

# American Express Spending & Saving Tracker



## *2014 Real Estate Rebound*

Prepared by:



Data-driven insights

# Research Method

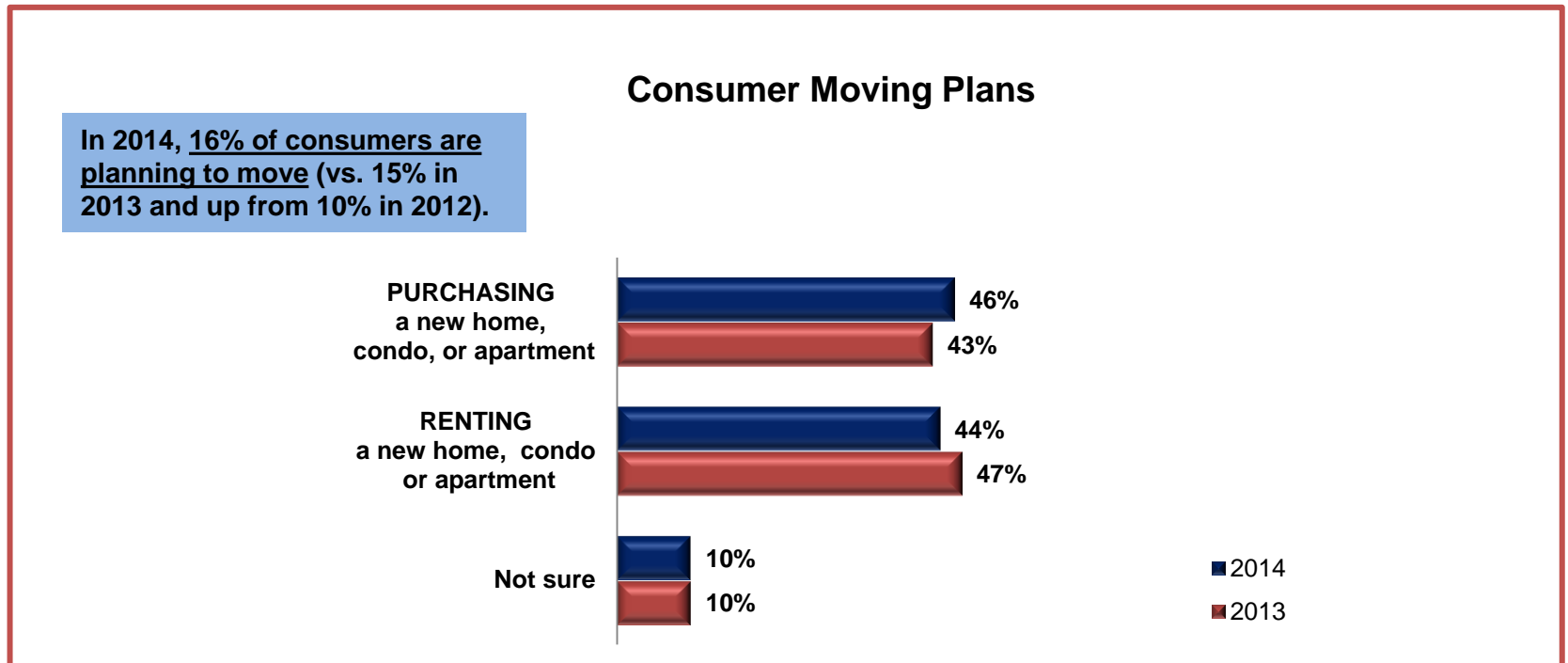
The **American Express Spending & Saving Tracker** research was completed online among a random sample of 1,503 adults, including the general U.S. population, as well as an Affluent demographic, defined as having a minimum annual household income of \$100,000, and homeowners.

Interviewing was conducted by **Ebiquity**, formerly Echo Research between February 12 – 14, 2014.

Overall the results have a margin of error of  $\pm 2.5$  (total) and  $\pm 3.0$  (homeowners) percentage points at the 95% confidence level.

