

## 012624 - HOD FLASH (24 HOUR) SURVEY

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### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC,D-F,GH
Date Range:	(01/26/24 - 01/30/24)

### Segment Definitions

All qualified respondents	(ALL)	n=1112
Male	(dmGenM.r1)	n=536
Female	(dmGenM.r2)	n=567
18-34	(dmAge.check('18-34'))	n=318
35-54	(dmAge.check('35-54'))	n=362
55+	(dmAge.check('>55'))	n=417
White Only (NH/L)	(net2RaceMUS.r1)	n=679
All People of Color	(net2RaceMUS.r6)	n=433

### Weighting

Total	nweight.q012624_24_hourdemo.val	q012624_24_hourdemo
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**QS1Q1: When do you typically complete your personal federal tax filing (e.g., by visiting a tax preparer, completing independently)?**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Early in the season</b>	46%	46%	46%	52% f	48%	42%	44%	50%
<b>In the middle of the season</b>	33%	31%	36%	32%	32%	35%	35%	31%
<b>Late in the season</b>	17%	20% c	14%	12%	17%	21% d	19%	15%
<b>After the initial filing deadline</b>	2%	2%	2%	1%	2%	2%	1%	3%
<b>Not at all sure</b>	2%	1%	2%	3%	1%	1%	2%	2%

**Table Base:** FILES FEDERAL TAXES

**QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?**

		Gender		Age			Race & Ethnicity	
	All qualified respondents A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Meeting with a professional (e.g., accountant, VITA preparer)</b>	33%	31%	37%	25%	31%	41% DE	38% H	26%
<b>Using a free tax preparation software (e.g., FreeTaxUSA, TurboTax Free Edition)</b>	22%	22%	22%	24%	26% F	18%	18%	29% G
<b>Hiring an online service (e.g., TurboTax Full Service, H&amp;R Block Online Tax Pros)</b>	16%	18%	14%	24% F	19% F	9%	14%	20% g
<b>Using a paid tax preparation software</b>	15%	16%	14%	8%	15% d	19% D	18% H	10%

continued...

**QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?**

		Gender		Age			Race & Ethnicity	
	All qualified respondents A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Manually (i.e., by completing the forms myself)</b>	7%	8%	5%	10% e	5%	7%	7%	7%
<b>Asking someone I know (e.g., family member, spouse)</b>	5%	4%	6%	7%	3%	4%	4%	5%
<b>Another method not listed here</b>	1%	1%	1%	0%	1%	1%	1%	1%
<b>N/A - I do not have a preference.</b>	1%	1%	1%	2%	1%	0%	1%	1%

**Table Base: FILES FEDERAL TAXES**

**QS1Q3: Have you ever used an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing?**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Yes</b>	17%	18%	16%	30% F	23% F	3%	15%	21% g
<b>No</b>	77%	76%	78%	67%	70%	89% DE	79%	74%
<b>Not at all sure</b>	6%	6%	6%	3%	6%	7%	6%	5%

**Table Base:** FILES FEDERAL TAXES

**QS1Q4: Would you consider using an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing in the future?**

		Gender		Age			Race & Ethnicity	
	All qualified respondents A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Yes</b>	45%	50% C	40%	65% eF	54% F	25%	40%	54% G
<b>No</b>	32%	30%	35%	25%	27%	42% DE	36% H	27%
<b>Not at all sure</b>	22%	19%	26% b	11%	19% d	33% DE	24%	19%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

Completing my own tax filing make me nervous.

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	57%	48%	66% <b>B</b>	64% <b>E</b>	51%	58% <b>e</b>	59%	54%
Strongly agree	20%	15%	25% <b>B</b>	28% <b>Ef</b>	16%	20%	19%	21%
Somewhat agree	37%	33%	41% <b>b</b>	37%	35%	39%	39%	33%
<b>Disagree (Net)</b>	43%	52% <b>C</b>	34%	36%	49% <b>Df</b>	42%	41%	46%
Somewhat disagree	23%	29% <b>C</b>	17%	21%	26%	22%	23%	24%
Strongly disagree	20%	23%	17%	15%	23% <b>d</b>	20%	19%	22%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**I don't trust AI programs to accurately complete my tax filing.**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	59%	54%	64% <b>B</b>	56%	48%	70% <b>DE</b>	60%	57%
Strongly agree	24%	23%	26%	25%	21%	28% <b>e</b>	27%	21%
Somewhat agree	34%	31%	38% <b>b</b>	31%	27%	43% <b>DE</b>	33%	36%
<b>Disagree (Net)</b>	41%	46% <b>C</b>	36%	44% <b>F</b>	52% <b>F</b>	30%	40%	43%
Somewhat disagree	30%	31%	28%	29%	39% <b>dF</b>	23%	31%	28%
Strongly disagree	12%	14% <b>C</b>	8%	15% <b>F</b>	14% <b>F</b>	7%	9%	15% <b>G</b>

