

Neustar Reveals Consumer Insights for Brands on U.S. Tax Day

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PlatformOne™ Offers Marketers New Non-Intuitive Insights to Target Audiences Most Likely to Spend Their Tax Return

[Neustar](#), Inc. (NYSE: NSR), a trusted neutral provider of real-time information services and analytics, today released new non-intuitive insights about U.S. consumers to highlight where they may be spending their tax refund. Marketers are constantly searching for ways to better engage with potential customers by learning more about their spending habits. During tax season, advertisers can target potential customers who are eager to spend their well-deserved tax refund.

[According to the National Retail Federation \(NRF\)](#), about half of those expecting a refund, plan to spend it, rather than save it. Among the items consumers plan to spend their tax refund on, include daily expenses, vacation, major purchases (like a car or television), and paying down debt. To augment that insight, Neustar analyzed the demographics and spending habits of three generations – Millennials (age 18-35), Generation X (age 36-50), and Baby Boomers (age 51-69) – to provide marketers with the most complete portrait of generational differences in buying behaviors.

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 it*. For those who don't put it in the bank:

- 39% will pay down debt
- 25% said they would use it on daily expenses
- 13% spend the money on a vacation
- 11% 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:

Generation	CPA/Private Accountant	Does Not Apply to Me	H&R Block® (Desktop)	Manually (Pen/Paper)	Other Professional On-Site	Turbo Tax® (Desktop)	Turbo Tax® (Online)	Other
MILLENNIALS (Age 18-35)	2%	21%	17%	11%	5%	19%	3%	22%
GENERATION X (Age 36-50)	6%	20%	13%	8%	21%	17%	1%	34%
BOOMERS (Age 51-69)	4%	12%	9%	10%	11%	19%	1%	43%

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-initiative consumer insights like those below help marketers and advertisers understand consumers and reach them where they may be spending their well-earned refunds.

Category	Millennials (Age 18-35)	Generation X (Age 36-50)	Baby Boomers (Age 51-69)
FAMILY/HOME			
Plan to buy first home in next 12 months	10%	23%	31%
Expect to get married in next months	10%	14%	3%
Head of household is retired			3%
Expect to enroll in next 12 months		14%	3%
Spent \$500+ on window insulation last year			3%
DEBT			
Usually pay minimum of Visa bill	5%	45%	25%
Have a home mortgage	26%	14%	3%
Acquired first home mortgage	5%	14%	3%
Got a personal loan for education			3%
Have a home improvement loan			3%
DAILY EXPENSES			
Received a \$250+ phone bill last month	5%	46%	18%
Buy 20+ gallons of gas each week			18%
Use public transportation			18%
Buy Huggies® diapers	6%	16%	10%
Drink Heinekens®			10%
Buy vitamin buyers			10%
VACATIONS			
Traveled abroad in the past 3 years	42%	6%	13%
Flew United® in the past 12 months		6%	13%
Plan to take a cruise in next 12 months			13%
Stayed at an all-inclusive resort	4%	12%	42%
Stayed at a "holiday inn" in past 12 months		12%	42%
Recently went on a domestic vacation			42%
MAJOR PURCHASE			
Bought a used car in last 12 months	17%	15%	7%
Own a Toyota®		15%	7%
Bought New Chevrolet®/GMC® vehicle			7%
Recently bought an LCD TV	10%	5%	5%
Recently spent \$2,000-\$2,999 on a television		5%	5%
Plans to purchase a Blu-Ray player			5%
HOBBIES			
Participate in a fantasy sports league	9%	42%	63%
Watch action movies in theaters		42%	63%
Enjoy fast food			63%
Take group trips (4 people)	16%	22%	24%
Visit aquariums		22%	24%
Enjoy antique shopping and shows			24%

KNOW YOUR AUDIENCE TO SERVE BETTER ADS

- Employ your offline data to target customers on digital channels
- Deliver a consistent message across every customer touch point
- Increase your campaign reach without sacrificing relevance
- 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 security, Neustar operates complete 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
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Using the [PlatformOne™](#) marketing solution, Neustar identified which preparation method each generational group prefers when filing their tax return. For instance, 20 percent of Generation Xers use Turbo Tax® online and 15 percent of Millennials go to an H&R Block® storefront to get help with filing their taxes. Neustar also found that 26 percent of Millennials acquired their first home mortgage, 17 percent bought a used car in the last 12 months, and 16 percent take group trips when going on vacation. Non-intuitive insights like these provide marketers with high value information for a campaign with a personalized dialogue across all channels.

With U.S. tax day right around the corner, take a look at the entire infographic and learn more about the [PlatformOne™](#) marketing solution.

View the full [Consumer Insights for Brands on U.S. Tax Day](#) infographic.

About Neustar

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