



# Taxpayer Attitudes & Behavior

Market Research Survey  
April 2007

Vizu Corporation, 463 Pacific Avenue, San Francisco, CA 94133  
Phone: 415 362 8498      Email: [research@vizu.com](mailto:research@vizu.com)  
[www.VizuAnswers.com](http://www.VizuAnswers.com)

Copyright © 2007, Vizu Corporation

# TABLE OF CONTENTS

Introduction.....	3
Taxpayer Attitude & Behavioral Survey.....	4
Vizu Answers Appendix	
Our Network.....	9

## OBJECTIVE

To assess public opinion regarding taxpayers' outlook and habits this tax season.

## METHODOLOGY

The survey was conducted via the VizuAnswers research network.

Respondents participated on March 13-20, 2007.

Each question was presented on more than 40 English language websites.

## EXECUTIVE SUMMARY

Taxpayers are predominantly on time, with 78% filing in advance of April 15.

Taxpayers work hard to pay less. More than 60% find loopholes or cut corners, while 6% actually cheat.

57% of taxpayers are unhappy with their government, and less willing to pay taxes this year.

Taxpayers want money to go to education, health care.

For every taxpayer who invests or saves a refund, another taxpayer spends a refund paying off debts or bills.

## INTRODUCTION

Vizu Answers chose this tax season as the inspiration for the next in our series of public interest market research reports. How are Americans doing their taxes? Are mom and dad still sweating over a pile of paper and a calculator on the kitchen table? Have we all moved to software and the Internet? Or are we just handing it over to someone else?

When are we doing them? Did you have yours done on New Year's Day? Or are you racing to the post office on April 15?

Then how do feel about paying? Does it feel as though you are helping your fine country run, or is it more like you're a victim of criminal extortion? Where would you put the money if you wrote the country's budget? Where will you put your refund money in your own budget?

And fess up. Nobody's watching. Do you cheat?

Read on to find the answers to these questions and more.

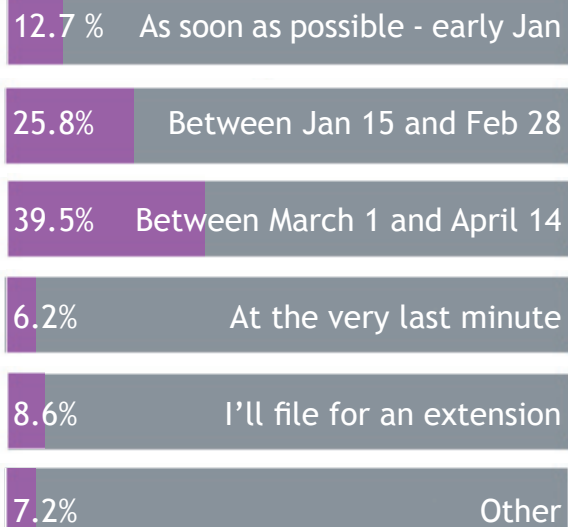
## TAX FILER RESEARCH

### WE'RE NOT THAT LAZY

While 40% of tax filers waited a little late this year, they still got their returns in comfortably on time. Another 39% got them done well in advance.

Only 30% of tax filers use either retail outlets (HR Block, Jackson Hewitt, etc.) or professional/corporate CPAs. Most are still do-it-yourselfers, with a quarter of our respondents still preferring pencil, paper and the kitchen table.

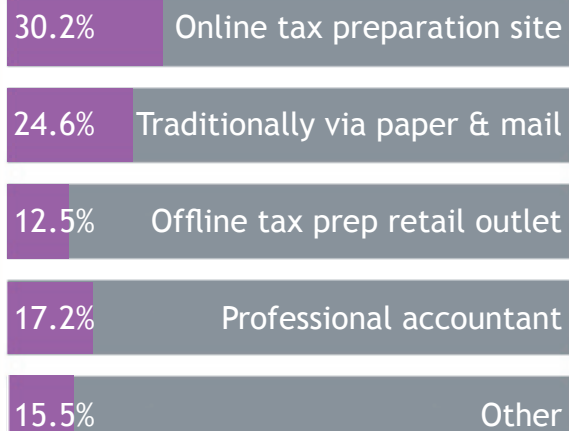
### When did/will you file your income taxes this year?



