Digital Payments and Lifestyles in a Post-Vaccine World
METHODOLOGY

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

POPULATION:

• 450 interviews per month
• Mobile Majority ages 18-72, determined by U.S. Census data

QUALIFYING CRITERIA

• Ages 18 – 72 | HS diploma or higher | Mix of race, gender, age, employment | Standard criteria excludes unemployed – for this study, temporarily unemployed due to crisis are included
• Not employed in a sensitive industry
• Must own a smartphone and have a checking or savings account
KEY FINDINGS

- 89% of respondents say they are currently using P2P services to send and receive money
- 41% of respondents say they have increased their usage of digital banking apps during the pandemic, and digital is now their preferred method of payment
- Over half (55%) of respondents say they will continue using digital payments to avoid using cash after the pandemic
- Nearly three-quarters of respondents say they feel safer using digital payments vs. paper currency
- The vast majority of households with children (86%) say they are very comfortable paying for school fees/activities using P2P payments
- About half of all respondents say they are likely to attend a large social gathering in 2021/2022
- About two-thirds of respondents say they are likely to travel in 2021
- Most (69%) respondents report that they prefer splitting expenses for travel using P2P payments instead of cash or checks
- 87% of respondents report that they are confident in their ability to identify a scam
CURRENT AND FUTURE DIGITAL PAYMENTS
Younger generations more likely than older generations to report permanent changes to digital spending habits following COVID

- About half of Boomer respondents report that they do not plan on making permanent changes post-COVID.
- Significantly more Gen X and Gen Z/Millennial respondents report current P2P usage than Boomer respondents.

Which methods do you currently use to send or receive money to/from friends and family?

<table>
<thead>
<tr>
<th>Method</th>
<th>Total (n=450)</th>
<th>Gen Z/Millennials (n=150)</th>
<th>Gen X (n=150)</th>
<th>Boomers (n=150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>P2P (online or mobile app)</td>
<td>89%</td>
<td>93%</td>
<td>91%</td>
<td>82%</td>
</tr>
<tr>
<td>Cash/checks</td>
<td>58%</td>
<td>61%</td>
<td>59%</td>
<td>56%</td>
</tr>
<tr>
<td>Money order</td>
<td>10%</td>
<td>14%</td>
<td>9%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Which of the following permanent changes do you plan to make in a post-COVID culture

- Continue to use contactless delivery on food and other orders: Total 41%, Gen Z/Millennials 54%, Gen X 42%, Boomers 26%
- Continue using digital payments to avoid using cash: Total 55%, Gen Z/Millennials 65%, Gen X 61%, Boomers 39%
- Continue to keep my in-home/make-shift office: Total 32%, Gen Z/Millennials 42%, Gen X 34%, Boomers 20%
- I don’t plan to make any permanent changes: Total 34%, Gen Z/Millennials 24%, Gen X 27%, Boomers 52%

Source Q2. Which methods do you currently use to send or receive money to/from friends and family? | Q1. Which of the following permanent changes do you plan to make in a post-COVID culture?

▲ = significantly higher than comparison group at 95% confidence level
DIGITAL BANKING APPS ARE BECOMING NORMAL AMONG ALL GENERATIONS

Only 2% of respondents say they do not use digital banking apps

- About half of Gen Z/Millennial respondents say that digital banking apps are their preferred method of payment, significantly more than Gen X and Boomer respondents

Have you increased your use for digital banking apps since the beginning of the COVID pandemic?

- 41% Yes, it is now my preferred method of payment
- 57% My usage has been the same
- 67% I still prefer not to use digital banking apps

Source Q3: Have you increased your use for digital banking apps since the beginning of the COVID pandemic?

About half of Gen Z/Millennial respondents say that digital banking apps are their preferred method of payment, significantly more than Gen X and Boomer respondents.
ALL AGES PREFER DIGITAL PAYMENTS OVER PAPER-BASED CURRENCY

About three-quarters of all respondents feel safer using digital payments.

Source Q4. Do you feel safer using digital payments vs. exchanging paper-based currency?
Social Gatherings and Gifts
HALF OF RESPONDENTS ARE STILL HESITANT TO ATTEND LARGE GATHERINGS

Younger generations are more likely to attend large gatherings in the next year, but many are still wary

- Boomer respondents are significantly more likely to prefer splitting the cost of meals/activities using cash or checks.

Source Q5. How likely are you to attend a large gathering (like a wedding, reunion, or sporting event) in 2021/2022? Q8. How do you prefer to split the cost of meals/concert tickets/activities with friends and family?

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ALL GENERATIONS GENERALLY PREFER RECEIVING MONEY OVER PHYSICAL GIFTS

However, when attending a wedding, younger generations slightly prefer to select a gift from the registry.

- Boomer respondents are significantly more likely to prefer receiving cash as a gift than Gen X respondents.

