



# Early Warning Quarterly PR Pulse

*Q3 2022 Topic 1: Back to School, Fall Activities, and Events/Concerts*

# METHODOLOGY

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## 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

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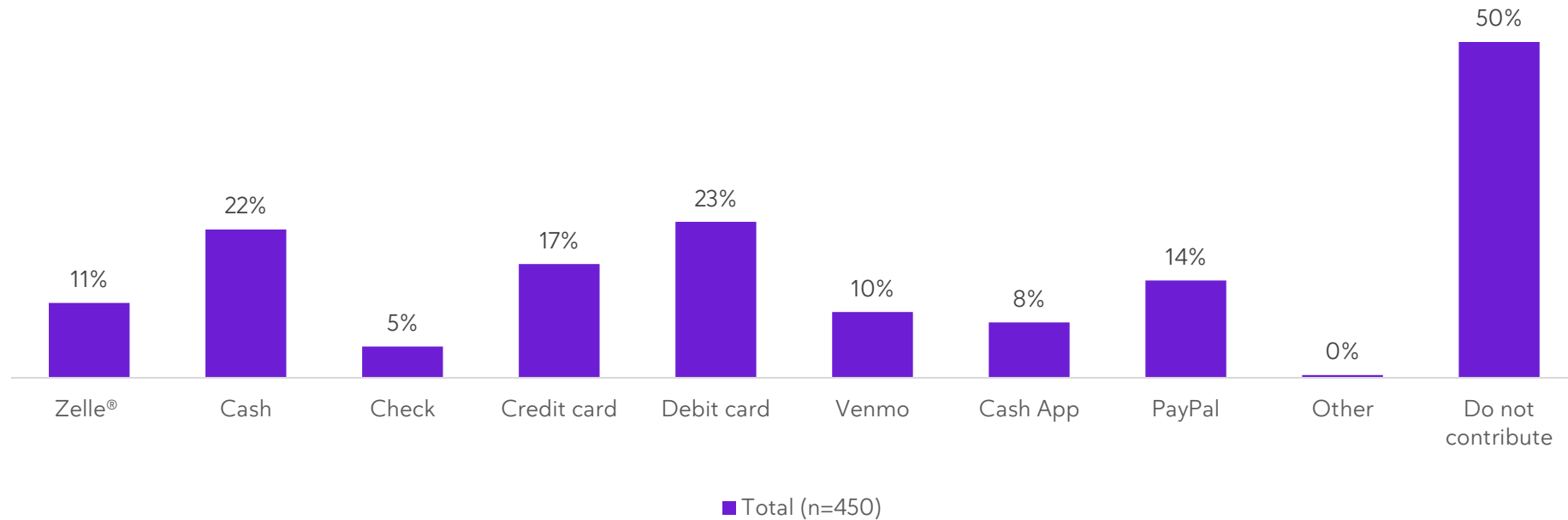
- Half of consumers do not contribute money towards classroom expenses<sup>1</sup>.
- Of those who do contribute money towards the cost of classroom expenses, most prefer to use debit cards, credit cards, and cash.
- The majority of consumers (72%) agree that life would be easier for parents and guardians if teachers accepted digital payments.
- Although more than half of consumers do not prepare their finances for the annual "Fall Rush," 26% make their financial plans during the summer and 10% plan shortly ahead of each payment deadline.
  - Only 10% of consumers reported preparing for "Fall Rush" before the start of the calendar year.
- When attending events in a group, the majority of consumers (61%) prefer to reimburse for large events via digital payments.
  - Only 6% of consumers indicated a preference to not use digital payments at such events.
  - Most consumers (66%) reported an interest in seeing digital payments offered more at large events.

<sup>1</sup> This study includes self-reported data from the general population. The number of school-aged children per household was not captured. Therefore, the reason in which those who do not make contributions to classroom expenses made this selection in the survey is unknown. It is possible that an "I do not contribute" response was due to irrelevancy (having 0 school-aged children in the home).

## PAYMENT METHODS USED

Half of consumers do not contribute money towards classroom expenses. Of those who do make financial contributions to the classroom, debit cards and cash are most used.

Payment Methods Used for Classroom Expenses (school supplies, class parties, teacher gifts, etc.)

