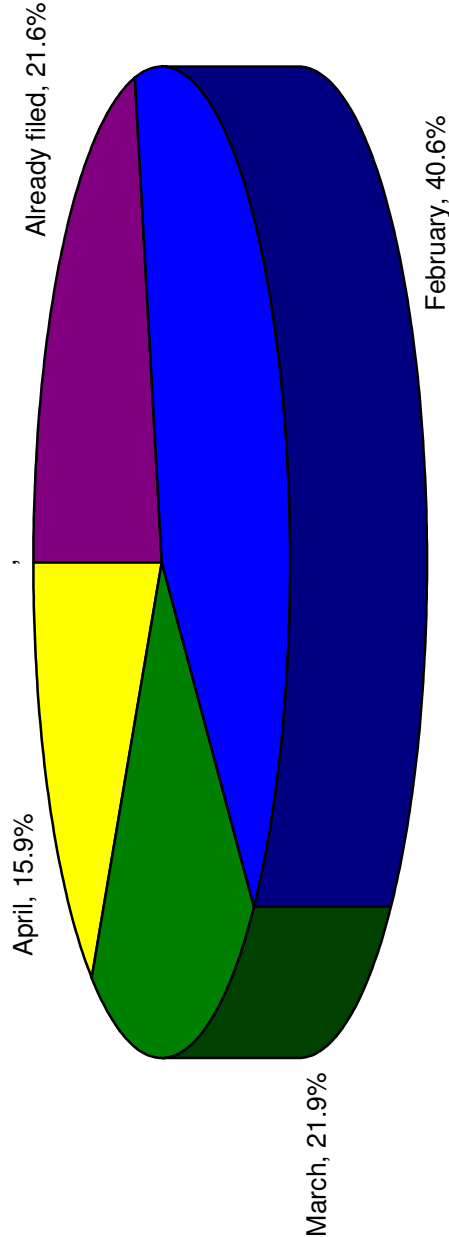
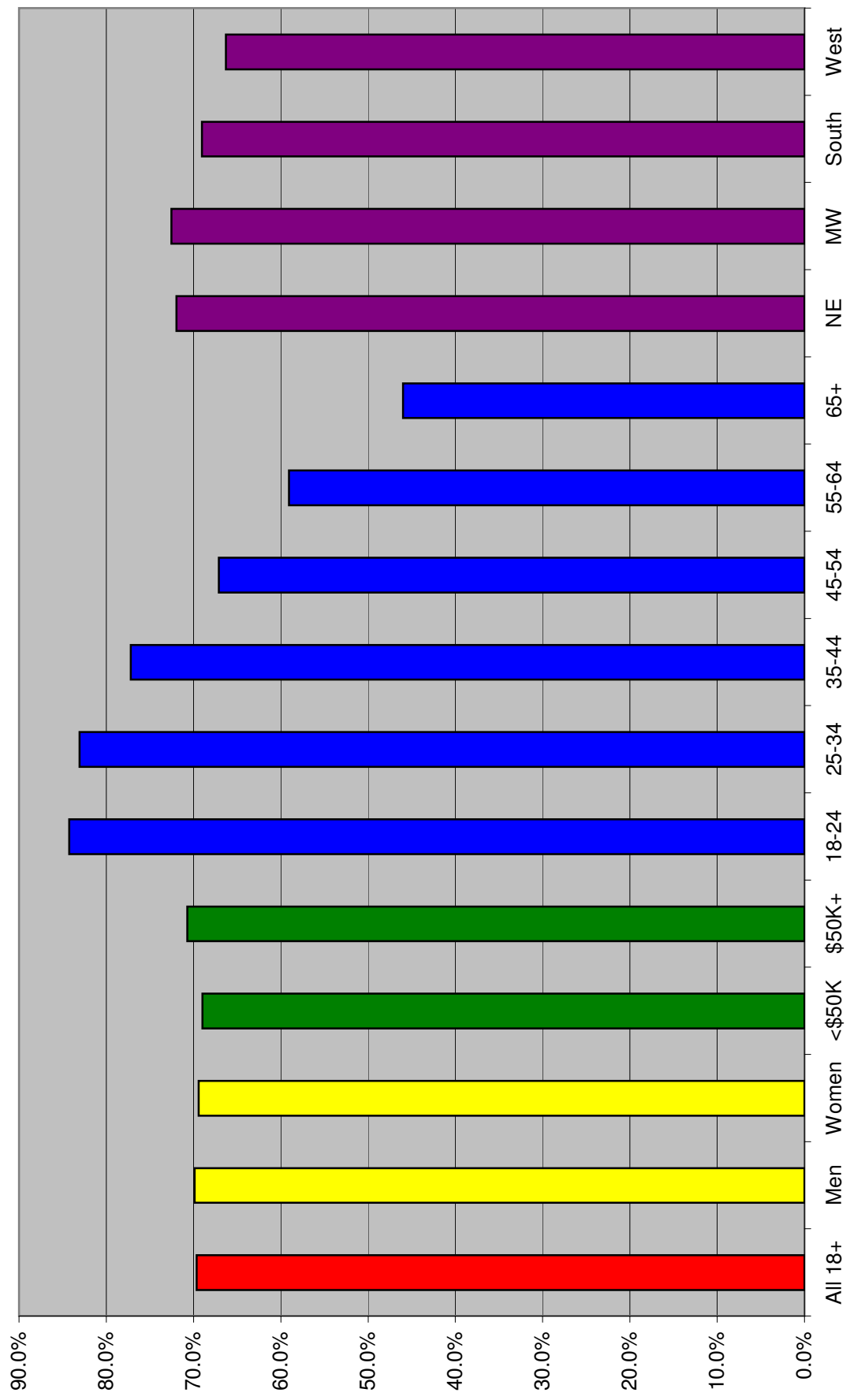


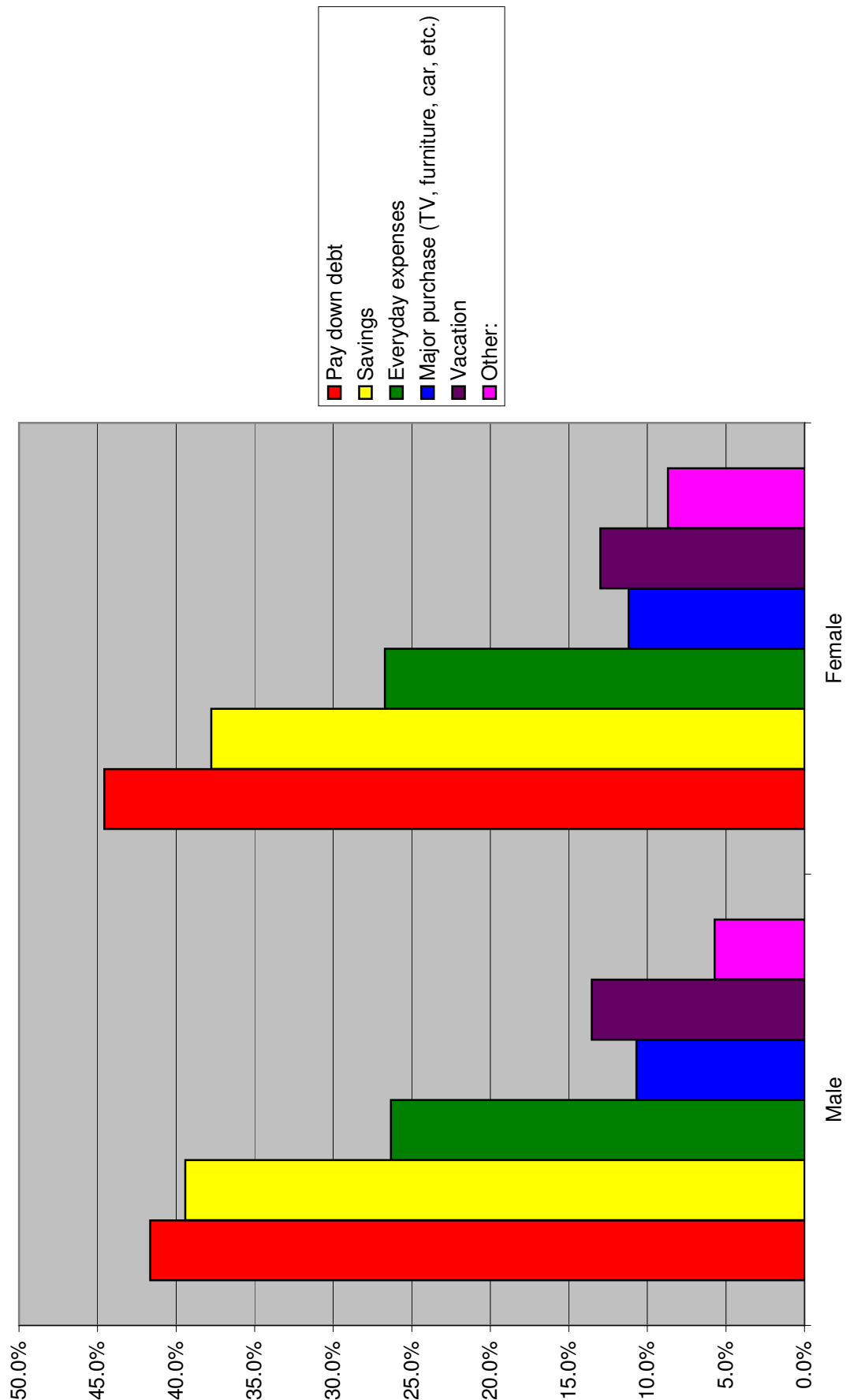
When Consumers Plan to File Their Taxes



