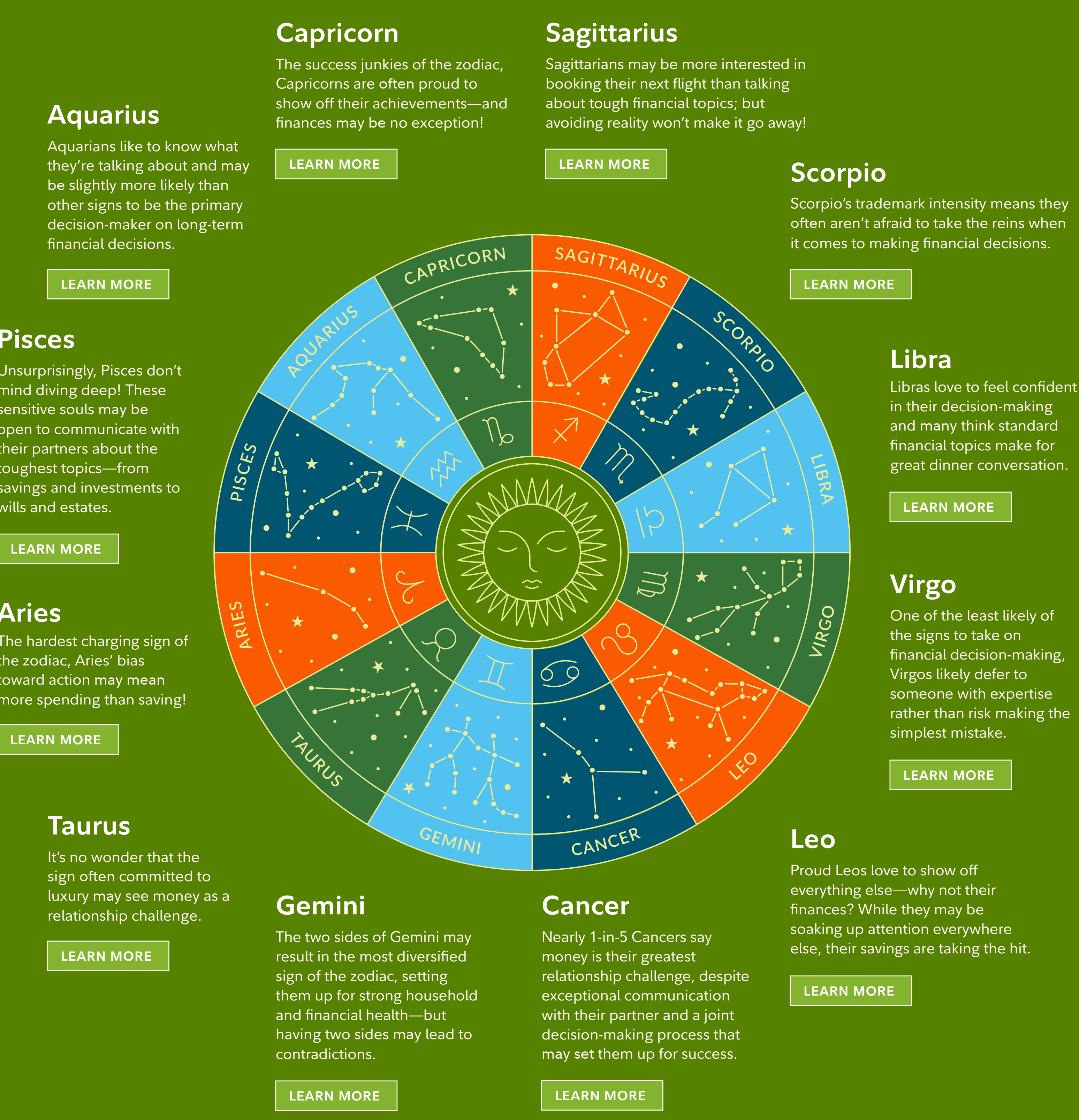


Money, Love, & the Stars

How Your Sign May Impact Your Money Style



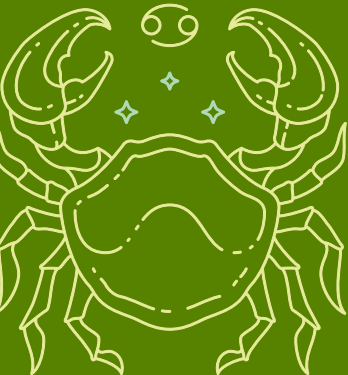
Aries
March 21–April 19
The hardest charging sign of the zodiac, Aries' bias toward action may mean more spending than saving! With one-third (32%) saying the state of their household finances is only "fair," it's no surprise that 17% of Aries consider money their greatest relationship challenge. Might be time to slow down and catch your breath, Rams—as the most likely to report no involvement in long-term financial decision-making, it makes sense that money communication may be tough. Don't fight it: a few smart decisions can go a long way in getting you what you want.