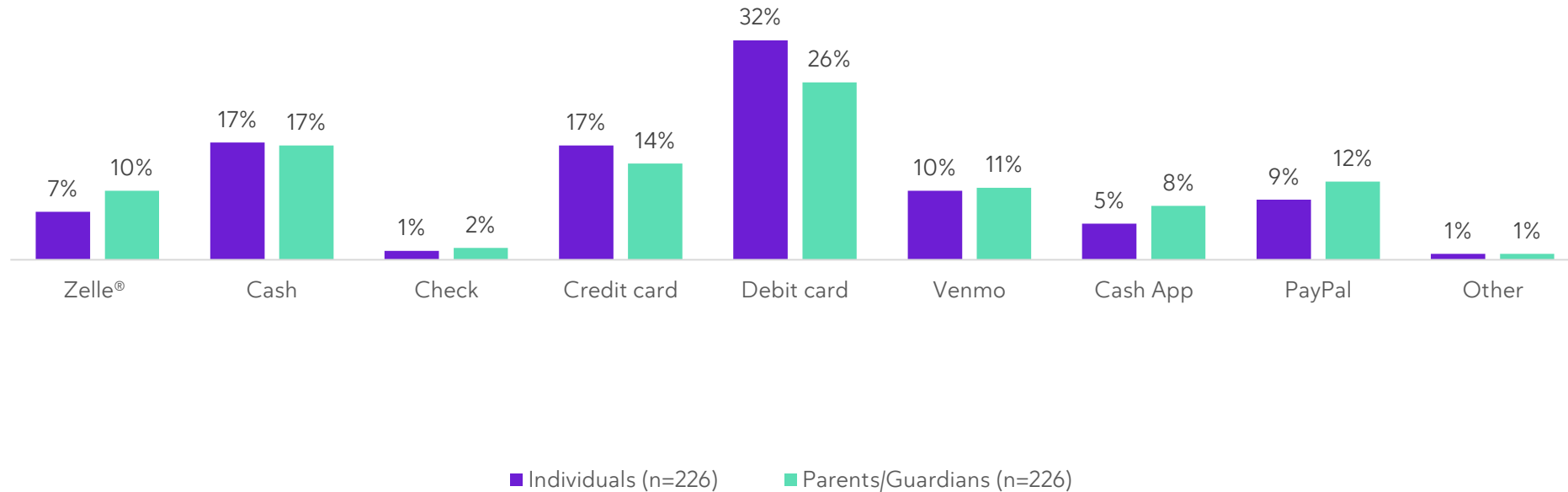


Source: Q1A. Which of the following payment methods do you use when you contribute money towards the cost of classroom expenses (school supplies, class parties, teacher gifts, etc.)?

## PREFERRED PAYMENT METHODS

Debit cards are the top preferred payment method for classroom expenses and for money transfers with other parents/guardians.

Preferred Payment Methods: For Classroom Expenses and by Parents/Guardians



Source: Q1. Which of the following payment methods do you prefer when you contribute money towards the cost of classroom expenses (school supplies, class parties, teacher gifts, etc.)? | Q1B. Which of the following payment methods is preferred by most parents/guardians you transfer money with?

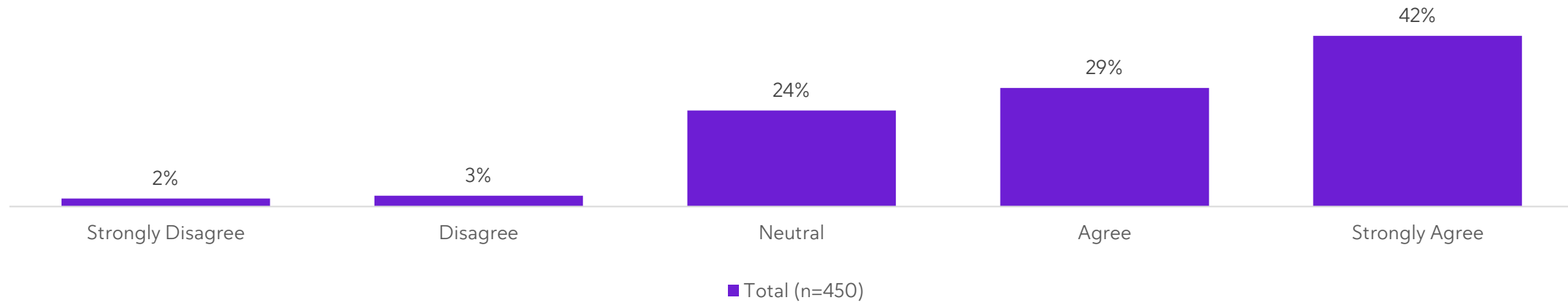


## DIGITAL PAYMENTS AND EDUCATIONAL EXPENSES

Seventy-two percent of consumers agree (Top 2-Box rating) that parents/guardians would have an easier time contributing to educational expenses if teachers accepted digital payments.

