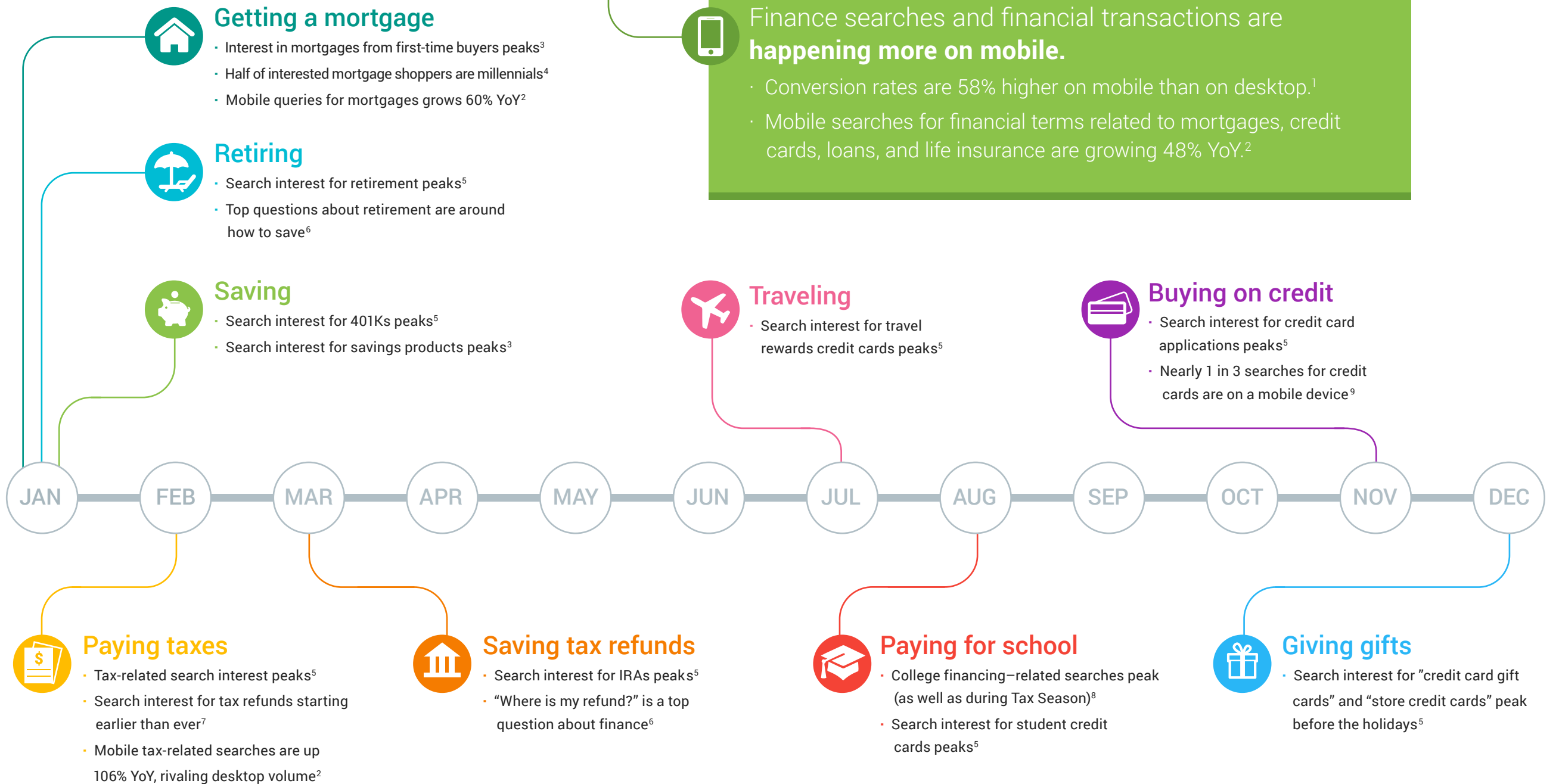
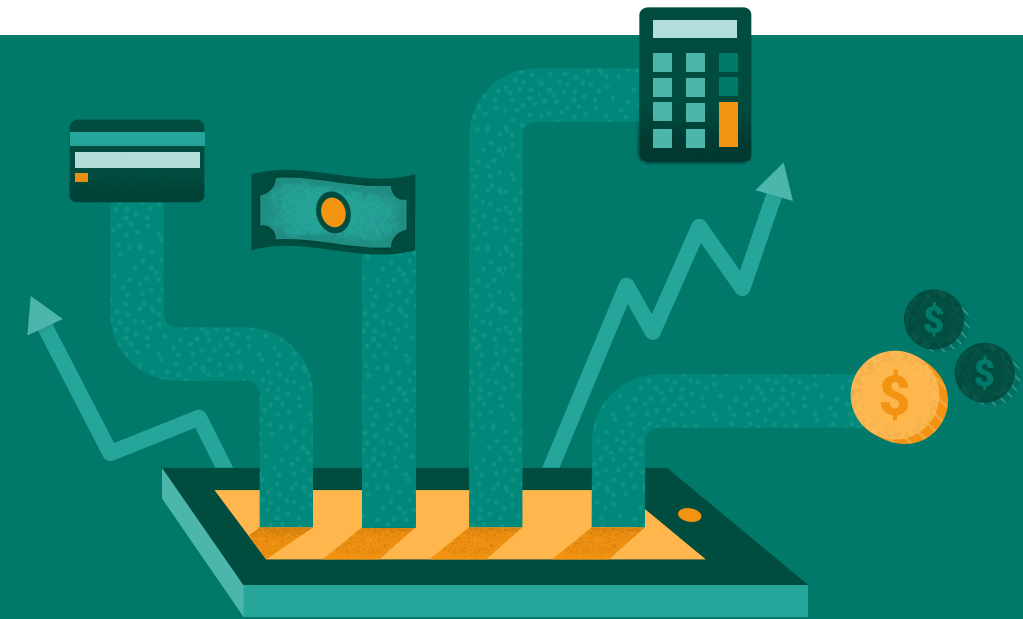


# Money Matters: Finance Trends Throughout the Year

From saving in January to spending in December, consumers have money on their minds year-round. To research and buy financial products, they're using the web, especially mobile. By understanding when and how they search, brands can meet consumers in all the moments that matter.



**SOURCES:**

1 Google Analytics Finance category data, May 2014–January 2015, United States.  
 2 Google Data, January 2015, United States.  
 3 Google Data, January 2013–January 2015, United States.  
 4 Google Consumer Survey, January 2015.  
 5 Google Trends, January 2011–January 2015, Finance, United States.  
 6 Google Data, January 2014–January 2015, United States.  
 7 Google Trends, December 2012–February 2015, United States.

8 Google Data, January 2012–January 2015, United States.  
 9 Google Data, December 2014, United States.