



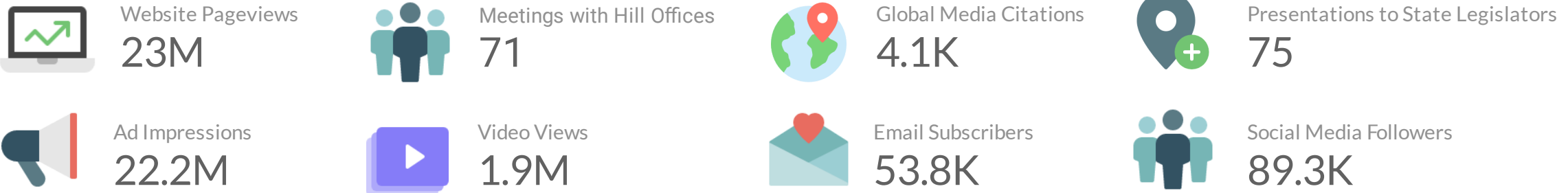
Our Impact in 2021

By the Numbers

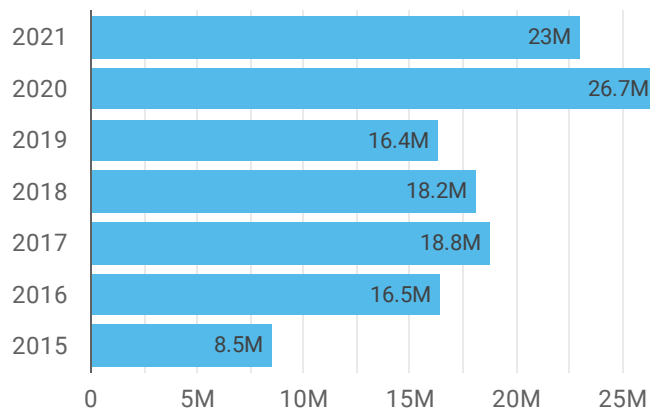


Improving Lives Through Smarter Tax Policy

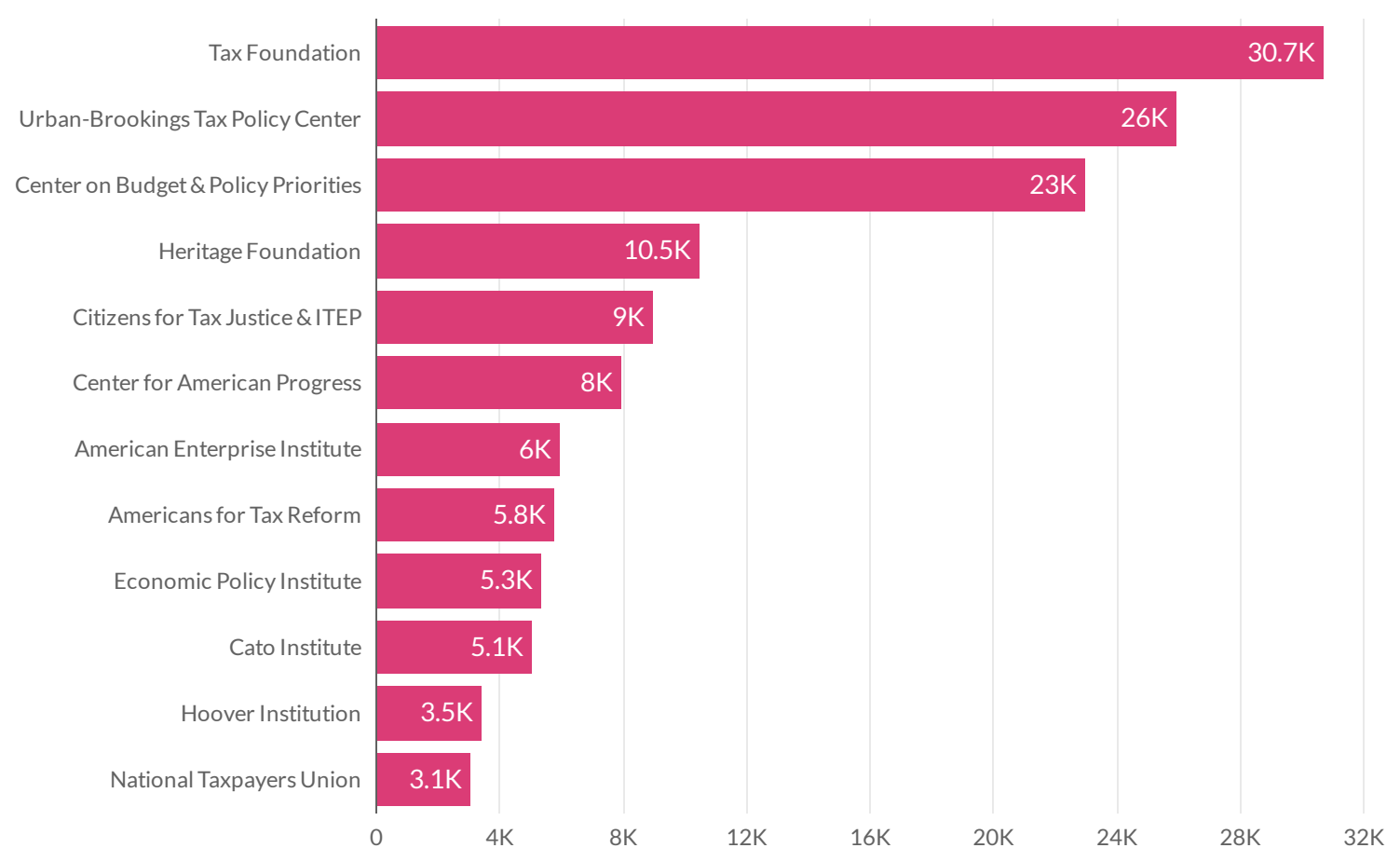
Trusted analysis and comprehensive marketing strategies place us at the forefront of tax debates, reform, and education



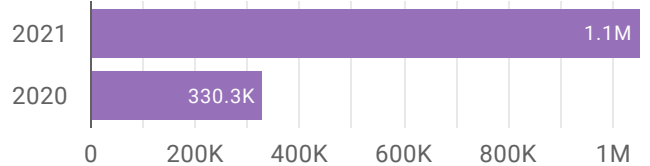
Total Website Pageviews by Year



Total Media Citations on Tax Policy, 2021



TaxEDU Website Pageviews by Year



"The Deduction" Podcast Downloads by Year

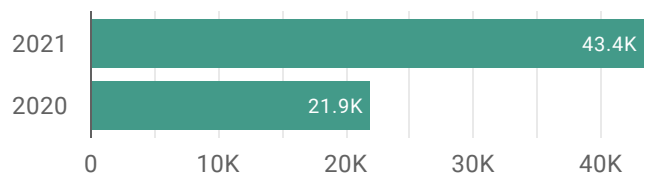


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Giving Federal Policymakers the Tools to Write Better Tax Policy

Our Independent Analysis and Trusted Experts Bring Clarity to Complex Tax Issues



In 2021, we provided up-to-the-minute economic modeling and analysis of various federal tax proposals, including but not limited to the American Jobs Plan, the American Families Plan, the American Rescue Plan Act, and various iterations of the Build Back Better Act, garnering **over 2.3 million website pageviews**.

