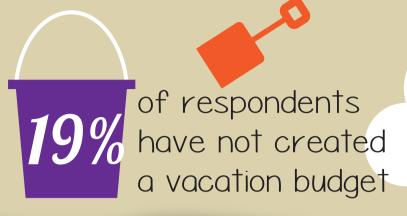
Summer Sumspending

What are you budgeting for this summer?



46% incomes over \$100,000 are budgeting for a vacation

of respondents will spend less than \$1,000 on a vacation



Average cost of a vacation... \$1,145 per person

*20 13 American Express Survey

25% Social Events

- Parties
 - Weddings
 - Cookouts

Only 2% of respondents will spend over \$500 on social events

1 in 4 respondents plan on spending

money on social events
this summer

of them have
budget for it

25% Recreation

- Outdoor Activities
 - Sports
 - Camping

61% of respondents will spend less than \$200 on recreational activities



27% of respondents have not created a recreational activity budget

11% Children's Camp

40% of respondents have children in their home

Average cost of children's camp |day care... \$601 per child

Children's camp price range



26% of respondents budgeted for summer camp or kids activities







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