

# EARLY FILERS

## DEMOGRAPHICS



- Lower income (HHI below \$50,000)
- Skews towards single moms, young parents
- Younger taxpayers (24-54)
- Education level: high school, some college, or trade school
- Professions: retail and service industries, some self-employed and side hustles



# EARLY FILERS

## PSYCHOGRAPHICS



- Anxious to get refund (EITC)
- Likely to be behind on credit card/bills
- Little or no financial literacy
- Low-medium tech-savvy
- Busy working families
- First-time filers
- Never self-prepared return unless it was very simple



# EARLY FILER CONTENT SUGGESTIONS

- Mobile-first approach, for many low-income people their phone is their only computer.
- This persona's lens for content and customer journey needs to account for bank products.
- Helpful content for basic financial literacy that ties in with taxes– but stresses that that \*don't have to be\* finance and/or tech-savvy.
- Debt management and tax impacts (1099-C, deductible interest)
- Differentiating Happy Tax from ghost preparers this persona may have used in the past.
  - **Particularly that Happy Tax exclusively uses CPAs while other franchises don't.**
- Content pertinent to single parents.
  - **Busy single parents who don't have the time to run to a tax office, vet them out, etc. and can urgently get a RAL processed in the same timeframe.**
- Basic information on tax debt: payment plans, making account uncollectible



# LATE FILERS

## DEMOGRAPHICS



- Middle income (HHI \$60,000-150,000)
- Skews towards single professionals, childless couples, married parents
- Age-diverse but skews older (late 20s-early 40s, 55+)
- Education level: college graduates, trade school, grad/professional school
- Professions: entry-mid level professional sector, blue-collar trades (e.g. nurses, construction), early-stage freelance professionals, semi-retired professionals





# LATE FILERS

## PSYCHOGRAPHICS



- Waits for tax refund via direct deposit or owes taxes
- Ranges from financially anxious to comfortable
- Moderate to high financial literacy
- Very tech-savvy
- More complex returns resulting in procrastination (or waiting for forms)
- Self-prepared returns in the past but is exploring options now that tax situation has grown more complex



# LATE FILER CONTENT SUGGESTIONS

- Omni-channel approach. Mobile-friendly content extremely useful but this persona likely to hit touchpoints on other devices.
- Convenience from a middle class/busy families POV
- Content stressing the need for shifting away from self-preparation as well as Happy Tax' self-check options.
- **Pushing that Happy Tax is CPA-only if they've been thinking of going to a private accountant upon starting a biz, having kids, earning more, etc.**
- Tax savings strategies for basic wealth-building: retirement, stock portfolios, college savings plans
- Tax benefits for education (taxpayers' and for their children.)
- Content tailored to specific professions
- Extensions, payment plans, and light representation issues



# May 2018

5/4

- Top X Tax Breaks for Nurses (National Nurse Week is 5/6/18)



5/11

- How to Fill Out Your W-4 for Tax Withholding



5/18

- Higher Education and Your Taxes



5/25

- Understanding Your Estimated Tax Payments

