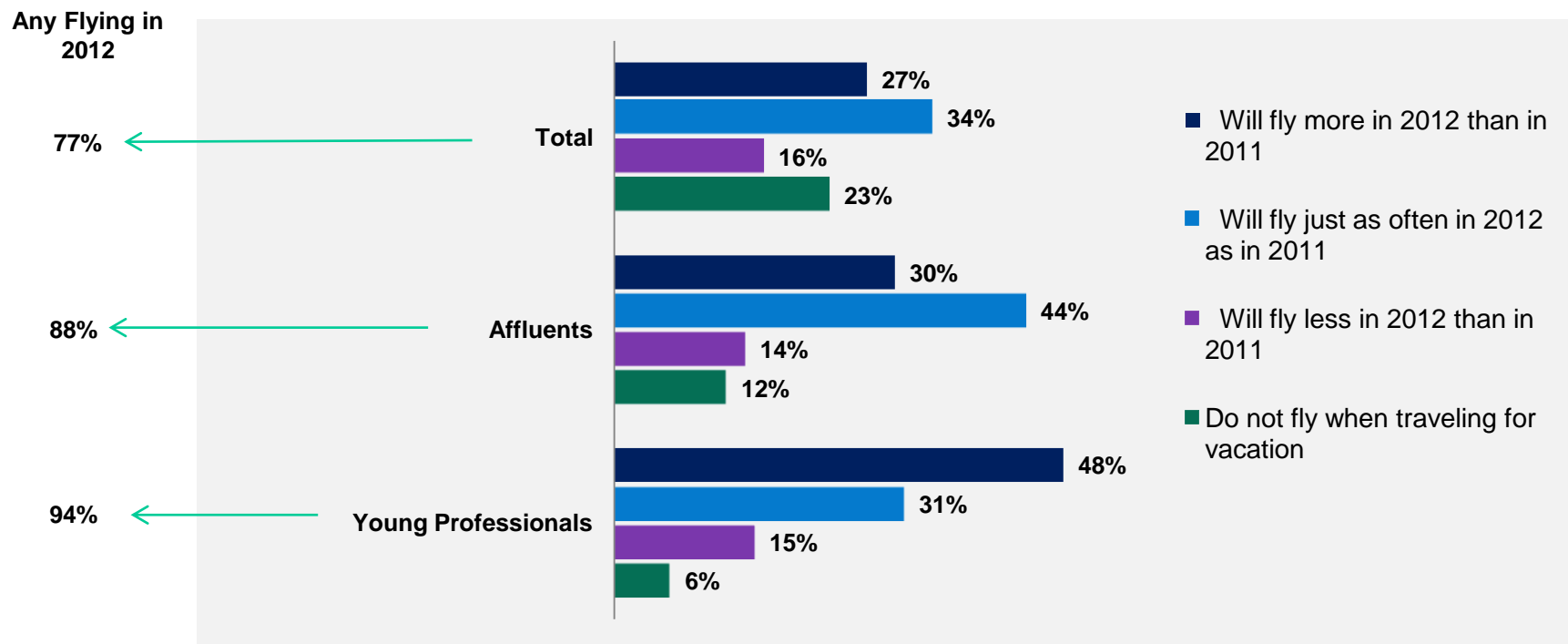
Q.11 For your 2012 leisure travel, which of the following, if any, will you redeem your credit or charge card rewards points? BASE: Total who have 2012 leisure travel plans

Flying Plans for 2012 Leisure Travel



Most consumers with the intent to travel in 2012 say their plans include flying (77%); 27% say they will fly *more* in 2012 than they did last year and more than one-third (34%) will fly just as often as the previous year.

- More than four in ten (48%) Young Professionals with leisure travel plans are looking to fly *more* in 2012 than they did in 2011.



