

Bespoke Survey Research

April 2024

Tax Preparation Services

Volume 2 | Quarterly Survey

1,250+ US Consumers Balanced To Census

Tickers Covered: HRB, INTU.

KPIs and Key questions

1. TurboTax is the most popular option for filing taxes.
2. Accountants and H&R Block are second to TurboTax.
3. Most filers prefer to file their taxes themselves online or via software vs. going through an accountant/tax professional.
4. Turbo Tax and CPAs retained a higher percentage of their customers from one year ago compared to the share of customers that H&R Block retained.
5. A plurality (34%) of those who used to use H&R Block in the past, but don't anymore, used Turbo Tax this year.

Noteworthy Stats:

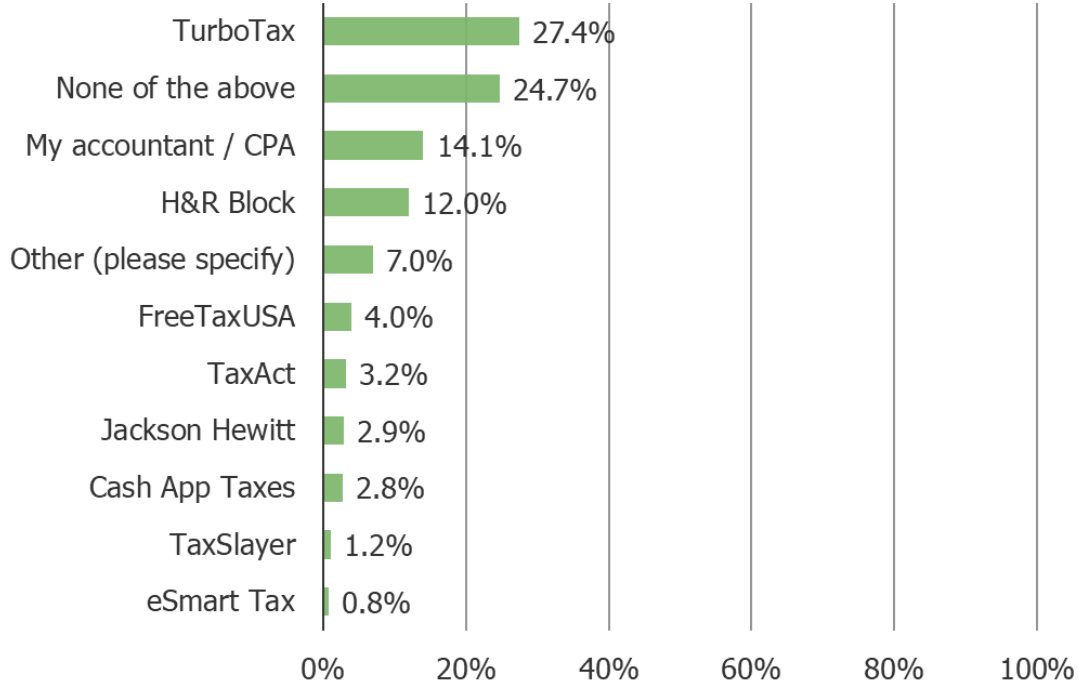
27.4% of respondents said they plan to use TurboTax this year to file taxes.

12.0% of respondents said they plan to use H&R Block this year to file taxes.

59.4% of respondents said they prefer to file taxes themselves online or via software.

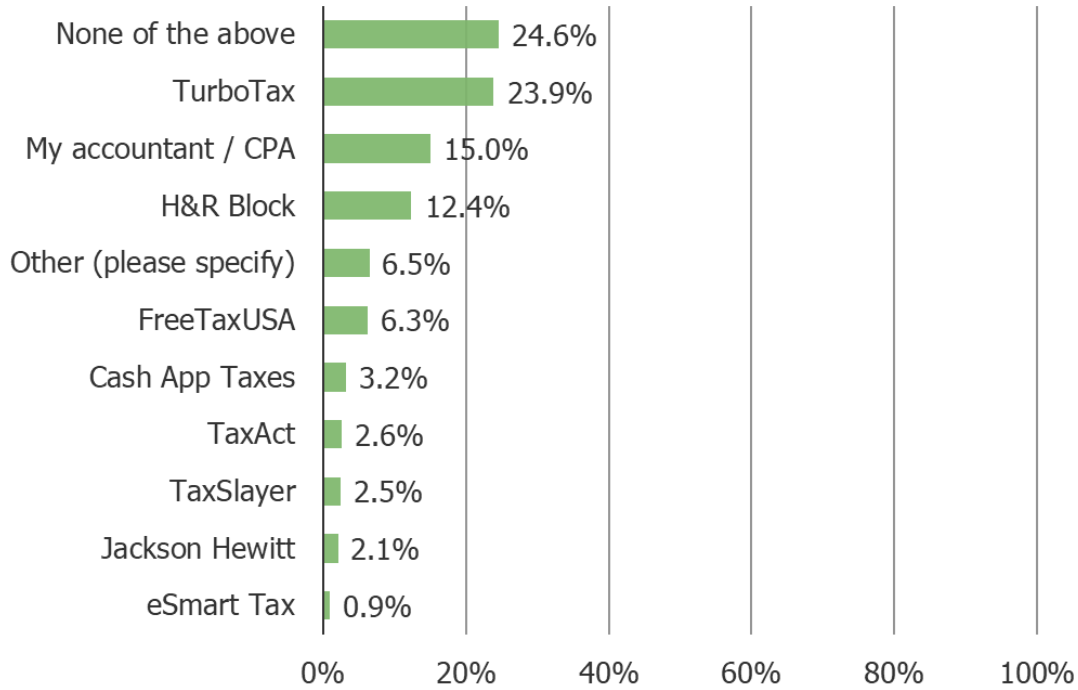
HOW DID YOU FILE YOUR TAXES THIS YEAR?

