



Saver Survey Results
Spring 2012

Respondents: Who and How

- The following slides present the findings of a convenience sample survey of 416 America Savers (who joined in 2010 and 2011) conducted March 26 – April 30, 2012.
- Participants were recruited through the America Saves e-newsletter, direct e-mails, and through the America Saves Facebook and Twitter page.
- While results can not be generalized to the entire America Saves community, the findings provide insights into the savings attitudes and behaviors of America Savers.

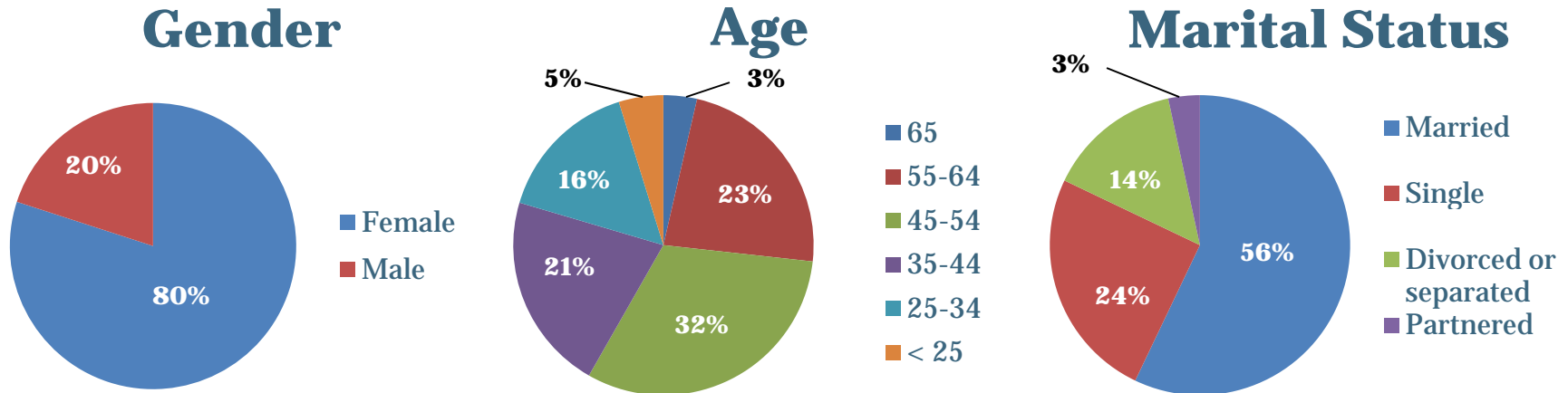
Summary of Findings

- Savers who joined America Saves in 2010 reported **saving \$2,000*** since joining America Saves.
- **Savers of all income levels reported being able to save** – including savers **making less than \$25,000** who reported **saving \$400*** since joining America Saves.
- *The most important saving goals for savers include: **Debt Repayment, Emergency Fund, and Retirement.***
- *Savers tell us that since they joined America Saves they **feel more hopeful about their financial situation, they are saving more, and they are managing their debt better.***

Summary of Findings

- As a group, female savers reported **saving \$500 less** per household than male savers.
- Married and single savers reported **saving \$1,000* or more** vs. divorced/separated savers who reported only **saving \$500*** since joining America Saves.
- *Savers age 55-64 reported saving the most successfully - **saving \$2,000* or more** since joining America Saves.*

