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 cannot be generalized to the entire America Saves community, the findings provide insights into the savings attitudes and behaviors of America Savers.
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.*

*Median Value*
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.

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

Gender N= 333; Age N= 333; Marital Status N = 333
Savers reported trying to save a median amount of $200 each month.*

N = 227; *Median Value
### Amount Saved Since Joining America Saves – By Year

<table>
<thead>
<tr>
<th>Joined in 2010</th>
<th>Joined in 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,000*</td>
<td>$1,000*</td>
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</tbody>
</table>

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

N= 413; *Median Value
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.**

N= 281; *Median Value
Savers age 55-64 reported saving the most successfully - saving $2,000* or more since joining America Saves.

N= 300; *Median Value
Savers of all income levels reported being able to save - including a reported savings of $400* by those making less than $25,000.

N= 111; *Median Value
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.
Visit AmericaSaves.org for more information