

# TaxAct – National Admin Night

## National Consumer Survey – Data Readout

<b>DATES FIELDDED</b>	March 14–16, 2026
<b>SAMPLE SIZE</b>	N = 2,000 U.S. adults (ages 18–64)
<b>PANEL / DATA PROVIDER</b>	Dynata
<b>SURVEY LENGTH</b>	6–8 minutes
<b>SAMPLING METHOD</b>	Nationally representative by gender, race/ethnicity, and household income. 18–34 age cohort over-indexed to reflect target audience.
<b>ELIGIBILITY</b>	Primary or shared household decision-maker for tax filing; federal tax filer (or filing on behalf of household).
<b>ROUNDING NOTE</b>	All figures rounded to the nearest whole percentage point. Figures may not sum to 100% due to rounding or multiple-response questions.

### TOP-LINE FINDINGS

#### Admin Procrastination

- 56% of filers sometimes or often delay personal administrative tasks.
- Top avoided tasks: sorting mail/email/paperwork (44%) and scheduling appointments (39%).
- 29% bundle tasks to complete at a set time or day.

#### Taxes Specifically

- 30% say filing taxes or handling tax documents is one of their most-avoided tasks.
- The most common filing approach: 1–2 months before the deadline (24%).
- Top reasons for delay: feels overwhelming (31%), disorganized documents (24%), fear of mistakes (22%).

#### Emotional Response to Filing

- Stressed or anxious (21%) is the single most common emotion respondents associate with filing taxes.
- Men skew confident (23%); women skew stressed/anxious (24%).
- Compared to taxes: 21% would rather sit through a meal with someone who chews with their mouth open.

#### Social Motivation Works

- 76% agree they're more likely to start a dreaded task if they block off time to do it.
- 46% say knowing someone else is counting on them is their top motivator.
- 41% say having music or TV on in the background helps them get things done.

#### One Big Beautiful Bill Act (OBBBA)

- 35% are following the OBBBA somewhat closely; 33% have heard of it but aren't following closely.
- 54% say the OBBBA has made no difference in their confidence to file their taxes.

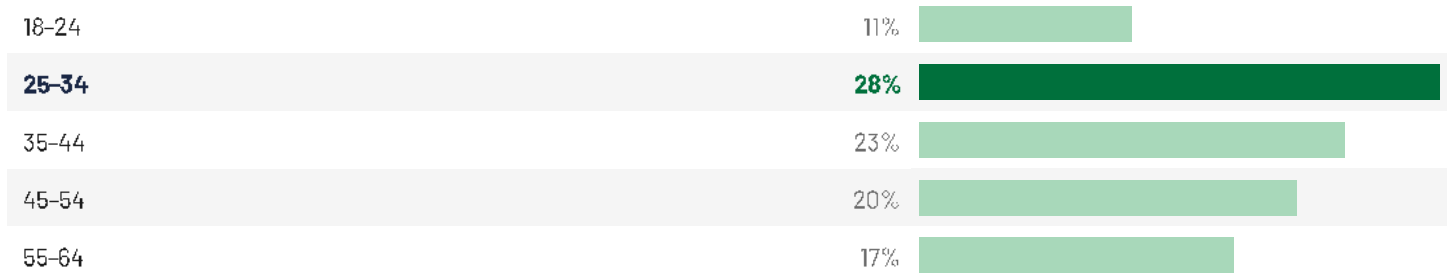
#### Refund Expectations

- 25% expect their tax outcome to be about the same as last year.
- Of those expecting a refund, 25% plan to invest or save the money – the top intended use.

