

Editorial Calendars

BROADRIDGE ADVISOR SOLUTIONS NEWSLETTERS



Financial Ink

A Newsletter for General Audiences

May 2021

MOTHERHOOD BY THE NUMBERS

While mothers deserve appreciation every day of the year, Mother's Day offers a special opportunity to celebrate them. This cover chart offers some surprising facts about motherhood, including the role of mothers in the workforce.

HOW WELL DO YOU UNDERSTAND RETIREMENT PLAN RULES?

Qualified retirement plans, such as IRAs and 401(k)s, have many rules, and some can be quite complicated. This short quiz tests readers' knowledge of a few of the finer points.

GROWING INTEREST IN SOCIALLY RESPONSIBLE INVESTING

Sustainable, responsible, and impact (SRI) investments account for nearly one-third of all professionally managed U.S. assets. This article provides an overview of SRI investments, including the risks and potential opportunities.

NEW CHANGES TO COLLEGE FINANCIAL AID AND EDUCATION TAX BENEFITS

The Consolidated Appropriations Act, 2021, included a number of provisions related to education, including \$22.7 billion for colleges and universities. This article highlights some of the key provisions.

April 2021

MORE PEOPLE DELAY CLAIMING SOCIAL SECURITY

Older Americans are working longer, in part because full retirement age is increasing incrementally from 66 to 67. The cover chart shows how the average age for claiming Social Security retirement benefits has risen over the last 15 years.

REAL ESTATE FOR INCOME AND DIVERSIFICATION

An estimated 87 million Americans own shares of real estate investment trusts. This article provides an overview of REITS and why they can help diversify a portfolio.

SHOULD YOU CONVERT YOUR TERM LIFE TO PERMANENT LIFE INSURANCE?

This article outlines the differences between term and permanent life insurance, and why a policyholder might consider converting a term policy to a permanent life policy.



FIVE TIPS TO FOLLOW WHEN APPLYING FOR A MORTGAGE

Historically low interest rates have resulted in record homebuying, even as housing prices escalated. Here are some ideas to consider when applying for a mortgage.

March 2021

POPULATION PEAKS

Global population is projected to peak at 9.7 billion in 2064 and decline to 8.8 billion by the end of the century. The cover chart shows projected population changes for the United States and four other key regions of the world.

A FINANCIAL WELLNESS PLAN CAN HELP PAVE THE ROAD TO RETIREMENT

Even before the global pandemic, financial matters were the top cause of stress for workers, and the pandemic has only heightened the concern. This article defines four elements of financial well-being and offers suggestions to strengthen financial wellness.

DUE DATE APPROACHES FOR 2020 FEDERAL INCOME TAX RETURNS

This article provides information about paying taxes, receiving a refund, and filing for an extension for 2020 taxes.

FOUR THINGS INVESTORS SHOULD KNOW ABOUT STOCK SPLITS

In 2020, three companies in the S&P 500 index announced plans for stock share splits. This article explains stock splits and reverse stock splits and how they might affect investors.

February 2021

MAJORITY OF YOUNG ADULTS LIVING AT HOME

In July 2020, 52% of young adults (ages 18 to 29) were living at home, surpassing the previous high of 48% recorded in 1940 at the end of the Great Depression. The cover chart shows the percentage of young adults living at home, by decade, since 1900.

ARE VALUE STOCKS POISED FOR A COMEBACK?

Growth stocks have dominated the market for the last decade, but some analysts think value stocks may have strong appeal during the economic recovery. This article explains the differences between growth stocks and value stocks and why investors might tilt their portfolios to one or the other. Accompanying chart compares their annual returns from 2001 to 2020.

KEY RETIREMENT AND TAX NUMBERS FOR 2021

Every year, the IRS announces cost-of-living adjustments that affect contribution limits for retirement plans and various tax deduction, exclusion, exemption, and threshold amounts. This article describes some of the key adjustments for 2021.



TIPS TO HELP CONTROL YOUR FINANCES DURING THE PANDEMIC

The coronavirus pandemic has strained the finances of many U.S. households. This article offers tips to help maintain financial control during these difficult times.

January 2021

DIFFERENT INFLATION MEASURES, DIFFERENT PURPOSES

The inflation measure most often mentioned in the media is the Consumer Price Index for All Urban Consumers. But in setting economic policy, the Federal Reserve focuses on the Personal Consumption Expenditures Price Index. The cover chart explains the difference between the two measures and compares their rates over the last 10 years.

SEQUENCE RISK: PREPARING TO RETIRE IN A DOWN MARKET

This article outlines a strategy that may help address sequence risk — the risk of poor investment performance at the wrong time — by dividing a retirement portfolio into three different “baskets” that could provide current income, regardless of market conditions, and growth potential to fund future income.

WATCH OUT FOR THESE FINANCIAL PITFALLS IN THE NEW YEAR

As people move through different stages of life, there are new financial opportunities and potential pitfalls around every corner. This article highlights common money mistakes to be aware of at different ages.

FOUR TIPS TO HELP AVOID BURNOUT WHILE WORKING FROM HOME

During the coronavirus pandemic, many companies have transitioned to having employees work from home, and this trend may continue even after the pandemic subsides. This article offers tips to help make working at home healthier and more productive.

December 2020

1.08 MILLION: Number of public charities in the United States

SPREADING GENEROSITY

Americans gave almost \$450 billion to charity in 2019. The cover chart shows the recipients of this generosity, by percentage of total charitable contributions.

FIVE TIPS TO REGAIN YOUR RETIREMENT SAVINGS FOCUS IN 2021

In early 2020, 61% of U.S. workers said that planning for retirement makes them feel stressed — and that number is likely higher after the onset of the coronavirus pandemic. This article focuses on five steps to help readers enhance their retirement savings strategies.



SHARING YOUR MONEY VALUES CAN BE PART OF YOUR LEGACY

Money is a complicated and emotionally charged topic that many families find difficult to talk about, even when preparing the next generation for a transfer of wealth. Families can lay the groundwork for the future by identifying and sharing money values and the principles that guide their financial decisions.

HOW TO HELP MAINTAIN A HIGH CREDIT SCORE

The holiday season can put a strain on credit. This article offers six tips to help readers maintain or potentially improve a credit score through the holidays and beyond.