# Consumer Plans to Move are on the Rise

Just under one in five (16%) consumers plan to move (up from 10% in 2012). Among those with moving plans, buying now outweighs renting in 2014 (46% vs. 44%) – but fewer had planned to buy a new home vs. rent in 2013 (43% vs. 47%).



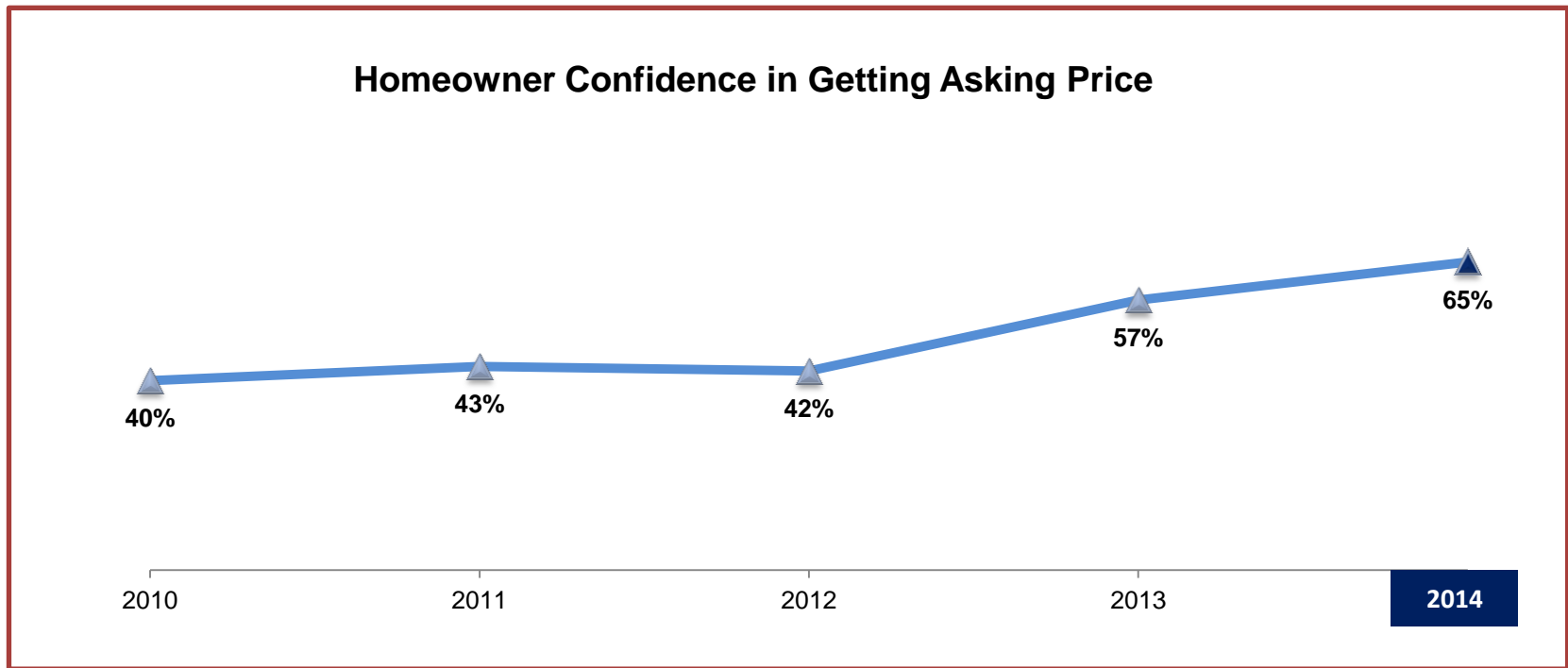
Q. Are you planning on moving to a new home, condo or apartment in 2014? Base: Total Respondents

