



Huntington Bank

Midwest Economic Index Survey



Data-driven insights

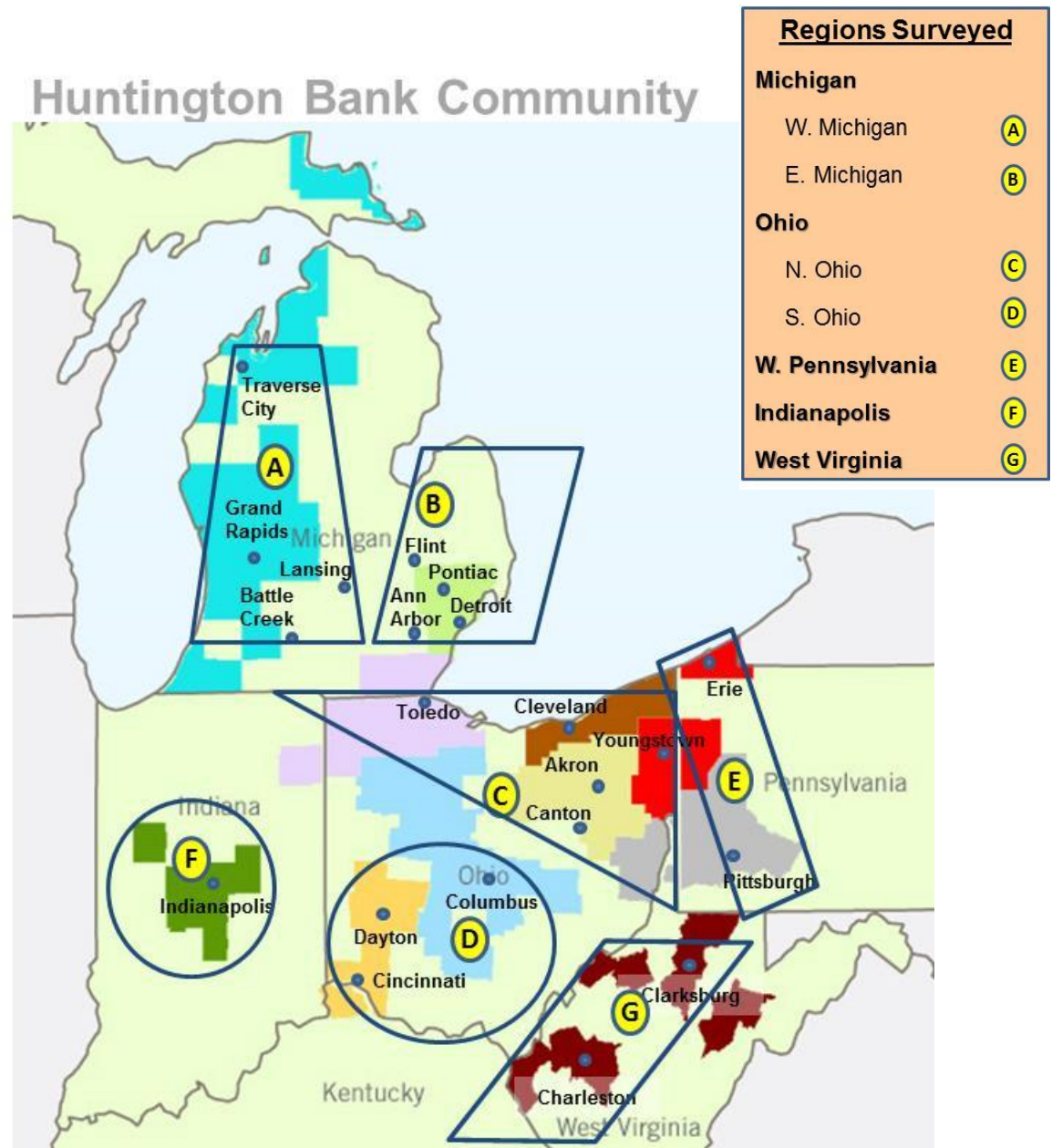
November 18, 2013

Research Method

The *Huntington Bank* second annual *Midwest Economic Index* Survey was conducted by Ebiquity, formerly Echo Research, among 2,169 adult consumers within the five Midwestern regions of the Huntington Bank Community – Michigan, Ohio, Western PA, Indianapolis, and West Virginia.