November 2020

20%: Percentage of annual retail sales that typically occurs during the winter holiday months of November and December.

BABY BOOMERS BUYING MORE ONLINE

The coronavirus pandemic has forced consumers to change many habits, including how they shop. This cover chart shows how baby boomers increased online purchases in response to COVID-19.

IS NOW A GOOD TIME TO CONSIDER A ROTH CONVERSION?

Low income tax rates combined with the impact of the COVID-19 economic downturn might make this an appropriate time to consider a Roth conversion. The article outlines the potential benefits and costs of converting a traditional IRA to a Roth IRA.

YEAR-END 2020 TAX TIPS

As the end of the year approaches, your tax picture may come into clearer focus. This article presents some potential year-end tax moves to consider.

SHOULD YOU PAY OFF STUDENT LOANS EARLY OR SAVE MORE FOR RETIREMENT

For adults with student debt and extra money on hand, it can be a financial tug-of-war between digging out of debt today and saving for the future. This article provides some parameters to consider in making this important decision.

October 2020

\$470 BILLION: Estimated annual value of unpaid family caregiving in the United States

SANDWICH GENERATION CAREGIVERS FACE MANY CHALLENGES

Individuals in the “sandwich generation” have the dual responsibility of providing care for an adult — often a parent — while also raising children. This cover chart presents a profile of sandwiched caregivers.



IS IT TIME TO THINK ABOUT TAX-FREE INCOME?

It's likely that federal and state governments will increase income taxes at some point to help fund extraordinary expenditures in response to the economic toll of the COVID-19 pandemic. This article looks at three potential sources of tax-free income.

FIVE INVESTMENT TASKS TO TACKLE BY YEAR-END

Market turbulence in 2020 has highlighted the importance of periodically reviewing an investment portfolio. This article outlines five steps that could help keep a portfolio on track.

THREE QUESTIONS TO CONSIDER DURING OPEN ENROLLMENT

Open enrollment is an annual opportunity to review employer-provided benefit options and make elections for the coming year. This article emphasizes three key areas that require careful consideration.

September 2020

39%: Percentage of Americans living in urban areas who said they have considered moving to a less densely populated area due to the COVID-19 crisis.

WOMEN OUTPACE MEN IN DEGREES EARNED

Women attain more post-secondary degrees than men at every educational level. This cover chart shows the percentage of educational degrees earned by gender for the 2019–20 academic year.

RETURN OF PREMIUM LIFE INSURANCE: PROTECTION AND CASH BACK

Unlike straight term life insurance, a return of premium (ROP) policy returns some or all of the premiums paid if the insured lives past the term of the policy and has not canceled coverage. This article provides an overview of the pros and cons of ROP policies.

PRINTING MONEY: THE FED'S BOND-BUYING PROGRAM

The Federal Reserve's unprecedented efforts to support the U.S. economy during the COVID-19 pandemic include a virtually unlimited commitment to purchase Treasury securities and agency mortgage-backed securities. This article explains how the Fed generates funds to purchase these securities in order to support stimulus programs and increase liquidity.

ACCUMULATING FUNDS FOR SHORT-TERM GOALS

As stock market volatility in 2020 has illustrated, saving for short-term goals typically requires a conservative investment approach. This article offers some guidelines and potential investment vehicles for short-term savings.



August 2020

\$1,509.22: Average monthly Social Security benefit for retired workers.

ALMOST NINE OUT OF TEN WOMEN QUALIFY FOR SOCIAL SECURITY ON THEIR OWN

The percentage of women ages 62 to 64 who are fully insured for Social Security retirement benefits based on their own work records has increased significantly since 1980. This cover chart shows the percentages for selected years.

COULD YOU BE RESPONSIBLE FOR YOUR PARENTS' NURSING HOME BILLS?

In 26 states, filial responsibility laws generally hold children financially responsible for certain debts of their parents. This potential liability provides yet another reason for families to plan for long-term care needs.

THE CHANGING COLLEGE LANDSCAPE

The 2020–2021 academic year is right around the corner, and the coronavirus pandemic has upended the college world. This article examines some key areas that may change for this year and the longer term, and it shows how interest rates on federal student loans have fallen for the new academic year.

THREE THINGS TO CONSIDER BEFORE YOUR NEXT TRIP

The health and economic crisis created by the COVID-19 pandemic will have a long-lasting impact on travel going forward. This article offers tips to keep in mind before resuming travel.

July 2020

FOREIGN TOURISTS

More than 79 million foreign tourists visited the United States in 2019, with residents of Canada and Mexico accounting for almost half of the total. This cover chart shows the top 10 sources of overseas visitors. It's too early to know the full extent of the damage to the tourism sector in 2020, but the effects may continue for some time after the coronavirus is controlled.

\$254.2 BILLION: Spending by foreign visitors to the United States in 2019, down 0.7% from 2018.

TAPPING RETIREMENT SAVINGS DURING A FINANCIAL CRISIS

The Coronavirus Aid, Relief, and Economic Security (CARES) Act made it easier for Americans to access money in their retirement plans, temporarily waiving the 10% early-withdrawal penalty and increasing the amount that can be borrowed. This article provides an overview of the new rules.



PORTFOLIO PERFORMANCE: CHOOSE YOUR BENCHMARKS WISELY

Dramatic market turbulence has been common in 2020, and the frequent ups and downs of major stock indexes are widely reported by financial news outlets. This article explains why investors should use appropriate benchmarks to assess portfolio importance rather than comparing it to the S&P 500 index or Dow Jones Industrial Average.

DEBIT OR CREDIT? PICK A CARD

Americans use debit cards more often than credit cards, but they tend to use credit cards for higher-dollar transactions. This article outlines the differences between the two types of cards and why it may be better to use a credit card in some situations.

June 2020

51%: Percentage of U.S. adults who were satisfied with the overall quality of K-12 education in 2019.

STUDENT DEBT: IT'S NOT JUST FOR YOUNG ADULTS

Student loan debt is the second highest consumer debt category after mortgage debt, with significant levels of debt among U.S. adults of all ages. Cover chart shows student loan debt by age group.

MID-YEAR IS A GREAT TIME TO FINE-TUNE YOUR FINANCES

The middle of the year is an ideal time to review progress on financial resolutions, complete an estimate of tax liability, review investments and retirement savings, and make sure insurance protection is adequate. All this can help position a household for a stronger financial position.