Our new and improved industry-by-industry economic modeling along with our experts' testimonies on Capitol Hill and robust reform guide, *Options for Reforming America's Tax Code*, provided policymakers with the valuable insight they needed to make informed decisions during a hectic year for federal tax policy.

Key Metrics



Website Pageviews
13.9M

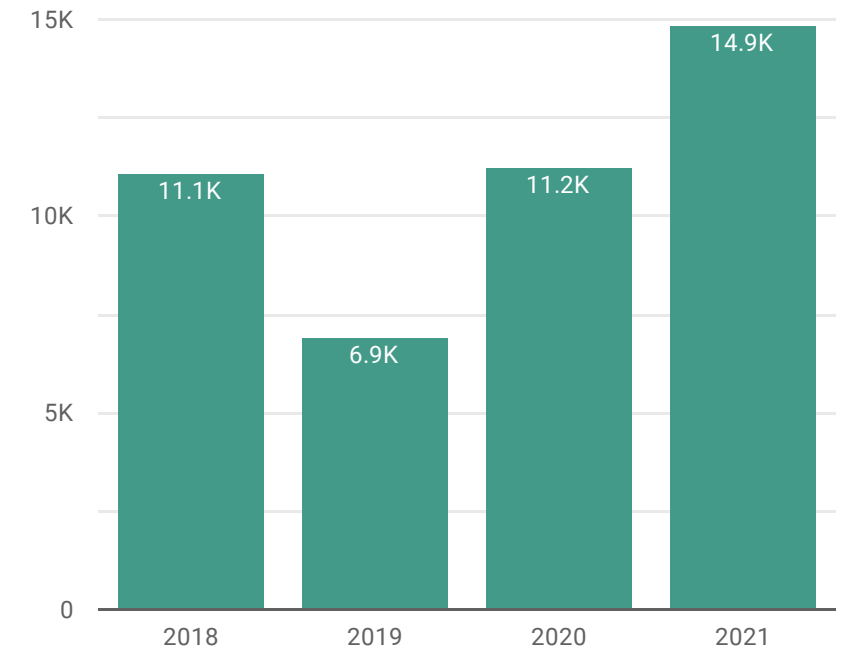


Requests from Hill Offices
65

Top 2021 Federal Tax Topics by Pageviews

American Families Plan: Details & Analysis	618,637
Build Back Better Act: Details & Analysis	528,243
American Jobs Plan: Details & Analysis	491,182
American Rescue Plan: Details & Analysis	479,981
Resource Center: Tax Proposals by the Biden Administration	204,717
Tracking the 2021 Biden Tax Plan and Federal Tax Proposals	113,077
Joe Biden's 61 Percent Tax on Wealth	112,588
Tracking the Economic Impact of U.S. Tariffs and Retaliatory Actions	100,287
The Impact of the Biden Administration's Tax Proposals by State and Congressional District	58,049
Options for Reforming America's Tax Code 2.0	34,313

Federal Tax Media Citations, by Year



Competitiveness and Growth Multimedia Campaign Places Tax Foundation at Forefront of Federal Tax Debate



A Case Study for How We Turn Analysis Into Impact

In 2021, we launched the **Competitiveness and Growth multimedia campaign** to amplify our analysis of presidential and congressional tax plans and change the narrative from “tax fairness” towards policies that grow the economy, raise living standards, and make the U.S. more competitive.

Through increased engagement with coalition allies; a multichannel targeted digital advertising campaign; a sponsored email newsletter campaign targeting D.C. influencers; a locally-focused traditional media and op-ed campaign; a series of brief explainer videos; and a robust content marketing and Search Engine Optimization (SEO) strategy, we were able to reach an unprecedented number of Americans across the political spectrum.

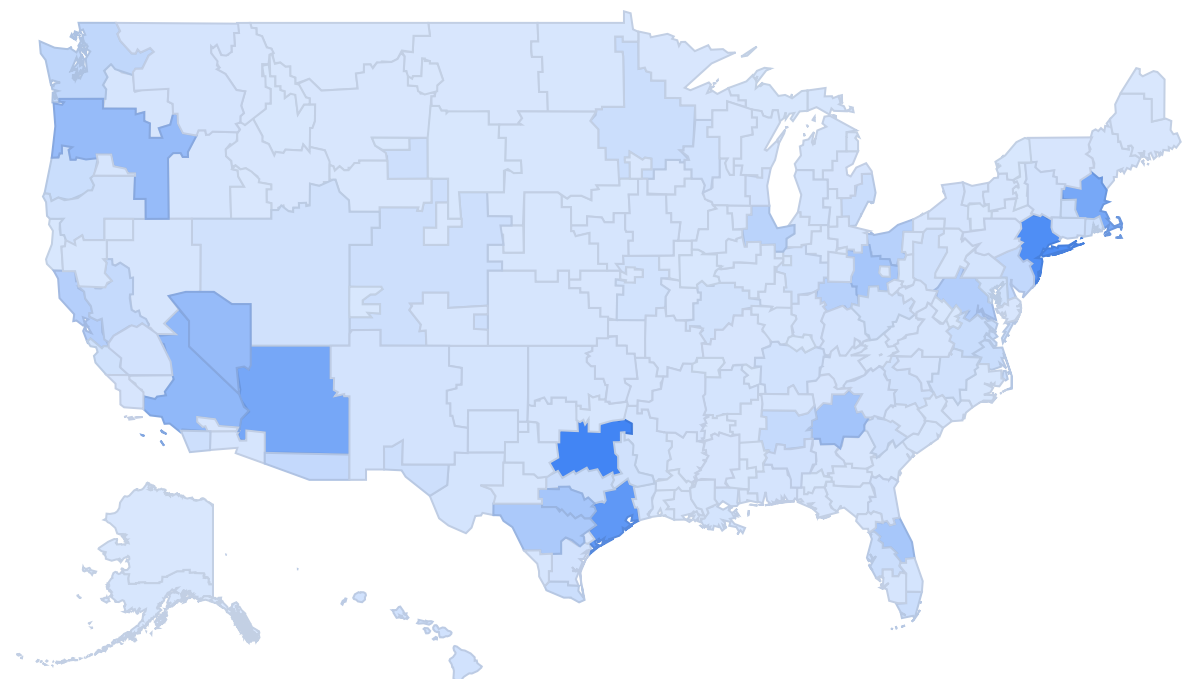
Key Metrics

Ad Impressions	Video Views	Ad Clicks
15.1M	1.9M	209.8K
Media Hits	Op-eds Placed	Capitol Hill Meetings
12.5K	18	45