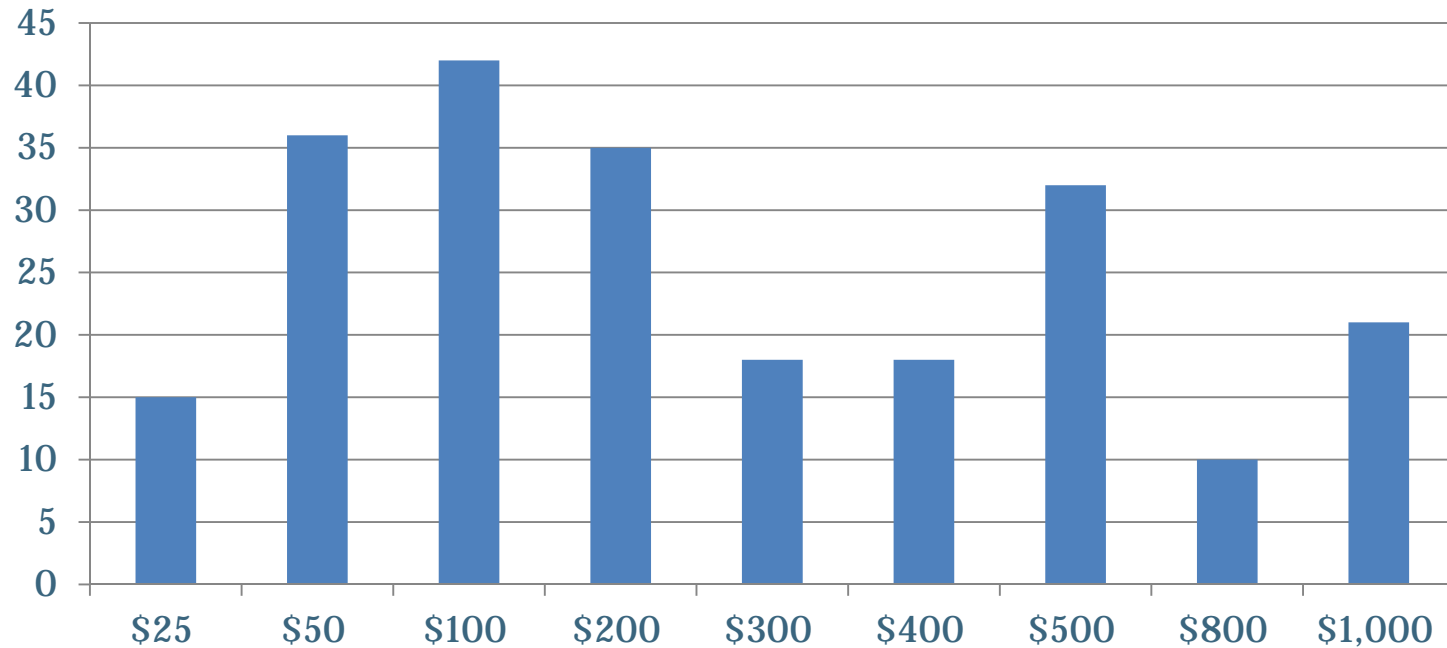
Who Are America Saves Savers?



America Saves has a largely female audience, is comprised of savers of all ages, and 56% of savers reported being married.

Amount Trying to Save Each Month

Most Frequent Amounts



*Savers reported trying to save a median amount of
\$200 each month*.*

Amount Saved Since Joining America Saves – By Year

Joined in 2010	Joined in 2011
\$2,000*	\$1,000*

*Savers who joined America Saves in 2010 reported saving **\$2,000*** since joining America Saves.*