Taurus
April 20–May 20
It's no wonder that the sign most committed to luxury may see money as a relationship challenge. But it's okay, dear Taurus, to appreciate the finer things in life: you often balance your creature comforts with a saver's mentality (you didn't want to go out, anyway) to bring about excellent or very good financial household health. Don't settle for complaining about finances, though; help your partner understand your impeccable taste by encouraging more communication about topics that matter, like saving for the future or estate planning. You're making decisions with your partner, so let them into your financial home.



Gemini
May 21–June 20
The two sides of Gemini may result in the most diversified sign of the zodiac, setting them up to report strong household and financial health—but having two sides may lead to contradictions: confident relationship communication yet a likelihood of being the primary financial decision-maker. This opinionated, exciting, multi-tasking sign may struggle with relationship conversations, household spending/budgeting, and money overall, but maybe starting with some shared goals could help to focus your Gemini energy for good.



Cancer
June 21–July 22
Sweet Cancers, how are you feeling about your finances today? Nearly one-in-five of you say money is your greatest relationship challenge, despite reporting exceptional communication with your partner and a joint decision-making process that may set you up for success. Is it the tough talks about big picture things like your relationship and money overall that are getting you down? Tie your money discussions to something that fuels your do-gooder spirit.



Leo
July 23–August 22
Proud Leos, you love to show off everything else—why not your finances? While you may be soaking up attention everywhere else, your savings may be taking the hit—less likely to say you are "savers" than the rest of the zodiac and, as a result, likely to only report "fair" household financial health. You may communicate well with your partner, but consider how much of a star you'll be if you can learn better ways to start conversations around your relationship, money, and will and estate planning. You know everyone is watching you, after all...



Virgo
August 23–September 22
Ah, perfectionist Virgos, you'll never be satisfied! One of the least likely of all the signs to take on financial decision-making, Virgos likely defer to someone with expertise rather than risk making the simplest mistake. While Virgo communication about standard topics may be simple and direct, this anxious sign gets nervous about the tougher subjects—perhaps because more than 1-in-10 Virgos say their household financial health is "not very good" or "terrible!" Push your boundaries, Virgo, and consider who might teach you what you need to know!



Libra
September 23–October 22
Good luck getting a Libra to step away from financial decisions—they often love to feel confident in their decision-making and think standard financial topics make great dinner conversation. This, coupled with their self-proclaimed status as the "savers" of the zodiac (and we know Libras LOVE status!) may deliver an excellent household financial health! There may be some trouble talking about stickier topics, though—you are more likely to have trouble starting a conversation with your partner about your relationship (21% say this is difficult) and savings and investments for the future (14%).



Scorpio
October 23–November 21
Scorpio's trademark intensity means you often aren't afraid to take the reins when it comes to making financial decisions—37% of you say you're the primary financial decision-maker! Strong-willed Scorpios believe they communicate exceptionally well, but the deeper emotional topics like managing debt and investing for the future may drive the drama: nearly one-in-five Scorpios say money is the greatest relationship challenge.



Sagittarius
November 22–December 21
Sagittarians may be more interested in booking their next flight than talking about tough financial topics; but avoiding reality won't make it go away! Thanks to their willingness to work together with partners on long-term financial decisions, these fire signs may achieve the early retirement of their dreams through their better than average savings style and financially healthy homes—or, for wanderlust driven Sags, vacation homes!



Capricorn
December 22–January 19
The success junkies of the zodiac, Capricorns are often proud to show off their achievements—and finances may be no exception! Money talk is rarely a relationship challenge for them, and spending is just one of the ways they show they've made it! Other signs can learn from Capricorn's approach: work hard, be a team player when it comes to financial decisions, and communicate openly about household spending, saving, and debt.



Aquarius
January 20–February 18
Aquarians may be mysterious to start, but they can tell it straight when it comes to money. These air signs often like to know what they're talking about and are slightly more likely than other signs to say they are the primary decision-maker on long-term financial decisions. If you ask, they might even share their secrets with you, once you get them to open up about the more difficult topics. That Aquarius expertise may pay off—most consider themselves a saver, and say their household is in excellent or very good financial health.



Pisces
February 19–March 20
Unsurprisingly, Pisces don't mind diving deep! These sensitive souls may be open to communicate with their partners about the toughest topics—from savings and investments to wills and estates. It's no surprise that they prefer to work with their partners on long-term decisions; these romantics are often daydreaming about what's next—which means saving for the future comes easily and money isn't often a relationship challenge in a Pisces home... the bigger challenge may be getting their head out of the clouds!