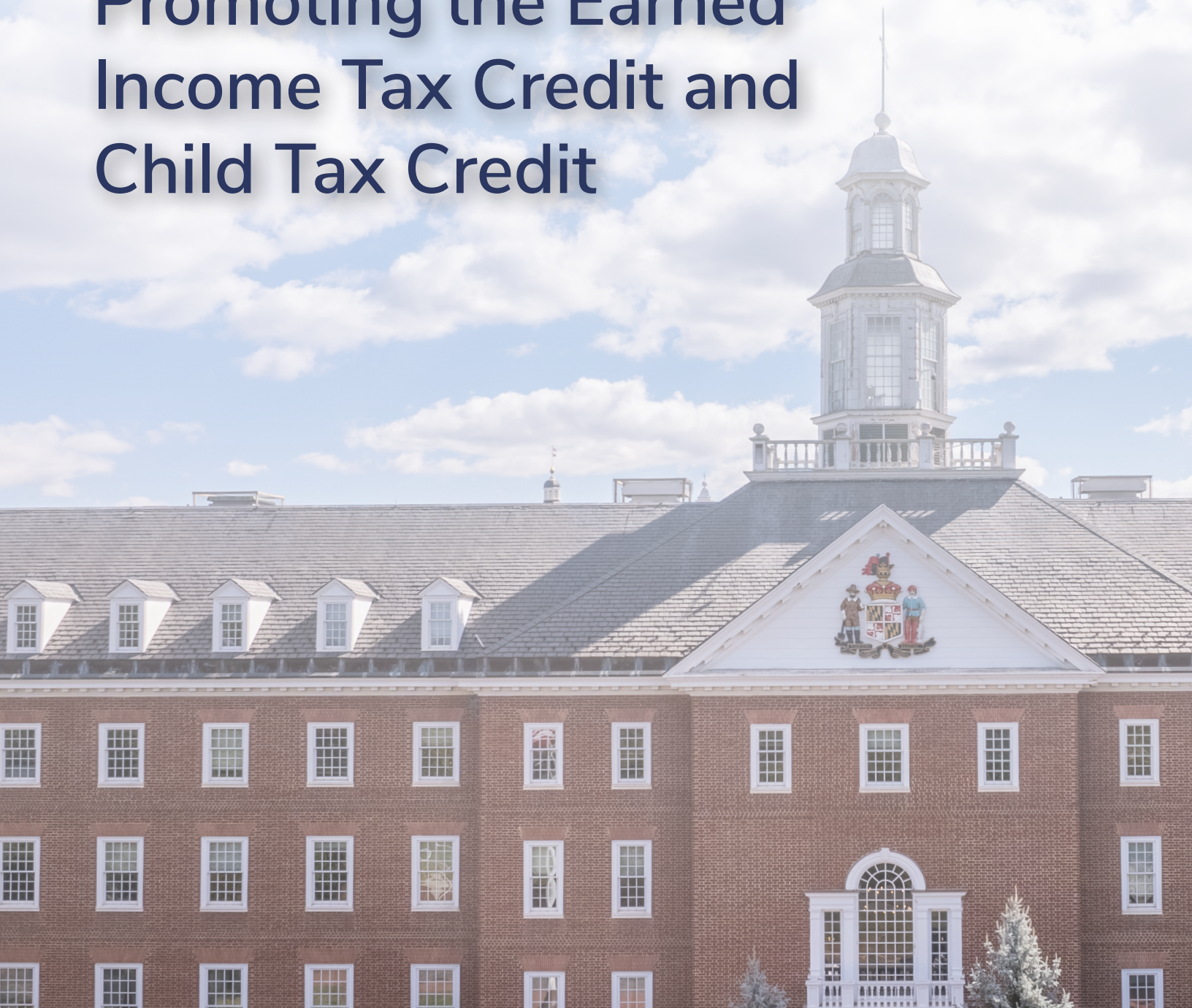


2025 Earned It Campaign: Promoting the Earned Income Tax Credit and Child Tax Credit



COMPTROLLER of MARYLAND
SERVING THE PEOPLE



THE OFFICE OF GOVERNOR
WES MOORE
GOVERNOR'S OFFICE FOR CHILDREN

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Dear Marylanders,

The Earned Income Tax Credit (EITC) and Child Tax Credit (CTC) are two of the most effective tools that government has to increase economic mobility for low-income Marylanders. These refundable tax credits reduce the amount owed or increase refunds for eligible residents. Combined, they are credited with lifting 10.6 million people, including children, above the poverty line and making poverty less severe for 17.5 million others in 2018.

Maryland is one of 17 states, in addition to Washington D.C., with a state-level CTC, and one of 31 with a state-level EITC. Maryland has one of the most expansive state EITCs thanks to the passage of the Family Prosperity Act, championed by Governor Wes Moore in 2023. This legislation made the Maryland CTC permanent and increased the income limit for eligibility. It also permanently expanded and extended the EITC, enhancing benefits for adults without qualifying children and extending eligibility to individuals who file using an Individual Tax Identification Number. In Tax Year (TY) 2023, Marylanders who claimed the state EITC and were eligible for a refund received an average of \$1,100, and the state CTC provided low-income parents with \$500 per eligible child.

Research suggests that people who are eligible for the tax credits fail to claim them for a number of reasons, including because those with very low incomes are not required to file a tax return. Unclaimed credits represent missed opportunities and resources for families that could mean the difference between getting by and getting ahead. Even for individuals who do file a tax return, available data shows that an estimated 99,000 tax filers who were eligible for the state EITC did not claim the credit in TY 2023.

The Comptroller of Maryland and the Governor's Office for Children partnered with other state agencies, including the Maryland Department of Health, the Maryland Health Benefit Exchange, the Maryland Department of Labor, the Maryland Department of Human Services, and the Maryland Department of Service and Civic Innovation, and several community partners, including the CASH Campaign of Maryland, to launch the Earned It campaign. The multimedia campaign was designed to educate eligible Marylanders about the state EITC and CTC by leveraging multiple communications channels, including social media, to increase awareness and uptake of these credits and utilize simple, consistent messaging.

The campaign was a team effort: partner agencies collaborated to share resources with their various constituencies and unique networks to encourage tax filing and demystify tax credit eligibility. For example, the Maryland Department of Labor incorporated Earned It materials into communications with individuals receiving unemployment insurance benefits; the Maryland Department of Human Services shared tax credit information with households receiving Supplemental Nutrition Assistance Program and other benefits; and the Maryland Health Benefit Exchange incorporated messaging on the tax credits in their emails and other outreach to Marylanders.



We also worked with others, including the State Board of Education, which encouraged schools to share Earned It resources with parents. The Maryland Department of Human Services also worked with the Maryland Department of Service and Civic Innovation to launch two new tax prep sites staffed by Service Year members in Baltimore County and Prince George's County.

These investments were modest in expense, totaling less than \$15,000. Each agency leveraged its unique experience in meeting Marylanders where they are and utilized established outreach channels to connect eligible benefit recipients with important messaging about the EITC and CTC.

Maryland saw an increase in the number of taxpayers filing for both the Maryland EITC and CTC during the most recent tax filing season. Tax data shows more than 444,000 claims for the state EITC for Tax Year 2024, 7.8% growth compared to TY 2023; and more than 54,000 people claimed the state CTC, 5% growth compared to TY 2023. Notably, the number and share of EITC-eligible tax filers who missed the state credit decreased, from 99,000 (or 18%) in TY 2023 to 72,000 (or 14%) in TY 2024.

We are encouraged by these results and have compiled data related to our outreach strategies in this report, which we will use as a launching pad for future partnerships and marketing campaigns to boost tax credit awareness. The Comptroller's Office will have additional resources to expand its proactive tax credit outreach thanks to funding from the Maryland General Assembly and Governor Moore. Outreach will be further refined by research conducted by the Urban Institute, in partnership with the Office of the Comptroller, to better understand who is missing out on these benefits, why, and what state government can do to make tax credits more accessible and easier to claim. This research will allow for more targeted outreach and messaging that will enable us to build on our progress.