### Making Life Easier for Parents/Guardians by Offering Digital Payment Methods

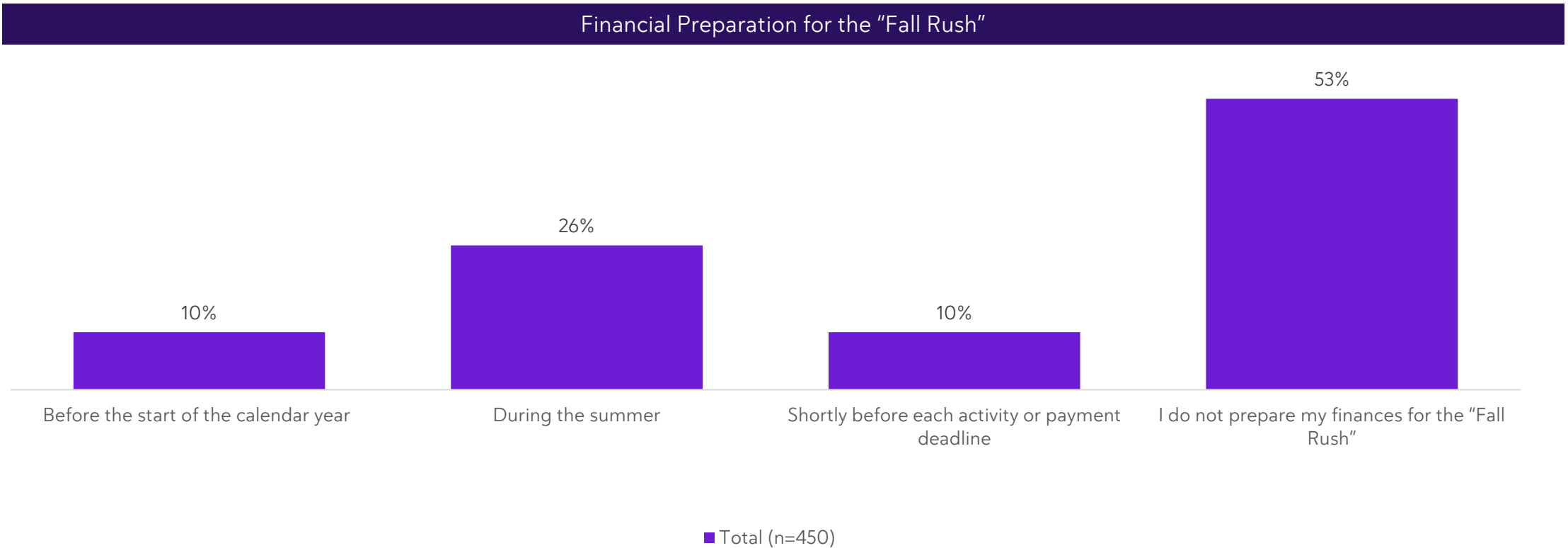
*If more teachers accepted digital payments (Zelle®, PayPal, Cash App, Venmo) from parents/guardians to help cover the cost of educational expenses (school fundraisers and activities, classroom expenses, field trips, etc.), it would make life for parents/guardians much easier.*



Source: Q2. Please rate your level of agreement with the following statement. If more teachers accepted digital payments (Zelle®, PayPal, Cash App, Venmo) from parents/guardians to help cover the cost of educational expenses (school fundraisers and activities, classroom expenses, field trips, etc.), it would make life for parents/guardians much easier.

## FINANCING FALL ACTIVITIES

Most consumers (53%) do not make financial preparations for the “Fall Rush.” Of the consumers who do prepare their finances, 26% plan during the summer.



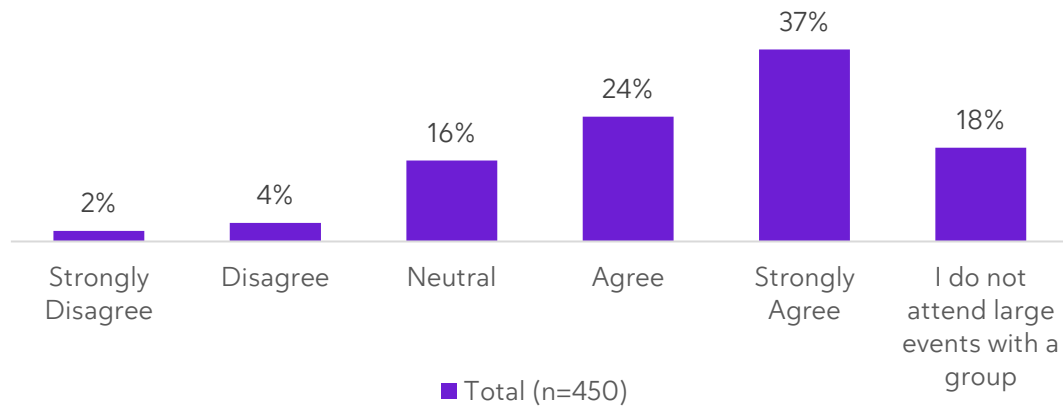
Source: Q5. When do you typically begin to prepare your finances for the “Fall Rush” (educational, sports, and other fall-season expenses)?

