

ACCOUNTING
PRINCIPALS

Accounting Principals Workonomix Survey

January 2012

Survey Background

Background

- Accounting Principals polled 1,000 employed Americans about their financial attitudes closing out 2011 and looking forward to 2012. The survey also looked into the amount of money people spend on work related expenses.

Methodology

- This telephone survey was conducted by Braun Research on behalf of Accounting Principals among a nationally representative sample of 1,000 employed Americans aged 18 and older. The survey was fielded between December 22 and December 27, 2011. Results have a margin of error of +/- 3.1% at the 95% confidence level.

Key Findings: Spending Habits

Americans love their coffee.

- Half (50%) of the American workforce buys coffee regularly at work, spending more than \$20 a week on coffee, an average of approximately \$1000 a year.
- Better coffee in the office might help cut back this expense. Nearly one quarter (22%) of American workers wish their company would invest in better coffee in the office.
- Younger professionals (18-34) spend almost twice as much on coffee during the week than those aged 45+ (\$24.74 vs. \$14.15, respectively).

Workers prefer to buy rather than pack their lunch.

- Two thirds (66%) of American workers buy their lunch instead of packing and bringing it, spending an average of \$37 per week. This means that on average American workers are shelling out nearly \$2,000 a year on lunch alone.
- Perhaps workers are starting to realize the effect buying lunch has on their personal bottom line; in 2012, one third (35%) of employees have made it a financial goal to bring lunch instead of buy it.
- The younger workforce shells out more for lunch than their older counterparts. Younger professionals (18-34) spend more on lunch during the week than those aged 45+ (\$44.78 vs. \$31.80, respectively).
 - This higher spending is felt by younger employees, as many (45%) plan to bring lunch in 2012 to cut down expenses.

Key Findings: Spending Habits (cont'd)

Differences with lunch and coffee purchases during the week are not limited to just age.

- Men tend to purchase and spend more than women on food and beverages at work.
 - Men buy more coffee (54% vs. 45%) and lunch (69% vs. 62%) during the week compared to women.
 - Men spend nearly two times more than their female counterparts on lunch (\$46.30 vs. \$26.50) and coffee (\$25.70 vs. \$15.00) during the week.

American workers are unclear on what's the biggest drain on their wallet.

- When asked which work expense they most want to be reimbursed for, 42% of employees chose commuting costs and only 11% chose lunch expenses.
- However, the survey found American workers spend less money on their commuting costs than they do on lunch. American's who pay for their commuting expenses, pay an average of \$123 a month to get to work. This translates to approximately \$1500/year on commuting expenses, well below the average annual lunch tab of \$2,000 a year.

Key Findings: Company Kickbacks

Working Americans value good food and drinks in the workplace.

- Perhaps because of how much they're spending outside the office, respondents would appreciate more company investment in vending machine snacks (25%), coffee (22%) or tea and other hot beverages (17%).
 - Younger workers (18-34) are more likely to want their company to invest in better food options in the company's vending machines than their more senior colleagues aged 45+ (35% vs. 21%).
- Employers should not overlook the simple things when trying to keep their employees happy in 2012. In addition to food, employees want to see their companies invest in better office equipment (46%) and more comfortable office chairs (32%) in 2012.

Corporate discounts do not factor into employees purchase decisions.

- Most working Americans (82%) won't let corporate discounts sway them from brands or products they already have a preference towards. In fact, corporate discounts drive less than one-in-five (17%) of employed Americans' purchase habits.

Key Findings: Year-End Bonuses

Americans Focused on Clearing Up Debt

- Most employed Americans (57%) plan to use their year-end bonus to pay off debt – nearly a quarter (21%) of which is credit card related.
- Thirteen percent plan to put their bonuses in their personal savings account, while fewer (9%) plan to use it for a vacation. Just 4 percent plan to go on a shopping spree with the additional money.
- Working women are more focused on clearing up debt with their bonus than working men.
 - While half (50%) of men plan to pay off their debt, women (65%) are more inclined to do so.
 - Men are more likely to put the majority of their bonus towards a savings account (16% vs. 9% women) or towards a future vacation (11% vs. 7% of women).

