



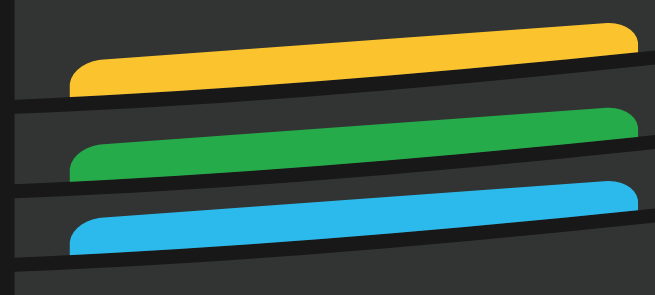
# TurboTax Users Want to Spend Less.

H&R Block commissioned Atomik Research to conduct an online survey of 2,002 self-identified TurboTax users.



## 99%

of TurboTax users want an extra \$10 in their pocket or bank.



### 96%

of TurboTax users REALLY like to save money.



### 94%

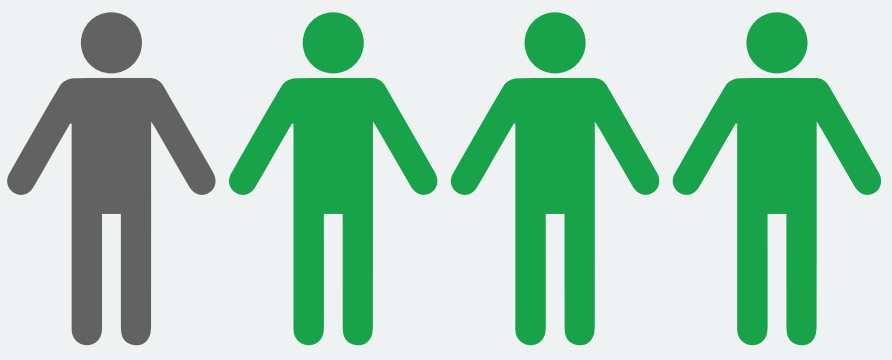
of TurboTax users say they'd be disappointed to learn they paid more than they had to for a service.



### 81%

of TurboTax users would rather get \$10 than 10 hugs.

## 3 in 4 (75%)



TurboTax users say they are always willing to switch to a cheaper and better product.

## Top 3 Emojis TurboTax users would choose if someone gave them a \$10 bill.



### 32%

Smiley Face



### 22%

Praise Hands



### 16%

Money Eyes with  
Tongue Out

**Did you know?** Saving money is easy with H&R Block. Our DIY Online tax products typically cost at least **\$10 less than TurboTax.\***

\* \$10 less than TurboTax price comparison based on regular price of standard paid DIY editions on TurboTax.com as of 1/10/2020.

TurboTax is a registered trademark of Intuit, Inc.

The margin of error is +/- 2 percent with a confidence interval of 95 percent. The fieldwork took place between November 26th and 27th, 2019. Atomik Research is an independent creative market research agency.