

# 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