

## Refund Recreation: 23 Percent of People Plan to Spend Tax Refunds on a Vacation

**REDWOOD CITY, Calif. – March 6, 2018** – The majority of Americans (66 percent) are expecting a tax refund this year, and nearly 80 percent plan to spend at least part of Uncle Sam’s gift.

According to a survey by [Shopkick](#), the leading shopping rewards app, the majority of people expecting a refund (70 percent) file as soon as they receive W2s, compared with just 6 percent that wait to file the tax returns in April.

And the earlier you file, the earlier you can spend your refund. For the 23 percent of respondents planning to spend their refund on a much-needed vacation, filing early can make all the difference when it comes to finding and booking the cheapest flights, hotels and entertainment.

“We filed our tax return the minute our W2s came in January,” said Oklahoma City resident Kendra Barreda. “We’re planning our family summer vacation now and 90 percent of the funding for our road trip out west to Disneyland is coming from our tax refund. This isn’t the first year we’ve used our tax refund on vacation either, last year we took the family to Universal Studios and Harry Potter World thanks to our refund!”

“Ours is a family that plans ahead, so after we filed our taxes in early February and had an estimate of what our refund would be, we got to planning our summer vacation,” said Sarah Bosworth from Wichita, KS. “Our refund – coupled with savings we accumulate throughout the year and serious early deal hunting – is enabling us to fly our family of three back to my hometown of Toronto.”

Returns aren’t just going to vacations, however. Other ways Americans will be spending their refunds this year include:

- **Doubling down on debt:** 62 percent will put their tax refund toward paying down existing debt
- **Being basic:** 36 percent will use the money to pay for everyday expenses
- **Loving life:** Home improvement projects (19 percent), major investments like a car or home (17 percent), self-care (16 percent) and shopping spree (11 percent) round out reported spending

Twenty-four percent of people will be saving the entirety of their refund. How?

- **Sticking it in savings:** 70 percent will send it into their savings account
- **Preparing for the worst:** 17 report using the refund to create an emergency fund
- **Being sensible:** 3 percent plan to invest in retirement accounts, the stock market or college savings accounts, respectively
- **Keeping It old school:** 4 percent will stash the goods under their mattress

Shopkick now offers opportunities to earn rewards when booking travel through a variety of partnerships with leading travel sites Booking.com, Hotels.com, Hotwire and CheapOair. To learn more, visit [www.shopkick.com](http://www.shopkick.com).

*Shopkick conducted a survey of over 6,570 users to uncover expectations and behavior for the 2018 tax season. The survey was conducted between February 10 and 20, 2018.*

### **About Shopkick, Inc.**

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product visits, and sales. Some of our leading brand and retail partners include Best Buy, Clorox, Coty, eBay, GSK, Georgia Pacific, Hotels.com, Marshalls, Nestle, Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

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