

## Merrill Edge 2018 Fall Report

*Text on screen: Merrill Edge Report: Fall 2018. Merrill Edge. Bank of America Corporation. Please read important information at the end of this video.*

**Aron Levine, Head of Merrill Edge:** Is financial security the new happily ever after?

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**Levine:** In our latest Merrill Edge Report, we explore this very question and Americans' increasingly complex relationship with their money, significant others and financial futures.

*Text on screen: Aron Levine, Head of Merrill Edge*

**Levine:** Perhaps the most surprising finding is the majority of Americans want a partner who provides financial security more than "head over heels" love.

*Text on screen: Romance or Finance: What Matters Most? The new happily ever after. Majority want a partner who provide: 50% Financial security. 44% "Head over Heels" love*

**Levine:** In line with this thinking, they also prefer a significant other that's career focused over socially conscious; frugal, more than philanthropic; and a saver rather than a spender.

**Levine:** But as much as they're resting on their partners' shoulders, it doesn't mean Americans are forthcoming with their own financial history...

*Text on screen: When money doesn't talk.*

**Levine:** "Money talk" appears to be an anomaly, with the majority of Americans admitting they rarely talk about their own finances with their partner, including debt, salary and spending.

*Text on screen: Majority admit they rarely talk about the following with their significant other: 60% Debt. 57% Salary. 55% investments. 51% Spending habits.*

**Levine:** And while this never-ending quest for financial security may be prompting Americans to save at record rates – In a year, they are contributing more to their savings and investments, than what they spend on their mortgage, children's education and travel...

*Text on screen: Saving to save. This never-ending quest for financial security may be prompting Americans to save at record rates...In a year, Americans report they are contributing more to their savings and investments than anything else. Savings and investing \$18,000. Rent and mortgage payments \$16,000. Children's education \$12,000. Travel \$8,000. Student debt \$6,000. Dining out \$5,000.*

**Levine:** ...it's clear that saving doesn't mean planning. The majority admit to having no "magic number" or monetary goals in mind when it comes to life's major milestones, including having a baby, getting married and putting a down payment on a house.

*Text on screen: No end in sight. Most Americans admit they are unsure of how much money they should save for the following life milestones: Having a baby 67%. Getting married 64%. Sending children to college 54%. Putting a down payment on a house 51%. Retirement 50%.*

**Levine:** A growing air of uncertainty, low investor confidence and a lack of financial planning seem to be creating this burgeoning trend of dependence. And clear, actionable plans are needed to help Americans pursue their long-term goals with more autonomy and confidence in their own future.

**Levine:** At Merrill Edge, we help our clients navigate these growing challenges in their everyday lives, empowering them with knowledge and advice to set them on the path to financial success.

For more information on the savings and investing habits of Americans and how these trends may impact your financial future, check out the full Fall 2018 Merrill Edge Report at [Merrill Edge \[dot\] com \[slash\] report](http://www.merrilledge.com/report).

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[www.merrilledge.com/report](http://www.merrilledge.com/report)

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#### **Merrill Edge Survey Methodology:**

**Convergys (an independent market research company) conducted a nationally representative, panel-sample online survey on behalf of Merrill Edge Sept. 27 – Oct. 13, 2018. The survey consisted of 1,034 mass affluent respondents throughout the U.S. Respondents in the study were defined as aged 18 to 40 (Gen Z/Millennials) with investable assets between \$50,000 and \$250,000 or those aged 18 to 40 who have investable assets between \$20,000 and \$50,000 with an annual income of at least \$50,000; or aged 41-plus with investable assets between \$50,000 and \$250,000. For this purpose, investable assets consist of the value of all cash, savings, mutual funds, CDs, IRAs, stocks, bonds and all other types of investments such as a 401 (k), 403 (B), and Roth IRA, but excluding primary home and other real estate investments. We conducted an oversampling of 300 mass affluents in Atlanta. The margin of error is +/- 3.1 percent for the national sample and about +/- 5.6 percent for the oversample market, reported at a 95 percent confidence level.**

#### **Important information:**

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<b>Are Not FDIC Insured</b>	<b>Are Not Bank Guaranteed</b>	<b>May Lose Value</b>
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