Q. Which of the following describes your moving plans in 2014?

BASE: Total planning to move to a new home, condo or apartment in 2014

# Homeowner Confidence Reaches a Four Year High

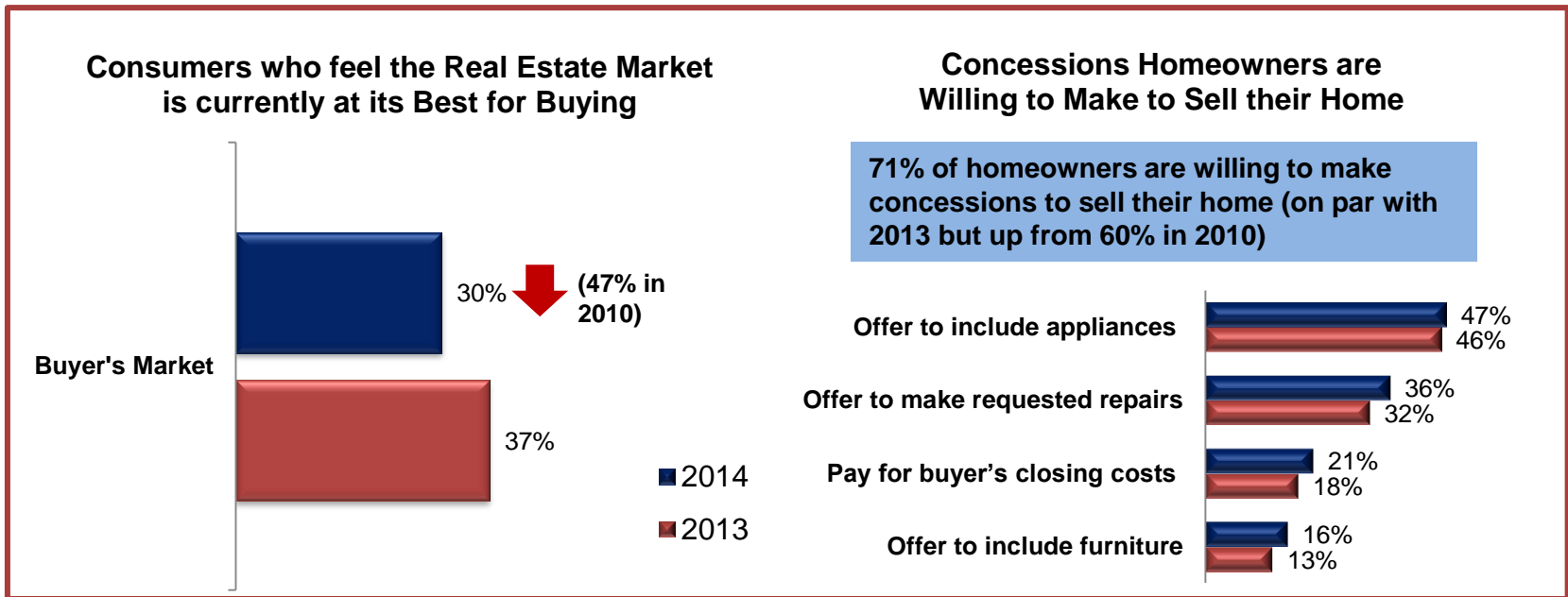
About two-thirds (65%) of homeowners say they are confident they would get the asking price for their home if they were to put it on the market today (up from 40% in 2010).



# Homeowners are Willing to Make Concessions In Order to Sell their Home in the Current Real Estate Market

Other than adjusting the price, seven in ten (71% - up from 60% in 2010) homeowners are willing to make concessions in order to sell their home in today's real estate market, such as offering to include appliances (47% vs. 46% in 2013).

Overall, fewer consumers feel the current state of the real estate market is at its best for buying (30%, down from 47% in 2010).