Top C&G Resources by Pageviews

Biden Tax Plan: Details & Analysis Tax Foundation	608,591
Tax Proposals by the Biden Administration Tax Foundation	185,387
Build Back Better Act: Details & Analysis of Reconciliation Bill Taxes	132,739
Tracking the 2021 Biden Tax Plan Tax Foundation	114,765
Build Back Better Plan: \$3.5 Trillion Budget Reconciliation Bill	85,597
Biden Corporate Tax Increase Details & Analysis Tax Foundation	78,218
Biden Capital Gains Tax Plan Capital Gain Rates Under Biden T... Plan	75,983
Biden Estate Tax: a 61% Tax on Wealth? Tax Foundation	75,819
Biden Budget Proposals: Details & Analysis Tax Foundation	66,987
Biden Capital Gains Tax Rate Would Be Highest in OECD	61,153
Grand total	2,569,399

Video and Search Ad Impressions by Region



69 621,376

Building Smarter State Tax Policies across the Country

Helping States Navigate the Changing Economy with Principled Tax Reform



As policymakers across the country wrestled with challenges related to federal pandemic relief, better-than-expected state revenues, and a flurry of state tax reforms, our experts provided insight on **how to best utilize aid and remain competitive** amid a rapidly changing economic landscape.

Notably, we **submitted comments to the U.S. Treasury** regarding the American Rescue Plan Act's state tax cuts limitation rule. We also launched our State Tax Policy Boot Camp, a six-week educational course tailored for policymakers.

In addition to our annual *State Business Tax Climate Index*, our team published updated versions of two popular reports: *State and Local Tax Burdens* and *Location Matters: The State Tax Costs of Doing Business*, along with three state tax reform guides for key stakeholders in Kentucky, Oklahoma, and Nebraska.

Key Metrics:



Website Pageviews

6.5M



State Media Citations

14.3K



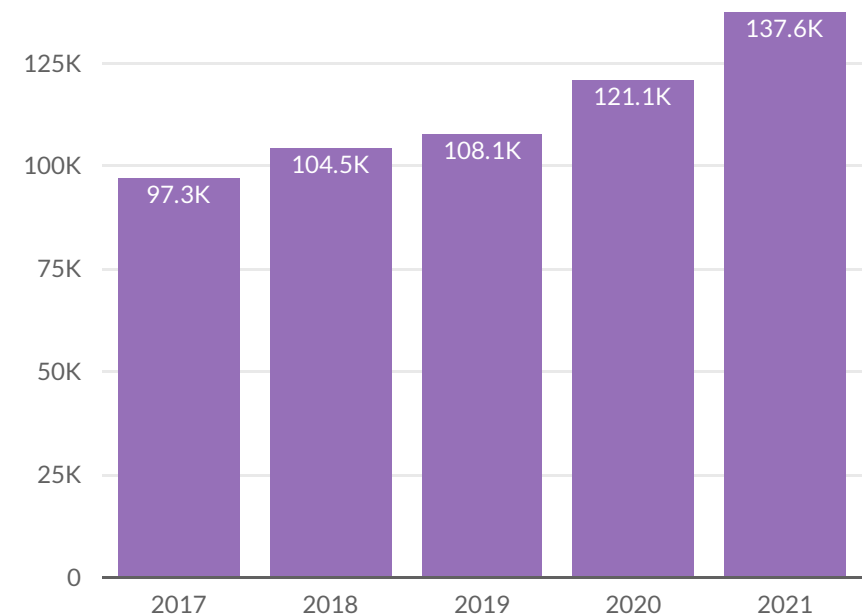
State Boot Camp Views per Session

1K

Top 2021 State Resources by Pageviews

Which States Are Taxing Forgiven PPP Loans?	229,872
2021 State Tax Changes	193,524
State Business Tax Climate Index	137,605
Federal Aid Restrictions, State Revenue & Reforms	136,429
How High Are Property Taxes in Your State?	103,446
State and Local Tax Burdens, Calendar Year 2019	83,587
State Income Tax Trends & Reforms	74,247
How Does Your State Treat Social Security Income?	47,581
Facts & Figures: How Does Your State Compare?	40,797
Location Matters 2021: The State Tax Costs of Doing Business	19,078

State Business Tax Climate Index, Pageviews by Year



A Seat at the Table on Global Tax Issues

Better Global Tax Policy Means a Stronger Economy for Everyone



In October of 2021, the Tax Foundation was asked to submit **testimony to the European parliament** on the impact of national reforms on the EU economy.

That's a credit to our experts and the strength of the Tax Foundation brand, which grew significantly in 2021 among key international audiences. Our citations by international media grew by **56 percent**; our flagship study, the *International Tax Competitiveness Index*, reached **93 percent** more people on social media, thanks to a targeted ad campaign; and we grew the number of subscribers to our global email newsletter by **11 percent**.

Throughout 2021, we also established the Tax Foundation as an authority in the global tax debate at the OECD, producing over 20 pieces of analysis, and weighed in on the U.S. debate over GILTI, producing a video on the topic that has **over 860,000 views**.