Select 1

Respondents: 291

### How are you filing your income taxes this year?



Select 1

Respondents: 232



## SHOW ME THE MONEY

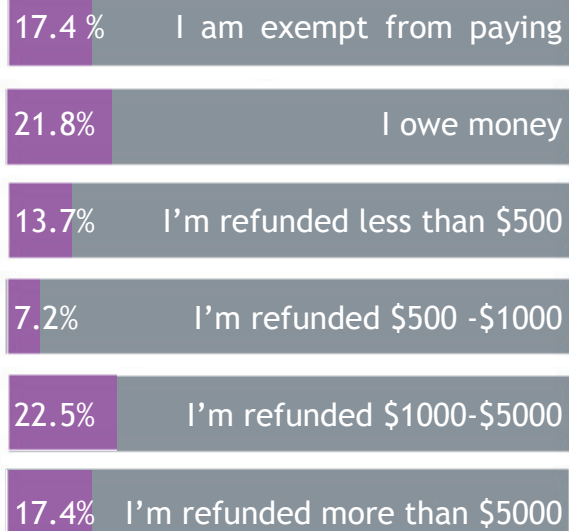
The average 2007 tax refund is \$2548, according to the Internal Revenue Service. Our respondents don't disagree.

If you discard those who don't expect any refund at all, most of those remaining expect a refund right in that range, with nearly the same percentage expecting more than that as there is expecting less.

Filers are doing all they can to get those refunds, however.

Whether they're chasing down every loophole or outright beating the system, 67% are doing more than just writing Uncle Sam a check with no questions asked.

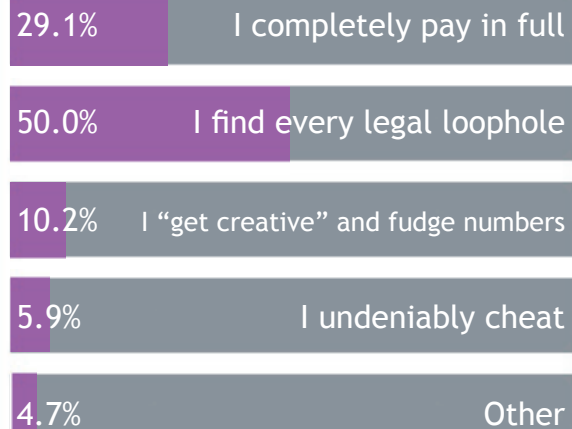
### What is your income tax situation this year?



Select 1

Respondents: 293

### How forthcoming are you when filing your income taxes?



Select 1

Respondents: 254

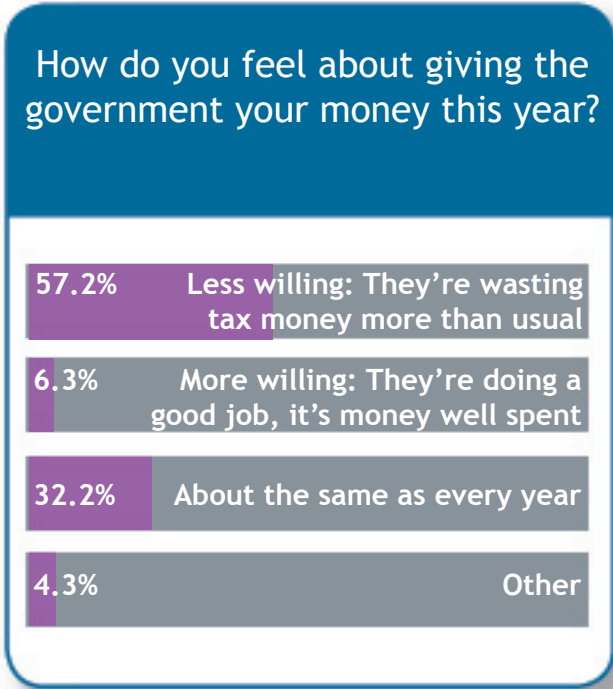


## RAISE YOUR HAND IF YOU WANT TO PAY SOME TAXES!

In the four previous polls, respondents indicated their tax behavior. But what about their attitudes toward paying their taxes?