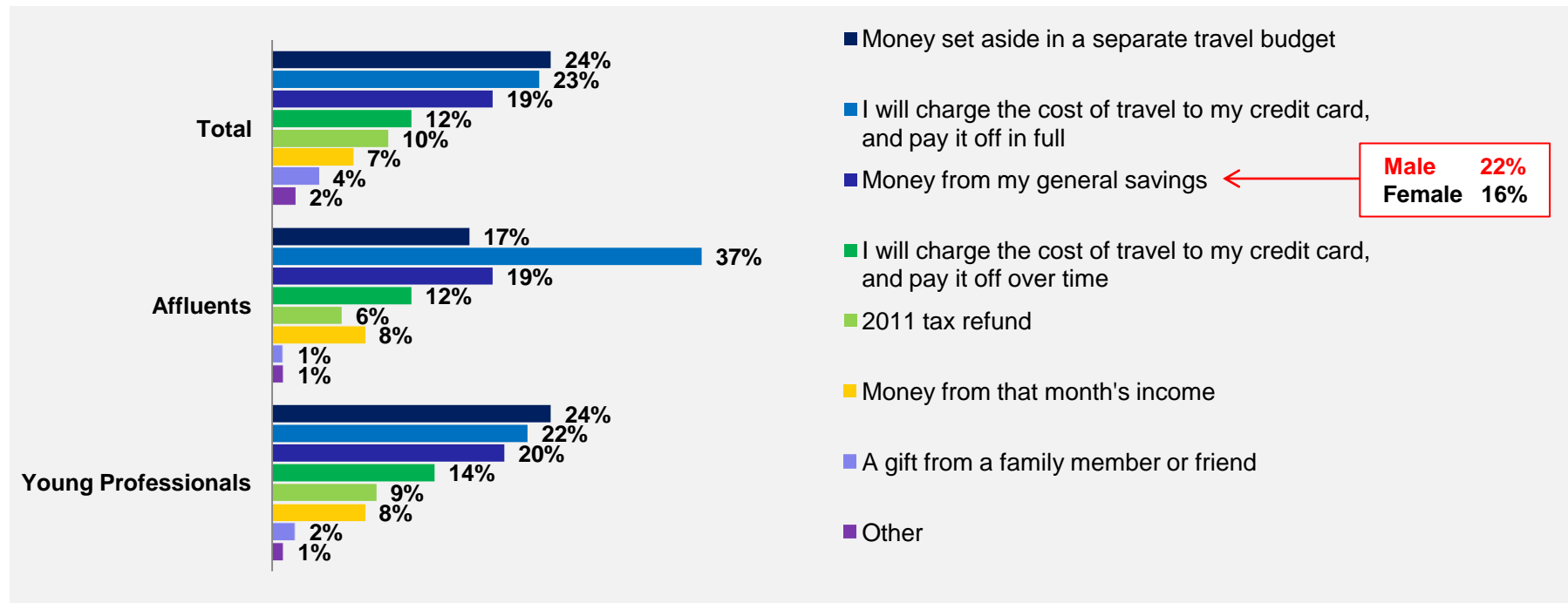
Q.12 Thinking about your leisure travel plans in 2012 - are you planning to fly more, less, or just as often as you did in 2011? BASE: Total who have 2012 leisure travel plans

Primary Source of Payment of 2012 Leisure Travel Plans



About one in four (24%) consumers with plans to travel for leisure in 2012 indicate their primary source of paying for their travel will be the money they have set aside in a separate travel budget; a similar percentage will charge the cost of their travels with the intent to pay it off in full (23%).

- More than one third (37%) of Affluents with plans to travel for leisure in 2012 will primarily pay by charging the cost of the trip with the intent to pay it off in full.
- More than one in five (22%) men say their primary source of payment will be from their general savings (vs. 16% among women).



Q.13 When it comes time to pay for your leisure travel in 2012, what will be your primary source of payment? BASE: Total who have 2012 leisure travel plans

January Spending and Saving

2012 SAVINGS INTENTIONS AND FINANCIAL GOALS

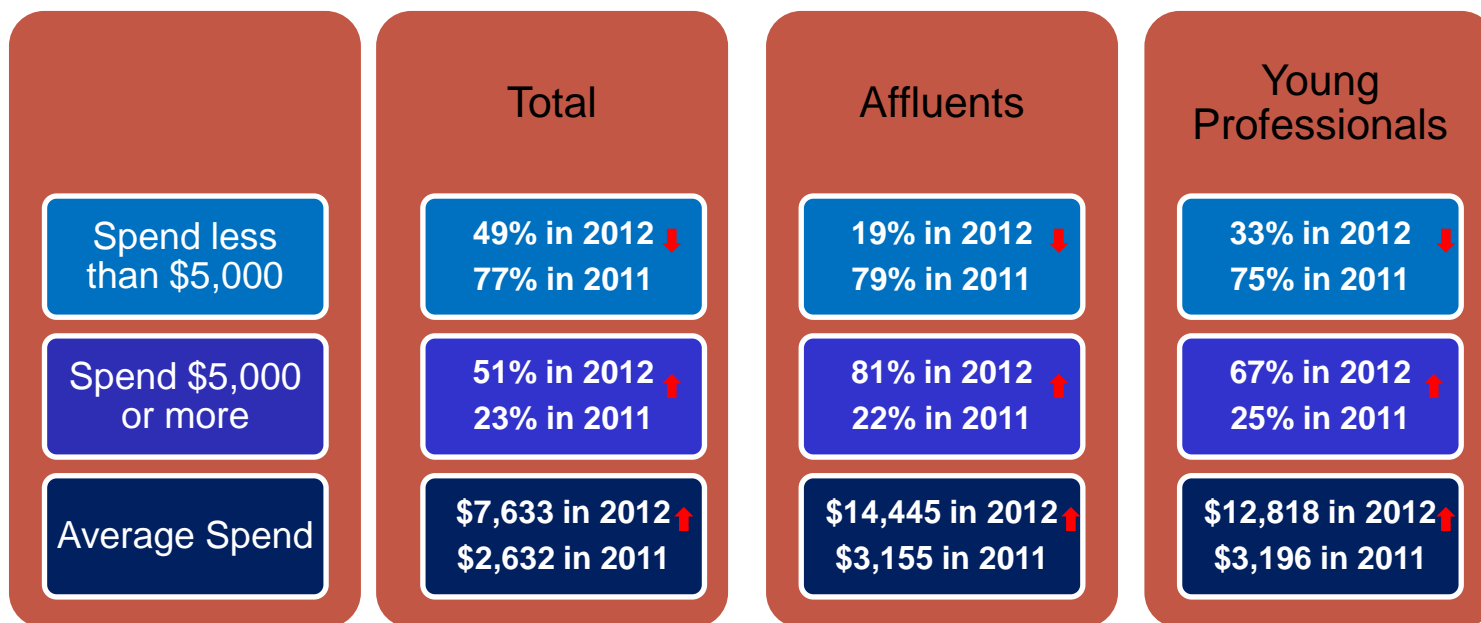
2012 Savings Goal versus 2011



Consumers have bigger savings intentions in 2012 than they planned for in 2011.

