

Managing Your Money

Consumers Spending More In 2012 On Leisure And Entertainment

(NAPSA)—New data from a major financial institution revealed that many Americans are enjoying themselves more in 2012. According to the Chase Freedom Lifestyle Index, a barometer of consumer trends based on aggregated Chase Freedom cardmember spending data, consumers are spending more on leisure activities and entertainment this year compared to the first quarter of 2011.

The data shows that in the first quarter of 2012:

- Spending at movie theaters increased by 24 percent, while theme parks saw a 21 percent increase compared to 2011.

- Spending at recreation facilities, such as golf courses, ski resorts and campgrounds, rose by 7 percent compared to the first quarter of last year.

Additionally, based on last year's data, celebrations of Mother's Day, Father's Day and graduations are driving spring-time spending on gifts and consumer wish list items, such as flowers, jewelry and electronics. Between April and May of 2011:

- Spending on flowers increased by 92 percent—although men spend nearly twice as much as women on flowers on Valentine's Day, both spend roughly the same on bouquets and blossoms in May.

- Spending on jewelry increased by 28 percent between April and May 2011. States in the Northeast drove the biggest increase, with 36 percent.



Consumers are spending more on leisure activities and entertainment this year, including theme parks and movie theaters.

- Total consumer electronics spending increased 21 percent nationwide, with a larger increase of 28 percent in the West.

To help you get in on the good times, consider these money-saving tips when you make a purchase in one of these popular categories:

- Shop electronics retailers on Sundays for the best deals on consumer electronics.

- Take advantage of 5 percent cash back on up to \$1,500 spent at movie theaters and grocery stores, now through June 30 with a Chase Freedom card.

- Earn up to 15 extra points for every dollar spent on flowers from retailers such as ProFlowers,

KaBloom and 1-800-Flowers.com through Chase Ultimate Rewards.

Chase Freedom Cardmembers can earn 5 percent cash back on up to \$1,500 in purchases at gas stations and restaurants from July through September, and on accommodations purchased directly from the hotels and tickets purchased directly from the airlines and at Best Buy and Kohl's from October through December. Cardmembers can activate 5 percent cash back online, over the phone, via text message, on Facebook or at one of Chase's 5,500 branches.

Learn More

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