## SCREENER QUESTIONS

**S1**

**What is your age?**



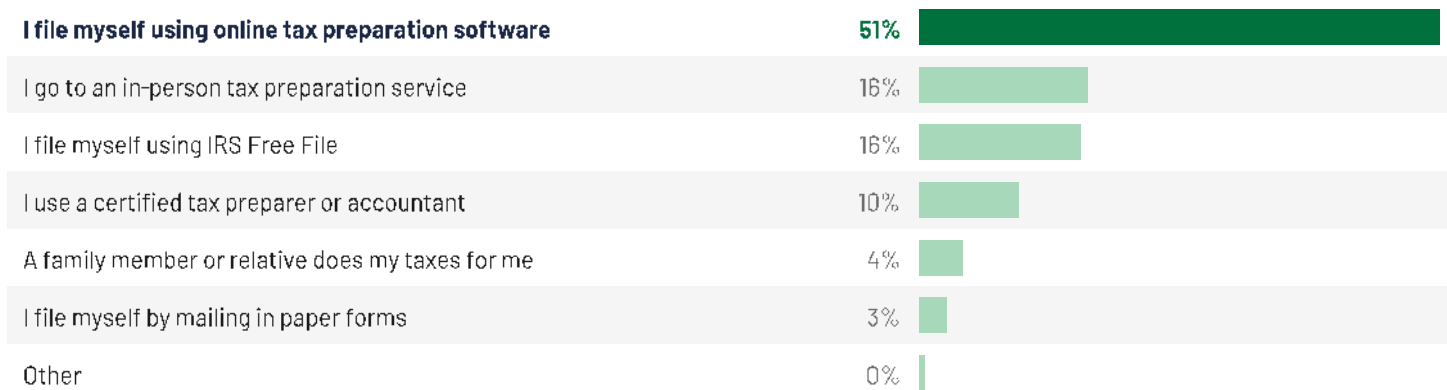
**S2**

**Are you the primary or shared decision-maker for filing taxes in your household?**

100% Yes (scrubber qualification – respondents who answered No were not included in survey results).

**S3**

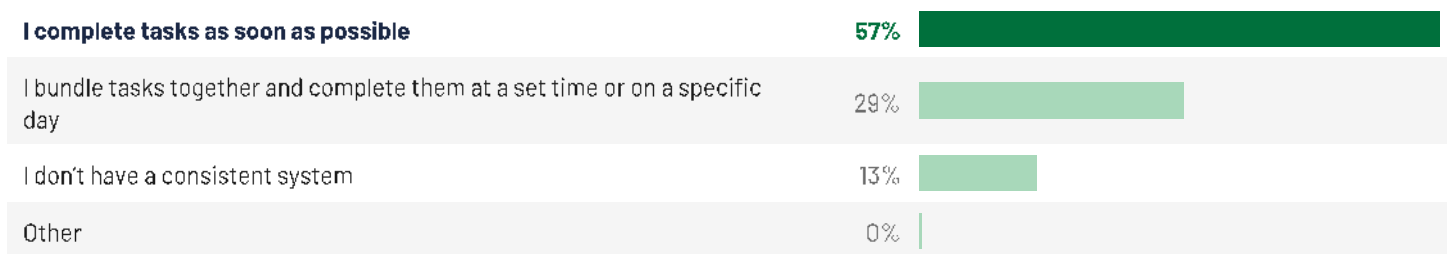
**How do you typically file your taxes? (Select one)**



## SURVEY QUESTIONS – ADMINISTRATIVE TASKS

**Q1**

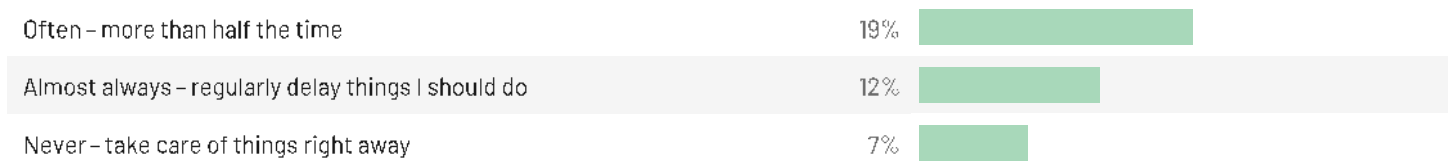
**Which best describes how you typically handle administrative tasks in your personal life (e.g., paying bills, scheduling appointments, organizing paperwork, budgeting, responding to emails)? (Select one)**