Consumers planning to save in 2012 are aiming for \$7,633 versus their previous goal of just \$2,632 in 2011, on average.

- Affluents and Young Professionals are also aiming their savings goals higher this year – with an average savings goal of \$14,445, and \$12,818, respectively, versus less than \$3,500 set in 2011, on average.



Q.20 Thinking about your savings goal for 2012 - what is the total amount of money you would like to save in 2012? BASE: Total have a savings strategy

↑ ↓ Significantly higher / lower in 2012 versus 2011



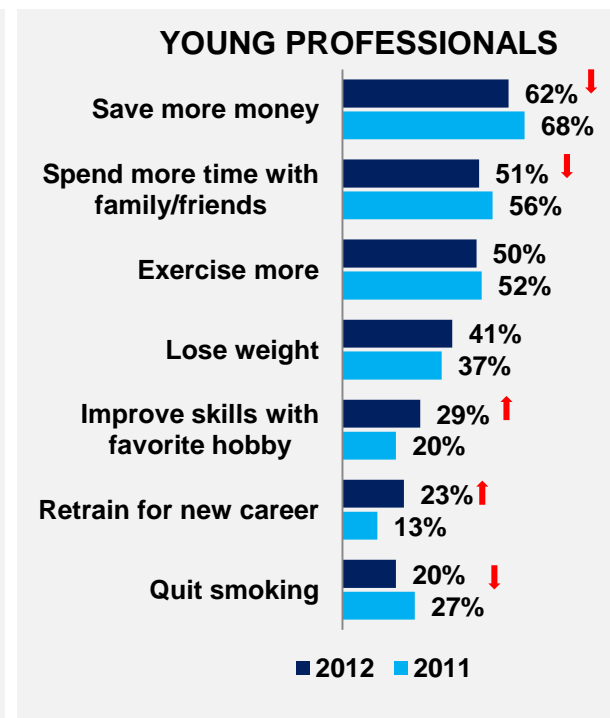
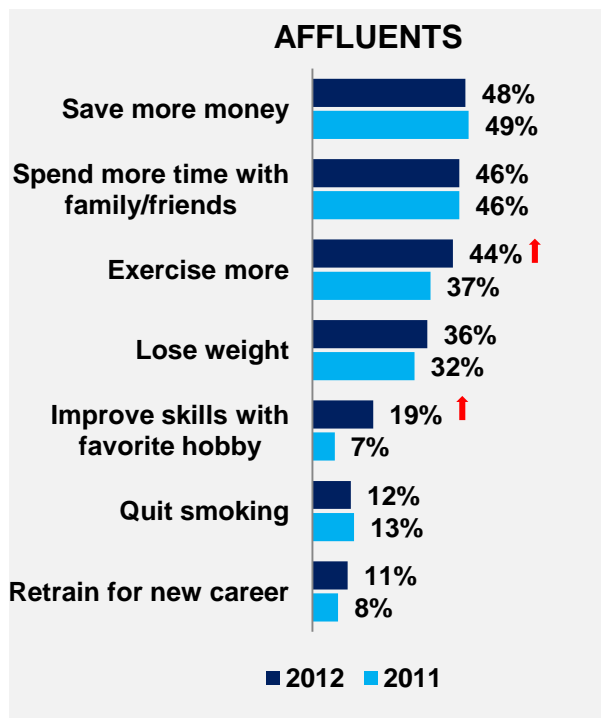
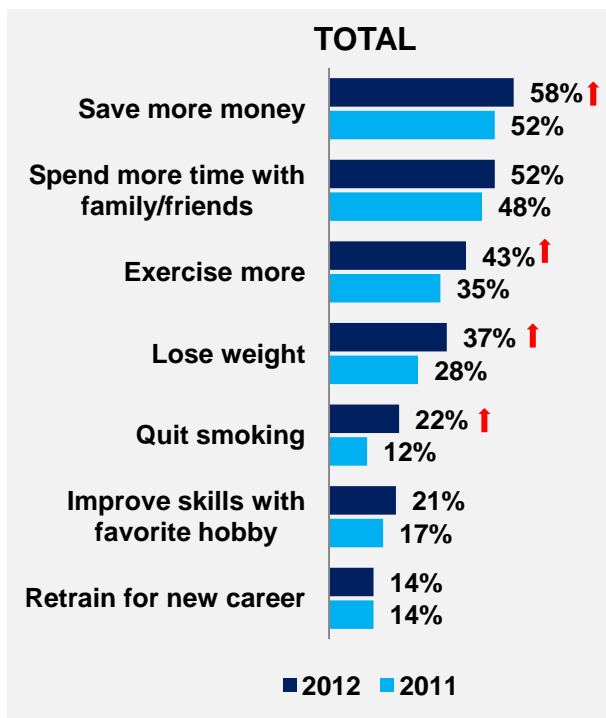
2012 Saving and Spending Intentions versus 2011



Saving more money and spending more time with family / friends are again the top most important issues starting the new year.

