

Personalized Digital Information and Tax-favoured Retirement Savings: Quasi-experimental Evidence from Administrative Data

Abstract

This paper studies the impact of making personalized digital information available through a pension app on contributions to tax-favored retirement accounts. Using Swiss administrative pension fund data, we document limited take-up of fiscal incentives for retirement savings. Exploiting the staggered roll-out of the app across occupational pension funds over time, we show that its introduction has sizable effects on tax-favored contributions. Men and higher-income earners are more likely to access the app and change contribution behavior. Further, our results suggest that the introduction of the pension app reduces the information and transactions costs required to make informed retirement saving decisions.

This paper is joint work with Massimo Filippini (ETH Zurich and USI) and Fabio Haufler (ETH Zurich)

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