Key Findings: Financial Planning in 2012

American Workers Plan to Tackle Their Debt in the Year Ahead

- Clearing up debt is the top financial change working Americans plan to make in the New Year (43%).
 - Women are more inclined than men to cut down on nonessential shopping (39% vs. 28%).
 - Men are more likely than women to increase contributions to their 401(k) (30% vs. 16%).

Participation in company savings plans is popular among working Americans, especially the 401 (k) programs.

- Most working Americans participate save a portion of their pay: nearly two-thirds partake in their company's 401(k) program, while over a third (37%) use automatic paycheck deductions to a savings account and almost a quarter (23%) have a flexible saving account.

MAIN FINDINGS

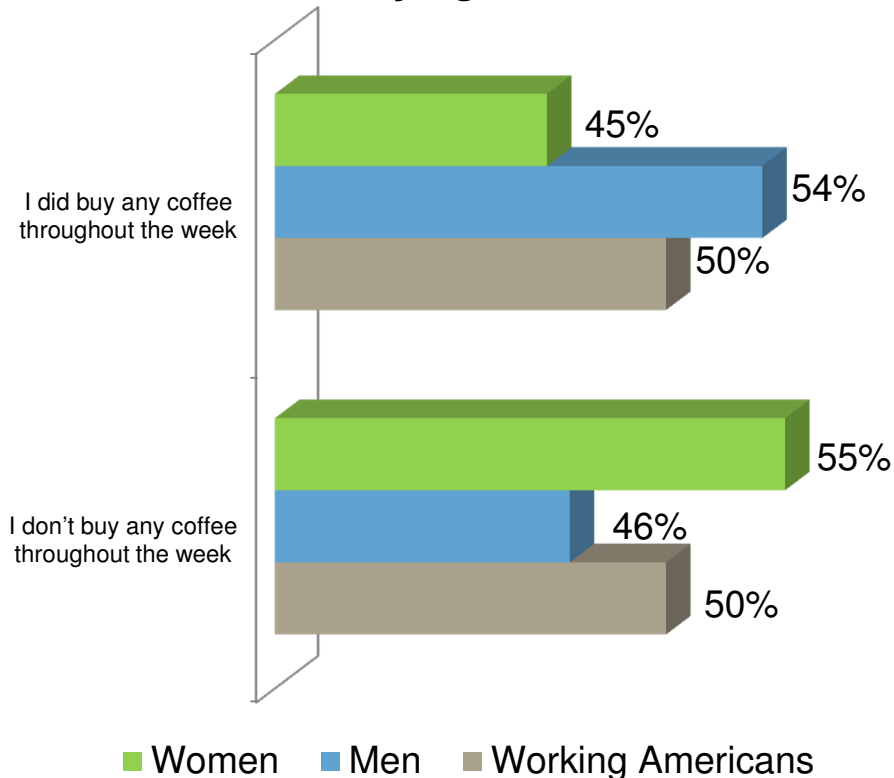
EMPLOYED AMERICANS AT WORK

Working Americans Spending Money to Make Money

Coffee Costs Employees Over \$5 A Day During The Work Week

Half of working America buys coffee regularly, spending just over \$1,000 annually.

Americans Buying Coffee at Work



\$1,092 a year
average spent on coffee by
employed Americans.

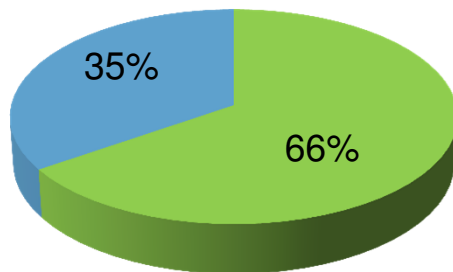
Interesting Findings:

- Men not only buy more coffee than women, but they spend nearly twice as much as their female counterparts (\$25.70 vs. \$15.00).
- Younger employees are more inclined to purchase coffee during the week and they also spend more; \$24.74 a week is spent on coffee for respondents aged 18-34 compared to just \$14.15 for those over 45.

