



# Senior Research - Ages 55+

**SPRING 2020**

## METHODOLOGY

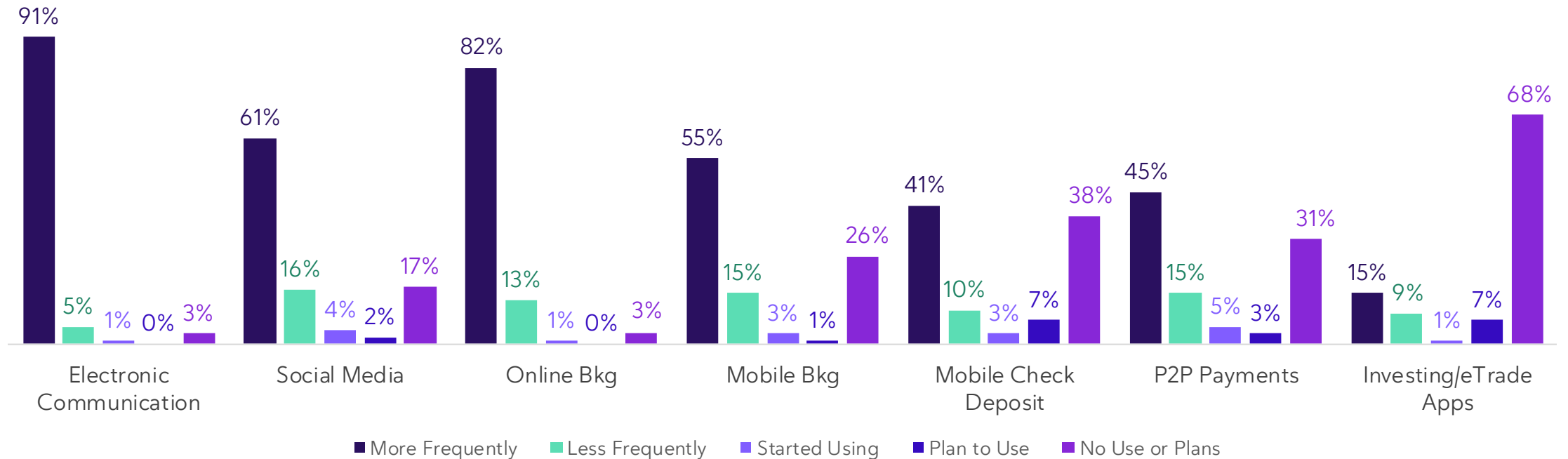
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Early Warning Services, LLC, the network operator of Zelle<sup>®</sup>, provides continuing measurement of consumers' interactions with, and usage of, payment solutions and related emerging technologies across the broad digital landscape with Market Monitor. A brief self-contained digital survey instrument was administered to a representative sample of U.S. online consumers in Spring 2020. Participants were ages 55-72 with a high school degree or higher, who own a smartphone and a checking and/or savings account.

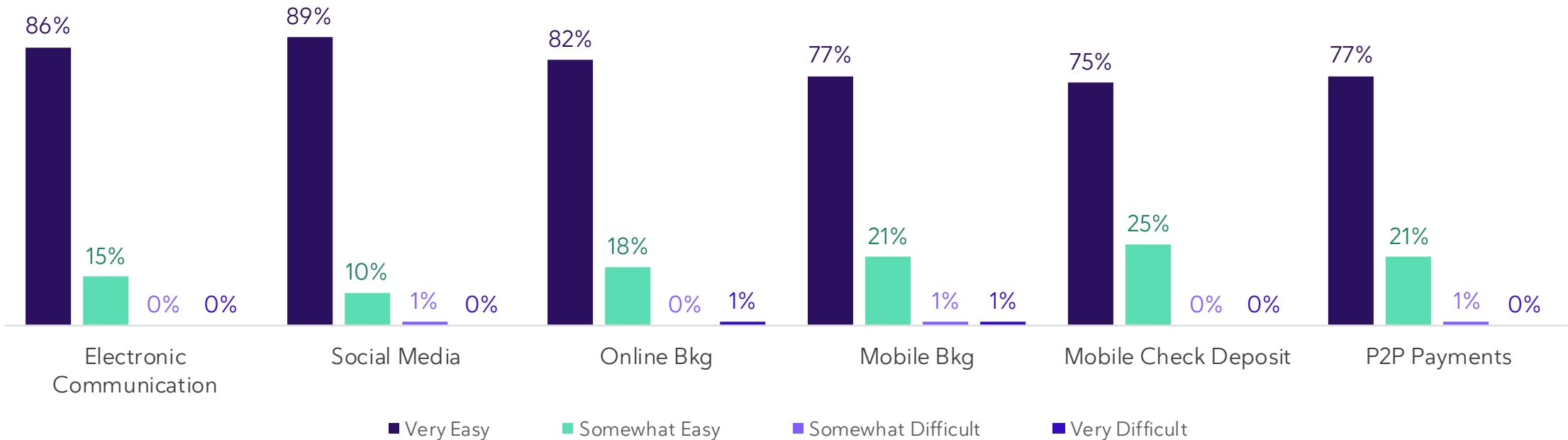
# CHANGES IN USE OF DIGITAL ELECTRONIC TOOLS SINCE COVID-19

How would you best describe your usage, or intended future usage, of each of the digital/electronic tools and services listed below since the crisis?