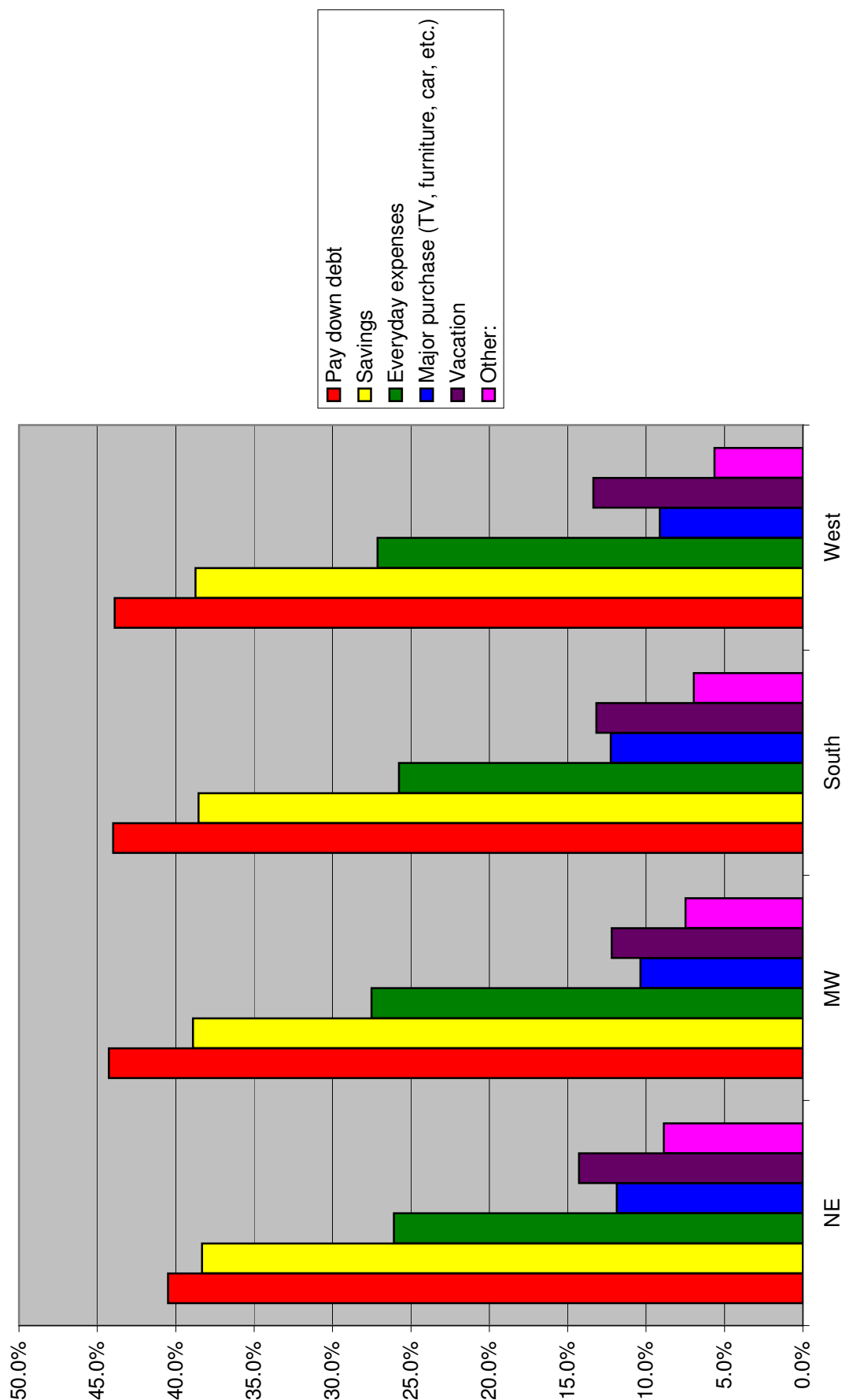
Percentage of Consumers Who Expect a Tax Refund



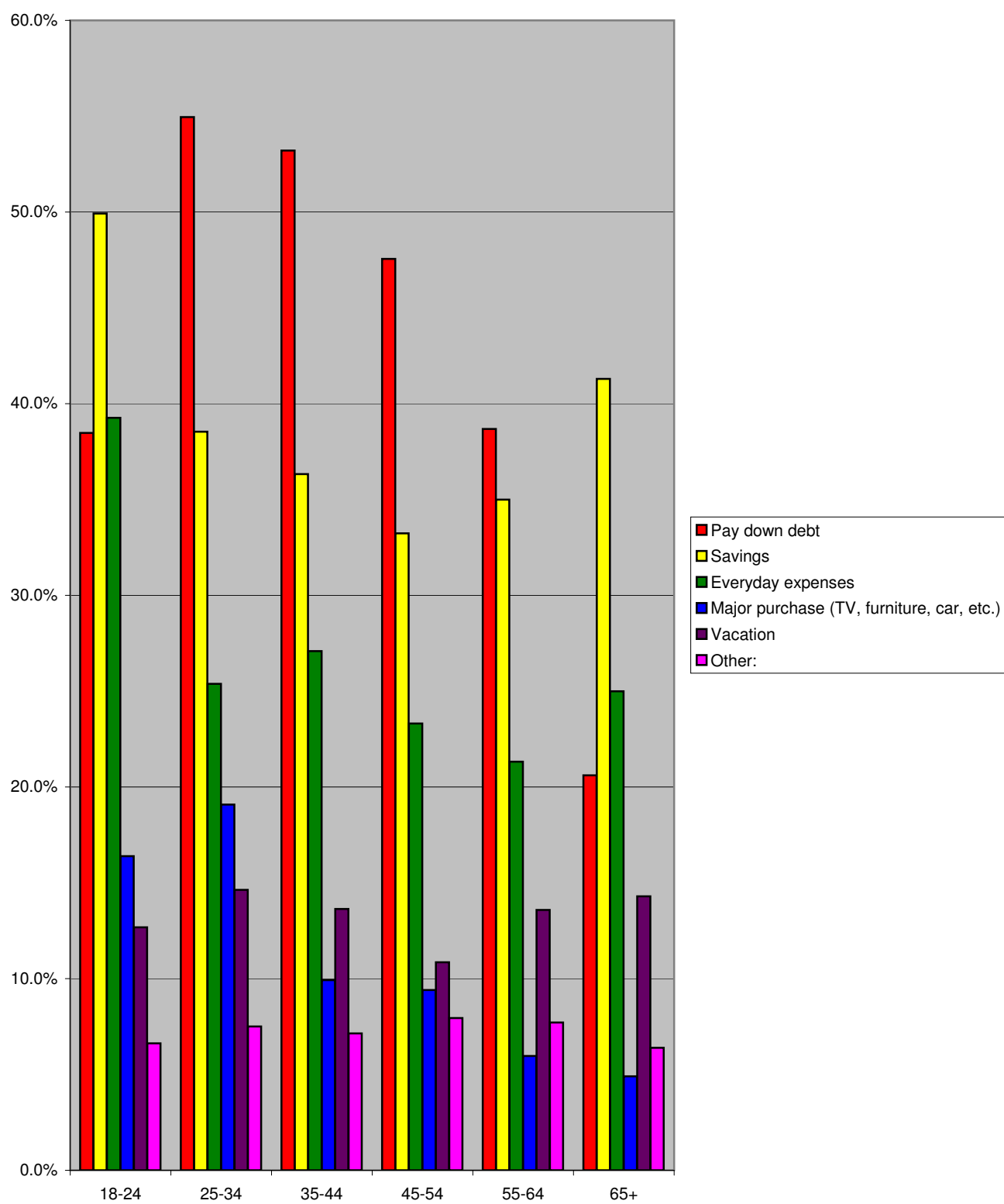
How Men and Women Plan to Spend Their Tax Refund



How Consumers Plan to Spend Their Tax Refund (by region)



How Consumers Plan to Spend Their Tax Refund (by age)



Source: BIGresearch, CIA February
N = 9027 2/1 - 2/8/07

	All 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
When do you plan to file your taxes this year?															
