

Tax Survey

Understanding Americans' tax attitudes

March 2019



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TD Ameritrade provides investing services and education to more than 11 million client accounts totaling approximately \$1.2 trillion in assets, and custodial services to more than 7,000 registered investment advisors. We are a leader in U.S. retail trading, executing an average of approximately 900,000 trades per day for our clients, more than a quarter of which come from mobile devices. We have a proud history of innovation, dating back to our start in 1975, and today our team of 10,000-strong is committed to carrying it forward. Together, we are leveraging the latest in cutting edge technologies and one-on-one client care to transform lives, and investing, for the better. Learn more by visiting TD Ameritrade’s newsroom at www.amtd.com, or read our stories at Fresh Accounts.

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About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S., tracking public opinion, motivations and social sentiment since 1963. It is now part of Harris Insights & Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible.

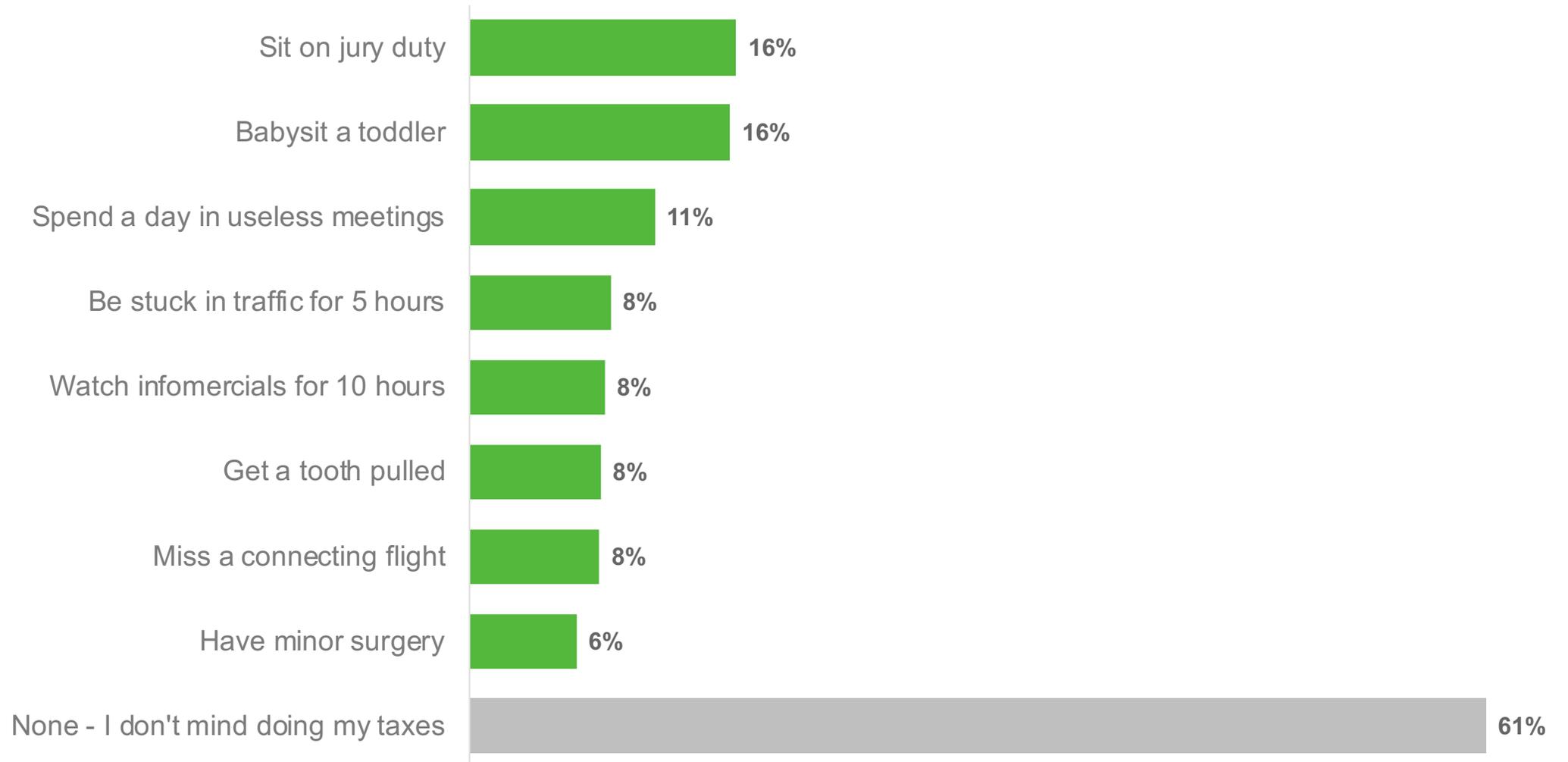
Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of TD Ameritrade from February 13-20, 2019, among 1,006 U.S. adults aged 22 and older with at least \$10,000 in investable assets. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. The Harris Poll is separate from and not affiliated with TD Ameritrade, which is not responsible for their services or policies.