Respondents participated online from October 23 through 31, 2013.

The margin of error associated with the findings in this report is +/- 2.1% at a 95% confidence level.



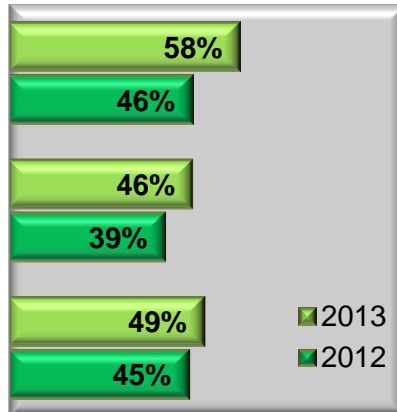
A Majority of Consumers See Improvement in the Real Estate Market as they Plan for Holiday Spending; as well as a Strong Belief the Economy will be Better in 2014

Just under six-in-ten say the real estate market in their area is improving (58% from 46%) and nearly one-half feel confident that the economy in their local area is better now than one year ago, compared to 39% last year. Also, about one-half expect the economy in their region to be better in 2014 than 2013 (49% vs. 45%).

On average, consumers expect to spend \$940 on holiday purchases this year (vs. \$959 last year) and many (46%) will pay for their purchases with cash they have saved for this purpose.

Improvement in the Local Real Estate Market, Local Economy and the 2014 Outlook for Midwest Economy

The real estate market in my area is improving - that is, it's better than it was one year ago



Feel confident that the economy in my local area is better now than one year ago

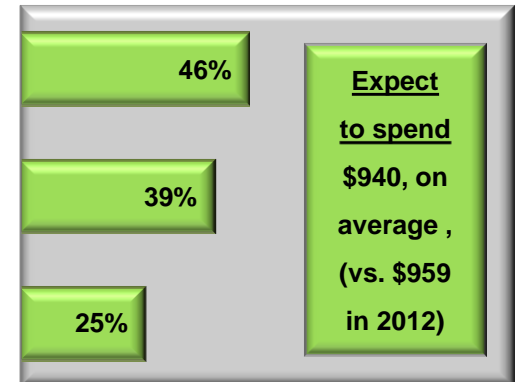
Expect the economy in my region to be better in 2014 than 2013

