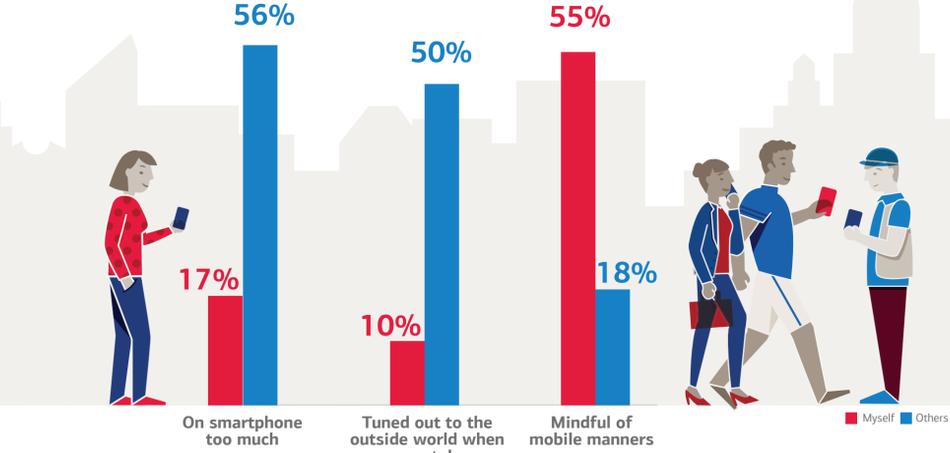


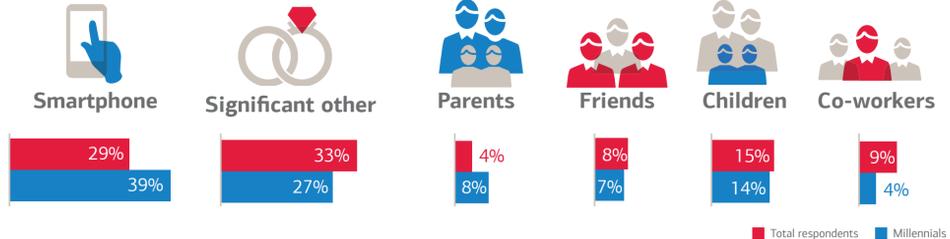
Bank of America Trends in Consumer Mobility Report 2016

Americans in denial about own behavior, quick to point the finger at others

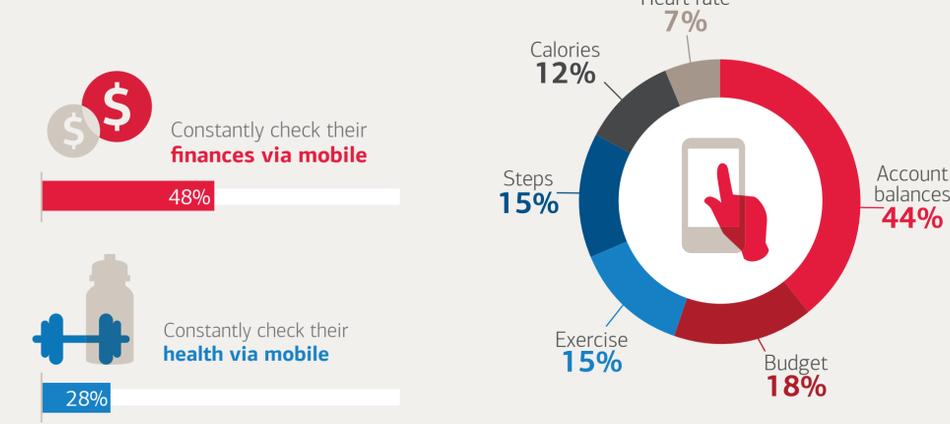


Many interact with their smartphone more than anyone

On an average day, which do you interact with the most?