Tax attitudes

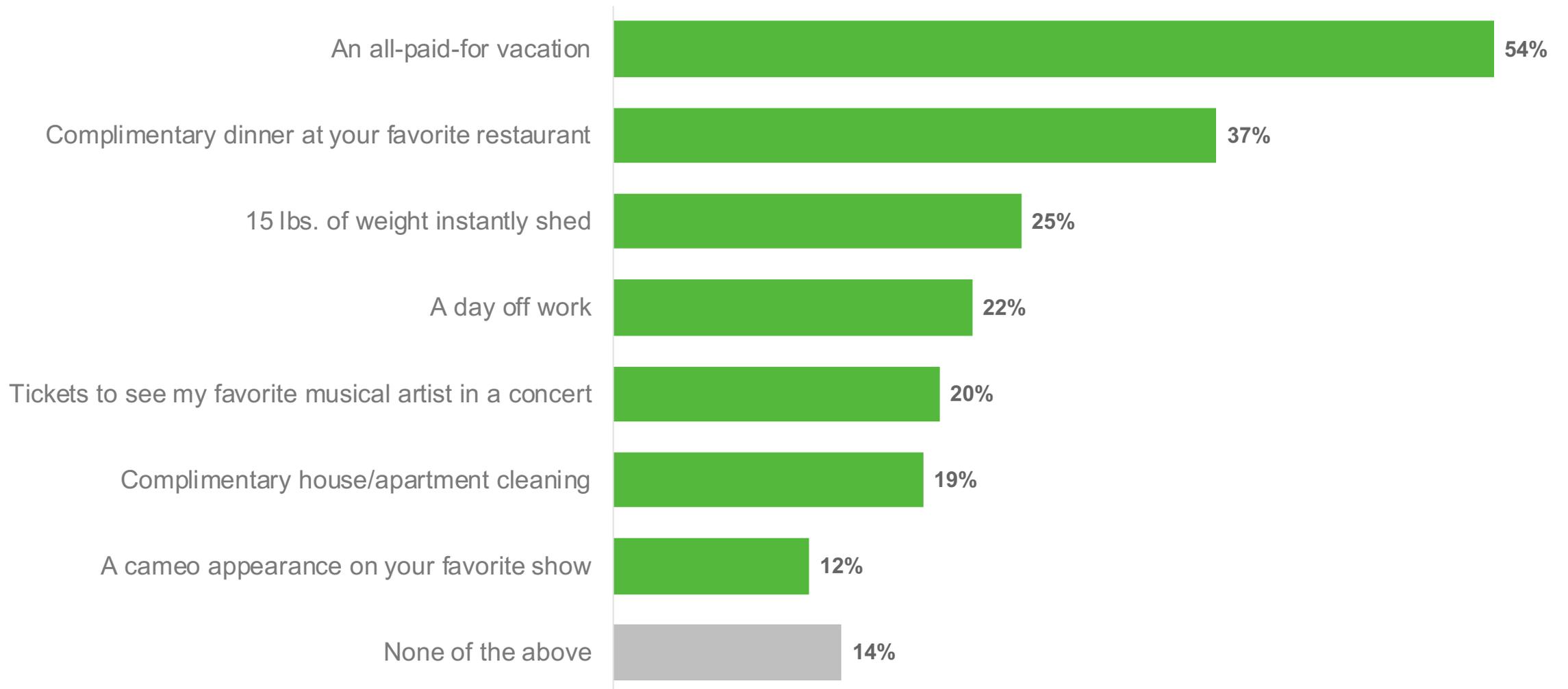
A vast majority of Americans (61%) do not mind doing their taxes

