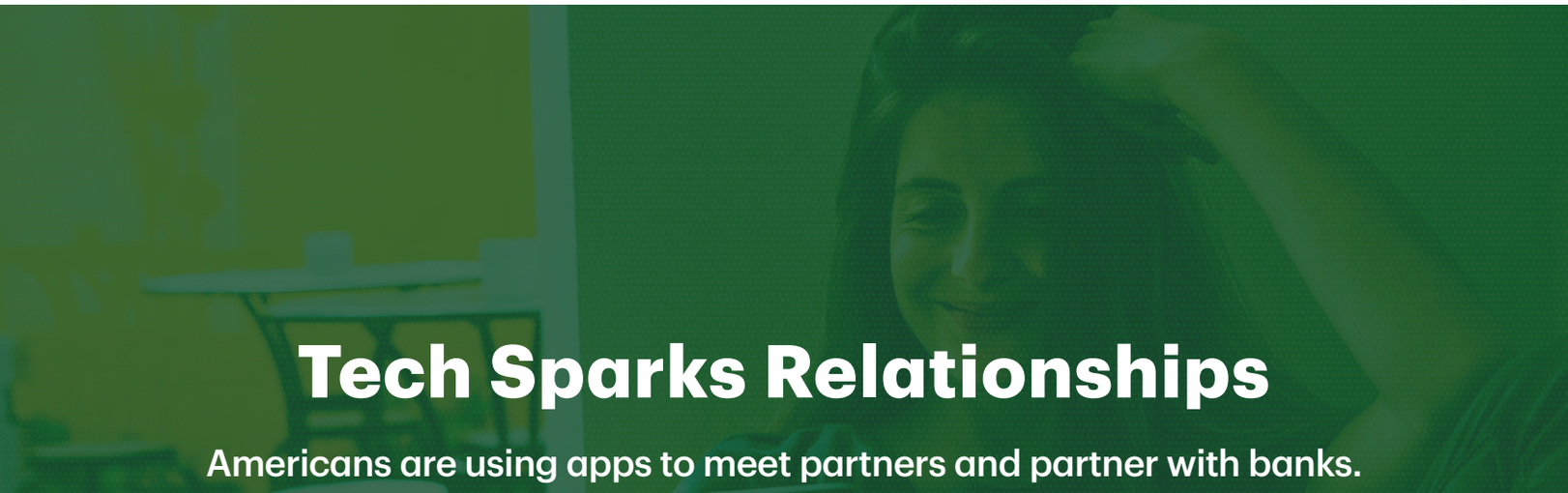
Love&Money

IN 2021

2021 exposed a lot of truths about the social frameworks that support our lives, including co-worker interactions, family dynamics, community support and relationships with significant others. As couples began to tackle new financial realities together as a result of the pandemic, we were curious to find out how those money talks were shaping up.

We surveyed couples ages 19–75+ throughout the United States about money, relationships and plans for the future. The results revealed some crucial information about how couples manage resources, view financial stability and talk openly about money (or not)!

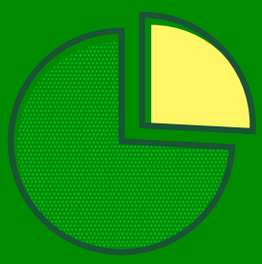
Here's a deeper look at what we found.



Tech Sparks Relationships

Americans are using apps to meet partners and partner with banks.

Half of Americans have used a dating app



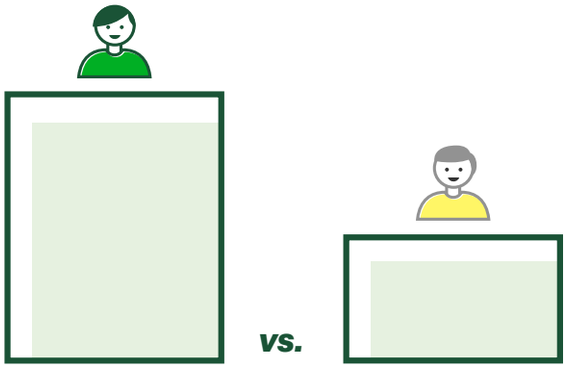
26%

claimed to have found a significant other through an app.