Posed to all respondents.



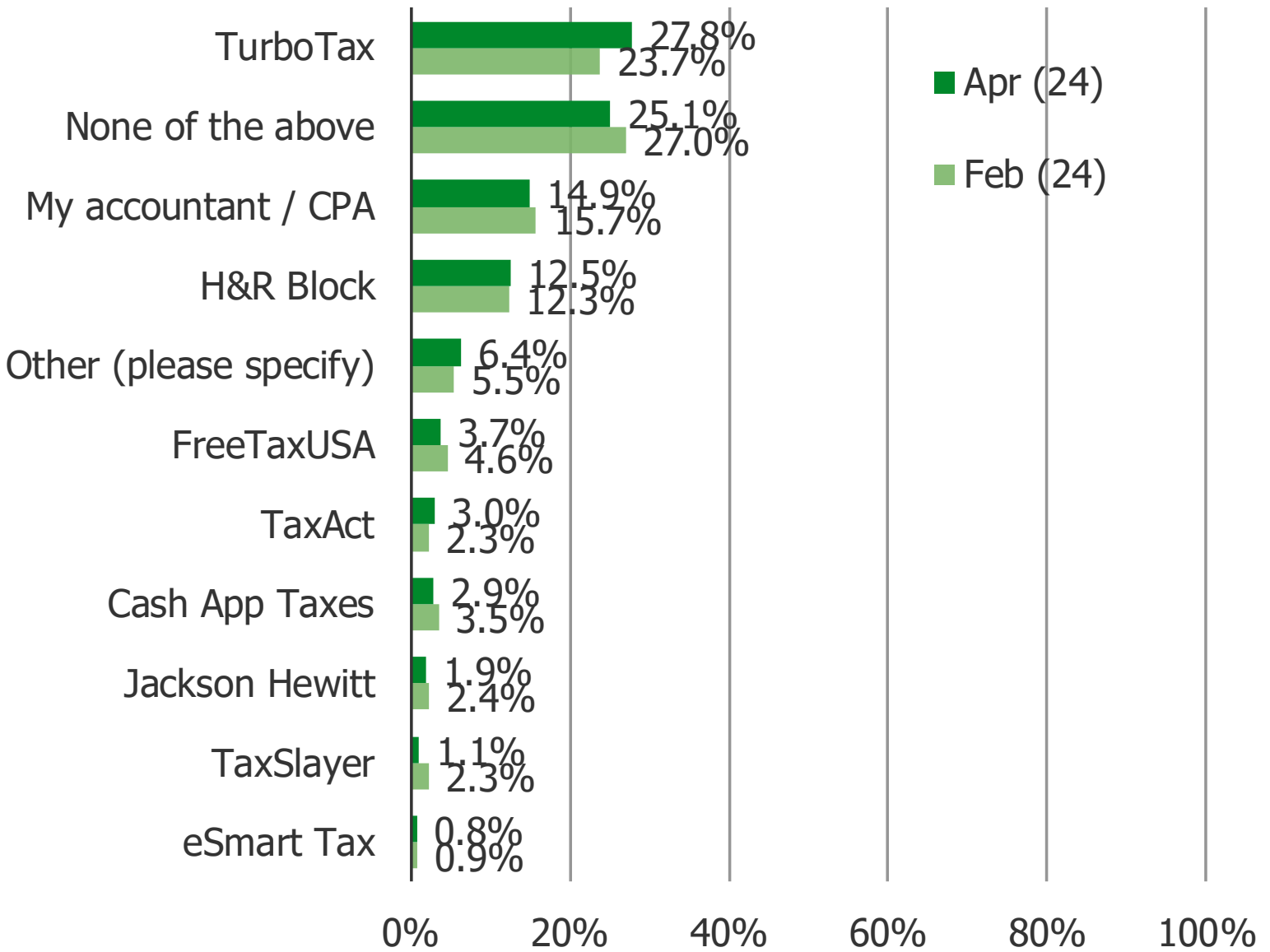
FROM FEBRUARY 2024: HOW WILL YOU FILE YOUR TAXES THIS YEAR?

Posed to all respondents.