Notably, consumers among the general population are looking to improve their well-being by exercising more, losing weight, and quit smoking – all significantly higher from the previous year.

- Affluents indicate stronger intentions to exercise more and improve skills with their favorite hobby.
- Fewer Young Professionals prioritize saving, and spending more time with family/ friends, and quit smoking, but more will improve skills for their favorite hobby and retrain for a new career.



Q.16a-g(1) Next, rate the following issues on how important they are to your 2012 intentions.
 Results shown are ratings of "very important"
 BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011

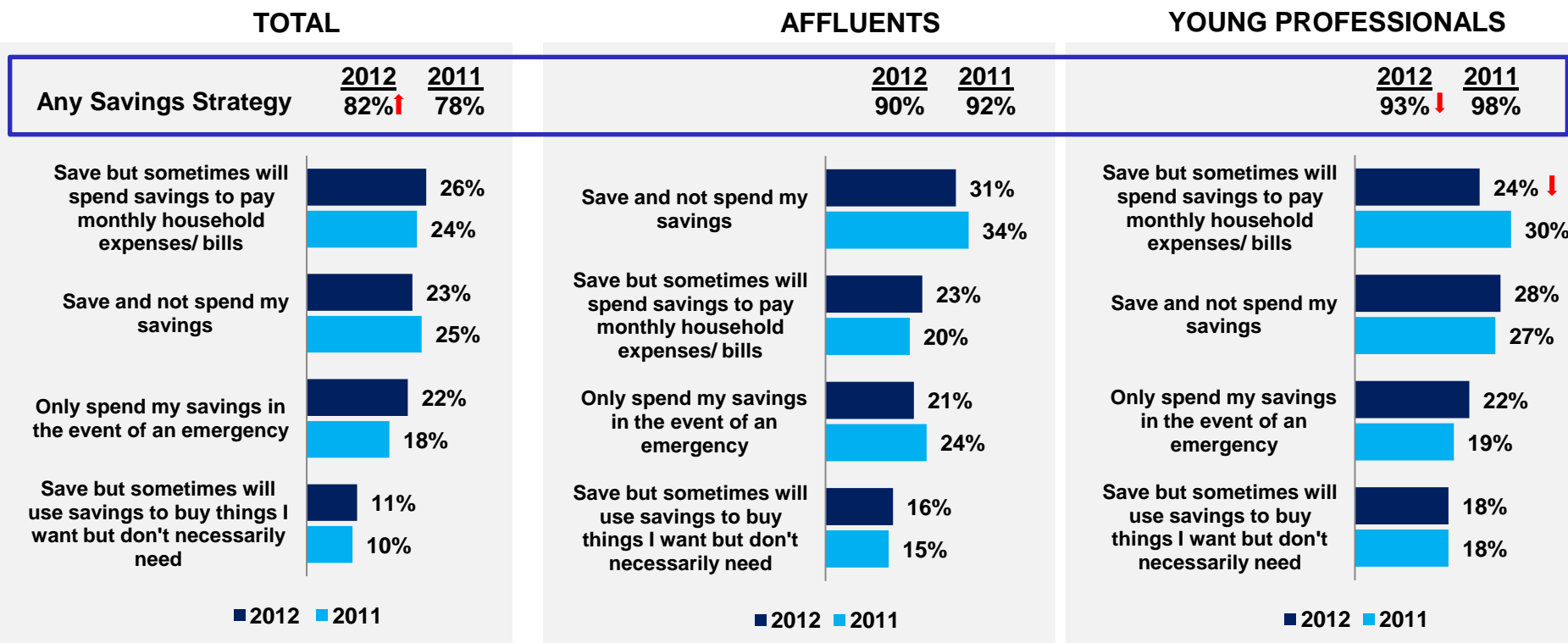


2012 Savings Strategy versus 2011



Consumers among the general population are more likely to set a savings strategy in 2012 than this past year; more than one in four (26%) will save but sometimes spend to pay for their monthly household bills.

- More than nine in ten Young Professionals have a savings strategy, however fewer Young Professionals than last year (93% vs. 98%). Fewer Young Professionals in 2012 than 2011 will save but sometimes spend on monthly household bills (24% vs. 30%).



Q.18 Which of the following best describes your savings strategy for 2012?

BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011

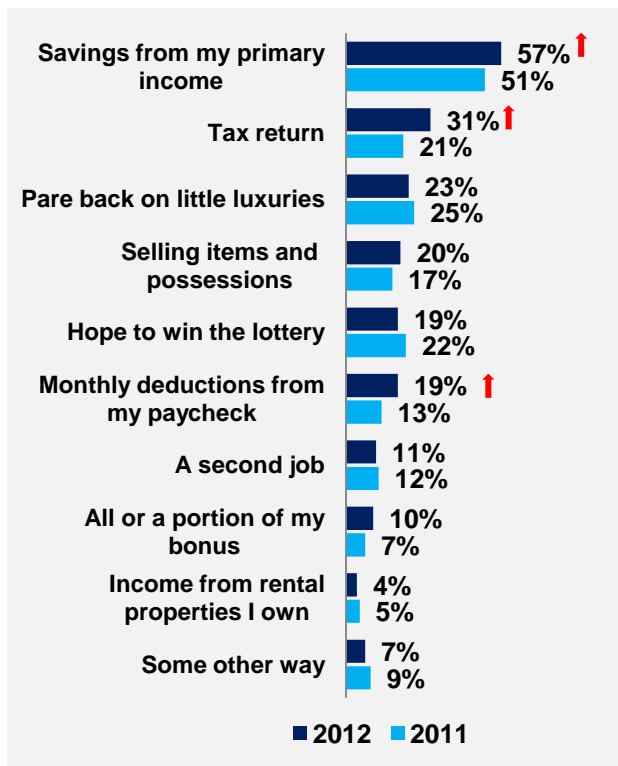


Plans to Reach 2012 Savings Strategy versus 2011

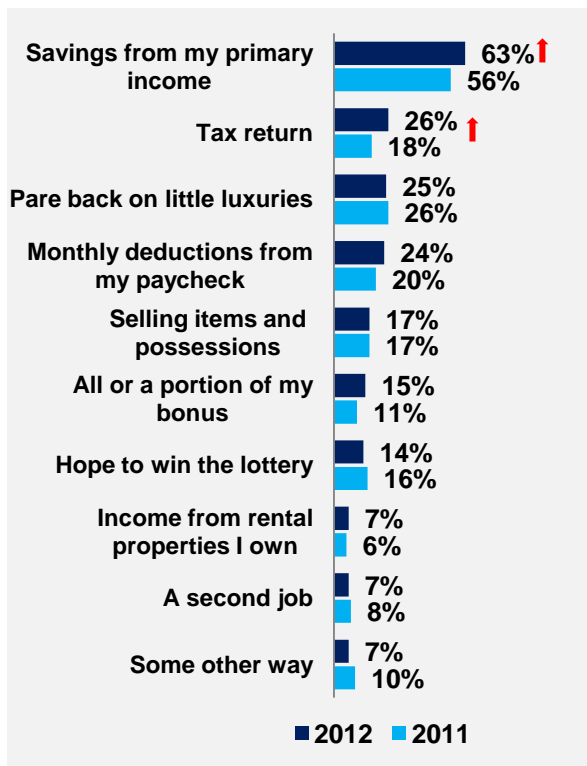


More than one half of consumers among the general population say their strategy to saving is their primary income (57% - up from 51% last year), followed by more consumers who will also save their tax return in 2012 (31% - up from 21% last year).

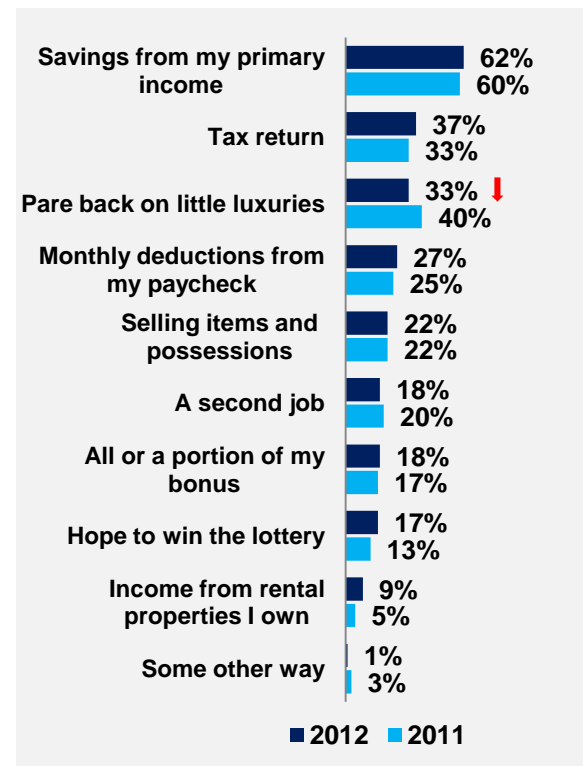
TOTAL



AFFLUENTS



YOUNG PROFESSIONALS



Q.19 Which of the following describes how you plan to reach your savings goal in 2012? BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011



