



GameStop Tax Refund Survey February 2016

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Methodology

- Surveyed 400 people online who game at least one hour a week
- Timeframe: January 25 – February 8, 2016
- Surveyed men and women ages 18-44
- Asked five questions about taxes and how refunds are spent

It's human nature to avoid doing taxes. Survey shows that "gaming with friends" is a great distraction!

- People go to great extremes to avoid doing taxes with activities such as:
 - Gaming with friends (13.6%)
 - Cleaning the fridge (12.9%)
 - Cleaning bathrooms (12.3%)
 - Other activities included:
 - Organizing the garage (11.8%)
 - Working overtime (10.8 %)
 - Shovel snow or raking leaves (9.8%)
 - Alphabetizing the spice rack (7.1%)
 - Hanging out with in-laws (7.0%)
 - Others (14.4%)

Instead of doing taxes, people would rather spend time binge watching TV shows and gaming:

- Binge watching your favorite shows (24.8%)
- Getting to the next level of a favorite video game (24.3%)
- Spending money you don't have (15.8%)
- Go on a rampage on the Grand Theft Auto video game (11.6%)
- Make a Star Wars home video to become the next Internet sensation (9.4%)
- Learning how to do a double back flip (9.0%)
- Other (5.2%)

People try to be responsible in spending refunds, but also save a little extra for something fun

- Use refund for household expenses (18.5%)
- Be responsible and pay off/down credit cards (18.3%)
- Save for the future (14.4%)
- Go shopping (10.8%)
- Treat yourself to a new video game...or three or four (8.5%)
- Make a car payment (8.4%)
- Use for upcoming travel (8.0%)
- Others (13.1%)

How do you make taxes fun? Make it more like a video game!

- Taxes could be a lot more fun if it was more like a video game (69.8%)
- Taxes are taxes. They aren't fun any way you look at it (30.3%)

Nearly one-third of respondents would like refunds in GameStop credit or rewards


- Nearly one-third said they would look forward to tax season if the government direct deposited refunds into GameStop credit or reward points (30.8%)
- Others like refunds the good old fashioned way: cold hard cash! (69.3%)