Amount Saved Since Joining America Saves – By Gender

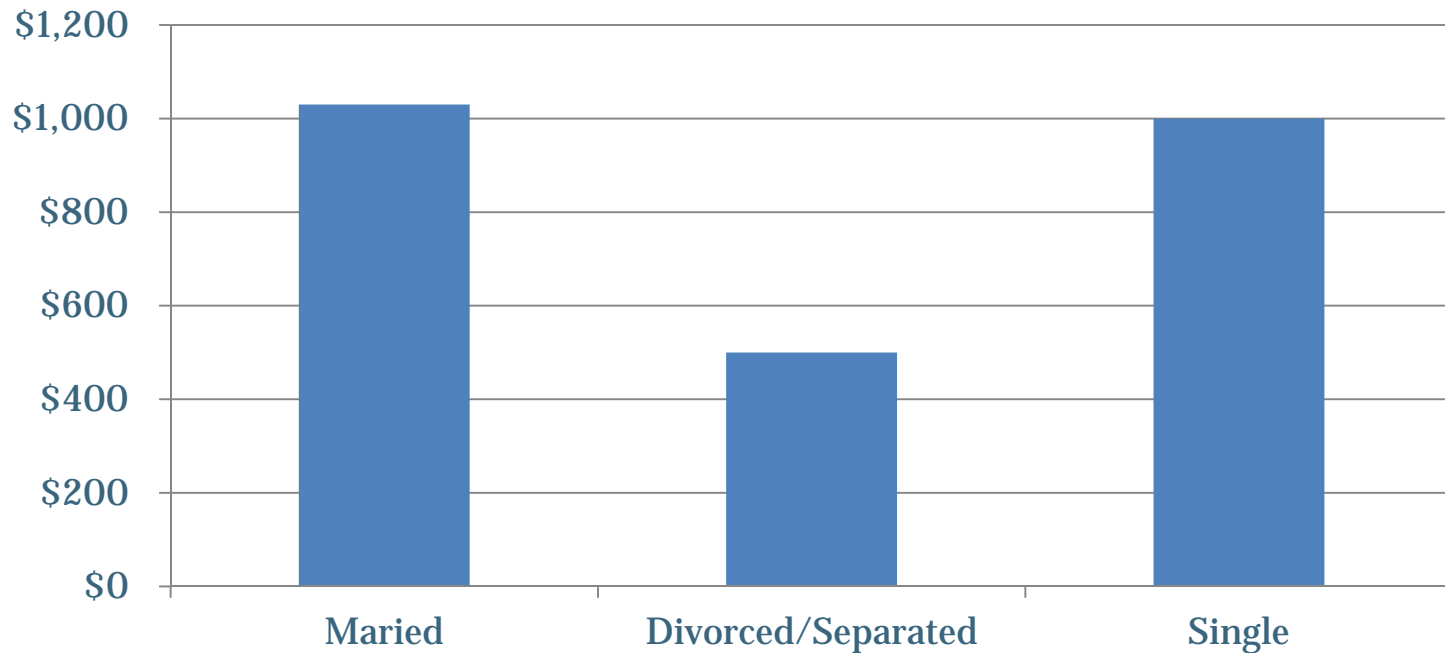
Female	Male
\$1,000*	\$1,500*



*As a group, female savers reported **saving \$500 less** per household than male savers.*