Key Metrics



Countries Cited In

107



Website Pageviews

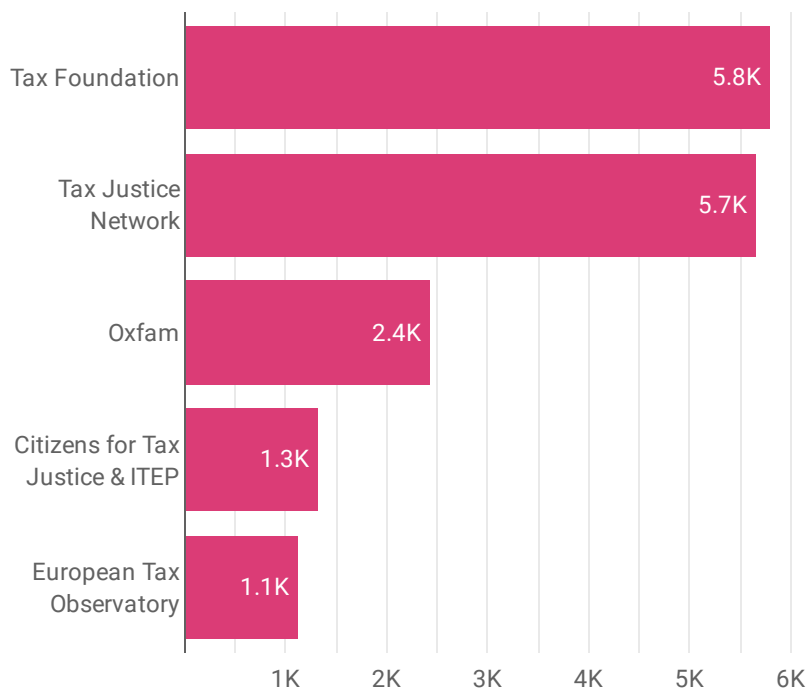
2M



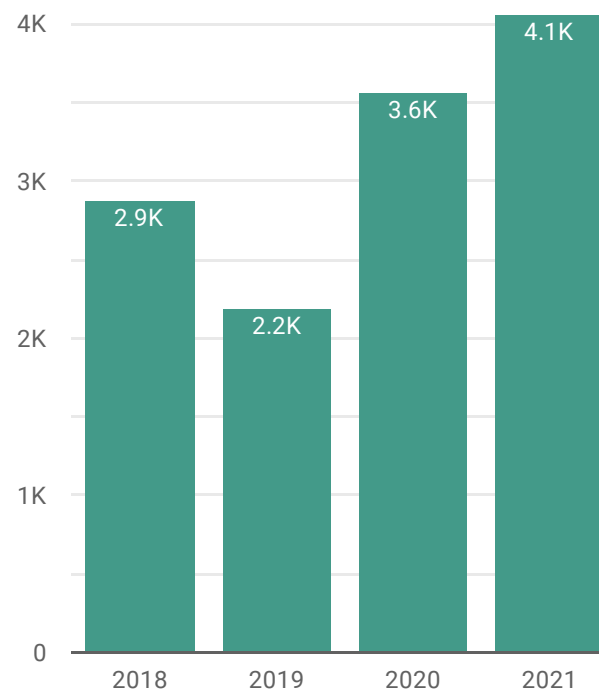
Subscribers to Our Global Newsletter

2.8K

Media Citations in Non-U.S. Countries, 2021



Global Tax Media Citations by Year



Top 2021 Global Resources by Pageviews

Corporate Tax Rates around the World	165,829
Country-by-country Data Pages	142,467
Insights into the Tax Systems of Scandinavian Countries	112,723
International Tax Competitiveness Index	93,689
VAT Rates in Europe	91,313
Top Personal Income Tax Rates in Europe	75,712
Capital Gains Tax Rates in Europe	68,008
Carbon Taxes in Europe	44,682
Corporate Income Tax Rates in Europe	42,023
What's in the New Global Tax Agreement?	38,276

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The Media's Leading Tax Policy Resource

Top Outlets Turn to Tax Foundation First



One of our greatest marketing strengths is our outsized media presence. In 2021, we outpaced groups double our size, earning **50% more media coverage** than in 2020.

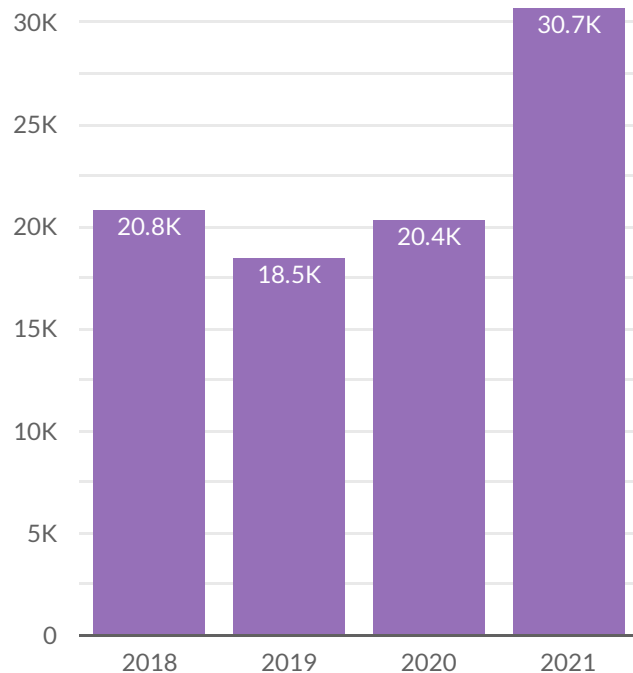
As our quantity of citations increased, so did quality—*The New York Times*, *The Wall Street Journal*, and *The Washington Post* cited our work a combined **121 times** and our experts appeared on TV **67 times**.

Our coverage reached across the world, appearing in all **50 U.S. states** and **107 countries**. We placed **22 op-eds**, many in state papers of record, communicating the local impact of proposed federal tax changes.