Methods of Paying for 2013 Holiday Purchases

Cash or check from money I saved for the holiday

Use a charge/credit card with intent to pay balance off in full

Personal savings



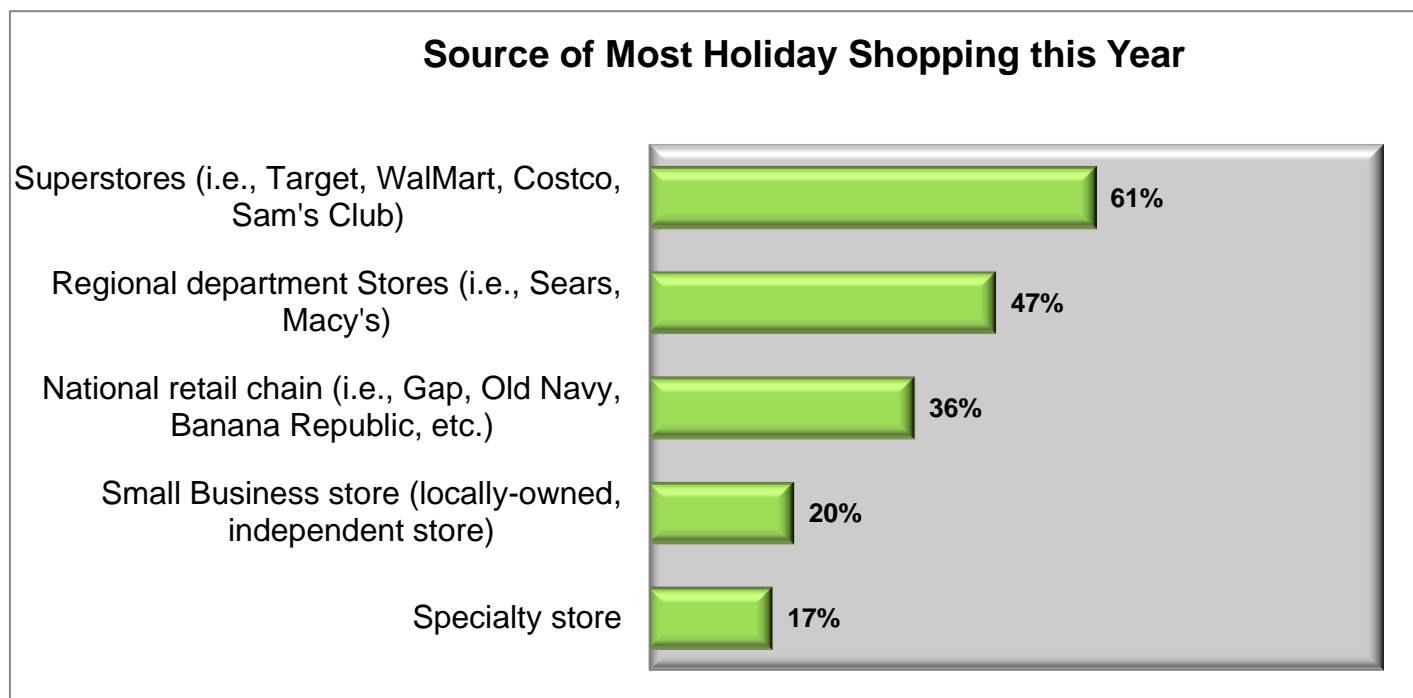
Top 3 illustrated

Q.19 How much do you expect to spend on all of your holiday purchases this year?
 Q.19b How do you plan on paying for your holiday purchases this year? *Not asked in 2012*
 Q.1c,d, How much do you agree or disagree with the following statements?

Most Holiday Shopping will be at a Big Box Store

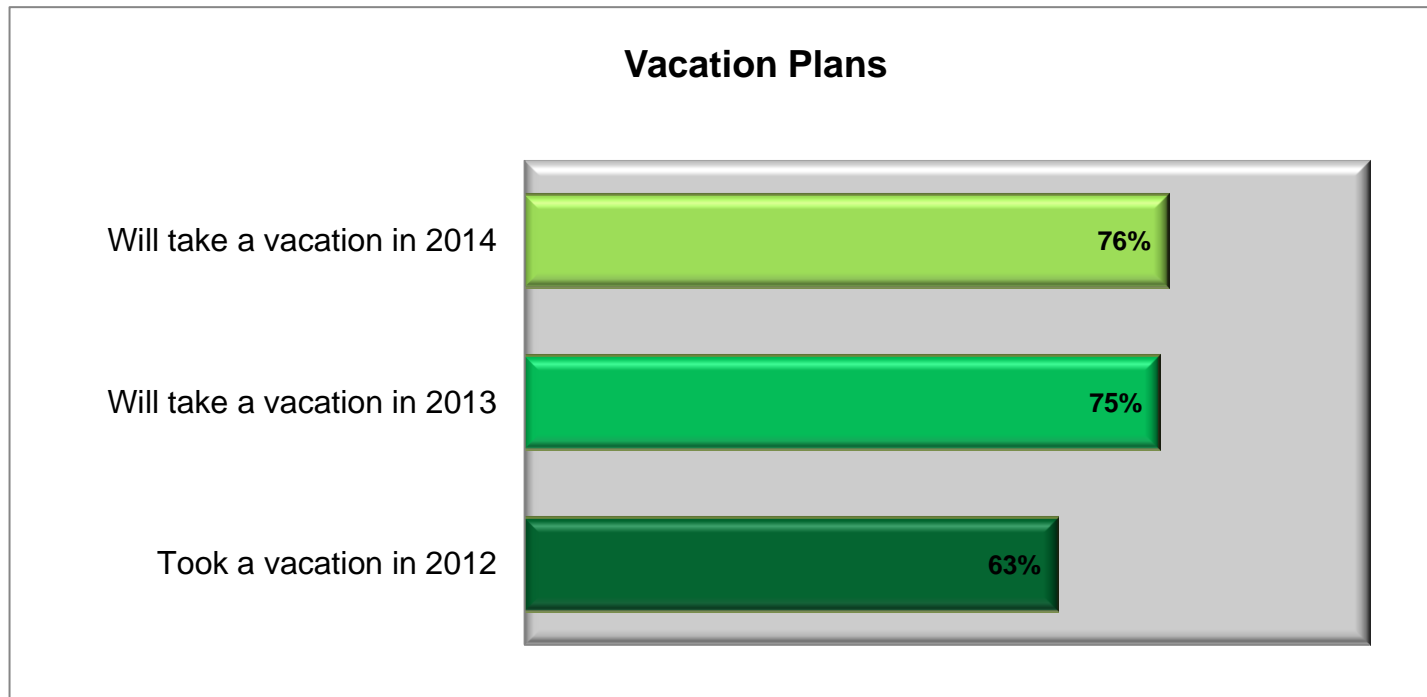
Six-in-ten consumers say that most of their holiday shopping this year will be at a superstore (61%), followed by regional department stores (47%).