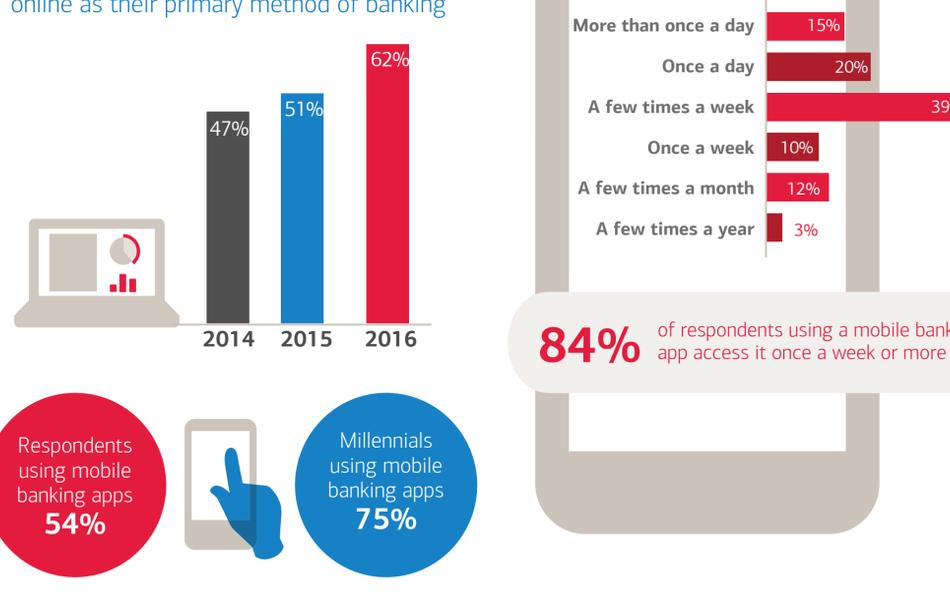


Financial checkup: Consumers track finances more than health



Digital banking is on the rise

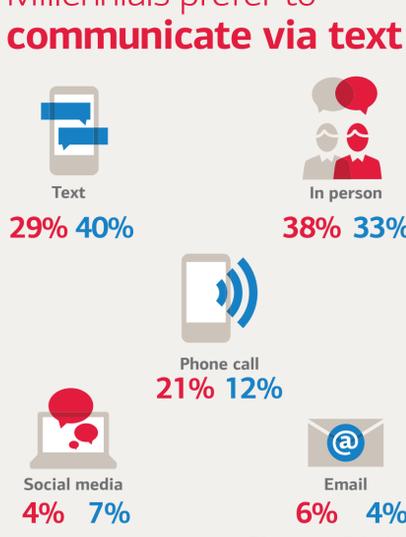
Majority of consumers cite mobile or online as their primary method of banking