Working Americans Feed Their Appetite

The majority of employed Americans (66%) spend an average of \$37 on lunch per week, spending up to \$1,924 a year.

Buying Lunch vs. Bringing Lunch



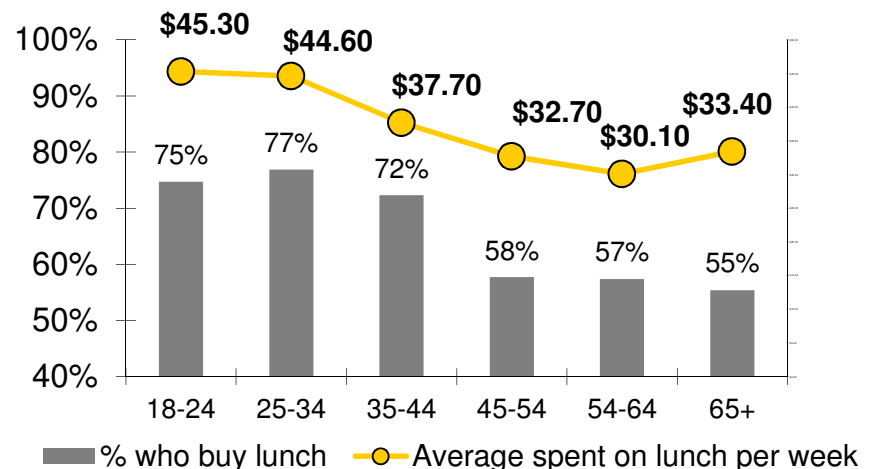
- I did buy lunch throughout the week
- I don't buy lunch throughout the week

Interesting Findings:

- On average, men spend nearly twice as much on lunch during the week than women (\$46.30 vs. \$26.50)
- Both the likelihood of purchasing and amount spent on lunch decrease with age.

\$1,924 a year
average spent on lunch by employed Americans.

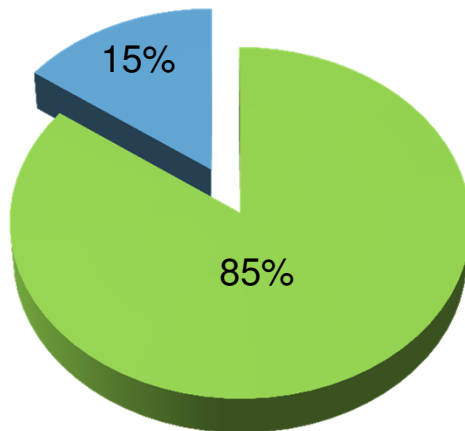
Weekly Amount Spent on Lunch by Age



Average Americans' Commuting Costs Equal Close To \$1,500 A Year

Commuting is an unavoidable expense for most working Americans; however the cost varies greatly. For some (14%), costs exceed \$200 a month.

Americans Who Spend Money on Commute



- I spend money on transportation commuting to and from work
- I don't spend money on transportation commuting to and from work

\$1,476 average annual commuting expense.

