Consumers are striving for financial stability in 2021

38% of people surveyed said saving more money in 2021 is a top financial goal.

- 44% Saving for retirement
- 36% Building an emergency fund
- 27% Paying off credit cards
- 27% Saving for a vacation or travel

Less than a quarter (24%) of Americans were able to keep their financial resolutions in 2020.

Concern over financial situations shows a stark difference between genders

Women were more concerned over their financial situation in 2020 than men.

- 57% women
- 48% men

Women (15%) were more than three times as likely as men (5%) to have quit their jobs to accommodate childcare.

Spenders are entering the new year focused on giving

More than half of respondents (53%) plan to give back to their communities in 2021.

- 70% Supporting small or local businesses
- 47% Tipping more in the retail or service industries
- 45% Increasing the amount of money donated to various causes
- 39% Volunteering their time

In 2020, 56% of Americans started tipping more in restaurants because of the hardships caused by the pandemic.

*We surveyed 2,000 consumers about their past and current savings and spending attitudes and behaviors in December 2020.