
TurboTax Tax Trends Report FAQ

1. What is the size of the sample population?

- a. The January 2023 report is based on a sample of 16 Million US TurboTax filers. The April 2023 mid-season report is based on a subsample of the January 2023 report population and randomly selected additional TurboTax filers who have filed their taxes each of the past three years prior to filing season 2023, up to March 28th.

2. Does the sample include TurboTax Desktop data?

- a. No, it includes only TurboTax Online data.

3. What is the date range for the analysis?

- a. The analysis used data from the most recent three years. For the January 2023 report, this includes tax year 2019 (filing year 2020) to tax year 2021 (filing year 2022). The April 2023 report is a mid-season report using data from tax year 2020 (filing year 2021) to tax year 2022 (filing year 2023 up to March 28th) to compile the trends.

4. How do you account for potential skewness of data when reporting results in-season?

- a. Skewness is assessed and, where we noted significant differences between the full population of previous tax years and the population that has filed up to the cutoff data of the analysis (March 28th), we indicate this together with findings. For example, those who file their taxes early tend to have a lower Adjusted Gross Income (AGI) than those who file within the preceding 2-3 weeks of the tax filing deadline, or any time following it.

5. What steps did you take to ensure customer privacy?

- a. All data used has been anonymized and aggregated in compliance with U.S. tax regulations. Additionally, results are only included when there are at least 1,000 customers included in a given segment.

6. What does "Married Filing Jointly - Split" mean, and why is it only included in the employment section?

- a. A change in filing status from "single" to "married" can mean combining two individuals' tax forms, and the allocation between those in the household is not possible except in select cases. "Married Filing Jointly - Split" indicates that the results are drawn from the individuals included in the return, whereas "Married Filing Jointly" refers to results drawn from combined forms.

7. Why doesn't "Married Filing Jointly - Split" show up in the results for employment when there is a filing status change?

- a. We are unable to quantify year-over-year changes for separate individuals in a Married Filing Jointly return.

8. What are the underlying causes of the trends in the report?

- a. The trends in the report provide an understanding of how individual and household economics are shifting. However, more research is needed to identify causal relationships between trends and external factors (e.g., the effect of inflation on AGI). In addition to providing quantitative evidence of shifts in individual and household economics, we hope that the trends explored in this research will lead to new research questions including causal analyses.

9. The no-income and zero-income segment is underrepresented in your data. Is that related to Intuit not renewing its FFA participation? Why did Intuit make the decision to discontinue participation?

- a. Data from TurboTax users was compiled for this report based on the IRS Statistics of Income (SOI) stratified probability samples of income tax returns for tax year 2020. The TurboTax sample population was proportionately matched to SOI data to the extent possible based on number and percentage of tax filers by income group, filing status, and age group. If a group is underrepresented, it indicates that there are proportionally fewer tax filers in one of several possible income-status-age combinations. The data provided is independent from Intuit's decision to discontinue participation in the FFA program. For more about Intuit's decision, visit this [website](#).

10. Why didn't you weigh segments in your dataset to match the IRS SOI proportions exactly?

- a. This stratified sampling approach results in a sample that reflects the general US population as closely as possible without synthesizing, simulating, or otherwise manipulating the data.

11. What steps does Intuit take to ensure that taxable cryptocurrency events are reported?

- a. TurboTax guides investors through their investment transactions and helps them easily and accurately report their investment gains and losses, including cryptocurrency. TurboTax now also provides Intelligent Tax Optimization which takes the work out of tracking down missing and accurate cost basis values and ensures accurate reporting of capital gains and losses by importing customers' cost basis directly from financial institutions and cryptocurrency exchanges into the correct forms.

12. What are your future plans? Will there be more Tax Trends Reports?

- a. Our objective is to make aggregated tax data accessible so that it can be readily applied toward tax education, decision-making, and forecasting trends. We plan to analyze trends throughout the course of the tax season and publish relevant data-driven insights that we can uniquely contribute.

13. Would it be possible to see the aggregate data behind the charts?



- a. We're committed to complying with applicable laws and regulations before sharing data. We will consider your request and get back to you as soon as possible.

14. Would you provide data for external research?

- a. We're committed to complying with applicable laws and regulations before sharing any data. We will consider requests on an ad hoc basis. Please provide the details of your request and we will get back to you as soon as possible.