We are proud of the collaborative work highlighted in this report, and prouder still of the outcomes it has helped produce for Maryland families. We remain committed to continuing this important work, strengthening partnerships, and ensuring that more Marylanders can keep the money they have earned.

We appreciate your interest in our findings and thank you for your continued support.

In Partnership,

Brooke E. Lierman
Comptroller of Maryland

Carmel M. Martin
Special Secretary, Governor's Office for Children

CAMPAIGN PARTNERS



Campaign Distribution

EARNED IT 2025

Campaign materials were produced by the Office of the Comptroller of Maryland and distributed by partners.

Campaign materials included social media, fact sheets, flyers for snail mail, blast emails, rack cards, website banners, and talking points for team members engaging with the public. Campaign materials directed Marylanders to **marylandcomptroller.gov/earnedit**, a one-stop resource to learn about EITC and CTC eligibility, calculate estimated benefits, and find guidance on free tax filing.

DISTRIBUTION

Touchpoint by Type

Earned It partners shared the following campaign materials featuring information about the EITC and CTC with their respective constituencies, including Medicaid recipients, unemployment insurance (UI) claimants, Supplemental Nutrition Assistance Program (SNAP) customers, and residents using the Office of the Comptroller's free tax preparation services. The campaign generated more than 3.2 million impressions across various channels, as detailed below.

Campaign Material Type	Reach
Social Media	1,181,943
Blast Emails	1,001,970
Electronic Notices	985,537
Snail Mail	46,158
In-Person Engagement	8,963
Rack Cards	6,614
Total Touchpoints	3,231,185

- Blast emails and snail mail includes all mail sent to individuals and/or partner organizations.
- Social media includes impressions/views on Facebook, Instagram, X, and/or LinkedIn posts from Comptroller of Maryland (COM), Maryland Department of Human Services (DHS), and Maryland Department of Health (MDH) accounts.
- In-person events includes individuals engaged by Comptroller of Maryland and the Maryland Health Benefit Exchange (MHBE) at community events.
- Rack cards includes rack cards distributed to individuals by Comptroller of Maryland, Maryland Health Benefit Exchange, Maryland Department of Labor (MDL), and DHS at their offices and at community events.
- Electronic Notices includes information sent via customer accessible web portals.

DISTRIBUTION

Touchpoint by Agency

Agency	Type	Action	Reach
MHBE	Electronic Notice	Fact Sheet sent alongside electronic 1095-B notices*	945,000 Medicaid recipients
	Rack Cards	Distributed via health insurance assistance sites and events	~2,800 distributed
	Blast Email	Sent via MHBE listservs	~410,000 people/organizations
	Web Banner	Placed on Maryland Health Connection website	
MD Labor	Blast Email	Fact Sheet sent to unemployment insurance claimants from 2022 - 2024	268,000 claimants
	Rack Cards	Distributed via American Job Centers (3) & MD Labor Branch Office	514 distributed
	Flyer (snail mail)	Sent to unemployment insurance claimants alongside 1099-G notices**	46,158 claimants
	Electronic Notice	Sent to unemployment insurance claimants alongside electronic 1099-G notices**	40,537 claimants
	Web Banner	Placed on BEACON unemployment insurance site	
DHS	Rack Cards	Distributed via DHS Volunteer Income Tax Assistance (VITA) sites (2)	~1,000 distributed
	Blast Email	Sent to customers of various Maryland State benefits (primarily SNAP)	323,400 customers
COM	Rack Cards	Distributed via branch offices and community events	~2,300 distributed

Web banner data was not included because web banner views/impressions cannot be tracked.

*1095-B notices are used to report health insurance coverage on taxes.

**1099-G notices are used to report unemployment insurance payments on taxes.

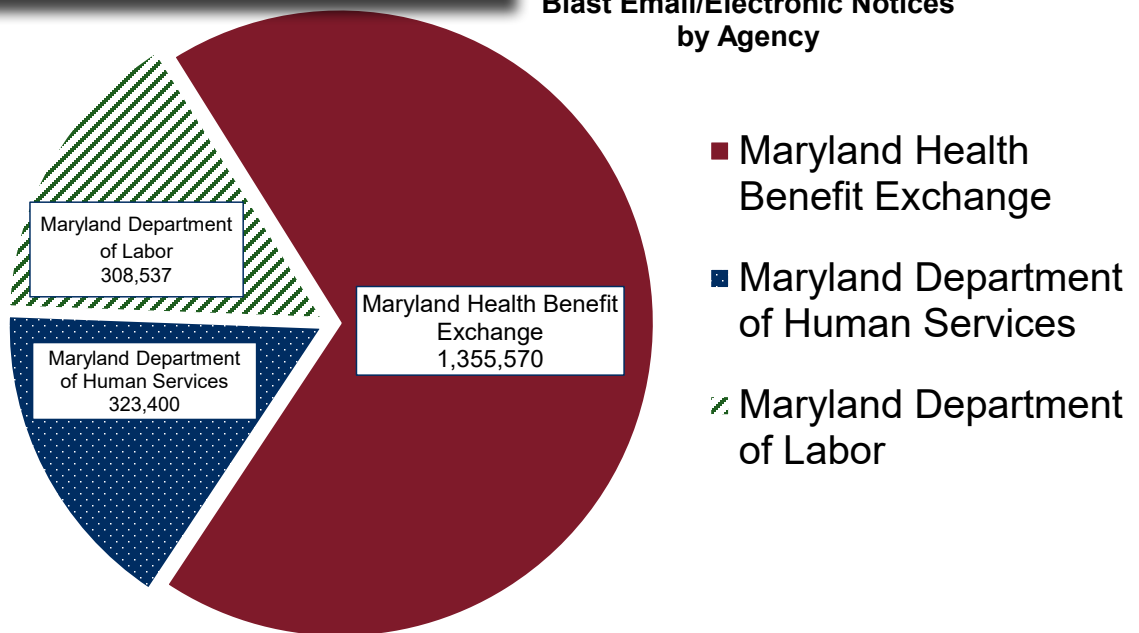
DISTRIBUTION

Blast Email/Electronic Notices

Source	Blast Emails
DHS program customers	323,400
MHBE "tax time" email	300,000
MD Labor UI claimants (2022-24)	268,000
MHBE consumers	106,070
MHBE partner list serv	4,500
Source	Electronic Notices
MHBE 1095-B notices	945,000
MD Labor 1099-G notices	40,537

Blast Email/Electronic Notices Reach
Total: 1,987,507
61.5% of all touchpoints

Blast Email/Electronic Notices by Agency



Nearly 2 million blast emails and electronic notices with information about EITC and CTC (provided by the Comptroller's Office) were sent to beneficiaries/customers across all partner agencies.

Information was sent alongside tax forms (1095-B notices and 1099-G notices) to Medicaid and unemployment insurance claimants, and more.

Comptroller of Maryland

Governor's Office for Children

www.marylandcomptroller.gov

goc.maryland.gov

DISTRIBUTION

Social Media

(English and Spanish)

Social Media Reach (impressions/views)

Total: 1,181,943

36.6% of all Touchpoints



Agency	Channel	Reach (Impressions/Views)
COM	Paid Facebook ads	929,973
	Paid LinkedIn ads	214,273
	Facebook	18,972
	LinkedIn	5,906
DHS	Facebook	6,433
	LinkedIn	1,212
	X	1,022
	Instagram	282
MDH	Facebook	2,464
	Instagram	1,406

The Comptroller's Office developed a social media campaign with information about the EITC and CTC which COM, DHS, and MDH shared on various social media platforms. The campaign included eight graphics and associated copy in English and Spanish that partners could easily post and share. These posts reached over one million residents, as measured by impressions and/or views.

DISTRIBUTION

Flyer for Snail Mail (English and Spanish)

Snail Mail Sent
Total: 46,158

YOU #EARNEDIT, YOU SHOULD KEEP IT!

See if you qualify for the **Earned Income Tax Credit** this tax season to lower your tax payment or increase your refund!

The **Earned Income Tax Credit (EITC)** is a tax credit for workers that can reduce the taxes you owe or increase your refund.

Even if you don't owe any taxes, you may still qualify for a refund through the EITC. Marylanders who are eligible get on average **\$1,100** from the state EITC... so make sure you file your taxes!



