

CONSUMER INSIGHTS FOR BRANDS ON U.S. TAX DAY

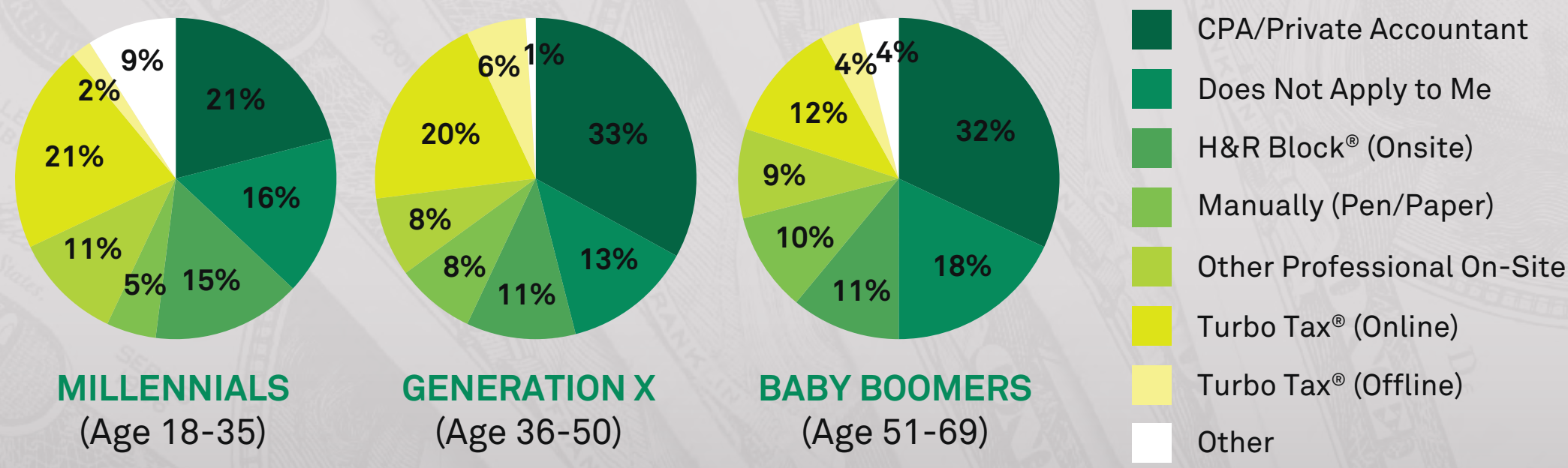


What do U.S. consumers do with their tax day refunds? Half spend it and half save it¹. For those who don't put it in the bank:



HOW ARE U.S. CONSUMERS FILING THEIR TAXES?

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



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.



MILLENNIALS
(Age 18-35)

GENERATION X
(Age 36-50)

BABY BOOMERS
(Age 51-69)