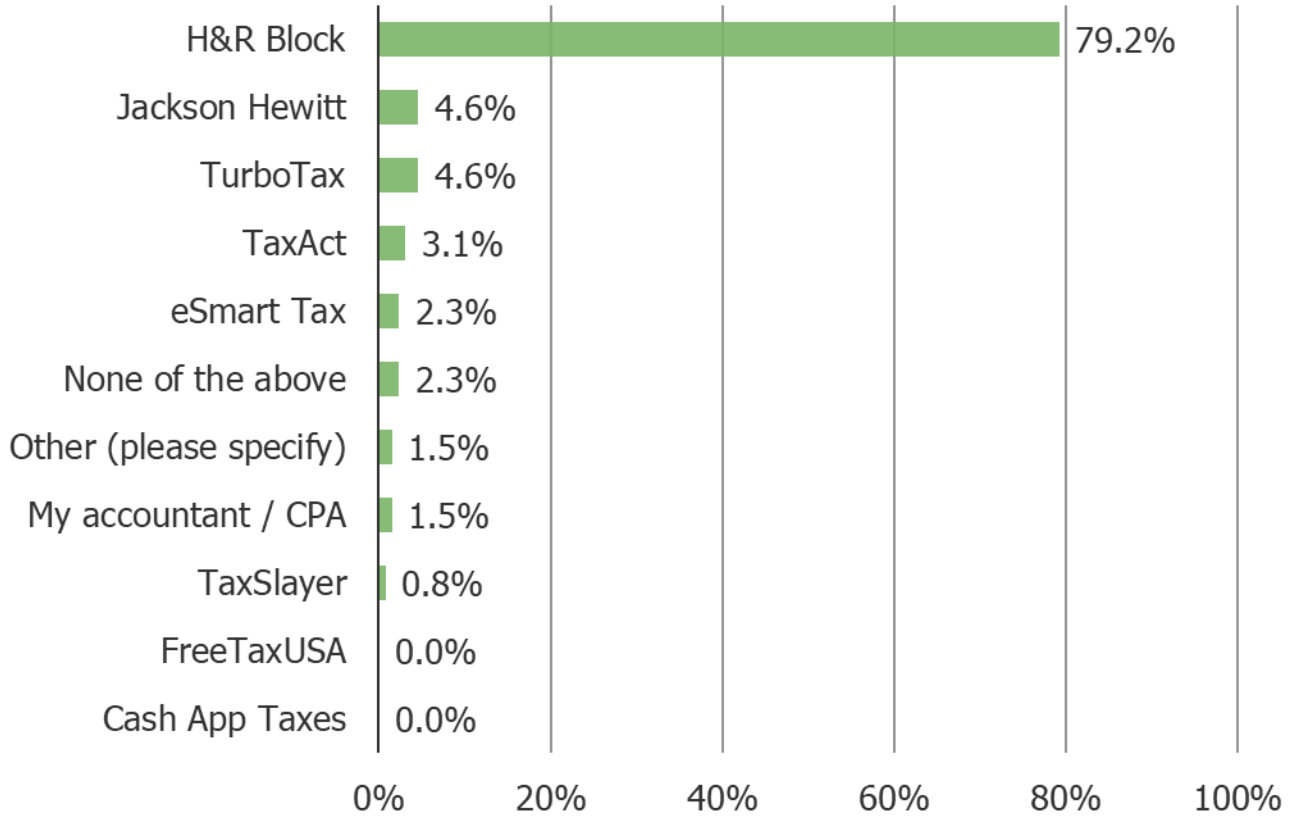
HOW DID YOU FILE YOUR TAXES LAST YEAR?

Posed to all respondents.



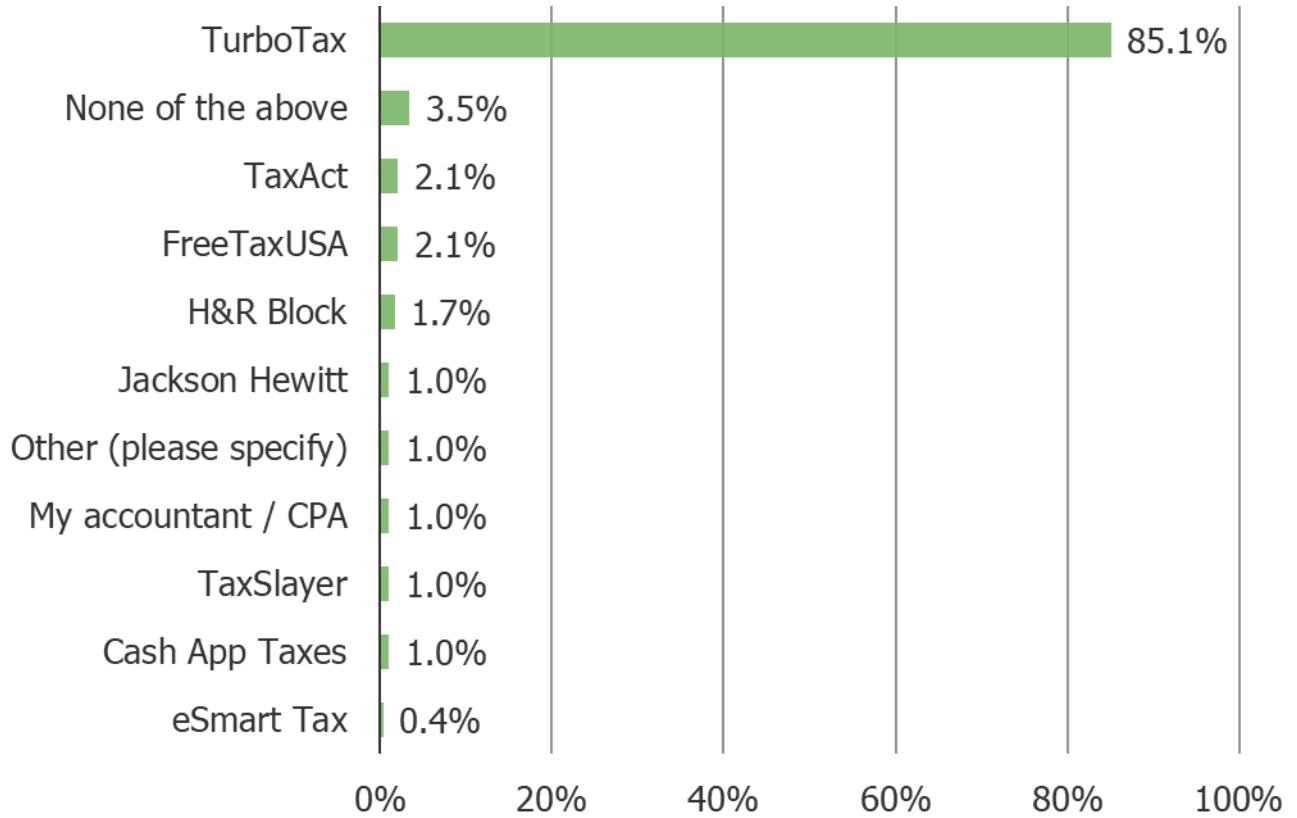
Y/Y RETENTION | USED H&R BLOCK LAST YEAR... WHAT THEY USED THIS YEAR...

