



Early Warning

Quarterly PR Pulse

Q2 2022 Summer Use Cases

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

Consumers prefer using P2P and cash to split summer expenses.

- **58%** of consumers report that they use digital payments via P2P service to split the cost of summer activities with family and/or friends, while 56% use cash.
- **33%** of consumers use P2P services all/most of the time when reimbursing someone who paid for the larger group's vacation expenses.
- Another **33%** of consumers report that they never use P2P services to reimburse others for summer expenses, either due to lack of overall P2P use or simply because they cover their own costs.

Consumers report that it is the most difficult to find work/life balance in the winter.

- **47%** of consumers report that the winter is the most difficult season of the year to maintain a work/life balance, and 39% report that the summer is the most difficult.
- Most regions directionally report that the winter is the most difficult season to maintain a work/life balance. However, consumers in the Southwest find that the summer (**43%**) is the most difficult season.

Consumers, universally, tend to plan vacations 1-3 months in advance.

- One-third (**33%**) of consumers report that travel/vacations make it difficult to manage expenses/budgets in the summer.

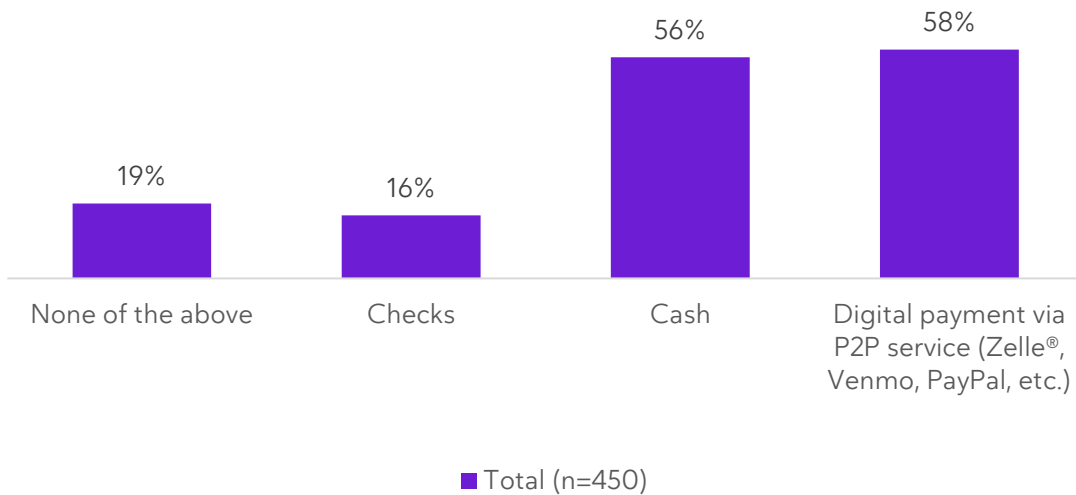
This summer, consumers will most likely use P2P services when dining out to split the bill.

- **46%** of consumers will use a P2P service to reimburse friends/family for a dining bill this summer.
- When asked who they anticipate sending money to, friends (**34%**) were noted as the most likely recipient of funds via P2P this summer.
- Only **41%** of those that plan to use P2P this summer expect to use Zelle®.

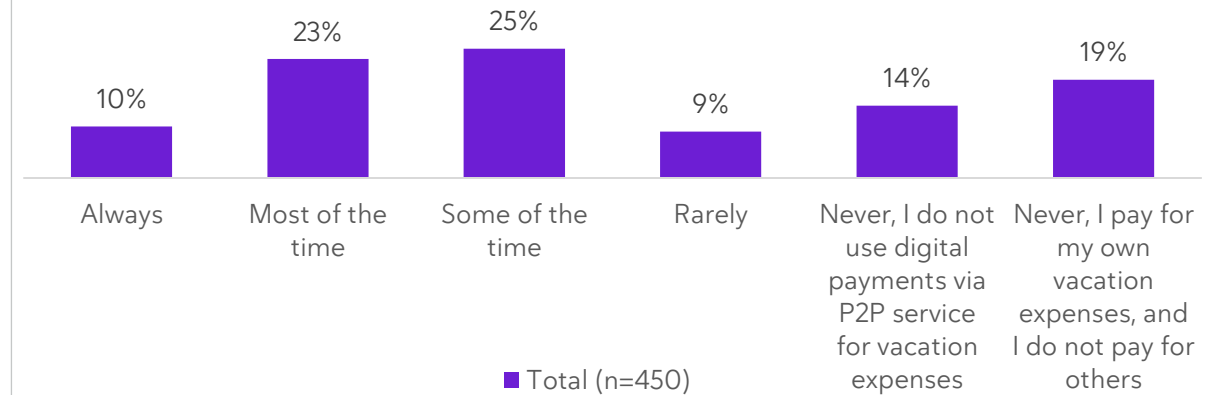
SUMMER VACATION PAYMENT METHOD PREFERENCES

A little over half of consumers (58%) use digital payments via P2P service to split the cost of summer activities with family and/or friends. In addition, 33% of respondents use digital payments via P2P most of the time, if not always.

