



# CAN DATA PREDICT YOUR TAX-FILING STYLE?

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Understanding retail, software & online tax service users

Tax filing is a duty nearly everyone is required to partake in, but the method of filing is a choice entirely up to the individual. With options like **retail walk-in** tax prep, **software** services or **online** filing, how does one decide? We dove into the data to uncover the factors that may make someone more (+%) or less (- %) likely to utilize one of the three filing methods.



**RETAIL / WALK-IN**



**SOFTWARE**



**ONLINE**



**GEOGRAPHY**

**Detroit, MI +47.2%**  
**Dallas Fort Worth, TX +21.0%**

**Jacksonville, FL +35.7%**  
**Omaha, NE +32.0%**

**Minneapolis, MN +36.2%**  
**Philadelphia, PA +35.4%**

**AGE**

**Aged 65+ +27.6%**  
**Aged 21-29 +3.7%**

**Aged 50-64 +59.5%**  
**Aged 65+ +55.9%**

**Aged 21-24 +82.4%**  
**Aged 25-29 +24.0%**  
**Aged 55-75 -31.3%**

**OCCUPATION**

**Truck drivers +65.7%**  
**Executives -43.6%**

**Teachers +43.1%**  
**Non-profit employees +30.8%**  
**Small business owners -14.1%**

**Real estate investors +30.8%**

**HOME / FAMILY**

**Single-income families +51.1%**  
**Home value less than \$100K +86.8%**

**Single-income families +20.3%**  
**Renters -14.0%**

**Renters +55.9%**

**INTERESTS**

**Football +17.3%**  
**Pickup trucks +9.2%**  
**Celebrities +6.8%**

**Museums +42.3%**  
**The Oscars +34.6%**  
**Green/organic products -29.2%**

**Owning pets +29.2%**  
**Movies +23.7%**  
**Tech brands +17.2%**

Contact [sales@exponential.com](mailto:sales@exponential.com) to learn how Exponential's data can help you connect with your core audiences and drive consumer action, both on and offline.

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\*Percentages assigned against an audience characteristic or interest indicate how much more (or less) likely that characteristic is to appear within a tax filer audience segment (i.e. retail, software or online filer), as compared to all tax filers, based on their behavior during the 2018 filing period. Audience characteristics rely on data segments provided by Experian and Acxiom, which are then matched to user interests derived from Exponential's proprietary network.