



# 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

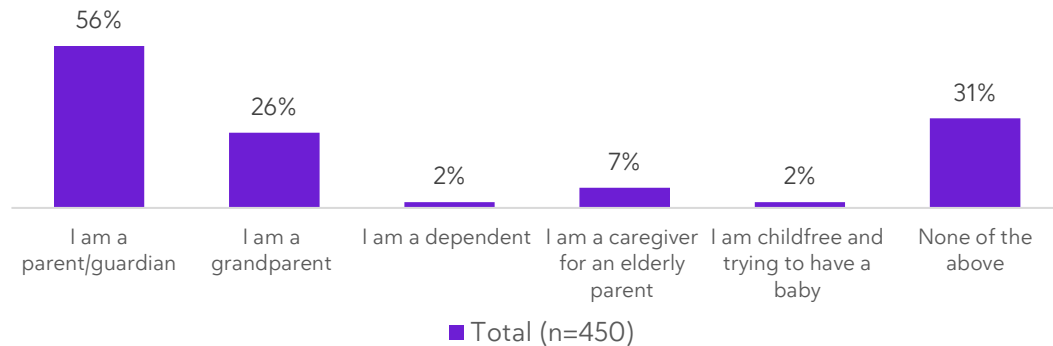
---

- 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.

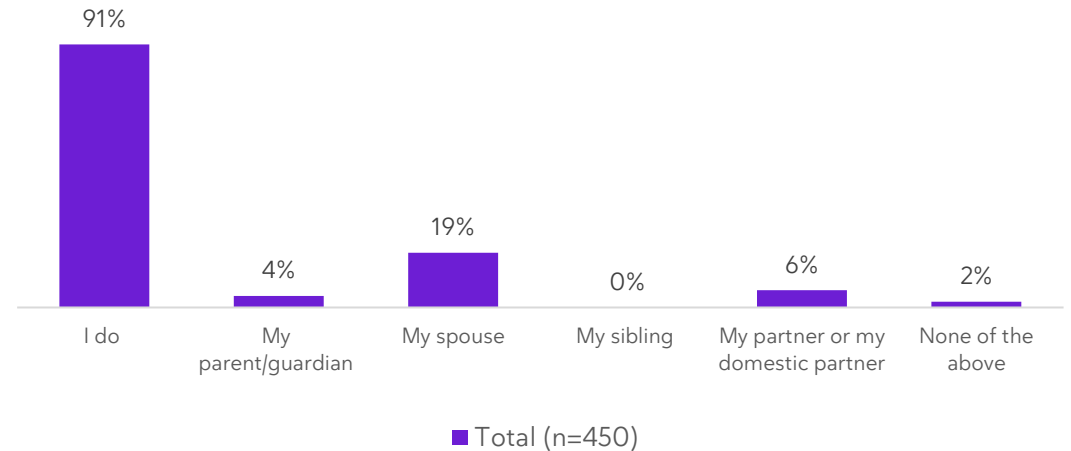
## HOUSEHOLD ROLES AND RESPONSIBILITIES

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?

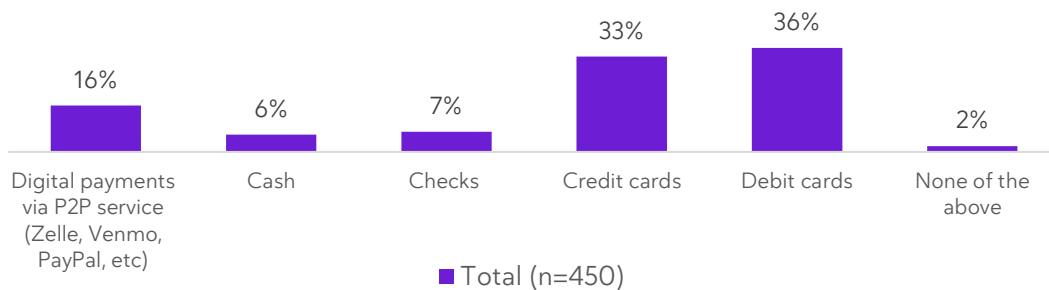


Source: Q1. Which of the following descriptions are true about you? (Please select all that apply). | Q2. Who manages your household expenses? (Please select all that apply).