1 in 10

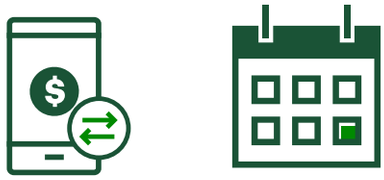
indicated that a potential match's financial profile influenced swiping behavior.

More than half (57%) of Americans currently have **financial apps** on their smartphone



80%
of Millennials

37%
of Boomers



Apps for **mobile transfers/deposits (67%)** and **paying bills (54%)** are the most often used.

Splitting Financial Responsibilities

Age and gender play a role in money management decisions.

Millennials are **13%** more likely than other age groups to keep separate accounts

But they are more **willing to merge accounts earlier** in the relationship (when dating or living together) rather than waiting for marriage.

The split between everyday expenses versus longer-term/larger expenses is heavily dependent on gender

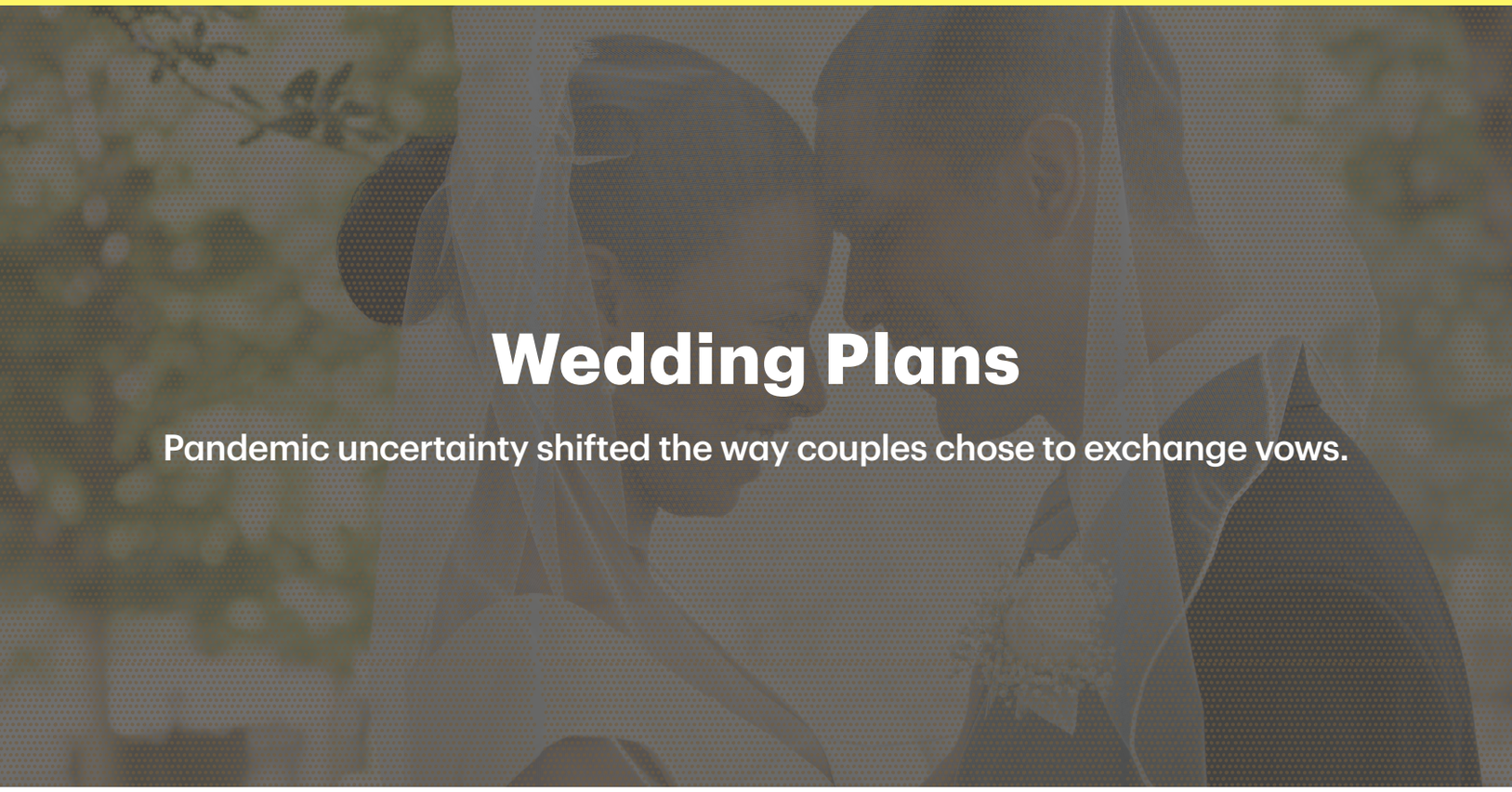
15%

more **women** reported that they handle **everyday expenses.**

vs.

12%

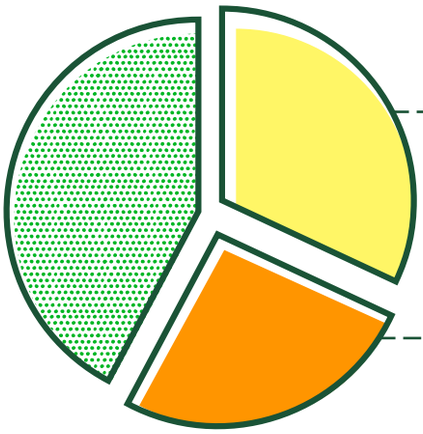
more **men** claimed to typically handle **larger expenses.**



Wedding Plans

Pandemic uncertainty shifted the way couples chose to exchange vows.

70% of Americans reported
changing wedding plans in the past year



32% of couples are planning a micro wedding with a limited gathering.

26% plan to elope.

Secrets & Conversations

While most Americans feel comfortable discussing money matters with their partners, some topics are still off the table.