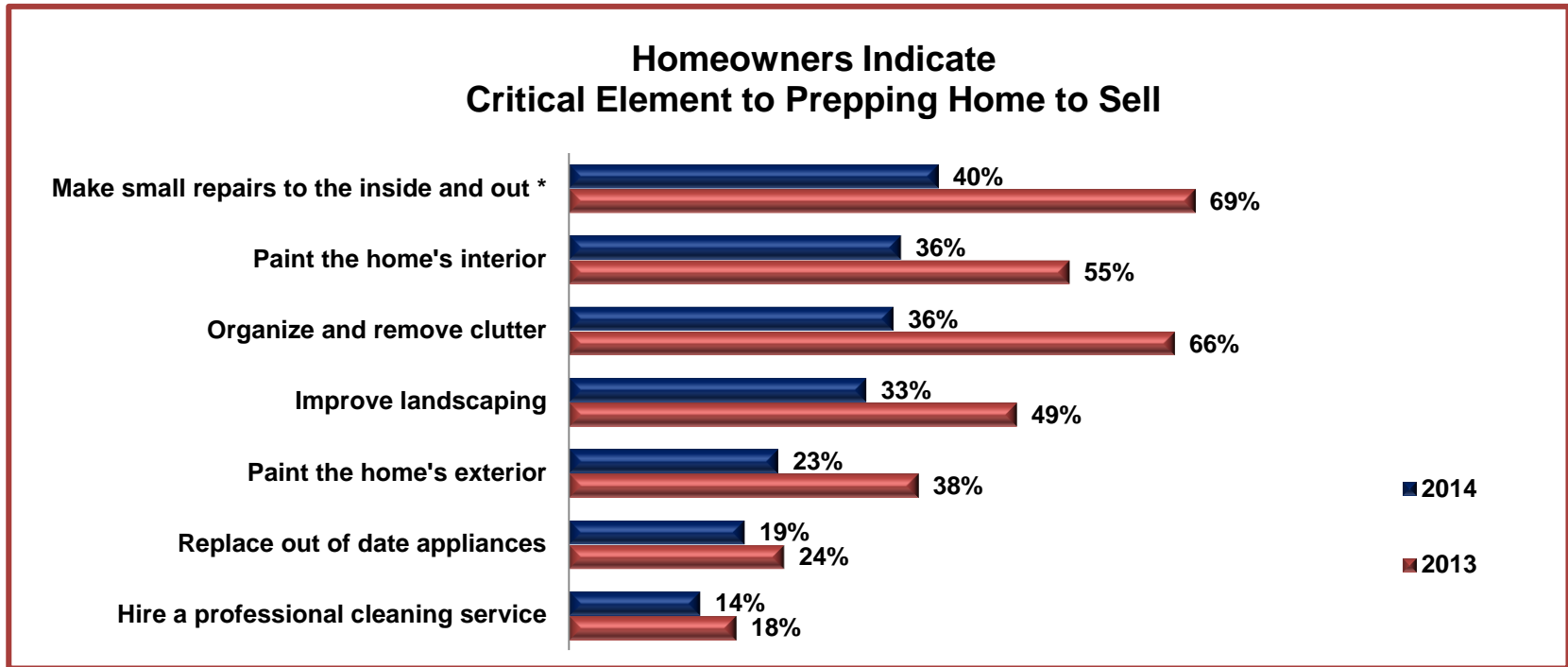


Q. When do you think the real estate market will be at its best for Buying? Illustrated: % responded 'immediately' BASE: Total respondents

Q. Other than adjusting the asking price - what concessions would you be willing to make in order to sell your home in the current real estate market? BASE: Total homeowners

# Making Small Repairs in order to Sell their Home is thought to be Less Critical than Previously Stated

Homeowner views are deprioritized on critical investments considered in prepping a home to sell: making small repairs (40% from 69%), painting the home's interior (36% from 55%), and organizing the removal of clutter (36% from 66%).