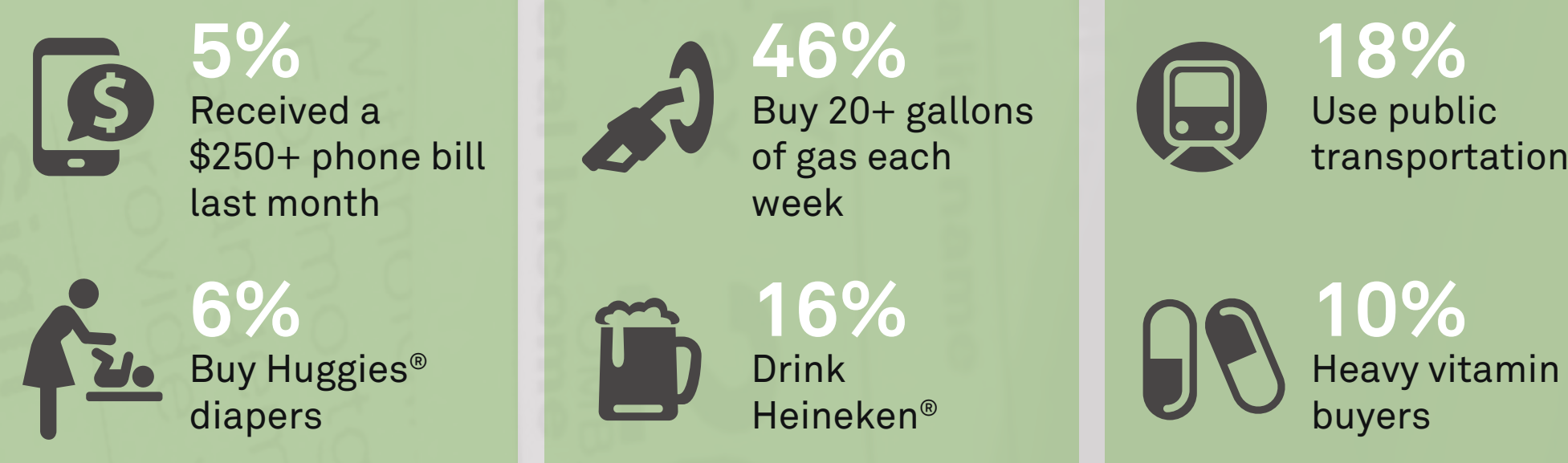
FAMILY/HOME



DEBT



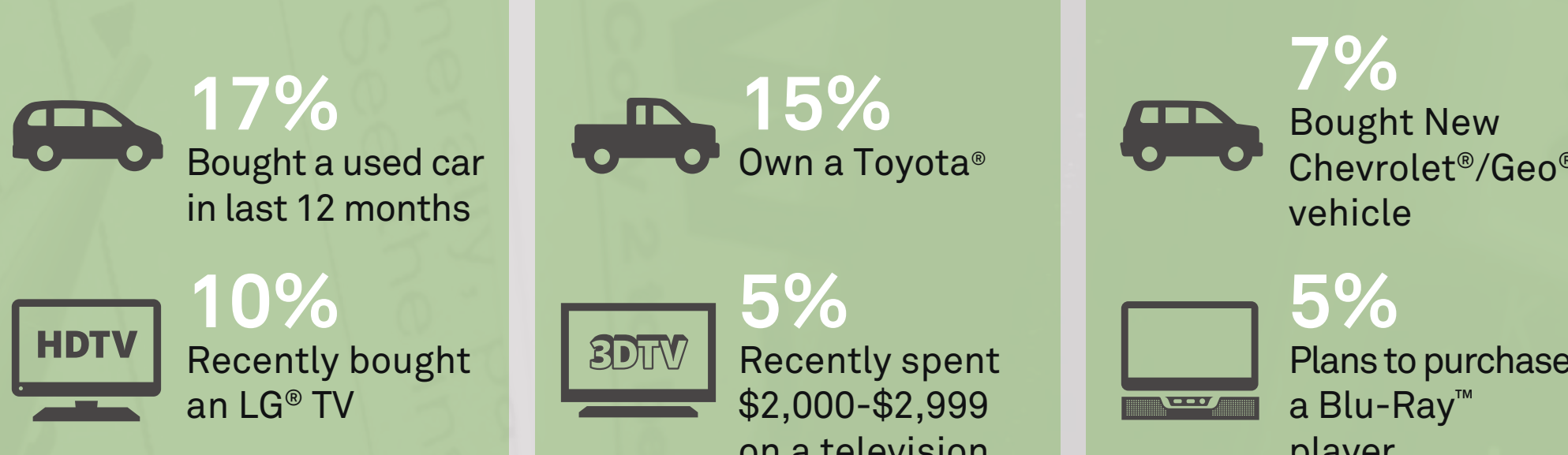
DAILY EXPENSES



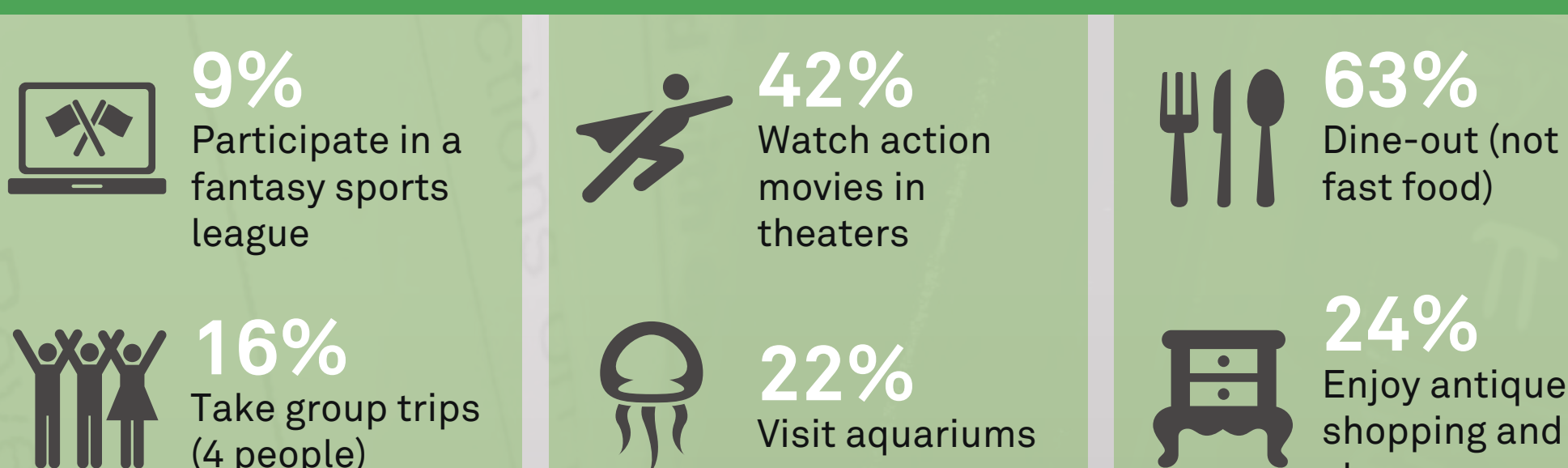
VACATIONS



MAJOR PURCHASE



HOBBIES



KNOW YOUR AUDIENCE TO SERVE BETTER ADS

- 1. Employ your offline data** to target customers on digital channels
- 2. Deliver a consistent message** across every customer touch point
- 3. Increase your campaign reach** without sacrificing relevance
- 4. Target accurately**, relying on continuously verified customer data



METHODOLOGY

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.

ABOUT NEUSTAR

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

SOURCES

1. <https://nrf.com/media/press-releases/americans-planning-save-not-splurge-tax-refunds-this-year-according-nrf-survey>

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