FOUR QUESTIONS ON THE ROTH FIVE-YEAR RULE

Meeting the appropriate Roth five-year rule is a requirement to receive tax-free distributions of earnings from a Roth IRA or a work-based Roth account. This article addresses four questions that examine a distribution's tax status, including rollovers and conversions.

THE ABCS OF FINANCE: TEACHING KIDS ABOUT MONEY

It's never too soon to start teaching children about personal finances. This article offers suggestions to help parents provide simple lessons to help their children make sound financial decisions throughout their lifetimes.



May 2020

956,674: Natural increase in U.S. population in 2019 — the first time it has fallen below 1 million in at least four decades.

STATE POPULATION: WINNERS AND LOSERS

In 2019, 40 states (and D.C.) gained population, and 10 states lost population. The cover map shows winners and losers based on percentage increase or decrease in population.

MANAGING YOUR WORKPLACE RETIREMENT PLAN

About 80 million Americans actively participate in an employer-sponsored retirement plan. This article discusses a few ways in which employees can make the most of this workplace benefit.

WILL VS. TRUST: KNOW THE DIFFERENCE

Will and trusts are common estate planning documents, and each can help in the distribution of assets at death. This article compares and contrasts the functions of a will and a revocable living trust.

WHY YOU MIGHT NEED DISABILITY INCOME INSURANCE

The ability to earn an income may be an individual's most valuable asset. This article explains the potential benefits of having an individual disability income insurance policy.



On Balance

A Newsletter for Retirees and Pre-Retirees

May 2021

ARE YOU SAVING ENOUGH?

A survey of retirement savings balances found that many Americans are unprepared to fund a comfortable retirement. This cover chart shows median and average household retirement savings by age group.

MARKET MEASURES: BEYOND THE DOW

Although the Dow and S&P 500 tend to get most of the attention, there are hundreds of market indexes that track various categories of investments. This article presents a number of indexes that are commonly used as benchmarks.

RETIREMENT SAVING FOR THE SELF-EMPLOYED

Self-employed individuals are on their own when it comes to saving for retirement, but they can save more in a tax-advantaged account than might be possible as an employee. This article outlines two self-employed retirement plans: a Solo 401(k) and a SEP IRA.

IS THE MEDICARE DONUT HOLE REALLY CLOSED?

Recent changes have reduced costs in the coverage gap for Medicare Part D prescription drug coverage, but the so-called “donut hole” is not completely closed. This article explains the four stages of Part D coverage and how prices can vary in the coverage gap.

April 2021

TAX REFUND — SPEND OR SAVE?

More than 74% of taxpayers received a refund in 2020, up from about 72% in 2019. The cover chart shows how consumers spent the tax refunds they received in 2019 and what they planned to do with their 2020 refunds.

SOCIAL SECURITY SPOUSAL BENEFITS

Spousal benefits can be confusing, but they could make a big difference in funding retirement for a married couple. This article provides an overview of these valuable benefits.

IPOS SOAR IN 2020

After recovering from the first-quarter market meltdown, 2020 became a banner year for initial public offerings on U.S. stock exchanges. This article explains why individual investors should be cautious and well-informed before investing in newly public companies.



SIGNS OF A SCAM...AND HOW TO RESIST IT

Although older people are less likely than younger people to fall for a scam, those who do get scammed tend to have higher financial losses. This article outlines four guidelines that might help identify a scam.

March 2021

BOOSTING YOUR SAVINGS

It's never too late to increase savings, and catch-up contributions can make a big difference for those age 50 and older. Cover chart shows the amounts that could be accrued from age 50 to age 65 or 70 by making maximum contributions to an IRA or an employer-sponsored plan.

ALL-IN-ONE FUNDS: TARGETING TIME OR RISK?

Investing can seem complicated, which is why many investors place all or a large portion of their assets in a single fund that is intended to offer a balanced portfolio. This article offers an overview of two common types of all-in-one funds: target-date funds and lifestyle funds.

WORKING WHILE RECEIVING SOCIAL SECURITY BENEFITS

Social Security has some 2,700 rules, and one of the most confusing and misunderstood is the retirement earnings test (RET), which affects people who are working and receiving benefits before reaching full retirement age. This article explains monthly income limits and how the RET is calculated.

A LETTER TO YOUR FAMILY

A letter of instruction has no formal legal status, but it could be just as important as a will to help loved ones settle an estate and move forward with their lives. This article provides suggestions for information to include in a letter of instruction.

February 2021

HOME VALUES RISE DURING PANDEMIC

The national median sales price of existing homes has risen sharply during the COVID-19 pandemic. The cover chart shows the change in prices from August 2019 to October 2020.

HOME-SWEET-HOME EQUITY

Owning a home outright, or having substantial equity, can help provide financial flexibility and stability during retirement. This article presents five ways to benefit from home equity, including downsizing, refinancing, and utilizing a reverse mortgage.



WHAT'S YOUR BRACKET?

Understanding marginal tax rates is essential to tax strategy and analyzing the potential effects of income and deductions. This article compares marginal tax rates for 2020 and 2021 and offers some tips to consider when preparing this year's tax return and planning for next year.

HAPPY BIRTHDAY BENEFITS!

Certain birthdays herald eligibility for important federal benefits related to tax-advantaged savings plans, Social Security, and Medicare. This quiz gives readers an opportunity to test their knowledge.

January 2021

IT'S A NEW YEAR!

A new year offers a fresh start and an opportunity for self-improvement. The cover chart shows the top 10 New Year's resolutions for 2020 to help readers consider goals for 2021.

WHAT IS AN ANNUITY AND WHAT CAN IT DO FOR YOU?

A 2020 study found that only one out of four consumers had a high level of knowledge about annuities, and more than 40% answered "not sure" about every question regarding annuity products. This article provides an overview of annuities and the annuitization process.

NEW FED POLICY SUGGESTS LOW RATES FOR THE LONG TERM

After its August 2020 meeting, the Federal Open Market Committee announced a new approach to controlling inflation through the benchmark federal funds rate. This article looks at the new policy and what it means for investors and consumers.

