



Early Warning

Quarterly PR Pulse

Q2 2022 Inflation Impact

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

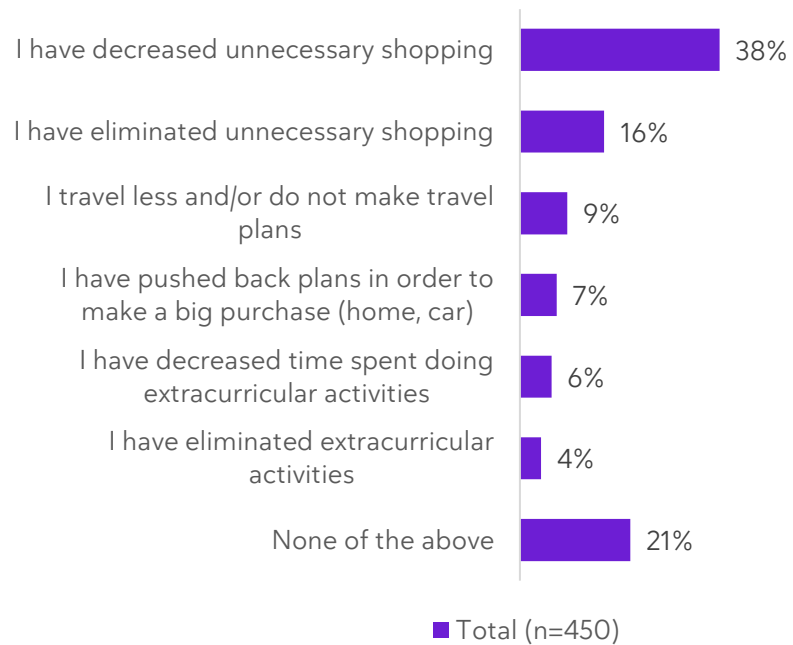
KEY FINDINGS

- Inflation has impacted shopping and spending habits and challenged the ability to save.
 - Nearly two-fifths (38%) of consumers have decreased unnecessary shopping due to inflation, and another 16% have eliminated it entirely.
 - Sixty-one percent of consumers find it difficult to save money due to the current inflation issues.
- The rise of gas prices due to inflation has had minimal impact on transportation habits.
 - Only 15% of consumers report a switch to carpooling or public transportation due to the increased cost of gas.
- The side-hustle/gig economy continues to grow as a result of the inflation impact.
 - Since inflation, 23% of consumers have started a side hustle, a small business, or an additional job, and another 32% have considered it.
- Most consumers report being financially stable, and not living paycheck to paycheck.
 - Most consumers (69%) do not typically run out of money between paychecks. However, one quarter (25%) of consumers report that they would not be able to cover an unexpected \$1,000 emergency expense.

INFLATION IMPACT: SPENDING AND TRANSPORTATION

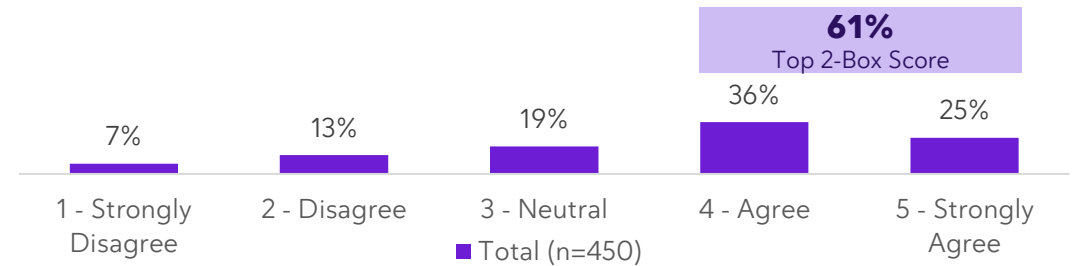
Over half of consumers (54%) have either decreased or eliminated unnecessary shopping due to inflation. Sixty-one percent of consumers report that the current inflation issues make it more difficult for them to save money.

Which of the following best describes how inflation has impacted your spending?