Which of the following would you rather do than file your taxes?



Only 54% of Americans could be persuaded with an all-expenses-paid vacation to file their taxes earlier

Which of the following rewards would prompt you to file your taxes earlier?



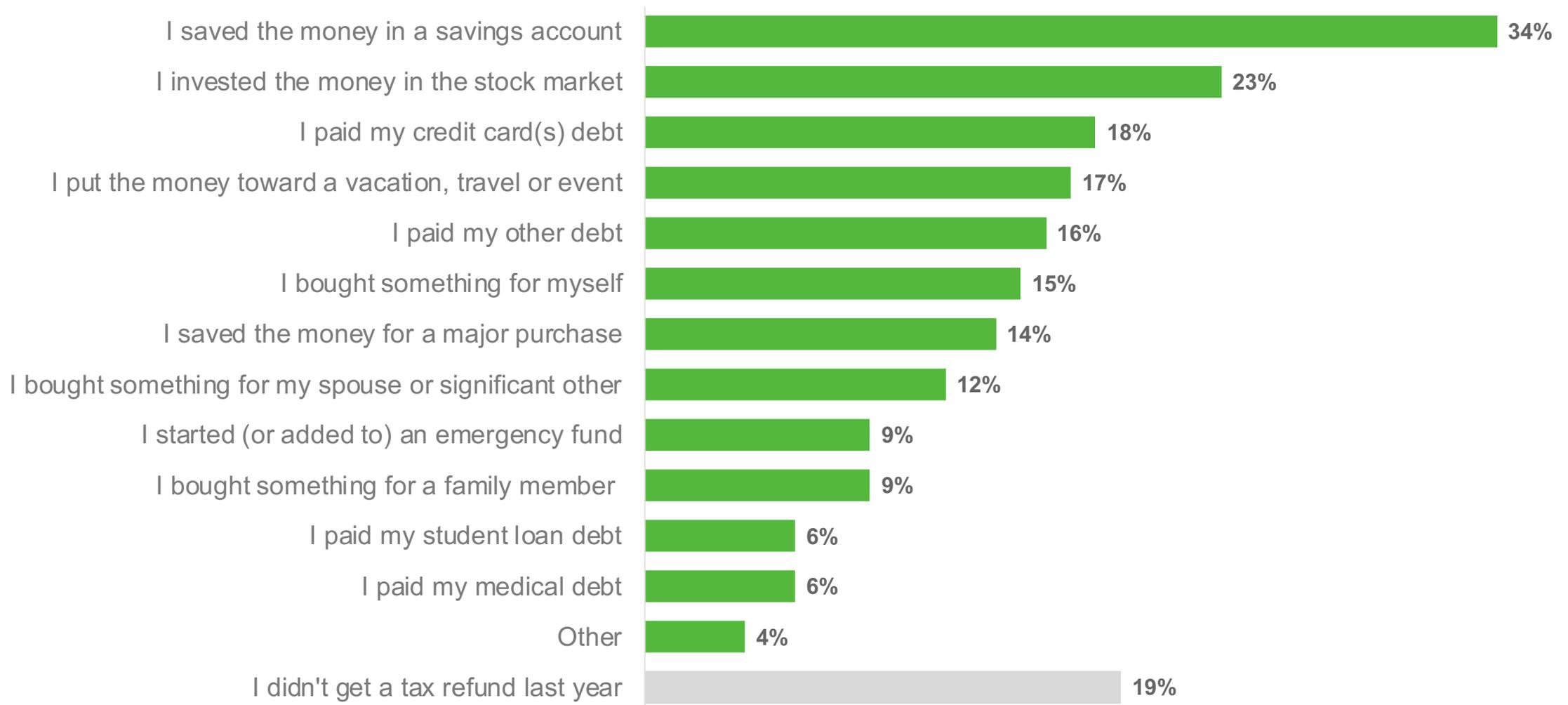
Source: The Harris Poll on behalf of TD Ameritrade (February 2019); n = 1,006