**Q2**

**How often do you delay or put off these types of administrative tasks? (Select one)**

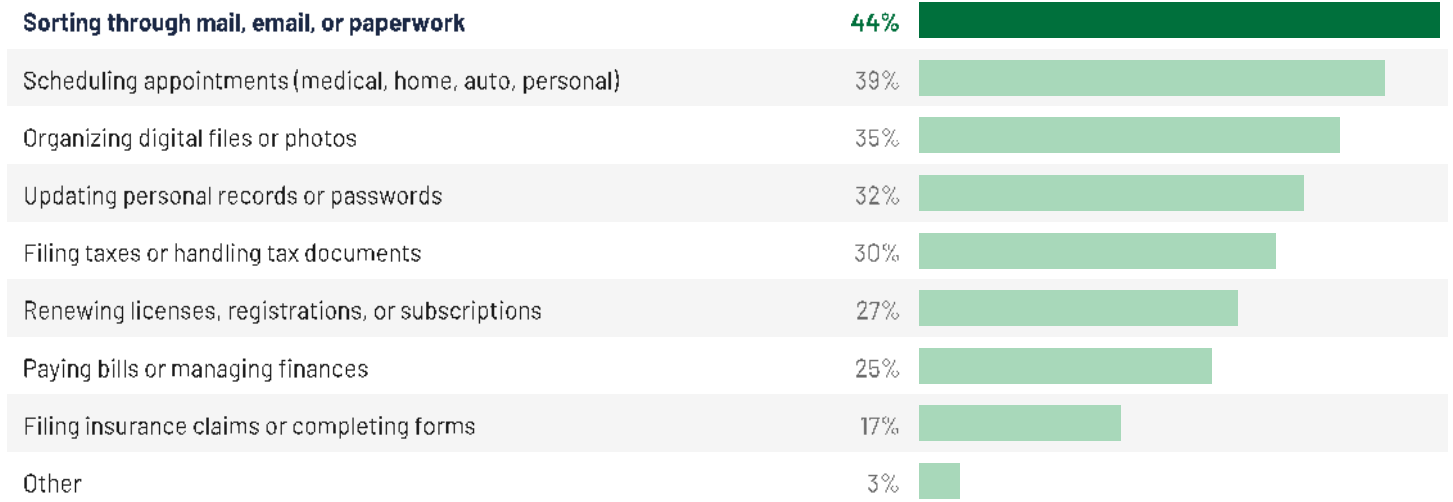




\* Combined “Almost always” + “Often” + “Sometimes” = 56% admit to sometimes or often delaying admin tasks.

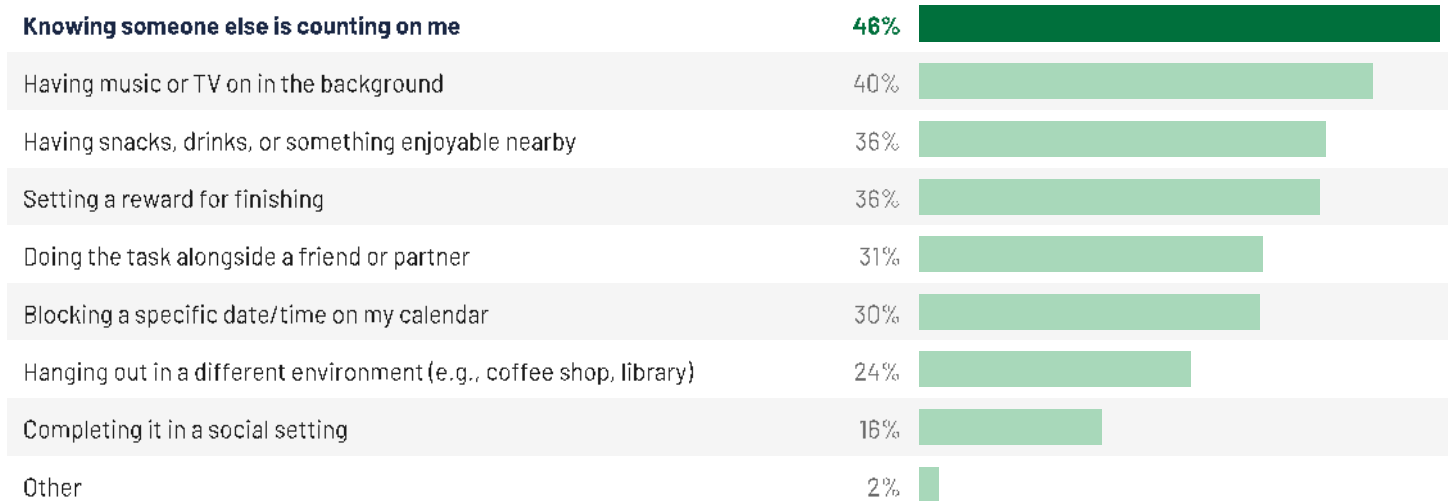
**Q3**

**Which of the following tasks do you most often delay or avoid? (Select all that apply)**



**Q4**

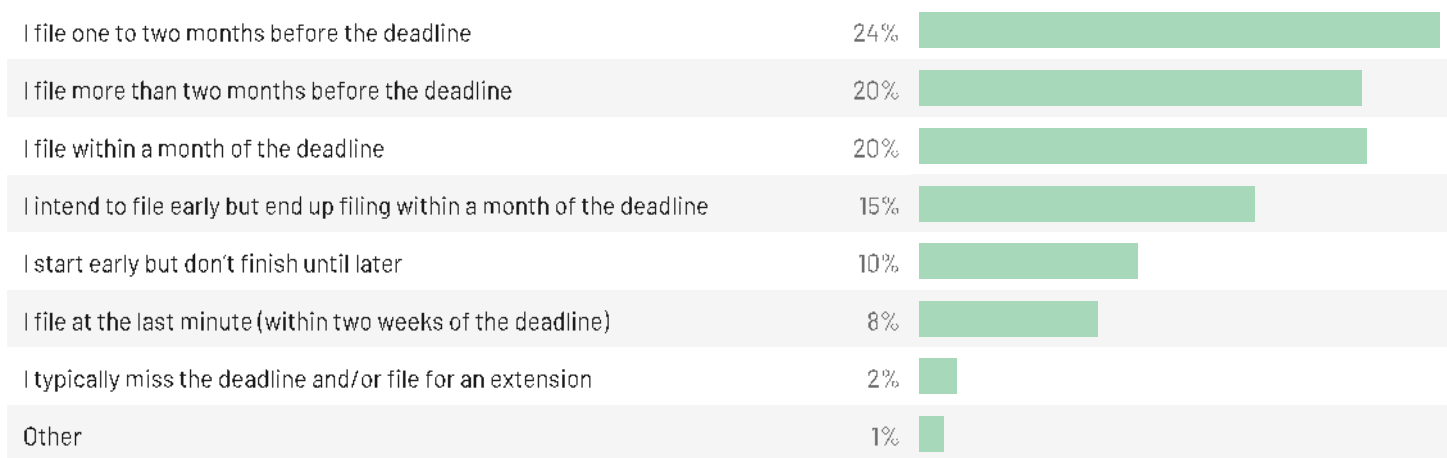
**Which of the following would make you more likely to complete tasks you typically avoid? (Select all that apply)**