Amount Americans Spend on Commute



MAIN FINDINGS

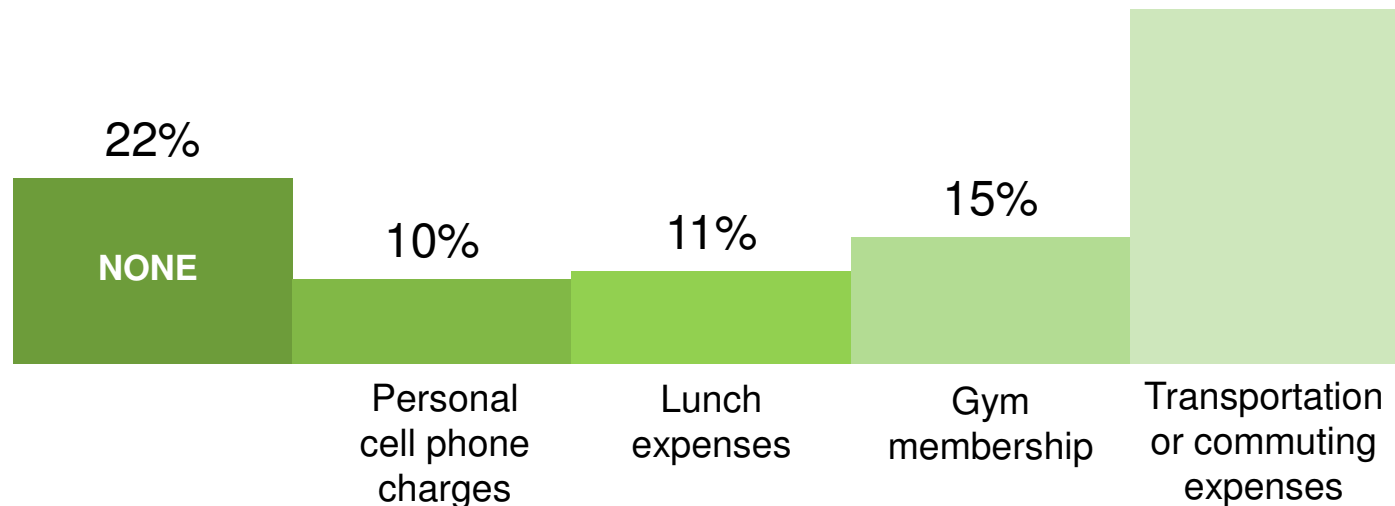
EMPLOYED AMERICANS AT WORK

Working Americans Want Work-Related Personal Expenses Paid

Working Americans Want Kickbacks From Employers

Four out of five Americans would appreciate company reimbursement for some personal expenses

Which of the following things, if any, would you **MOST** want your company to reimburse you for?



Interesting Findings:

- Despite the fact that the average annual spend for lunch exceeds that of commuting (\$2,000/year vs. \$1,500/year annually), Americans would rather have their work compensate them for their transportation.
- Commuting reimbursement is, by far, the most desired reimbursement with significantly smaller numbers choosing gym memberships, lunch and cell phone costs.

MAIN FINDINGS

EMPLOYED AMERICANS AT WORK

Americans Want Employers to Invest in Office

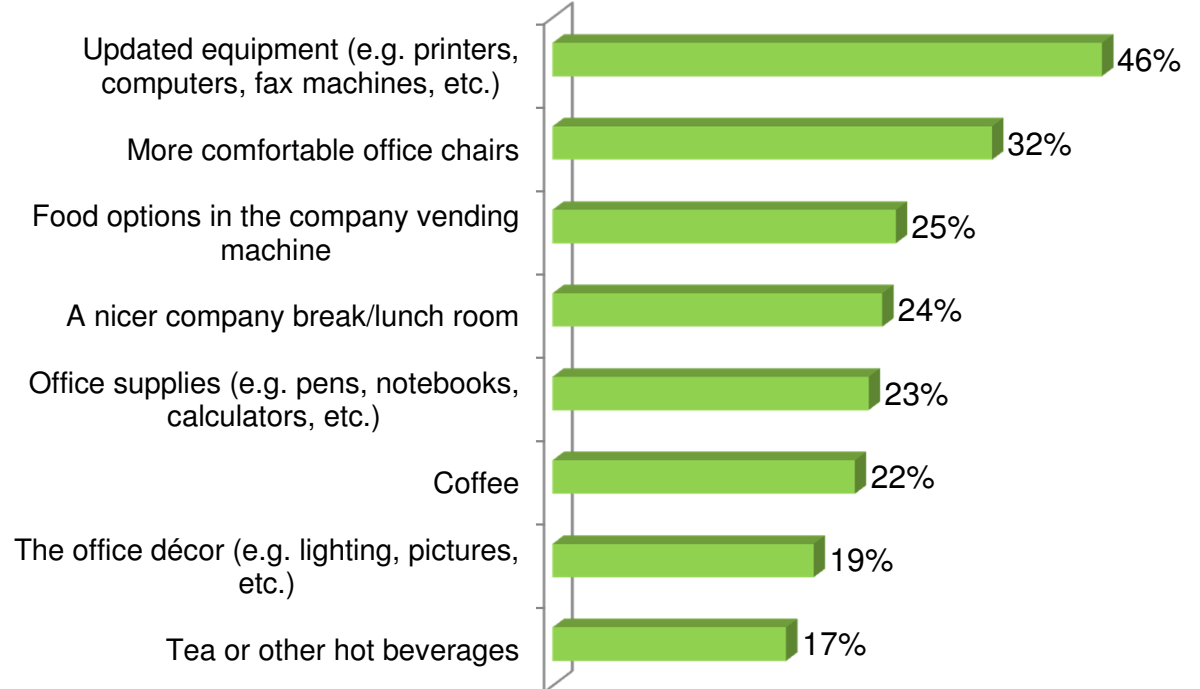
Employers Should Invest In Work-Related Office Improvements