Nearly 1 in 3 (32%)

Americans keep a **financial secret** from their partner, with 50% having no intention of ever sharing this financial secret.

This marks a significant increase from 2020

when **more than 1 in 10** Americans (11%) kept a financial secret from their partner.

Among those who do have financial secrets

40%
have made a secret purchase

18%
have significant credit card debt

13%
have a secret bank account

Down 24% from 2020.

Yet despite keeping a financial secret

80% of Americans feel extremely or very comfortable talking to their partner about money.

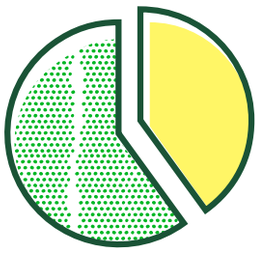
Financial Stability

Earning and spending can make—or break—a relationship.

1 in **3**

partners say **gambling** is grounds for breaking up.

While only **11% consider unemployment** as a reason to split, nearly



40%

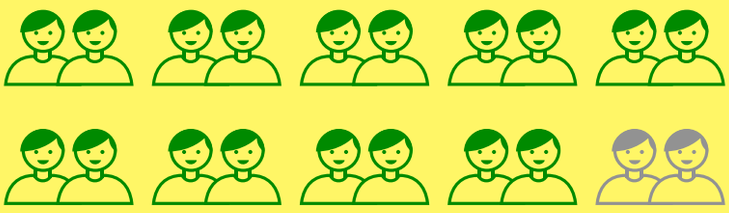
would reconsider their relationship after a lengthy unemployment

But only 8% of Americans have actually broken up with a partner due to unemployment.

Future Talk: Savings & Goals

Couples are putting away money and not planning to spend it any time soon.

Nearly **9 in 10** American couples are saving for something



retirement and **emergency/rainy day fund** are most common.

But nearly **7 in 10** Americans are **not** planning any big milestones in 2022.

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