## SURVEY QUESTIONS – TAX FILING BEHAVIOR

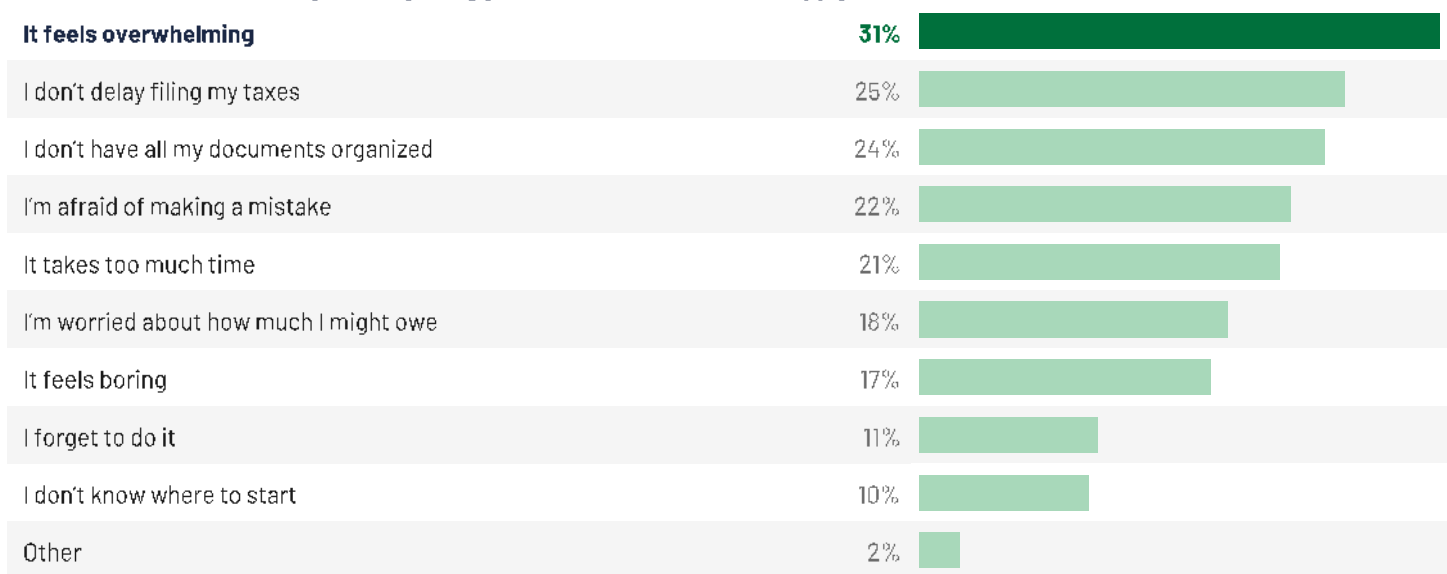
**Q5**

**Which best describes your typical approach to filing your taxes?(Select one)**



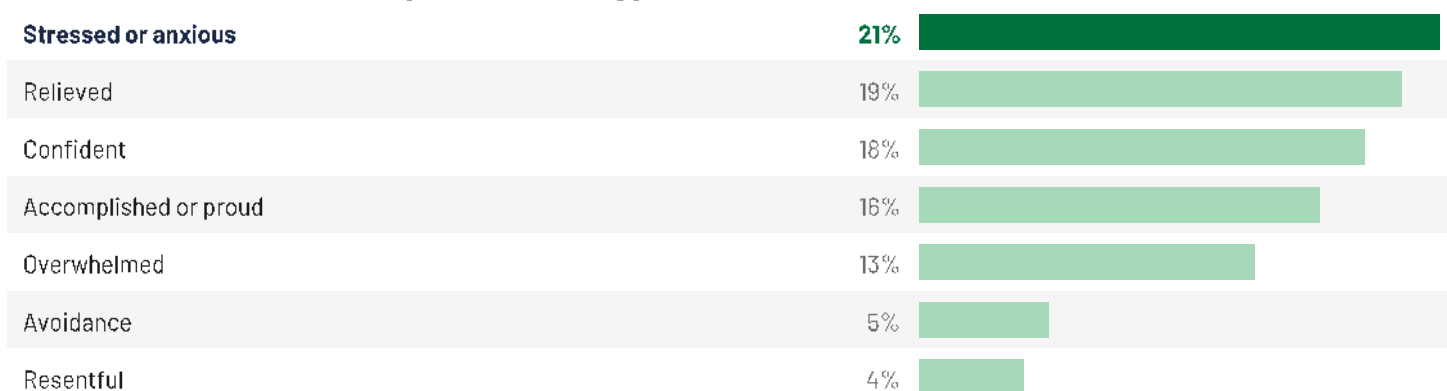
**Q6**


**What are the main reasons you delay filing your taxes?(Select all that apply)**



**Q7**



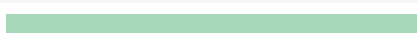
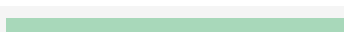
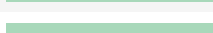
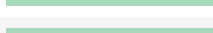
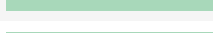
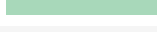
**Which emotion best describes how you feel about filing your taxes?(Select one)**



Confused	3%	
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**Q8**

**Which of the following would you much rather do than file your taxes?(Select one)**

Have your phone die at 1% with no charger	20%	
Sit through a meal with someone who chews with their mouth open	19%	
Do mental math out loud in public	16%	
Let someone scroll through your camera roll unsupervised	13%	
Accidentally hit "reply all" on an email meant for one person	8%	
Have your search history shown at a family gathering	8%	