Amount Saved Since Joining America Saves – By Marital Status

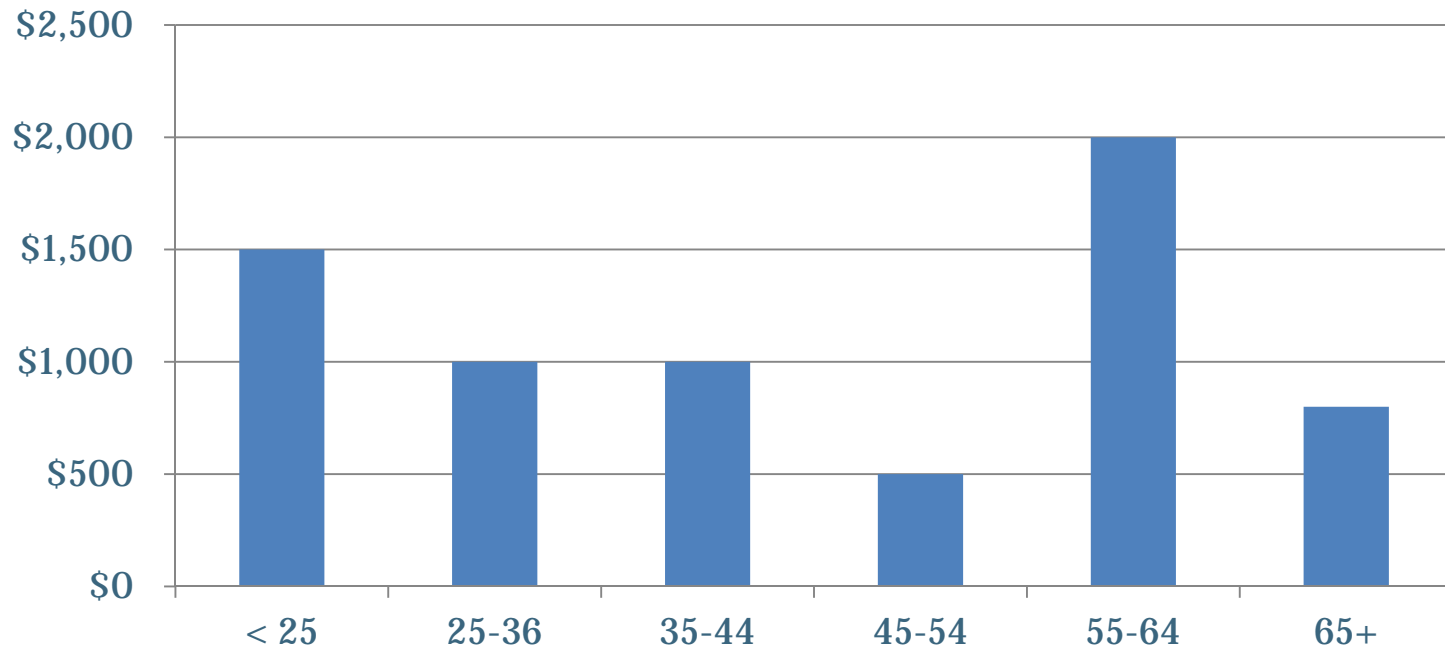
Most Frequent Amounts



*Married and single savers reported **saving \$1,000* or more** vs. divorced/separated savers who reported only **saving \$500*** since joining America Saves.*