Posed to respondents who used H&R Block last year (N = 130)



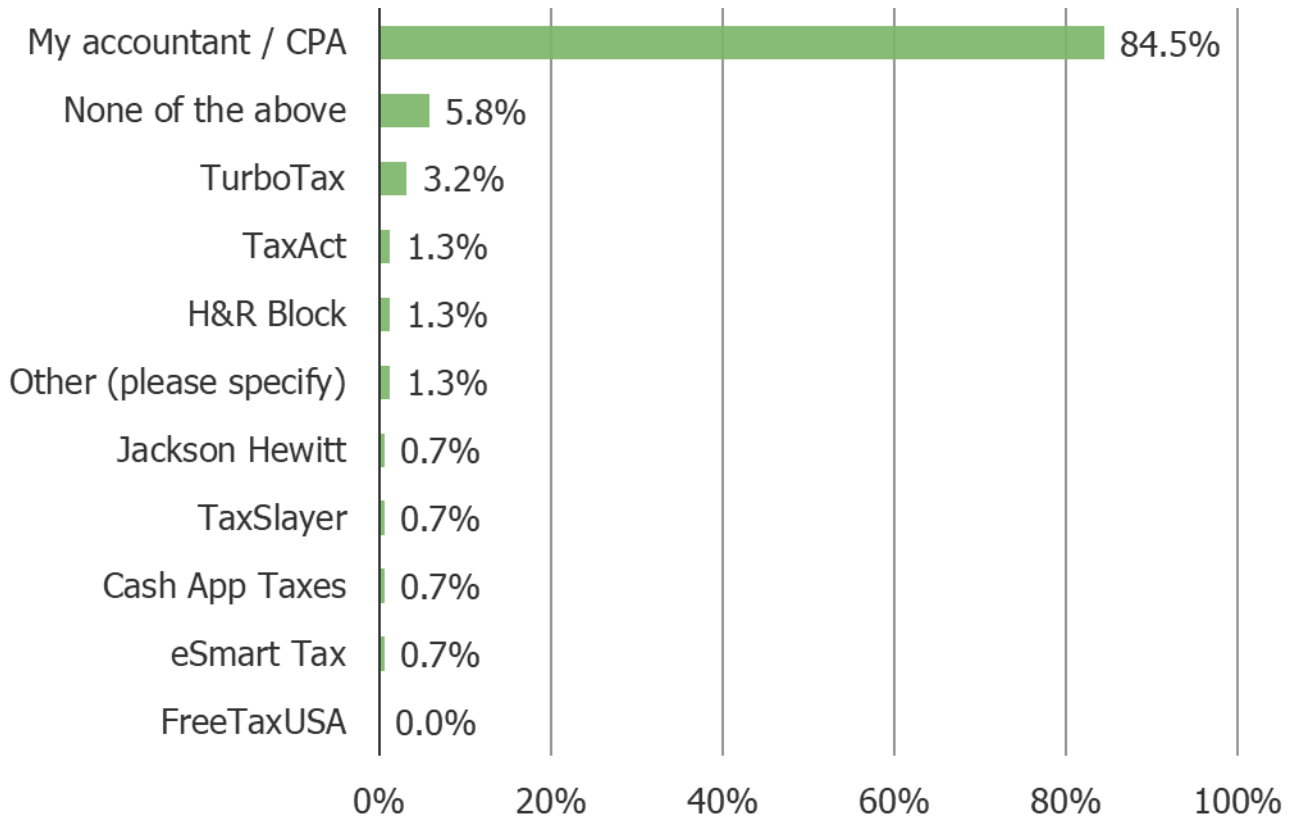
Y/Y RETENTION | USED TURBO TAX LAST YEAR... WHAT THEY USED THIS YEAR...