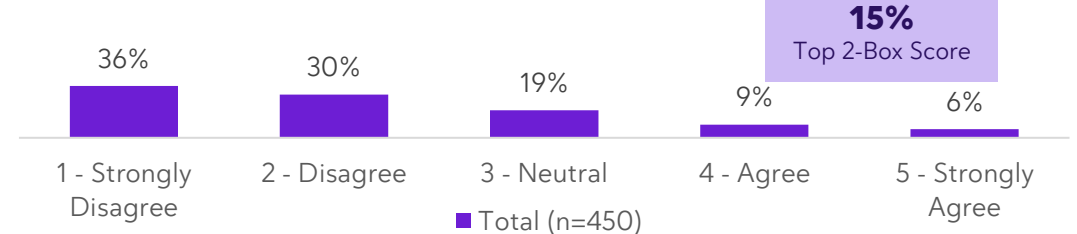
Please rate your level of agreement with the following statement.

I find it more difficult to save money due to the current inflation issues.



Please rate your level of agreement with the following statement.

Because of high gas prices, I have begun to carpool, take public transportation, and/or walk.



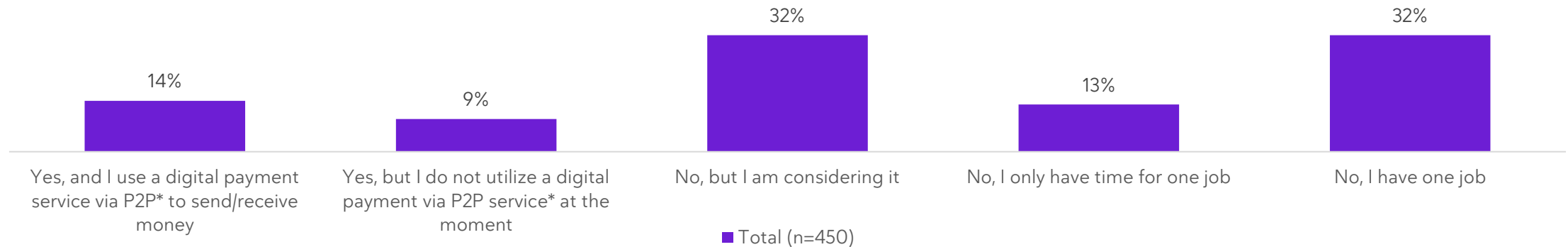
Source: Q11. Which of the following best describes how inflation has impacted your spending? (Please select one.) | Q12. Please rate your level of agreement with the following statement. (Please select one.) I find it more difficult to save money due to the current inflation issues. | Q13. Please rate your level of agreement with the following statement. (Please select one.) Because of high gas prices, I have begun to carpool, take public transportation, and/or walk.

INFLATION IMPACT: INCOME

Due to inflation, 56% of consumers are either considering or have started a side hustle, a small business, or an additional job in order to bring in extra income.

Which of the following best describes how inflation has impacted you?

Since inflation, I have started a side-hustle/small business or taken up another job to bring in extra income...

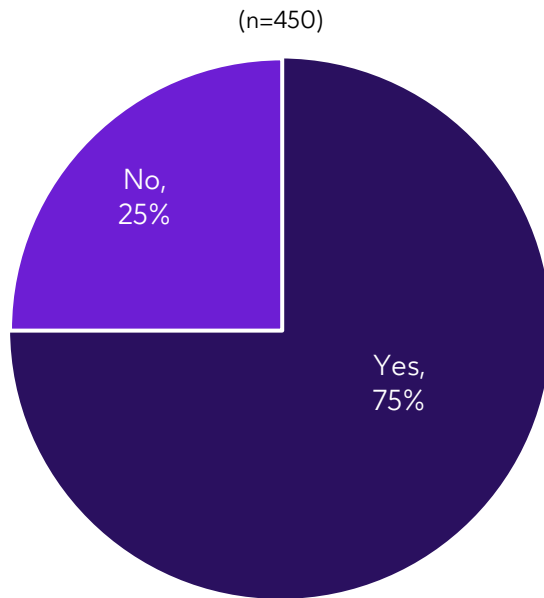


*Zelle, Venmo, PayPal, etc.; Source: Q14. Which of the following best describes how inflation has impacted you? (Please select one).