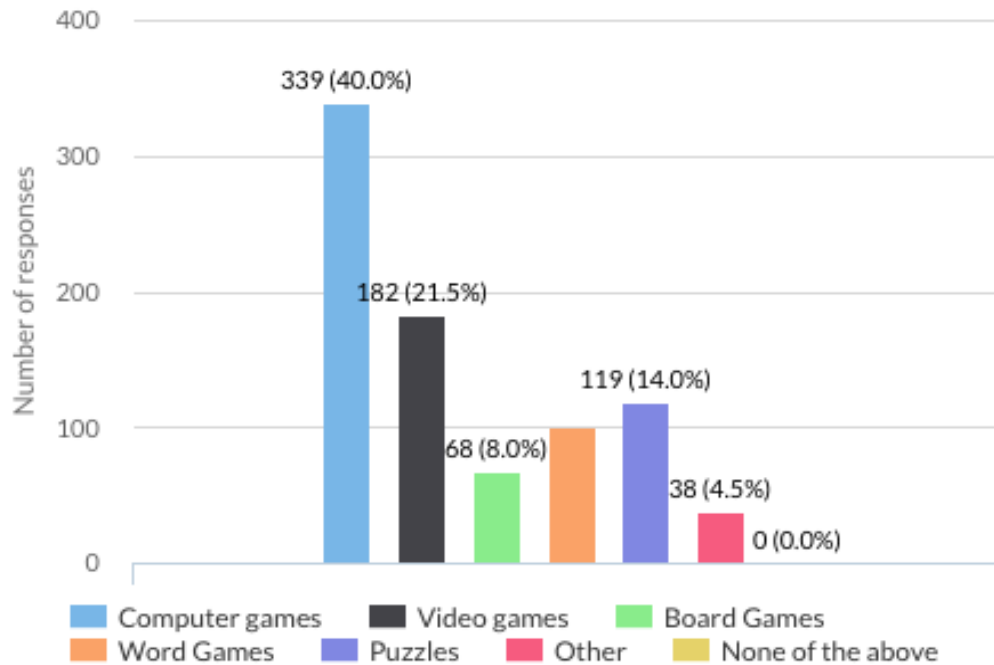


GameStop Tax Refund Survey Charts and Raw Data

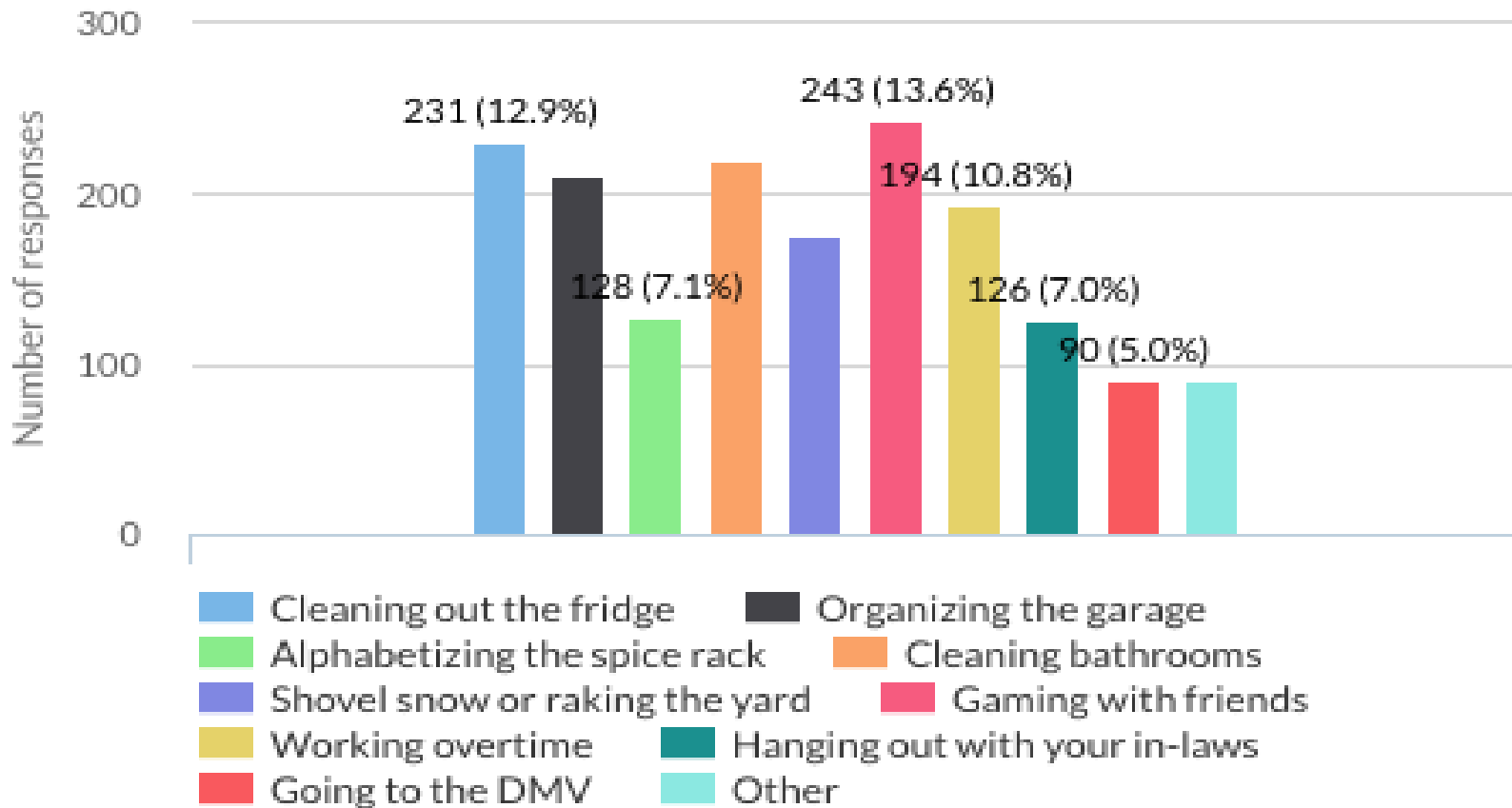
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Participant Selection Criteria