Which of the following do you use to split the cost of summer activities with family and/or friends?



When you are vacationing with friends and/or family, how often are digital payments via P2P service (Zelle®, Venmo, PayPal, etc.) used to reimburse someone who pays for the larger group's vacation expenses?

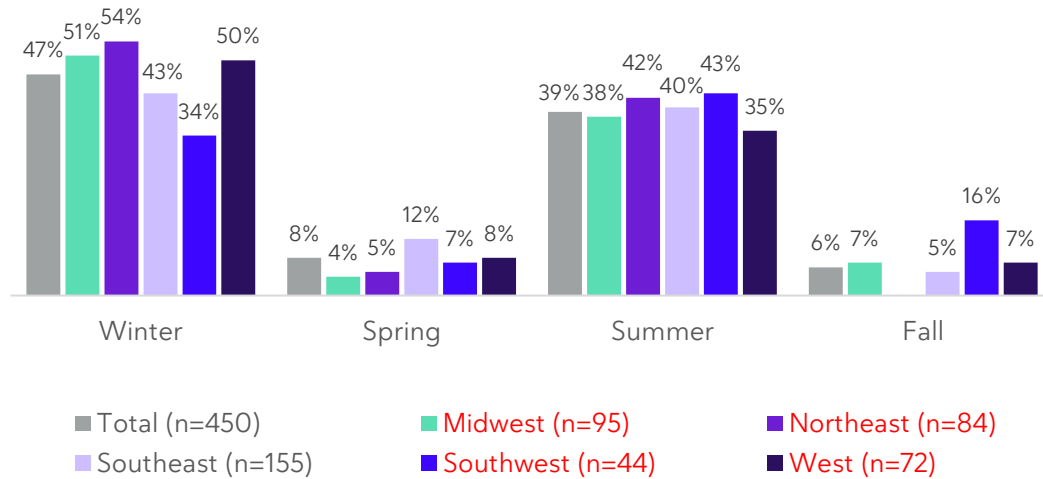


Source: Q1. Which of the following do you use to split the cost of summer activities with family and/or friends? | Q3 When you are vacationing with friends and/or family, how often are digital payments via P2P service (Zelle®, Venmo, PayPal, etc.) used to reimburse someone who pays for the larger group's vacation expenses?

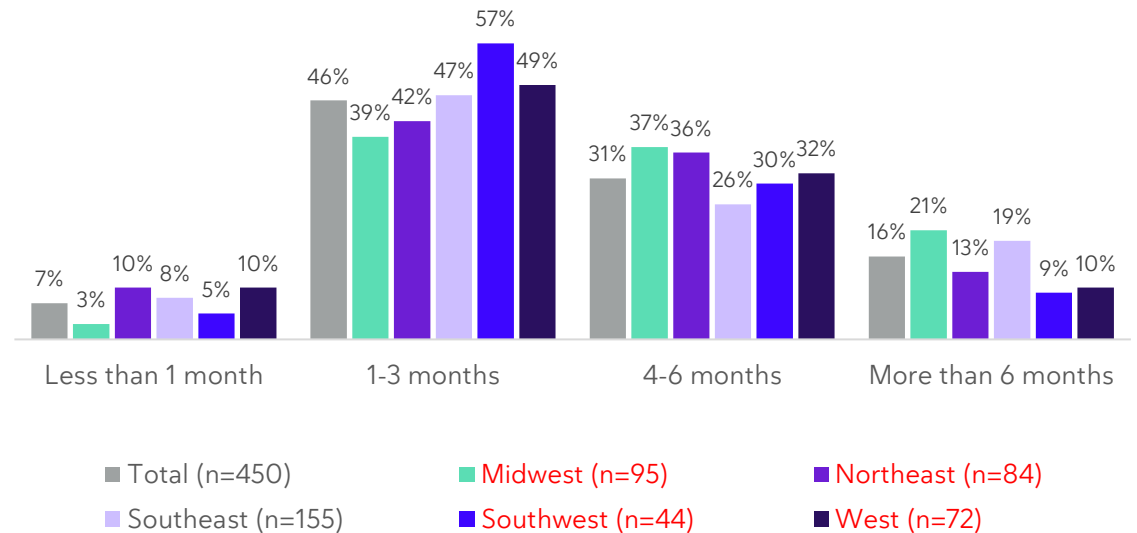
SEASONAL PLANNING

Overall, consumers report that it is most difficult to find a work/life balance in the winter.

