



# Financially Responsible Gen Z Not Tax-Savvy.

H&R Block commissioned Atomik Research to conduct an online survey of 2,005 18 to 22-year-olds (Gen Z).

## Atomik Research Top Stats:



More than **62%** of Gen Zers have never filed their own taxes.



Less than half (**49%**) of Gen Zers have been taught about taxes.



If given a tax pop quiz, almost **2 in 5 (39%)** Gen Zers think they would score a C.



Compared to tax preparation, Gen Zers consider themselves more of an expert at:

- 52%** - Writing a research paper
- 38%** - Creating Instagram images
- 27%** - Tweeting
- 27%** - Playing beer pong



The Time is Now: **54%** of Gen Zers think they should be responsible with their tax return money at their current age (18-22).



Gen Zers plan to spend their potential 2020 tax refunds on:

- Savings (**56%**)
- Paying bills (e.g., utilities) (**40%**)
- Paying off debt (e.g., credit card payments, loans, etc.) (**31%**)
- Educational expenses (e.g., books, tuition, school supplies, etc.) (**29%**)

**Did you know?** More students can file for free with H&R Block® Free Online than with TurboTax.\*

\* \$10 less than TurboTax price comparison based on regular price of standard paid DIY editions on TurboTax.com as of 1/10/2020. TurboTax is a registered trademark of Intuit, Inc.

The margin of error is +/- 2 percent with a confidence interval of 95 percent. The fieldwork took place between December 10 and 11, 2019. Atomik Research is an independent creative market research agency.