

Who Is Aware of the Saver's Credit?

% Aware



EMPLOYMENT STATUS

ALL WORKERS **48%**
 FULL-TIME WORKERS **50%**
 PART-TIME WORKERS **40%**



GENERATION

53% **59%** **44%** **31%**
 GEN Z MILLENNIAL GEN X BABY BOOMER



GENDER

41% **54%**
 WOMEN MEN



EDUCATIONAL ATTAINMENT

39% **61%**
 HIGH SCHOOL TO SOME COLLEGE COLLEGE DEGREE OR MORE



HOUSEHOLD INCOME

LESS THAN \$50k **41%**
 \$50k TO 99k **44%**
 \$100k OR MORE **55%**



URBANICITY

59% **43%** **40%**
 URBAN SUBURBAN RURAL