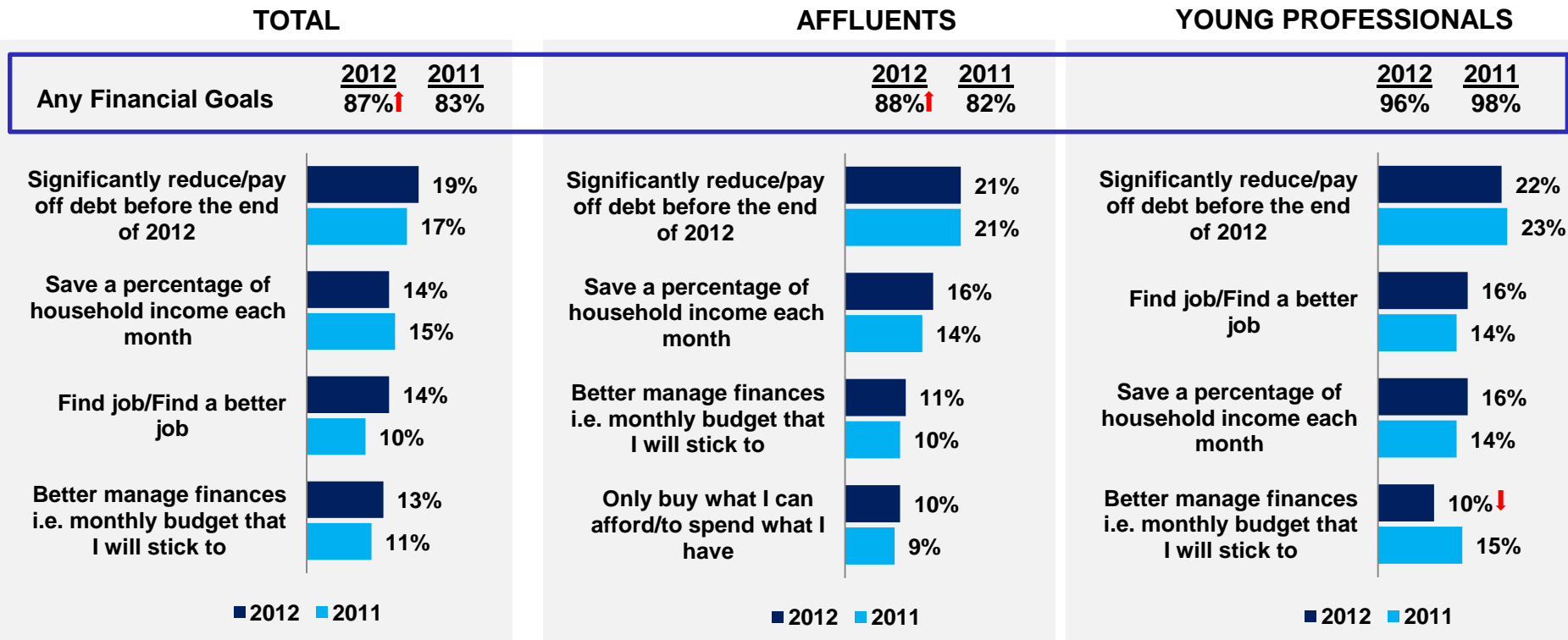
Leading Financial Goals in 2012 versus 2011



In 2012, compared to 2011 consumers among the general population and Affluents are more likely to set a financial goal. Virtually all Young Professionals continue to set financial goals.

Significantly reducing debt and saving a percentage of household income continue to be the top financial goals among consumers.

- In 2012, fewer Young Professionals are looking to set a goal of better managing finances (10% vs. 15%).



Q.17 Next, please complete the following sentence: In 2012, my top financial goal is...(shown above are top 4 out of 8 financial goals rated – top 4 varies per total, Affluents, and Young Professionals). BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011



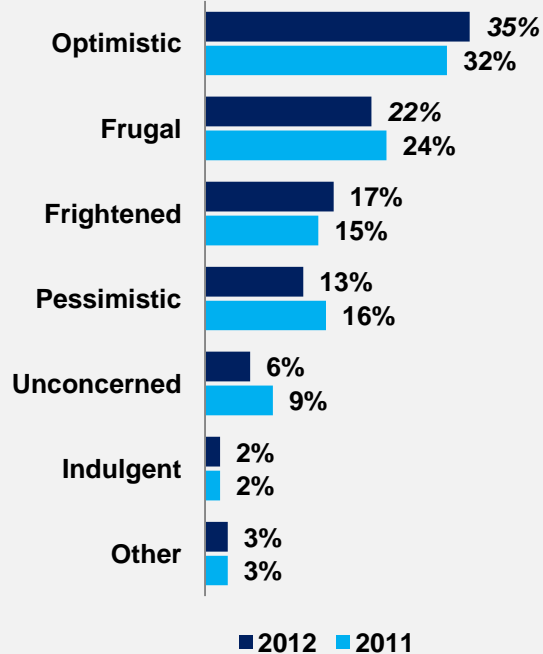
2012 Financial State of Mind versus Last Year



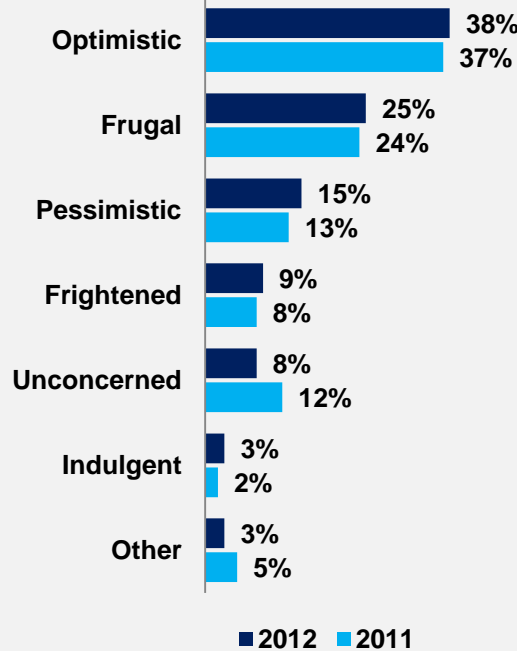
More than one third (35%) of consumers among the general population are optimistic about their 2012 finances (vs. 32% in 2011), followed by more than one in five (22%) consumers with a frugal mindset (vs. 24% in 2011).