Notably, one-in-five consumers intend to do most of their holiday shopping at locally-owned small businesses (20%).



Most Consumers are Planning to Vacation in 2014 – On Par with 2013, But Expected to Exceed Vacations Taken in 2012

Three-in-four consumers plan to take a vacation in 2014 and 2013 (76% and 75%, respectively); this is significantly up from actual vacations taken last year in 2012 (63%).

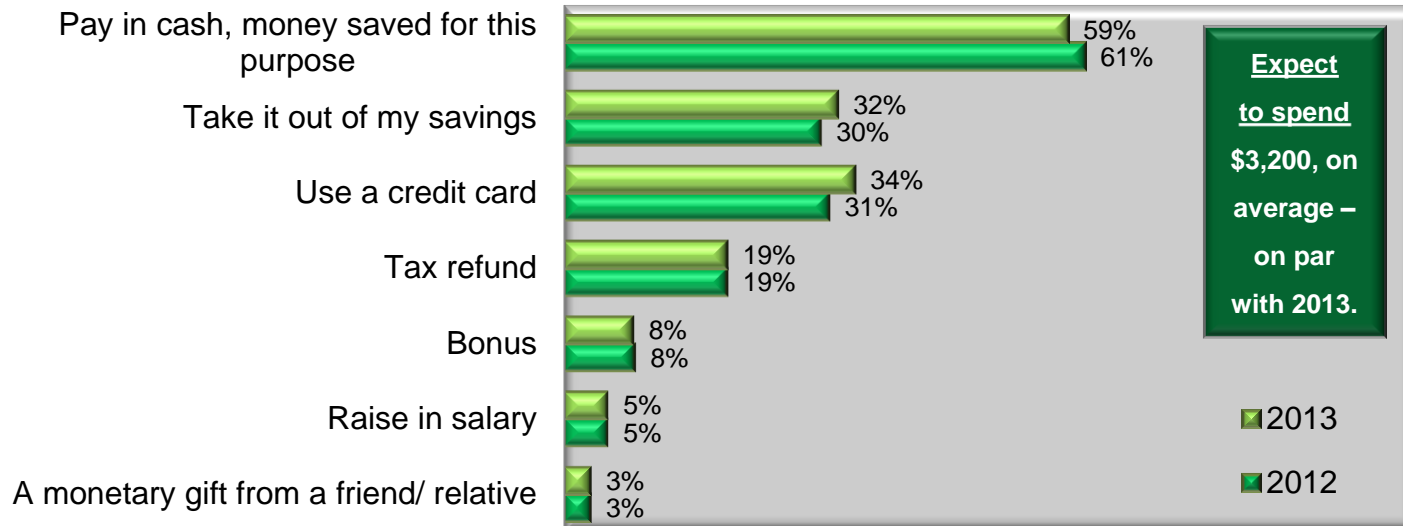


The Majority of Consumers with Vacation Plans in 2014 Plan to Pay in Cash – On Par with 2013



About six-in-ten (59%) consumers with vacation plans in 2014 expect to pay for their trips with cash, money saved for this purpose and spend an average of \$3,200 (also on par with 2013).