You are likely eligible for the Earned Income Tax Credit if your Adjusted Gross Income (AGI) for 2024 was at or below the amount in this chart (for your household size):

Children or relatives claimed	Filing as single, head of household, married filing separately, or widowed	Filing as married filing jointly
Zero	\$18,591	\$25,511
One	\$49,084	\$56,004
Two	\$55,768	\$62,688
Three	\$59,899	\$66,819

Need help filing your taxes? FREE assistance is available at the Comptroller's 11 branch offices (www.marylandtaxes.gov/locations.php) and through tax prep partners across the state (www.cashmd.org/tax-partners/). You can also call 2-1-1 or 1-800-492-0618 to find locations for Free tax preparation through the IRS.

UNEMPLOYMENT INSURANCE

For information about your unemployment insurance form (1099-G) call: (667) 207-6520

Marylanders who are eligible get on average **\$1,100** from the state EITC!

LEARN MORE AT AND SEE IF YOU QUALIFY AT WWW.MARYLANDTAXES.GOV/EARNEDIT

The Comptroller's Office developed a flyer for print, which the Department of Labor mailed to 46,158 unemployment insurance claimants alongside their 1099-G notices, which are required to report unemployment insurance payments on taxes.

These flyers included information about EITC eligibility, the average refund amount, and how to get free help filing taxes.

DISTRIBUTION

Fact Sheet (English and Spanish)

Fact Sheets Distributed
Total: 1,213,000

THE EARNED INCOME TAX CREDIT AND CHILD TAX CREDITS**A TAX CREDIT
FACT SHEET**

The Office of the Comptroller works to ensure Marylanders receive the tax credits they're eligible for. **The Child Tax Credit (CTC)** and **Earned Income Tax Credit (EITC)** are two important credits because they are refundable, which can lower your tax liability or increase your refund! **These credits can help put money back in your pocket to help you and your family thrive!**

What is the Child Tax Credit (CTC)?
The CTC is a \$500 tax credit that helps parents cover the costs of raising kids by reducing the taxes they owe or increasing their refund.

Who is Eligible?
You are likely eligible for the state CTC if you meet the following criteria:

- Your Federal Adjusted Gross Income is \$15,000 or less
- You have a dependent under the age of 6 OR a dependent with a disability under the age of 17

**The Federal CTC has different eligibility criteria and benefits.*

Eligible Marylanders receive \$500 per qualifying child from the state Child Tax Credit!

What is the Earned Income Tax Credit (EITC)?
The EITC is a tax credit for workers that can reduce the taxes you owe or increase your refund. In Maryland, even if you don't owe any taxes, you may still qualify for a refund through the EITC.


Who is Eligible?
Refer to the chart below to check your eligibility. Based on your household's filing circumstances, if your Adjusted Gross Income for 2024 was at or below the amount indicated, you could qualify for the state EITC.

Children or relatives claimed	Single, head of household, married filing separately, or widowed	Married filing jointly
Zero	\$18,591	\$25,511
One	\$49,084	\$56,004
Two	\$55,768	\$62,688
Three	\$59,899	\$66,819

**The Federal EITC has different eligibility criteria and benefits.*

www.MarylandTaxes.gov/EarnedIt

This FACT SHEET is courtesy of The Comptroller of Maryland.
For more information visit www.MarylandTaxes.gov/EarnedIt

**COMPTROLLER of MARYLAND**
SERVING THE PEOPLE

1/3/25

EARNED INCOME TAX CREDIT AND CHILD TAX CREDITS**A TAX CREDIT
FACT SHEET**

Asked Questions

Earned Income Tax Credit and Child Tax Credit if I don't owe taxes?
are refundable, meaning eligible taxpayers can receive money even if you don't owe taxes.

Can I claim the Maryland Child Tax Credit?
and Form 502CR and follow the instructions on the form to claim the child tax credit.

Can I claim the federal Child Tax Credit?
In how to claim the federal CTC visit the IRS CTC: <https://www.irs.gov/credits-deductions/individuals/child-tax-credit>

Can I claim the Maryland Earned Income Tax Credit?
and Form 502 and follow the instructions to claim the EITC.

Can I claim the federal Earned Income Tax Credit?
In how to claim the federal EITC, visit the IRS EITC: <https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/eitc>

Do I have to claim the Earned Income Tax Credit?
Some individuals without children may qualify for the EITC.

Can I file my taxes online?
You can file your federal and state taxes for free with Direct File. For more information, visit <https://www.irs.gov/directfile/>


Can I claim my taxes or claiming any of these tax credits in-person?
11 branch offices across the state or a Volunteer Income Tax Assistance Site.

Where are Maryland Branch Office Locations:

- 60 West Street Street, Suite 102, Annapolis, MD 21401
- 7 St. Paul Street, Baltimore, MD 21202
- 3 Pershing Street, Suite 101, Cumberland, MD 21502
- 33 Chesapeake Boulevard, Suite D, Elkton, MD 21921-6313
- 100 W. Patrick Street, Room 2603, Frederick, MD 21701-5646
- 6401 Golden Triangle DR, Suite 100, Greenbelt, MD 20770
- 1850 Dual Highway, Suite 201, Hagerstown, MD 21740
- 1306 South Salisbury Boulevard, Suite 182, Salisbury, MD 21801
- 300 E. Joppa Road, Plaza Level 1A, Towson, MD 21286
- 1036 Saint Nicholas DR, Suite 202 Waldorf, MD 20603
- 11002 Veirs Mill Road, Suite 408, Wheaton, MD 20902

www.MarylandTaxes.gov/EarnedIt

This FACT SHEET is courtesy of The Comptroller of Maryland.
For more information visit www.MarylandTaxes.gov/EarnedIt

**COMPTROLLER of MARYLAND**
SERVING THE PEOPLE

1/3/25

The Comptroller's Office developed a fact sheet (in English and Spanish) for web and print featuring EITC and CTC eligibility criteria, the average refund amount last tax season, FAQs, and the locations of free tax preparation sites.

These were sent via blast email to roughly 268,000 unemployment insurance claimants from 2022-2024; and 945,000 Medicaid recipients, via electronic notice alongside their 1095-B notices (which are required to report health insurance coverage information on taxes).

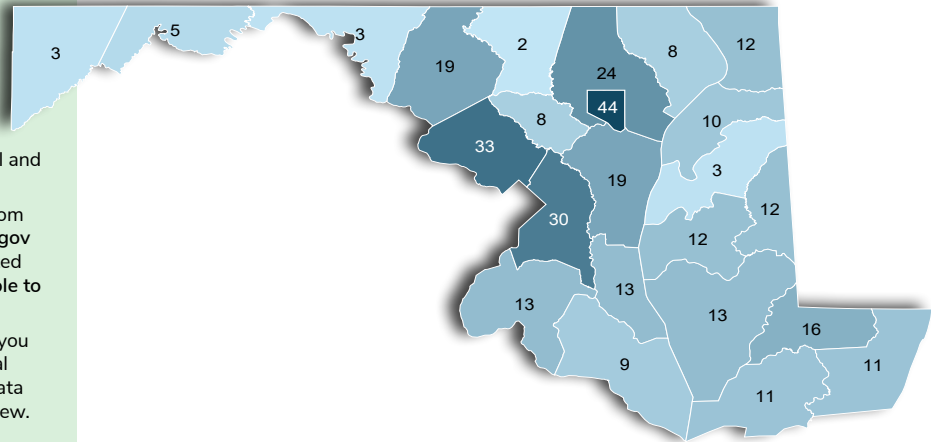
These fact sheets were also distributed at various community events by agency partners.

DISTRIBUTION

Rack Card (English and Spanish)

Rack Cards Distributed
Total: 6,614

Community events where Earned It
information was distributed



Brooke E. Lierman
Comptroller of Maryland

La Oficina de la Contraloría de Maryland y la Campaña CASH se han asociado para proporcionar a los habitantes de Maryland información que pueden utilizar para

FOR REFERENCE ONLY
The Office of the Comptroller of Maryland and the CASH Campaign have partnered to provide Marylanders with information they can use to help file their taxes in 2025.

