



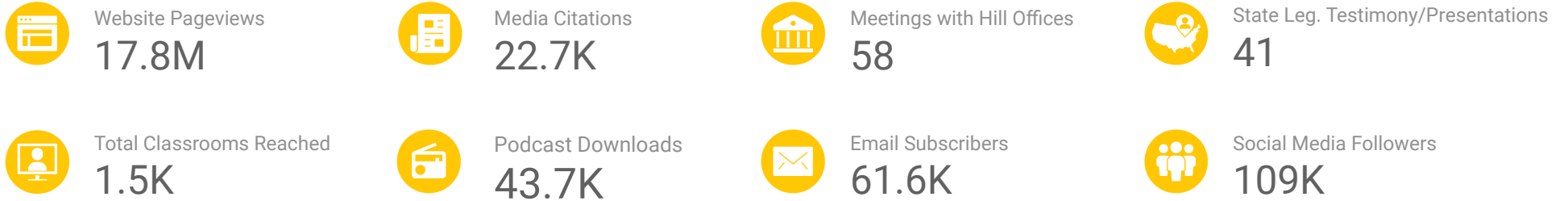
Our Impact by the Numbers

2023 Year-End Marketing Report



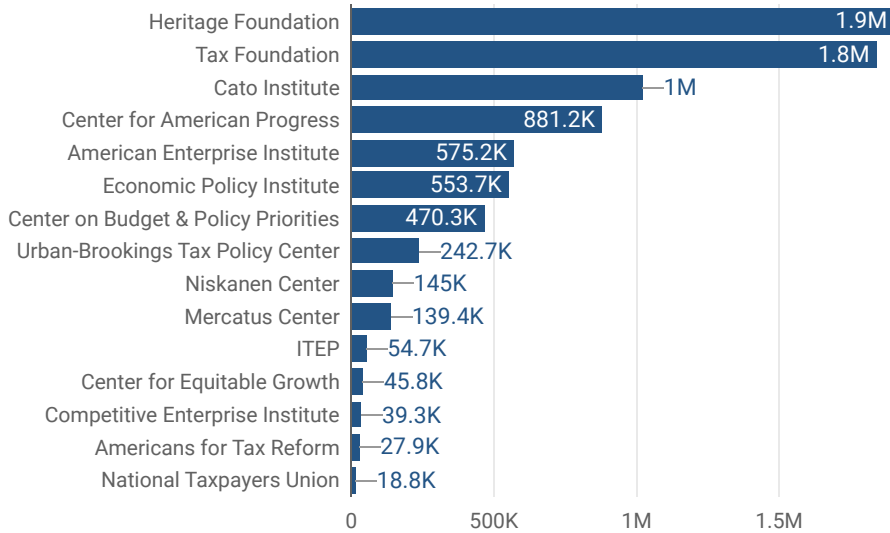
Our Impact at a Glance

Trusted Analysis Places Us at the Forefront of Tax Debates, Reform, and Education



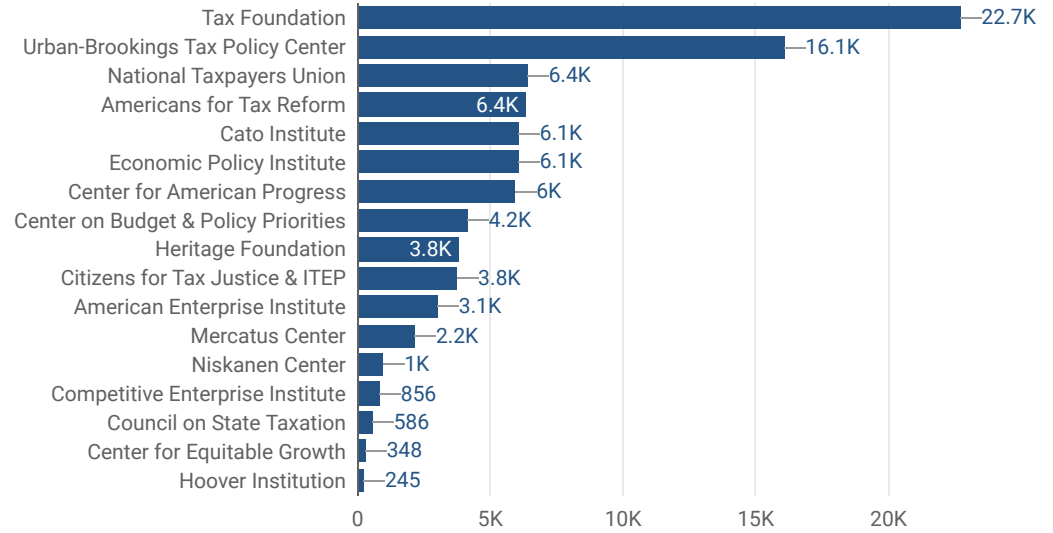
TF Receives 23% of Comparable Nonprofit Web Traffic

Average Monthly Web Traffic, All Issues, September - November 2023*



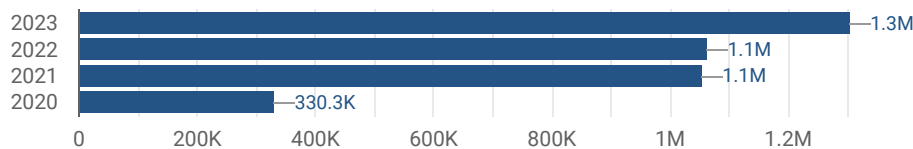
TF Receives 25% of Media Citations on Tax Policy