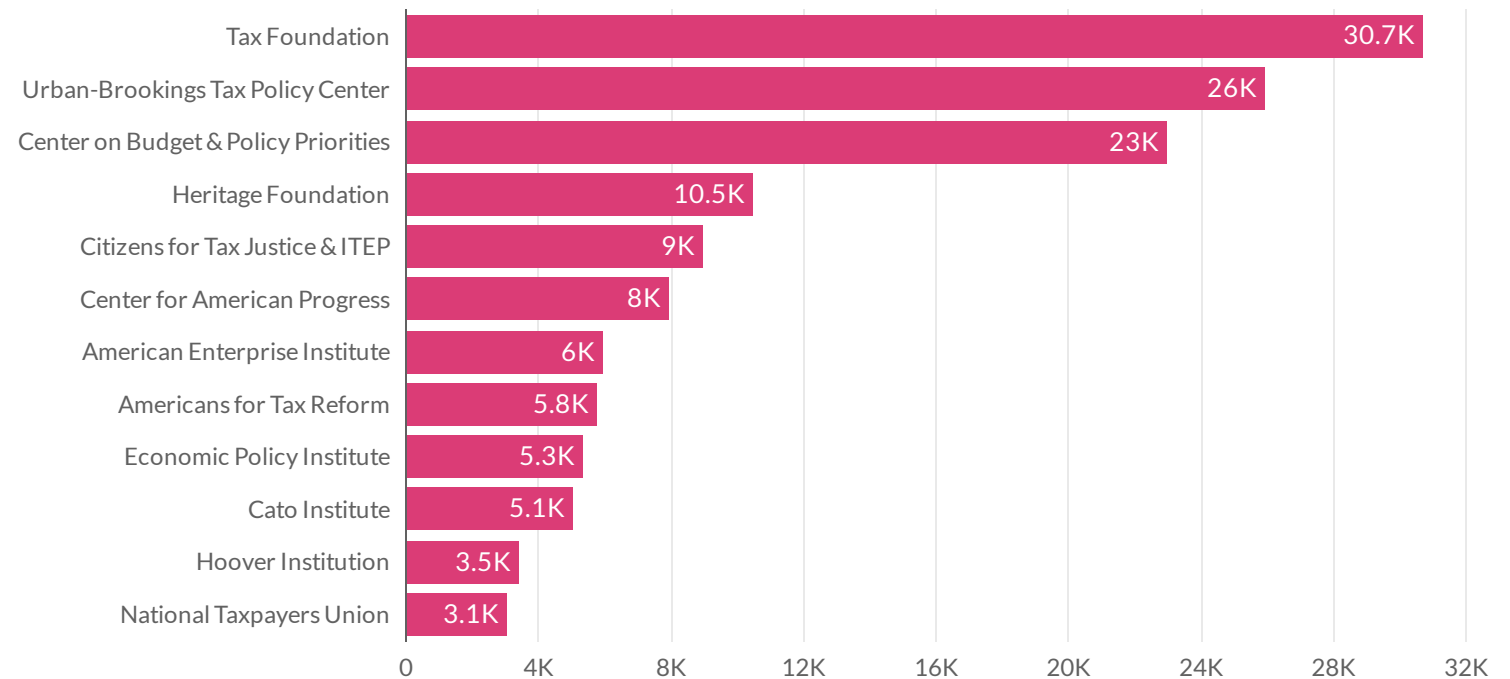
Key Metrics



Tax Foundation Media Citations by Year



Total Media Citations on Tax Policy, 2021



TaxEDU: Educating the Next Generation of Taxpayers

How We're Reaching Classrooms, Living Rooms, and Government Chambers



TaxEDU is a one-stop platform that gives teachers tools to make students better citizens, taxpayers a vocabulary to engage in the debate, lawmakers crash courses to write smarter laws, and videos and podcasts for anyone to learn on the go.

In 2021, we grew web traffic to TaxEDU by **219 percent**; more than **doubled downloads of "The Deduction"** podcast; launched a successful new explainer video series, which was viewed over **1.9 million times**; grew our TaxEDU email subscriber base; and expanded our classroom offerings, which now include case studies and lesson plans.

TaxEDU has initiated partnerships with professors or registered student organizations at top universities including **Harvard, Columbia, Stanford, and Duke**. The impact TaxEDU has had goes beyond the classroom and includes citations by *The New York Times* and the **U.S. Chamber of Commerce**.

Key Metrics



Email Subscribers
24.2K



Website Pageviews
1.1M



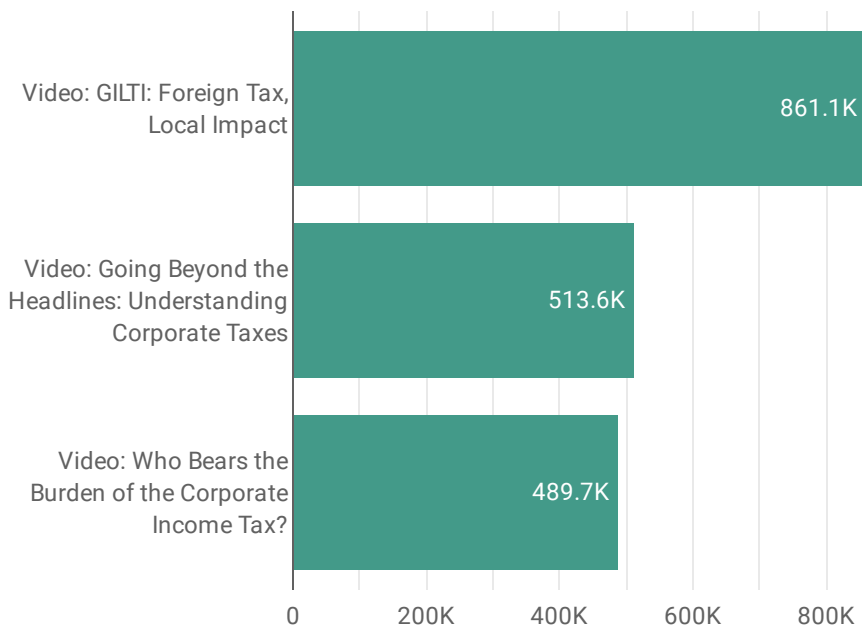
Podcast Downloads
43.4K



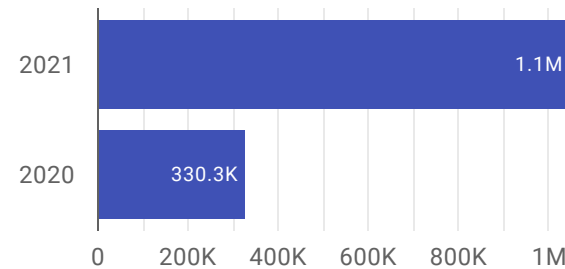
Video Views
1.9M



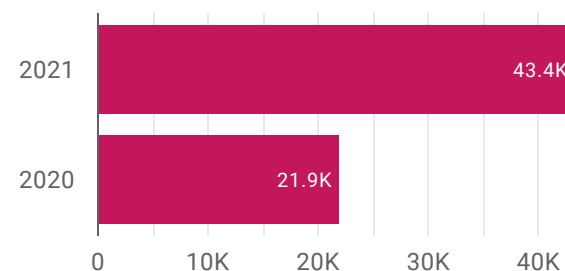
Total Views by Explainer Video



TaxEDU Website Pageviews by Year



"The Deduction" Downloads by Year



Top TaxEDU Resources by Pageviews

Primer: The Three Basic Tax Types	155,000
Glossary: State and Local Tax Deduction	127,381
Glossary: Standard Deduction	46,644
Glossary: Marginal Tax Rate	45,547
Glossary: Step-Up in Basis	44,394
Glossary: Individual Income Tax	44,250
Glossary: Taxable Income	44,172
Glossary: Corporate Income Tax	19,949
Glossary: Tax Brackets	16,953
The Principles of Sound Tax Policy	15,671

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Educating the Next Generation of Policymakers

Our Legislative Outreach and Webinars Reach Key Decision-makers



Federal & State Legislative Outreach

Tax Foundation experts **testified three times before congressional committees** in 2021: the Senate Budget Committee, the Senate Finance Committee and the Joint Economic Committee.

