Financial Wellness *With a D&I Lens*

*September 2021*
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- Overall Financial Wellness
- Financial Security
- Financial Choice
- Recommendations for actions
Respondent Profile
Survey Respondent Profile

(1,000 respondents)

Investable Asset levels

<table>
<thead>
<tr>
<th>Asset Level</th>
<th>Total</th>
<th>Males (A)</th>
<th>Females (B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$10K</td>
<td>13%</td>
<td>9%</td>
<td>17% (A)</td>
</tr>
<tr>
<td>$10K to &lt;100K</td>
<td>26%</td>
<td>22%</td>
<td>31% (A)</td>
</tr>
<tr>
<td>$100K to &lt;500K</td>
<td>28%</td>
<td>31% (B)</td>
<td>25%</td>
</tr>
<tr>
<td>$500K to &lt;1 mil</td>
<td>14%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>$1 mil+</td>
<td>19%</td>
<td>24% (B)</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); Male (n=500), Females (n=500)
SQ23. Now we would like you to think about your investments, including investment accounts, stocks, bonds, and retirement accounts, such as a 401(k) plan. These can, but do not necessarily refer to investments that you or another person actively manage. Thinking about this definition, do you have any investments of this kind?
SQ24. Which of the following describes the value of your total investable assets?
*Generation age ranges (as of deployment in March 2020): Gen Z (Age < 23), Younger Millennials (Age = 23-29), Older Millennials (Age = 30-37), Gen X (Age = 38-53), Baby Boomers (Age = 54-72), Silent Gen (Age > 72)
Financial Wellness Definition

The Consumer Financial Protection Bureau (CFPB) considers financial well-being to involve these four elements:

<table>
<thead>
<tr>
<th>Security</th>
<th>Present</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Control over your day-to-day, month-to-month finances</td>
<td>Capacity to absorb financial shock</td>
</tr>
<tr>
<td>Freedom of Choice</td>
<td>Financial freedom to make choices to enjoy life</td>
<td>On track to meet your financial goals</td>
</tr>
</tbody>
</table>

Source: Consumer Financial Protection Bureau (CFPB) *Financial well-being in America*, September 2017
Feedback on Overall Financial Wellness Performance
How Customers Rate their Financial Wellness Performance by Gender

- Overall, customers tend to view their Financial Wellness in a positive light, particularly true among older generations and those with a higher household income.
- Women are more likely to rate their Financial Wellness as “neutral,” while were likely to rate theirs as “excellent.”
How Customers Rate their Financial Wellness Performance by Ethnicity

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); White (n=712), Black (n=74), Asian (n=91), Other (n=100)
SQS. How would you rate your overall Financial Wellness?

White (A) v. Black (B) v. Asian (C) v. Other (D) stat tested at 90% confidence level
How Customers Rate their Financial Wellness Performance by Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>Poor (1-2)</th>
<th>Neutral (3)</th>
<th>Excellent (4-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>11%</td>
<td>30%</td>
<td>59%</td>
</tr>
<tr>
<td><strong>Gen-Z + Younger Millennials (A)</strong></td>
<td>12%</td>
<td>37%</td>
<td>51%</td>
</tr>
<tr>
<td><strong>Older Millennials (B)</strong></td>
<td>14%</td>
<td>36%</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Gen-X (C)</strong></td>
<td>15%</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>Boomers (D)</strong></td>
<td>10%</td>
<td>26%</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Silent (E)</strong></td>
<td>6%</td>
<td>15%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); Gen-Z + Younger Millennials (n=68), Older Millennials (n=131), Gen-X (n=222), Boomers (n=448), Silent (n=131)
SQ5. How would you rate your overall Financial Wellness?
Key Resources Desired to Improve Financial Wellness
Key Resources/Partners/Sources of Information on Financial Wellness Journey – By Gender

- Financial advisors and financial websites are viewed as the top sources of information.
- Women are more likely to rely on social network resources, such as family and friends, while men are more likely to mention websites and tech-based solutions.
SQ15. Which of the following do you consider to be key resources, partners, or sources of information on your journey towards improving your Financial Wellness?