Tax refunds in 2018

Eight in 10 Americans (81%) say they received a tax refund in 2018

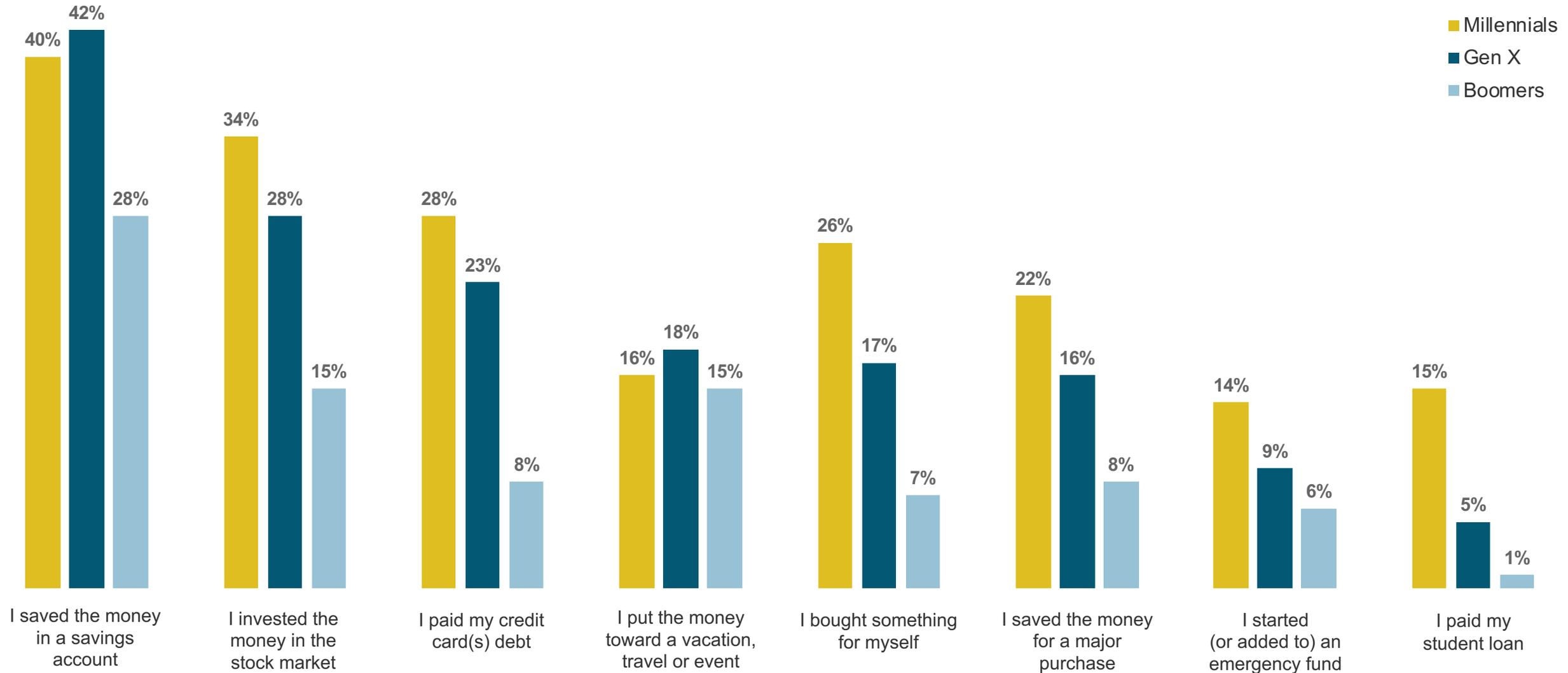
A third put their refunds in a savings account (34%), while a quarter invested in the stock market (23%)

What did you do with your tax refund last year?



