



Ally Consumer Research

Survey Insights

Minds on Money

1000+ U.S. Consumers // March 2025



Minds on Money

The emotional impact of finances.

- **More than 8 out of 10 (83%)** consumers say financial concerns are impacting their mental health, sleep and focus.
- Consumers report financial concerns disrupt their **mental health (38%), sleep (34%) or focus (29%)** at least once a month.
- **Just over half (51%) of Gen Z and 4 out of 10 Millennials** say their mental health is impacted.
- **7 out of 10 women (69%) and nearly 6 out of 10 men (57%)** are showing low levels of confidence when it comes to their financial affairs.
- **Roughly 1 in 3 Americans** report stress over their finances on a daily or weekly basis.
- **Gen Z (45%) and Millennials (38%)** report money tension at least once a week.
- **And those lacking financial confidence** are 11X more likely to say they feel anxious.

Priorities most likely to impact condition of personal finances:

- Paying down debt (76%)
- Saving for retirement (68%)
- Increasing savings (41%)
- Boosting earnings (39%)

Financial priorities by life stage and gender.

- **Gen X and Boomers rank saving** for retirement as a top goal.
- **Gen Z prioritizes paying down debt** over the horizon target of retirement.
- **Gen Z and Millennials are both** striving for bigger paychecks and increasing earnings.
- **Women** prioritize paying off debt (42% vs 32%) while **men** are more focused on saving for retirement (54% vs 40%).



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The top 3 financial priorities for each life stage are:

- **Gen Z (ages 13–28)**
saving more, 43% >> increasing earnings, 41% >> paying down debt, 40%.
- **Millennials (ages 29–44)**
saving more, 52% >> saving for retirement, 45% >> increasing earnings, 43%.
- **Gen X (ages 45–60)**
investing for retirement, 57% >> saving more, 53% >> setting aside emergency funds, 40%.
- **Baby Boomers (ages 61–79)**
investing for retirement, 61% >> saving more, 50% >> stashing away vacation dollars, 44%.

Financial stress is hitting Gen Z the hardest.

- **Only 34% of Gen Z say they feel in control** over their finances.
- **Just 26% say they are saving** on a regular monthly basis, a key driver for feeling financially confident.
- **Only 1 in 3 (34%) can cover a small emergency expense** of \$1,000 without going into debt.

Financial stress and relationships.

- **Nearly 4 out of 10 (39%) consumers** say financial stress is impacting their personal relationships.
- **1 in 4 (26%)** say money issues keep them distracted during family/friend time.



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How Americans are coping.

- **More than half (53%) of consumers** view self-care as important for managing money stress, including **3 out of 5 (59%)** Gen Zers.
- **Nearly 8 out of 10 (77%) Americans** who practice self-care find it is an effective stress-reducer.
- **The top three self-care go-tos are:**
 - Watching TV or movie, 42%
 - Exercising/working out, 37%
 - Getting extra sleep, 35%

Social media pressures fuel impulse spending.

- **Monthly find:** 4 of 10 (41%) have purchased something in the last month.
- **Biweekly purchase:** almost half of frequent fliers – those who check their social constantly or hourly – have purchased something found there in the past 2 weeks.
- **Weekly snag:** nearly 7 out of 10 (67%) of those buying items they have seen on social media are most likely to do so within a week.
- **Same-day win:** 3 out of 10 (31%) buy more impulsively, either immediately or same day.
- **Buyer's remorse:**
 - Nearly 1 out of 4 (23%) social media users say they take on debt at least once a month to pay for a “shareable” experience.
 - 1 out of 2 Gen Z (47%) say they spend impulsively daily, weekly or monthly; many do so to share on social (39%) and feel regret (39%) afterwards.
 - Almost 1 out of 3 Millennials (28%) feel post-spending pressure and regret.