That's in addition to working directly with over **70 congressional offices** from both parties, educating them on topics ranging from corporate taxation and the benefits of increased cost recovery to the impact of tariffs.

Meanwhile, our state team conducted **75 presentations with state legislators** across the country, providing tailored insight to address states' most pressing tax and revenue challenges.

Tax Policy Webinars & Programs

We expanded our engagement with policymakers through timely educational programs such as our State Tax Policy Boot Camp, our federally-focused Tax Foundation University, and our Talking Tax Reform webinar series, which garnered an **average viewership of over 900**.

We also hosted a virtual conference with leading international tax policy experts to explore emerging research and challenges posed by the OECD global tax agreement, which was attended by **over 200 people in 30 countries** and viewed an additional 750 times.

Key Metrics



Presentations to State Legislators

75



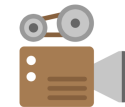
Meetings with Hill Offices

71



Average Views per Webinar

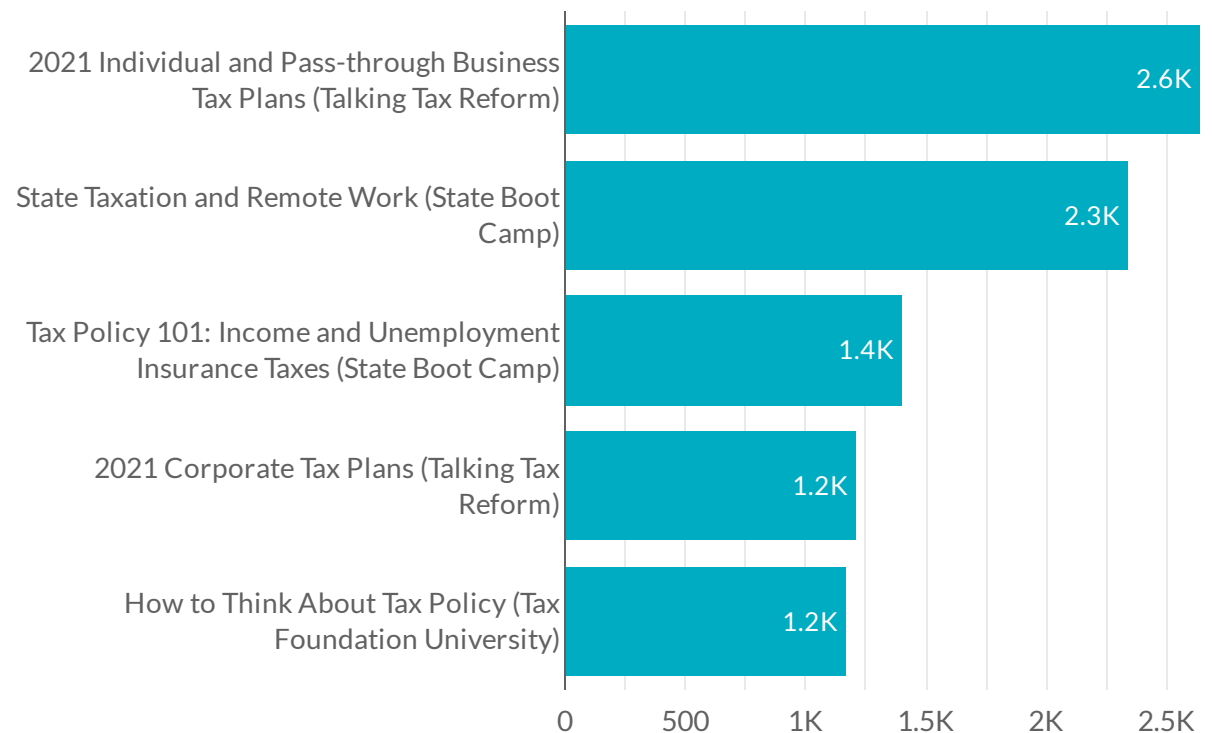
933



Total Webinar Views

11K

Top 5 Webinars by Total Views, 2021



TaxFoundation.org Remains a Reliable Resource for Millions

Outperforming Our Competitors Online Brings Greater Visibility to Policy Solutions



Building on Our Momentum from 2020

TaxFoundation.org remains a highly respected and utilized resource for journalists, government officials, and taxpayers across the country and the world.

In 2021, about **1 in every 26 people in the U.S.** visited our website for tax research, analysis, and education.

Our website traffic was over six times that of our closest competitor, Tax Policy Center.* Over 80 percent of our website traffic originated from organic (unpaid) search engine marketing and over 2 million of our website visitors were returning users.

Punching Above Our Weight

According to a 2021 study that compares the Search Engine Optimization (SEO) performances of U.S. nonprofits on a dollar-for-dollar basis, the Tax Foundation ranked **4th out of 306 think tanks**, outperforming organizations such as:



Key Metrics



Pageviews
23M



Pages / Session
1.33

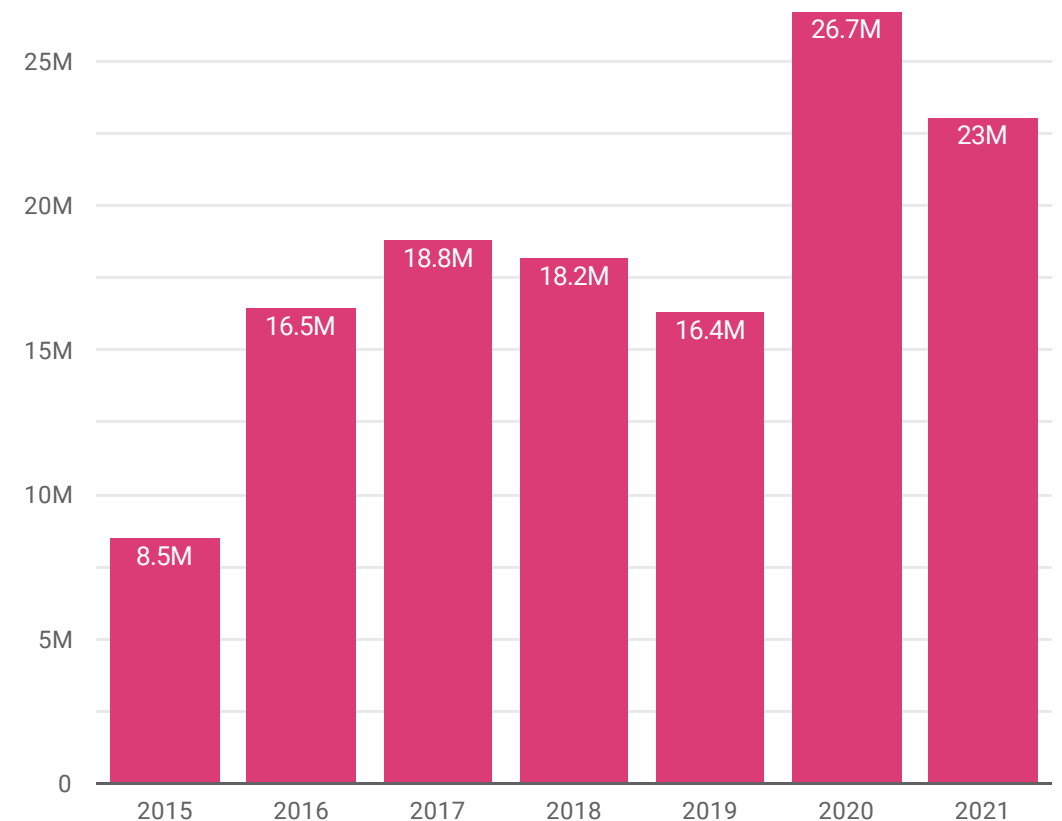


Organic Searches
11.7M



Avg. Time on Page
03:08

Total Website Pageviews by Year



*Sources: 2021 Think Tank SEO Rankings, Tallest Tree Digital, Google Analytics, Similarweb, Semrush, Ubersuggest

Building Trust with Insightful Analysis & Engaged Experts

Thousands Rely on Our Emails & Social Media to Stay Informed



Every week, thousands rely on our experts to provide trusted tax policy research, analysis, and commentary on a host of tax issues via our email newsletters and social media channels.

Compared to 2020, our email subscriber base is more than **13 percent larger** and our social media follower base is over **17 percent larger**.

Our expanding email and social media presence allows us to be more effective first-responders on the tax policy front, enabling direct communication with key stakeholders in rapid time while educating on sound tax policy solutions.