Method Expect to Pay for Vacations in 2014

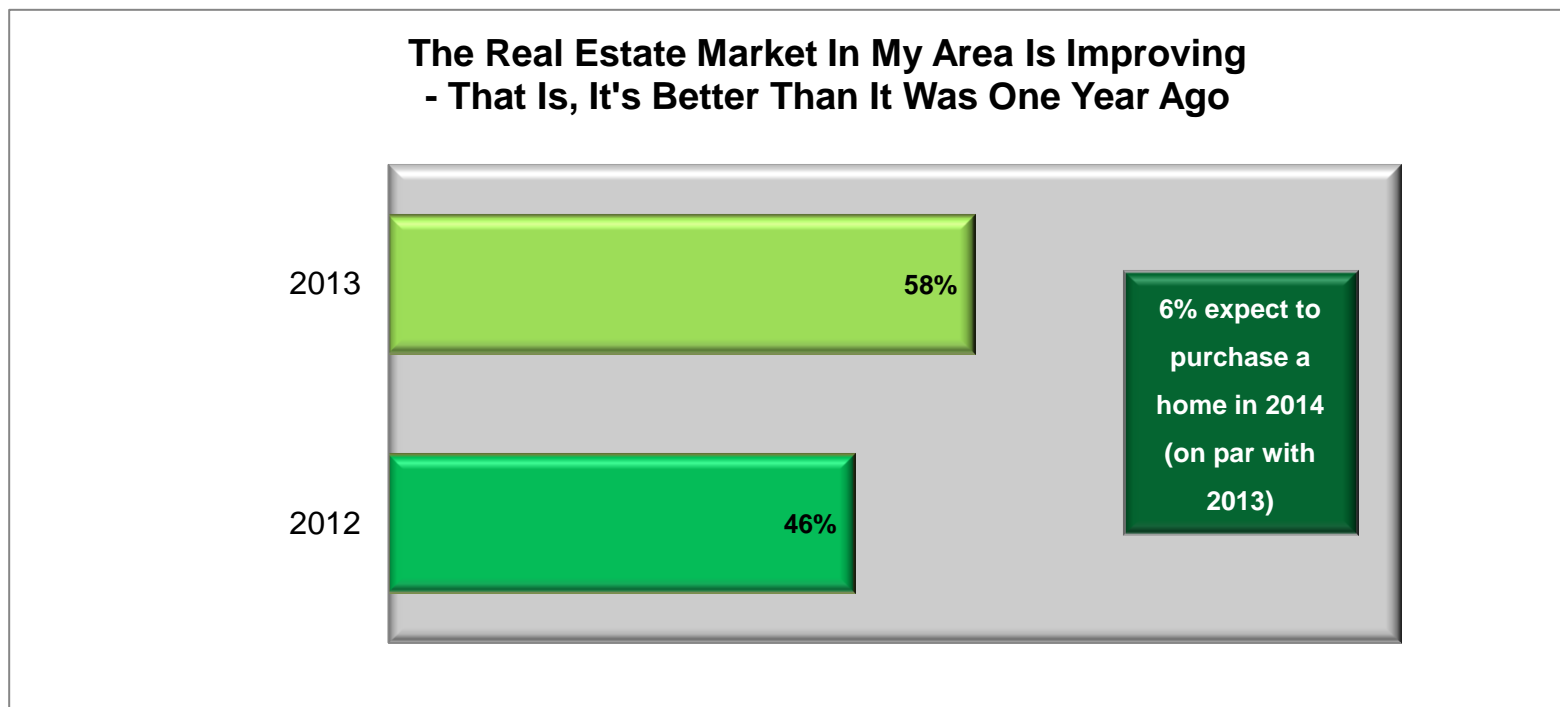


Q.16 How much will you spend on all of your vacation plans in 2014?

Q.17 Thinking about all of your vacations you are considering in 2014 - how will pay for those vacations?

