

Early Warning Quarterly PR Pulse

Q1 2022 *Lifestyle and Small Business*

METHODOLOGY



METHODOLOGY:

- Ten-minute online survey
- Quarterly tracking
- Sample via EWS Online Research Panel



POPULATION:

- 450 interviews per quarter
- Mobile Majority ages 18-75, determined by U.S. Census data



QUALIFYING CRITERIA

- Ages 18 – 75 | Mix of race, gender, age, employment | Not employed in a sensitive industry
- Must have a checking or savings account

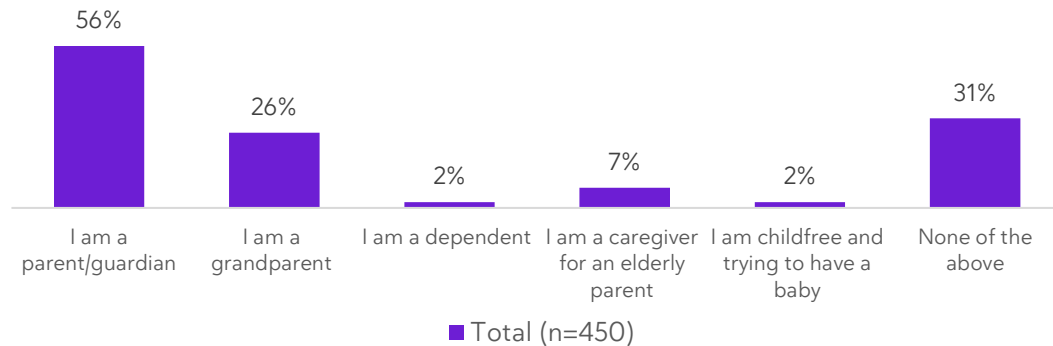
KEY FINDINGS

- Over three-quarters of respondents are responsible for managing their household expenses (91%).
- Debit (36%) and credit cards (33%) are the most preferred payment methods for **household expenses** followed by P2P services (16%).
- P2P services are the most frequently used payment method for shared **friends and family** expenses (39%) and are one of the most preferred payment methods for shared **traveling** expenses (29%), along with credit cards (31%).
- P2P services are the most preferred payment method for **small businesses** (32%), followed by cash (25%) and credit cards (20%).
- Over half of respondents use P2P services to send money (56%) to those in need.
- Over three-quarters of respondents have not participated in or seen social media trends using P2P services (83%).
- Privacy (35%) and scams (35%) were respondents' biggest concerns when using a P2P service.

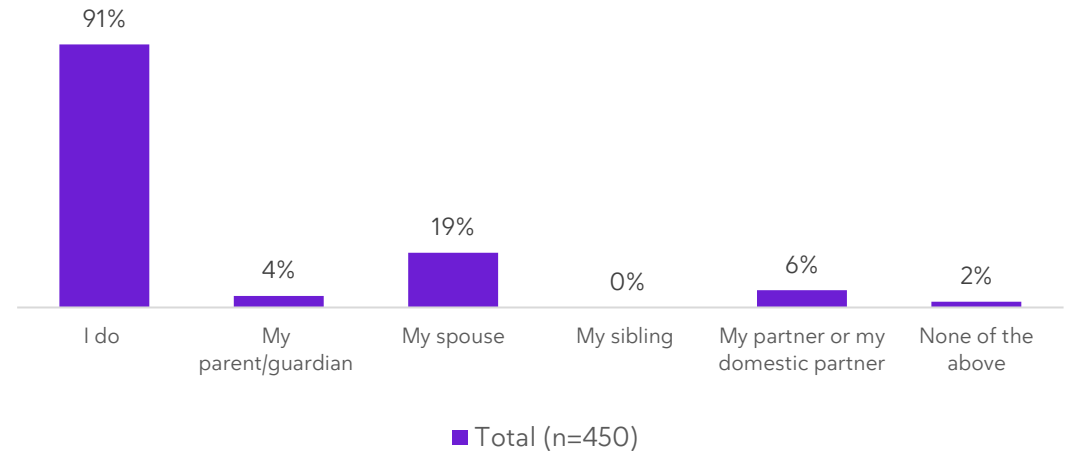
HOUSEHOLD ROLES AND RESPONSIBILITIES

Over half of respondents have dependents (63%), as 56% are parents/guardians and 7% care for an elder. Additionally, over three-quarters of respondents are responsible for managing their household expenses (91%).