MARYLAND TAX SEASON 2025
January 27th to April 15th

Important forms to remember

- Your **W-2** is for salaried employees
- Your **1099** is income that is not salary, wages, or tips
- Your **1040** is YOUR tax return
- Your **502** and **502B** are your Maryland Income Tax Forms

MARYLAND'S DIRECT FILE PROGRAM (NEW!)

- Direct File is a new, free, online, mobile-friendly system that will make it easier to file your federal and state taxes in 2025.
- You may be eligible to benefit from this new tool! Visit directfile.irs.gov to find out. This year, an estimated 870,000 Marylanders will be able to use Direct File.
- How it works: Direct File walks you through every step of the federal return, and then transfers key data to your state return for your review.
- The goal is to save you time and money!
- This tool was built by our partners Code for America and the IRS. They are available to assist you as needed (M-F, 7am-10pm). Scan the QR code to the right to learn more about Direct File.

The Comptroller's Office developed a rack card for partners to distribute at community events and brick-and-mortar service locations, including American Job Centers, health insurance assistance sites, VITA sites, and Comptroller branch offices. More than 6,000 rack cards were distributed. They featured information about the EITC and CTC, Direct File, and where to get free tax filing support.

DISTRIBUTION

Media Engagements

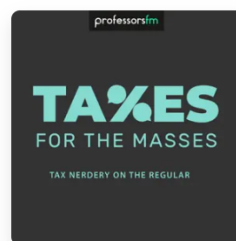
Date	Media Engagement	Type
1/21/2025	Maryland Comptroller Tax Season Kickoff	Press Conference
1/31/2025	CASH Campaign Tax Season Kickoff	Press Conference
2/6/2025	WYPR Midday with Tom Hall	Radio
2/6/2025	Maryland Public Television Direct Connection	Television
3/3/2025	Taxes for the Masses Podcast	Podcast
3/25/2025	WJZ News at 4	Television
4/30/2025	FTA Tax Break Podcast	Podcast



FTA Tax Breaks
Federation of Tax Administrators
★ 0.0 (0) · NON-PROFIT · MONTHLY

Welcome to FTA Tax Breaks, a podcast by the Federation of Tax Administrators, where we delve into current subjects and their relevance to the realm of tax administration. Each episode of our [MORE](#)

[▶ Latest Episode](#)



Taxes for the Masses
Lisa De Simone and Bridget Stomberg
★ 4.8 (41) · POLITICS · UPDATED SEMIMONTHLY

Lisa De Simone and Bridget Stomberg (friends, professors, and tax nerds) discuss tax topics in simple terms.

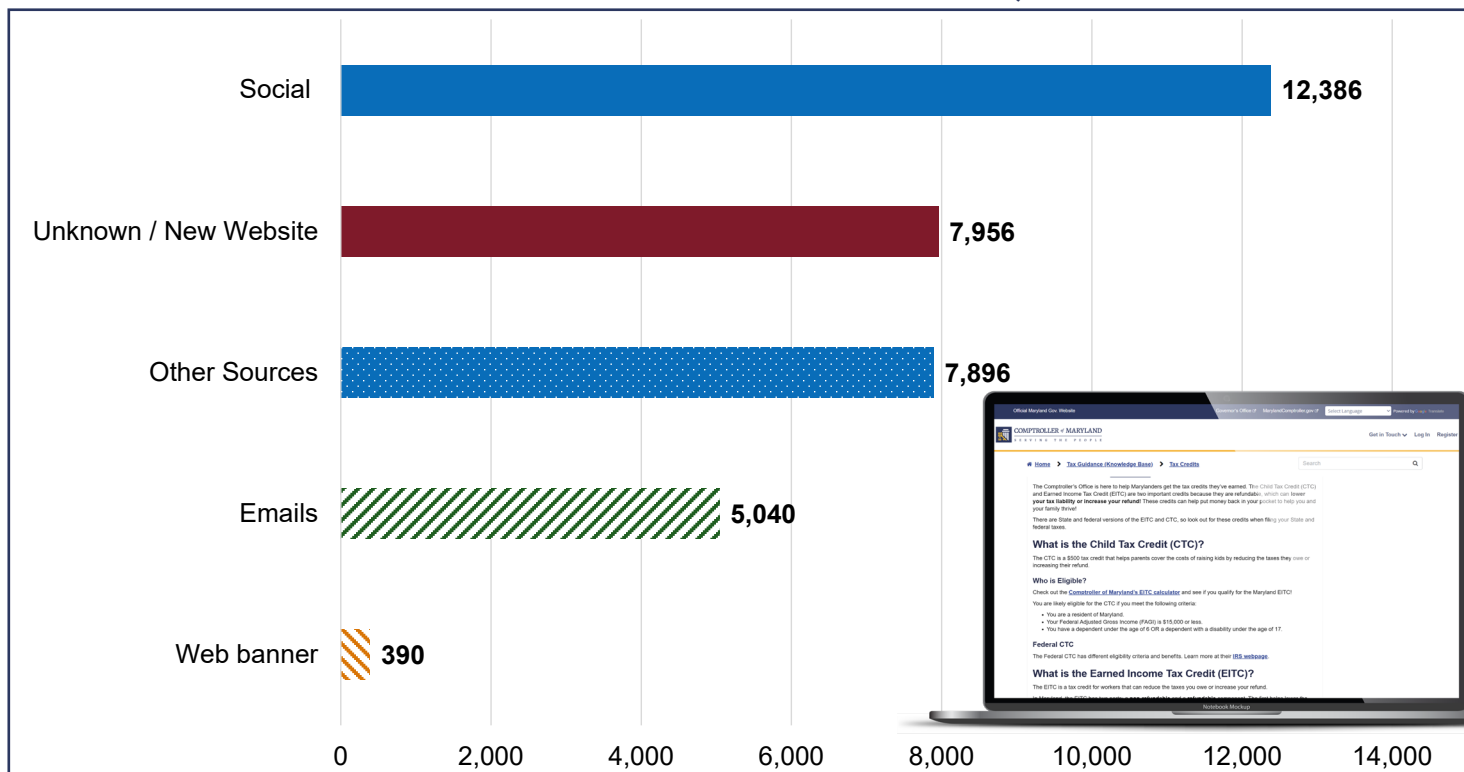
[▶ Latest Episode](#)

The Comptroller's Office developed a media engagement strategy to promote the EITC and CTC. Comptroller Lierman spoke about the credits and Earned It campaign across podcast, radio, and television platforms. Press conferences featured Governor Moore and Comptroller Lierman, and showcased campaign messaging and assets. Additionally, Comptroller Lierman promoted the EITC and CTC during at least 25 speaking engagements throughout Maryland during Tax Season 2025.

DISTRIBUTION - CONVERSIONS

Web Traffic to *Earned It* Site

Total Visits = 33,668



The Comptroller's Office created unique tracking links, known as Urchin Tracking Modules (UTM) for digital outreach to track the types of campaign materials that drove the most traffic to the "Earned It" webpage. **This is an important proxy for the success of the campaign.**

Most web traffic originated from social media posts, specifically paid Facebook and LinkedIn ads posted by the Comptroller of Maryland using the Earned It social media campaign graphics and copy. Significant web traffic also included 5,000 web visits originating from blast emails, primarily an email that DHS sent customers in their benefits program including SNAP customers and from an email that MHBE sent to their partners.

The categories of "Unknown/New Website" and "Other Sources" represent website clicks that could not be directly attributed to a source. These clicks could come from navigation via Comptroller of Maryland website, rack cards, snail mail, or any other source. Additionally, the Comptroller of Maryland underwent a website change in that resulted in UTM clicks not being properly associated with the campaign during the month of April 2025.