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**If I get a return (i.e., money paid back) after filing my taxes, I use the money to treat myself.**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	53%	55%	51%	68% F	58% F	40%	50%	59% g
Strongly agree	16%	15%	16%	30% EF	16% F	6%	11%	22% G
Somewhat agree	38%	40%	36%	38%	42% f	34%	39%	36%
<b>Disagree (Net)</b>	47%	45%	49%	32%	42%	60% DE	50% h	41%
Somewhat disagree	30%	31%	29%	24%	26%	36% DE	29%	30%
Strongly disagree	17%	14%	20% b	9%	16% d	23% DE	20% H	11%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

I think it's smart for people to use legal loopholes in tax law to maximize their filing (e.g., reduce taxes owed, increase return).

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	70%	76% C	64%	73%	68%	71%	71%	68%
Strongly agree	26%	30% C	21%	30%	23%	27%	26%	26%
Somewhat agree	44%	46%	43%	42%	45%	45%	45%	42%
<b>Disagree (Net)</b>	30%	24%	36% B	27%	32%	29%	29%	32%
Somewhat disagree	19%	15%	23% B	15%	20%	19%	18%	19%
Strongly disagree	11%	10%	13%	12%	12%	9%	10%	12%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**To me, there is no difference between using legal loopholes in tax law and committing tax fraud.**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	35%	33%	38%	50% EF	36% F	25%	32%	40% g
Strongly agree	13%	14%	11%	20% F	13% F	7%	11%	15%
Somewhat agree	23%	19%	27% B	30% F	23%	18%	21%	25%
<b>Disagree (Net)</b>	65%	67%	62%	50%	64% D	75% DE	68% h	60%
Somewhat disagree	30%	28%	31%	25%	30%	32%	30%	29%
Strongly disagree	35%	38% c	31%	25%	33%	43% DE	38% h	30%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**It's more important to me to complete my tax filing quickly than it is to maximize my filing (e.g., reduce taxes owed, increase return).**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	40%	40%	41%	58% EF	40% F	30%	38%	45% g
Strongly agree	16%	17%	15%	28% EF	16% F	9%	14%	20% g
Somewhat agree	24%	23%	27%	30%	24%	22%	24%	26%
<b>Disagree (Net)</b>	60%	60%	59%	42%	60% D	70% DE	62% h	55%
Somewhat disagree	33%	36%	31%	27%	33%	38% D	32%	35%
Strongly disagree	26%	24%	28%	15%	27% D	32% D	30% H	20%

**Table Base:** FILES FEDERAL TAXES

## 012624 - HOD FLASH (24 HOUR) SURVEY

## 012624 - HOD FLASH (24 HOUR) SURVEY

### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-D,EF,G-I
Date Range:	(01/26/24 - 01/30/24)

### Segment Definitions

All qualified respondents	(ALL)	n=1112
High school diploma or less	(Q2146.r1 or Q2146.r2 or Q2146.r3)	n=315
Some post-HS education	(Q2146.r4 or Q2146.r70 or Q2146.r71)	n=400
Bachelor's or Higher	(Q2146.r5 or Q2146.r6 or Q2146.r7)	n=398
Employed	(netEmploy.r1)	n=674
Not employed	(netEmploy.r2)	n=438
< \$50K	(Q2157.r4 or Q2157.r1 or Q2157.r2 or Q2157.r3)	n=293
\$50K - \$99.9K	(Q2157.r5 or Q2157.r6)	n=309
\$100K+	(Q2157.r7 or Q2157.r8 or Q2157.r9 or Q2157.r10 or Q2157.r11)	n=496

### Weighting

Total	nweight.q012624_24_hourdemo.val	q012624_24_hourdemo
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**QS1Q1: When do you typically complete your personal federal tax filing (e.g., by visiting a tax preparer, completing independently)?**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Early in the season</b>	46%	54% D	45%	43%	46%	47%	49%	48%	44%
<b>In the middle of the season</b>	33%	29%	31%	38% b	34%	33%	32%	36%	32%
<b>Late in the season</b>	17%	12%	20% b	18%	18%	16%	16%	11%	21% H
<b>After the initial filing deadline</b>	2%	2%	2%	1%	2%	1%	1%	2%	2%
<b>Not at all sure</b>	2%	4% D	2% d	0%	1%	3% e	2% I	3% I	0%

