



Money and marriage stats from www.moneyhabitudes.com/financial-statistics/

Money Magazine – 2014 Survey of Couples and Money

- *National online survey of 1010 married adults, 25 and older, with household income over \$50,000 (balanced to US Census). Conducted March 13-14, 2014. Margin of error +/- 3.1%*
- 4 of 5 couples say they're on the same page as their partner about money. In truth, there seems to be a large financial perception gap.
- 70% of married couples argue about money – ahead of fights about household chores, togetherness, sex, snoring, and what's for dinner.
- 60 percent of husbands and wives said they check their bank accounts more than they have sex
- 64% of couples without children under 18 argue about money while 80% of couples with children younger than 18 argue about money.
- What couples fight about when they argue about money: Spending (55%), Saving (37%), Deceit (21%), Exclusion from decisions (11%)
- 22% of husbands and wives have spent money they didn't want a partner to know about; 35% dread getting a lecture; women's top secret purchases were clothing, shoes, gifts for family and friends; men's top secret purchases were for hobbies and electronics.

Money Trumps Children and In-Laws as Source of Relationship Stress According to American Express Spending & Saving Tracker (2010)

- *The research sample of 2,008 adults included the general U.S. population, as well as two subgroups – the affluent and young professionals.*
- 91 Percent of Couples Find Reasons to Avoid Talking About Finances; only 43 Percent Discussed Money Before Marriage
- Nearly one-in-three (30%) couples say finances cause the most stress in their relationship, followed distantly by intimacy (11%), their children (9%) and their in-laws (4%).

- While only 43 percent of the general population talked money before marriage, the number rises to 57 percent for affluent couples and jumps to 81 percent for young professionals.
- 12% of the general population say they've never talked about money with their spouse.
- Most couples pay their monthly bills jointly and maintain joint ownership of various household accounts. Two-thirds (66%) of those surveyed share all monthly expenses, while the remaining 34 percent divide their bills each month, with methods ranging from paying certain bills individually to splitting household expenses based on income ratio.
- Among those surveyed, \$275 is the average threshold at which couples need to consult with their partner before making a purchase (\$395 among affluents and \$249 among young professionals).
- Forty percent believe their partner spends more money than they do on things outside of household expenditures. The same number (40%) consider themselves more diligent than their partner when it comes to saving money and budgeting.
- Discussions on household finances lead to arguments among 45 percent of the general population, 44 percent of affluents, and 72 percent of young professionals.
- Forty-six percent of the general population say they've bought something their partner didn't agree with. More than a quarter (27%) of respondents have misrepresented the amount of a purchase and 30 percent report they have hidden purchases from their partner.

Parents, Kids & Money Survey – T. Rowe Price (2014)

- Parents want to set a good example: Over two-thirds of parents (69%) are very/extremely concerned about setting a good financial example for their kids.
- But, they aren't above bribery: 48% of parents admit to bribing their kids with money to encourage good behavior. Additionally, 30% of parents admit they sometimes "borrow" money from their kids' piggy banks.
- They have apprehensions about discussing money: 74% of parents admit to having some reluctance to talk with their kids about financial topics, most often because parents don't
- want their kids to worry about finances.
- 58% of kids go to their mom first with financial questions versus 39% to dad. Managing day-to-day household finances is evenly split between both mom and dad, with 66% of moms claiming primary responsibility and 70% of dads. But both moms and dads said that dad was primarily responsible for investing, with 77% of dads claiming responsibility versus 43% of moms.
- Kids can learn with games: 83% of parents say games are a good way to teach kids about money and 68% of kids say they have played a game involving saving and spending money.