Send a mean text to the wrong person and explain it	8%	
Go off mute accidentally during a meeting rant	6%	

**SURVEY QUESTIONS – ATTITUDES & MOTIVATION**

Q9

**How much do you agree or disagree with the following statements? (Select one per row)**

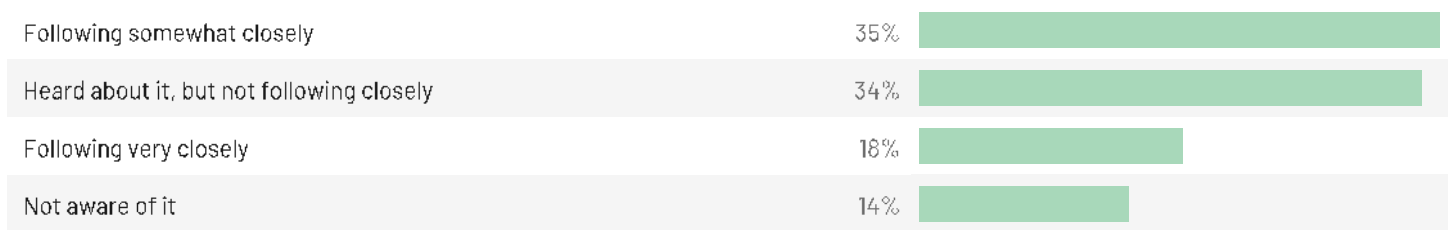
\*Agree (Net)\* = Somewhat Agree + Strongly Agree combined.

Statement	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Agree (Net)
I'm more likely to start a task I've been avoiding if I block off time to do it	3%	7%	14%	49%	28%	75%
Pairing a task I dread with something enjoyable (food, drinks, music) makes it easier to complete	3%	8%	16%	47%	25%	72%
Seeing others be productive motivates me to get things done	4%	7%	16%	45%	28%	74%
I'm more likely to follow through if I have an accountability partner	5%	7%	19%	43%	24%	68%
I'd be more likely to file my taxes earlier if a friend were filing with me at the same time	10%	13%	26%	32%	18%	50%
Knowing my friends also delay taxes makes me feel less alone	11%	12%	28%	35%	14%	49%
I need external motivation to get my taxes done	10%	13%	28%	34%	14%	48%