Employers should focus on updating office equipment (46%) and more comfortable office chairs (32%) to keep their employees happy.

Interesting Findings:

- Younger employees (18-34) want more company investment in food, coffee and hot beverages than those over the age of 45 (35% vs. 21% vending machines; 28% vs. 16% coffee; 22% vs. 12% hot beverages).
- Men are not only more likely to want employers to invest in office equipment than women (51% vs. 41%), but also more concerned about vending machine food and coffee selection (29% and 21% for vending machine selection; 26% vs. 18% for coffee).

American Employee Wish List:



MAIN FINDINGS

EMPLOYED AMERICANS' 2012 OUTLOOK

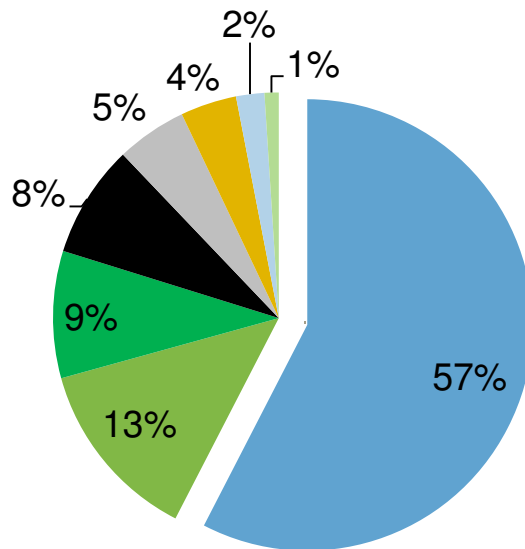
Majority of Working Americans Plan to Begin 2012 by Tackling Debt

Debt Is On The Minds Of Employed Americans

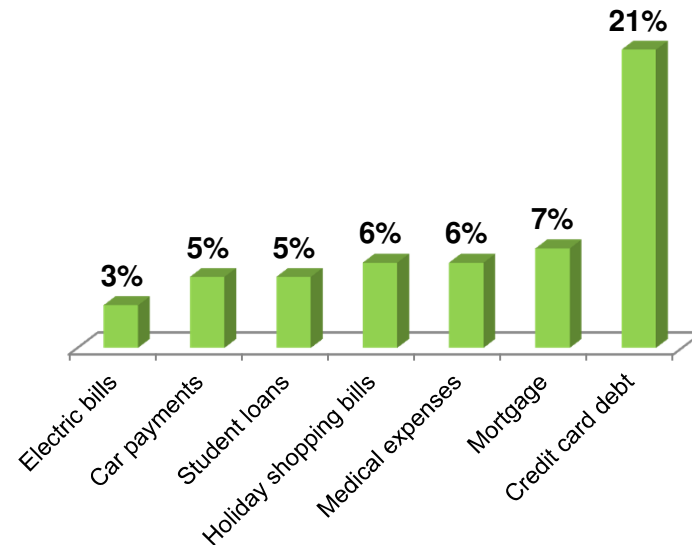
Paying off debt (57%) is by far the most popular use of year-end bonuses by employed Americans - and they're taking aim at their credit card debt.

