



Survey results from 1/08/2009 thru 4/03/2009.

**Question: If you spotted a great item at the mall that you couldn't afford right now, what would you do?**

Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	10 %	84
Charge it! I'll figure out a way to pay off the credit card bill in stages.	8 %	73
Forget it! I can't afford it and don't want to owe money that I don't have.	31 %	260
Save for it! I'll put money aside each month until I have the full amount to buy it.	49 %	413

Total Votes: 830

**Demographic Data**

**Age**

Option	Percentage	Votes
17 or younger	45 %	381
18 - 29	18 %	152
30 - 45	17 %	149
46 - 59	14 %	120
60 or older	3 %	28

Total Votes: 830

**Gender**

Option	Percentage	Votes
Male	37 %	311
Female	62 %	519

Total Votes: 830

**Location**

Option	Percentage	Votes
Midwest	47 %	395
Northeast	20 %	166
South	17 %	146
West	6 %	57
Other	7 %	66

Total Votes: 830

Age		
17 or younger		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	17 %	67
Charge it! I'll figure out a way to pay off the credit card bill in stages.	6 %	23
Forget it! I can't afford it and don't want to owe money that I don't have.	19 %	73
Save for it! I'll put money aside each month until I have the full amount to buy it.	57 %	218
Total Votes: 381		

18 - 29		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	5 %	8
Charge it! I'll figure out a way to pay off the credit card bill in stages.	8 %	13
Forget it! I can't afford it and don't want to owe money that I don't have.	37 %	57
Save for it! I'll put money aside each month until I have the full amount to buy it.	48 %	74
Total Votes: 152		

30 - 45		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	1 %	2
Charge it! I'll figure out a way to pay off the credit card bill in stages.	14 %	21
Forget it! I can't afford it and don't want to owe money that I don't have.	41 %	62
Save for it! I'll put money aside each month until I have the full amount to buy it.	42 %	64
Total Votes: 149		

46 - 59		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	2 %	3
Charge it! I'll figure out a way to pay off the credit card bill in stages.	10 %	13
Forget it! I can't afford it and don't want to owe money that I don't have.	45 %	54
Save for it! I'll put money aside each month until I have the full amount to buy it.	41 %	50
Total Votes: 120		

60 or older		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	14 %	4
Charge it! I'll figure out a way to pay off the credit card bill in stages.	10 %	3

Gender		
Male		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	10 %	34
Charge it! I'll figure out a way to pay off the credit card bill in stages.	7 %	22
Forget it! I can't afford it and don't want to owe money that I don't have.	29 %	93
Save for it! I'll put money aside each month until I have the full amount to buy it.	52 %	162
Total Votes: 311		

Location		
Midwest		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	4 %	19
Charge it! I'll figure out a way to pay off the credit card bill in stages.	10 %	42
Forget it! I can't afford it and don't want to owe money that I don't have.	40 %	158
Save for it! I'll put money aside each month until I have the full amount to buy it.	44 %	176
Total Votes: 395		

Northeast		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	18 %	31
Charge it! I'll figure out a way to pay off the credit card bill in stages.	4 %	7
Forget it! I can't afford it and don't want to owe money that I don't have.	24 %	41
Save for it! I'll put money aside each month until I have the full amount to buy it.	52 %	87
Total Votes: 166		

South		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	9 %	14
Charge it! I'll figure out a way to pay off the credit card bill in stages.	8 %	13
Forget it! I can't afford it and don't want to owe money that I don't have.	21 %	32
Save for it! I'll put money aside each month until I have the full amount to buy it.	59 %	87
Total Votes: 146		

West		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	17 %	10
Charge it! I'll figure out a way to pay off the credit card bill in stages.	7 %	4
Forget it! I can't afford it and don't want to owe money that I don't have.	31 %	18
Save for it! I'll put money aside each month until I have the full amount to buy it.	43 %	25
Total Votes: 57		

Other		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	15 %	10
Charge it! I'll figure out a way to pay off the credit card bill in stages.	10 %	7
Forget it! I can't afford it and don't want to owe money that I don't have.	16 %	11
Save for it! I'll put money aside each month until I have the full amount to buy it.	57 %	38
Total Votes: 66		

Gender		
Female		
Option	Percentage	Votes
Borrow! I'll ask my family/friends to loan me the money on the condition I pay it back.	9 %	50
Charge it! I'll figure out a way to pay off the credit card bill in stages.	9 %	51
Forget it! I can't afford it and don't want to owe money that I don't have.	32 %	167
Save for it! I'll put money aside each month until I have the full amount to buy it.	48 %	251
Total Votes: 519		