Posed to respondents who used Turbo Tax last year (N = 289)



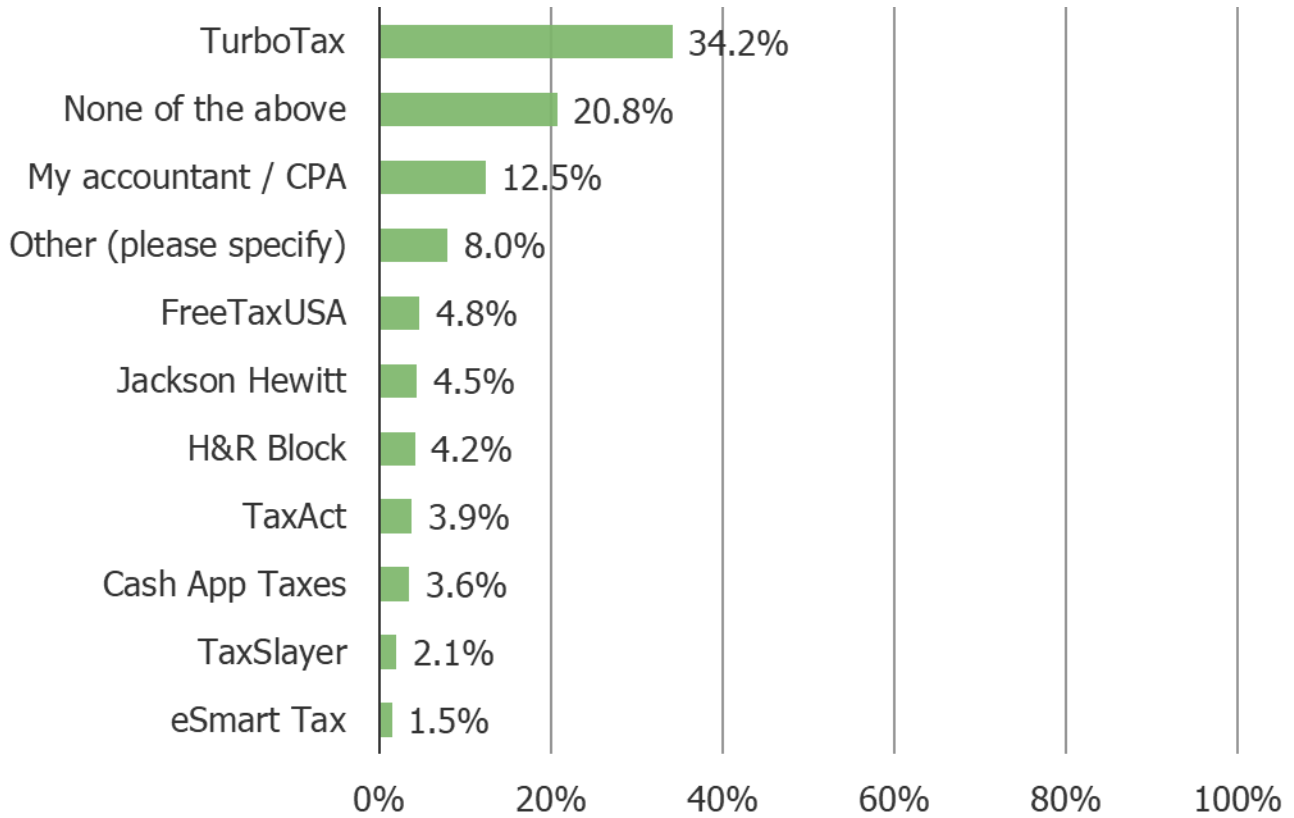
Y/Y RETENTION | CPA LAST YEAR... WHAT THEY USED THIS YEAR...

Posed to respondents who used a CPA last year (N = 155)



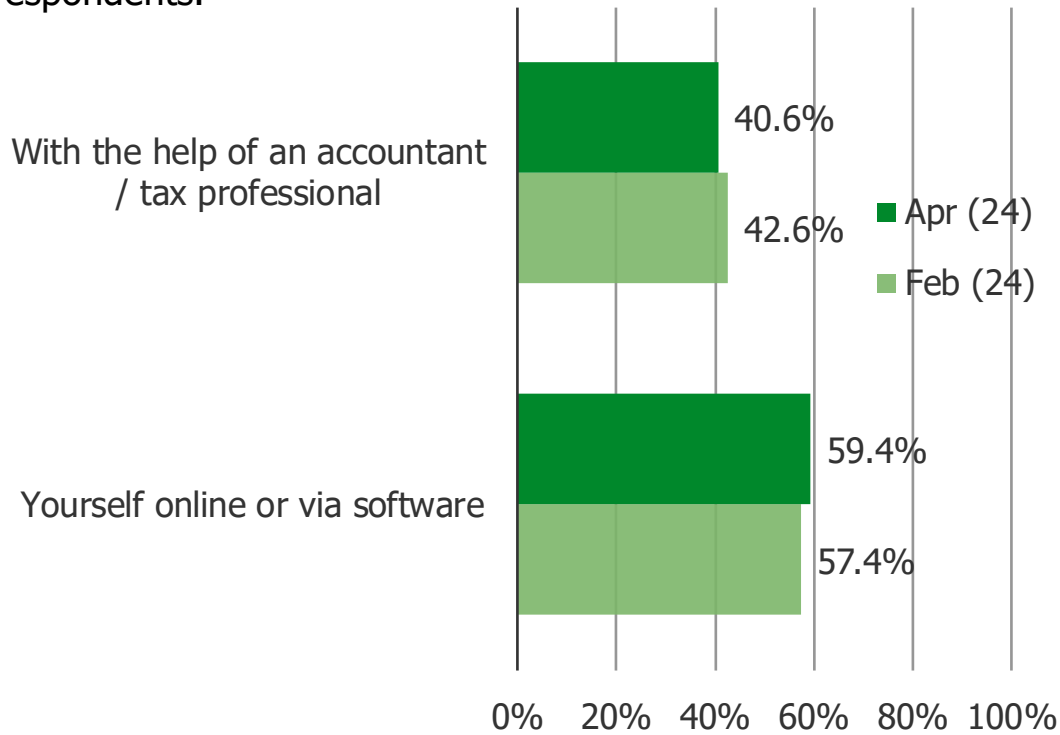
WHO THEY SWITCHED TO: ALL RESPONDENTS WHO HAVE USED H&R BLOCK AT SOME POINT IN THE PAST BUT DON'T ANY LONGER, WHAT THEY USED TO FILE TAXES THIS YEAR

Posed to all respondents.