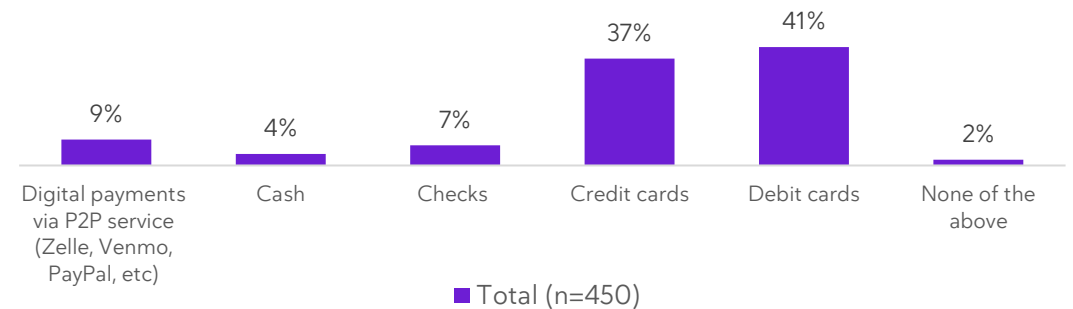
## PAYMENT METHOD PREFERENCES FOR HOUSEHOLD EXPENSES

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?

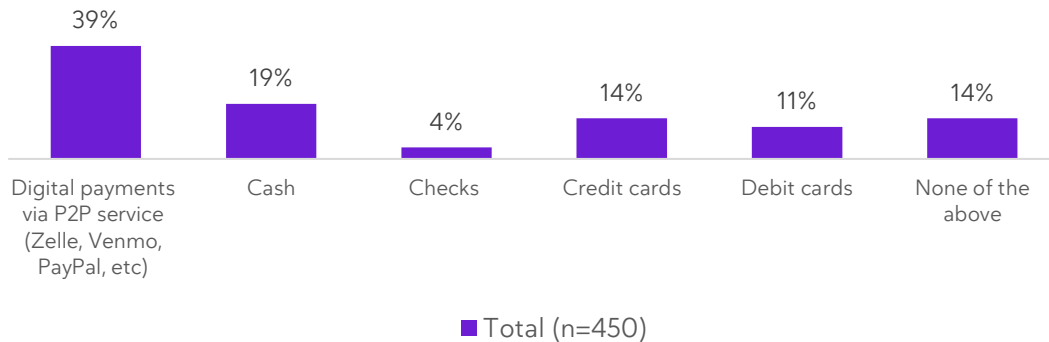


Source: Q3. Which of the following payment methods do you most prefer to use for household expenses? (Please select one.) | Q4. Which of the following payment methods do you most frequently use for household expenses? (Please select one.)

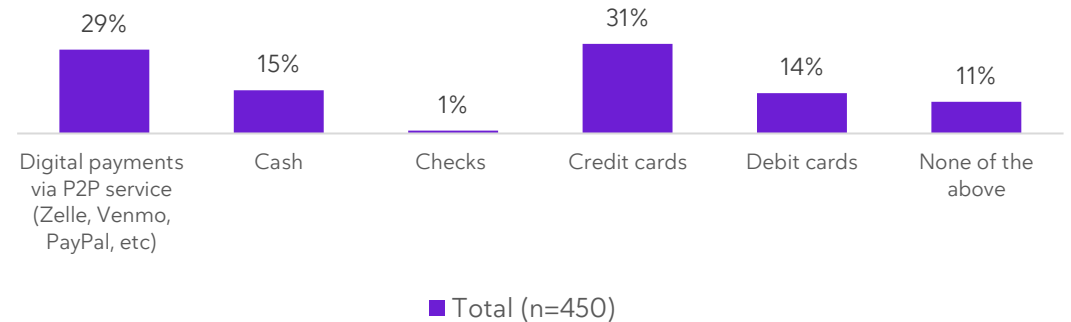
## PAYMENT METHOD PREFERENCES FOR SHARED EXPENSES

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?