**Table Base:** FILES FEDERAL TAXES

**QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Meeting with a professional (e.g., accountant, VITA preparer)</b>	33%	21%	37% B	38% B	33%	35%	25%	29%	40% GH
<b>Using a free tax preparation software (e.g., FreeTaxUSA, TurboTax Free Edition)</b>	22%	30% D	24% d	17%	22%	22%	30% I	24%	18%
<b>Hiring an online service (e.g., TurboTax Full Service, H&amp;R Block Online Tax Pros)</b>	16%	22% D	15%	14%	19% F	10%	23% I	17%	13%

continued...

QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Using a paid tax preparation software</b>	15%	11%	9%	22% BC	14%	16%	8%	11%	20% GH
<b>Manually (i.e., by completing the forms myself)</b>	7%	5%	9%	6%	6%	9%	5%	12% GI	4%
<b>Asking someone I know (e.g., family member, spouse)</b>	5%	7%	5%	3%	5%	4%	4%	5%	5%
<b>Another method not listed here</b>	1%	2%	1%	0%	0%	1%	2% I	1% i	0%
<b>N/A - I do not have a preference.</b>	1%	3% D	1%	0%	0%	3% E	3% HI	0%	0%

Table Base: FILES FEDERAL TAXES

**QS1Q3: Have you ever used an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing?**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Yes</b>	17%	19%	19%	14%	22% F	6%	16%	20%	16%
<b>No</b>	77%	76%	77%	79%	73%	87% E	79%	75%	77%
<b>Not at all sure</b>	6%	6%	5%	7%	5%	7%	5%	5%	7%

**Table Base:** FILES FEDERAL TAXES

**QS1Q4: Would you consider using an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing in the future?**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Yes</b>	45%	46%	48%	42%	54% F	27%	41%	50%	44%
<b>No</b>	32%	32%	31%	34%	27%	43% E	38% i	31%	30%
<b>Not at all sure</b>	22%	22%	21%	24%	19%	30% E	21%	19%	25%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

Completing my own tax filing make me nervous.

	All qualified respondents A	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Agree (Net)</b>	57%	61%	55%	57%	57%	57%	60%	52%	58%
Strongly agree	20%	30% CD	17%	17%	21%	18%	26% I	24% I	15%
Somewhat agree	37%	31%	38%	39%	36%	39%	34%	28%	42% gH
<b>Disagree (Net)</b>	43%	39%	45%	43%	43%	43%	40%	48%	42%
Somewhat disagree	23%	18%	26% b	23%	24%	21%	19%	26%	23%
Strongly disagree	20%	21%	19%	20%	19%	22%	20%	22%	19%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**I don't trust AI programs to accurately complete my tax filing.**

	All qualified respondents A	Education Level			Employment Status		Household Income		
		High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Agree (Net)</b>	59%	54%	58%	61%	54%	68% E	64%	55%	58%
Strongly agree	24%	23%	23%	26%	24%	26%	30% H	20%	25%
Somewhat agree	34%	31%	35%	35%	30%	43% E	34%	35%	33%
<b>Disagree (Net)</b>	41%	46%	42%	39%	46% F	32%	36%	45%	42%
Somewhat disagree	30%	33%	29%	29%	33% F	23%	24%	31%	31%
Strongly disagree	12%	13%	12%	10%	13%	9%	12%	13%	10%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**If I get a return (i.e., money paid back) after filing my taxes, I use the money to treat myself.**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Agree (Net)</b>	53%	68% <b>CD</b>	53%	46%	58% <b>F</b>	43%	63% <b>I</b>	54%	48%
Strongly agree	16%	26% <b>CD</b>	13%	12%	19% <b>F</b>	9%	17%	17%	13%
Somewhat agree	38%	42%	40%	34%	40%	34%	46% <b>I</b>	37%	35%
<b>Disagree (Net)</b>	47%	32%	47% <b>B</b>	54% <b>B</b>	42%	57% <b>E</b>	37%	46%	52% <b>G</b>
Somewhat disagree	30%	20%	28%	37% <b>BC</b>	27%	35% <b>E</b>	25%	32%	31%
Strongly disagree	17%	12%	19%	17%	15%	22% <b>E</b>	13%	14%	21% <b>Gh</b>

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

I think it's smart for people to use legal loopholes in tax law to maximize their filing (e.g., reduce taxes owed, increase return).

