



# WEDDINGS & GIFTS: 2019

Factoid & Poll Questions



# METHODOLOGY

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## OBJECTIVES

- The Market Monitor provides continuing measurement of consumers' interactions with, and usage of, payment solutions and related emerging technologies across the broad digital landscape



## APPROACH

- Twenty-minute self-contained digital survey instrument administered to a representative sample of U.S. online consumers
- **P2P Adoption & Usage:** Shift from cash and checks to digital, adoption of existing & emerging technologies | **Quarterly Factoids & Polls:** Flexible module with questions to be updated quarterly



## PARTICIPANTS

- Digitally equipped U.S. consumers
- 500 respondents monthly, ~1500 Quarterly | Ages 18 – 72 | HS degree or higher | Own a smartphone | Own a checking and/or savings account | Employed, homemaker, student or retired

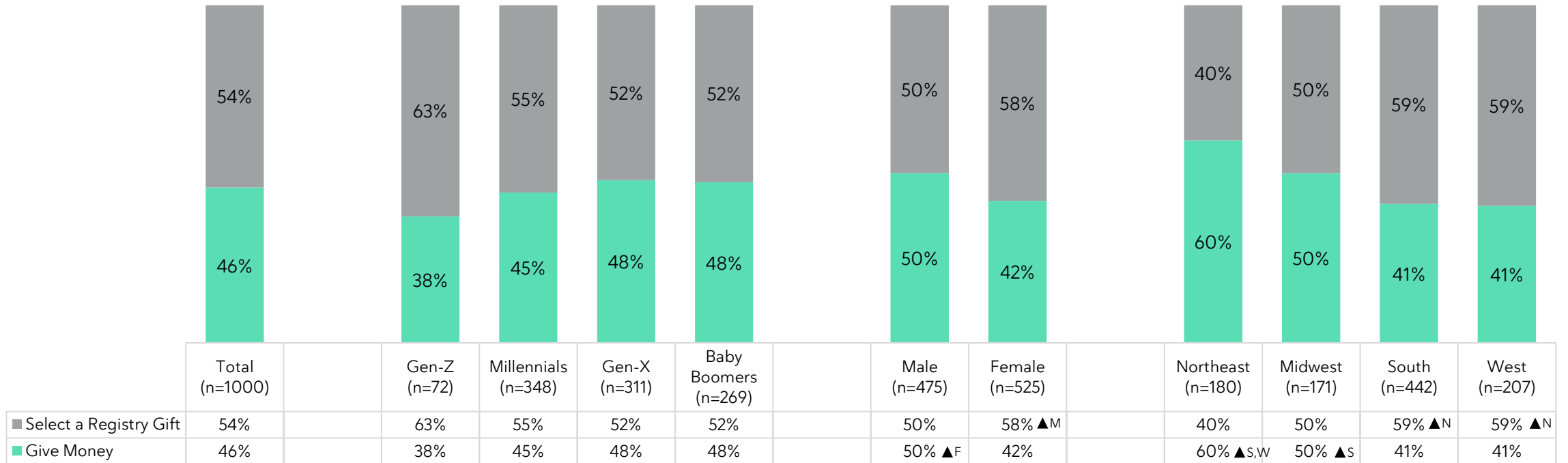


# FACTOIDS & POLLS

by Generational Cohort, Gender, Census Region

# If you're attending a wedding, would you rather give money or select a gift from the registry?

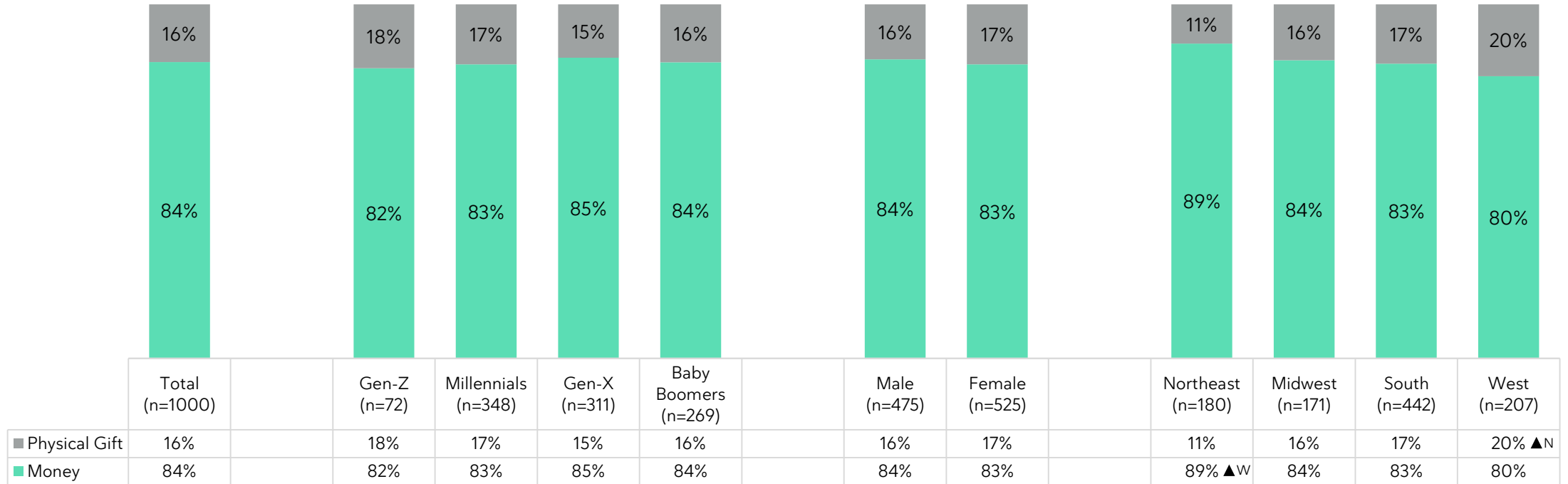
! When giving a wedding gift, those who reside in the Northeast are more likely to give money than select a gift from the registry.



# If you were receiving a gift for a major moment, would you rather receive....



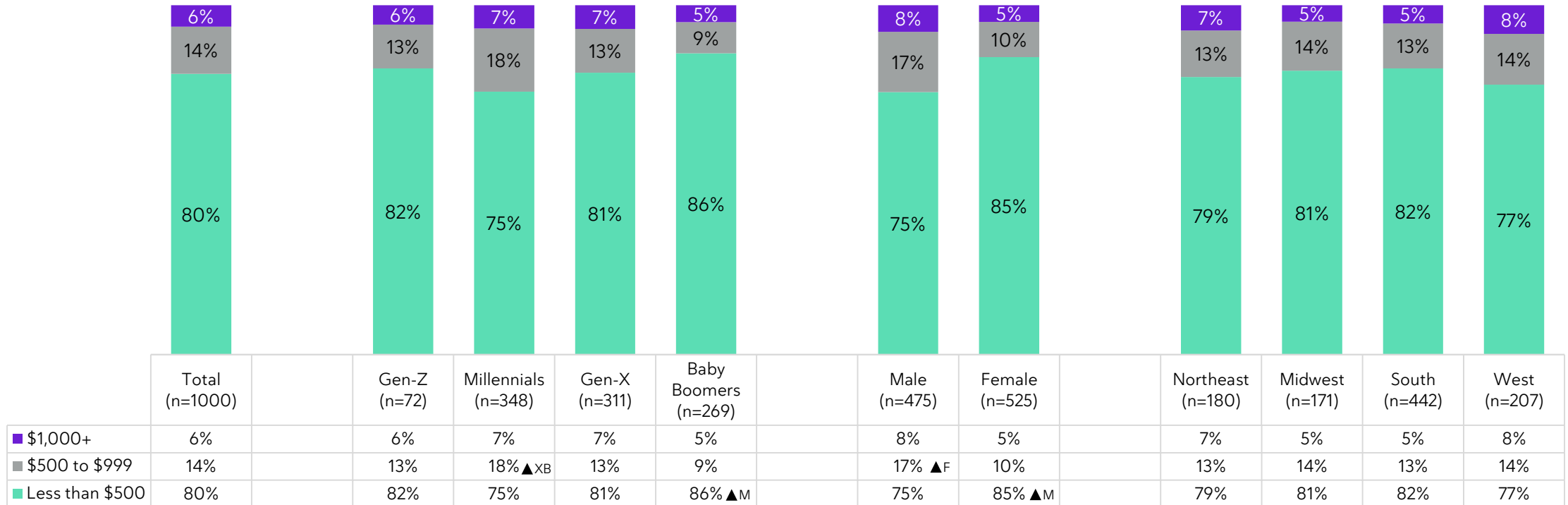
When receiving a gift for a major moment, the overwhelming preference of all demographic/regional cuts examined is to receive money rather than a physical gift.