During which season of the year is it most difficult to maintain a work/life balance?



How far in advance do you typically plan for a vacation?



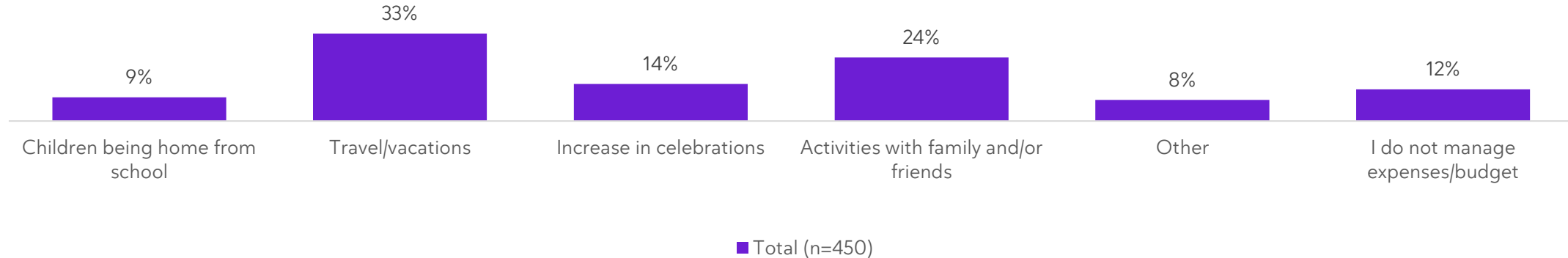
Source: Q6 During which season of the year is it most difficult to maintain a work/life balance? | Q7 How far in advance do you typically plan for a vacation?

* Caution: Low base size (below n=100). Statistical analysis not included.

SUMMER BUDGETING AND P2P USAGE

One-third (33%) of consumers report that travel/vacations make it difficult to manage expenses/budgets in the summer.

Which of the following makes it the most difficult for you to manage expenses/budget in the summer?

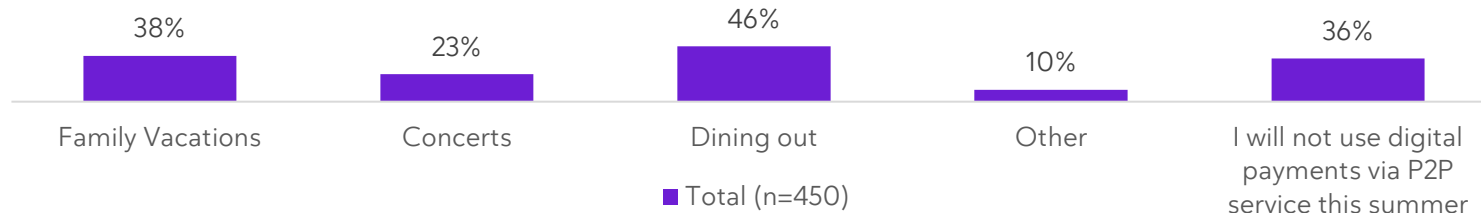


Source: Q8. Which of the following makes it the most difficult for you to manage expenses/budget in the summer?