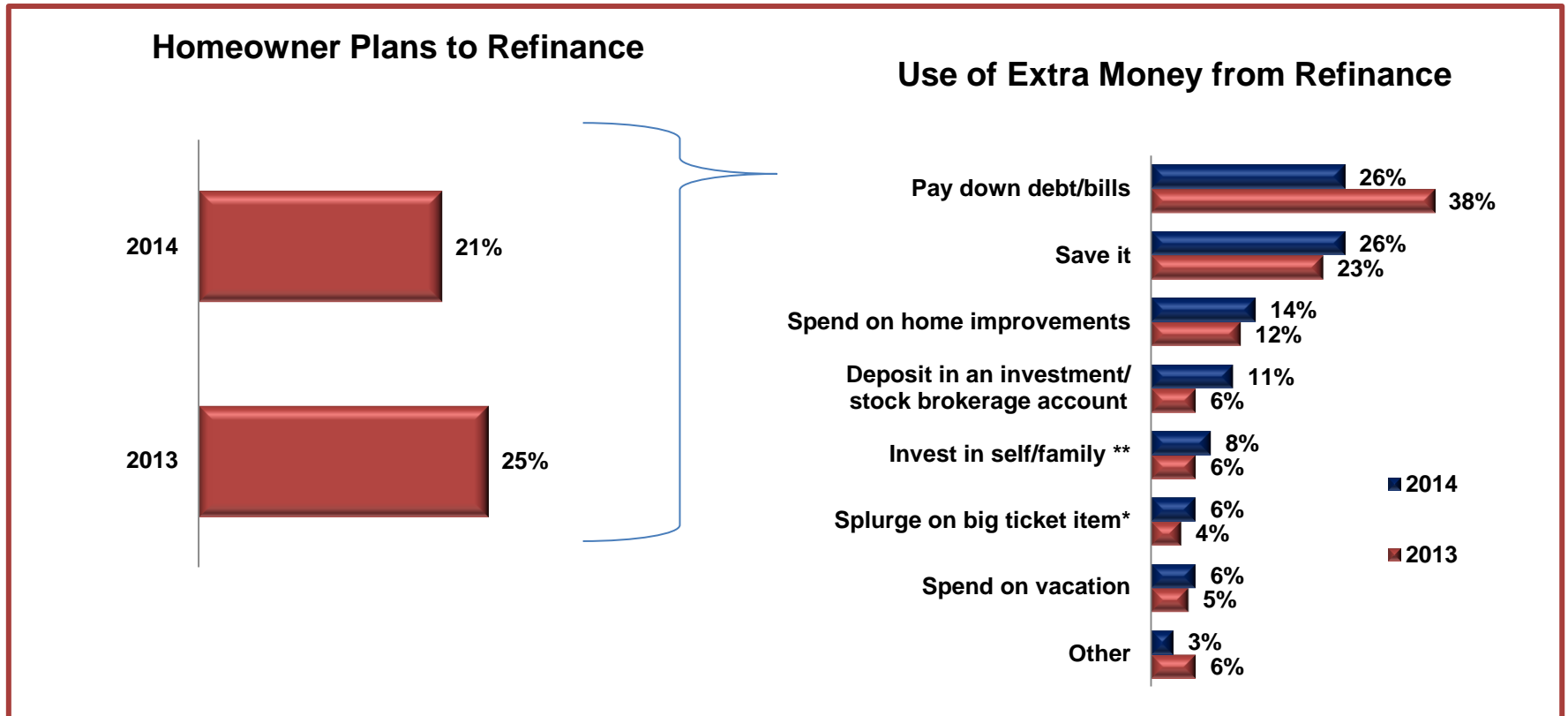


\* i.e., leaky faucets, cracked windowpanes, damaged plaster

Q. Which of the following do you consider a critical investment in prepping a home to sell?  
BASE: Total homeowners

# Refinancing Plans Slightly Down From Previous Year Intentions

One in five (21%) homeowners have recently refinanced or will this year (25% in 2013). Of those refinancing, 26% plan to use the savings to pay off debt or bills, down from 38% in 2013.



