

Make the leap from spender to saver

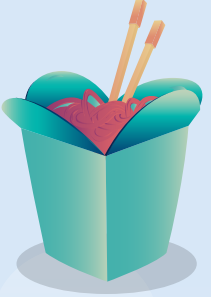
Do it now, relax later

Spending money is a fact of life—from mortgages to vacations to groceries. But it's just as important to balance your spending with your savings so you can reach your short- and long-term goals.



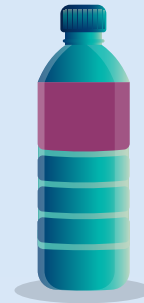
Are you spending more on the basics than you think?

Overspending isn't always about splurging:



Food:

Americans spent almost **\$55 billion** on restaurants from 2015–2016, which is more than they spent on groceries during that same time: over \$52 billion¹ (\$3,008 a household per year).²



Water:

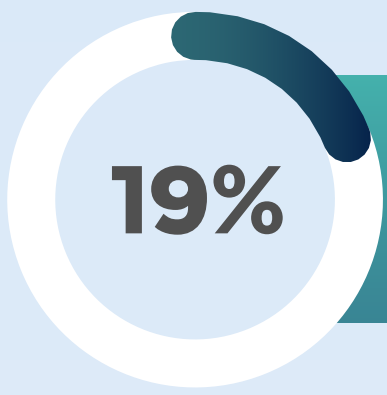
Americans spend an average of **\$11.8 billion** on bottled water a year, which is about \$36 a person per year.³



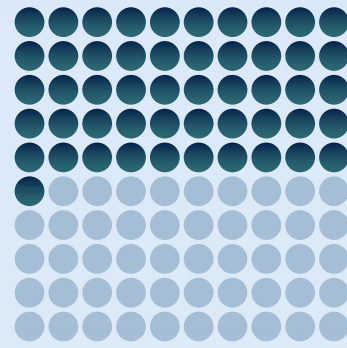
Coffee:

Americans spent an estimated **\$13.6 billion** on coffee in 2016⁴, but that doesn't mean hip coffee shops were seeing lines out the door. More Americans are turning to home-brewing conveniences such as individual instant cups, which can cost at least four times more than using a traditional coffee pot over the course of one year.⁵

It's time to adjust the focus on your finances



Over the past 6 months, 19% of Americans said the inability to save was causing financial stress⁶



51% of Americans (and 64% of Millennials) have **less than \$2,000** in emergency savings⁶

But there's no need to panic. You can get to where you want to be!



Focus on where your money is going in order to fine-tune your savings strategy. After all, saving money for emergencies and goals leads to financial empowerment.

Those with higher financial confidence are more likely to:⁶

- Have a formal budget
- Have money saved for an emergency
- Save for retirement

They are less likely to:

- Have high credit card balances
- Live paycheck to paycheck

Start to bridge the gap

By staying in control, you can keep spending from getting between you and financial confidence.

48%

of Americans took some action—such as budgeting, paying off credit cards or adding job skills—to improve their financial situation in the last 6 months⁶



Review your spending and see where your money is going. Be sure to see if your expenses—and your savings—are being used for the things that matter most to you.



¹ "Here's What the Average American Spends on Restaurants and Takeout," January 2017, Fox Business

² "Consumer Expenditure Survey," August, 2016, U.S. Bureau of Labor Statistics

³ "Bottled Water Industry Statistics," October, 2016, Statistic Brain

⁴ "Americans are drinking less coffee, one K-Cup at a time," June 2015, Reuters

⁵ "Using K-Cups costs up to 5 times more than getting coffee from a pot," March, 2015, Business Insider

⁶ "SunTrust National Financial Confidence Poll," May 2017, SunTrust