# How much have you spent in the last year on attending weddings?



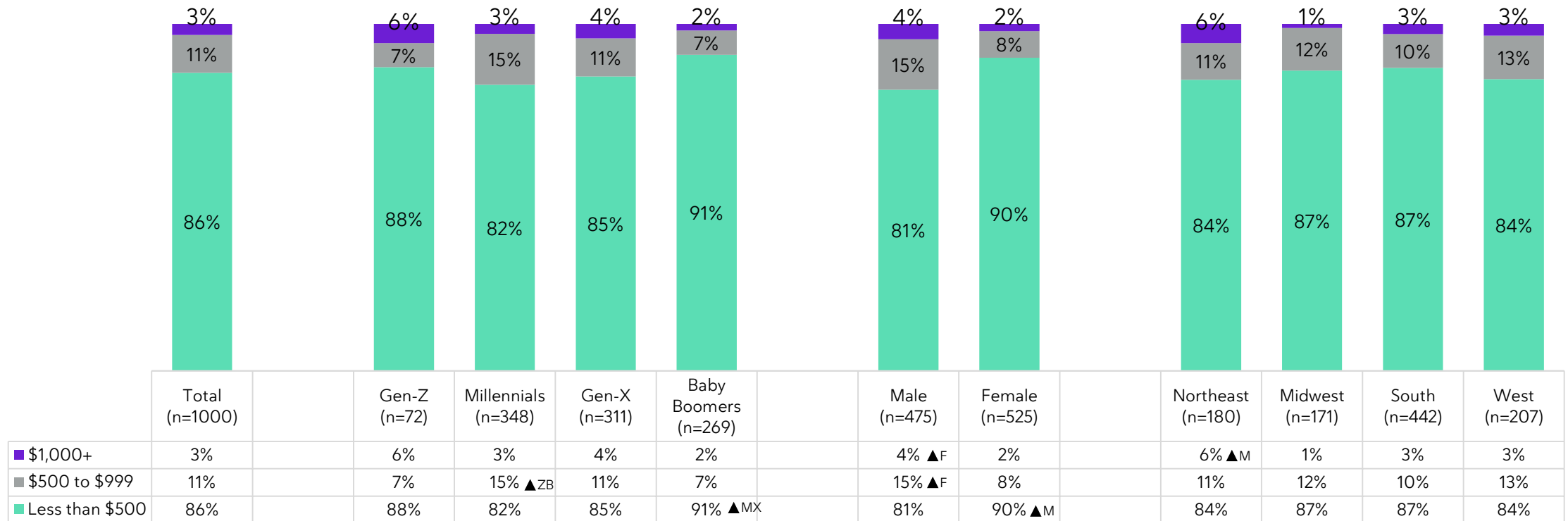
When it comes to annual outlay on attending weddings, Millennials appear to bear the brunt; 25% of Millennials state they've spent \$500 or more attending weddings in the past year (versus 20% of Gen-X and only 14% of Boomers).



# How much have you spent in the last year on wedding gifts?



As with travel, Millennials shoulder more wedding gift costs than Boomers; 18% of Millennials report spending \$500 plus in the last year on wedding gifts, twice the number of Boomers who report the same (9%).





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