Which of the following descriptions are true about you?



Who manages your household expenses?

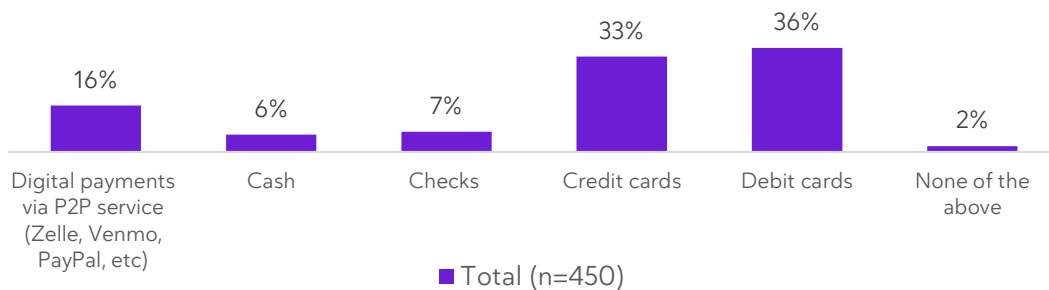


Source: Q1. Which of the following descriptions are true about you? (Please select all that apply). | Q2. Who manages your household expenses? (Please select all that apply).

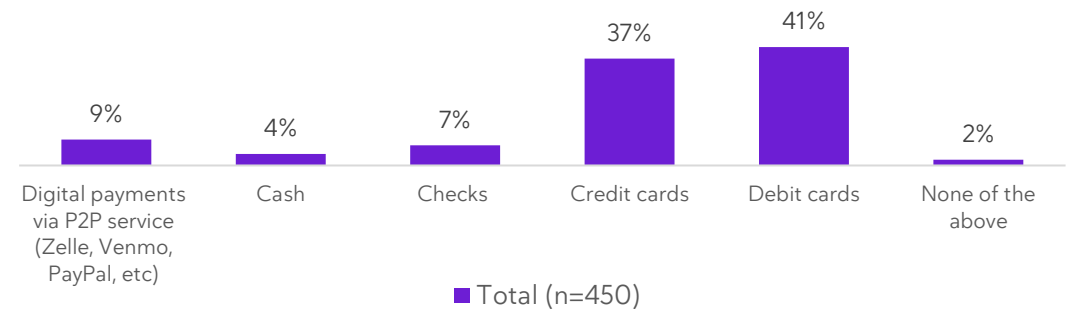
PAYMENT METHOD PREFERENCES FOR HOUSEHOLD EXPENSES

Debit (36%) and credit cards (33%) are the most preferred payment methods for household expenses, followed by P2P services (16%). These payment methods are rated similarly for frequency of use.

Which of the following payment methods do you **most prefer** to use for household expenses?



Which of the following payment methods do you **most frequently** use for household expenses?

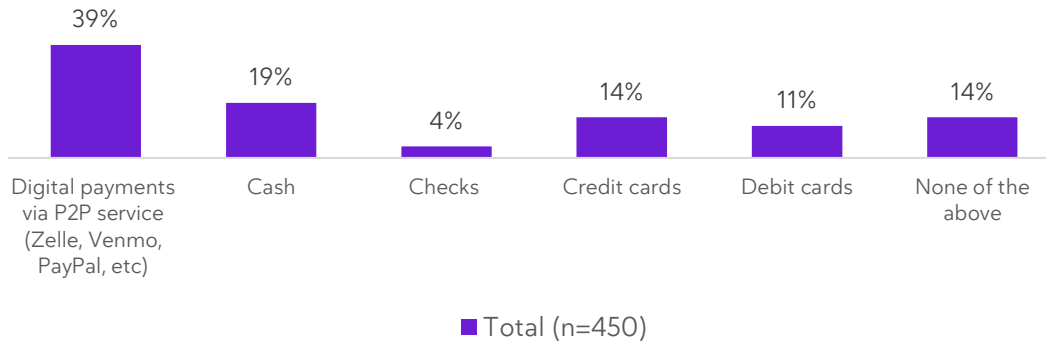


Source: Q3. Which of the following payment methods do you most prefer to use for household expenses? (Please select one.) | Q4. Which of the following payment methods do you most frequently use for household expenses? (Please select one.)