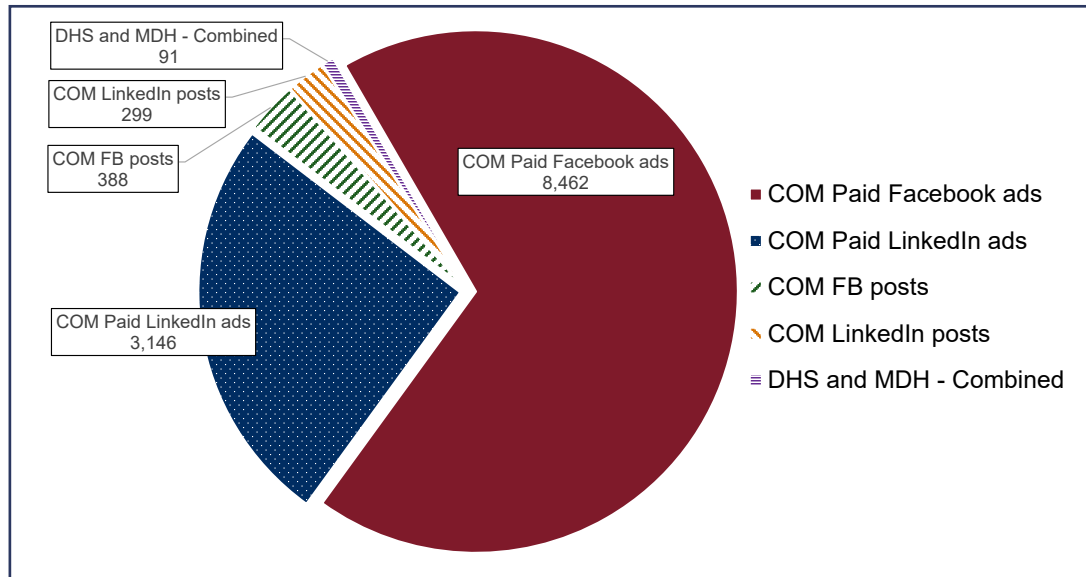
DISTRIBUTION - CONVERSIONS

Web Traffic Spotlights

Social Media – source of clicks to Earned It website

Total clicks generated: 12,386

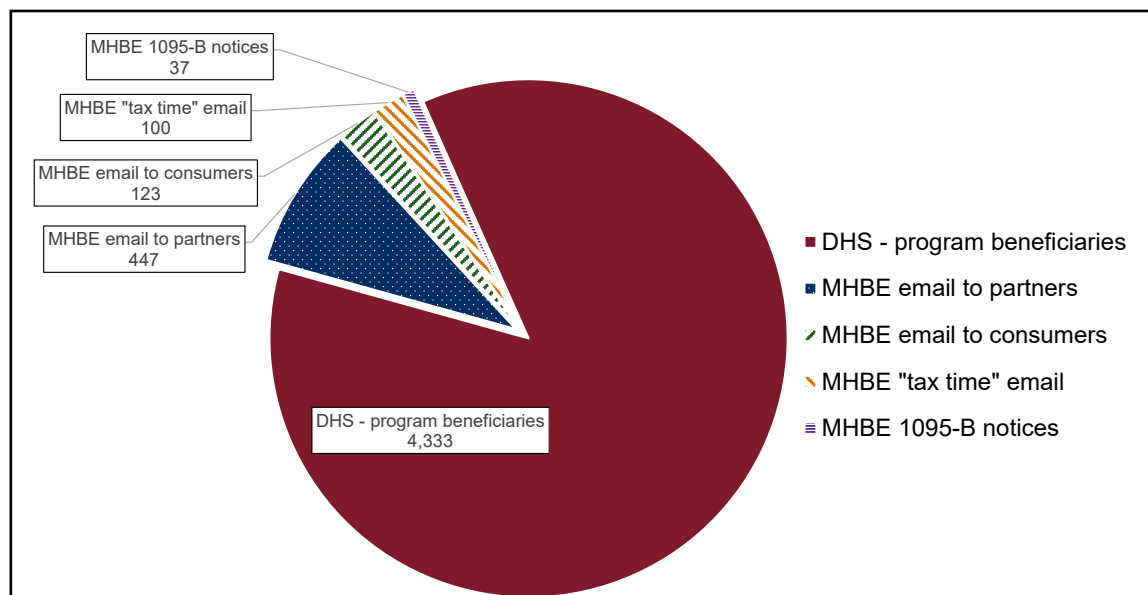
36.8% of all tracked clicks



Blast Emails – source of clicks to Earned It website*

Total clicks generated: 5,040

15.0% of all tracked clicks

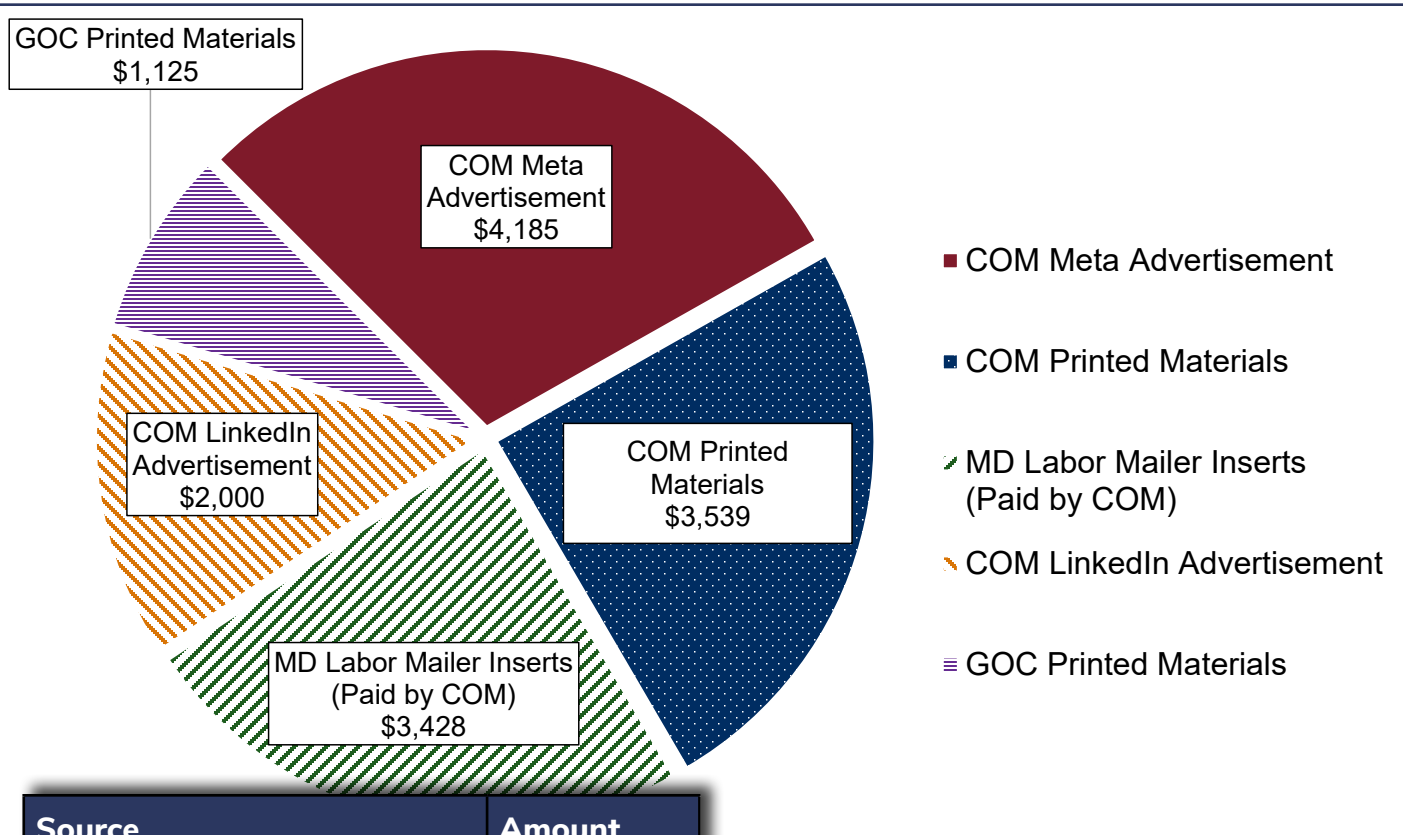


* Not all Emails sent contained UTM Codes

DISTRIBUTION - ANALYSIS

Campaign Cost Data

Total Spent = \$14,277



Source	Amount
COM Meta Advertisement	\$4,185
COM Printed Materials	\$3,539
MD Labor Mailer Inserts (Paid by COM)	\$3,428
COM LinkedIn Advertisement	\$2,000
GOC Printed Materials	\$1,125
Total	\$14,277

The Earned It Campaign leveraged dollars already appropriated to the agencies for public engagement with Marylanders.