WHEN YOU CAN'T SPEAK FOR YOURSELF

It's not pleasant to think about the possibility of being unable to make medical or financial decisions. But expressing wishes in advance could help ensure that health-care and financial affairs are handled appropriately. This article provides an overview of three key legal documents: a living will and durable powers of attorney for health care and finances.

December 2020

THE BEST-LAID PLANS

In early 2020, almost half of retirees said they retired earlier than planned. This issue's cover chart shows the percentage of retirees who retired about when they planned and earlier or later than they planned, comparing survey results in 1991 and 2020.



INHERITING AN IRA — SAY GOODBYE TO THE STRETCH

The SECURE Act eliminated the ability for many beneficiaries of inherited retirement accounts to stretch distributions over their lifetimes. Now most nonspouse beneficiaries must liquidate accounts within 10 years, which could result in higher tax obligations. This article explains the new rules that became effective in 2020 and outlines the distribution options available to IRA beneficiaries.

MONEY MARKET FUNDS IN A LOW RATE ENVIRONMENT

With the federal funds rate near zero, yields on money market mutual funds are very low. Even so, investors held more than \$4.5 trillion in these funds in mid-2020. This article discusses how stability and liquidity add to the appeal of money market funds, despite low yields.

WILL HOLIDAY SPENDING BOOST THE ECONOMY?

Every year, the retail industry looks toward the winter holidays to provide a big sales boost, but there's more on the line in 2020 than in most years. This article explains why consumer spending during this holiday season may be so important to retailers and the broader economy.

November 2020

CHARITABLE GIVING

Americans gave almost \$450 billion to charity in 2019, an increase of 4.2% over the previous year. This cover chart provides a breakdown of the recipients of this generosity.

PUTTING YOUR NEST EGG IN THREE BASKETS

Sequence-of-returns risk is the danger of facing large losses on the front end of retirement. This article outlines a distribution strategy that could help protect against this risk by dividing a portfolio into three parts that work together to provide current income, regardless of market conditions, and growth potential to fund future income.

FULL HOUSE: ADULT CHILDREN COMING HOME

Almost 3 million adults moved in with a parent or grandparent during the months of March, April, and May 2020, due in large part to the effects of the COVID-19 pandemic. This article offers some tips for families that might help provide a peaceful and productive living situation.

END-OF-YEAR TAX STRATEGIES

It's always a good idea to review one's tax situation before the end of the year while adjustments can be made. This article presents three strategies that might help reduce tax liability for 2020 and/or better balance it with 2021.



October 2020

HOMEOWNERSHIP AND THE ECONOMY

Homeownership is a lagging economic indicator, and it may take some time before any effect of the 2020 recession is clear. This chart shows the U.S. homeownership rate over the last 15 years.

PASSIVE, ACTIVE, OR BOTH?

Despite the growing interest in passively managed index funds, actively managed funds still hold more assets. This article provides an overview of the two types of funds.

CAPITAL GAINS TAX STRATEGIES

With the end of the year in sight, it might be helpful to consider the potential effect of capital gains on 2020 taxes while there is still time to take strategic actions. This article explains capital gains taxes and suggests some strategies to consider.

WANT TO CHANGE MEDICARE COVERAGE? NOW'S THE TIME

Medicare open enrollment allows beneficiaries to make changes among various coverage options. This article outlines the changes that can be made during this period, as well as changes allowed during other annual enrollment periods.

September 2020

CRITICAL ISSUES

A survey conducted after the start of the coronavirus pandemic asked workers and retirees to name the most critical issue facing the country. The cover chart shows their responses.

THREE REASONS FOR EMPTY NESTERS TO CONSIDER PERMANENT LIFE INSURANCE

It's not uncommon for older policyholders to let a term life insurance policy expire at the end of the term without replacing it. This article presents three reasons why life insurance can still meet important financial needs even after children are financially independent.

INVESTING IN UITs

A unit investment trust is structured differently than a mutual fund or exchange-traded fund and offers unique features that may appeal to some investors. This article offers an overview of UITs and how they can be used to ladder investments.

WHERE TO LOOK FOR LOST PROPERTY

An estimated \$26 billion in matured U.S. savings bonds have never been claimed — just one example of lost property waiting to be found. This article provides information about how to look for lost property held by states and federal agencies.



August 2020

WORKING IN RETIREMENT

In 2019, 80% of workers said they expected to work for pay after retiring from their regular jobs, but only 28% of retirees had actually done so. The cover chart illustrates the top reasons why retirees continue to work.

SURVIVOR BENEFITS PROVIDE A FINANCIAL LIFELINE

Decisions made when claiming Social Security retirement benefits can make a big difference for survivor benefits that might be available to a spouse. This article provides an overview of survivor benefits for spouses and other dependents.

CONSIDER MARKET CAPS FOR DIVERSIFICATION

The extreme market volatility of 2020 has rattled investors' nerves, but it also can provide an opportunity to diversify at discount prices. One way to diversify the equity portion of a portfolio is to hold stocks of companies of different sizes.

STUDENT LOAN STRESS? THESE PLANS MIGHT HELP

More than 20% of student loan debt in the United States is owed by people ages 50 and older, and 10% of these loans are in serious delinquency. This article outlines the basic provisions of income-driven repayment plans that can help reduce the burden of federal student loans.

July 2020

SKEPTICAL YET VULNERABLE

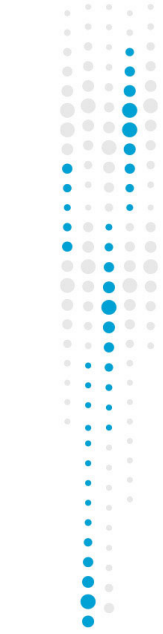
Older people who encounter fraud are less likely to lose money than younger people, but those who do lose money tend to have higher losses. The cover chart breaks down the percentage of consumers who reported fraud to the Federal Trade Commission and median losses by age group.

NEAR RETIREMENT AND PANICKING? TAKE A BREATH AND LOOK AT THE BIG PICTURE

Volatile markets and watching the value of a portfolio decline can be especially disturbing to those approaching retirement or newly retired. This article reminds investors to allocate assets for a long retirement, practice dollar-cost averaging, and be smart about selling investments when the market is down. Accompanying chart shows bull and bear markets since 1970, with their average duration and gains/losses.