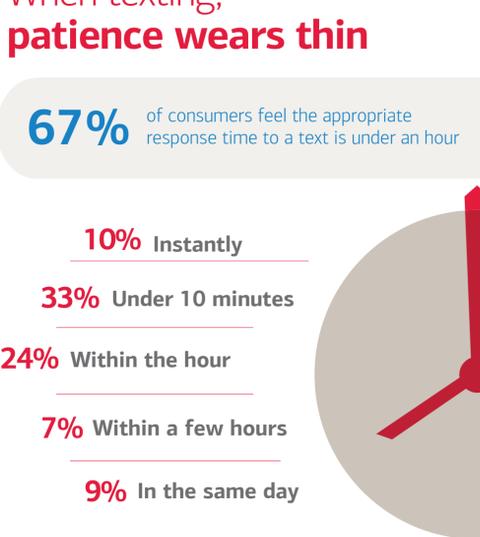
Mobile becomes the way to pay



Millennials prefer to communicate via text



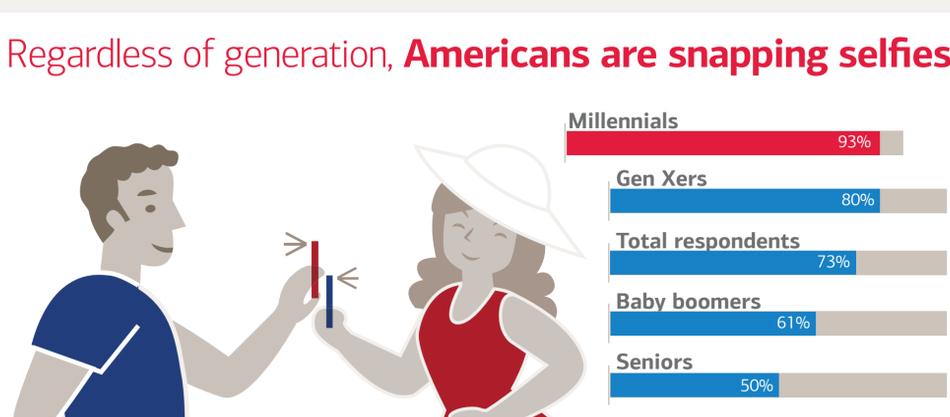
When texting, patience wears thin



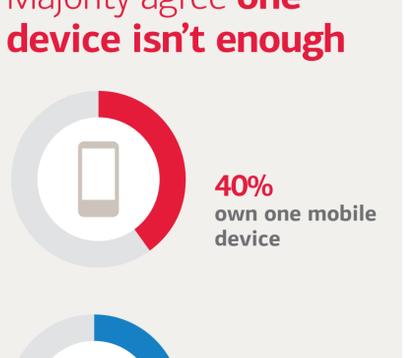
Women are more likely to use emojis



Regardless of generation, Americans are snapping selfies



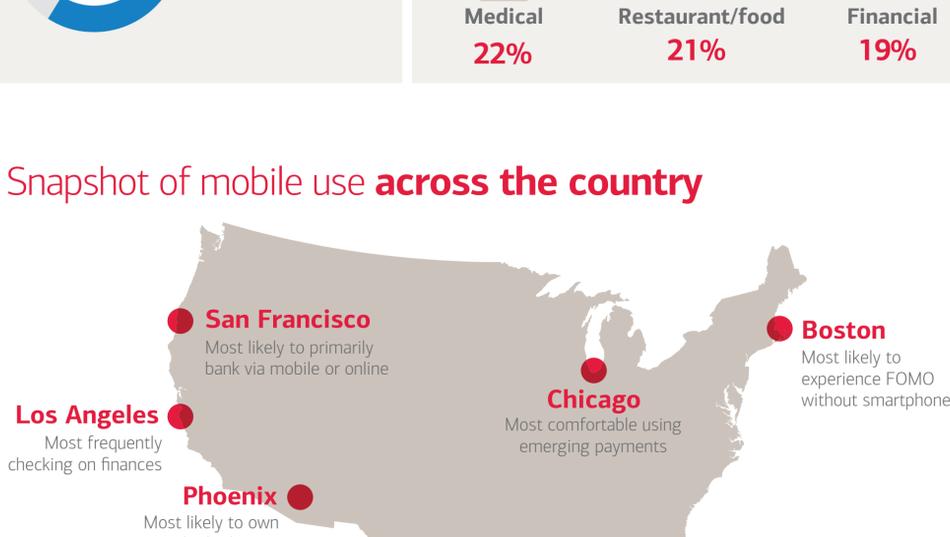
Majority agree one device isn't enough



When seeking advice, many turn to mobile over family



Snapshot of mobile use across the country



Braun Research, Inc. (an independent market research company) conducted a nationally representative, telephone survey on behalf of Bank of America March 29-April 12, 2016. Braun surveyed 1,004 respondents throughout the U.S., comprised of adults 18+ with a current banking relationship (checking or savings) and who own a smartphone. The survey was conducted by phone to a dual-frame landline and cell. In addition, approximately 300 adults were also surveyed in seven target markets: Boston, Chicago, Houston, Los Angeles, Miami, Phoenix and San Francisco. The margin of error for the national quota of n=1,004 is +/- 3.1 percent with a 95 percent confidence level; the margin of error for the oversampled markets (where n=301-307) is +/- 5.6 percent; and the margin of error for the oversampled markets (where n=300) is +/- 5.7 percent, with each reported at a 95 percent confidence level.