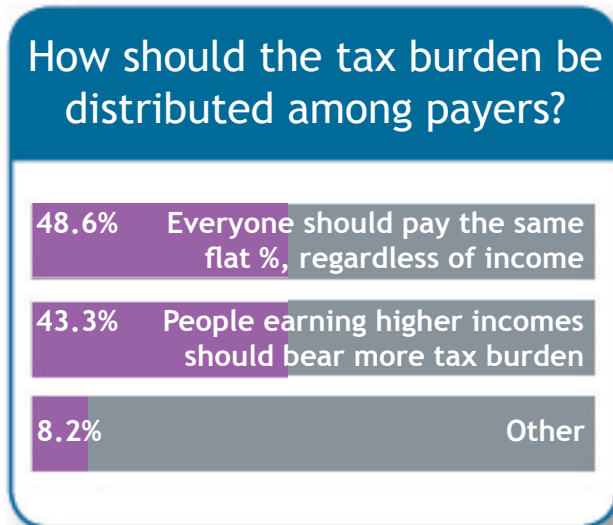
Presumably there are few people in any year who *like* to pay taxes. But this year a large majority claim to be more disgruntled than usual.

Nearly half of respondents supported a flat tax, versus a comparable opposition feeling the rich should pay more.



Select 1

Respondents: 348



Select 1

Respondents: 245

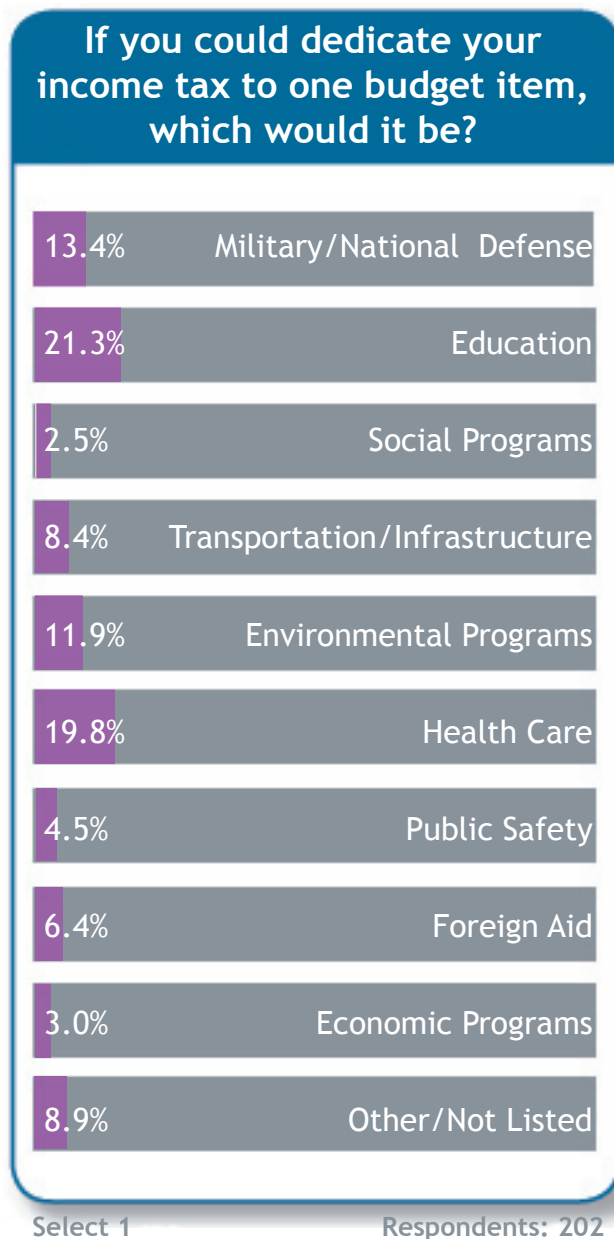
## WHO SHOULD GET PAID?

Aside from choosing whether or not to donate \$3 to a presidential election campaign, the IRS' 1040 form doesn't offer taxpayers the opportunity to do any line item appropriations. But what if it did?

Education and health care. We hear it all the time. No surprise, that is where most people would send their money.

Next in line is national defense competing with the environment. We want to protect our land, shores and airspace in more ways than one.

Just over 6% would choose to pay for foreign aid. That is twice the number of respondents who would pay to aid to their own country, either by funding social programs or economic subsidies.