CONSIDER A ROTH CONVERSION FOR TAX-FREE INCOME

The combination of lower tax rates and lower asset values could make this a good time to convert assets from a traditional IRA to a Roth IRA. This article outlines the potential



benefits and describes the five-year holding requirements related to withdrawals of earnings and conversions.

NEW PROTECTION AGAINST ROBOCALLERS

Americans received an estimated 58.5 billion robocalls in 2019, almost double the number in 2017. This article offers an overview of the TRACED Act, which has new protections designed to make it easier to enforce robocall violations and help protect consumers from robotexts and other unwanted messages. Several tips are included to help protect against unwanted robocalls.

June 2020

CARD OR CHECK?

While the number of debit- and credit-card transactions has increased steadily in recent years, the number of checks written has dropped. Accompanying chart shows the number of card transactions and checks by year, as well as the average value of each type of transaction.

PLAYING DEFENSE: THREE PORTFOLIO STRATEGIES TO HELP CONTROL RISK

Defensive stock strategies can help a portfolio better weather an economic downturn or bouts of market volatility without sacrificing all the growth potential of equities. This article outlines three strategies: low-volatility, dividends, and defensive sectors.

PROTECTING YOUR IDENTITY

More than 650,000 cases of identity theft were reported to the Federal Trade Commission in 2019, and many thousands more go unreported. This article offers tips to protect against identity theft.

READ A GOOD BEIGE BOOK LATELY?

Statistics are essential for making decisions on economic policy, but numbers may not tell the whole story. The Federal Reserve's "Beige Book" provides a broad overview of the economy based on anecdotal information collected in each of the 12 Federal Reserve districts.

May 2020

DO YOU HAVE A WILL?

Although 76% of U.S. adults say having a will is important, only 40% actually have one. Accompanying cover chart shows the percentage of American adults who have a will, by age group.



TRANSITIONING TO RETIREMENT: HOW MEDICARE AND SOCIAL SECURITY COULD AFFECT YOUR HSA

Funds in a health savings account can be used to pay Medicare premiums, but Medicare enrollment ends eligibility to make HSA contributions. This article explains HSA rules, potential pitfalls, and how to avoid penalties on excess contributions.

DO ETFS BELONG IN YOUR PORTFOLIO?

Investor demand for exchange-traded funds has increased over the last decade due to some attractive features that set them apart from mutual funds. This article explains the potential benefits and risks of ETS and how they differ from mutual funds.

A 4-CYLINDER ECONOMIC ENGINE

Although the U.S. trade deficit receives a lot of attention, international trade is by far the smallest of four top-level categories used by the Bureau of Economic Analysis to track GDP. This article provides an overview of these categories and their contributions to GDP.



Everyday Cents

A Newsletter for General Audiences

Summer 2021

QUARANTINE GAVE NEW MEANING TO HOME APPRECIATION IN 2020

The housing market got an unexpected boost from COVID-19, as buyers took advantage of low mortgage rates and the shift to remote work. This cover chart shows the year-over-year change in U.S. home prices since 2001.

WHAT A RELIEF! CONGRESS ACTS AGAINST SURPRISE MEDICAL BILLS

When a patient is caught off-guard by a large medical bill, a long-running practice known as balance billing is often the reason. The No Surprises Act, which takes effect in 2022, will help ensure consumers do not receive unexpected bills from out-of-network providers they didn't choose or had no control over.

RISKY BUSINESS: HOW PARENTS CAN HELP PROTECT TEEN DRIVERS

A driver's license can create an exciting sense of freedom for a teenager, but parents know this freedom comes with plenty of risk. This article discusses graduated driver licensing and why parents should be serious about enforcing the rules.

BAD NEWS FOR BUDGET-MINDED SPORTS FANS

Average ticket prices vary widely across Major League Baseball and, much like airfares, can fluctuate from game to game in the same big-league ballpark. This article discusses trends and compares ticket prices with other U.S. sports leagues.

PLANNING TO FLY? BE READY FOR THE REAL ID DEADLINE

Beginning October 1, 2021, travelers will need a REAL ID-compliant driver's license or another acceptable form of identification (such as a passport) to board a domestic flight.

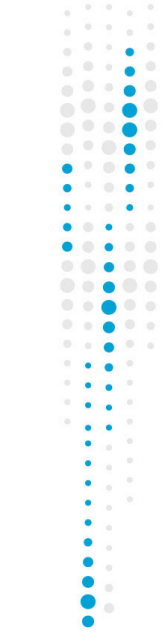
Spring 2021

SILVER LINING FOR BIG-CITY RENTERS

Rents fell nationwide in 2020 due to the economic effects of the pandemic, but they dropped sharply in some places and rose in others. The cover chart compares the change in the median two-bedroom apartment rent from March to October 2020 in 12 metro areas.

LONGEVITY ANNUITIES: A STRATEGY TO HELP GUARANTEE LIFELONG INCOME

IRA and 401(k) investors might consider purchasing a qualified longevity annuity contract — or QLAC — that would provide a certain lifetime income stream once they reach a



specific age. This article describes how this strategy could help improve retirement savings outcomes later in life.

WEDDING TRENDS TO WATCH IN 2021

Nearly two-thirds of couples with 2020 wedding plans had to rearrange them at least once, with many being postponed until 2021. This article discusses wedding trends and includes tips for throwing a fun and memorable celebration without breaking the bank.

RENOVATION NATION

Home-remodeling activity was surprisingly resilient in 2020 and is expected to remain strong in 2021. This article discusses which home-improvement projects tend to generate a better return on investment.

MAKING SENSE OF TAX RATES

The United States has a progressive tax system with income tax rates that rise with progressively higher income levels. This article explains the difference between marginal and effective tax rates and includes federal income tax rate tables and thresholds for filers who are preparing their 2020 tax returns.

Winter 2020

HARD TIMES HIT CHARITIES, TOO

In 2019, charitable giving rose 2.4% to nearly \$450 billion, but prospects for 2020 have dimmed in the face of challenging economic conditions. The previous three recessions were accompanied by declines in charitable giving.

FIVE TIPS FOR ORCHESTRATING A SUCCESSFUL CAREER CHANGE

For those who have experienced a disruption in their field or career due to the pandemic, this might be a good time to forge a new path. This article offers five steps to help ease the financial impact of a career transition and illustrates the top five reasons cited by workers for changing professions.

