Americans are adopting spending and saving habits that they consider to be more aligned with their personal values. New tech might be the answer for Americans looking to adopt better spending and savings habits.

### Financial Feats

In the past year, 85% of Americans took steps to improve their financial lives, including:

- Managing money is taking a toll on Americans’ mental and physical health.
- Mind, body and toll
- Impact spending: put your money where your mouth is
- Debtion nation

### Debtion nation

68% of Americans have purposefully delayed or abstained from certain activities or life milestones in order to pay off debt, including:

- Buying a home
- Moving to a more expensive neighborhood
- Getting married
- Having a child
- Buying a car
- Purchasing jewelry
- Indulging in something like eating out and entertainment
- Buying a vacation
- Going on a trip
- Buying clothes, shoes or something like sugar and/or alcohol

### Help wanted

Women are more likely than men to feel the impact of their finances on their: mental health 60% vs 52%, physical health 63% vs 57%, and savings 65% vs 59%, compared to 54% for men.

### Would you rather?

When choosing between two retailers selling an identical product, 42% of Americans would choose the retailer selling it at a higher price knowing the company’s core values align with their own. Two in five Americans would stop buying products from companies whose values fundamentally conflict with their own.

### You can’t take it with you — they hope

If any of your or your spouse’s parents say it is important to leave an inheritance to their children, and 38% of current or future parents say it is important to leave an inheritance to their children. And 38% of current or future parents say it is important to leave an inheritance to their children. And 38% of current or future parents say it is important to leave an inheritance to their children. And 38% of current or future parents say it is important to leave an inheritance to their children.

### Mind, body and toll

Managing money is taking a toll on Americans’ mental and physical health.

- 43% say the impact of their finances impacts them on mental health
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