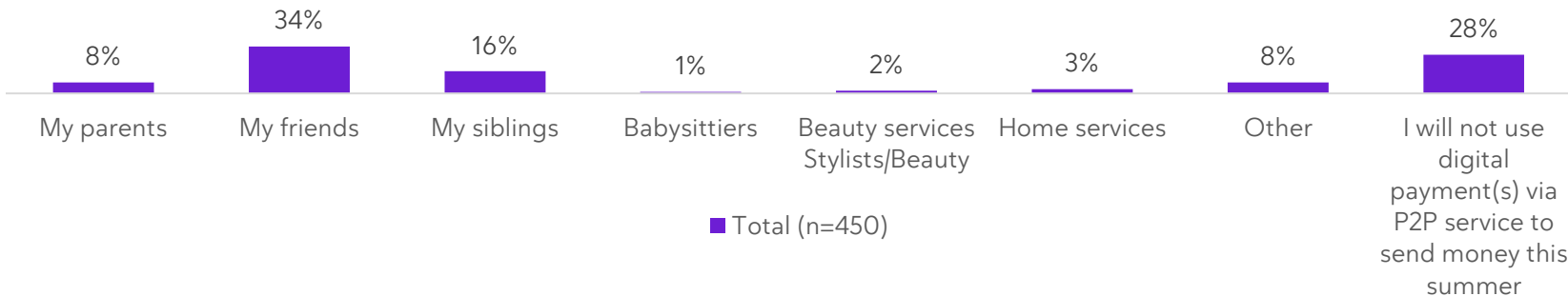
P2P USAGE

This summer, consumers are most likely to use digital payments via P2P service when dining out. Those who will use P2P are most likely to send money to friends. Of these users, nearly six out of ten will likely not use Zelle®.

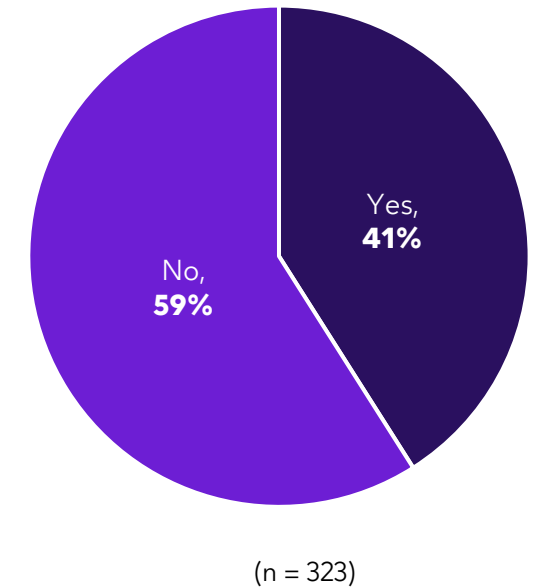
This summer, will you use digital payment(s) via P2P service (Zelle®, Venmo, PayPal, etc.) to pay back friends and/or family for any of the following?



This summer, who are you most likely to send money to using digital payment(s) via P2P services (Zelle®, Venmo, PayPal, etc.)?



Is Zelle® the digital payment via P2P service that you are most likely to send money with this summer?