Americans Will Use Their Year-End Bonus to:

- Pay off debt
- Put it in my savings account
- Take a vacation
- Pay for living expenses (groceries, owed rent, cable, etc.)
- Contribute to my retirement account (e.g. 401(k), IRA, etc.)
- Go on a shopping spree
- Help out a friend or family member in need
- Donate it to charity



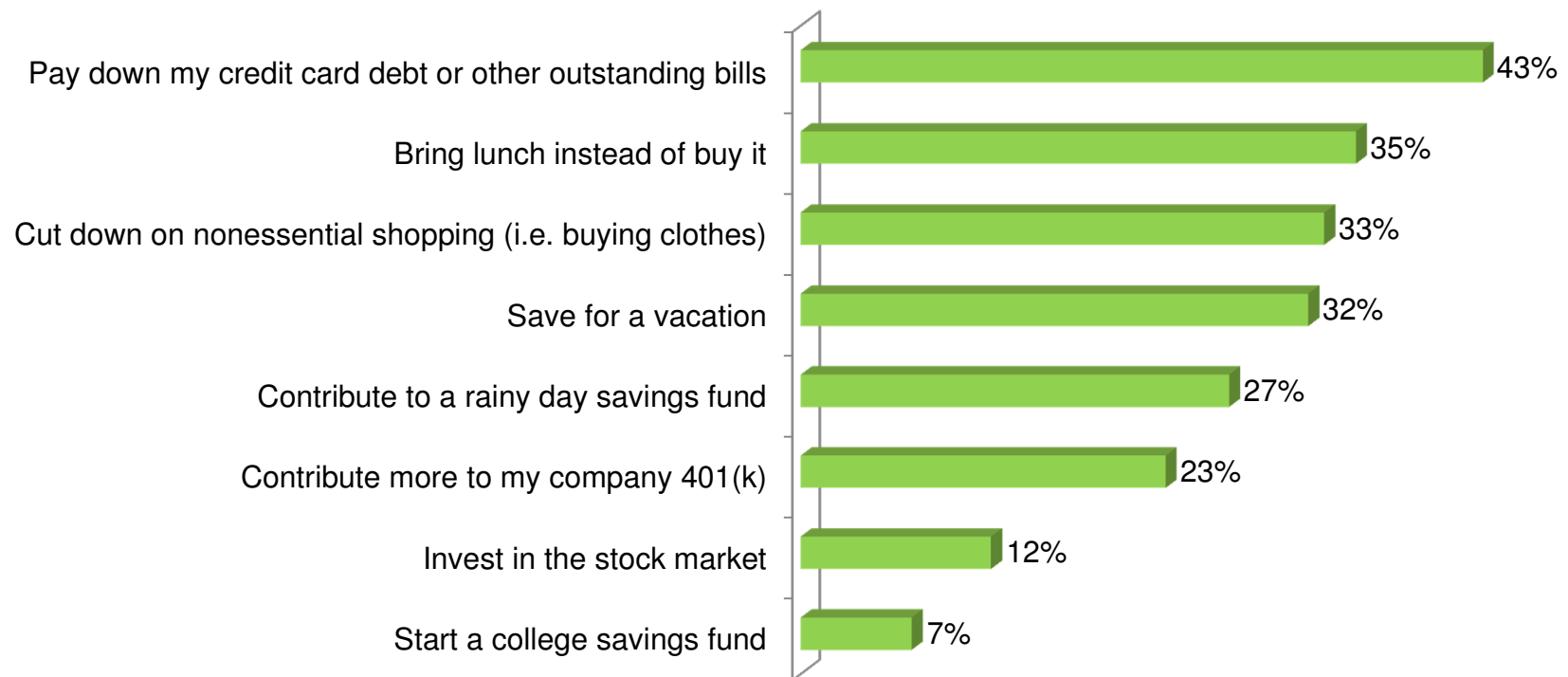
Americans Plan to Spend Their Year-End Bonus to Pay Off the Following Types of Debt:



Employed Americans Plan to Practice Greater Fiscal Responsibility In 2012

Paying down credit card debt or other outstanding bills is the most common financial change employed Americans plan to make in 2012.