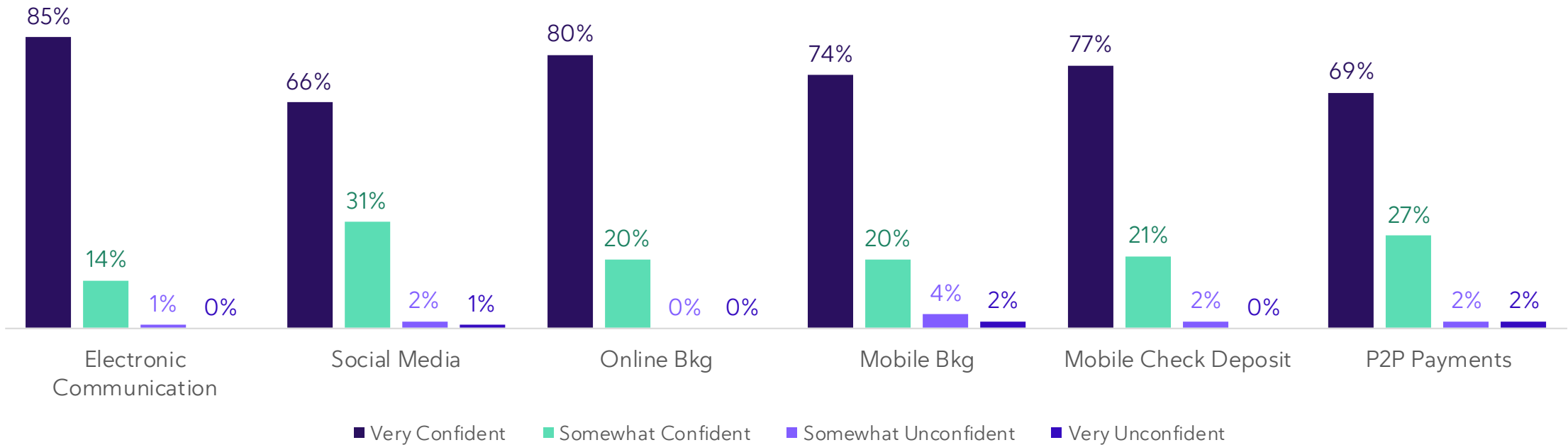
# EXPERIENCE WITH INCREASING USE OF DIGITAL ELECTRONIC TOOLS SINCE COVID-19

How would you rate your experience of increasing your usage of each of the digital/electronic tools and services listed below?



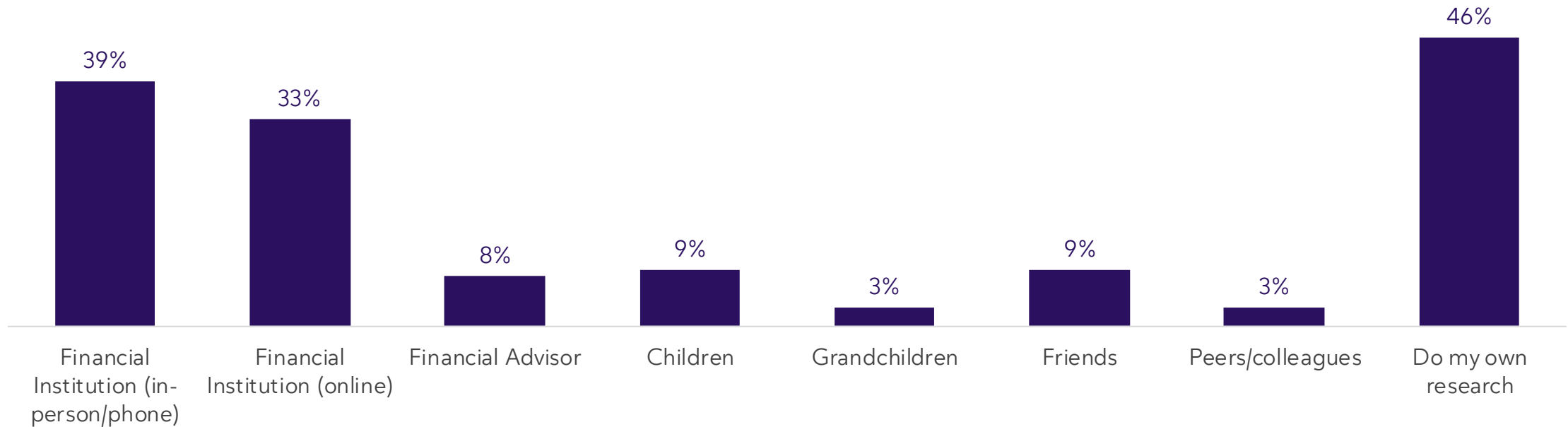
# CONFIDENCE IN USING DIGITAL ELECTRONIC TOOLS

? How confident do you feel when using each of the digital/electronic tools and services listed below?



# WHO TURN TO FOR QUESTIONS REGARDING DIGITAL BANKING

Who do you turn to for questions regarding digital banking?



## BIGGEST CONCERN DURING CRISIS

? What is your biggest concern during the COVID-19 crisis?

"I am high risk due to multiple medical problems so I only went out when necessary."  
- Senior Consumer

"I am in my home all the time and, as I live alone, am in constant solitude."  
- Senior Consumer