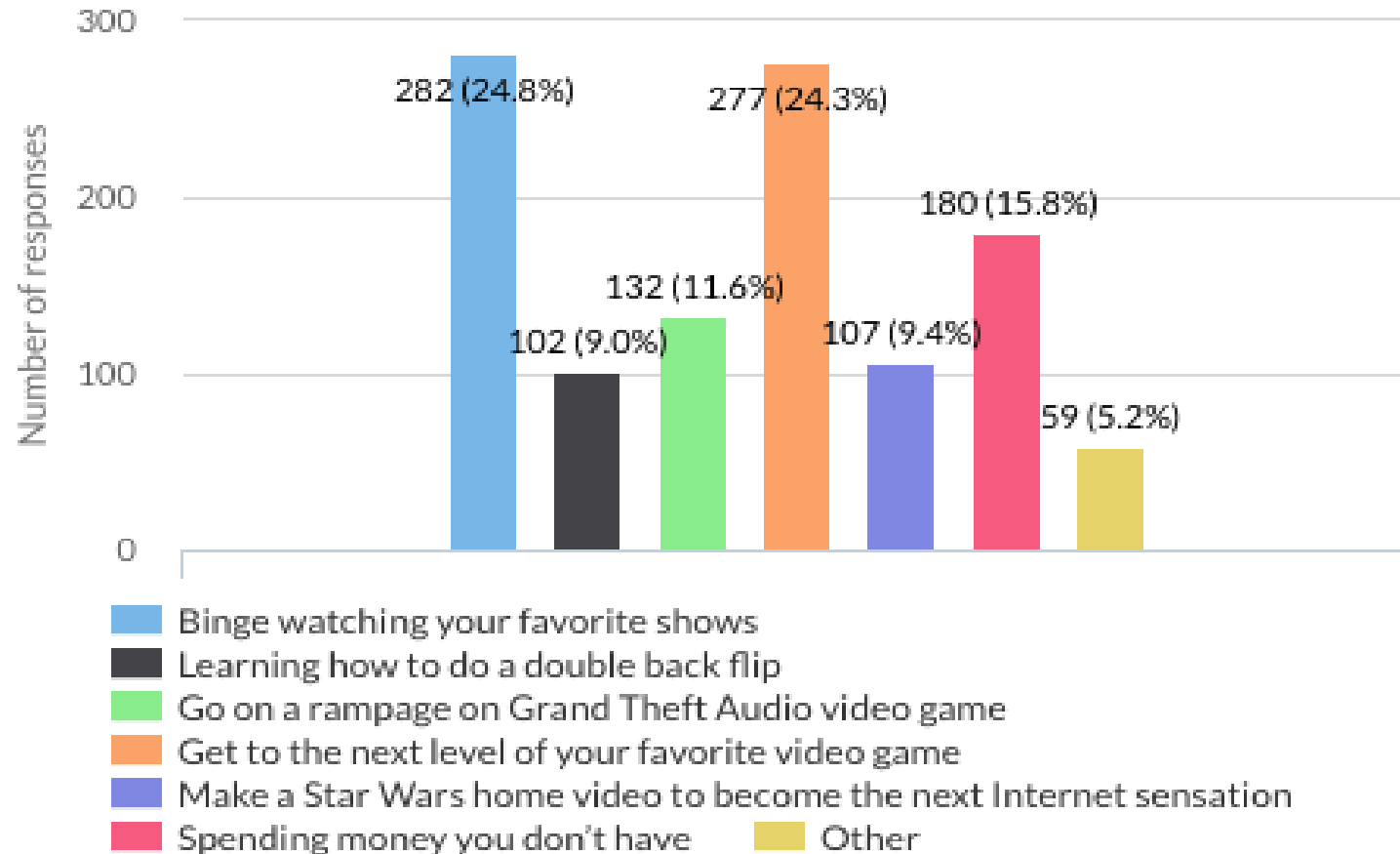
Which kinds of games do you play at least once per week? 
Please select all that apply.