Key Metrics



Total Email Subscribers

53.8K



New Email Subscribers

6.3K



Total Social Media Followers

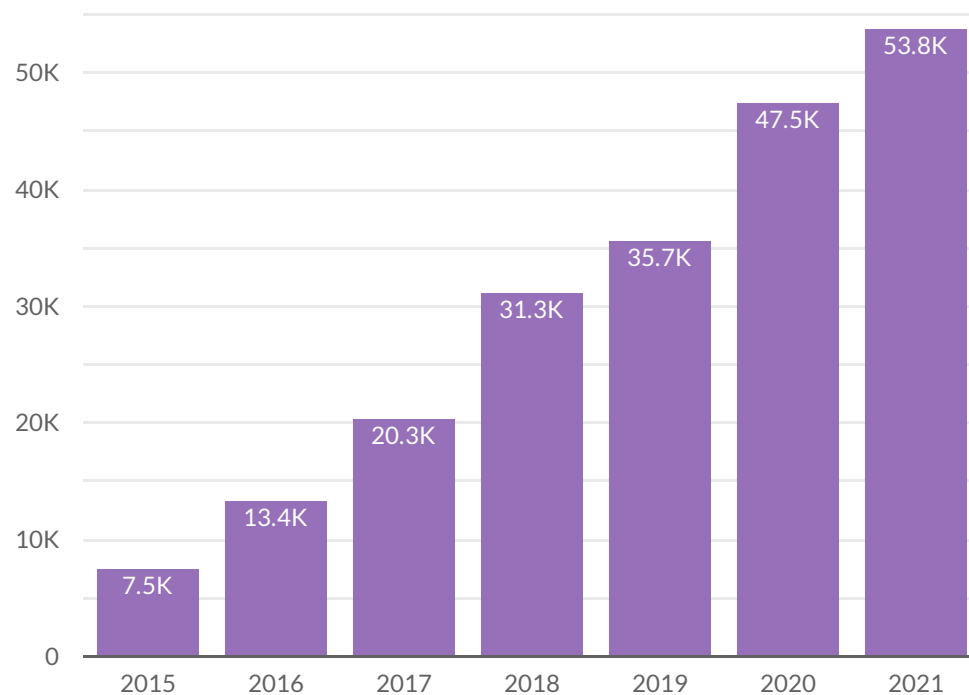
89.3K



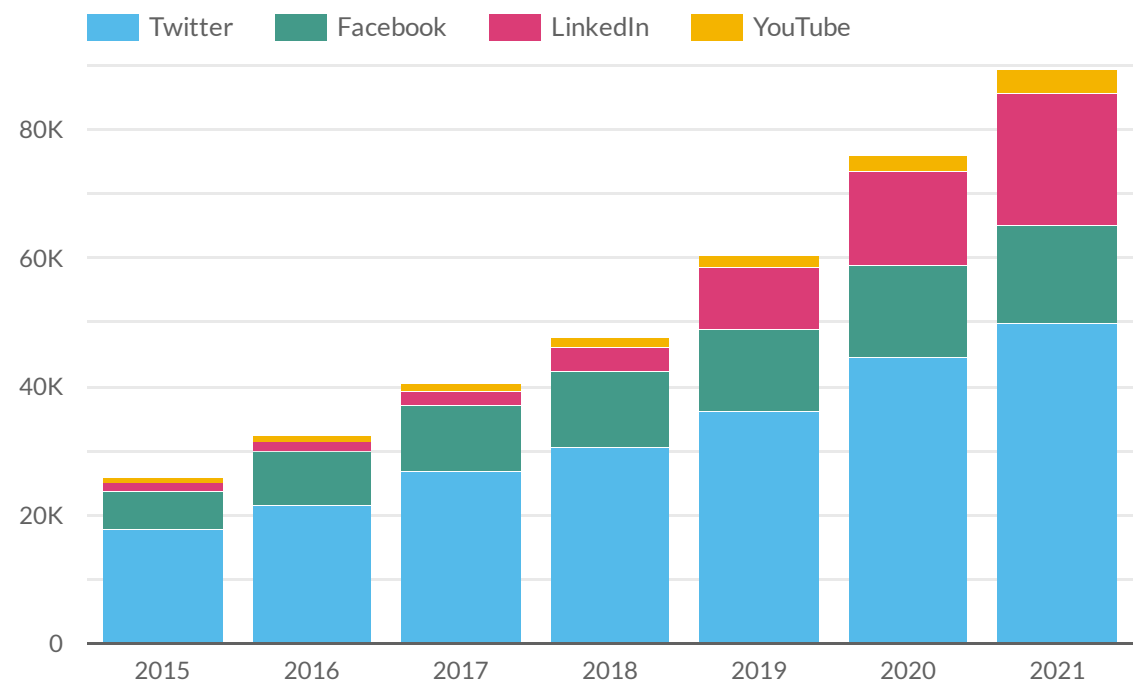
Total Social Media Engagements

730K

Total Email Newsletter Subscribers by Year



Total Social Media Followers by Platform



Amplifying Our Cause to New Audiences

Targeted Advertising Brings Awareness to Key Tax Policy Issues



We continued to build the infrastructure for a robust digital ads program, which has allowed us to expand our network to new audiences, increasing our reach by appearing on **73 percent more** screens and receiving **78 percent more** ad clicks over 2020.

Our Twitter advertising campaign featuring our *International Tax Competitiveness Index* was seen by over 2.6 million people and was responsible for nearly 60,000 visits to our website.

In 2021, we bolstered our existing portfolio of advertising tools and capabilities with the use of micro-targeted video ads and **weekly newsletter promotions** with *Politico* and *The Hill*, which garnered 4.5 million impressions alone.

Notably, our video campaigns multiplied our efforts, allowing us to educate nearly **1.9 million** people on sound tax policy.

Key Metrics



Total Ad Impressions
22.2M



Click-through Rate
4.14%

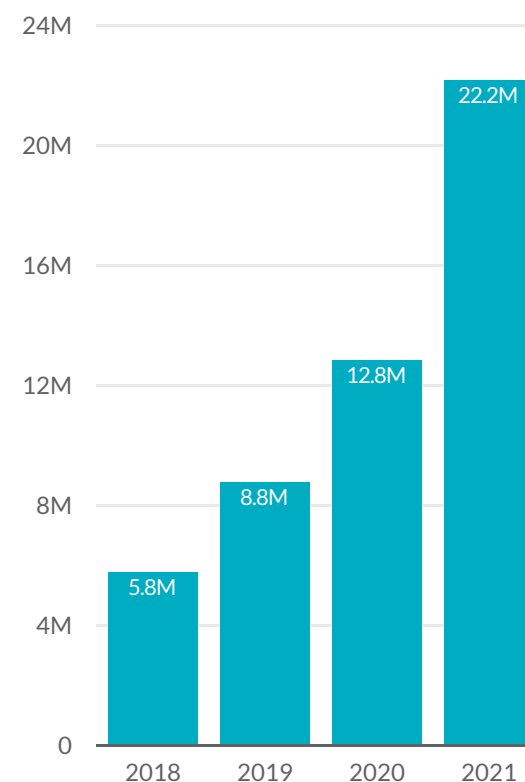


Total Video Views
1.9M

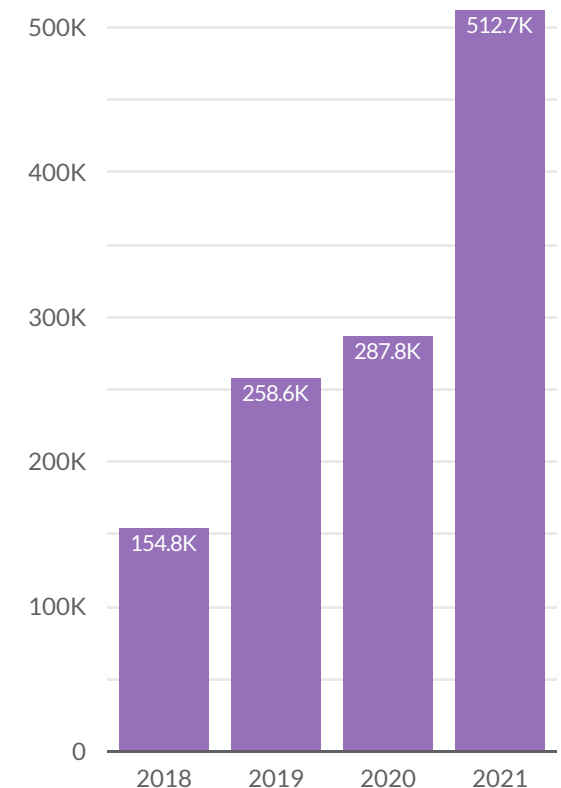


Total Ad Clicks
512.7K

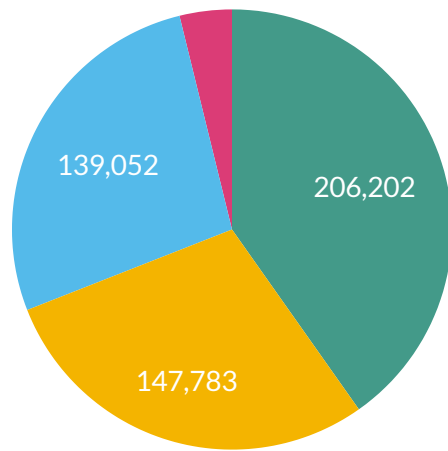
Ad Impressions (Reach) by Year



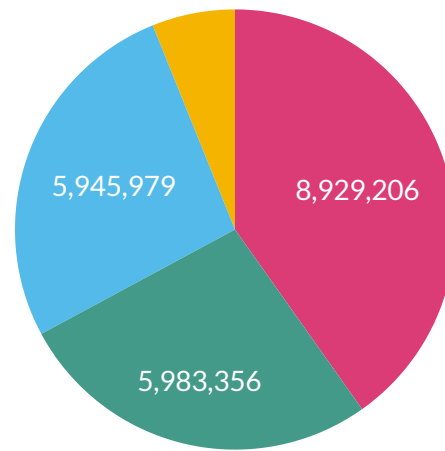
Ad Clicks by Year



Ad Clicks By Platform



Ad Impressions by Platform



● Google (Paid) ● Facebook ● Twitter ● Google (Grants)