Total Media Citations on Tax Policy, 2023



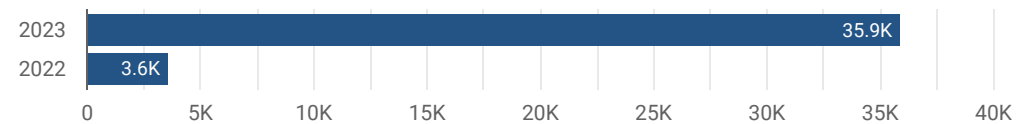
TaxEDU Is Educating the Next Generation of Taxpayers

TaxEDU Website Traffic, Pageviews by Year



TaxEDU Short-Form Videos Reach New, Younger Audiences

TaxEDU Short-Form Video (Reels), Views by Year



*Sources: Google Analytics, Similarweb, Semrush.

Giving Federal Policymakers the Tools to Write Better Tax Policy

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

In 2023, our experts testified before Congress **7 times** and our analysis was cited **19 times** by members of Congress.

We informed policymakers and taxpayers on 2024 tax plans, upcoming Tax Cuts and Jobs Act expirations, proper responses to the global tax deal, emerging energy and excise tax trends, tariffs and trade, and the *Moore* U.S. Supreme Court case.

We also recommended forward-looking policy solutions that boost growth and opportunity in a fiscally responsible manner.

Top Federal Tax Topics by Web Traffic, 2023

Tariffs and Trade	83,647
U.S. Debt: Taxes & Spending	60,800
2024 Election Tax Proposals	35,019
Growth and Opportunity Tax Reform Plan	32,549
Moore v. U.S. Supreme Court Case	31,102
Student Loan Tax Treatment	30,028
Child Tax Credit Tax Proposals	20,768
Global Tax Deal: Pillar One and Pillar Two	16,325
FairTax Proposal: Details & Analysis	16,191
Federal Legislative Tax Proposals	15,308
Biden Administration Tax Proposals	12,936
Tax Cuts and Jobs Act Policies and Expirations	12,886
Taxes and Progressivity	10,792
Energy Tax Proposals	10,341
IRS Funding and Priorities	8,031

Key Metrics:



Total Media Citations

13.6K



Citations by Members of Congress

19



Meetings with Hill Offices

58



Congressional Testimonies

7



Garrett Watson, Senior Policy Analyst and Modeling Manager at the Tax Foundation, testifies before the U.S. Senate Committee on Finance on March 7, 2023, regarding tax policy's role in expanding affordable housing.

Building Smarter State Tax Policies across the Country

We Are Helping States Navigate the Changing Economy with Principled Tax Reform

After dramatic state tax rate reductions and reforms in 2021 and 2022, many expected a lull in 2023. Those expectations were shattered, thanks in no small part to Tax Foundation's sustained leadership. This year, individual income tax rate reductions were adopted in an additional **12 states**.

With inflation and remote work still on the minds of policymakers, our experts provided insight on how to responsibly reform tax codes to remain competitive amid a rapidly changing economic landscape.

We published **seven** forward-looking blueprints to state tax reform, testified and presented **41 times** before policymakers, and updated popular tools like our *State Business Tax Climate Index*.

Top State Tax Topics by Web Traffic, 2023

State Business Tax Climate Index	171,815
State Tax Proposals and Trends	162,492
Excise Taxes and Trends	153,606
Interstate Migration and Taxes	63,683
State Tax Reform and Recommendations	43,345
Taxes on High Earners	42,766
Facts & Figures: How Does Your State Compare?	32,809
Local Taxes	18,495
Inflation and Taxes	17,167
State Budget Tax Proposals	9,222

Key Metrics:



Total Media Citations
10.1K



State Business Tax Climate Index Pageviews
172K

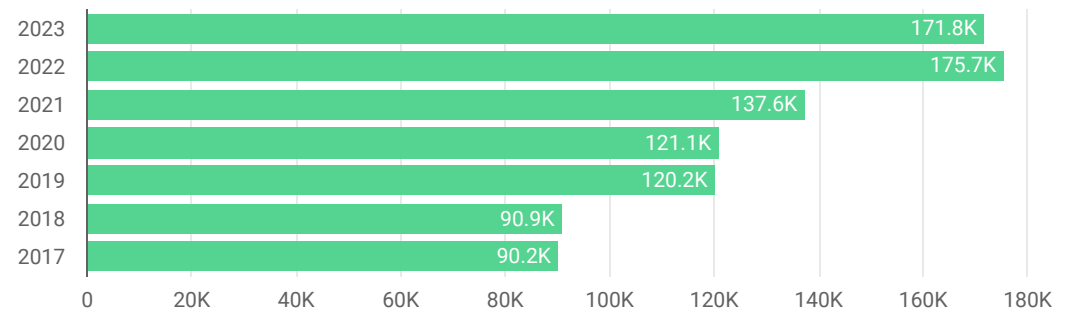


States We Traveled To
21

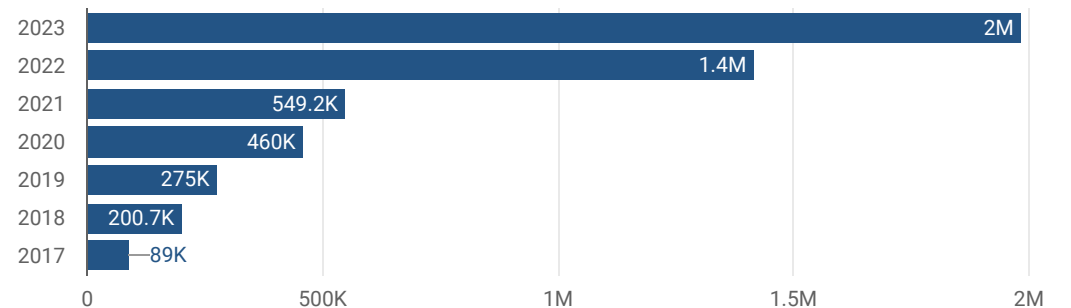


State Leg. Testimony/Presentations
41

State Business Tax Climate Index Web Traffic Nearly Doubled since 2018



Web Traffic to State-by-State Data Pages Nearly Quadrupled since 2021



Meet the New Key Player in European Tax Policy

Better Tax Policy Overseas Means a Stronger Economy for Everyone

2023 was another year of rapid growth on the international front. We were invited to present before the European Commission and testify before the European Parliament, which also cited our definition of "fiscal fairness" in legislative texts.

We bolstered our media outreach, placing our first op-ed in a Brussels insider publication and surpassing Tax Justice Network in European media citations.

Our experts conducted **16 presentations** on global tax issues with U.S. policymakers, traveled to **11 countries** and conducted **10 presentations** with global and EU policymakers, published the inaugural *European Tax Policy Scorecard*, and helped usher in reforms such as full expensing in the United Kingdom.

Top Global Tax Topics by Web Traffic, 2023

EU Budget & Tax Proposals	164,699
International Tax Competitiveness Index	130,919
Global Tax Agreement	100,227
Global Excise Tax Trends	75,161
Carbon Taxes and Green Energy	47,997
Digital Taxation	25,845
Wealth Taxes	16,715
Windfall Profits Taxes	15,592
Insights into the Tax Systems of Scandinavian Countries	13,481
European Tax Policy Scorecard	2,891

Key Metrics:



Citations by International Media
4.4K



New Global Email Subscribers
2K



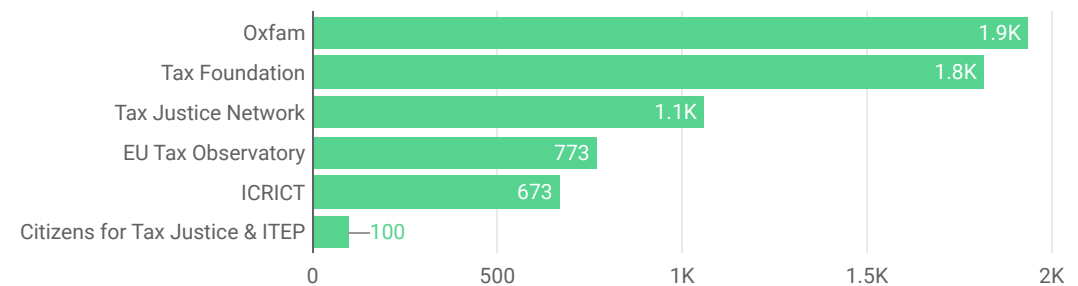
Citations by European Media
1.8K



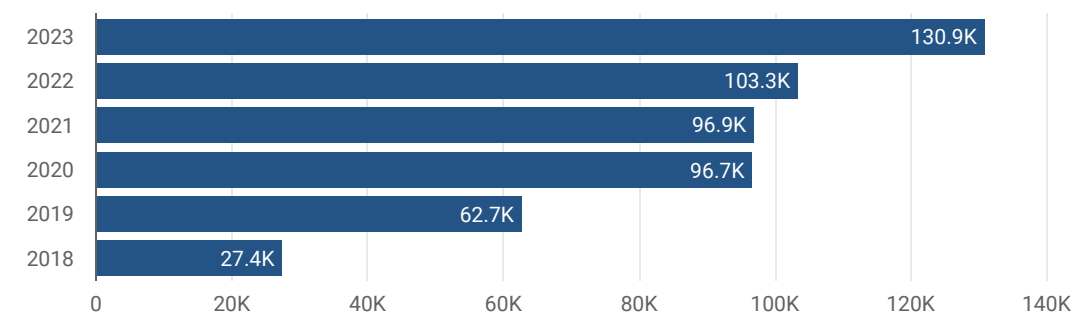
Presentations to Embassies
12

Tax Foundation Received 28% of European Media Citations

Total European Media Citations on Tax Policy, 2023



International Tax Competitiveness Index Web Traffic Increased by 26%



Educating the Next Generation of Policymakers

Our Legislative Outreach and Events Inform Key Decision-Makers

Federal, State, and EU Legislative Outreach

Relationships are at the heart of our state tax policy strategy. Whether it is meeting with policymakers or members of the media, you'll be hard-pressed to find another national organization as engaged in state-level policy as Tax Foundation.

In 2023, our state team testified and presented **41 times** with policymakers across the country, providing tailored insight on how to responsibly improve tax competitiveness.