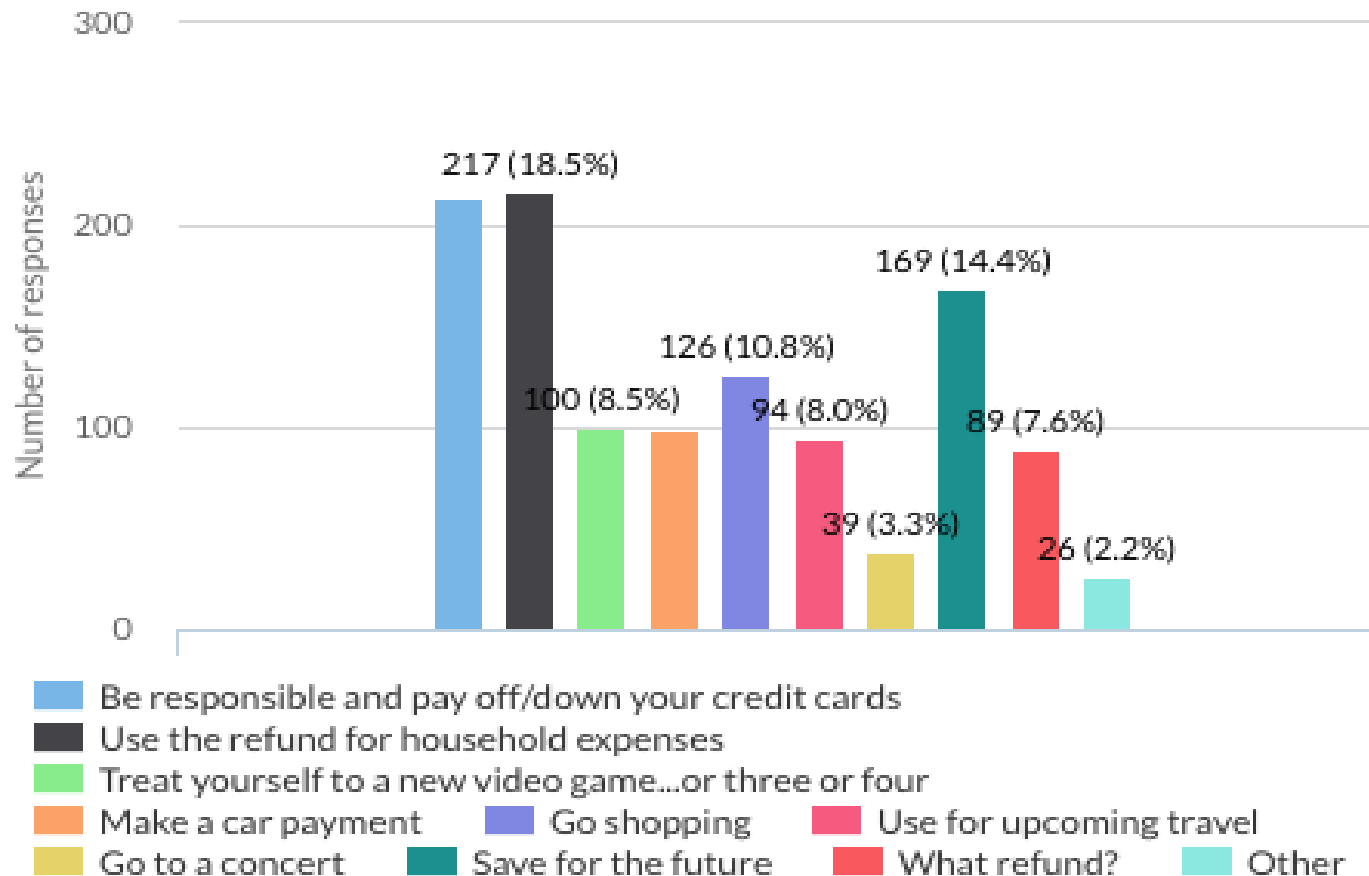
What are the types of activities you do to put off doing taxes? Check top five.