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Agree (Net)</b>	70%	67%	75% d	68%	71%	70%	65%	68%	74% G
Strongly agree	26%	26%	27%	25%	26%	26%	24%	26%	28%
Somewhat agree	44%	41%	48%	43%	44%	44%	41%	42%	46%
<b>Disagree (Net)</b>	30%	33%	25%	32% c	29%	30%	35% I	32%	26%
Somewhat disagree	19%	19%	14%	23% C	18%	19%	19%	19%	18%
Strongly disagree	11%	14%	11%	9%	11%	11%	17% I	13% I	7%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**To me, there is no difference between using legal loopholes in tax law and committing tax fraud.**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Agree (Net)</b>	35%	45% CD	33%	32%	39% F	27%	39%	37%	33%
Strongly agree	13%	22% CD	11%	9%	14% f	10%	14%	15%	11%
Somewhat agree	23%	23%	22%	23%	25% F	17%	25%	22%	22%
<b>Disagree (Net)</b>	65%	55%	67% B	68% B	61%	73% E	61%	63%	67%
Somewhat disagree	30%	30%	31%	29%	27%	36% E	28%	33%	28%
Strongly disagree	35%	25%	37% B	39% B	34%	38%	33%	31%	39% h

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**It's more important to me to complete my tax filing quickly than it is to maximize my filing (e.g., reduce taxes owed, increase return).**

		Education Level			Employment Status		Household Income		
	All qualified respondents A	High school diploma or less B	Some post-HS education C	Bachelor's or Higher D	Employed E	Not employed F	< \$50K G	\$50K - \$99.9K H	\$100K+ I
<b>Total</b>	N=902	N=201	N=336	N=365	N=608	N=294	N=193	N=264	N=437
<b>Total (Unweighted)</b>	N=918	N=174	N=308	N=436	N=574	N=344	N=251	N=239	N=421
<b>Agree (Net)</b>	40%	55% CD	37%	36%	45% F	32%	46% I	45% I	34%
Strongly agree	16%	25% CD	15%	11%	20% F	8%	17%	14%	17%
Somewhat agree	24%	29%	22%	24%	25%	23%	29% I	31% I	17%
<b>Disagree (Net)</b>	60%	45%	63% B	64% B	55%	68% E	54%	55%	66% GH
Somewhat disagree	33%	32%	34%	34%	31%	38% e	33%	35%	33%
Strongly disagree	26%	13%	30% B	30% B	24%	30%	21%	20%	33% GH

**Table Base:** FILES FEDERAL TAXES

## 012624 - HOD FLASH (24 HOUR) SURVEY

## 012624 - HOD FLASH (24 HOUR) SURVEY

### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC,D-F,GH
Date Range:	(01/26/24 - 01/30/24)

### Segment Definitions

All qualified respondents	(ALL)	n=1112
Male	(dmGenM.r1)	n=536
Female	(dmGenM.r2)	n=567
18-34	(dmAge.check('18-34'))	n=318
35-54	(dmAge.check('35-54'))	n=362
55+	(dmAge.check('>55'))	n=417
White Only (NH/L)	(net2RaceMUS.r1)	n=679
All People of Color	(net2RaceMUS.r6)	n=433

### Weighting

Total	nweight.q012624_24_hourdemo.val	q012624_24_hourdemo
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**QS1Q1: When do you typically complete your personal federal tax filing (e.g., by visiting a tax preparer, completing independently)?**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Early in the season</b>	46%	46%	46%	52% f	48%	42%	44%	50%
<b>In the middle of the season</b>	33%	31%	36%	32%	32%	35%	35%	31%
<b>Late in the season</b>	17%	20% c	14%	12%	17%	21% d	19%	15%
<b>After the initial filing deadline</b>	2%	2%	2%	1%	2%	2%	1%	3%
<b>Not at all sure</b>	2%	1%	2%	3%	1%	1%	2%	2%

**Table Base:** FILES FEDERAL TAXES

**QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?**

		Gender		Age			Race & Ethnicity	
	All qualified respondents A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Meeting with a professional (e.g., accountant, VITA preparer)</b>	33%	31%	37%	25%	31%	41% DE	38% H	26%
<b>Using a free tax preparation software (e.g., FreeTaxUSA, TurboTax Free Edition)</b>	22%	22%	22%	24%	26% F	18%	18%	29% G
<b>Hiring an online service (e.g., TurboTax Full Service, H&amp;R Block Online Tax Pros)</b>	16%	18%	14%	24% F	19% F	9%	14%	20% g
<b>Using a paid tax preparation software</b>	15%	16%	14%	8%	15% d	19% D	18% H	10%

continued...

**QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?**

		Gender		Age			Race & Ethnicity	
	All qualified respondents A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Manually (i.e., by completing the forms myself)</b>	7%	8%	5%	10% e	5%	7%	7%	7%
<b>Asking someone I know (e.g., family member, spouse)</b>	5%	4%	6%	7%	3%	4%	4%	5%
<b>Another method not listed here</b>	1%	1%	1%	0%	1%	1%	1%	1%
<b>N/A - I do not have a preference.</b>	1%	1%	1%	2%	1%	0%	1%	1%

**Table Base: FILES FEDERAL TAXES**

**QS1Q3: Have you ever used an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing?**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Yes</b>	17%	18%	16%	30% F	23% F	3%	15%	21% g
<b>No</b>	77%	76%	78%	67%	70%	89% DE	79%	74%
<b>Not at all sure</b>	6%	6%	6%	3%	6%	7%	6%	5%

**Table Base:** FILES FEDERAL TAXES

**QS1Q4: Would you consider using an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing in the future?**

		Gender		Age			Race & Ethnicity	
	All qualified respondents A	Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Yes</b>	45%	50% C	40%	65% eF	54% F	25%	40%	54% G
<b>No</b>	32%	30%	35%	25%	27%	42% DE	36% H	27%
<b>Not at all sure</b>	22%	19%	26% b	11%	19% d	33% DE	24%	19%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

Completing my own tax filing make me nervous.

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	57%	48%	66% <b>B</b>	64% <b>E</b>	51%	58% <b>e</b>	59%	54%
Strongly agree	20%	15%	25% <b>B</b>	28% <b>Ef</b>	16%	20%	19%	21%
Somewhat agree	37%	33%	41% <b>b</b>	37%	35%	39%	39%	33%
<b>Disagree (Net)</b>	43%	52% <b>C</b>	34%	36%	49% <b>Df</b>	42%	41%	46%
Somewhat disagree	23%	29% <b>C</b>	17%	21%	26%	22%	23%	24%
Strongly disagree	20%	23%	17%	15%	23% <b>d</b>	20%	19%	22%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**I don't trust AI programs to accurately complete my tax filing.**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	59%	54%	64% <b>B</b>	56%	48%	70% <b>DE</b>	60%	57%
Strongly agree	24%	23%	26%	25%	21%	28% <b>e</b>	27%	21%
Somewhat agree	34%	31%	38% <b>b</b>	31%	27%	43% <b>DE</b>	33%	36%
<b>Disagree (Net)</b>	41%	46% <b>C</b>	36%	44% <b>F</b>	52% <b>F</b>	30%	40%	43%
Somewhat disagree	30%	31%	28%	29%	39% <b>dF</b>	23%	31%	28%
Strongly disagree	12%	14% <b>C</b>	8%	15% <b>F</b>	14% <b>F</b>	7%	9%	15% <b>G</b>

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**If I get a return (i.e., money paid back) after filing my taxes, I use the money to treat myself.**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	53%	55%	51%	68% F	58% F	40%	50%	59% g
Strongly agree	16%	15%	16%	30% EF	16% F	6%	11%	22% G
Somewhat agree	38%	40%	36%	38%	42% f	34%	39%	36%
<b>Disagree (Net)</b>	47%	45%	49%	32%	42%	60% DE	50% h	41%
Somewhat disagree	30%	31%	29%	24%	26%	36% DE	29%	30%
Strongly disagree	17%	14%	20% b	9%	16% d	23% DE	20% H	11%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

I think it's smart for people to use legal loopholes in tax law to maximize their filing (e.g., reduce taxes owed, increase return).