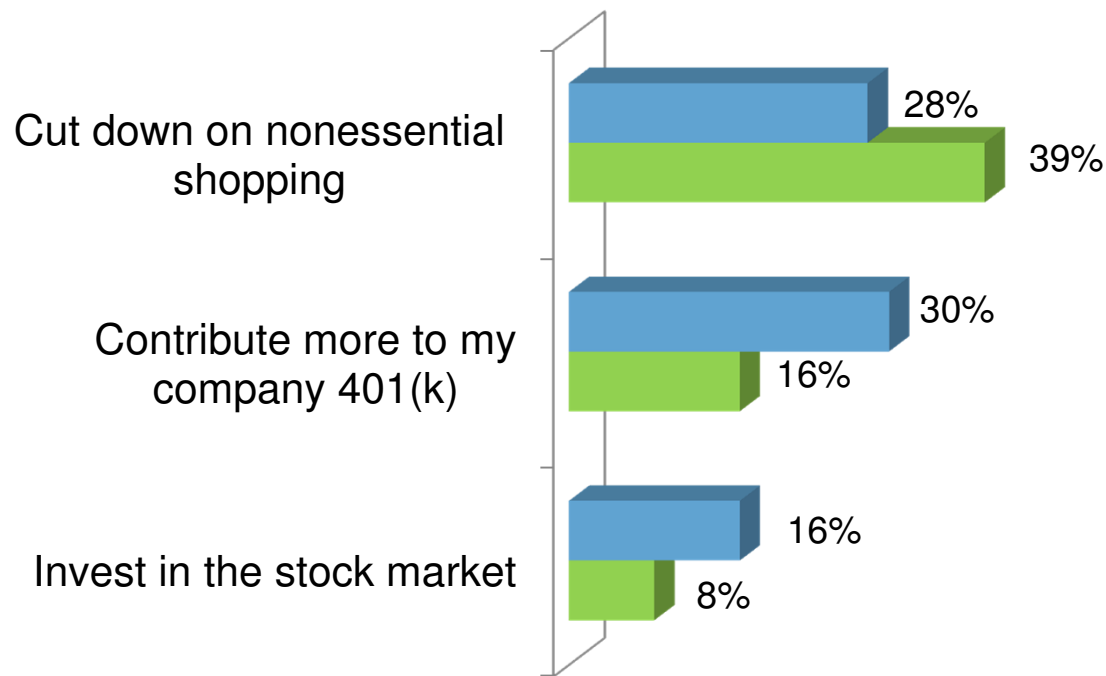
In 2012, Employed Americans Plan to Make a Number of Financial Changes:



Women And Men Will Approach Fiscal Responsibility Differently in 2012

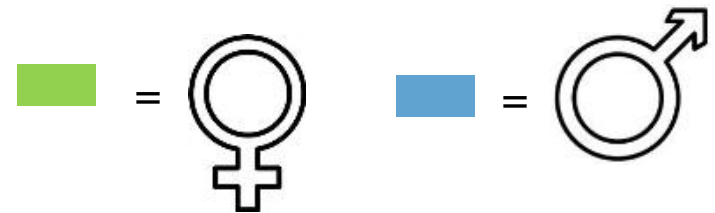
In 2012 working women plan to focus on cutting down nonessential shopping, while men are more inclined to invest in the stock market or retirement.

2012 Financial Changes by Gender



Interesting Findings:

- Women are more likely than men to take a reduction strategy and cut down on nonessential shopping (39% vs. 28%) in 2012.
- Men are more inclined to invest in their future, with two times as many saying they plan to increase their contributions to their 401(k) (30% vs. 16%) and invest in the stock market (16% vs. 8%).