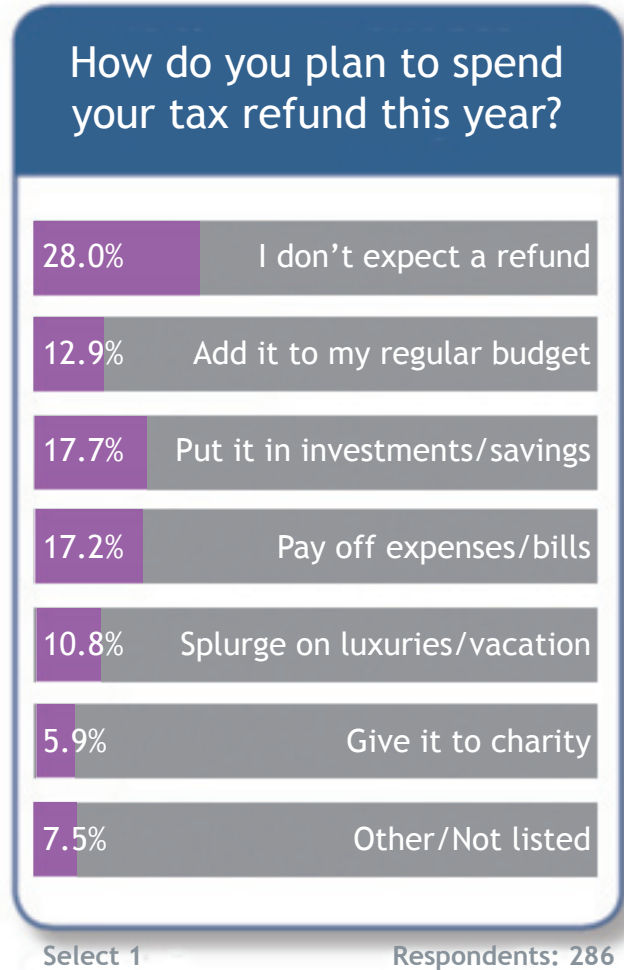
## TIME TO PARTY?

The IRS will refund more than \$220 billion this year. Where does all the money go?

Aside from the 28% who don't expect to receive any refund, there is no real dominant category indicating how taxpayers will become tax spenders.

Two points do jump out from this poll. First, the number of people who will spend their money getting ahead via investments is statistically identical to the number who will spend it getting out of the hole by paying off expenses or bills.

Second, note that the number of people who will spend their refund on extravagancies is twice that of those who will donate it to charity.





# RESEARCH NETWORK OVERVIEW

“UNTIL NOW, MOST RESEARCH HAS BEEN LIMITED BY A LACK OF TIME, MONEY, OR KNOW HOW”



## Welcome to Vizu Answers. The Internet's First Research Network.

Vizu Answers allows you to conduct custom market research quickly, easily, and at an affordable price.

If you want an answer, the key is asking the right people. Our diverse network of publishers makes that possible by providing you access to their unique audiences.

### VIZU ANSWERS

- Custom data delivered in as little as 24 hours
- Targeted respondent audiences
- Do-it-yourself convenience and ease
- 24/7 availability
- Costs \$100's, not \$1000's

