



America Saves Week is February 21 – February 28, 2010.  
Go to [www.americasavesweek.org](http://www.americasavesweek.org) and learn how you and your organization can participate.

### **Ethnic Inequalities in 401(k) Plan Participation**

The following study comes from [The Sentinel Group](#).

Ethnicity is the number one predictor of saving and investing behaviors, according to [401\(k\) Plans in Living Color: A Study of 401\(k\) Savings Disparities Across Racial and Ethnic Groups — The Ariel/Hewitt Study](#). (The link is to the Ariel/Hewitt Study). But the pioneering report and company representatives talking on the topic stop short of answering the basic question of *why* African-Americans and Hispanics save less.

The most frequently asked question of those reporting on the study is: why does ethnicity influence saving and investing behaviors? [Financial Education in Living Color: Eliminating Ethnic Inequities in 401\(k\) Plan Participation](#) is a white paper designed to answer that question, as well as propose solutions to increase the effectiveness of cross-cultural financial education and communication efforts.

[Why Do African-Americans and Hispanics Save Less Than White and Asians? Press release dated August 1, 2009.](#)