Investing the tax refund in the stock market was a top choice among Millennials

What did you do with your tax refund last year?



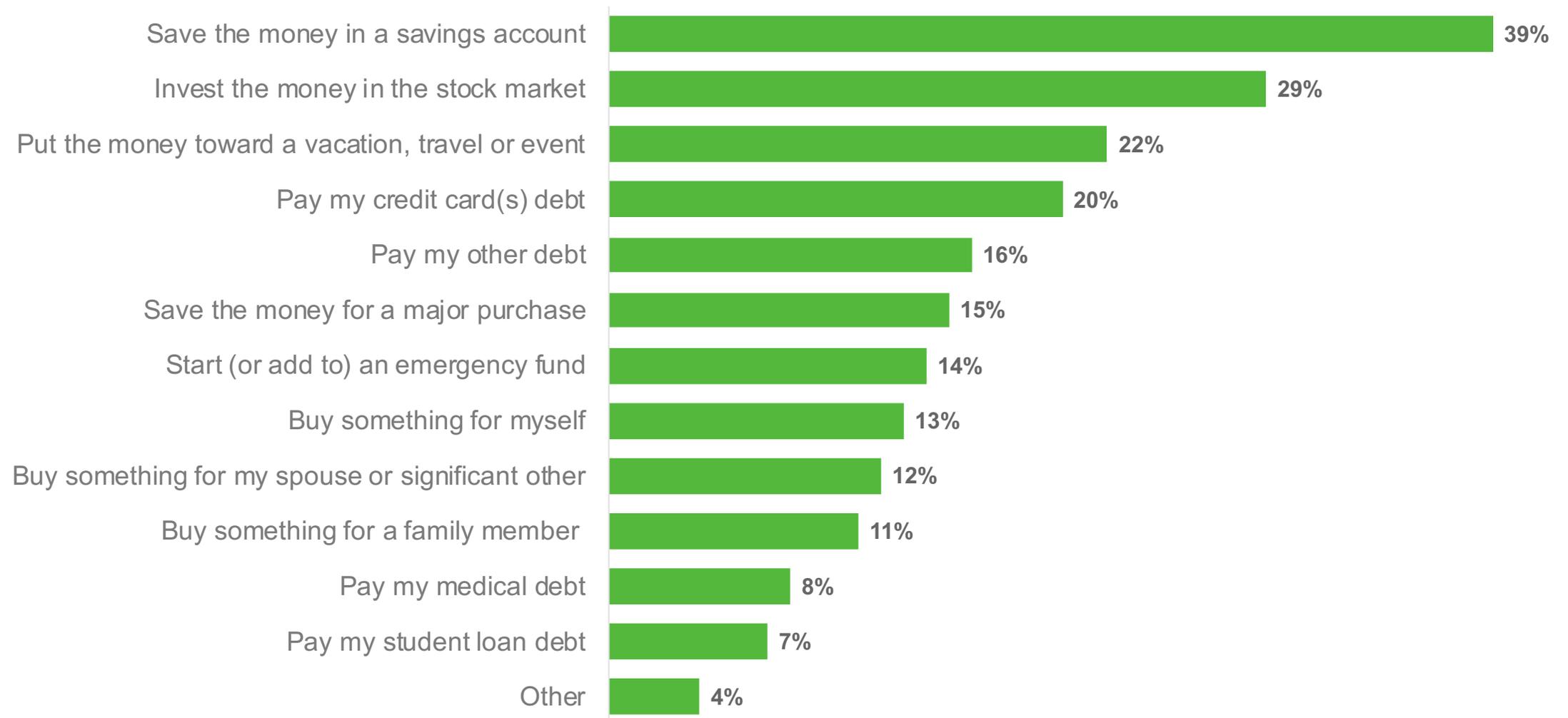
Source: The Harris Poll on behalf of TD Ameritrade (February 2019); n = 1,006