STRIVING FOR SMARTER GIVING

With so many nonprofits seeking financial support, people want to give money where it can do the most good. Here are several ways to help ensure that donations are well spent.

PREPARE YOUR FINANCES FOR THE NEXT EMERGENCY

One lesson from the pandemic is the importance of a well-stocked emergency fund. This article explains three ways to build up a cash reserve to cover three to six months of living expenses. The accompanying chart shows the top pandemic-related financial regrets reported in a mid-2020 survey.



WHY PROCRASTINATION CAN BE A COSTLY PROBLEM

About one in five adults is a chronic procrastinator, which can become a problem when it affects work productivity or causes delays in critical life decisions and saving for retirement. Recent research offers some insights that might be helpful for those with a track record of procrastination.

Fall 2020

IS REMOTE WORK HERE TO STAY?

In an April 2020 poll, 70% of employees reported that they were working remotely to avoid catching or spreading the coronavirus. This cover chart compares workers' preferences on working remotely once restrictions are lifted and schools reopen.

THE PROS AND CONS OF HEALTH SAVINGS ACCOUNTS

An HSA is a tax-advantaged account linked with a high-deductible health plan. This article looks at potential HDHP and HSA benefits and discusses factors to consider when choosing a health plan during open enrollment.

SHOULD YOU BUY TERM OR PERMANENT LIFE INSURANCE? IT DEPENDS

Understanding the differences between term and permanent life insurance could help consumers select the right coverage.

APPEALING FOR MORE STUDENT AID: IT'S WORTH A TRY

Parents of college-bound children who have lost jobs or otherwise suffered economic hardship in the wake of COVID-19 might consider reaching out to the college financial aid office to ask about the possibility of a revised aid package.

DON'T LET COVID-19 DO A NUMBER ON YOUR CREDIT SCORE

Consumers who took advantage of federal payment relief, or requested accommodation from any lender during the crisis, may want to be extra vigilant in monitoring their credit reports.

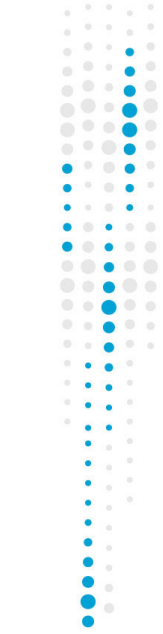
Summer 2020

WHAT AMERICANS DO FOR FUN

The most common U.S. cultural activity is visiting the library. This issue's cover chart looks at average annual visits for going to the movies, attending sporting events and live performances, going to an amusement park, and visiting a museum or zoo.

FOUR TIMES IN LIFE WHEN YOU MAY NEED FINANCIAL HELP

Americans face financial challenges at four major stages of life — getting married, starting a family, paying for college, and planning for retirement. This article looks at each



milestone and illustrates average costs for a wedding, child-care expenses, and college tuition.

TRACED ACT TAKES AIM AT UNWANTED ROBOCALLS

Consumers have won protections under the Telephone Robocall Abuse Criminal Enforcement and Deterrence (TRACED) Act, but it could take some time to eliminate unwanted robocalls. This article offers tips for consumers to protect themselves from scams that may be perpetrated over the phone.

WHO PREFERS PRIVATE LABELS? ALMOST EVERYONE

Consumers often choose store brands over name brands to save money, but surveys show that there is now a more positive perception of the quality and value of private-label products.

ARE YOU PREPARED FOR PET CARE COSTS?

Before bringing home a new pet, it's important to consider — and not underestimate — the time and money that might be spent on a four-legged friend. This article looks at the potential costs and benefits of pet insurance policies, and illustrates annual dog and cat expenses reported by owners for vet visits, food, boarding, and grooming.



The American Investor

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May 2021

CORPORATIONS BORROWED HEAVILY TO COPE WITH COVID-19

U.S. corporations issued more than \$2.2 trillion in new debt in 2020 and carried more than \$10 trillion in outstanding debt on their balance sheets by the end of the year. The cover chart shows U.S. corporate debt issuance since 2001.

DECISIONS, DECISIONS: WEIGHING THE PROS AND CONS OF AN IRA ROLLOVER

When deciding what to do with retirement assets, investors should be aware that IRAs are subject to different rules and restrictions than employer plans such as 401(k)s.

CORPORATE DEBT: ARE JUICIER YIELDS WORTH THE EXTRA RISK?

Investors who rely on corporate bonds for retirement income, or to help temper the effects of stock market volatility, should consider credit quality and the degree of risk they are willing to accept in their bond portfolios. This article discusses corporate credit ratings and some differences between investment-grade and speculative-grade bonds.

YOUR BUSINESS: NEW RULES FOR WRITING OFF RESTAURANT MEALS

A provision in the December 2020 stimulus bill allows businesses to deduct the full cost of food and beverages provided by a restaurant in tax years 2021 and 2022. Here are some of the details.

April 2021

THE UNEVEN IMPACT OF THE PANDEMIC RECESSION

The jobs lost in the first months of the pandemic were highly concentrated among low-wage workers and small businesses. The cover chart shows changes in paid employment for the most affected and least affected industries.

PORTFOLIOS GET PERSONAL: GROWING INTEREST IN SOCIALLY RESPONSIBLE INVESTING

Trends suggest that many people want their investment dollars to pursue a financial return and make a positive impact on the world. This article discusses socially responsible investment strategies that incorporate environmental, social, and governance considerations.



EMPLOYMENT REPORTS: TRACKING THE JOBS RECOVERY

It could take a while to recover all the jobs lost during the pandemic. This article focuses on federal data that offers insight into the state of the labor market, broader economic conditions, and the nation's growth prospects.

YOUR BUSINESS: MINIMUM-WAGE LAWS IN THE SPOTLIGHT

Eight states have passed legislation to raise the minimum wage in steps to \$15, but Florida became the first state to do so through a ballot measure in the last election. This article discusses the economic impacts of a higher minimum wage and includes some coping tips for affected small businesses.

March 2021

IRAS PAVING THE ROAD TO RETIREMENT

Individual retirement accounts are the largest pool of U.S. retirement assets. The cover chart compares the share of assets in IRAs, defined-contribution plans, pensions, and annuities for 2015 and 2020.

