

# NEEDS VS. WANTS

Results of ACCC's  
November Consumer Poll

## DEFINING "NEEDS" & "WANTS"

**NEEDS** "Needs" can be thought of as essential expenses that must be paid or purchased. Rent, groceries, utilities, etc.



**39%** of respondents believe an item can be both a "need" and a "want."

**29%**

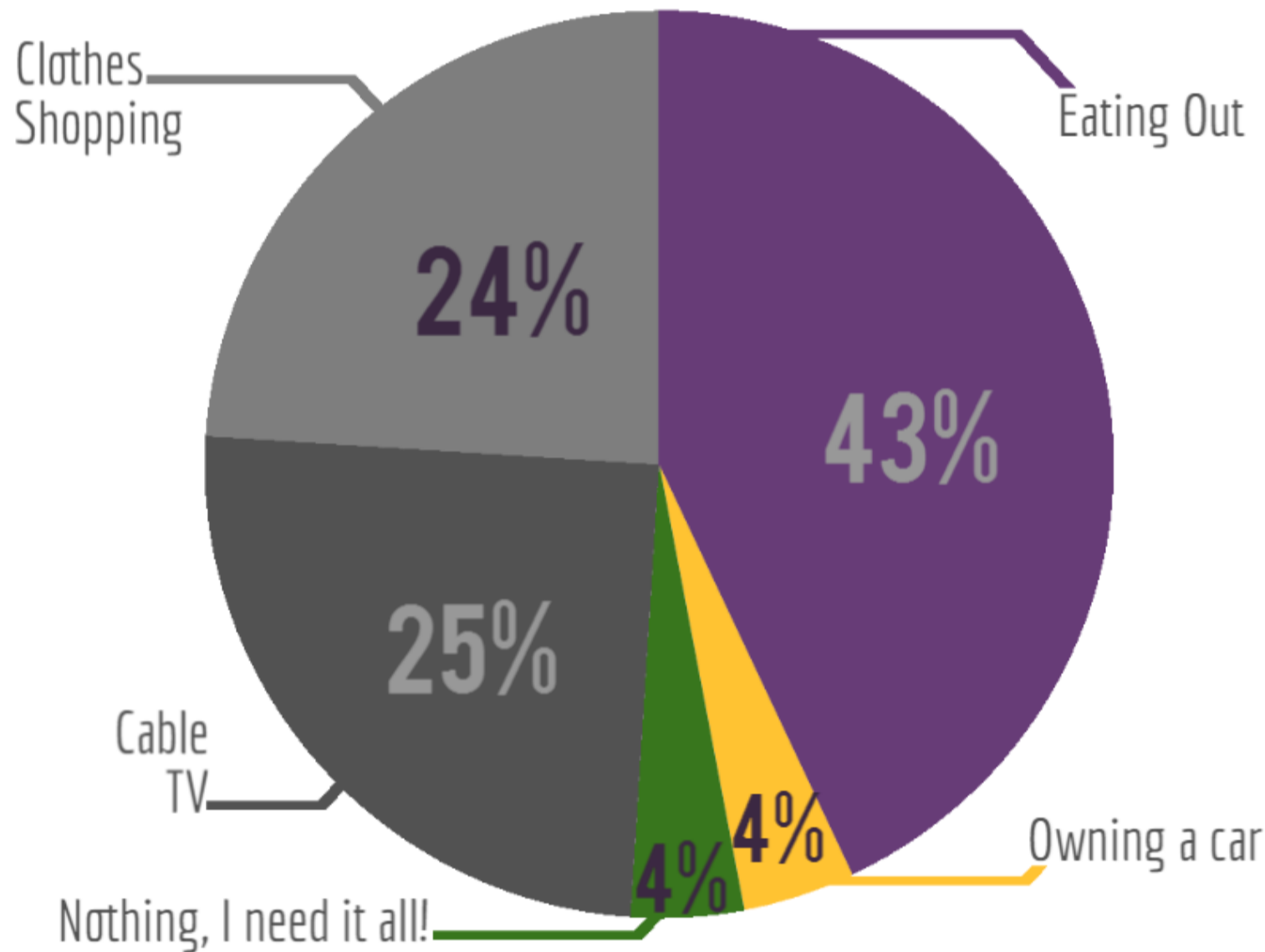
of respondents think that "wants" are required to live a happy life.



