

Who Uses a CPA?

In early September of 2018, the Arizona Society of CPAs commissioned a poll to study voter support for Proposition 126, income tax conformity and to determine who uses a CPA. Arizona voters were asked: “When it comes to the preparation of your annual tax return, which of the following best describes how you handle this?”

The Arizona Society of CPAs found that 54.3% of voters said they use a professional, such as a CPA or an accountant to prepare them, while 18.8% said they use an online tax service, and 21.7% said they prepare them on their own. Interestingly enough, the remaining 5.2% basically said they don't know how their taxes get done!

When broken down by party affiliation, 58.3% of Democrats use a professional, compared to 51% of Republicans and 54.3% of Independents. Independents were found to be the biggest users of online tax services — at 21.9% — compared to 16.7% of Democrats and 17.6% of Republicans. Republicans choose to do their own tax returns more than their Democrat and Independent counterparts, with 25.2% of Republicans, 19.4% of Democrats and 20% of Independents preparing them without the help of a professional or online tax service.

Voters were further asked to differentiate between the professionals who prepare their taxes. Voters overwhelmingly use the services of CPAs, with 57.7% stating that they use a CPA, 31% stating that they use an accountant, while the remaining 11.3% did not know. When broken down again by party affiliation, it was interesting to see that 44.7% of Independents use an accountant compared to 28.6% of Democrats and 18.7% of Republicans, while 66.4% of Republicans use a CPA compared to 65.7% of Democrats and 42.1% of Independents.

The Arizona Society of CPAs also found that of those who own their home, 60.8% use a CPA, 28.3% use an accountant, while the remaining 10.9% said it varies, or they didn't know.

Polling Methodology: *The results of the poll are based on 600 interviews with likely voters throughout the state, balanced by party registration, region of the state, age and gender. Professional interviewers at a state-of-the-art Computer-Assisted Telephone Interviewing facility conducted all interviews. Interviewers worked under the direct supervision of experienced supervisory personnel, who randomly monitored interviews for quality control purposes. All interviews were conducted by telephone, using an equal mix of landlines and cell phones. No data in this study was derived from online survey methodologies. The overall sampling error for this survey is approximately +/-4.1% at the .95 confidence interval. ■*

