

## **Ally Bank's Love & Money Study Finds Most Americans Are Attracted to Others Who Have Strong Budgeting and Saving Strategies** **Abilities to avoid debt and employ thriftiness are considered highly-appealing money management traits**

**MIDVALE, Utah, Feb. 4, 2015** -- How important a role does one's personal finance philosophy play in ensuring a harmonious relationship with their mate? To delve deeper into the subject, Ally Bank, the direct banking subsidiary of Ally Financial Inc. (NYSE: ALLY), recently conducted a study to explore how Americans interact with their loved ones when it comes to the intricacies of love and money.



*click on photo for high-res version*

The Love & Money study revealed that more than half (55 percent) of Americans find a strong budgeting and saving strategy to be the most appealing money management trait in a significant other, a preference that grew in direct proportion with the respondents' age group. Other attractive money management traits include those who pay-as-they-go to avoid any kind of debt (21 percent) and those who bargain-hunt and are thrifty (18 percent).

In contrast, just three percent say they find those who have a higher credit card limit and like finer things and good times appealing in a partner. Furthermore, the study found that a majority of respondents (76 percent) believe it is of moderate to high importance to find a significant other with a similar philosophy toward money and finances. And 45 percent of respondents say they manage the finances together, with males and females evenly split, both responding at 45 percent.

"The survey underscores the importance of financial planning and how it influences virtually every aspect of our lives, including our preference in a mate," said Diane Morais, Ally Bank Deposits and Line of Business Integration Executive. "Money is an important part of planning a future together, and Ally Bank offers a wide variety of products and tools when it comes to setting savings and retirement goals."

With Valentine's Day coming up in February, the study also found that Americans do not expect their significant others to splurge on the holiday. In fact, more than half (52 percent) expect their Valentine to simply "order take out, because it's just another day." Those who did vote to "go for the romance with something thoughtful and sentimental" were in the 18-44 age group and the big spenders were in the minority, with only 6 percent saying they would splurge on a Valentine's Day gift.

Another positive indication from the study is that most people say they aren't battling with their partners over money issues. Two-thirds (67 percent) of respondents say they don't have serious recurring arguments with significant others about money. Those who acknowledged having disagreements over personal finances said saving money ranked second only to spending as the cause of arguments.

"These findings show that in addition to improving your financial well-being, there is a romantic appeal to fiscal discipline, and establishing a budget and a savings plan are also good ways to add peace and harmony in the family," said Morais.

An infographic of the survey findings can be found in the [Ally Media Center](#).

### **Editor's Note**

A telephone survey was conducted by Opinion Research Corporation among a national probability sample of 1,007 adults 18 years of age and older, living in the continental U.S. Interviewing was completed during the period of December 11-14, 2014.

### **About Ally Bank**

Ally Bank is a direct bank in the U.S. that offers a straightforward approach to banking with no minimum deposit required to open an account, no monthly maintenance fees and 24/7 live customer service. A subsidiary of Ally Financial Inc., the Bank offers online savings, interest checking, money market accounts, certificates of deposit with terms ranging from three months to five years, and IRA Plans and products. Member FDIC.

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