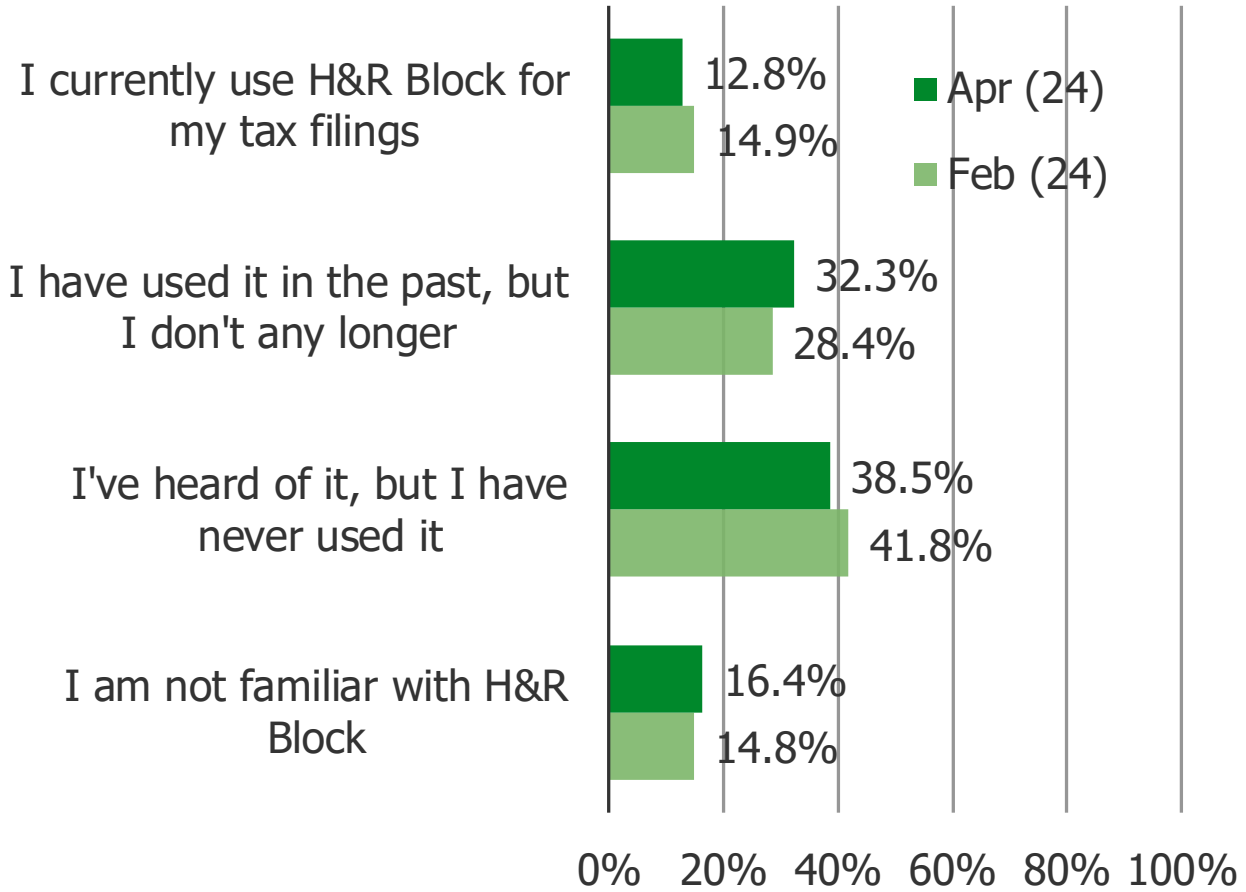
DO YOU PREFER TO FILE YOUR TAXES...

Posed to all respondents.