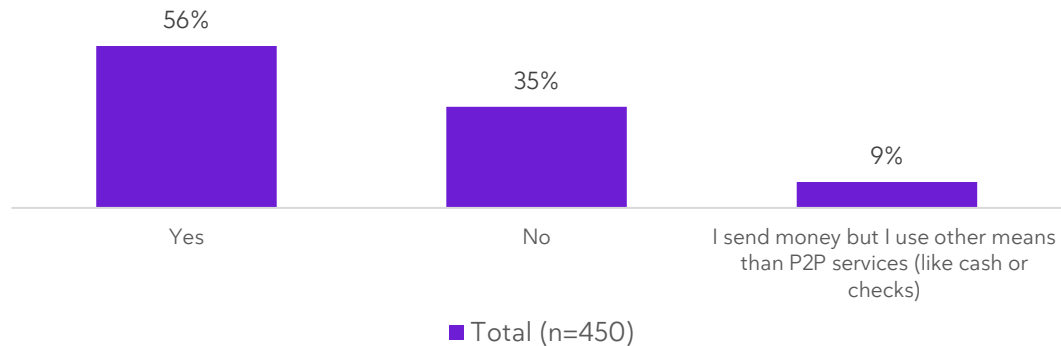


Source: Q5. Which of the following payment methods do you most frequently use for shared expenses with family/friends? (Please select one.) | Q6. Which of the following payment methods do you most prefer to use for shared expenses when traveling with others? (Please select one.)

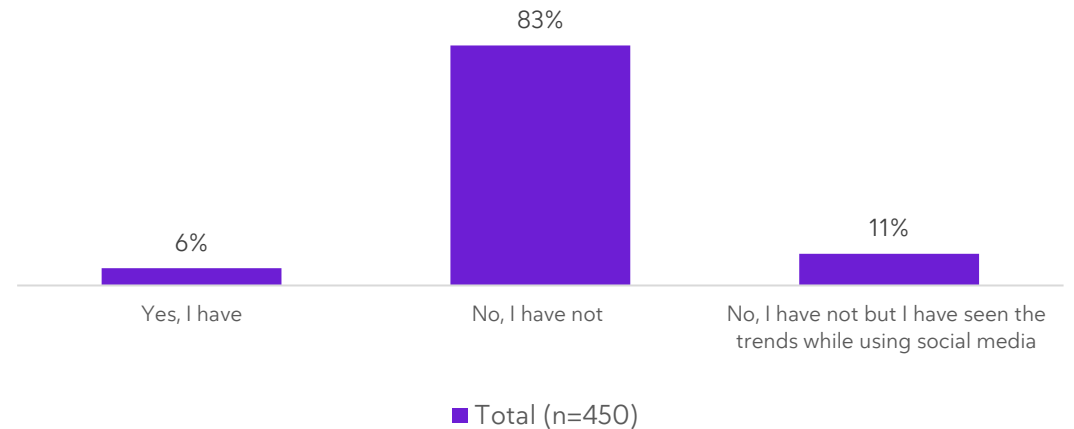
## P2P USAGE AND TRENDS

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)?

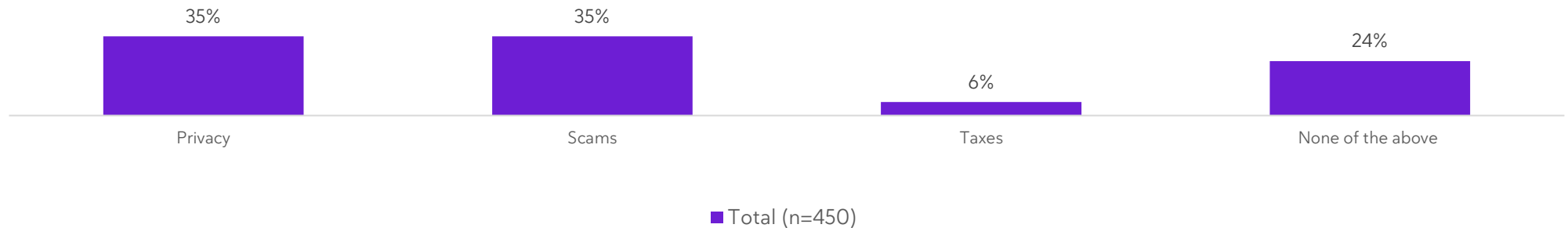


Source: Q7. Do you use P2P services to send money to others in need (family, friends, colleagues, etc.)? (Please select one).| Q8. Have you ever participated in a social media trend that included using P2P services (for example: sharing a QR code for a party or event)? (Please select one).