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	70%	76% C	64%	73%	68%	71%	71%	68%
Strongly agree	26%	30% C	21%	30%	23%	27%	26%	26%
Somewhat agree	44%	46%	43%	42%	45%	45%	45%	42%
<b>Disagree (Net)</b>	30%	24%	36% B	27%	32%	29%	29%	32%
Somewhat disagree	19%	15%	23% B	15%	20%	19%	18%	19%
Strongly disagree	11%	10%	13%	12%	12%	9%	10%	12%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**To me, there is no difference between using legal loopholes in tax law and committing tax fraud.**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	35%	33%	38%	50% EF	36% F	25%	32%	40% g
Strongly agree	13%	14%	11%	20% F	13% F	7%	11%	15%
Somewhat agree	23%	19%	27% B	30% F	23%	18%	21%	25%
<b>Disagree (Net)</b>	65%	67%	62%	50%	64% D	75% DE	68% h	60%
Somewhat disagree	30%	28%	31%	25%	30%	32%	30%	29%
Strongly disagree	35%	38% c	31%	25%	33%	43% DE	38% h	30%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**It's more important to me to complete my tax filing quickly than it is to maximize my filing (e.g., reduce taxes owed, increase return).**

	All qualified respondents A	Gender		Age			Race & Ethnicity	
		Male B	Female C	18-34 D	35-54 E	55+ F	White Only (NH/L) G	All People of Color H
<b>Total</b>	N=902	N=448	N=448	N=223	N=324	N=342	N=567	N=335
<b>Total (Unweighted)</b>	N=918	N=439	N=473	N=136	N=338	N=431	N=601	N=317
<b>Agree (Net)</b>	40%	40%	41%	58% EF	40% F	30%	38%	45% g
Strongly agree	16%	17%	15%	28% EF	16% F	9%	14%	20% g
Somewhat agree	24%	23%	27%	30%	24%	22%	24%	26%
<b>Disagree (Net)</b>	60%	60%	59%	42%	60% D	70% DE	62% h	55%
Somewhat disagree	33%	36%	31%	27%	33%	38% D	32%	35%
Strongly disagree	26%	24%	28%	15%	27% D	32% D	30% H	20%

**Table Base:** FILES FEDERAL TAXES

## 012624 - HOD FLASH (24 HOUR) SURVEY

## 012624 - HOD FLASH (24 HOUR) SURVEY

### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,B-E
Date Range:	(01/26/24 - 01/30/24)

### Segment Definitions

Total- All Qualified Respondents	(ALL)	n=1112
Adult Gen Z (18-27)	(dmAge.check('18-27'))	n=176
Millennials (28-42)	(dmAge.check('28-42'))	n=270
Gen X (43-58)	(dmAge.check('43-58'))	n=307
Boomers (59-77)	(dmAge.check('59-77'))	n=308

### Weighting

Total	nweight.q012624_24_hourdemo.val	q012624_24_hourdemo
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**QS1Q1: When do you typically complete your personal federal tax filing (e.g., by visiting a tax preparer, completing independently)?**

		Generation (Age)			
	Total- All Qualified Responden... A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Early in the season</b>	46%	56% e	50% e	44%	40%
<b>In the middle of the season</b>	33%	27%	33%	35%	33%
<b>Late in the season</b>	17%	12%	14%	18%	24% bC
<b>After the initial filing deadline</b>	2%	0%	1%	3%	2%
<b>Not at all sure</b>	2%	5% D	2% d	0%	1%

**Table Base:** FILES FEDERAL TAXES

## QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Meeting with a professional (e.g., accountant, VITA preparer)</b>	33%	18%	28%	34% B	43% BCd
<b>Using a free tax preparation software (e.g., FreeTaxUSA, TurboTax Free Edition)</b>	22%	19%	31% dE	22%	18%
<b>Hiring an online service (e.g., TurboTax Full Service, H&amp;R Block Online Tax Pros)</b>	16%	28% E	17% E	19% E	8%
<b>Using a paid tax preparation software</b>	15%	9%	11%	15%	20% C
<b>Manually (i.e., by completing the forms myself)</b>	7%	14% DE	7%	4%	5%
<b>Asking someone I know (e.g., family member, spouse)</b>	5%	10% C	3%	4%	5%
<b>Another method not listed here</b>	1%	0%	0%	1%	1%
<b>N/A - I do not have a preference.</b>	1%	1%	3% de	0%	0%

**Table Base:** FILES FEDERAL TAXES

**QS1Q3: Have you ever used an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing?**

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Yes</b>	17%	40% DE	27% DE	13% E	4%
<b>No</b>	77%	55%	70% b	79% Bc	89% BCD
<b>Not at all sure</b>	6%	5%	2%	8% C	7% c

**Table Base:** FILES FEDERAL TAXES

**QS1Q4: Would you consider using an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing in the future?**

		Generation (Age)			
	Total- All Qualified Responden... A	Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Yes</b>	45%	70% DE	61% DE	47% E	25%
<b>No</b>	32%	20%	29%	28%	42% BCD
<b>Not at all sure</b>	22%	10%	10%	26% BC	32% BC

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

Completing my own tax filing make me nervous.