Perception of Real Estate Market has Increased 12 Percentage Points from One Year Ago

Just under six-in-ten (58%) believe the real estate market in their area is improving – up 12 percentage points from one year ago. Six percent say they plan to purchase a home in 2014 – on par with 2013.



Most Consumers Plan to Pay for their 2014 Home Improvements in Cash; and, an Increase in Spending \$6,000 + is Evident

One-in-two consumers say they will complete a home improvement in 2014 (50% vs. 52% in 2013). Just under one-in-four of these consumers say they will spend \$6,000+ (up from 17%). Fifty-five percent intend to pay for their 2014 home improvements in cash, with the money they saved for this purpose (up from 53%).

Home Improvement Plans

Will complete a home improvement in 2014

50%

Will complete a home improvement in 2013

52%

Home Improvement Spending Intentions

Less than \$6,000

70%

67%

\$6,000+

23%

17%

Not sure

7%

16%

■ 2013

■ 2012

Method of Paying for Home Improvements

Pay in cash, money saved for this purpose

55%

53%

Take it out of my savings

29%

30%

Use a credit card

21%

22%

Tax refund

20%

23%

Bonus

7%

9%

Raise in salary

6%

6%

A monetary gift from a friend/relative

2%

3%

Home equity loan or home equity line of credit

6%

n/a 2012

Borrow from a friend/relative - intent to pay back

1%

1%

■ 2013

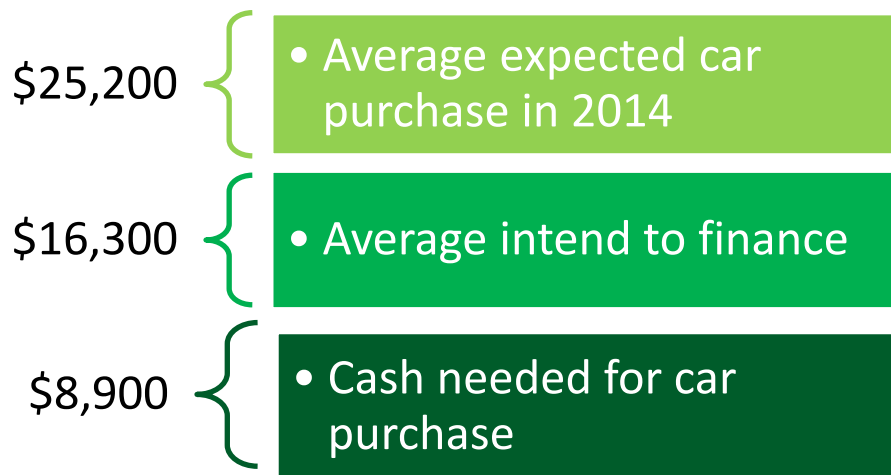
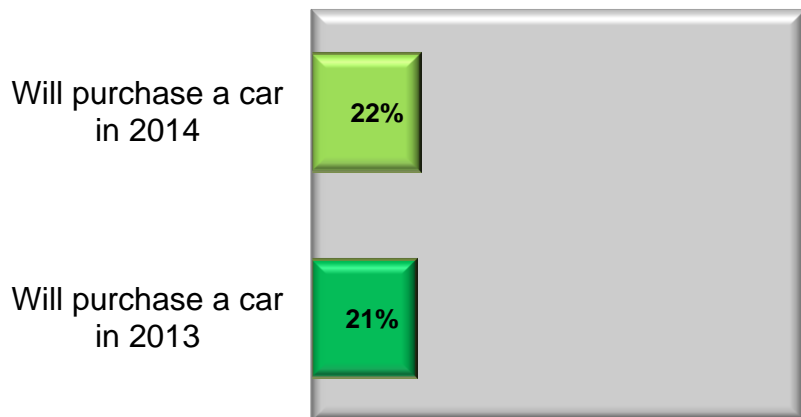
■ 2012

On Average, about \$9K in Cash Needed for a Car Purchase

More than one-in-five (22%) intend to purchase a car in 2014 (vs. 21% intended for 2013).

The average car purchase in 2014 is expected to be \$25,200 – and, consumers plan to borrow an average of \$16,300; with that said, \$8,900 in cash would be needed for this purchase.

Car Purchase Plans





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