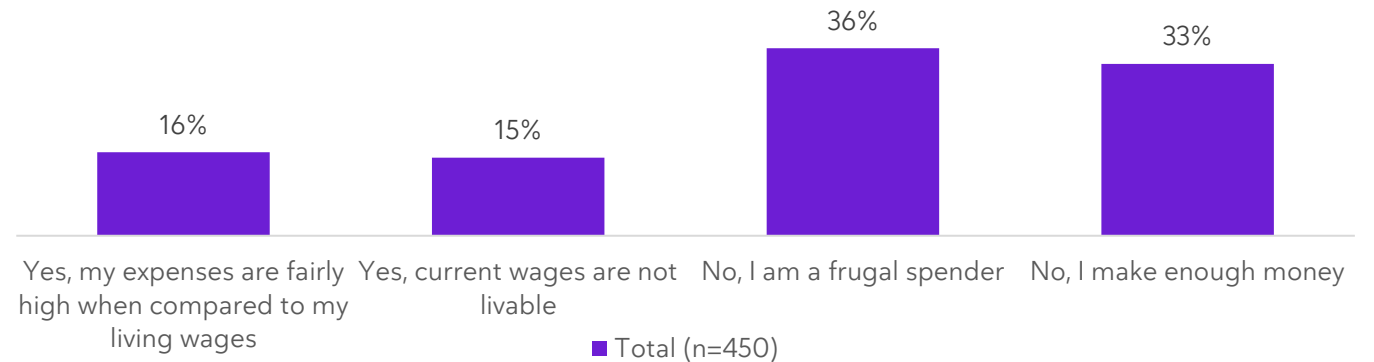
INFLATION IMPACT: INCOME STABILITY

Three-in-four consumers can cover an unexpected \$1,000 emergency expense. Sixty-nine percent of consumers do not run out of money between paychecks, either due to frugal spending or making sufficient income.

If necessary, would you be able to cover an unexpected \$1,000 emergency expense?



Do you typically run out of money prior to your next paycheck?