## SURVEY QUESTIONS – ONE BIG BEAUTIFUL BILL ACT (OBBBA)

**Q10**

**How closely have you been following news about the One Big Beautiful Bill Act? (Select one)**



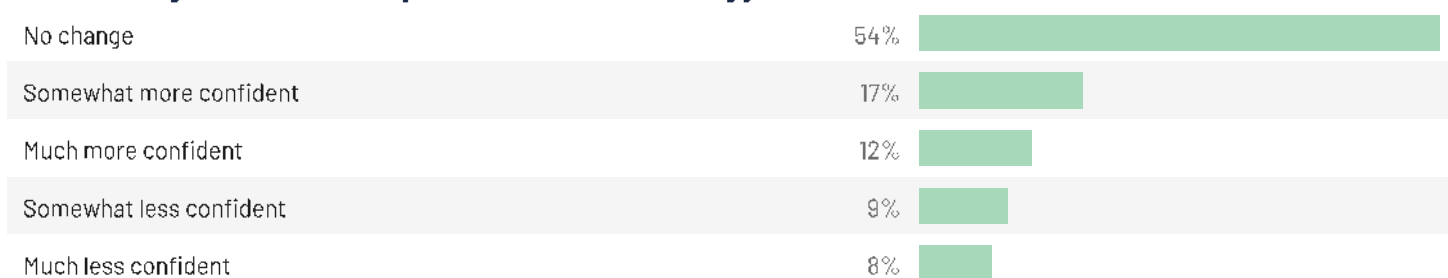
**Q11**

**How familiar are you with tax changes related to the One Big Beautiful Bill Act? (Select one)**



**Q12**

**Has the One Big Beautiful Bill made you feel confident about filing your taxes? (Select one)**



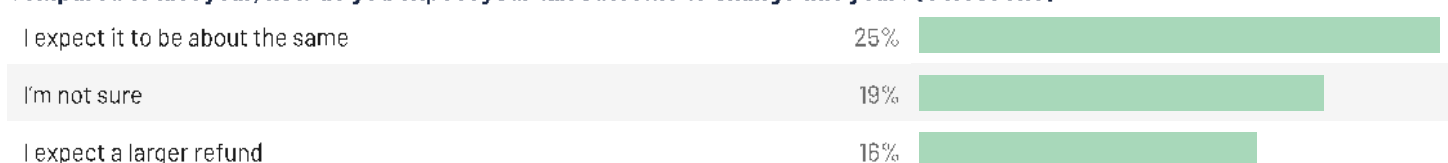
**Q13**

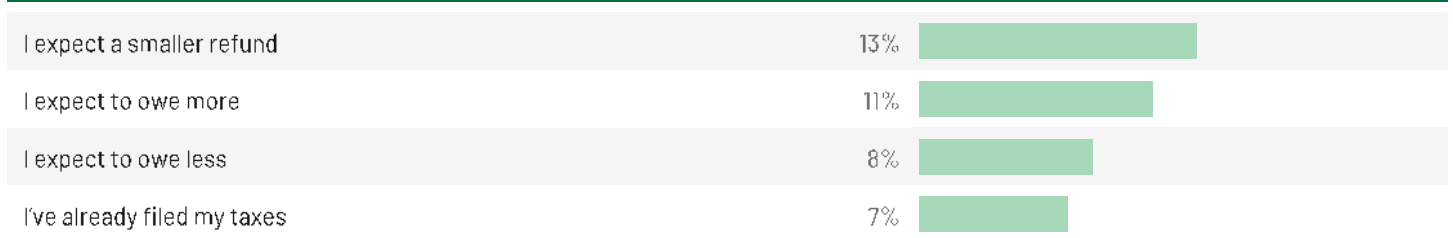
**Overall, do you feel federal tax policy is moving in the right direction? (Select one)**