Tax refunds in 2019

Six in 10 Americans expect to receive a refund in 2019

Three-quarters (76%) have planned what they will do with their expected tax refund

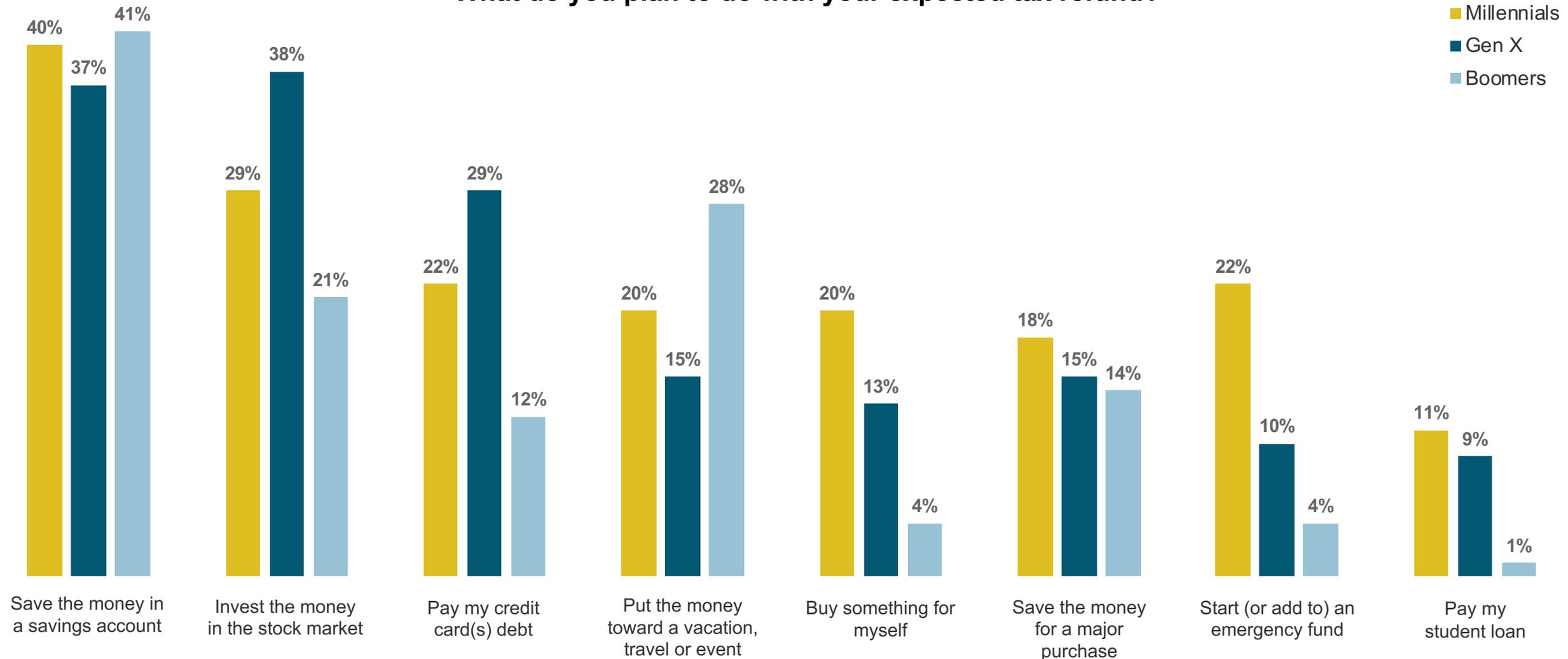
What do you plan to do with your expected tax refund?



More Millennials (79%) expect to receive a tax refund in 2019 compared to Gen X (60%) or Boomers (50%)

Investing the tax refund is the No. 1 priority for Gen X

What do you plan to do with your expected tax refund?



Source: The Harris Poll on behalf of TD Ameritrade (February 2019); n = 461

APPENDIX

Demographics

Generation	Age
Millennials	22 – 37
Gen X	38 – 53
Boomers	54 – 72