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The Friendship Tab

The Financial Strain of Friendship

For Gen Z and millennials, the joy of friendship often comes with a financial cost that can be challenging to manage.

3 in 5 Gen Z/millennials say spending on social activities impacts their financial goals.

44% have skipped a major event because of the cost, with 1 in 4 (26%) saying their social spending makes building savings difficult.

On average, people spend $250 every month on activities with friends. The average cost of social activities in 6 months is higher for Gen Z/millennial men than for women – at $1,775 versus $1,250.

Yet, the desire to stay connected is strong. **69% of Gen Z/millennials prioritize in-person connection with friends at least weekly**, with **52% reporting they have 1 to 3 friends they see regularly.**

- Some of the most popular social activities include going to a restaurant or bar (72%), spending time outdoors (56%), or going to a birthday celebration (50%).
- In fact, nearly one third (32%) of Gen Z/millennials go to a restaurant or bar with friends weekly or more often.

Friendship remains a priority for these generations, with 23% finding ways to spend time with friends without spending money, like via "no spend hangs."

Social activities impact financial goals

3 in 5 Gen Z/millennials

44% of Gen Z and millennials have skipped major social activities due to the cost

69% have in-person social connection weekly or more frequently

Overspending is the Norm, Not the Exception

Most young adults aren't budgeting effectively for social life, and they know it.

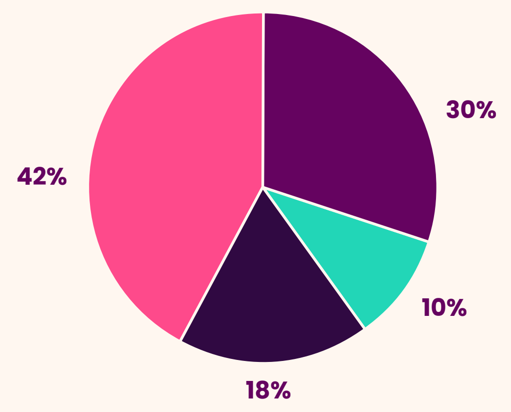
Only 18% of respondents have a strict budget for activities with friends, and **59% say their financial goals are impacted by social spending.**

42% of Gen Z/millennials are overspending on their social budgets several months out of the year, while **1 in 10 overspend beyond their social budget every single month.**

Nearly a quarter (24%) of Gen Z/millennials admit they would feel left out if they had to decline social activities due to financial constraints, with 23% saying they've tried suggesting lower-cost activities to their friends.

Budgeting for going out with friends

- Have a budget for activities with my friends but it is flexible
- Have a general idea how much I can spend but no real budget
- Have a strict limit on how much I can spend on activities with my friends
- Don't think much about the amount I should spend



Social Pressure, Lifestyle Gaps and Emotional Fallout

From anxiety to conflict, financial differences between friends affect more than just your wallet — it can create emotional weight and turmoil.

1 in 5 (20%) of Gen Z/millennials say financial or lifestyle differences contributed to the falling out of a friendship.

Nearly a quarter (24%) report feeling anxious about financial and/or lifestyle differences with their friends, with 22% reporting they often experience anxiety when they're unsure if they can afford a social activity.

Nearly 1 in 5 (17%) of Gen Z/millennials say there have been times when they felt they couldn't be honest with friends about their finances, and almost 1 in 4 say tariffs and inflation have made social activities more difficult and that they intend to cut costs.

Attitudes and behaviors regarding friends and money (% Agree (6,7) on a 7-point scale)

I would feel left out if I couldn't do what my friends are doing because I couldn't afford it	24%
My friends and I prioritize "no spend hangs" so we can spend time together without spending money	23%
I often experience stress or anxiety, when I am not sure I can afford an activity with my friends	22%
There have been times when I couldn't be honest with friends about my finances	17%

Women Are Feeling the Strain More Intensely

From birthday brunches to bachelorette weekends, social spending adds up fast — and for many women, it's getting in the way of financial peace of mind. Men, on the other hand, report more positive feelings about financial differences with friends.

Nearly one third (30%) of Gen Z/millennial women say social budgeting makes building up savings difficult — versus 22% of Gen Z/millennial men who say the same.

27% of women say social spending makes it difficult to save for emergencies (versus 20% of men) **and a quarter of women say social spending makes it challenging to pay off their credit card bill each month** (versus 16% of men).

More than a third of Gen Z/millennial men reported feeling motivated (36%), confident (36%) and/or satisfied (34%) by financial/lifestyle differences between them and their friends, **whereas nearly 1 in 3 women reported feeling anxious (27%).**

Twice as many Gen Z and millennial women (16%) said they feel "overwhelmed" by their spending habits compared to their friends' — versus just 8% of men who feel the same.

Feelings about financial or lifestyle differences between friends by gender

	Male	Female
Motivated	36%	28%
Confident	36%	19%
Satisfied	34%	19%
In Control	26%	19%

Survey Methodology: Surveyed 1,000 consumers who represent the Gen Z (37%) and millennial (63%) populations in June 2025 to better understand the financial consequences of friendship.