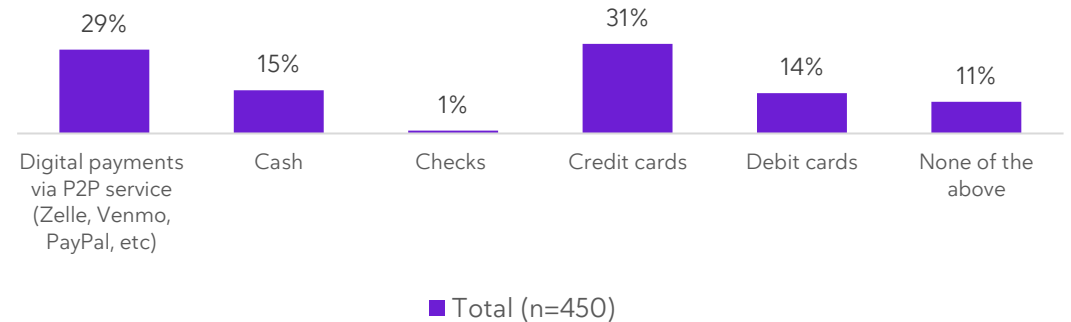
PAYMENT METHOD PREFERENCES FOR SHARED EXPENSES

P2P services are the most frequently used payment method for friend and family expenses (39%) and are one of the most preferred payment methods for traveling (29%), along with credit cards (31%).

Which of the following payment methods do you **most frequently** use for shared expenses with family/friends?



Which of the following payment methods do you **most prefer** to use for shared expenses when traveling with others?

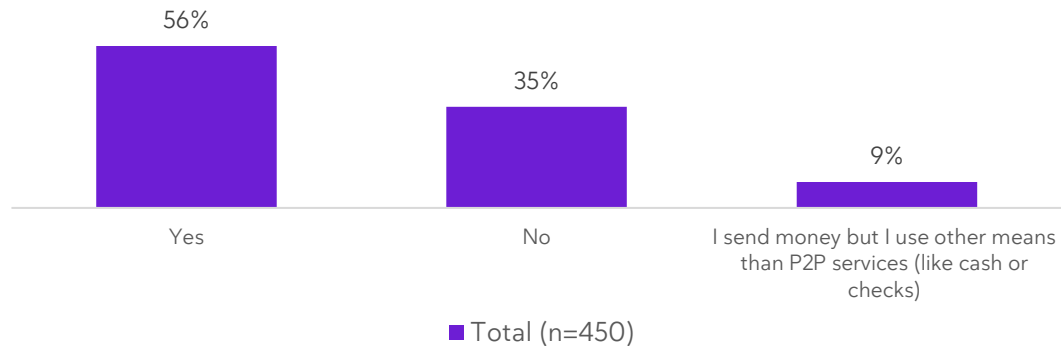


Source: Q5. Which of the following payment methods do you most frequently use for shared expenses with family/friends? (Please select one.) | Q6. Which of the following payment methods do you most prefer to use for shared expenses when traveling with others? (Please select one.)