Amount Saved Since Joining America Saves – By Age

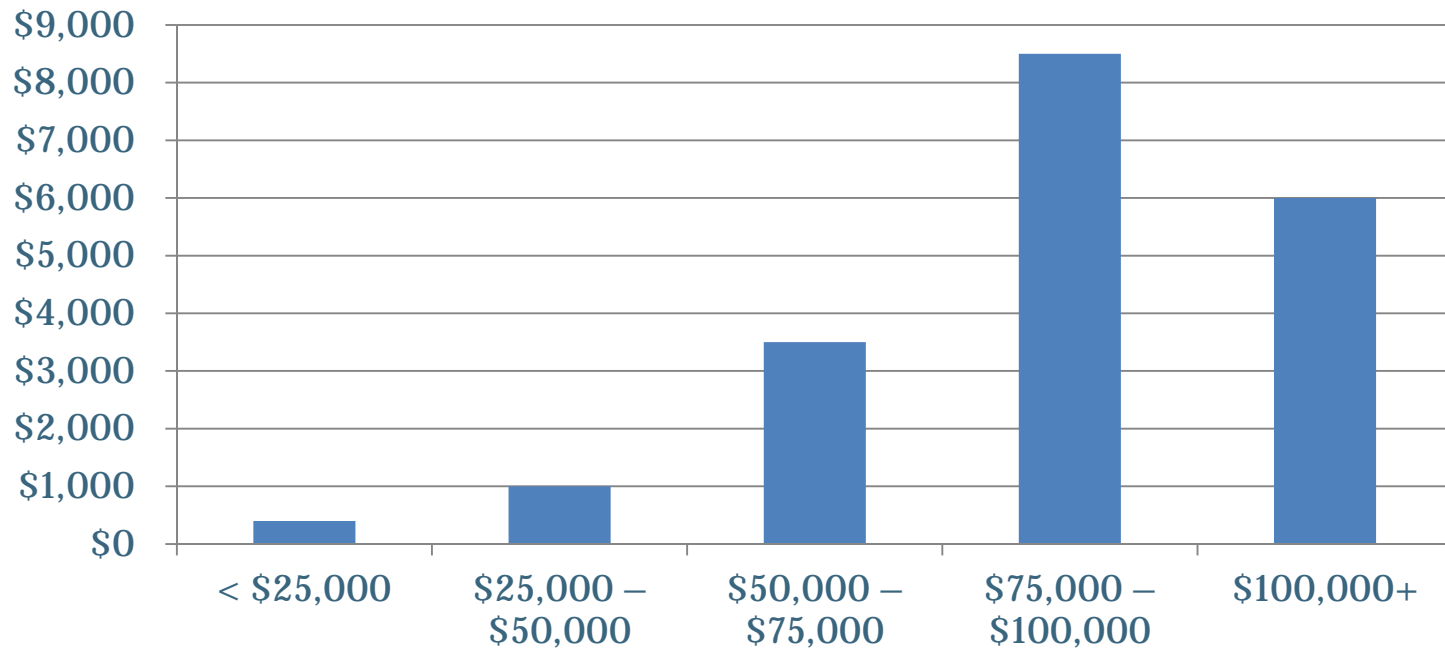
Most Frequent Amounts



*Savers age 55-64 reported saving the most successfully - **saving \$2,000* or more** since joining America Saves.*

Amount Saved by Savers Who Joined America Saves in 2010 – By Income

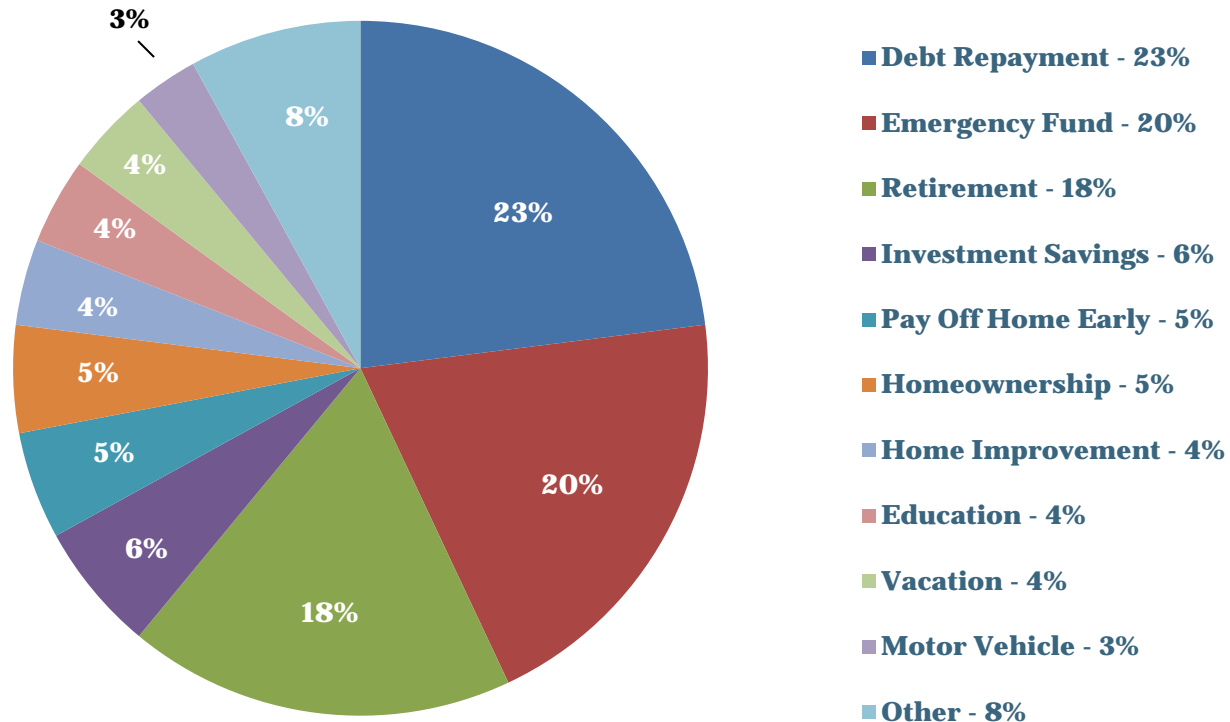
Most Frequent Amounts



*Savers of all income levels reported being able to save - **including a reported savings of \$400*** by those making less than \$25,000.*