Meanwhile, on Capitol Hill, we met **58 times** with congressional offices from both parties, educating them on topics from personal savings to business taxes.

On the international front, we testified before the EU, conducted **10 presentations** with global policymakers, and presented **16 times** to U.S. policymakers regarding the details of and potential responses to the global tax deal.

Our 86th annual Tax Prom brought together hundreds of today's tax leaders in the spirit of bipartisanship, including 205 congressional staffers, 6 members of Congress, and 9 U.S. Treasury officials.

Tax Policy Webinars & Programs

Our legislative briefings covered topics including inflation and debt, remote sales tax reform, energy tax trends, our Growth and Opportunity plan, and the global tax deal.

Key Metrics:



Meetings with Hill Offices
58



Congressional Testimonies
7



States We Traveled To
21



State Leg. Testimony/Presentations
41

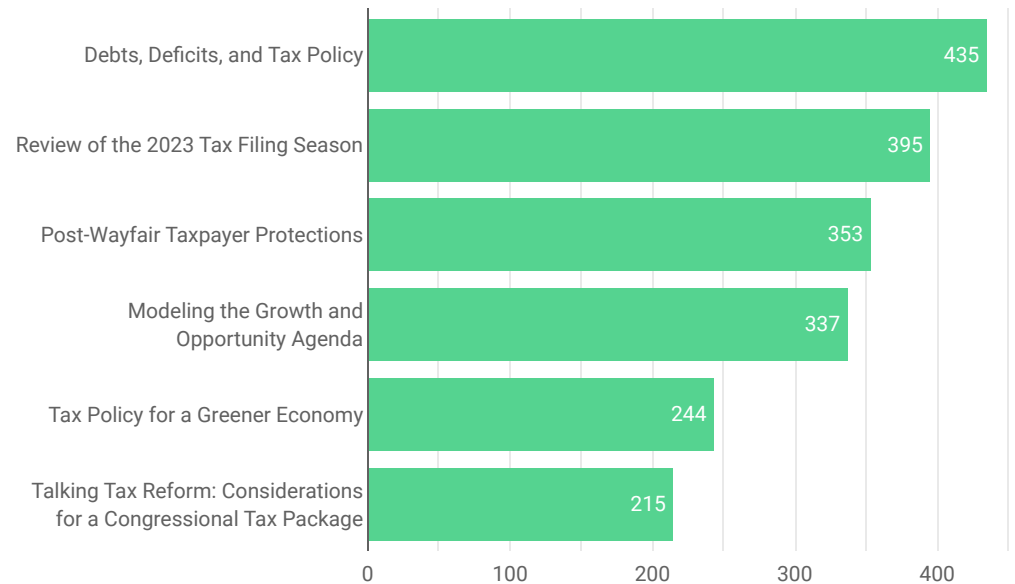


Countries We Traveled To
11



Presentations to Embassies
12

Our Talking Tax Reform Webinars Were Viewed 330 Times on Average



TaxEDU: Educating the Next Generation of Taxpayers

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

Since launching TaxEDU in 2020, our educational explainer videos have received nearly **2.3 million views**. In 2023, we bolstered our video offerings with short-form reels to reach new, younger audiences on Instagram and YouTube.

We also launched a new blog series and have partnered with respected magazines like *The New York Times Upfront*, published by Scholastic, to reach more educators and students nationwide.

Nearly **1,500 classrooms** have utilized our resources, resulting in **7,700 downloads**. Compared to 2022, web traffic increased by **23 percent** and email subscribers increased by **12 percent**.

Key Metrics:



