

Survey Name: MidYear 2010 Saving and Purchasing Survey

Jul 09, 2010

TextBlock:

Saving


With the savings you currently have, how long could you cover essential expenses if you were to lose your job/source of income?

Answer	0%	100%	Number of Response(s)	Response Ratio
0 months			1505	25.8 %
1-3 months			1397	24.0 %
3-6 months			842	14.4 %
6-12 months			703	12.0 %
More than 1 year			1318	22.6 %
No Response(s)			47	<1 %
Totals			5812	100%

Have you set a savings goal for this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			3029	52.1 %
No			2710	46.6 %
No Response(s)			73	1.2 %
Totals			5812	100%







If yes, do you think you will achieve your savings goal this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2222	38.2 %
No			1994	34.3 %
No Response(s)			1596	27.4 %
Totals			5812	100%


TextBlock:

Purchasing


Which of the following, if any, are you planning on purchasing by the end of the year? Please select all that apply.

Answer	0%	100%	Number of Response(s)	Response Ratio
Boat or RV			62	1.0 %
Car			704	12.2 %
Household appliance or electronics			972	16.9 %
Home renovation			1058	18.4 %
None of the above			3165	55.2 %
Other			469	8.1 %
Totals			5732	100%

This year, approximately how much do you anticipate spending on all of the large purchases you selected above?

Answer	0%	100%	Number of Response(s)	Response Ratio
Not planning a large purchase			2944	50.6 %
Less than \$1,000			495	8.5 %
\$1,000 - \$5,000			931	16.0 %
\$5,000 - \$10,000			460	7.9 %
\$10,000+			816	14.0 %
No Response(s)			166	2.8 %
Totals			5812	100%


Which method of payment will you use to pay for the majority of your large purchases this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
Cash from savings			2654	45.6 %
Loan from financial institution			974	16.7 %
Credit card			1084	18.6 %
No Response(s)			1100	18.9 %
Totals			5812	100%

TextBlock:

Personal Financial Outlook

Do you think you will be in better financial shape a year from now?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			3025	52.0 %
No			960	16.5 %
I don't know			1755	30.1 %
No Response(s)			72	1.2 %
Totals			5812	100%

Which of the following best describes the age at which you are currently planning to retire?

Answer	0%	100%	Number of Response(s)	Response Ratio
Never			322	5.5 %
50 or earlier			184	3.1 %
51-55			346	5.9 %
56-60			845	14.5 %
61-65			1704	29.3 %
66-70			1406	24.1 %
71 or older			725	12.4 %
No Response(s)			280	4.8 %
Totals			5812	100%

How, if at all, has your planned retirement age changed in the last two years?

Answer	0%	100%	Number of Response(s)	Response Ratio
I am now planning to retire at a younger age.			271	4.6 %
I am still planning to retire at the same age.			2739	47.1 %
I am now planning to retire at an older age.			2161	37.1 %
No Response(s)			641	11.0 %
Totals			5812	100%

Are you in better financial shape now than your parents were at your age?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes			2952	50.7 %
No			1606	27.6 %
I don't know			1185	20.3 %
No Response(s)			69	1.1 %
Totals			5812	100%

TextBlock:

Holiday Spending

Please choose the answer that best represents your holiday gift-giving plans.

Answer	0%	100%	Number of Response(s)	Response Ratio
I plan on spending more this holiday season than last year.			167	2.8 %
I plan on spending about the same this holiday season as last year.			3016	51.8 %
I plan on spending less this holiday season than last year.			2526	43.4 %
No Response(s)			103	1.7 %
Totals			5812	100%

What is your budget for gift-giving this holiday season?

Answer	0%	100%	Number of Response(s)	Response Ratio
Less than \$100			935	16.0 %
\$100 - \$500			2505	43.1 %
\$500 - \$1,000			1641	28.2 %
\$1,000+			628	10.8 %
No Response(s)			103	1.7 %
Totals			5812	100%



Which statement best describes your plans to pay for your holiday purchases this year?

Answer	0%	100%	Number of Response(s)	Response Ratio
I plan on paying with savings from a Christmas Club account.			282	4.8 %
I plan on paying all or mostly by credit card.			983	16.9 %
I plan on paying all or mostly by cash.			4433	76.2 %
No Response(s)			114	1.9 %
Totals			5812	100%




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Demographic Information Finally, please provide us with the information below to help us analyze our results:

Age group

Answer	0%	100%	Number of Response(s)	Response Ratio
Under 18			2	<1 %
18-24			85	1.4 %
25-34			450	7.7 %
35-44			978	16.8 %
45-54			1645	28.3 %
55-64			1598	27.4 %
65+			995	17.1 %
No Response(s)			59	1.0 %
Totals			5812	100%

Gender

Answer	0%	100%	Number of Response(s)	Response Ratio
Male			2648	45.5 %
Female			3085	53.0 %
No Response(s)			79	1.3 %
Totals			5812	100%

ZIP code

5640 Response(s)