### If you were receiving a gift for a major life moment, which of the following would you most prefer?

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Total (n=450)</th>
<th>Gen Z/Millennials (n=150)</th>
<th>Gen X (n=150)</th>
<th>Boomers (n=150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical gift</td>
<td>24%</td>
<td>21%</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>Cash</td>
<td>30%</td>
<td>30%</td>
<td>36%</td>
<td>21%</td>
</tr>
<tr>
<td>Money sent via P2P payment</td>
<td>48%</td>
<td>45%</td>
<td>40%</td>
<td>43%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Total (n=450)</th>
<th>Gen Z/Millennials (n=150)</th>
<th>Gen X (n=150)</th>
<th>Boomers (n=150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give money</td>
<td>48%</td>
<td>45%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td>Select a gift</td>
<td>52%</td>
<td>55%</td>
<td>50%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Source Q6. If you were receiving a gift for a major life moment, which of the following would you most prefer? | Q7. If you’re attending a wedding, would you rather give money or select a gift from the registry?
Back to School and Travel
DIGITAL PAYMENTS FOR SCHOOL-RELATED FEES IS THE NEW NORMAL

Vast majority of respondents are very comfortable paying for school using P2P payments.

How comfortable are you paying school fees/tuition/extracurricular activities/sports using P2P payments?

- **Very comfortable/the new normal**: 86% (Total), 91% (Gen Z/Millennials), 83% (Gen X), 78% (Boomers)
- **Not comfortable/will still send check**: 14% (Total), 9% (Gen Z/Millennials), 9% (Gen X), 22% (Boomers)

Source Q9: How comfortable are you paying school fees/tuition/extracurricular activities/sports using P2P payments? *Note: Base size is low for Boomers.
P2P PAYMENT IS THE PREFERRED METHOD OF DEALING WITH SHARED SCHOOL EXPENSES

Less than 10% of respondents prefer to work with only cash/checks with other parents

How do you usually deal with shared expenses among parents at your school?

- Designate one person to handle and send via P2P payment: 39%
- Provide the school money directly: 20%
- Only work with cash/checks with other parents: 9%
- Not applicable: 32%

Source Q10. How do you usually deal with shared expenses among parents at your school? | *Note: Base size is low for Boomers.
TWO-THIRDS OF RESPONDENTS ARE LIKELY TO TRAVEL IN 2021
Three-quarters of respondents plan to go on family vacations in 2022

Likelihood to travel in 2021

- Total (n=450): 68%
- Gen Z/Millennials (n=150): 76% ▲ B
- Gen X (n=150): 68%
- Boomer (n=150): 61%

What type of travel will you embark on in 2022?

- Family vacation
  - Total (n=450): 76%
  - Gen Z/Millennials (n=150): 79%
  - Gen X (n=150): 72%
  - Boomer (n=150): 68% ▲ X, B

- Group trips with friends
  - Total (n=450): 33%
  - Gen Z/Millennials (n=150): 44%
  - Gen X (n=150): 31%
  - Boomer (n=150): 25% ▲ B

- Traveling alone
  - Total (n=450): 30%
  - Gen Z/Millennials (n=150): 31%
  - Gen X (n=150): 32%
  - Boomer (n=150): 28% ▲ B

- Business travel
  - Total (n=450): 19%
  - Gen Z/Millennials (n=150): 26%
  - Gen X (n=150): 21%
  - Boomer (n=150): 9% ▲ B

Source Q12. What type of travel will you embark on in 2022? | Q11. How likely are you to travel in 2021?
▲ = significantly higher than comparison group at 95% confidence level
**MOST RESPONDENTS PREFER SPLITTING TRAVEL EXPENSES USING P2P PAYMENT**

However, having everyone pay for themselves individually is still the easiest way to pay for vacation.

- Younger respondents are significantly more likely to use P2P payments than Gen X and Boomer respondents.

**What is the easiest way to pay for a vacation?**

**How do you prefer to split expenses and trip costs when it comes to hotels/travel?**

Source Q13. What is the easiest way to pay for a vacation? | Q14. How do you prefer to split expenses and trip costs when it comes to hotels/travel?

▲ = significantly higher than comparison group at 95% confidence level
Scam Prevention
CONFIDENCE IN IDENTIFYING SCAMS

The majority of respondents across all age groups are very confident in their ability to spot a scam.

- Younger generations are slightly more confident in their ability to spot scams, but not significantly so.

How confident do you feel in your ability to spot a scam?

Source Q15. How confident do you feel in your ability to spot a scam?
Appendix: Demographics
DEMOGRAPHIC PROFILE

**Age**
- Gen Z/Millennial: 33%
- Gen X: 33%
- Boomer: 33%

**Gender**
- Female: 51%
- Male: 49%

**Employment**
- Temporarily unemployed: 4%
- Disabled/Unable to work: 4%
- A full/part-time student: 2%
- Retired: 14%
- Full-time homemaker: 7%
- Employed part-time (less than full-time): 10%
- Employed full-time: 58%

**Income**
- Less than $50,000: 28%
- $50,000 to $74,999: 23%
- $75,000 to $99,999: 18%
- $100,000 to $149,999: 19%
- $150,000 or more: 11%

**Education**
- High School: 9%
- Some College: 19%
- Associate’s degree: 13%
- Bachelor’s degree: 37%
- Graduate degree: 22%

**Ethnicity**
- Mixed Race: 3%
- White or Caucasian: 67%
- Native American or Alaska Native: 1%
- Black or African American: 12%
- Hispanic: 12%
- Asian or Pacific Islander: 6%

**Gen Z/Millennial**
- 28%

**Gen X**
- 23%

**Boomer**
- 18%

**Female**
- 19%

**Male**
- 11%

**Single, never married**
- 24%

**Married**
- 53%

**Separated/divorced/widowed**
- 15%

**Domestic Partnership**
- 8%

(n=450)