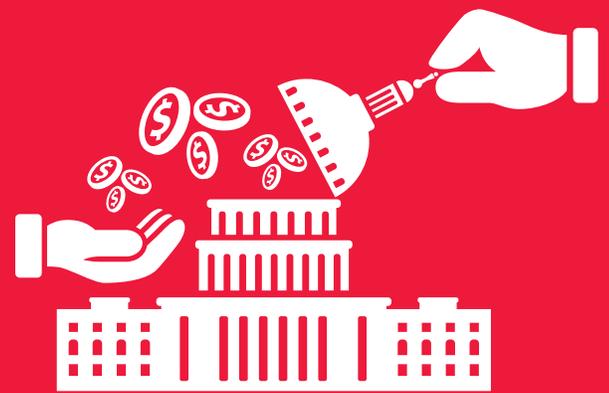


# BDO CONSUMER BEAT SURVEY RETAILERS' HOPES FOR TAX SEASON SPENDING BOOM MAY FIZZLE



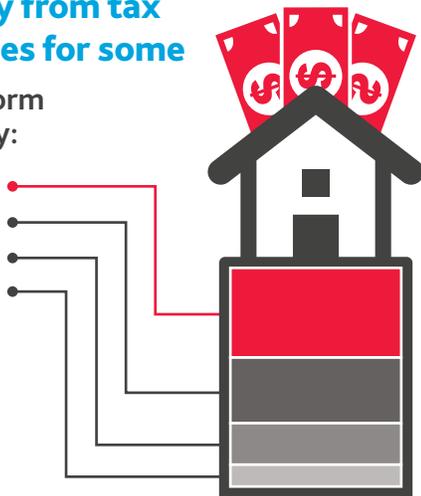
Between tax reform, tax filings, and the online sales tax debate, taxes could play a big role in influencing consumer spending behavior.

Findings from the 2018 BDO Consumer Beat Survey reveal that the initial impact of tax reform has been varied, and although a solid portion of consumers may be experiencing a windfall, it may not extend to retailers. Meanwhile, consumers are much more willing to splurge when they receive lump sum payments compared to when they receive smaller, regular installments:

## Take-home pay from tax reform increases for some

Impact of tax reform on take-home pay:

- 41% None
- 30% Increase
- 19% Don't Know
- 10% Decrease



Lower earners are less likely to know how tax reform has changed their take-home pay

## Tax refunds aren't spurring spending this year

67% of consumers will not be contributing more to the economy after tax season

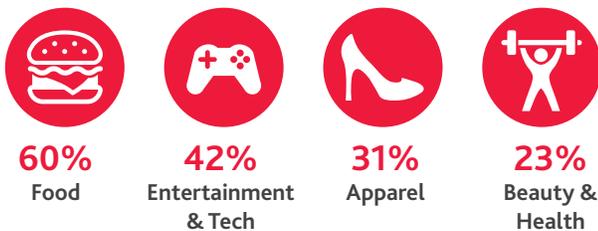


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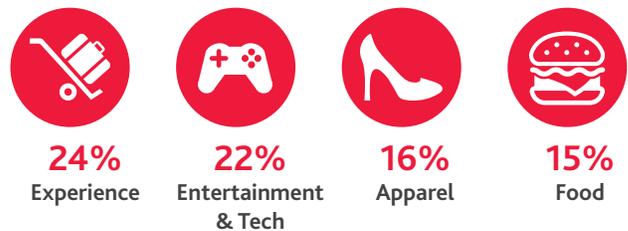
of consumers who owe the IRS additional tax dollars this year will curb their spending in the subsequent 3 months

## Additional take-home pay covers essentials, while tax refunds are reserved for a treat

Consumers are most likely to spend additional take-home pay on food:



New purchases prioritized for 2017 tax refunds:



Ahead of the *South Dakota v. Wayfair* case appearing before the Supreme Court, shoppers are split on noticing online sales tax



For more information, visit [www.bdo.com/blogs/consumer-business-compass](http://www.bdo.com/blogs/consumer-business-compass)

Methodology: BDO's Consumer Beat Survey was conducted in March 2018 using ORC International's CARAVAN® omnibus among a sample of 1,020 U.S. adults age 18 and older.

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