Total Web Traffic
1.3M



TaxEDU Video Views
291.5K



Email Subscribers
34.9K



Podcast Downloads
43.7K

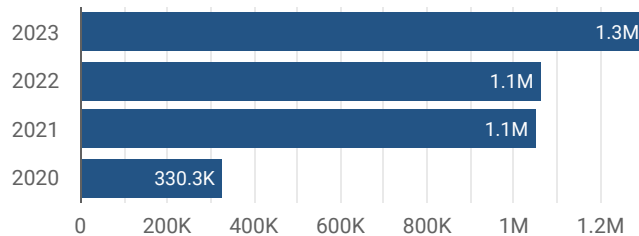


Content Downloads
7.7K

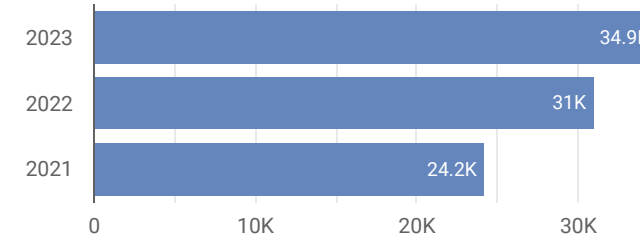


Total Classrooms Reached
1.5K

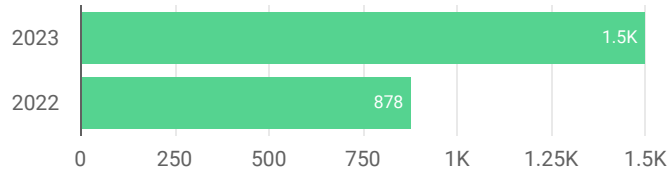
TaxEDU Web Traffic by Year



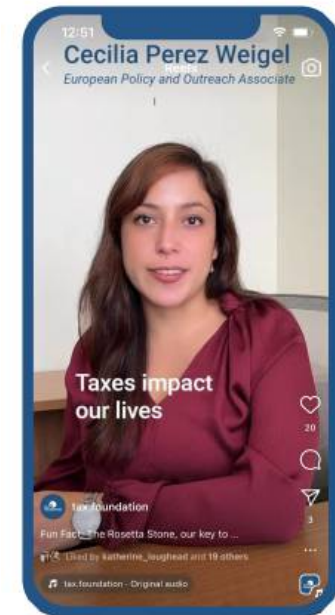
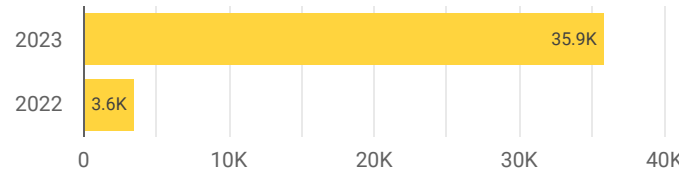
TaxEDU Email Subscribers by Year



Classrooms Reached by Year



Short-Form Video Views by Year



The Media's Leading Tax Policy Resource

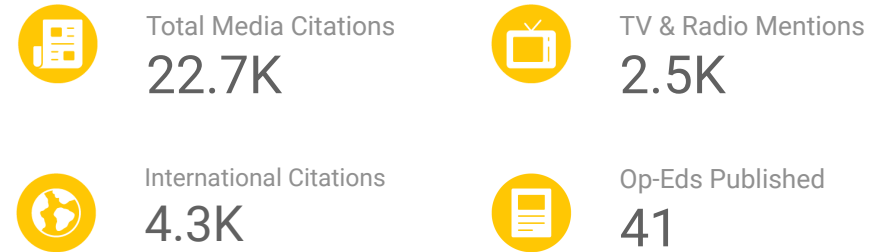
Top Outlets Turn to Tax Foundation First

One of our greatest marketing strengths is our outsized media presence. In 2023, we continued to outpace groups double our size.

Our media impact combines both quantity and quality—*The New York Times*, *The Wall Street Journal*, and *The Washington Post* cited our work a combined **71 times** and our experts appeared on TV and radio **68 times**.

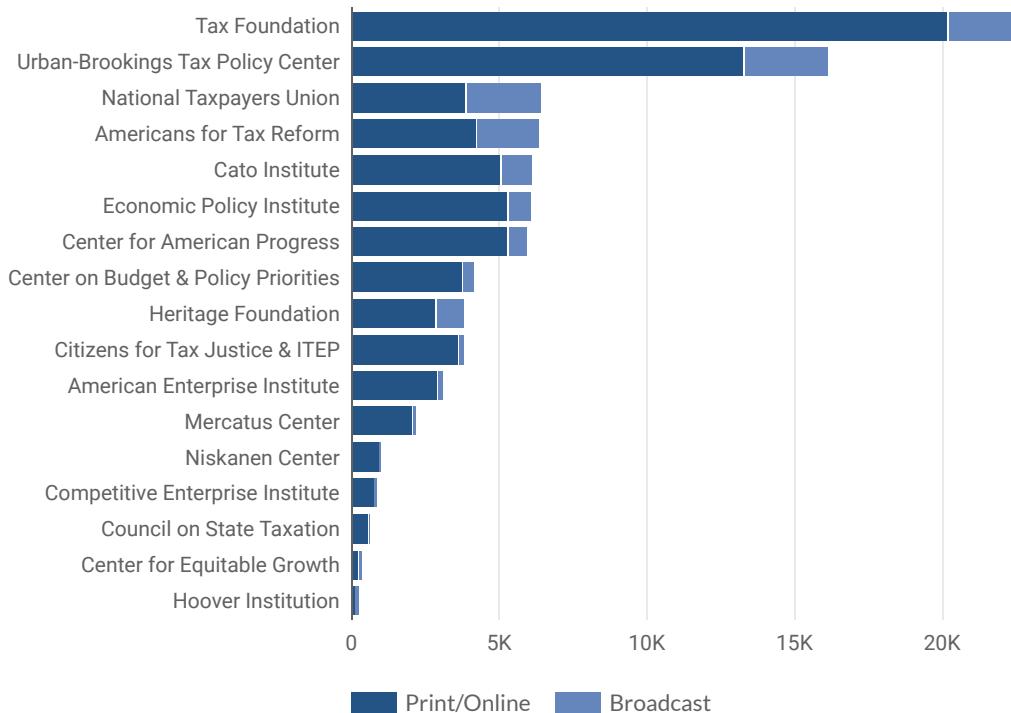
Our coverage reached across the world, appearing in all **50 U.S. states** and **83 countries**. We placed **41 op-eds**, many in major national and international outlets and state papers of record.