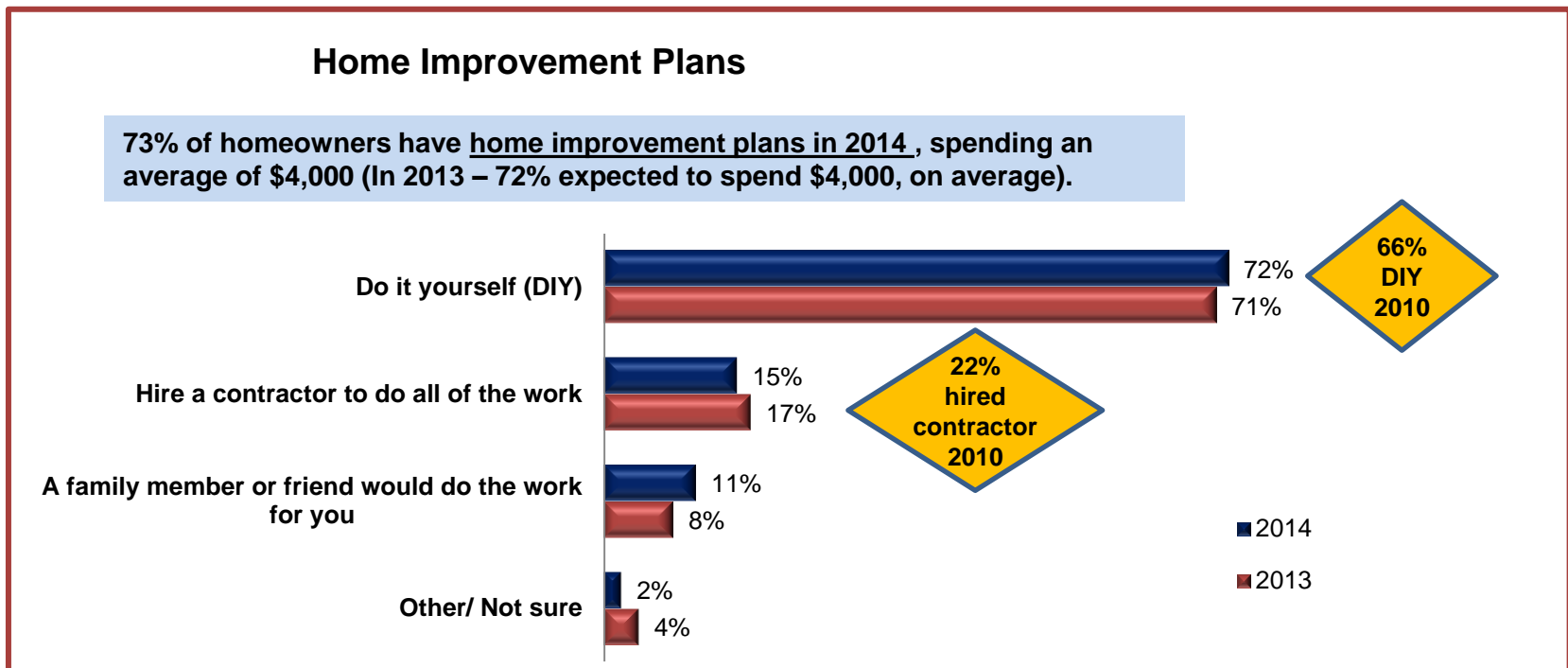
Q. Plans to refinance home? Illustrated: % with refinance plans within the past year or will this year  
 BASE: Total homeowners

Q. What do you plan to do or what did you do with the extra money from your refinance?  
 BASE: Total homeowners who refinanced past year or will this year

\* i.e. gadgets, clothing, jewelry, etc.  
 \*\* i.e. school, job training, etc.

# DIY Intentions Rising with an average Home Improvement Spend of \$4,000 Planned

Nearly three-quarters of homeowners have home improvement plans and will spend \$4,000 on average (on par with last year). Among these homeowners, most are choosing to do it themselves (72% vs. 71% in 2013; and up from 66% in 2010), while fewer will hire a contractor (15% vs. 17% in 2013; and down from 22% in 2010).

