

Money Saving & Spending Trends For 2018 Survey

Collection Period: March 13-19, 2018

Respondents: 3,010

Q1. On average, how often do you look for a coupon or money saving offer before you shop:

Answer Choices	Responses	
Always (100%)	41.30%	1243
Most of the time (80%)	40.33%	1214
More often than not (60%)	10.30%	310
Sometimes (40%)	7.04%	212
Only on big purchases (20%)	0.70%	21
Never (0%)	0.33%	10
	Answered	3010
	Skipped	0

Q2. Where do you typically look for savings (check all that apply):

Answer Choices	Responses	
Print ads (newspaper / local magazine)	52.92%	1593
Store's website (ads / promotions)	69.27%	2085
Online apps (coupon browser extensions)	58.11%	1749
Mobile apps (coupon, deal, or cash back apps)	49.34%	1485
Coupon websites	61.86%	1862
Cash back or deal websites	53.39%	1607
Gift Card Granny	66.58%	2004
	Answered	3010
	Skipped	0

Q3. Have you ever used a card linked offer (opened a store credit card to save money / earn points for purchase)?

Answer Choices	Responses	
Yes	69.14%	2081
No	30.86%	929
	Answered	3010
	Skipped	0

Q4. Do you have a rewards credit card where you earn cash back on purchases?

Answer Choices	Responses	
Yes, I earn up to 5%	40.20%	1210
Yes, I earn up to 3%	24.42%	735
Yes, I earn up to 1%	12.23%	368
No	23.16%	697
	Answered	3010
	Skipped	0

Q5. How much cash back do you earn in a year with your rewards credit card(s)?

Answer Choices	Responses	
Less than \$1,000	78.51%	1808
\$1,000-\$2,000	15.85%	365
\$2,000-\$5,000	4.39%	101
\$5,000-\$10,000	0.83%	19
More than \$10,000	0.43%	10
	Answered	2303
	Skipped	707

Q6. Describe your current attitude towards saving:

Answer Choices	Responses	
I am happy with the amount of money I save	27.13%	798
I could do a better job of saving more money	68.00%	2000
I can't afford to save money	4.56%	134
I don't need to save money (saving is for the birds)	0.31%	9
	Answered	2941
	Skipped	69

Q7. What are you currently saving for (check all that apply)?

Answer Choices	Responses	
Home	28.09%	826
Wedding	6.02%	177
College fund (self)	5.44%	160
College fund (for your child)	15.13%	445
New car	21.39%	629
Second home	4.69%	138
Boat	1.50%	44
Retirement	46.51%	1368
Vacation	45.39%	1335
Rainy day / emergency fund	60.08%	1767
	Answered	2941
	Skipped	69

Q8. Expenses that reduce my desired savings include (check all that apply):

Answer Choices	Responses	
Student loans	18.77%	552
Credit card debt	37.27%	1096
Kid(s) / daycare	16.90%	497
Medical expenses	38.69%	1138
Pet(s)	22.07%	649
Car payment	31.86%	937
Home mortgage	37.78%	1111
Unemployment	13.12%	386
	Answered	2941
	Skipped	69

Q9. Who taught you how to save money (check all that apply)?

Answer Choices	Responses	
Mom	44.81%	1318
Dad	32.64%	960
Grandpa	5.00%	147
Grandma	8.26%	243
Significant other	9.96%	293
Sibling	3.47%	102
Friend	8.74%	257
Financial advisor	7.48%	220
The Internet	21.25%	625
TV	4.39%	129
Books	12.34%	363
No one, I figured it out on my own	40.87%	1202
	Answered	2941
	Skipped	69

Q10. What, if any, money saving mobile apps do you use?

Answer Choices	Responses	
Qapital	1.39%	41
Acorn	4.86%	143
Digit	1.56%	46
Chime	1.50%	44
Any kind of mobile wallet (including online banking)	28.26%	831
None	66.95%	1969
	Answered	2941
	Skipped	69

Q11. What percent of your paycheck do you save a month?

Answer Choices	Responses	
0%	20.30%	588
3-5%	32.52%	942
6-10%	18.71%	542
More than 10%	15.77%	457
More than 20%	12.70%	368
	Answered	2897
	Skipped	113

Q12. My current investment strategy includes (check all that apply):

Answer Choices	Responses	
Savings account	77.25%	2238
Retirement fund (401k, Roth IRA, etc)	63.31%	1834
Stocks	31.27%	906
Bonds	12.39%	359
CDs	11.98%	347
Mutual funds	23.13%	670
Cryptocurrencies (example: Bitcoin)	5.11%	148
Real estate investments	13.39%	388
College savings fund	9.91%	287
Side job (to earn more money)	0.00%	0
	Answered	2897
	Skipped	113

Q13. How much money do you contribute to your retirement of the maximum eligible amount (up to \$18,000/yr)?

Answer Choices	Responses	
Less than 50%	70.42%	350
About 50%	9.66%	48
More than 50%	8.25%	41
100%	11.67%	58
	Answered	497
	Skipped	2513

Q14. I spend the most money on:

Answer Choices	Responses	
Dining out	12.89%	370
Entertainment (going out)	3.76%	108
Clothing	3.31%	95
Shoes	0.66%	19
Vacations	7.00%	201
Jewelry	0.35%	10
Kid(s) (including education)	8.19%	235
Household expenses (including groceries)	54.63%	1568
Car(s)	3.76%	108
Home improvements	5.44%	156
	Answered	2870
	Skipped	140

Q15. How much money do you (and your family) spend dining out in a given week?

Answer Choices	Responses	
\$0	11.01%	316
\$25-\$100	67.35%	1933
\$101-\$250	17.46%	501
\$251-\$99	2.54%	73
\$500 or above	1.64%	47
	Answered	2870
	Skipped	140

Q16. How old are you?

Answer Choices	Responses	
Under 18	0.28%	8
18 - 24	4.44%	126
25 - 34	18.78%	533
35 - 44	20.16%	572
45 - 54	20.51%	582
55 - 64	20.40%	579
65 or older	13.35%	379
Prefer not to say	2.08%	59
	Answered	2838
	Skipped	172

Q17. Do you work more than one job?

Answer Choices	Responses	
Yes	13.91%	394
No	58.23%	1649
I don't work any (retired or unemployed)	27.86%	789
	Answered	2832
	Skipped	178

For press inquiries, please contact PR@GiftCardGranny.com