- About one half (49%) of Young Professionals are optimistic about their financial state in 2012 (up from 44% in 2011).

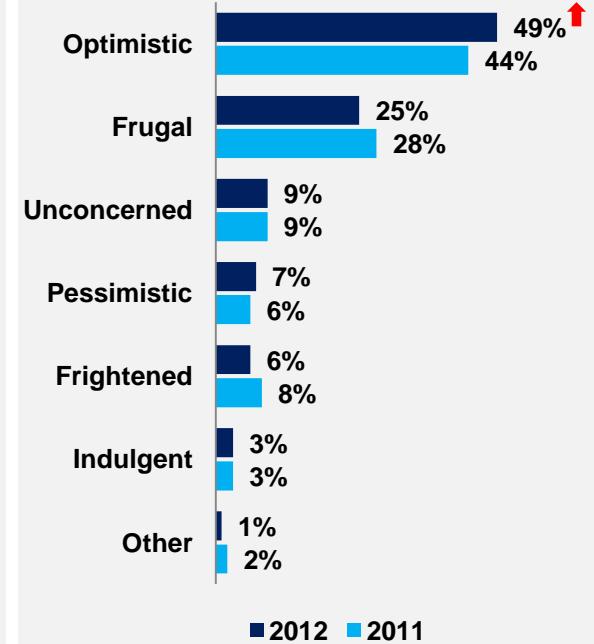
TOTAL



AFFLUENTS



YOUNG PROFESSIONALS



Q.22 If you had to choose one word to describe your financial state of mind for 2012, which of the following would it be? BASE: Total respondents

↑ ↓ Significantly higher / lower in 2012 versus 2011

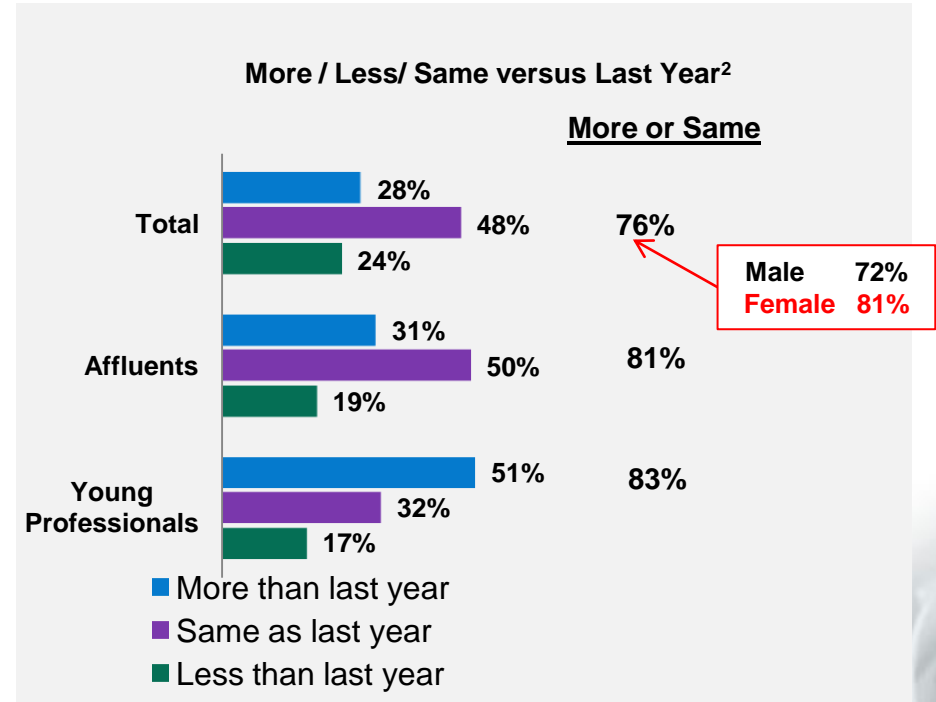
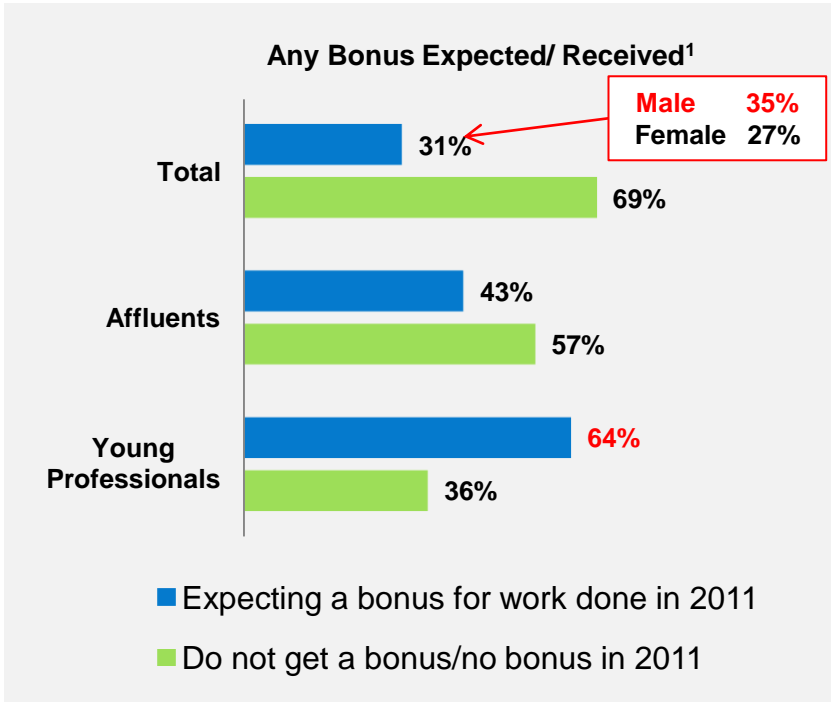