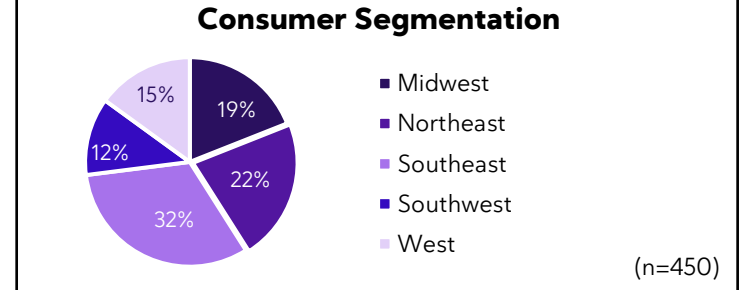
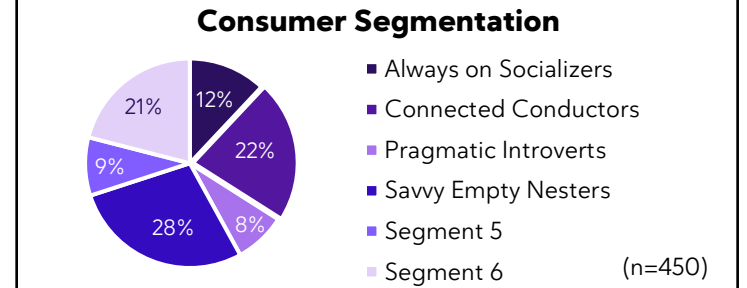
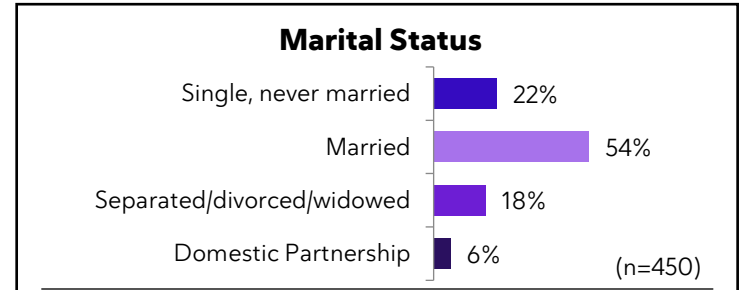
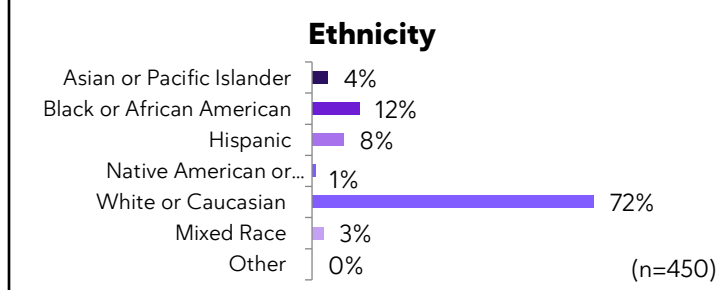
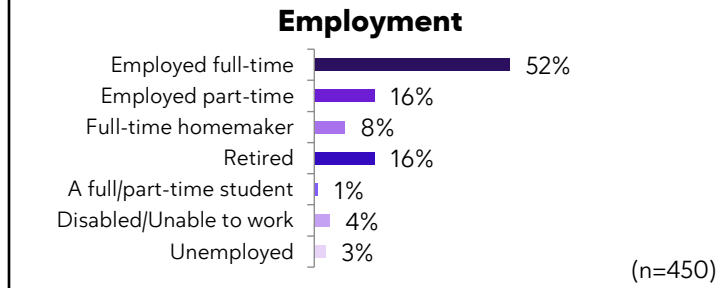
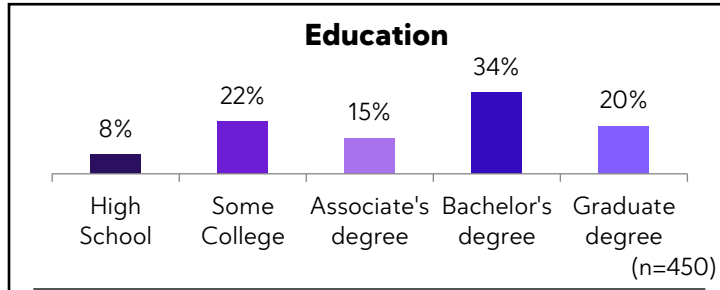
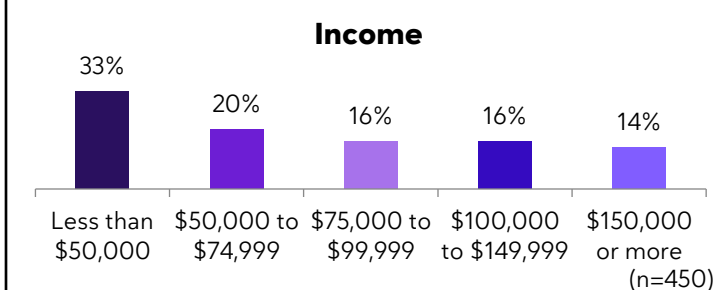
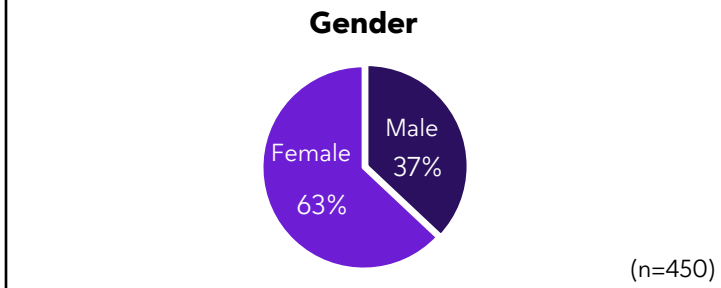
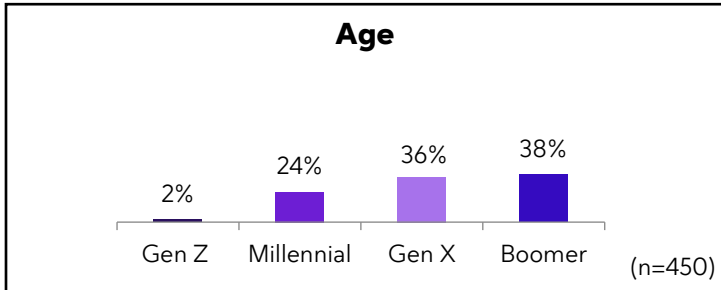


Source: Q15. If necessary, would you be able to cover an unexpected \$1,000 emergency expense? (Please select one). | Q16. Do you typically run out of money prior to your next paycheck? (Please select one).



Appendix: Demographics

DEMOGRAPHIC PROFILE



zelle

THIS IS HOW MONEY MOVES®