Already filed	21.6%	19.7%	23.4%	28.4%	15.5%	31.1%	29.2%	25.7%	18.8%	14.6%	10.0%	19.6%	23.4%	22.9%	20.7%
February	40.6%	40.1%	41.2%	40.3%	41.3%	43.1%	47.9%	39.6%	40.7%	37.7%	34.4%	42.7%	43.0%	39.6%	39.5%
March	21.9%	22.4%	21.4%	19.1%	24.5%	19.0%	16.6%	20.4%	20.0%	25.4%	31.0%	23.3%	19.8%	20.7%	23.6%
April	15.9%	17.8%	14.0%	12.2%	18.7%	6.9%	6.2%	14.4%	20.5%	22.2%	24.6%	14.5%	13.8%	16.8%	16.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How will you prepare your taxes this year?															
Prepare myself by hand	14.3%	15.3%	13.4%	18.8%	9.8%	14.7%	9.6%	12.7%	17.0%	16.2%	16.5%	15.4%	13.4%	13.6%	15.4%
Prepare myself using computer software	33.9%	37.8%	30.2%	30.9%	38.2%	32.7%	41.6%	39.4%	34.0%	30.5%	22.6%	30.8%	34.6%	35.3%	34.8%
Use an accountant	23.6%	24.0%	23.2%	17.2%	29.2%	14.2%	19.4%	21.6%	23.9%	29.3%	33.1%	28.4%	21.1%	22.8%	22.4%
Use a tax preparation service	17.4%	15.6%	19.1%	20.3%	13.9%	18.5%	19.0%	17.8%	16.6%	15.3%	16.9%	14.2%	19.0%	18.0%	18.0%
Have spouse, friend or other relative	10.8%	7.3%	14.1%	12.9%	8.9%	19.8%	10.4%	8.5%	8.6%	8.7%	11.0%	11.2%	11.8%	10.3%	9.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you file your taxes online this year?															
Yes	50.1%	52.8%	47.6%	46.0%	55.2%	48.6%	61.2%	57.3%	48.8%	45.1%	36.3%	45.2%	52.5%	50.2%	51.5%
No	49.9%	47.2%	52.4%	54.0%	44.8%	51.4%	38.8%	42.7%	51.2%	54.9%	63.7%	54.8%	47.5%	49.8%	48.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do you expect a tax refund this year?															
Yes	69.6%	69.9%	69.4%	69.0%	70.7%	84.2%	83.1%	77.2%	67.1%	59.1%	46.0%	72.0%	72.5%	69.0%	66.3%
No	30.4%	30.1%	30.6%	31.0%	29.3%	15.8%	16.9%	22.8%	32.9%	40.9%	54.0%	28.0%	27.5%	31.0%	33.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If yes, what do you plan to spend your refund on? (Check all that apply)															
Pay down debt	43.1%	41.6%	44.6%	46.1%	42.6%	38.5%	55.0%	53.2%	47.5%	38.7%	20.6%	40.5%	44.3%	44.0%	43.9%
Savings	38.6%	39.4%	37.8%	35.7%	42.4%	49.9%	38.5%	36.3%	33.2%	35.0%	41.3%	38.3%	38.9%	38.6%	38.7%
Everyday expenses	26.5%	26.3%	26.7%	32.2%	20.6%	39.3%	25.4%	27.1%	23.3%	21.3%	25.0%	26.1%	27.5%	25.8%	27.1%
Major purchase (TV, furniture, car, etc.)	11.0%	10.7%	11.2%	11.4%	10.5%	16.4%	19.1%	9.9%	9.4%	6.0%	4.9%	11.9%	10.4%	12.3%	9.1%
Vacation	13.3%	13.5%	13.0%	10.4%	15.8%	12.7%	14.6%	13.6%	10.9%	13.6%	14.3%	14.3%	12.2%	13.2%	13.4%
Other:	7.2%	5.7%	8.7%	7.8%	6.8%	6.6%	7.5%	7.1%	7.9%	7.7%	6.4%	8.9%	7.5%	6.9%	5.6%

*The sum of the % totals is greater than 100% because the respondents can select more than one answer.