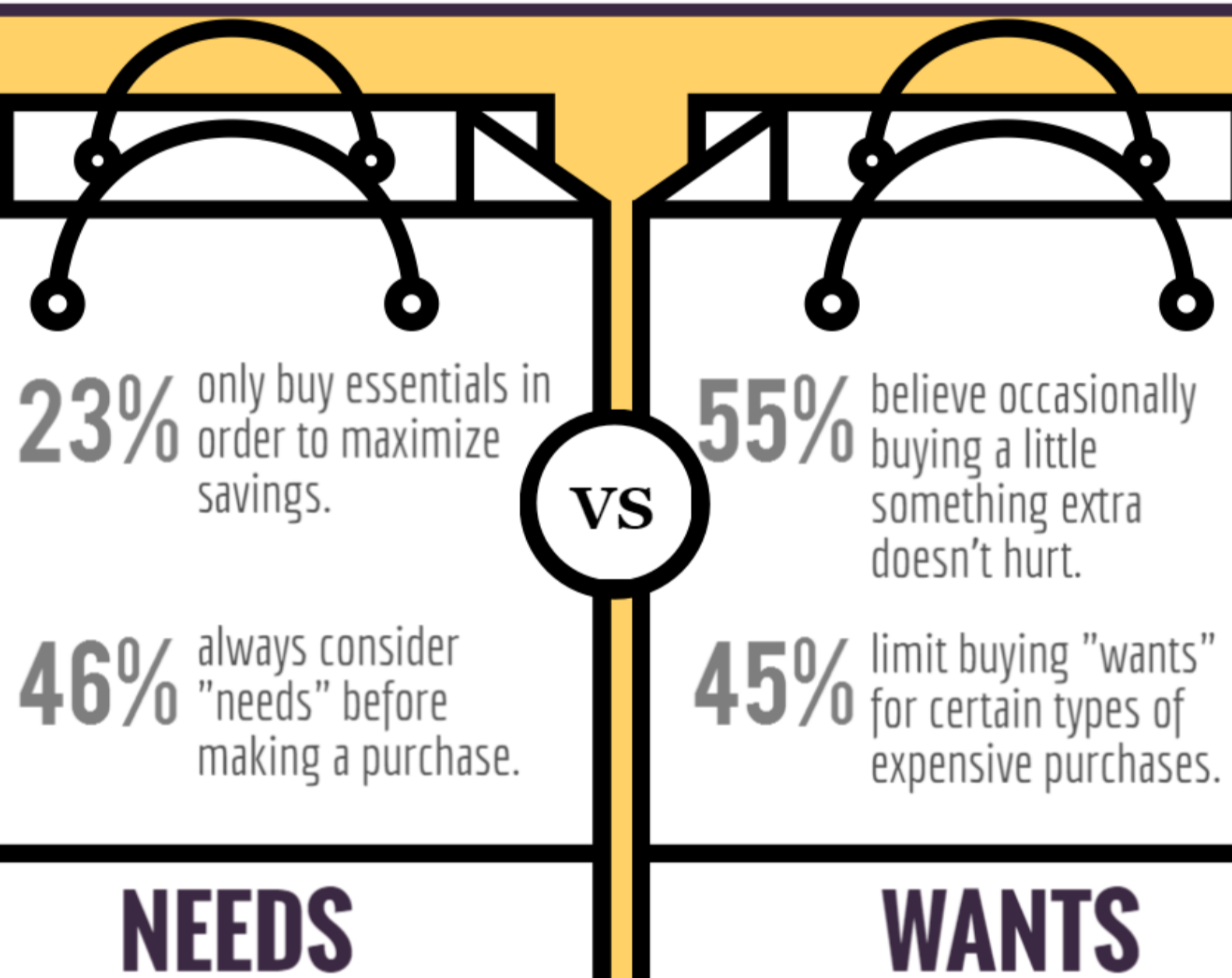
"Wants" are items or expenses that would be nice to have, but are not essential to day-to-day survival.

**WANTS**

## WHAT WOULD CONSUMERS BE WILLING TO GIVE UP?



## SPENDING PRIORITIES



## ADDITIONAL DATA

**NEEDED WANTS** The vast majority of consumers polled by the NFCC said that their cell phones and home internet service were the last expenses they would consider giving up.  
Source: NFCC Financial Literacy Opinion Index Poll



**80%** of Americans ranked internet service as their #1 nonnegotiable "must have" they wouldn't go without.

**58%** of Americans chose their smartphone as the expense they would never give up.

Source: National Retail Federation