H&R BLOCK®

Americans Value Time So Much, They'd Pay for More If They Could.

H&R Block commissioned Atomik Research to conduct an online survey of 2,015 18 to 40-year-olds.

Atomik Research Top Stats:

88% of respondents would choose to add one or more additional hours to their day.

People who chose to add time to their day said they would use this extra time to:
- **57%** Spend time with family and friends
- **56%** Would have more "me time"
- **51%** Would catch up on sleep
- **32%** Master a unique skill

If money could buy more time, **70%** of Americans would pay for it.

During a typical week, respondents said these things take up most of their time:
- **60%** Working
- **57%** Household duties (i.e., meal prep, cooking, cleaning, laundry)
- **33%** Spending time with loved ones
- **32%** Running errands
- **19%** Childcare

About three quarters **(75%)** of respondents agree with the statement, "I wish there were more ways for me to get things done online rather than in-person."

More than two out of three **(69%)** of Americans report often using apps and websites to save time.

Survey respondents report using apps and websites to save time to:
- **74%** Shopping online
- **60%** Banking/managing finances
- **54%** Ordering food
- **51%** Scheduling appointments
- **49%** Setting up automatic payments
- **36%** Booking travel plans
- **25%** Searching for properties

The majority of Americans **(95%)** agree with the following statement, "I deserve to know how much money I'm paying before I agree to pay for a service".

Tax Pro Go℠ saves people valuable time by allowing them to get their taxes done by an expert without stepping foot in a tax office.

The margin of error is +/- 2 percent with a confidence interval of 95 percent. The fieldwork took place between December 17 and 18, 2019. Atomik Research is an independent creative market research agency.