

## GameStop Survey Reports Nearly 70 Percent Would Enjoy Doing Taxes If Filing Could Be More Like a Video Game

February 11, 2016 4:07 PM ET

### Respondents Report That They Would Rather Be Gaming With Friends or Even Cleaning out the Fridge Instead of Doing Taxes; Customers Cash in on Gaming Fun and Accessories With GameStop's "Re-Fun Your Refund" Exclusive Discount Programs

GRAPEVINE, TX -- (Marketwired) -- 02/11/16 -- Let's face it. No one looks forward to tax season. But everyone agrees that they look forward to getting a refund, especially when they can cash in on gaming fun and accessories. GameStop, a family of specialty retail brands that makes the most popular technologies affordable and simple, conducted a recent survey related to taxes and gaming with the results confirming a number of creative procrastination tactics used rather than preparing taxes.

GameStop surveyed 400 men and women ages 18-44 between the time period of January 25 - February 8. These respondents game at least one hour a week and found that they have a lot in common: they will do almost anything to avoid preparing their taxes. The survey highlights show:

- 69.8% (or nearly 70%) would enjoy doing taxes more if filing could be more like a video game
- Out of the top 10 activities that respondents do to put off doing taxes, the top response was gaming with friends (13.6%) followed closely by cleaning out the fridge (12.9%) and cleaning bathrooms (12.3%).
- When asked how they would rather spend their time instead of doing taxes, binge watching favorite shows took the top spot (24.8%) followed very closely by getting to the next level of a favorite video game (24.3%).
- How will respondents use their refunds this year? 18.5% said they would use their refund for household expenses, followed by 18.3% who would pay down credit cards, and 14.4% would save for the future. But many like to be responsible AND put aside a portion of their refund to treat themselves to something fun, like the 8.5% who treat themselves to a new video game...or three or four.
- Nearly one-third (30.8%) of the respondents said they would look forward to tax season if the government could direct deposit their refund into GameStop credit or match the refund with reward points.

"We've made tax season a little less 'taxing' by making refund dollars go further with discounts on top games, consoles, accessories and collectibles. GameStop likes to put the 'fun' back in reFUNd," said Frank Hamlin, chief marketing officer for GameStop. "Plus, if customers bring in their trade-ins, their money goes even further so that they can cash in on more great savings."

#### **GameStop "Re-Fun Your Refund" savings include:**

##### ***Current deals***

- Buy any new Xbox One console, get a \$30 GameStop gift card or three free POP! Vinyls or a \$30 gift card (now through February 14)
- Save \$20 on *Just Dance 2016* and Hasbro Family Fun Pack (now through February 13)
- Save \$20 on *Halo 5: Guardians* (now through February 14)
- Save \$20 on *Rise of the Tomb Raider* and *Forza 6* (now through February 14)
- Save \$20 on *WWE 2K16* and *NBA 2K16* (now through February 14)
- Save \$50 on *Rock Band 4* Guitar Bundle (now through February 14)
- Save \$10 on *Borderlands: The Handsome Collection* (now through February 23)
- \$329 pre-owned Xbox One with two pre-owned games under \$40 (now through February 28)
- \$349 pre-owned PS4 with two pre-owned games under \$40 (now through February 28)
- Save \$30 on PS4 Stealth 500P Headset (now through February 14)

- Save \$20 on XB One NEW Stealth XO4 Headset now through February 14)
- Buy *Call of Duty: Black Ops III* 500 GB PS4, get three months of PS+ for \$10 (now through February 28)

***Deals starting week of 2/14***

- Save \$20 on *Grand Theft Auto V* plus get \$1,250,000 in GTA Online (February 15-28)
- Save \$15 on *Just Cause 3* (February 15-23)
- Save \$20 on *Guitar Hero Live Bundle* (February 15-28)
- Save \$10 on *Batman Arkham Knight*, *Mad Max*, *MKX* and *Witcher 3: Wild Hunt* (February 15-28)
- Save \$20 on Skylander's Superchargers Starter Packs (2/15-2/28)
- Save \$20 on *Deadpool* (2/15-2/28)
- Save \$10 on *Destiny: The Taken King*, *Transformers: Devastation*, *Tony Hawk's Pro Skater 5* (2/15-2/28)
- Save \$10 on *Minecraft: Story Mode* (February 15-21)

Customers can also spend those refund dollars on the newest game titles now available and those coming soon. Just released this week is *Naruto Shippuden Ultimate Ninja Storm* and coming next week *Street Fighter* returns in *Street Fighter V* (February 16) with *Fire Emblem Fates*, *Far Cry Primal*, and *Plants vs. Zombies Garden Warfare* coming later this month.

The GameStop survey data and charts are available upon request. For more information on GameStop's "Re-Fun Your Refund" program, or as well as various discounts, please visit your local GameStop store or at [www.GameStop.com/refunyourrefund](http://www.GameStop.com/refunyourrefund).

**About GameStop**

GameStop Corp. (NYSE: GME), a Fortune 500 and S&P 500 company headquartered in Grapevine, Texas, is a global, multichannel video game, consumer electronics and wireless services retailer. GameStop operates more than 6,900 stores across 14 countries. The company's consumer product network also includes [www.gamestop.com](http://www.gamestop.com); [www.Kongregate.com](http://www.Kongregate.com), a leading browser-based game site; *Game Informer*® magazine, the world's leading print and digital video game publication; and ThinkGeek, [www.thinkgeek.com](http://www.thinkgeek.com), the premier retailer for the global geek community featuring exclusive and unique video game and pop culture products. In addition, our Technology Brands segment includes Simply Mac and Spring Mobile stores. Simply Mac, [www.simplymac.com](http://www.simplymac.com), operates 76 stores, selling the full line of Apple products, including laptops, tablets, and smartphones and offering Apple certified warranty and repair services. Spring Mobile, <http://springmobile.com>, sells post-paid AT&T services and wireless products through its 857 AT&T branded stores and offers pre-paid wireless services, devices and related accessories through its 71 Cricket branded stores in select markets in the U.S.

General information about GameStop Corp. can be obtained at the company's corporate website. Follow GameStop on Twitter @ [www.twitter.com/GameStop](http://www.twitter.com/GameStop) and find GameStop on Facebook @ [www.facebook.com/GameStop](http://www.facebook.com/GameStop).

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Source: GameStop Corporation