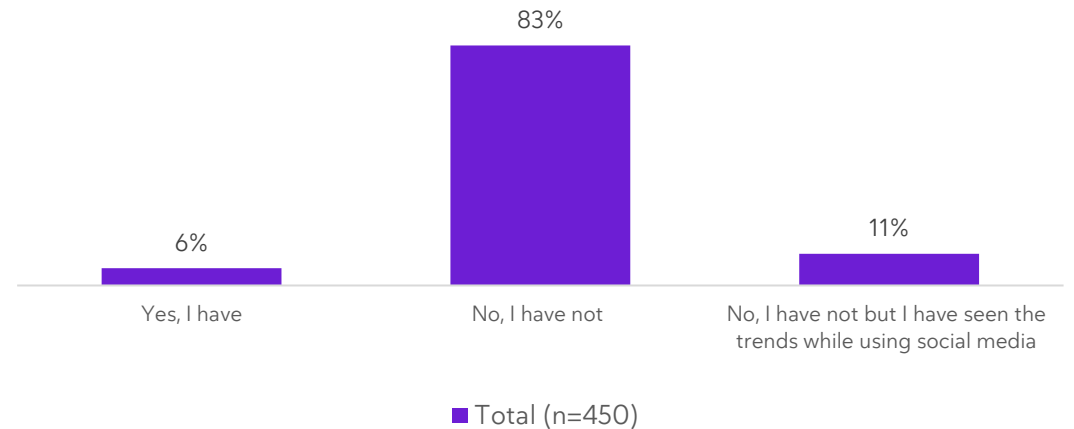
P2P USAGE AND TRENDS

Over half of respondents use P2P services to send money (56%) to others in need. Additionally, over three-quarters of respondents have not participated in or seen social media trends using P2P services (83%).

Do you use P2P services to send money to others in need (family, friends, colleagues, etc.)?



Have you ever participated in a social media trend that included using P2P services (for example: sharing a QR code for a party or event)?

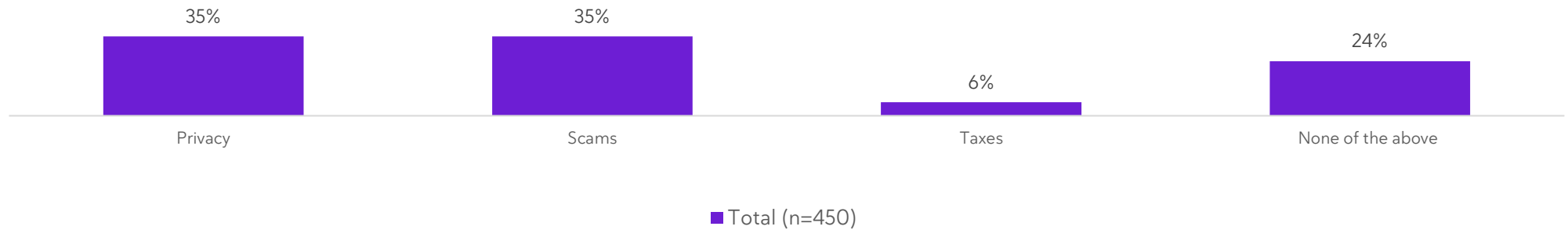


Source: Q7. Do you use P2P services to send money to others in need (family, friends, colleagues, etc.)? (Please select one).| Q8. Have you ever participated in a social media trend that included using P2P services (for example: sharing a QR code for a party or event)? (Please select one).

P2P CONCERNS

Privacy (35%) and scams (35%) were respondents' biggest concerns when using a P2P service.

Which of the following is your **biggest concern** when using P2P services (like Zelle®, Venmo, PayPal)?

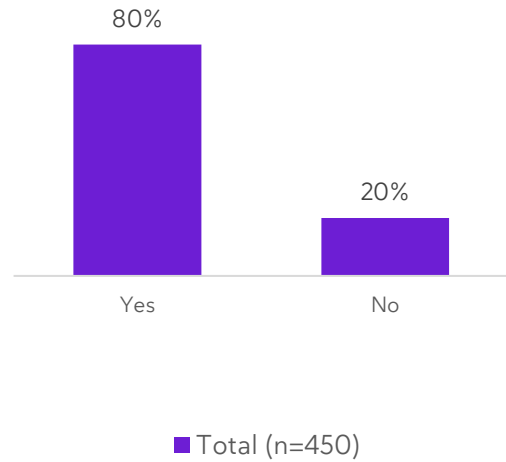


Source: Q23. Which of the following is your biggest concern when using P2P services (like Zelle®, Venmo, PayPal)? (Please select one).

