## CONSUMER INSIGHTS FOR BRANDS ON U.S. TAX DAY



What do U.S. consumers do with their tax day refunds? Half spend it and half save it1. For those who don't put it in the bank:



said they would use it on daily expenses

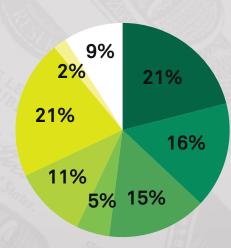
13% spend the money on a vacation

put it toward a major purchase like a car or television

HOW ARE U.S. CONSUMERS

## FILING THEIR TAXES?

Here's how three different generations prepare their tax returns according to PlatformOne™ data:



**MILLENNIALS** (Age 18-35)

6%1 20% 33% 8% 13% 11%

> **GENERATION X** (Age 36-50)

12% 32% 9% 10% 18% 11% **BABY BOOMERS** 

(Age 51-69)

**CPA/Private Accountant** 

Does Not Apply to Me

H&R Block® (Onsite) Manually (Pen/Paper)

Other Professional On-Site

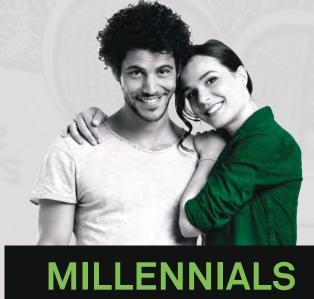
Turbo Tax® (Online) Turbo Tax® (Offline)

Other

HOW ARE U.S. CONSUMERS

## SPENDING THEIR MONEY?

Take a look at how family situations, daily expenses, vacations and other major purchases compare across the three age groups. Non-intuitive consumer insights like those below help marketers and advertisers understand consumers and reach them where they may be spending their well-earned refunds.



(Age 18-35)



**FAMILY/HOME** 

23%

months

**DEBT** 

45%

Changed job

in the past 12



(Age 51-69)



Plan to buy first home in next 12 months 10%

Expect to get

months

married in next



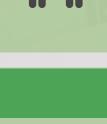
Expect to remodel in next 12 months



Head of household is retired



Spent \$500+ on window insulation last year

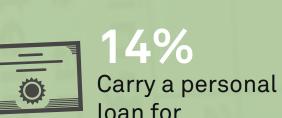


5% Usually pay minimum of Visa bill





Have a home mortgage





Obtained an auto loan for a





loan for education



46%

of gas each



new car 3% Have a home

25%



improvement loan



5% Received a

last month 6% Buy Huggies®

\$250+ phone bill



week 16% Drink

Buy 20+ gallons



18% Use public transportation



diapers



**VACATIONS** 

Heineken®



10% Heavy vitamin buyers



42%

Traveled abroad





13%



in the past 3 years 4% Stayed at an



Flew United® in the past 12 months



12% Stayed at a Holiday Inn® in past 12 months



cruise in next 12 months 42%

Plan to take a



all-inclusive resort



15%

Own a Toyota®



Recently went on a domestic vacation

7%

vehicle

63%

fast food)

24%

Dine-out (not

**Bought New** 

Chevrolet®/Geo®



17%

Recently bought an LG® TV

Bought a used car

in last 12 months



Recently spent \$2,000-\$2,999 on a television

**HOBBIES** 

42%

22%



Plans to purchase a Blu-Ray™ player



Participate in a fantasy sports league

Take group trips

(4 people)



Watch action movies in theaters

Visit aquariums



shopping and shows

1040EZ

Label (See page 11.) Use the IRS label.

Otherwise, please print or type.

£ 1040

Married

Label

Use the IRS

Election Campaign

Filing Status

Check only one box.

Exemptions

If more than four

In

Enjoy antique

KNOW YOUR AUDIENCE TO

SERVE BETTER ADS

across every customer touch point Increase your campaign reach without sacrificing relevance

Employ your offline data to target customers on digital channels Deliver a consistent message

**METHODOLOGY** 

dependents, see page 19. Target accurately, relying on continuously verified customer data Neustar's PlatformOne™ utilizes data from over 4 billion consumer transactions every day, cross referenced against 15,000 online and offline attributes with anonymized data from 220M U.S. adults across 120M households. These attributes are derived from primary and secondary research sources that help describe customers in terms of household and lifestyle factors including

## demographics, purchase behaviors, lifestyle patterns, financial profiles and media consumption.

Neustar, Inc. is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help

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clients make high-value business decisions in real time, one customer interaction at a time. SOURCES