**Q14**

**Compared to last year, how do you expect your tax outcome to change this year? (Select one)**



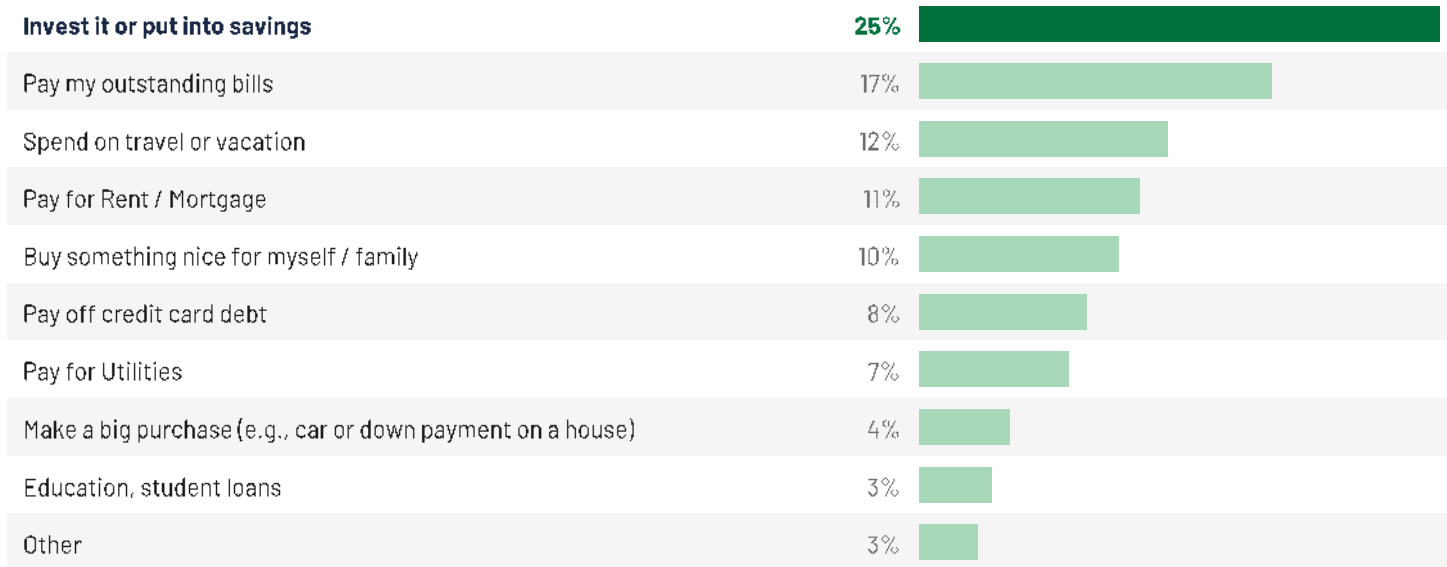


## PRIOR RESEARCH: TAX REFUND INTENTIONS

*The following data is sourced from a separate study. Methodology differs from the TaxAct Admin Night survey above.*

**SOURCE: GP Market Pulse Survey, February 2026**

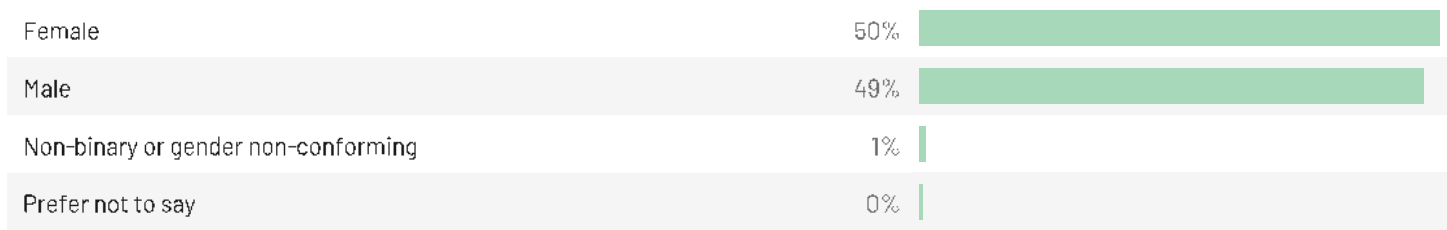
**You mentioned you plan to receive a tax refund this year. How do you plan on using it?(Select one)**