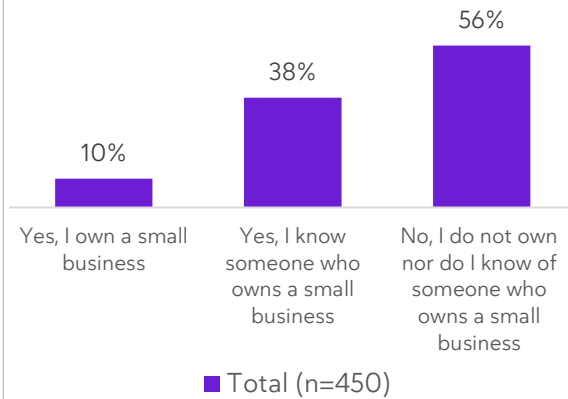
SMALL BUSINESS PAYMENT METHODS

Over three-quarters of respondents prefer to shop at small businesses and almost half either own or know someone who owns a small business (44%). P2P services are the most preferred payment method for small businesses (32%), followed by cash (25%) and credit cards (20%).

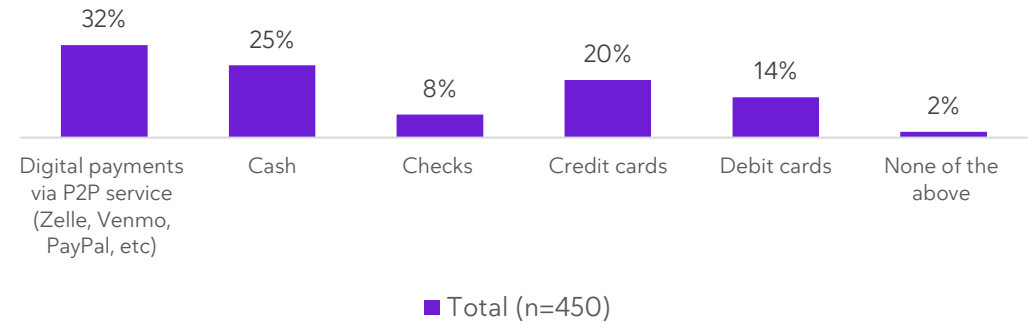
Do you prefer to shop at small businesses when given the option?



Do you or does someone you know own a small business?



Which of the following payment methods are **most preferred** for your business or for the business owner that you know?

