

**Source: BIGresearch, Consumer Intentions & Actions, Feb-10****N = 8560, 2/2 - 2/9/10**

	<b>Adults 18+</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
<b>When do you plan to file your taxes this year?</b>															
Already filed	24.2%	23.3%	25.0%	30.6%	16.9%	38.7%	27.1%	24.7%	23.4%	17.8%	15.7%	20.8%	24.7%	26.5%	22.8%
February	36.4%	35.9%	36.8%	34.6%	40.6%	34.2%	40.9%	40.0%	37.5%	33.3%	30.7%	37.4%	37.2%	36.2%	36.1%
March	24.4%	24.3%	24.6%	21.9%	26.0%	19.4%	22.8%	21.3%	22.8%	27.6%	32.5%	27.8%	23.0%	22.8%	25.6%
April	15.0%	16.5%	13.6%	12.9%	16.5%	7.7%	9.1%	14.0%	16.3%	21.2%	21.1%	14.0%	15.1%	14.5%	15.5%
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%
<b>How will you prepare your taxes this year?</b>															
Prepare myself by hand	13.5%	14.6%	12.5%	17.1%	9.1%	14.6%	8.6%	12.0%	15.6%	15.5%	15.4%	13.0%	13.7%	12.9%	14.3%
Prepare myself using computer software	33.6%	35.7%	31.7%	31.6%	37.0%	29.9%	40.2%	37.8%	34.6%	31.2%	26.1%	32.1%	33.0%	35.6%	32.6%
Use an accountant	23.5%	22.8%	24.0%	18.0%	30.7%	14.7%	20.7%	24.5%	20.5%	28.0%	31.4%	27.8%	21.7%	21.5%	24.6%
Use a tax preparation service	17.6%	16.4%	18.7%	20.9%	12.9%	20.0%	16.4%	16.2%	18.8%	16.6%	18.0%	15.6%	17.7%	18.1%	19.0%
Have spouse, friend or other relative prepare	11.8%	10.5%	13.1%	12.5%	10.3%	20.8%	14.1%	9.5%	10.5%	8.8%	9.1%	11.5%	13.8%	11.9%	9.5%
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%
<b>Will you file your taxes online this year?</b>															
Yes	54.4%	56.4%	52.5%	51.4%	60.6%	48.3%	60.1%	61.4%	55.8%	51.9%	46.0%	52.9%	56.4%	55.5%	51.1%
No	45.6%	43.6%	47.5%	48.6%	39.4%	51.7%	39.9%	38.6%	44.2%	48.1%	54.0%	47.1%	43.6%	44.5%	48.9%
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%
<b>Do you expect a tax refund this year?</b>															
Yes	65.5%	65.3%	65.7%	62.1%	70.9%	77.4%	75.0%	72.6%	64.5%	57.4%	46.6%	67.1%	66.8%	66.1%	62.1%
No	34.5%	34.7%	34.3%	37.9%	29.1%	22.6%	25.0%	27.4%	35.5%	42.6%	53.4%	32.9%	33.2%	33.9%	37.9%
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%
<b>What do you plan to spend your refund on? (Check all that apply)</b>															
Pay down debt	43.9%	42.2%	45.6%	46.3%	44.1%	41.8%	53.4%	50.9%	48.0%	40.7%	26.2%	41.6%	44.1%	46.9%	40.8%
Savings	40.3%	40.9%	39.6%	37.6%	45.4%	51.8%	43.0%	36.1%	35.0%	38.2%	40.8%	43.8%	38.7%	39.0%	40.1%
Everyday expenses	28.8%	28.2%	29.4%	35.5%	23.0%	40.9%	27.9%	27.6%	28.3%	23.8%	26.9%	29.5%	30.2%	28.5%	27.4%
Major purchase (TV, furniture, car, etc.)	12.5%	14.1%	10.9%	13.7%	12.1%	20.8%	17.9%	14.9%	10.3%	6.6%	5.1%	13.8%	12.1%	12.9%	11.0%
Vacation	10.0%	10.0%	9.9%	9.2%	11.6%	10.0%	10.0%	10.1%	9.6%	10.1%	10.0%	10.9%	9.4%	9.2%	10.8%
Other:	7.3%	6.6%	8.0%	7.6%	7.2%	5.2%	5.5%	9.3%	8.7%	7.3%	7.0%	8.5%	7.6%	7.0%	5.5%

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