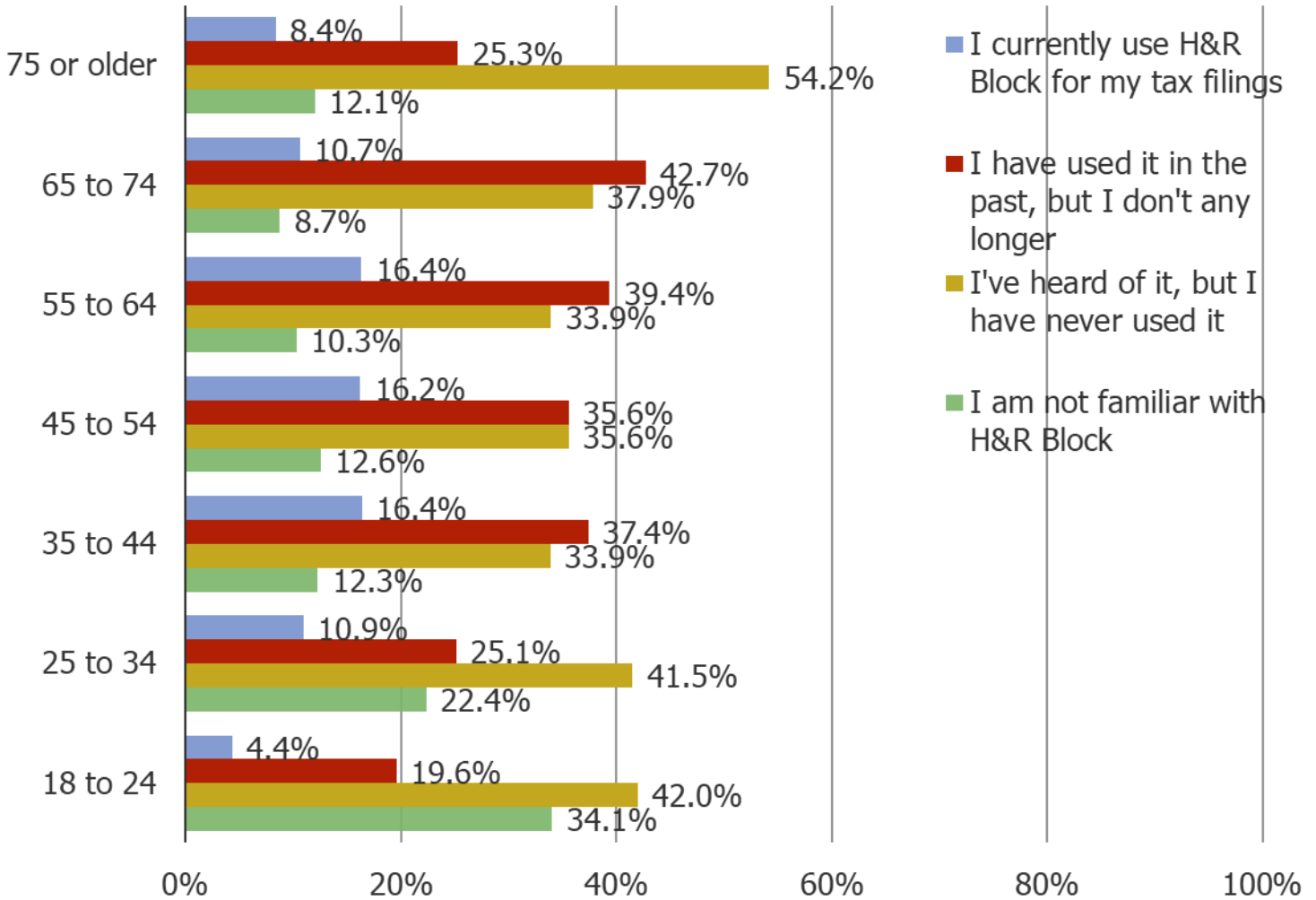
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH H&R BLOCK?

Posed to all respondents.



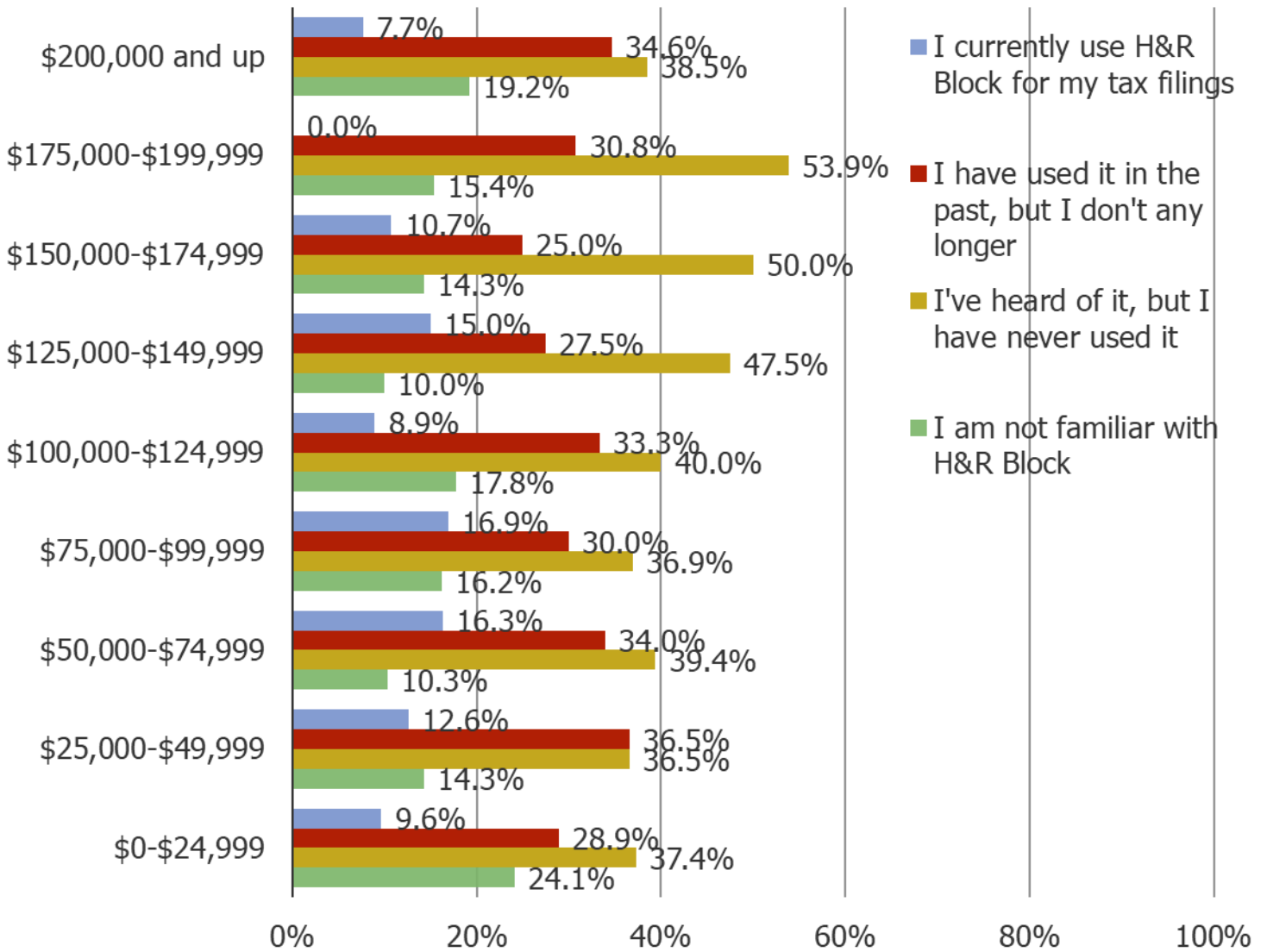
EXPERIENCE WITH H&R BLOCK, AGE BREAKDOWNS