Key Metrics:



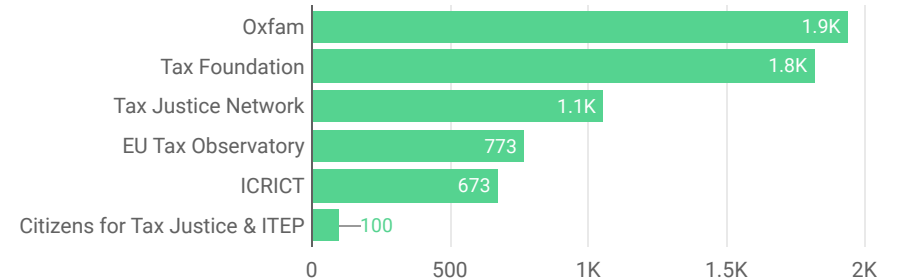
Tax Foundation Receives 25% of Media Citations on Tax Policy

Total Media Citations on Tax Policy, 2023



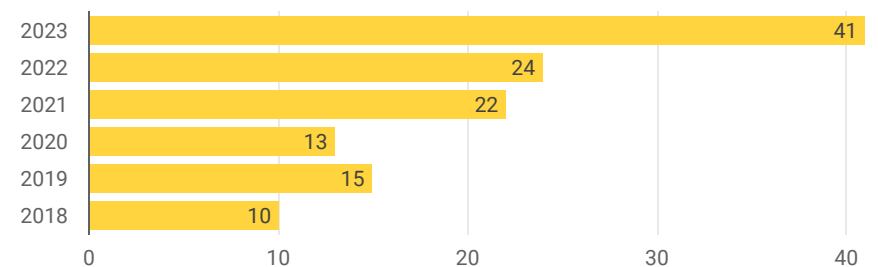
Tax Foundation Received 28% of European Media Citations

Total European Media Citations on Tax Policy, 2023



Op-Ed Placements Increased by 70%

Tax Foundation Op-Eds Placed by Year



TaxFoundation.org 2.0 Bolsters Our Reach and Impact

Our New and Improved Website Boosts Performance and Reinforces 2024 Strategic Objectives

In 2023, we overhauled our largest marketing asset, TaxFoundation.org, to improve user experience, reduce maintenance costs, and further strengthen our reach online.

The award-winning new site has garnered positive feedback from policymakers, journalists, and taxpayers, and surveys show increases in usability and trustworthiness.

Most notably, TaxFoundation.org 2.0 has contributed to our online visibility. Over the last year, search engine impressions jumped by **22 percent**, search engine clicks rose by **41 percent**, and sitewide retention increased by **20 percent**.

Key Metrics:



