

# The *many* moods of money

A survey on Americans' emotions around their finances\*

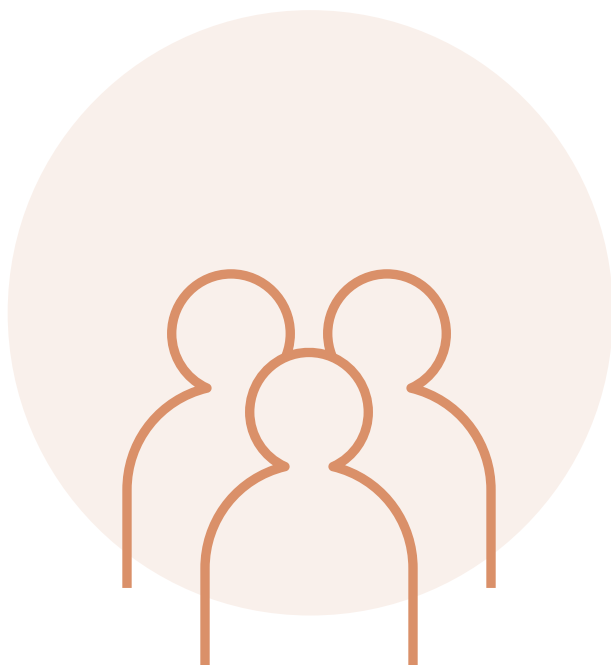
  
**61%**  
Feel financial stress

As the cost of living rises, Americans are feeling financially stressed, with Gen X most affected at 90%, and 42% feeling more stress than a year ago.

WHO WE TURN TO

To talk about financial stress

- 49%**  
FAMILY MEMBERS
- 38%**  
SIGNIFICANT OTHER
- 37%**  
FRIEND



EFFECTS OF STRESS

**44%**  
Avoidance  
  
People avoid checking a financial account due to stress or fear

**39%**  
Retail Therapy  
  
People likely to spend money to feel better

**35%**  
Negative Self-Image  
  
Over one third say their financial situation negatively affects their self-worth

**24%**  
Retirement Reassessment  
  
Have paused or reassessed their retirement planning

Top 3 emotions felt when thinking about finances

- 45%** ANXIETY
- 40%** HOPE
- 40%** FRUSTRATION

Things people would rather focus on if not financially stressed



- 52%**  
FAMILY RELATIONSHIPS
- 49%**  
HEALTH AND WELLNESS
- 43%**  
TRAVEL AND EXPERIENCES
- 41%**  
HOBBIES AND PROJECTS



## Where there's a plan there's hope

**88%** 88% OF THOSE WHO MET WITH A FINANCIAL ADVISOR REPORT IT LED TO FEELING LESS STRESSED

### Let's talk

Financial confidence comes from having a plan. We'll work with you to craft the blueprint for your hopes and dreams and help minimize financial stress.

Let's craft your financial future, together  
Visit [wealthenhancement.com/wealth-blueprint-request](https://wealthenhancement.com/wealth-blueprint-request)