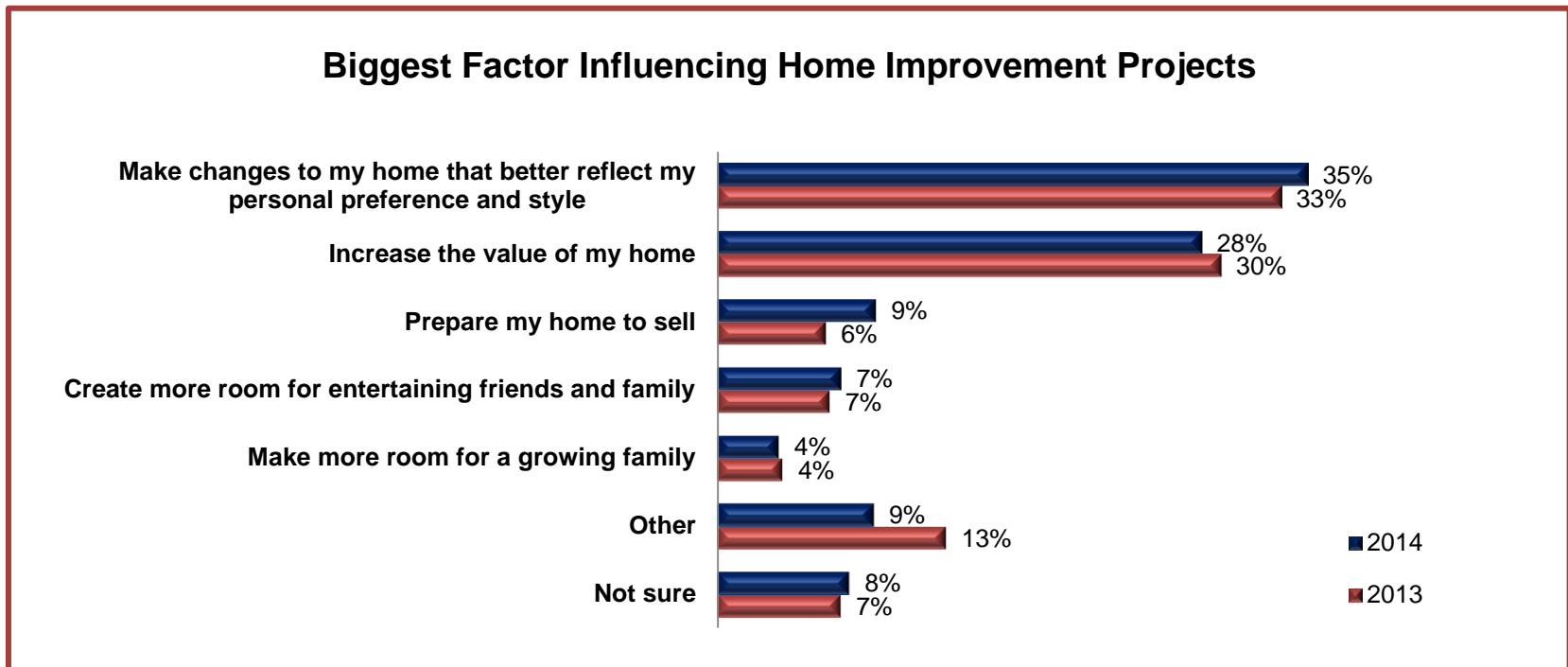


Q. % with any home improvement plans for 2014 and average spend expected. Base = Total homeowners  
 Q. Which of the following describes your plans for most of your home improvement project?  
 Base = Total homeowners with home improvement plans



# Biggest Factor Influencing Home Improvement Plans is the Desire to Reflect their own Personal Style

Homeowners say the primary reason they plan to undertake home improvement projects this year is so they can reflect their personal preferences and style (35% - up from 33% in 2013), followed by those who would like to increase the value of their home (28% vs. 30% in 2013).



Q. What is the primary reason you plan to undertake home improvement projects in 2014?

Base = Total homeowners with home improvement plans

# Social Media Continues to Inspire Home Improvement

While DIY and design TV shows are at the top for inspiring those with home improvement plans, on the rise is inspiration derived from social media (19% vs. 14% in 2013 – up from 7% in 2012).