RETIREMENT FOR TWO: A BIGGER TAX BREAK MAY BE ON THE TABLE

Spousal IRA contributions offer a way for stay-at-home parents and other nonworking spouses to keep their retirement savings on track, and might also result in a larger current-year tax deduction. The article discusses IRS rules for spousal IRA contributions and looks at the differences between traditional and Roth IRAs.

ANTICIPATING INFLATION: ARE TIPS A FIT FOR YOUR FIXED-INCOME PORTFOLIO?

The Federal Reserve's new policy stance, along with increased government spending to bolster the economy, could set the stage for a rise in inflation that exceeds expectations. This article explains how Treasury Inflation-Protected Securities can help hedge a portfolio against higher inflation.

YOUR BUSINESS: REASONS TO KEEP PERSONAL AND BUSINESS FINANCES SEPARATE

Business owners may be tempted to pay business expenses from personal accounts on occasion — or vice versa — particularly during tough times. This article discusses why it's important to draw a clear line between business and personal finances and to track business expenses carefully.

February 2021

ONE WAY TO WEALTH

About 13% of U.S. families owned a business in 2019, and business ownership tends to rise with income. The cover chart shows the share of families with business equity based on income quartile.



SPACS ARE RUNNING HOT — COULD INVESTORS GET BURNED?

Economic challenges caused by the pandemic have fueled a surge in the formation of special-purpose acquisition companies. This article takes a closer look at the opportunities and risks associated with investments in these blank-check companies.

ASSET PROTECTION: MAKE SURE YOUR UMBRELLA IS BIG ENOUGH

Standard homeowners and auto insurance policies generally cover personal liability, but may not provide sufficient coverage to protect income and assets in the event of a high-dollar judgment. This article explains how a personal umbrella policy can provide an extra layer of protection.

IS YOUR HOME OFFICE ALSO A TAX SHELTER?

For many workers, a dedicated home office became more important than ever in 2020, though not everyone will get a tax break for having one. This article explains which taxpayers are eligible for the home office deduction and describes the two methods used to calculate it.

January 2021

SHARING THE SPOILS — AND THE LOSSES

Healthy corporate profits helped push dividends on U.S. common stocks to record highs through Q1 2020, before pandemic-related losses forced many issuers to pull back. The cover chart shows regular cash dividends paid by companies listed in the S&P 500 index since 2007.

PORTFOLIO PERSPECTIVE: COMING TO TERMS WITH YOUR INVESTMENT RETURNS

To target long-term financial goals, investors should generally consider the effects of taxes and inflation when evaluating the returns on their investments, as well as the amount of risk they must take to achieve them. This article focuses on comparing after-tax, real, and risk-adjusted investment returns.

DIVIDEND STOCKS: STRATEGIES TO HELP BOOST INCOME OR TOTAL RETURNS

With interest rates expected to stay low for some time, a diversified portfolio of dividend-paying stocks or funds might be an important part of an investor's retirement income or growth strategy. This article explains some of the characteristics and risks associated with dividend stocks and looks at average dividend yields by company size from Q4 2019 to Q3 2020.



BIG DATA FOR SMALLER PLAYERS

A growing field of user-friendly software services enables small businesses with limited budgets to collect and use actionable data to help drive critical decisions, including streamlining operations, understanding customers, optimizing websites, and finding new markets.

December 2020

THE QUARANTINE ECONOMY

The worst-ever decline in GDP during Q2 2020 was largely attributed to a fierce pullback in consumer spending. The cover chart shows the change in several categories of personal consumption expenditures.

ECONOMIC STIMULUS: HOW GOVERNMENTS HAVE FOUGHT THE COVID-19 RECESSION

The primary goals of economic stimulus programs worldwide are to maintain the stability of the financial system, provide relief to affected households, and help businesses survive the crisis. This article focuses on aggressive monetary and fiscal stimulus policies in the United States and other major economies.

GIFT VS. INHERITANCE: CONSIDER THE TAX DIFFERENCE

Most people do not pay tax on assets they inherit, but if they later sell inherited assets such as appreciated securities and real estate, they could owe tax on the capital gains. This article explains the step-up in basis and other factors to consider when deciding whether to gift assets now or transfer them to heirs at death.

TAKE ADVANTAGE OF DEDUCTIONS FOR BUSINESS INVESTMENTS

The CARES Act expanded the deduction available to businesses that invest in qualified improvement property. This article discusses bonus depreciation and Section 179 expenses in general, as well as recent changes that may benefit companies that reconfigured office, retail, or restaurant spaces for safety reasons in 2020.

November 2020

A BITTER PILL

It's estimated that total health costs for the average U.S. worker increased 8% from 2018 to 2020 and now exceed \$2,600. The cover chart shows the projected breakdown of medical costs for employers and employees in 2020.



RELIEF LEGISLATION IMPACTS TAX BREAKS FOR CHARITABLE GIVING

The CARES Act enhances the tax benefits for charitable gifts made in 2020. This article discusses the new universal deduction for nonitemizers and higher deduction limits for itemizers who make qualified charitable contributions.

YOUR BUSINESS: COULD YOU BENEFIT FROM A ROTH CONVERSION IN 2020?

For a business owner with retirement savings in a traditional or SEP IRA, a net operating loss (from 2020 or carried forward from a previous tax year) could help offset any tax consequences from a Roth conversion. This article focuses on the potential short- and long-term tax ramifications of a Roth IRA conversion.

INCOME INVESTORS MAY FIND CLOSED-END FUNDS ON SALE

Closed-end funds are often designed to generate a steady income stream that tends to be higher than an open-end fund with similar securities, but they may be better suited for long-term investors who can tolerate the associated price swings. This article focuses on the differences between open-end and closed-end funds.

October 2020

WORKPLACE TRANSFORMATION

About 80% of organizations surveyed globally have implemented or expanded universal work-from-home policies due to COVID-19. The cover chart shows companies' expectations for similar long-term policies and reductions in physical office space.

INVESTING WITH MARKET CAP IN MIND

The stock prices of small, midsize, and large companies often perform differently depending on the prevailing economic forces and market conditions. This article discusses how diversifying a stock portfolio by market capitalization may help boost returns and reduce volatility over time.