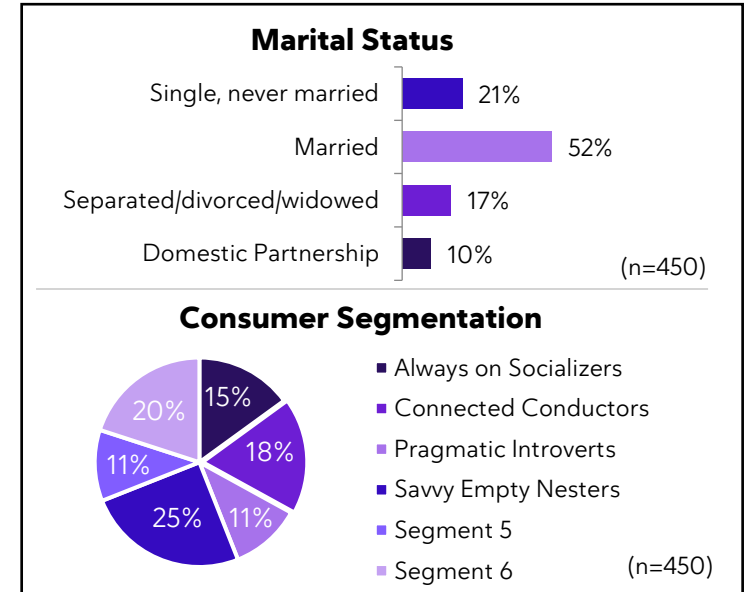
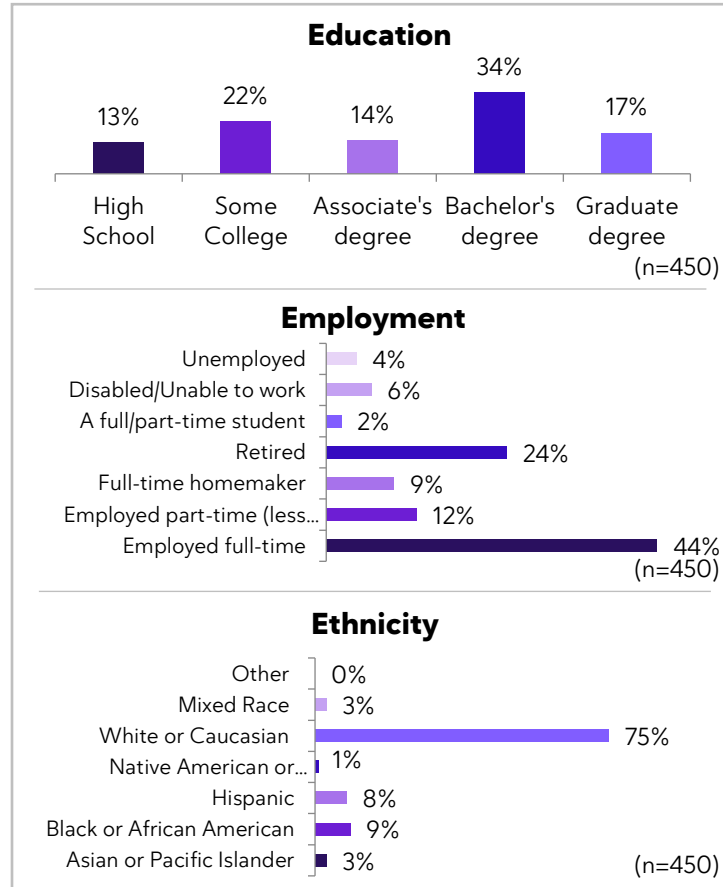
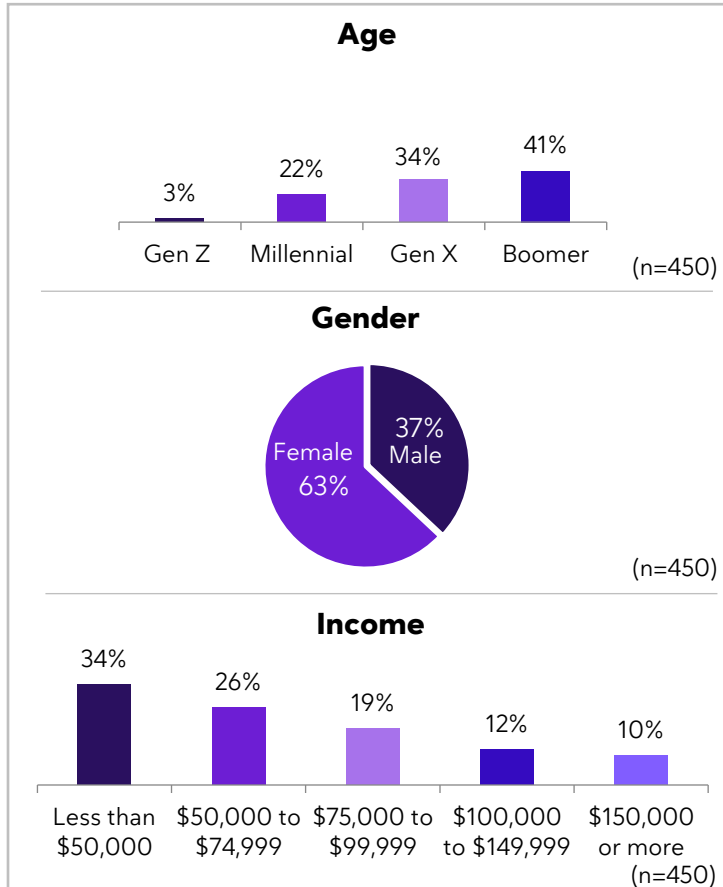


Source: Q20. Do you prefer to shop at small businesses when given the option? (Please select one). | Q21. Do you or does someone you know own a small business? (Please select all that apply). | Q22. Which of the following payment methods are most preferred for your business or for the business owner that you know? (Please select one).



Appendix: Demographics

DEMOGRAPHIC PROFILE



zelle

THIS IS HOW MONEY MOVES®