## 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)?



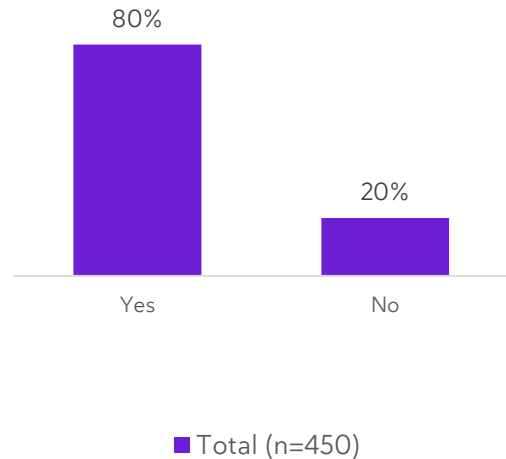
Source: Q23. Which of the following is your biggest concern when using P2P services (like Zelle®, Venmo, PayPal)? (Please select one).



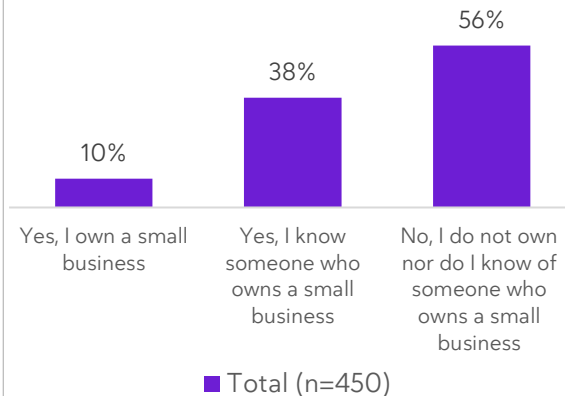
## SMALL BUSINESS PAYMENT METHODS

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%).

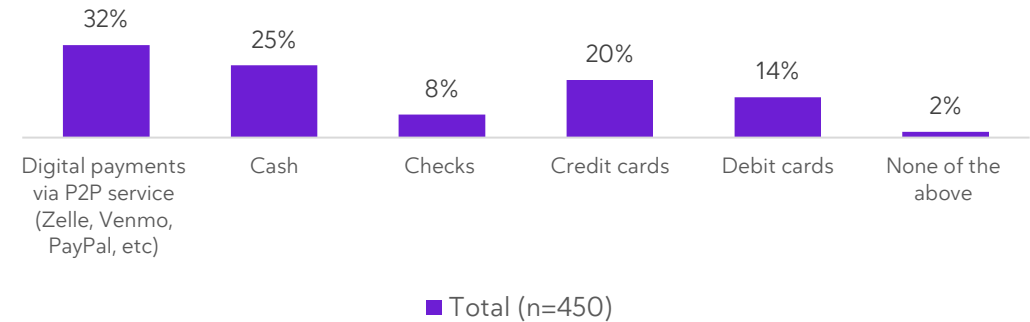
Do you prefer to shop at small businesses when given the option?



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?