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Agree (Net)</b>	57%	67%	54%	54%	60%
Strongly agree	20%	24%	23% d	15%	21%
Somewhat agree	37%	43%	31%	39%	39%
<b>Disagree (Net)</b>	43%	33%	46%	46%	40%
Somewhat disagree	23%	21%	24%	24%	20%
Strongly disagree	20%	12%	23%	22%	20%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**I don't trust AI programs to accurately complete my tax filing.**

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Agree (Net)</b>	59%	68% Cd	44%	52%	70% CD
Strongly agree	24%	25%	22%	22%	29%
Somewhat agree	34%	43% Cd	22%	30%	41% CD
<b>Disagree (Net)</b>	41%	32%	56% BE	48% bE	30%
Somewhat disagree	30%	20%	37% BE	37% BE	23%
Strongly disagree	12%	12%	19% DE	11% e	6%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**If I get a return (i.e., money paid back) after filing my taxes, I use the money to treat myself.**

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Agree (Net)</b>	53%	62% <b>E</b>	70% <b>DE</b>	51% <b>E</b>	39%
Strongly agree	16%	26% <b>DE</b>	28% <b>DE</b>	11% <b>e</b>	6%
Somewhat agree	38%	36%	42% <b>e</b>	40% <b>e</b>	33%
<b>Disagree (Net)</b>	47%	38%	30%	49% <b>C</b>	61% <b>BCD</b>
Somewhat disagree	30%	26%	21%	31% <b>c</b>	36% <b>C</b>
Strongly disagree	17%	12%	9%	18% <b>C</b>	25% <b>bCd</b>

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

I think it's smart for people to use legal loopholes in tax law to maximize their filing (e.g., reduce taxes owed, increase return).

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Agree (Net)</b>	70%	71%	71%	68%	71%
Strongly agree	26%	23%	31% d	22%	29%
Somewhat agree	44%	48%	40%	46%	43%
<b>Disagree (Net)</b>	30%	29%	29%	32%	29%
Somewhat disagree	19%	15%	15%	22%	20%
Strongly disagree	11%	13%	14%	10%	8%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

To me, there is no difference between using legal loopholes in tax law and committing tax fraud.

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Agree (Net)</b>	35%	50% DE	47% DE	31%	25%
Strongly agree	13%	20% dE	20% DE	11%	7%
Somewhat agree	23%	31% e	28% E	20%	18%
<b>Disagree (Net)</b>	65%	50%	53%	69% BC	75% BC
Somewhat disagree	30%	28%	27%	31%	30%
Strongly disagree	35%	22%	26%	38% BC	44% BC

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**It's more important to me to complete my tax filing quickly than it is to maximize my filing (e.g., reduce taxes owed, increase return).**

	Total- All Qualified Responden... A	Generation (Age)			
		Adult Gen Z (18-27) B	Millennials (28-42) C	Gen X (43-58) D	Boomers (59-77) E
<b>Total</b>	N=902	N=108	N=231	N=264	N=254
<b>Total (Unweighted)</b>	N=918	N=63 *	N=196	N=281	N=325
<b>Agree (Net)</b>	40%	58% DE	55% DE	32%	29%
Strongly agree	16%	28% DE	27% DE	10%	8%
Somewhat agree	24%	30%	27%	22%	21%
<b>Disagree (Net)</b>	60%	42%	45%	68% BC	71% BC
Somewhat disagree	33%	23%	27%	38% bC	38% BC
Strongly disagree	26%	20%	18%	30% C	33% bC

**Table Base:** FILES FEDERAL TAXES

## 012624 - HOD FLASH (24 HOUR) SURVEY

## 012624 - HOD FLASH (24 HOUR) SURVEY

### Report Settings

Respondents:	Qualified Only
Additional Filter:	None
Table Set:	All
Percentage Base:	Total Answering
Stat Test Levels:	95 / 90 (z-test)
Stat Test Groups:	,BC
Date Range:	(01/26/24 - 01/30/24)

### Segment Definitions

Total	(ALL)	n=1112
Yes	(QS1Q3.r1)	n=153
No	(QS1Q3.r2)	n=697

### Weighting

Total	nweight.q012624_24_hourdemo.val	q012624_24_hourdemo
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**QS1Q1: When do you typically complete your personal federal tax filing (e.g., by visiting a tax preparer, completing independently)?**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Early in the season</b>	46%	48%	46%
<b>In the middle of the season</b>	33%	32%	34%
<b>Late in the season</b>	17%	17%	17%
<b>After the initial filing deadline</b>	2%	4% C	1%
<b>Not at all sure</b>	2%	0%	2%