Bonus Expected or Received for 2011 Work



Three in ten (31%) consumers among the general population have received or will receive a bonus from their employer for the work they completed in 2011; among those consumers more than one in four (28%) say this bonus is more than last year.

- The majority (64%) of Young Professionals are expecting (or have received) a bonus from their employer for 2011 work; over half (51%) of them say the bonus is more than they received last year.
- More men than women are expecting a bonus (or have received) from their employer (35% vs. 27%); more women than men, however, say their bonus is *more or the same* as last year (81% vs. 72%).



Q.1 If you are expecting a bonus from your employer for work done in 2011, do you expect it to be more, less or the same as 2011?

1 - BASE: Total respondents

2 - BASE: Total who received or will receive bonus for work done in 2011

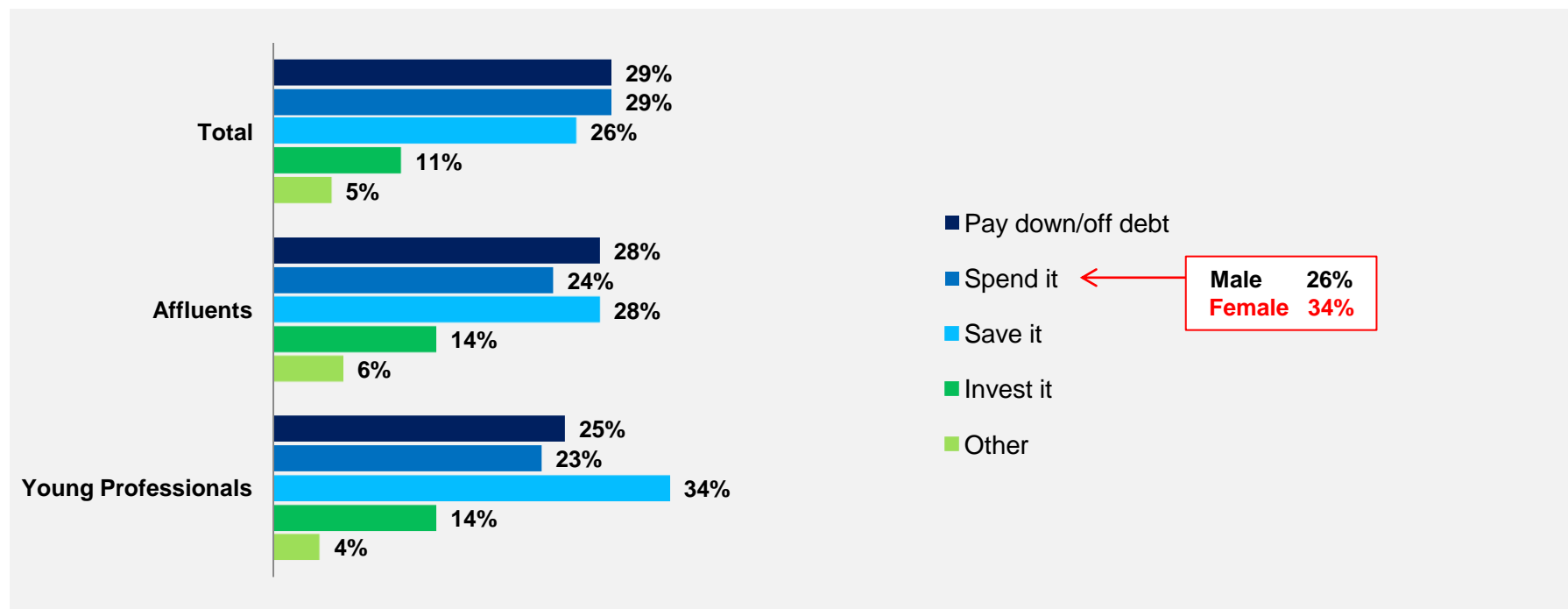


Allocation of Bonus for Work Done in 2011



Consumers expecting (or have received) a bonus for work completed in 2011 will equally allocate their bonus to paying down debt as they will spend it (29% each).

- Affluents expecting a bonus will equally **save it** as they will **pay down debt** (28% each).
- Young Professionals are more likely to prioritize saving (34%) their bonus they expect than to pay down debt (25%) or spend it (23%).
- More women than men will spend their bonus (34% vs. 26%).



Q.2 How do you plan to allocate the bonus you received or will receive for work done in 2011? Total who received or will receive bonus for work done in 2011