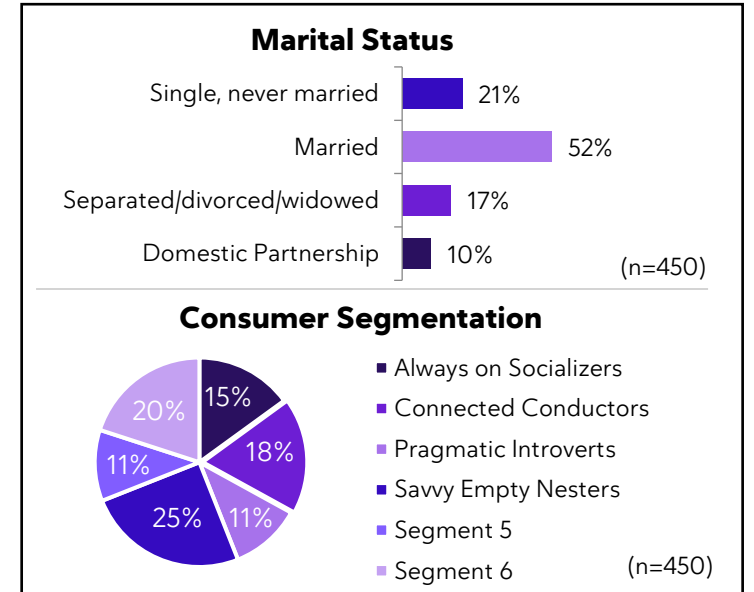
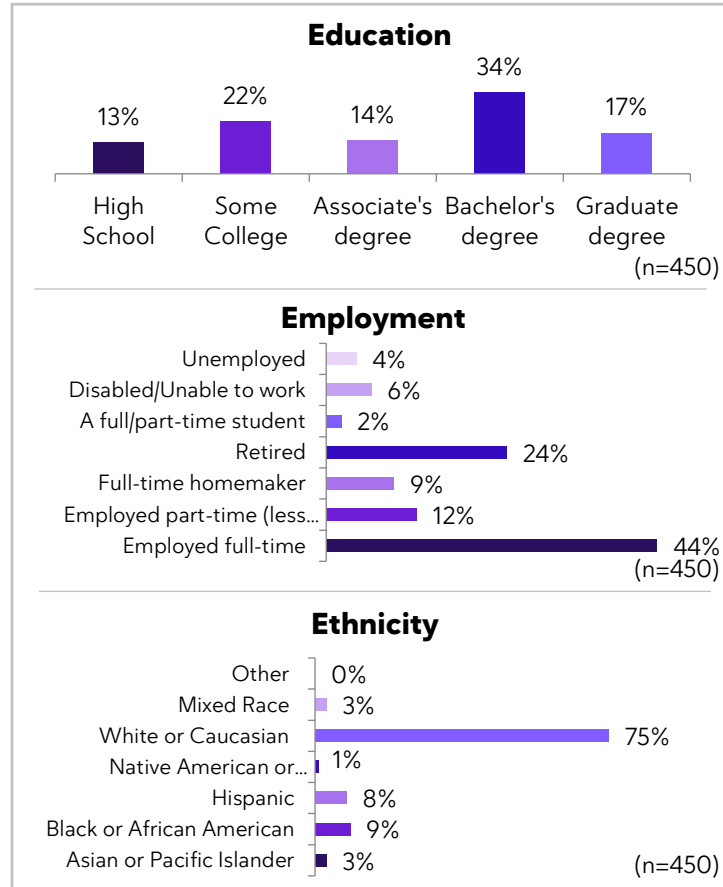
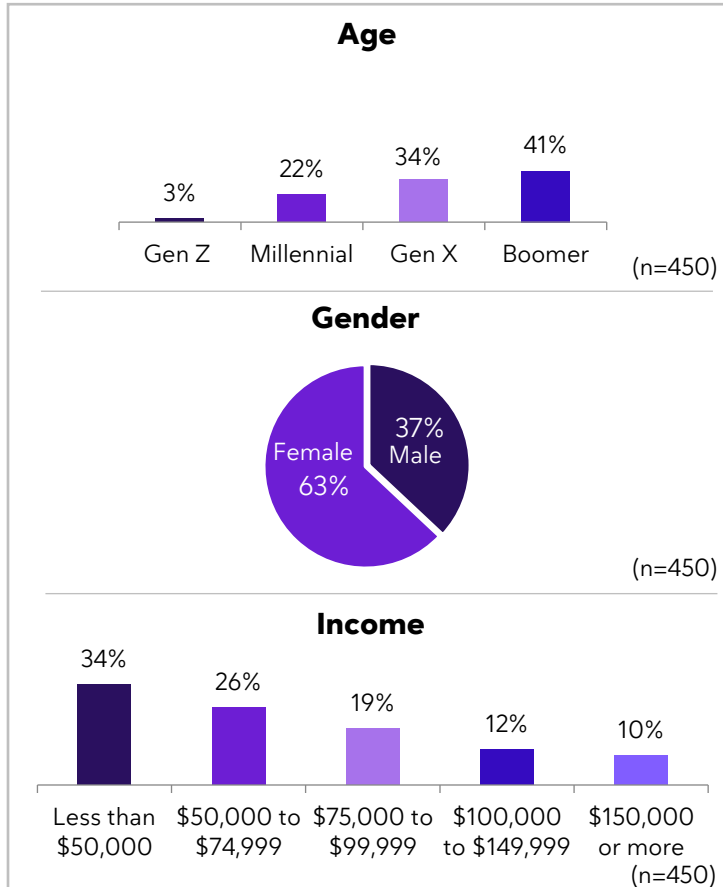


Source: Q20. Do you prefer to shop at small businesses when given the option? (Please select one). | Q21. Do you or does someone you know own a small business? (Please select all that apply). | Q22. Which of the following payment methods are most preferred for your business or for the business owner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



# Appendix: Demographics

# DEMOGRAPHIC PROFILE



zelle

THIS IS HOW MONEY MOVES®