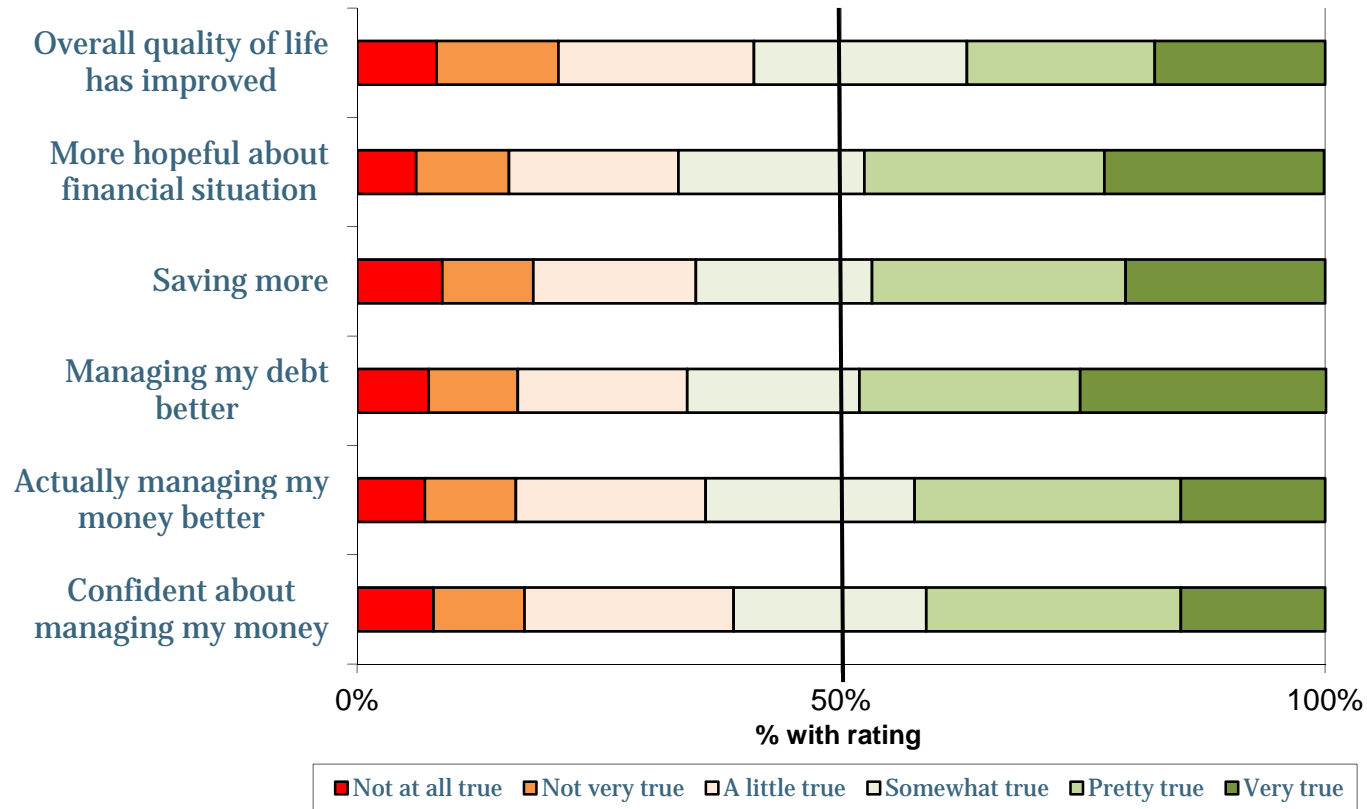
Most Important Savings Goal

Savings Goals by %



*The most important saving goals for savers include: **Debt Repayment, Emergency Fund, and Retirement.***

Attitudes and behaviors of Savers



*Savers tell us that since they joined America Saves they **feel more hopeful about their financial situation, they are saving more, and they are managing their debt better.***



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