Agencies, including the Governor's Office for Children and the Comptroller of Maryland, allocated the limited budget to support this campaign to printed materials and advertisements.

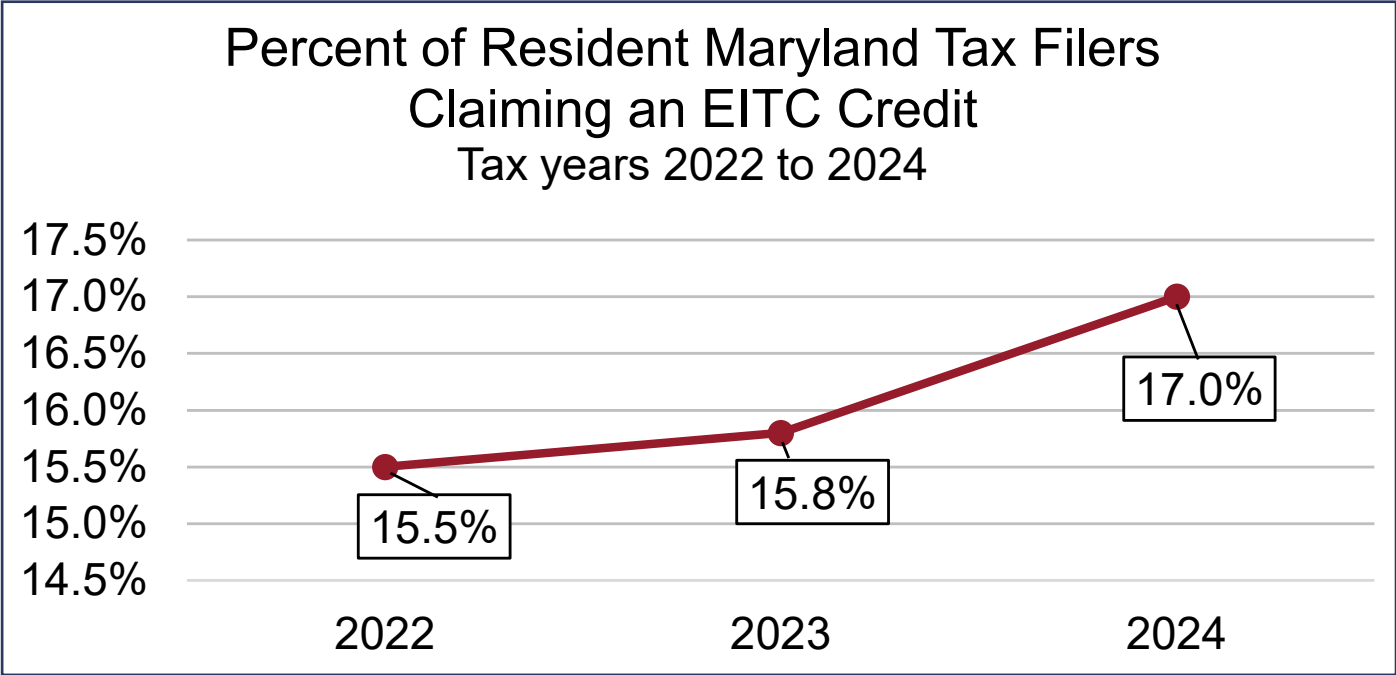
EITC Data Analysis

EARNED IT 2025

Data analysis of uptake and unclaimed population trends for the Earned Income Tax Credit.

EITC DATA ANALYSIS

Claims and Uptake



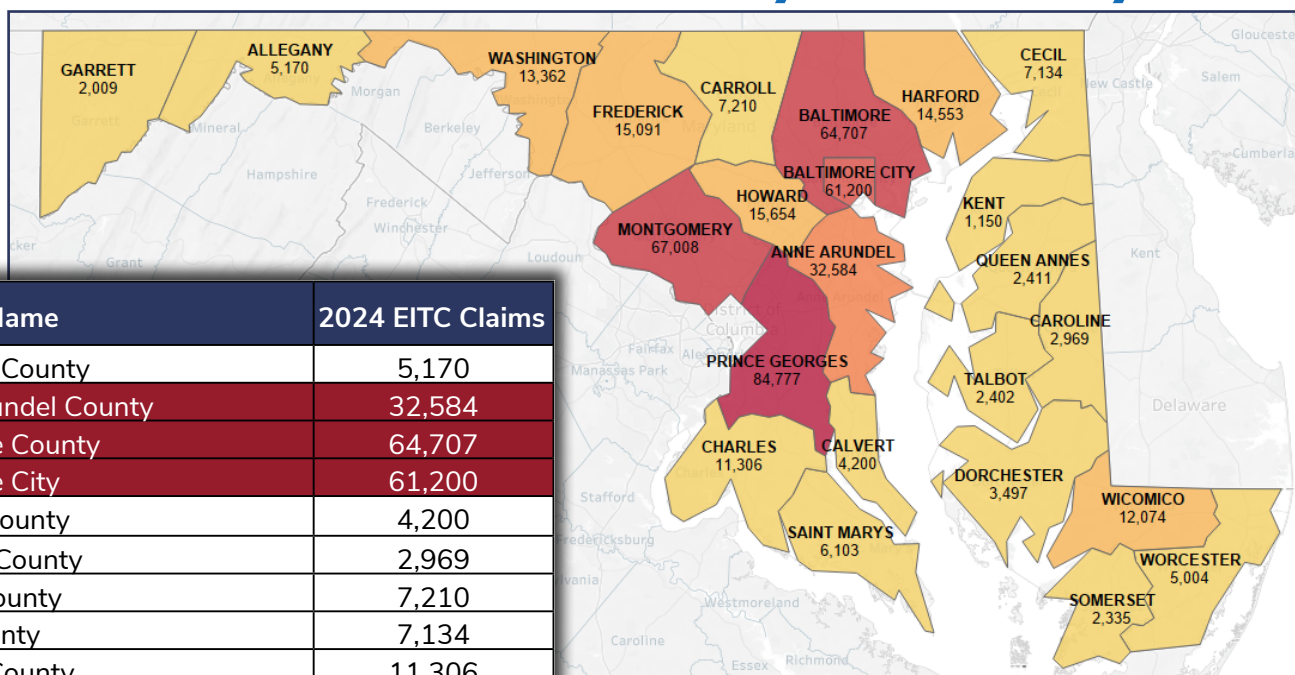
This line chart shows the share of Maryland residents who filed and claimed the EITC, rising from 15.8% in 2023 to 17.0% in 2024 — representing 7.8% in annual growth. The 2024 rate represents the second-highest proportion of claimants over the past six years, signaling sustained momentum in uptake.

	2022	2023	2024
Percent of Resident Maryland Tax Filers Claiming an EITC Credit	15.5%	15.8%	17.0%

Note: Data includes all Maryland residents who filed an EITC claim.

EITC DATA ANALYSIS

EITC Claims by County



This county map displays total EITC claim counts for Tax Year 2024.