**Table Base:** FILES FEDERAL TAXES

**QS1Q2: Which method do you most prefer to use to complete your personal federal tax filing?**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Meeting with a professional (e.g., accountant, VITA preparer)</b>	33%	19%	39% <b>B</b>
<b>Using a free tax preparation software (e.g., FreeTaxUSA, TurboTax Free Edition)</b>	22%	28%	21%
<b>Hiring an online service (e.g., TurboTax Full Service, H&amp;R Block Online Tax Pros)</b>	16%	28% <b>C</b>	13%
<b>Using a paid tax preparation software</b>	15%	11%	13%
<b>Manually (i.e., by completing the forms myself)</b>	7%	8%	7%
<b>Asking someone I know (e.g., family member, spouse)</b>	5%	5%	4%
<b>Another method not listed here</b>	1%	0%	1%
<b>N/A - I do not have a preference.</b>	1%	1%	1%

**Table Base:** FILES FEDERAL TAXES

**QS1Q3: Have you ever used an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing?**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Yes</b>	17%	100% C	0%
<b>No</b>	77%	0%	100% B
<b>Not at all sure</b>	6%	0%	0%

**Table Base:** FILES FEDERAL TAXES

**QS1Q4: Would you consider using an AI (artificial intelligence)-based tax preparation software to complete your personal federal tax filing in the future?**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Yes</b>	45%	91% C	35%
<b>No</b>	32%	7%	40% B
<b>Not at all sure</b>	22%	2%	25% B

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

Completing my own tax filing make me nervous.

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Agree (Net)</b>	57%	60%	57%
Strongly agree	20%	26%	20%
Somewhat agree	37%	34%	37%
<b>Disagree (Net)</b>	43%	40%	43%
Somewhat disagree	23%	23%	22%
Strongly disagree	20%	17%	21%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**I don't trust AI programs to accurately complete my tax filing.**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Agree (Net)</b>	59%	37%	65% <b>B</b>
Strongly agree	24%	13%	28% <b>B</b>
Somewhat agree	34%	24%	37% <b>B</b>
<b>Disagree (Net)</b>	41%	63% <b>C</b>	35%
Somewhat disagree	30%	33%	27%
Strongly disagree	12%	30% <b>C</b>	8%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**If I get a return (i.e., money paid back) after filing my taxes, I use the money to treat myself.**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Agree (Net)</b>	53%	74% C	49%
Strongly agree	16%	31% C	12%
Somewhat agree	38%	43%	37%
<b>Disagree (Net)</b>	47%	26%	51% B
Somewhat disagree	30%	18%	32% B
Strongly disagree	17%	8%	19% B

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

I think it's smart for people to use legal loopholes in tax law to maximize their filing (e.g., reduce taxes owed, increase return).

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Agree (Net)</b>	70%	68%	71%
Strongly agree	26%	30%	26%
Somewhat agree	44%	38%	45%
<b>Disagree (Net)</b>	30%	32%	29%
Somewhat disagree	19%	22%	18%
Strongly disagree	11%	10%	11%

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

To me, there is no difference between using legal loopholes in tax law and committing tax fraud.

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Agree (Net)</b>	35%	58% C	31%
Strongly agree	13%	23% C	11%
Somewhat agree	23%	35% C	20%
<b>Disagree (Net)</b>	65%	42%	69% B
Somewhat disagree	30%	16%	32% B
Strongly disagree	35%	25%	37% B

**Table Base:** FILES FEDERAL TAXES

**QS1Q5: How much do you agree or disagree with each of the following statements?**

**It's more important to me to complete my tax filing quickly than it is to maximize my filing (e.g., reduce taxes owed, increase return).**

	Total A	Usage of AI-powered tax preparation software	
		Yes B	No C
<b>Total</b>	N=902	N=153	N=697
<b>Total (Unweighted)</b>	N=918	N=133	N=724
<b>Agree (Net)</b>	40%	61% C	36%
Strongly agree	16%	36% C	12%
Somewhat agree	24%	25%	25%
<b>Disagree (Net)</b>	60%	39%	64% B
Somewhat disagree	33%	22%	36% B
Strongly disagree	26%	18%	28% b

**Table Base:** FILES FEDERAL TAXES