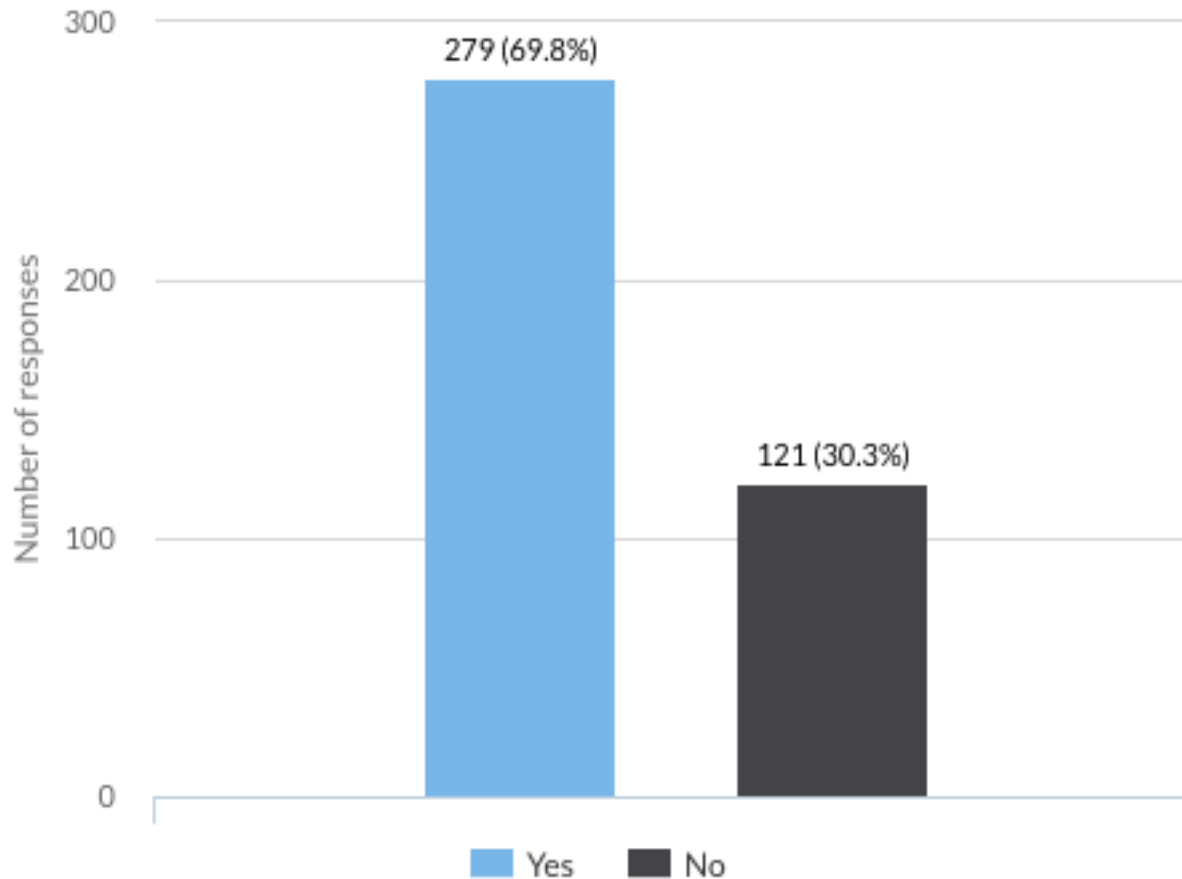
How would you rather spend your time instead of doing your taxes? Check top three.



How will you spend your refund this year? Check top three.



Would you enjoy doing your taxes if filing could be more like a video game?



Would you look forward to tax season if the government could direct deposit your refund into GameStop credit or matched your refund in reward points?