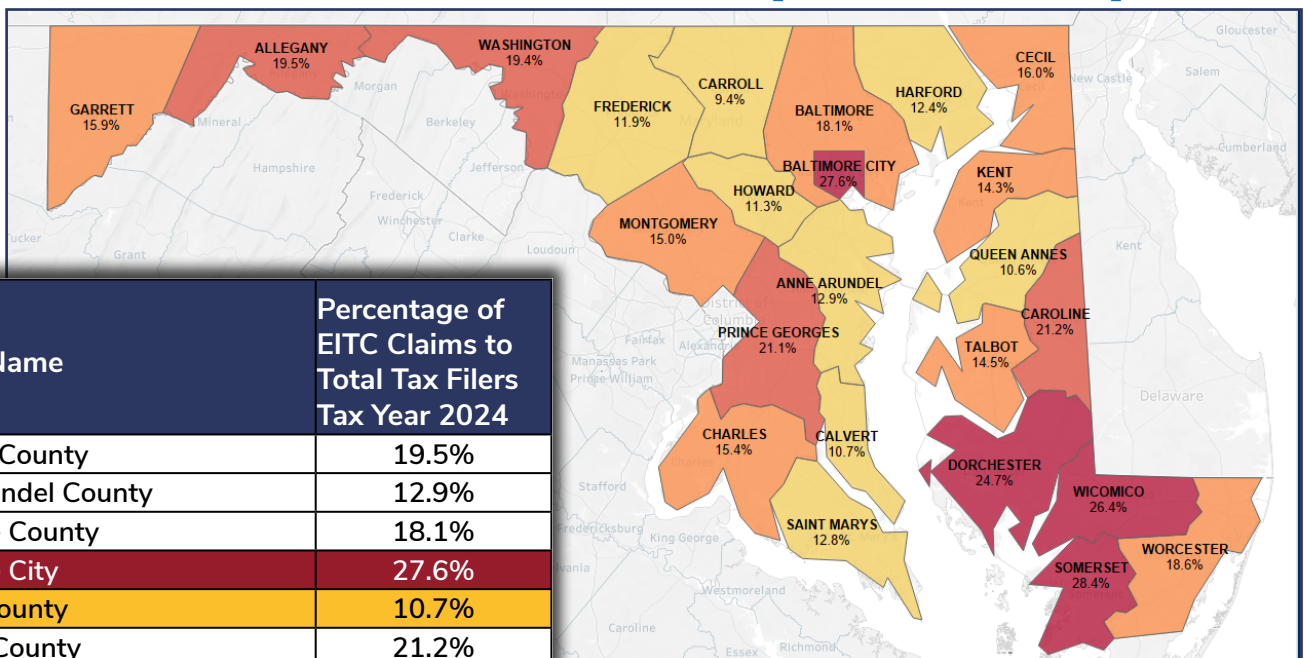
Prince George's, Montgomery, Baltimore, Baltimore City, and Anne Arundel counties together account for 70% of statewide claims.* This concentration underscores how major population centers drive the bulk of statewide EITC filings.

*Highlighted in red in the chart.

Note: Data includes all Maryland residents who filed an EITC claim and includes claim data as of 6/5/2025.

EITC DATA ANALYSIS

EITC Claims by County



This chart reports each county's EITC claim rate, as a share of total resident tax filers in Tax Year 2024.

The counties where the greatest share of resident tax filers claim the EITC include Somerset, Baltimore City, and Wicomico, and Dorchester counties.*

At the lower end, Carroll, Queen Anne's, and Calvert counties show the least uptake relative to

*Highlighted in red in the chart.

^Highlighted in yellow in the chart.

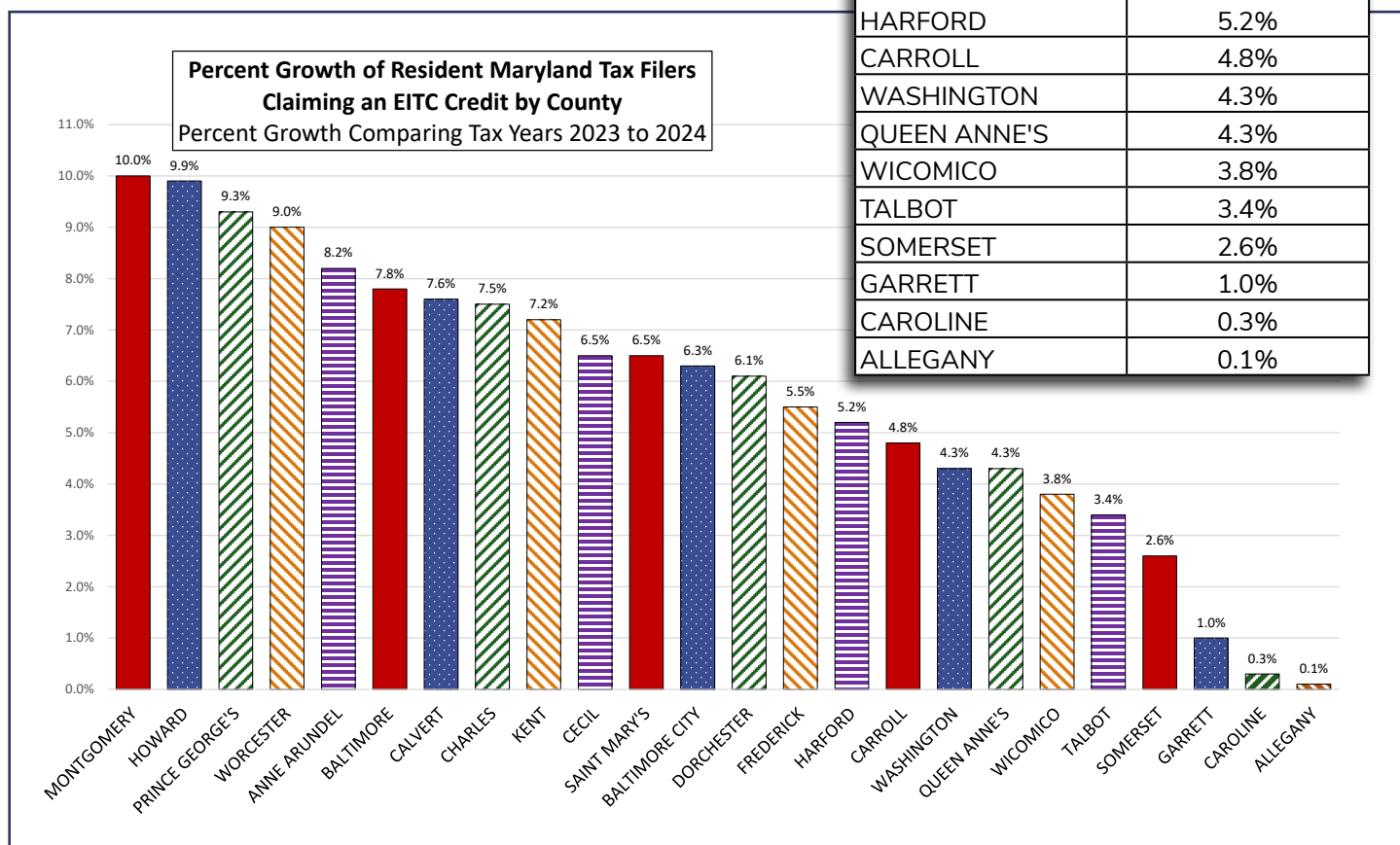
Note: Data includes all Maryland residents who filed an EITC claim and includes claim

EITC DATA ANALYSIS

Claims and Uptake

This bar chart displays year-over-year growth rates of county EITC claim rates, comparing Tax Years 2023 to 2024. The greatest increase in EITC claim rates occurred in Montgomery, Howard, and Prince George's Counties. The slowest growth in claim rates occurred in Garrett, Caroline, and Allegany counties, highlighting divergent trends across counties.