Posed to all respondents.



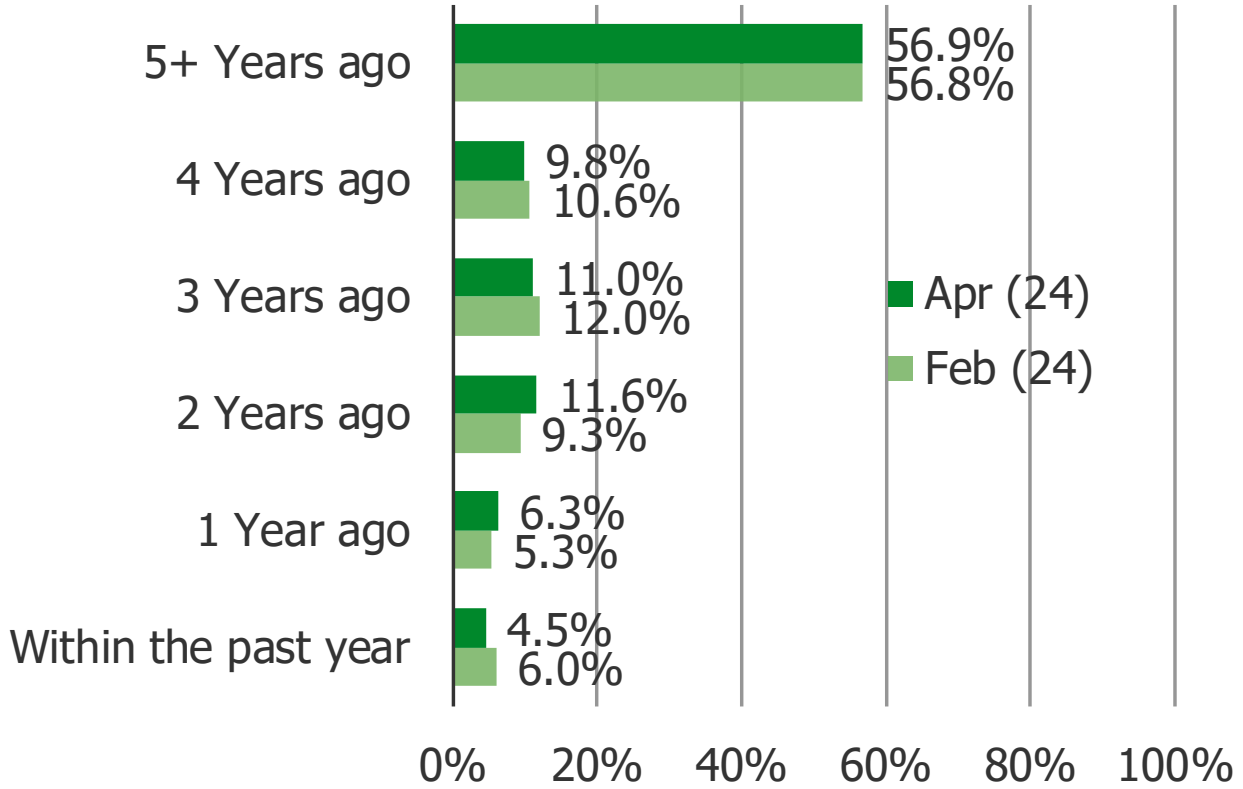
EXPERIENCE WITH H&R BLOCK, INCOME BREAKDOWNS

Posed to all respondents.



WHEN DID YOU STOP USING H&R BLOCK?

Posed to respondents who used H&R Block in the past, but don't any longer



WHEN YOU USE H&R BLOCK, DO YOU TYPICALLY?

Posed to respondents who use H&R Block currently.