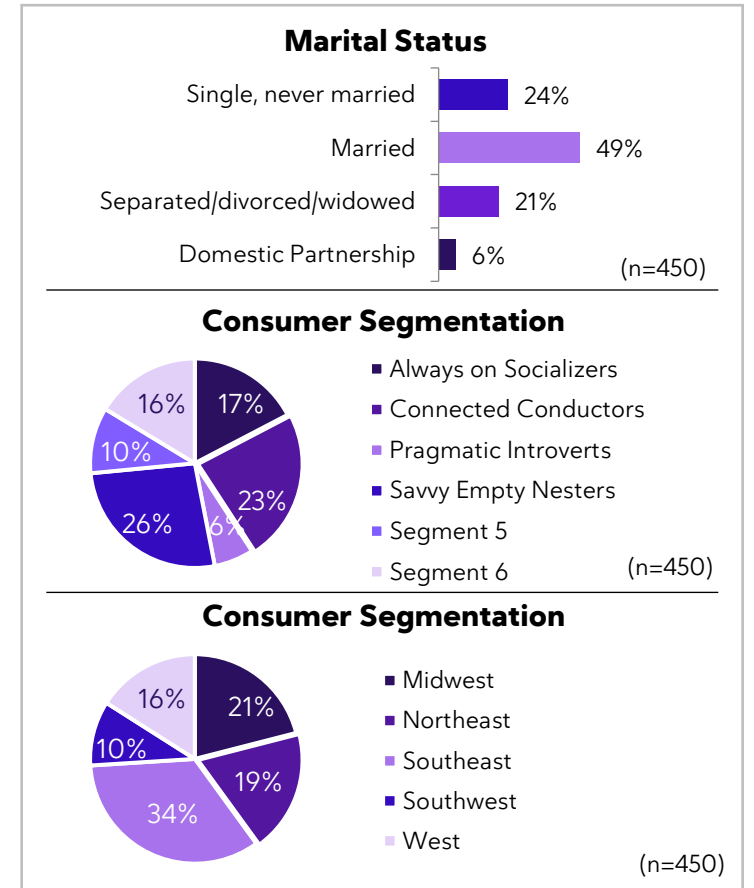
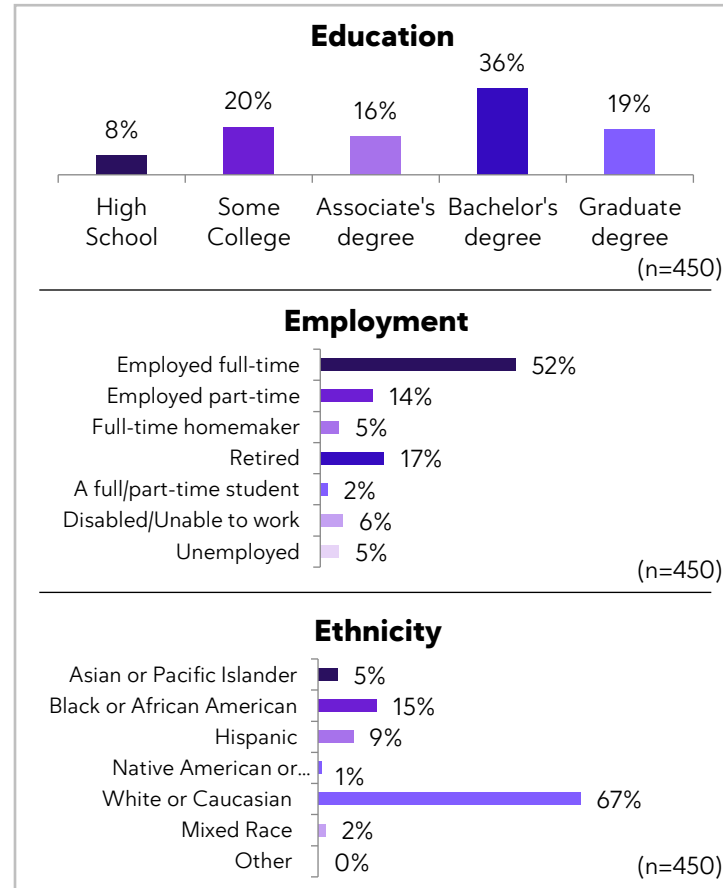
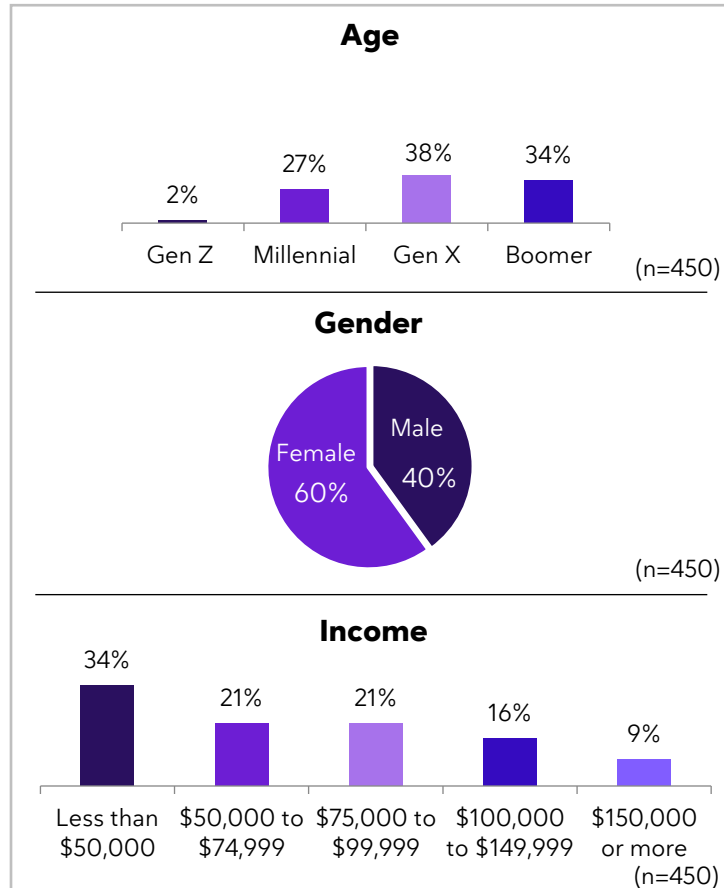


Source: Q18. This summer, will you use digital payment(s) via P2P service (Zelle®, Venmo, PayPal, etc.) to pay back friends and/or family for any of the following? | Q19. This summer, who are you most likely to send money to using digital payment(s) via P2P service (Zelle®, Venmo, PayPal, etc.)? | Q19B. Is Zelle® the digital payment via P2P service that you are most likely to send money with this summer



Appendix: Demographics

DEMOGRAPHIC PROFILE



zelle

THIS IS HOW MONEY MOVES®