MAIN FINDINGS

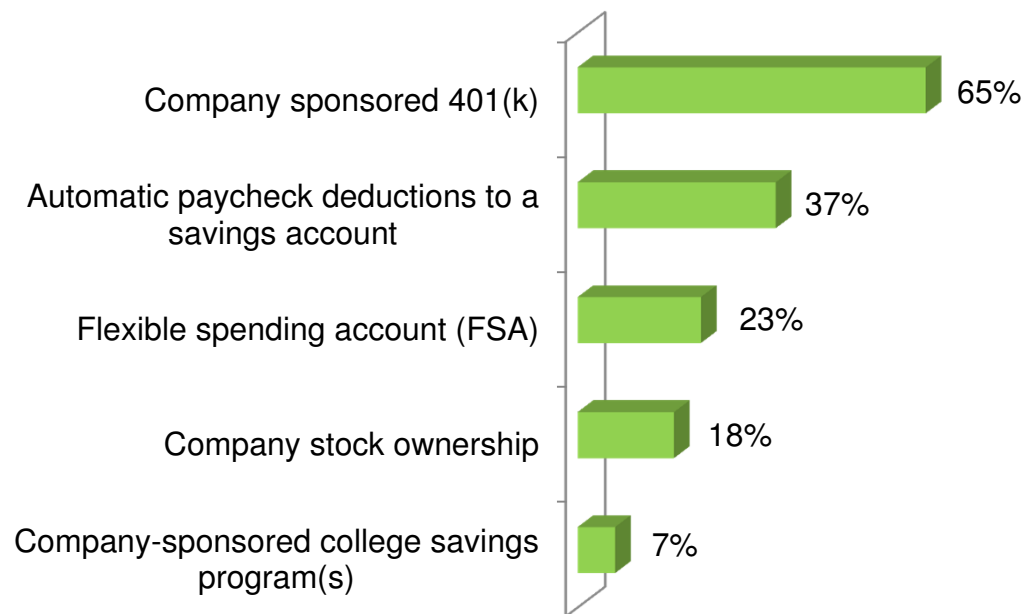
EMPLOYED AMERICANS' 2012 OUTLOOK

Americans are Already Taking Advantage of Savings Options Available

Most Americans Take Advantage of Company Savings Plans

Participation in company savings plans is popular among working Americans, especially the 401 (k) program.

Company Savings Plans Americans Invest In:



Interesting Findings:

- The majority of Americans (65%) participate in their company's 401(k) program, while over a third (37%) make automatic paycheck deductions to a savings account and a quarter (23%) have a flexible saving account.
- One in five Americans (18%) invests in their company through company stock.
- Men are twice as likely as women to invest in company stock (25% vs. 12%).
- Younger employees (18-34) are nearly two and a half times more likely than those over the age of 45 to own company stock (29% vs. 12%).

MAIN FINDINGS

EMPLOYED AMERICANS AT WORK

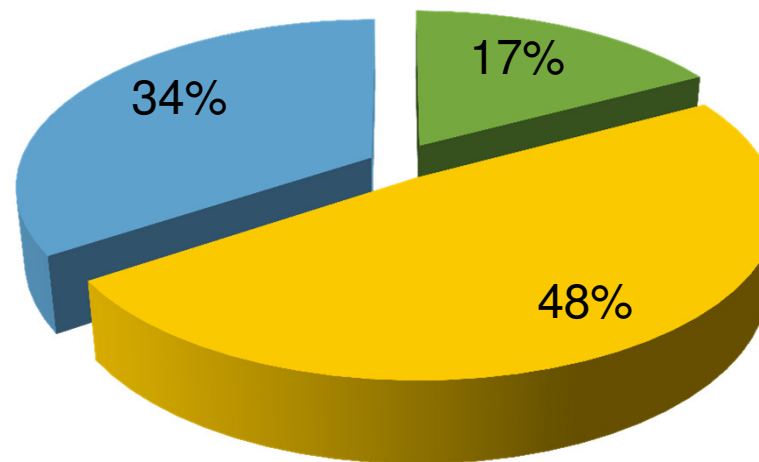
Corporate Discounts and Incentives Do Not Factor Into Employee Purchase Decisions

Corporate Discounts, Ineffective At Driving Purchase Habits

The majority of Americans (82%) won't let corporate discounts sway them from preferred brands or products. In fact, corporate discounts drive less than one-in-five (17%) of employed Americans' purchase habits.

Impact of Corporate Discounts on Purchase Habits

- I only buy products and brand where I have a discount
- I try to use discounts but won't sacrifice product or brand just to use a discount
- Corporate discounts available to me don't factor into my purchase decisions



ACCOUNTING
PRINCIPALS

Accounting Principals Workonomix Survey

January 2012