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.
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%).

**HOUSEHOLD ROLES AND RESPONSIBILITIES**

Which of the following descriptions are true about you? (Please select all that apply).

- I am a parent/guardian: 56%
- I am a grandparent: 26%
- I am a dependent: 2%
- I am a caregiver for an elderly parent: 7%
- I am childfree and trying to have a baby: 2%
- None of the above: 31%

Who manages your household expenses? (Please select all that apply).

- I do: 91%
- My parent/guardian: 4%
- My spouse: 19%
- My sibling: 0%
- My partner or my domestic partner: 6%
- None of the above: 2%

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).
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?

- Digital payments via P2P service (Zelle, Venmo, PayPal, etc) 16%
- Cash 6%
- Checks 7%
- Credit cards 33%
- Debit cards 36%
- None of the above 2%

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

- Digital payments via P2P service (Zelle, Venmo, PayPal, etc) 9%
- Cash 4%
- Checks 7%
- Credit cards 37%
- Debit cards 41%
- None of the above 2%

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.)
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?

- Digital payments via P2P service (Zelle, Venmo, PayPal, etc) - 39%
- Cash - 19%
- Checks - 4%
- Credit cards - 14%
- Debit cards - 11%
- None of the above - 14%

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

- Digital payments via P2P service (Zelle, Venmo, PayPal, etc) - 29%
- Cash - 15%
- Checks - 1%
- Credit cards - 31%
- Debit cards - 14%
- None of the above - 11%

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%).

Source: Q7. Do you use P2P services to send money to others in need (family, friends, colleagues, etc.)? (Please select one).

- Yes: 56%
- No: 35%
- I send money but I use other means than P2P services (like cash or checks): 9%

Total (n=450)

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)?

- Yes, I have: 6%
- No, I have not: 83%
- No, I have not but I have seen the trends while using social media: 11%

Total (n=450)

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).
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)?

- Privacy: 35%
- Scams: 35%
- Taxes: 6%
- None of the above: 24%

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

- Yes: 80%
- No: 20%

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

- Yes, I own a small business: 10%
- Yes, I know someone who owns a small business: 38%
- No, I do not own nor do I know of someone who owns a small business: 56%

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

- Digital payments via P2P service (Zelle, Venmo, PayPal, etc): 32%
- Cash: 25%
- Checks: 8%
- Credit cards: 20%
- Debit cards: 14%
- None of the above: 2%

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

**Age**
- Gen Z: 3%
- Millennial: 22%
- Gen X: 34%
- Boomer: 41%

**Gender**
- Female: 63%
- Male: 37%

**Education**
- High School: 13%
- Some College: 22%
- Associate's degree: 14%
- Bachelor's degree: 34%
- Graduate degree: 17%

**Employment**
- Unemployed: 4%
- Disabled/Unable to work: 6%
- Retired: 2%
- Full-time homemaker: 9%
- Employed part-time (less): 12%
- Employed full-time: 44%

**Income**
- Less than $50,000: 34%
- $50,000 to $74,999: 26%
- $75,000 to $99,999: 19%
- $100,000 to $149,999: 12%
- $150,000 or more: 10%

**Ethnicity**
- Other: 0%
- Mixed Race: 3%
- White or Caucasian: 11%
- Native American or...: 1%
- Hispanic: 8%
- Black or African American: 9%
- Asian or Pacific Islander: 3%

**Marital Status**
- Single, never married: 21%
- Married: 52%
- Separated/divorced/widowed: 17%
- Domestic Partnership: 10%

**Consumer Segmentation**
- Always on Socializers: 15%
- Connected Conductors: 18%
- Pragmatic Introverts: 25%
- Savvy Empty Nesters: 11%
- Segment 5: 11%
- Segment 6: 10%

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