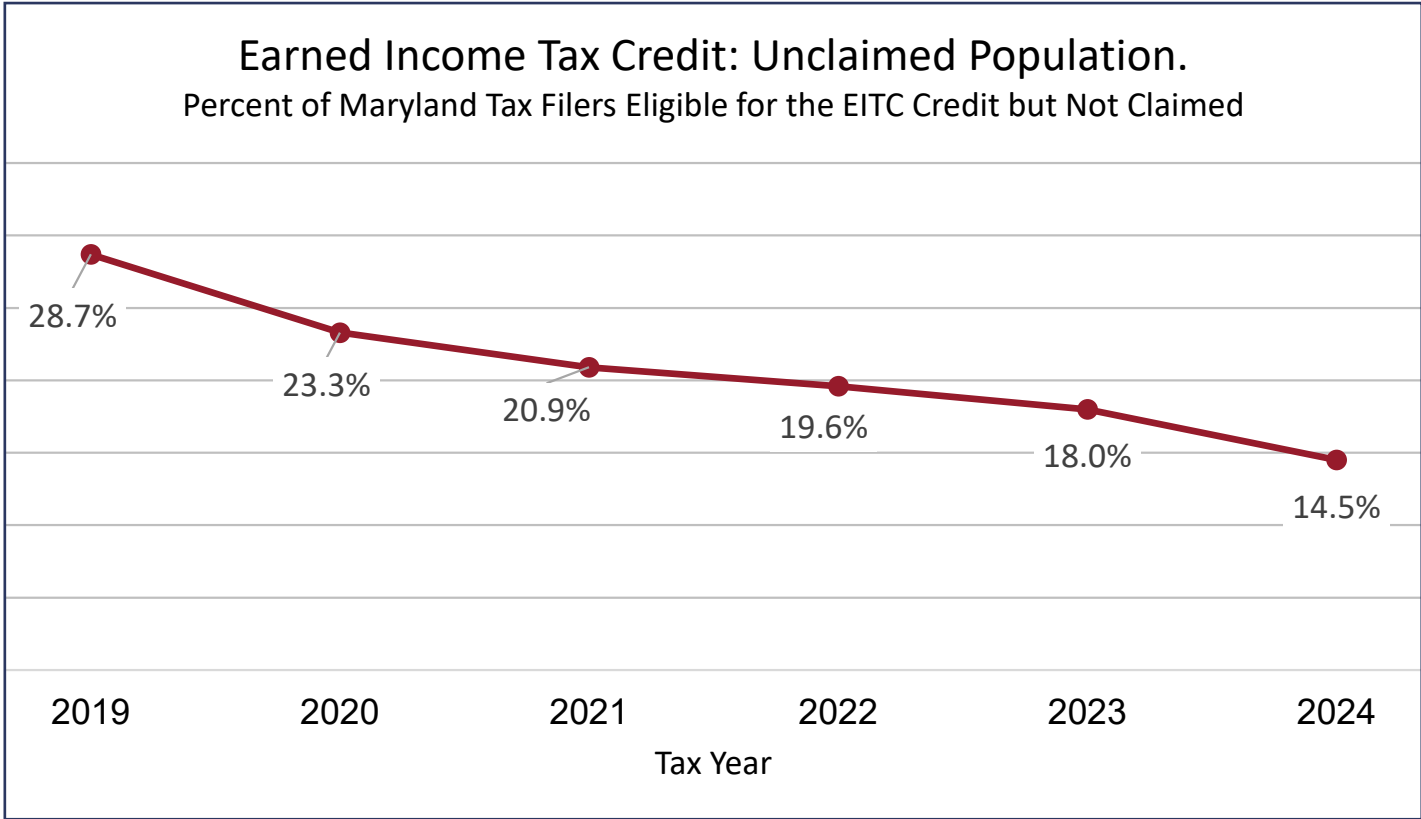
County Name	Counties Percent Change (TY23-24)
MONTGOMERY	10.0%
HOWARD	9.9%
PRINCE GEORGE'S	9.3%
WORCESTER	9.0%
ANNE ARUNDEL	8.2%
BALTIMORE	7.8%
CALVERT	7.6%
CHARLES	7.5%
KENT	7.2%
CECIL	6.5%
SAINT MARY'S	6.5%
BALTIMORE CITY	6.3%
DORCHESTER	6.1%
FREDERICK	5.5%
HARFORD	5.2%
CARROLL	4.8%
WASHINGTON	4.3%
QUEEN ANNE'S	4.3%
WICOMICO	3.8%
TALBOT	3.4%
SOMERSET	2.6%
GARRETT	1.0%
CAROLINE	0.3%
ALLEGANY	0.1%



Note: The population includes all Maryland residents who filed an EITC claim and includes claim data as of 6/5/2025.

EITC DATA ANALYSIS

EITC UNCLAIMED



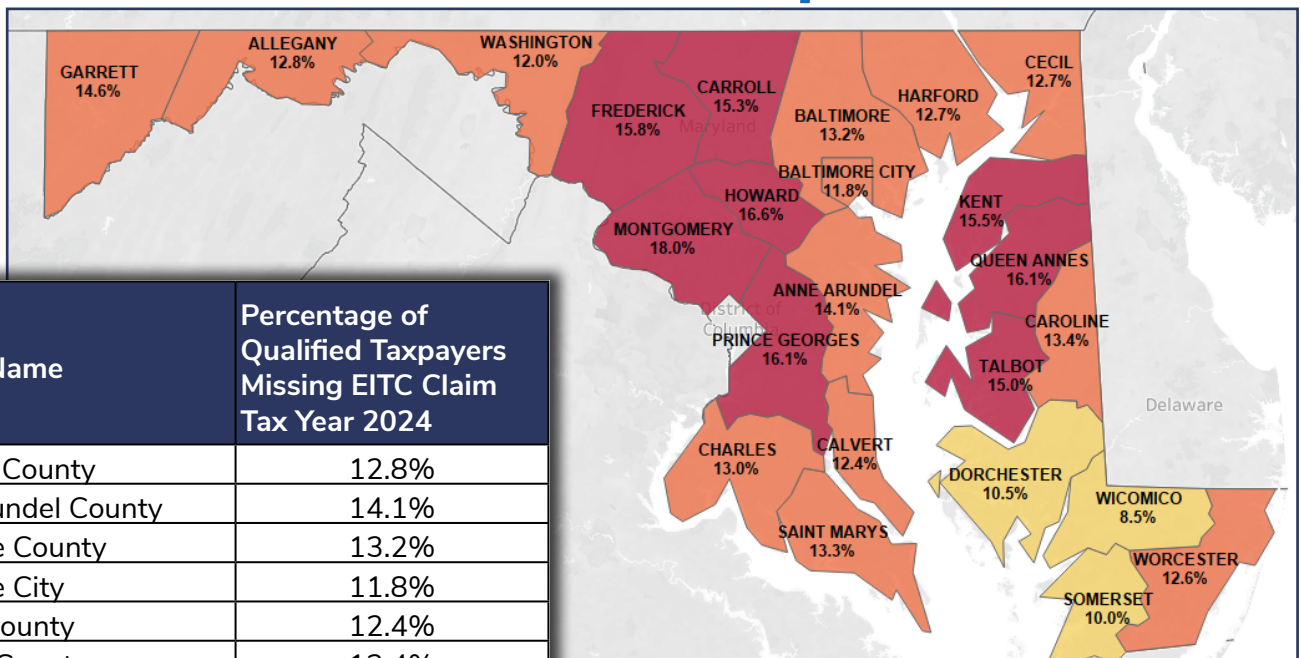
This chart tracks the percentage of eligible Maryland tax filers who failed to claim the EITC, dropping from 18.0% in 2023 to a six-year low of 14.5% in 2024. The downward trend suggests improved outreach or awareness among eligible filers.

	2019	2020	2021	2022	2023	2024
Percent of Maryland Tax Filers Eligible for the EITC Credit but Not Claimed	28.7%	23.3%	20.9%	19.6%	18.0%	14.5%

Note: Data includes all qualified Maryland residents who filed taxes for the associated tax year but did not claim the EITC and includes claim data as of 6/05/2025.

EITC DATA ANALYSIS

Unclaimed Population



County Name	Percentage of Qualified Taxpayers Missing EITC Claim Tax Year 2024
Allegany County	12.8%
Anne Arundel County	14.1%
Baltimore County	13.2%
Baltimore City	11.8%
Calvert County	12.4%
Caroline County	13.4%
Carroll County	15.3%
Cecil County	12.7%
Charles County	13.0%
Dorchester County	10.5%
Frederick County	15.8%
Garrett County	14.6%
Harford County	12.7%
Howard County	16.6%
Kent County	15.5%
Montgomery County	18.0%
Prince George's County	16.1%
Queen Anne's County	16.1%
St. Mary's County	13.3%
Somerset County	10.0%
Talbot County	15.0%
Washington County	12.0%
Wicomico County	8.5%
Worcester County	12.6%

This county breakdown shows the share of eligible filers who didn't claim the EITC in 2024. Montgomery, Howard, and Queen Anne's counties exhibit the highest non-claim rates.*

In contrast, Wicomico, Somerset, and Dorchester counties have the lowest unclaimed proportions among their eligible filers.^

*Highlighted in red in the chart.

^Highlighted in yellow in the chart.

Note: The population here includes all qualified Maryland residents who filed taxes for the associated tax year but did not claim the EITC and includes claim data as of 6/5/2025.