Search Engine Impressions

330M

↑ 22%



Search Engine Clicks

8.9M

↑ 41%



Sitewide Engagement Time

01:07

↑ 3%



Sitewide Retention Rate

18%

↑ 20%

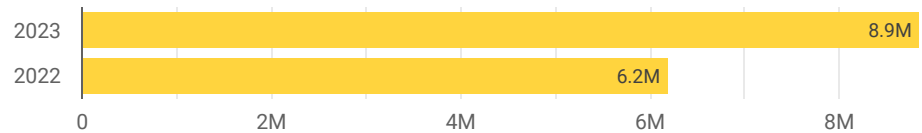


Surveyed Website Users Who Recommend TaxFoundation.org

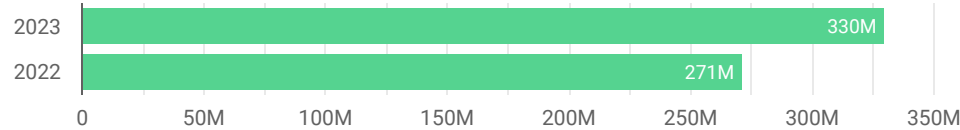
85%

TaxFoundation.org 2.0 Boosts Online Engagement and Reach

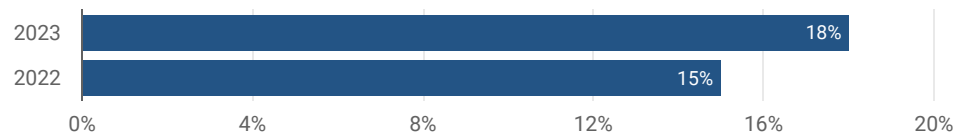
Search Engine Clicks by Year



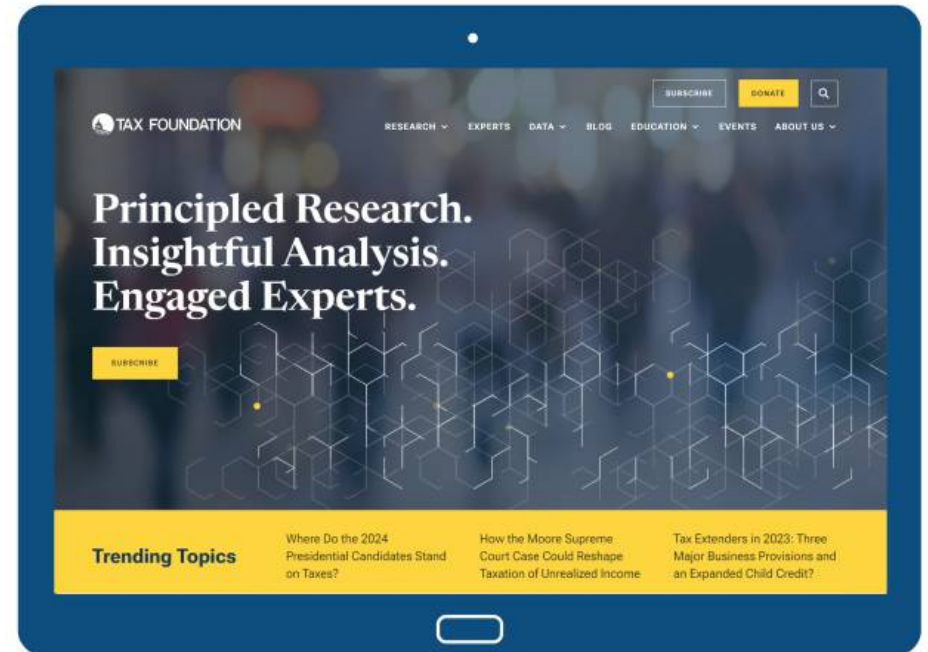
Search Engine Impressions by Year



Sitewide Retention Rate by Year



*Source: Google Search Console.



TaxFoundation.org Remains a Reliable Resource for Millions

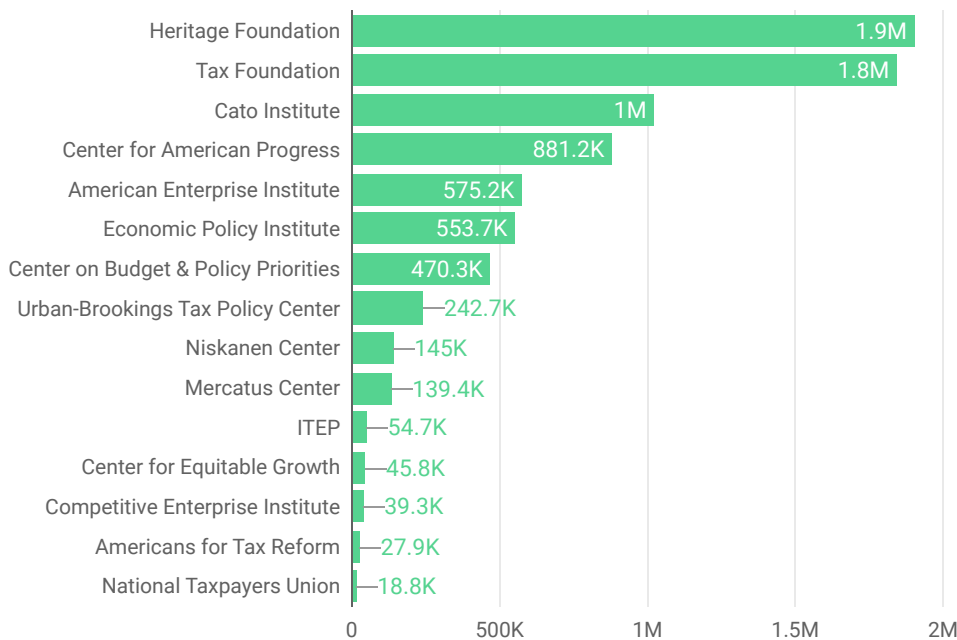
Outperforming Our Competitors Online Brings Greater Visibility to Policy Solutions

TaxFoundation.org remains the go-to source for tax policy information, outranking websites like the IRS and the White House on search engines like Google and Bing. That means policymakers, journalists, and taxpayers searching for facts about tax policy get their facts from Tax Foundation first.

In 2023, TaxFoundation.org ranked **1st** in national public policy SEO rankings,* surpassing organizations like Pew Research Center, and received **over 10 times** the average monthly web traffic of our closest competitor, Tax Policy Center.

Tax Foundation Received 23% of Comparable Nonprofit Web Traffic

Average Monthly Web Traffic, All Issues, September - November 2023*



Key Metrics:



Website Pageviews
17.8M



Total Search Engine Impressions
330M

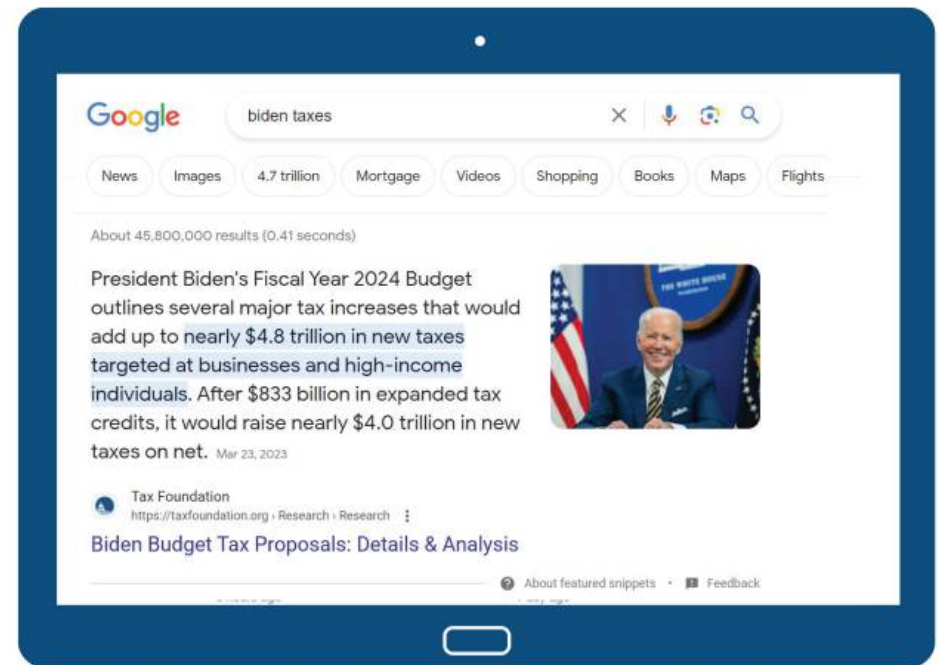


Total Web Users
10.4M



Organic (Non-Paid) Search Web Traffic
81%

Search Engine Optimization Boosts Our Online Visibility



*Sources: Google Analytics, Similarweb, Semrush, Tallest Tree Digital July 2023 National Public Policy SEO Rankings.