## RESPONDENT DEMOGRAPHICS

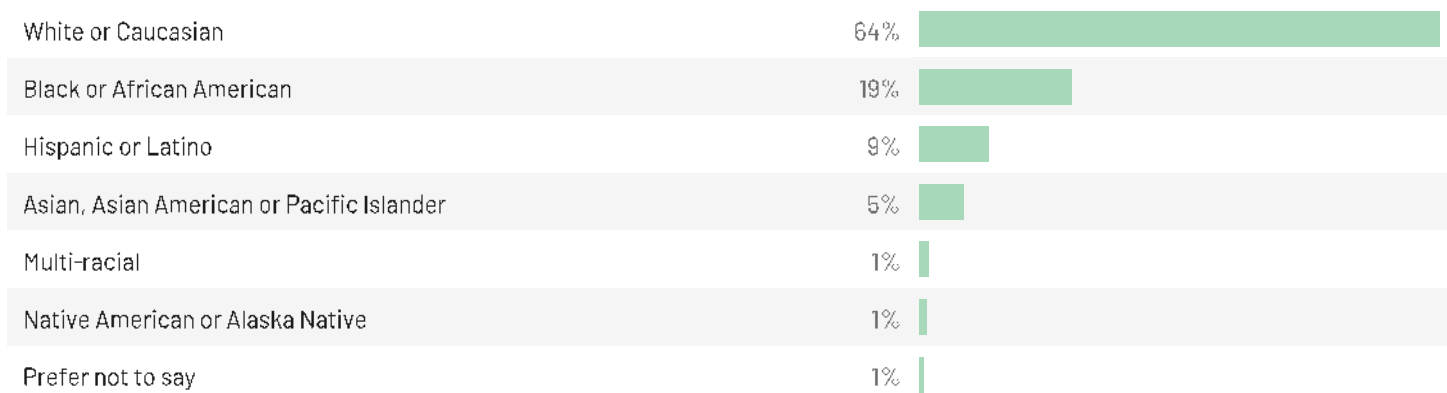
**D1**

**What is your gender? (Select one)**



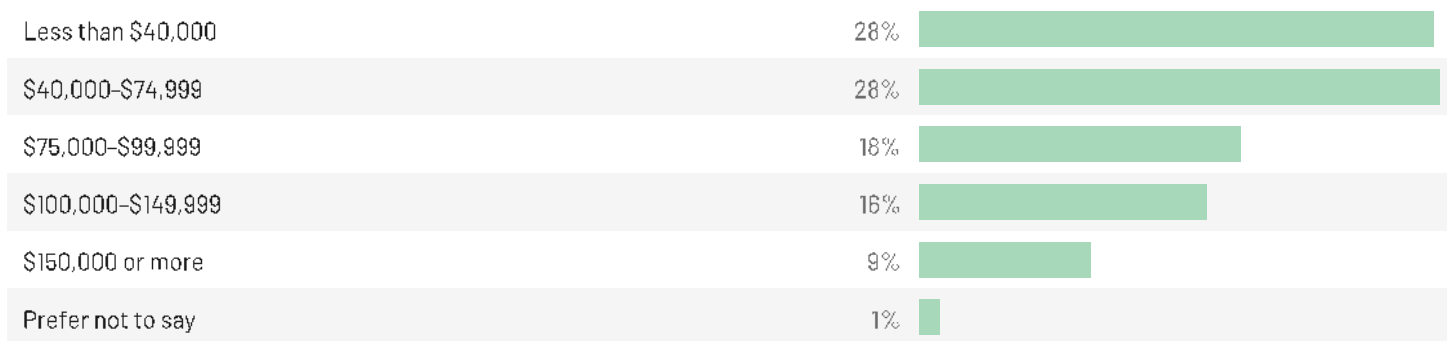
**D2**

**What is your race or ethnicity? (Select one)**



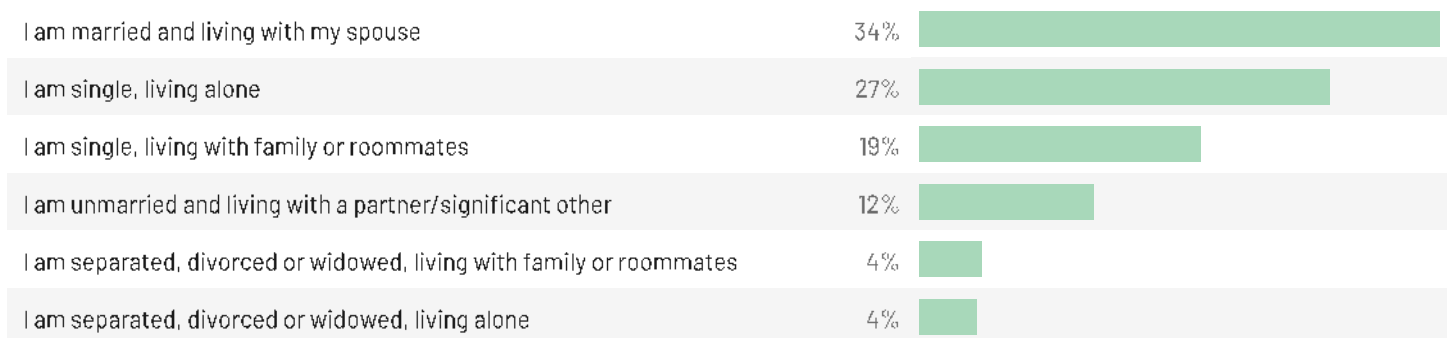
**D3**

**What is your current annual household income? (Select one)**



**D4**

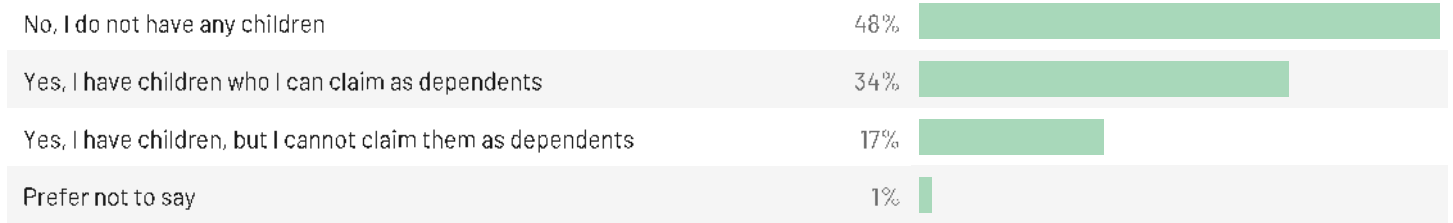
**What best describes your current household status? (Select one)**



Prefer not to say 1%

**D5**

**Do you have any children? (Select one)**



**FULL SOURCE ATTRIBUTION**

- Primary Survey: TaxAct National Consumer Survey (TY25 Admin Night), fielded March 14-16, 2026.
- Panel Provider: Dynata
- Sample: N = 2,000 U.S. adults, ages 18-64; nationally representative by gender, race/ethnicity, and household income; 18-34 cohort over-indexed.
- Qualification Criteria: Respondents must be the primary or shared decision-maker for household tax filing and a federal tax filer. Ages 65+ and non-filers were screened out.
- Survey Length: 6-8 minutes. No incentive offered.
- Secondary Data (Refund Intentions): GP Market Pulse Survey, February 2026.
- Rounding: All percentages rounded to the nearest whole number. Figures in multi-select questions will not sum to 100%.