### THE POWER OF KNOWLEDGE

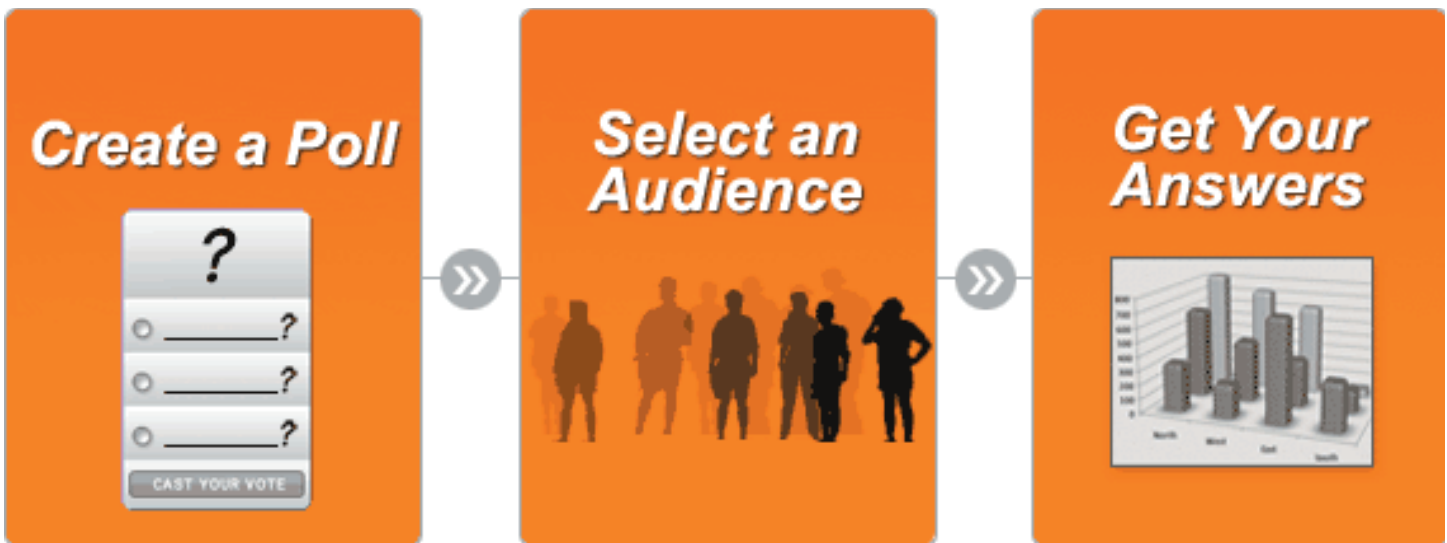
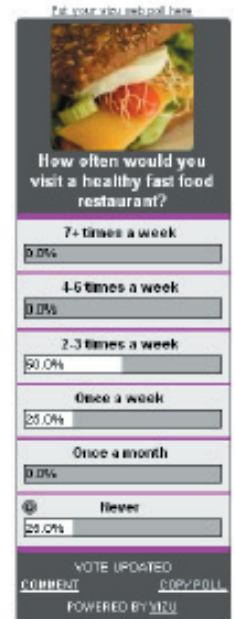
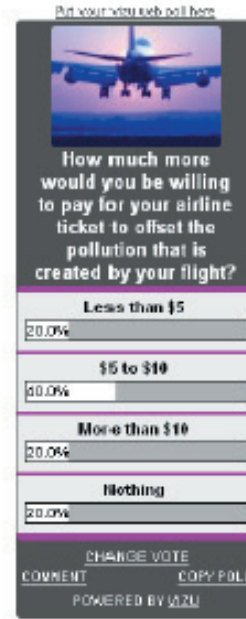
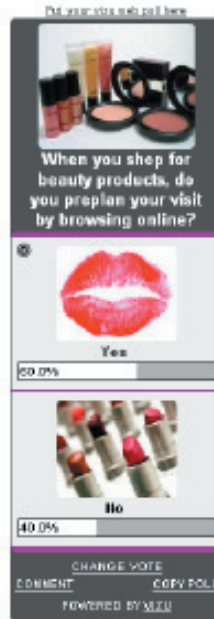
- Conduct preliminary fact finding
- Test concepts for inclusion in bigger research projects
- Differentiate sales pitches
- Test nagging questions and hunches
- Answer questions left out of research budgets

“Vizu’s simplicity and effectiveness is unmatched. The speed at which you can create a survey, distribute it to the web and gain real consumer feedback has made Vizu a vital tool for our marketing team.”

— Geoff Hamm, VP  
Western Region, Orbitz Worldwide

## VIZU ANSWERS WORKS FOR MANY TYPES OF QUESTIONS...

- Consumer Insights
- Concept Research
- Public Opinion
- Product Research
- Investment Insights
- Graphic Design
- Menu Design
- And MORE...



## FIND OUT HOW YOU CAN GET STARTED TODAY

Contact:

Brett Powell, EVP Business Development  
 415-362-8498 x15  
[brett@vizu.com](mailto:brett@vizu.com)

Vizu Corporation  
 463 Pacific Avenue  
 San Francisco, CA 94133  
 Phone: 415 362 8498  
 Email: [research@vizu.com](mailto:research@vizu.com)  
[www.VizuAnswers.com](http://www.VizuAnswers.com)

“Vizu Answers is an innovative way to promptly obtain consumer insights.”  
 - Betty Chen, Institutional Research, Cowen & Company

“We were very pleased with the data from the 10 polls that we conducted with Vizu Answers.”  
 - Steve Douty, Founder/CEO Snapjot.com

## Vizu Answers is an innovative way for Publishers to generate additional revenue for their Web site(s)

Instead of serving banners or text links from advertising networks, Vizu Answers pays you to host interactive Web polls. The polls only appear in locations that you specify and are from individuals and organizations that pay you to ask questions of your users.

### ENHANCE YOUR SITE

- Voting does not take visitors away from your site
- Polls fit the look and feel of your site
- Polls are interactive and encourage use participation
- Polls provide content targeted to your audience

### GETTING STARTED IS EASY AND FREE...

1. **Register** at VizuAnswers.com and create an account
2. **Design** your Poll template(s) and set your pricing
3. **Paste** the Vizu Answers Poll Zone code into your site(s)