Amplifying Our Cause to New Audiences

Targeted Advertising Brings Awareness to Key Tax Policy Issues

Refining our digital ads program has allowed us to continue to expand our network to new and younger audiences.

In 2023, our optimization efforts improved our ad cost per click by **75 percent** and improved ad cost per impressions by **44 percent**, increasing our overall "bang for the buck" and stretching each dollar further so we can share our resources with more Americans.

Notably, our video ad campaigns multiplied our efforts, allowing us to educate over 176,000 additional people on sound tax policy.

Key Metrics:



Total Ad Impressions
12.1M



Total Ad Clicks
855K



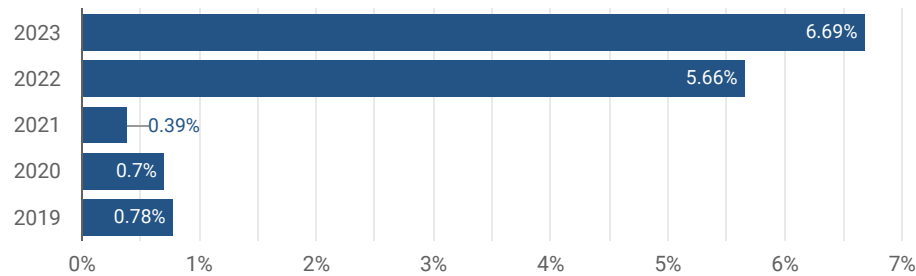
Click-Through Rate
6.69%



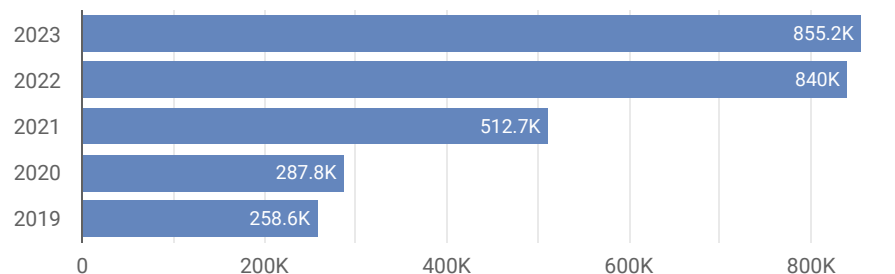
Total Video Views
176.6K

Improving Ad Efficiency Helps Boost Overall "Bang For the Buck"

Overall Ad Click-Through Rate (CTR) by Year



Overall Ad Click by Year



Targeted Video Promotion Helps Us Reach New, Younger Audiences



Building Trust with Insightful Analysis & Engaged Experts

Thousands Rely on Our Email & Social Media Updates 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 and social media updates. Compared to 2022, our social media audience is **9 percent larger** and our email newsletter audience is **6 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 also educating younger audiences with engaging new formats like short-form video on Instagram and YouTube.

Key Metrics:



Total Newsletter Subscribers
61.6K



New Email Subscribers
3.5K

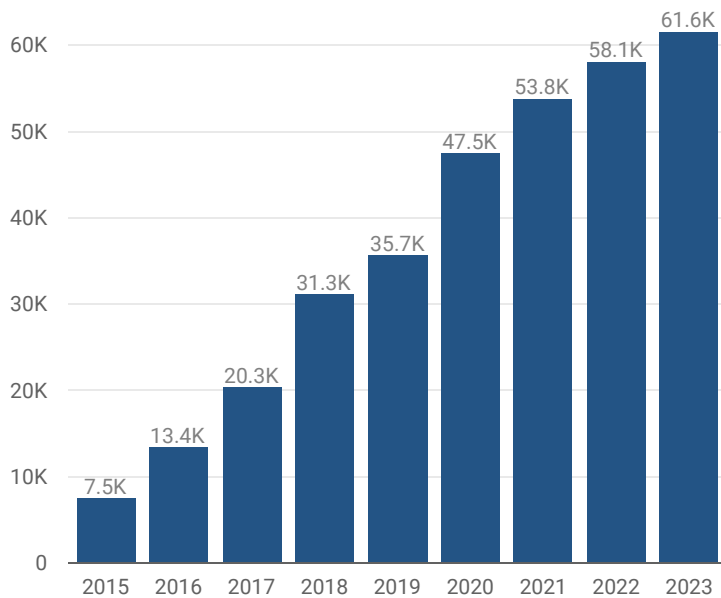


Social Media Followers
109K



New Social Media Followers
10.9K

Email Newsletter Subscribers by Year



Social Media Followers by Platform

