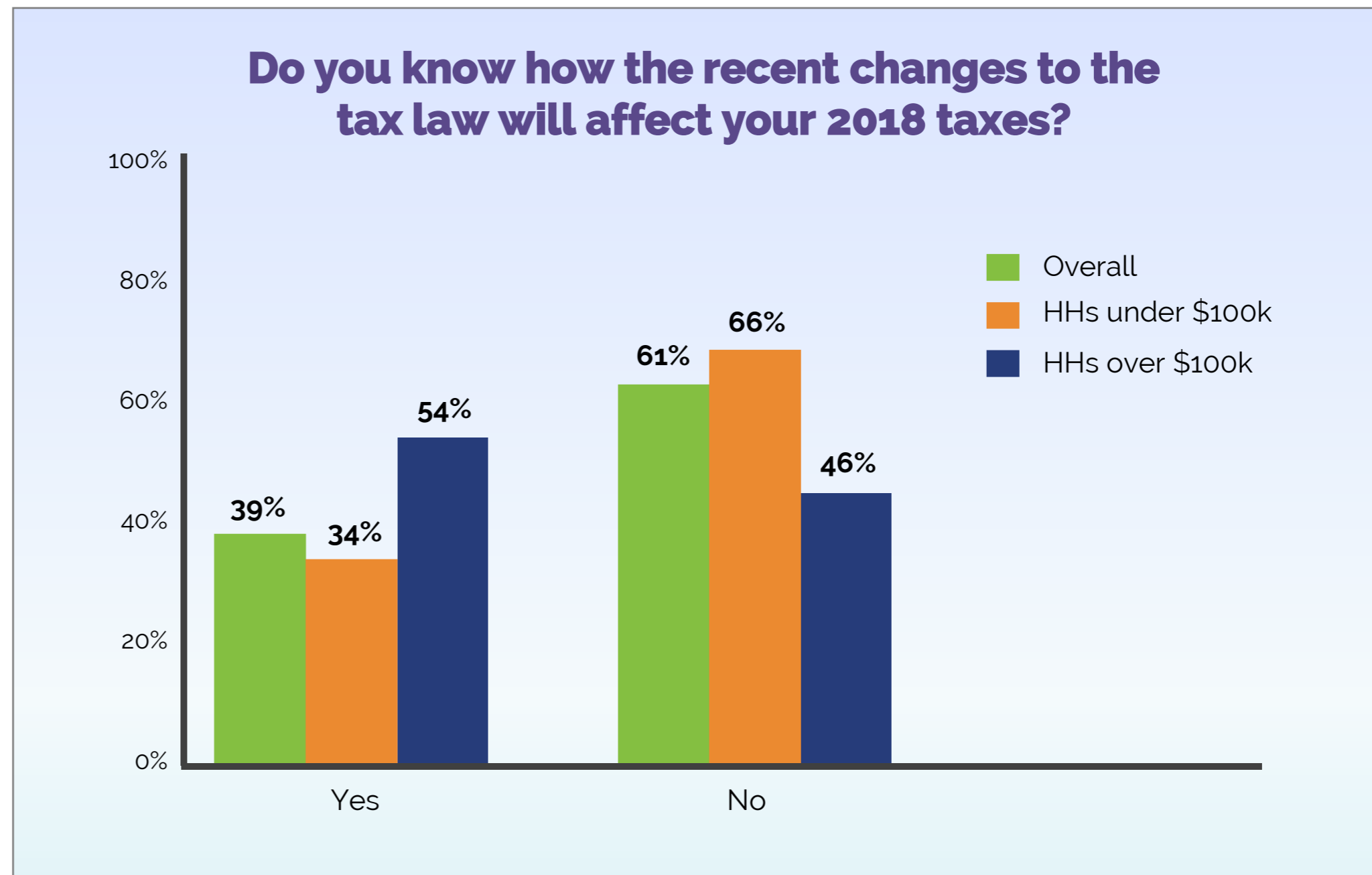


MOST CONSUMERS DON'T KNOW HOW CHANGES TO THE TAX CODE WILL AFFECT THEM

- 66% of consumers are unsure how recent changes to tax laws will affect them next year
- For lower-income households, that uncertainty is even greater
 - Households making under \$100k are 43% less likely than those making over \$100k to know how the tax changes will affect them



Sample: n=713 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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