- Financial Advisor
- Financial websites
- Immediate/extended family or friends
- Technology-based solutions
- Accountant/Attorney
- Employment-based resources
- Estate Planning professionals
- Primary Banking representatives
- Other

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); White (n=712), Black (n=74), Asian (n=91), Other (n=100)

White (A) v. Black (B) v. Asian (C) v. Other (D) stat tested at 90% confidence level
Key Resources/Partners/Sources of Information on Financial Wellness Journey – By Generation

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); Gen-Z + Younger Millennials (n=68), Older Millennials (n=131), Gen-X (n=222), Boomers (n=448), Silent (n=131)

SQ15. Which of the following do you consider to be key resources, partners, or sources of information on your journey towards improving your Financial Wellness?
Areas For Improvement
Areas for Improvement – Feedback by Gender

- The top three areas where customers feel they can improve their Financial Wellness include wise investment decisions, preparing for long-term goals, like retirement, and planning for unexpected expenses.
- Men are more likely than women to cite investments, preservation of assets, and ensuring financial security for their families as areas for improvement.

<table>
<thead>
<tr>
<th>Areas for Improvement</th>
<th>Total Males (%)</th>
<th>Total Females (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making the right investments</td>
<td>51%</td>
<td>54%</td>
</tr>
<tr>
<td>Preparing for retirement and other goals</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Planning for unexpected expenses</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Preserving assets</td>
<td>34%</td>
<td>31%</td>
</tr>
<tr>
<td>Ensuring my family is taken care of financially</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Managing daily expenses</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Managing credit card debt</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Managing longer-term debt</td>
<td>20%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); Males (n=500), Females (n=500)
SQ12. What are some areas of Financial Wellness that you believe you can improve upon?
Areas for Improvement – Feedback by Ethnicity

- **Making the right investments**
  - Total: 69%
  - White (A): 51%
  - Black (B): 41%
  - Asian (C): 49%
  - Other (D): 51%

- **Preparing for retirement and other goals**
  - Total: 65%
  - White (A): 53%
  - Black (B): 40%
  - Asian (C): 51%
  - Other (D): 65%

- **Planning for unexpected expenses**
  - Total: 50%
  - White (A): 42%
  - Black (B): 37%
  - Asian (C): 40%
  - Other (D): 50%

- **Preserving assets**
  - Total: 35%
  - White (A): 29%
  - Black (B): 33%
  - Asian (C): 34%
  - Other (D): 35%

- **Ensuring my family is taken care of financially**
  - Total: 42%
  - White (A): 34%
  - Black (B): 26%
  - Asian (C): 26%
  - Other (D): 42%

- **Managing daily expenses**
  - Total: 46%
  - White (A): 32%
  - Black (B): 26%
  - Asian (C): 26%
  - Other (D): 46%

- **Managing credit card debt**
  - Total: 34%
  - White (A): 28%
  - Black (B): 24%
  - Asian (C): 23%
  - Other (D): 34%

- **Managing longer-term debt**
  - Total: 34%
  - White (A): 26%
  - Black (B): 23%
  - Asian (C): 18%
  - Other (D): 34%

Source: Consumer Banking Customers Online Panel; Analytics, Modeling & Insights – Office of CAO, 2021
Base – All respondents (n=1,000); White (n=712), Black (n=74), Asian (n=91), Other (n=100)
SQ12. What are some areas of Financial Wellness that you believe you can improve upon?
## Areas for Improvement – Feedback by Generation

<table>
<thead>
<tr>
<th>Areas for Improvement</th>
<th>Total</th>
<th>Gen-Z + Younger Millennials (A)</th>
<th>Older Millennials (B)</th>
<th>Gen-X (C)</th>
<th>Boomers (D)</th>
<th>Silent (E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making the right investments</td>
<td>51%</td>
<td>56%</td>
<td>50%</td>
<td>44%</td>
<td>40%</td>
<td>26%</td>
</tr>
<tr>
<td>Preparing for retirement and other goals</td>
<td>5%</td>
<td>26%</td>
<td>40%</td>
<td>40%</td>
<td>66%</td>
<td>66%</td>
</tr>
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<td>24%</td>
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<td>23%</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
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<td>25%</td>
<td>25%</td>
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Thank You