YOUR ESTATE: HAVE YOU LOOKED AT THESE LEGAL DOCUMENTS LATELY?

It's easy to procrastinate or simply forget to make the appropriate arrangements in writing as family situations change. This article explains the importance of having updated documents such as a will, trust, powers of attorney, advance medical directives, and beneficiary forms.

FOUR STEPS TO REBUILDING YOUR BUSINESS

Small-business owners may need to think on their feet and visualize what a recovery might look like for their operations post COVID-19.



September 2020

TWO GOOD REASONS TO OWN LIFE INSURANCE

In recent years, more life insurance owners have purchased policies to help pursue two important financial goals: supplement retirement income and transfer wealth to the next generation. Accompanying graph shows trends in reasons for owning insurance between 2014 and 2020.

BUSINESS CYCLE BASICS: RECESSIONS BEGIN AND END BEFORE WE KNOW IT

On June 8, 2020, the National Bureau of Economic Research declared that a recession began in February. This article looks at how economists identify and measure economic contractions, and compares some characteristics of past recessions.

SEEKING SUN OR SAVINGS? EXPLORE A RETIREMENT MOVE

For some people, the end of a career brings the freedom to choose a new lifestyle in a different part of the country — or the opportunity to preserve more wealth and protect it from taxation. The article looks at some important factors, such as cost of living and taxes, to consider when choosing a retirement destination.

INSURANCE TO HELP PROTECT YOUR BUSINESS FROM LAWSUITS

Some businesses are exposed to risks that may call for a specialized type of liability policy. This article focuses on product liability, professional liability, employment practices liability, and commercial umbrella liability policies.

August 2020

TENTATIVE TRAVEL PLANS: MORE FAMILY ROAD TRIPS?

In early May 2020, 75% of Americans said their travel plans had been affected by the coronavirus pandemic, but many were still planning trips to closer destinations later in the year. The cover chart shows when Americans expect to take their next commercial flight — nearly half said it wouldn't be until 2021 or later.

PRESSED AND STRESSED: SURVIVAL STRATEGIES FOR THE SANDWICH GENERATION

The sandwich generation is caught between the day-to-day demands of caring for both children and aging parents. Here are tips to help caregivers balance their families' needs and their own emotional and financial well-being.

SMART WAYS FOR GRANDPARENTS TO HELP WITH COLLEGE COSTS

Providing funds for a grandchild's college education can be personally fulfilling, and it's also a tax-friendly opportunity to pass on wealth. This article discusses gifting strategies and 529 college savings plans.



WHY FAMILY BUSINESSES SHOULD HAVE SUCCESSION PLANS

Much like the fictional billionaire in “Succession,” some leaders avoid the issue because they love running their family businesses and don’t want to stop any time soon. Here are reasons why business owners might take the time to develop a thoughtful succession plan.

July 2020

WALL STREET’S FEAR GAUGE

The CBOE Volatility Index (VIX) represents investors’ expectations for volatility over the coming 30 days based on the level of fear or risk in the market. The cover chart shows changes in the VIX since 2015 including its peak on March 16, 2020.

TURBULENT TIMES: BEAR MARKETS COME AND GO

Even though each of the past 10 bear markets was influenced by a different set of circumstances, the market recovered eventually every time. This article discusses the economic conditions that triggered the 2020 bear market and why investors may benefit from having a longer-term perspective.

INDEXED ANNUITIES: A STRATEGY TO TURN SAVINGS INTO RETIREMENT INCOME

Indexed annuities offer the potential to participate in market gains along with protection from downside risk. This article focuses on the unique features and risks associated with indexed annuities and how they can play a role in investors’ retirement income strategies.

CRISIS RELIEF: FINANCIAL LIFELINES FOR AFFECTED WORKERS

Legislation passed in the early days of the coronavirus pandemic include temporary provisions that extend paid leave to affected workers at some small businesses and make it easier for investors to access money held in retirement accounts.

June 2020

TWO SIDES TO THE SAVING STORY

Setting aside more money for the future may help households strengthen their financial positions. But when consumers prioritize saving over spending, it can hold back economic growth for the nation. Accompanying chart shows changes in the personal saving rate since 2000.

ETF TRENDS

EXPANDING OPTIONS INCLUDE ACTIVE STRATEGIES

A growing number of exchange-traded funds are taking an active approach to security selection. This article focuses on two kinds of ETFs that veer away from traditional passive indexing strategies: smart-beta ETFs and nontransparent ETFs.



OIL PRICES AND THE ECONOMY

SHOCKS TOOK GLOBAL MARKETS ON A ROUGH RIDE

The world's oil market experienced a series of shocks in the first quarter of 2020, each triggering price volatility that spilled into the stock and bond markets. This article discusses the events that caused oil prices to collapse, and how low prices could affect the energy industry and the U.S. economy.

YOUR BUSINESS

QUARTERLY TAXES: DEADLINES KEEP COMING FOR THE SELF-EMPLOYED

Business owners typically don't have taxes withheld from every paycheck, so Uncle Sam wants estimated taxes to be paid in four installments. This article discusses how to calculate quarterly payments in order to avoid underpayment penalties.

May 2020

NEW TWIST IN THE LABOR MARKET

In December 2019, women outnumbered men in the U.S. workforce for the first time since 2010. Accompanying chart shows how the share of nonfarm jobs held by women has changed over the last decade.

SO LONG, STRETCH IRA

THE SECURE ACT COULD AFFECT YOUR ESTATE PLAN

Recent changes in retirement plan legislation warrant special attention from owners of high-value IRAs. Most nonspouse beneficiaries who inherit traditional IRA and retirement plan assets can no longer "stretch" distributions — and therefore the tax obligations associated with them — over their lifetimes. them

INVESTING FOR INCOME

PREFERRED STOCKS ACT MORE LIKE BONDS

Preferred stocks may fit the bill for investors seeking a robust income stream, but the risks are heightened during a period of rising interest rates. This article discusses some of the important similarities and differences between preferred stocks, common stocks, and corporate bonds.

YOUR BUSINESS

SECURE ACT CHANGES THAT MATTER TO SMALL EMPLOYERS

Some rule changes could make it easier and more affordable for business owners to provide retirement plans and help their employees save money for retirement.

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