



Ninety Percent of Consumers in Asia Pacific Strive to be 'Rainy Day' Ready

Ninety percent of people in the Asia Pacific region are planning to either save the same or more over the coming six months found the latest Consumer Purchasing Priorities – Money Management survey, released today by MasterCard. Forty-three percent of consumers, including those in Malaysia, the Philippines and Thailand, plan to save more in the coming months, while another 47%, led by consumers in Indonesia, Japan and Vietnam, plan to save the same amount.

Interestingly, the survey also found that while almost 90% of Asia Pacific consumers say they understand budgeting, close to 40% of those surveyed confess difficulty in setting money aside and nearly one-third of respondents have problems keeping up with bills.

Additional survey findings include:

- Consumers are conservative with their money – 72% of respondents are driven to save for precautionary purposes.
- On average, over the next 6 months, Asia Pacific consumers plan to save close to one-fifth (19%) of their total income.
- Consumers in the region are saving for the future; with 45% saying that investments are the number one reason they save; 40% citing retirement; and 36% citing that buying, upgrading, or renovating their home or property is the driving reason.
- And consumers in the region estimate that they can live on average for 5 months on their savings, in the event of loss of all household income.

“The region is known for its strong savings culture so it is not surprising to see that the majority of consumers are conservative with their money. We believe that the desire to set money aside for a rainy day reflects the current economic outlook of the Asia Pacific region which is expected to see moderate GDP growth of 5.5% in 2014, largely helped by China’s expected 7.4%

expansion, according to the International Monetary Fund,” said Pierre Burret, Head of Delivery, Quality & Resource Management for Europe, Asia Pacific, Middle East & Africa, MasterCard Advisors.

“Consumers will continue to prioritize saving – protecting future assets, like retirement funds, and cutting back on big ticket purchases to ensure future financial stability,” he added.

The MasterCard Survey on Consumer Purchasing Priorities is released twice a year and provides valuable insights into consumer outlook on spending priorities in the categories of travel, dining and entertainment, education, money management and luxury shopping. The latest survey was conducted across 27 countries within Asia/Pacific, Middle East and Africa between July 2014 and August 2014. The survey and its accompanying reports do not represent MasterCard’s financial performance.