## DIGITAL PAYMENTS AND EVENTS/CONCERTS

Interest in using digital payments for large events is high. Sixty-one percent of consumers (Top 2-Box) prefer using digital payments for reimbursement. Sixty-six percent of consumers (Top 2-Box) would like to see the payment option offered more often.

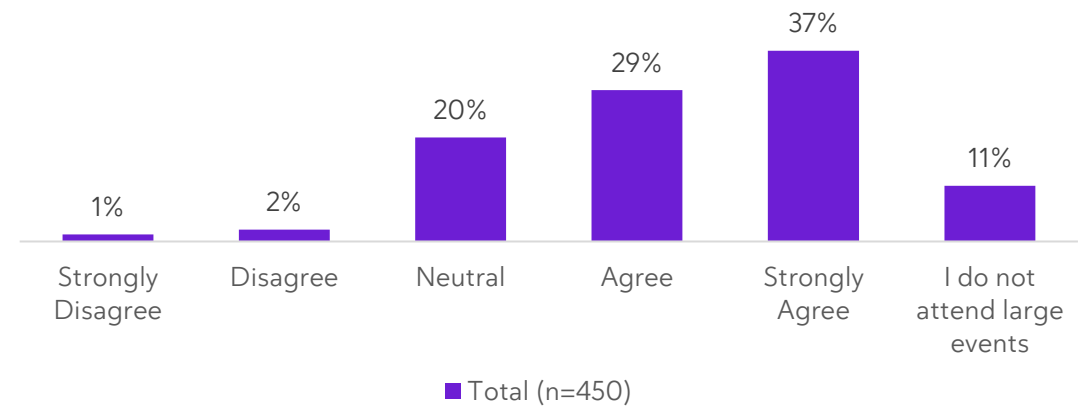
### Preference To Use Digital Payments for Large Group Reimbursement

*When attending large events with a group (concerts, festivals, or sporting games), I prefer to use digital payments for reimbursement (for tickets, food, merchandise, etc.).*



### Interest in Digital Payment Methods Being Offered at Large Events

*I'd like to see digital payments offered more at large events (concerts, festivals, or sporting games).*



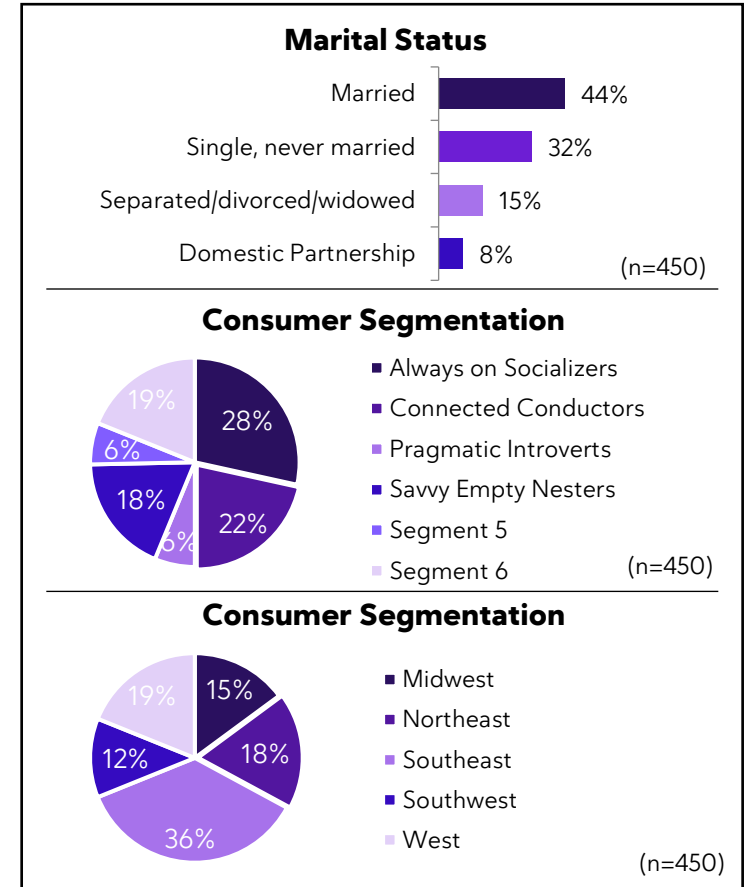
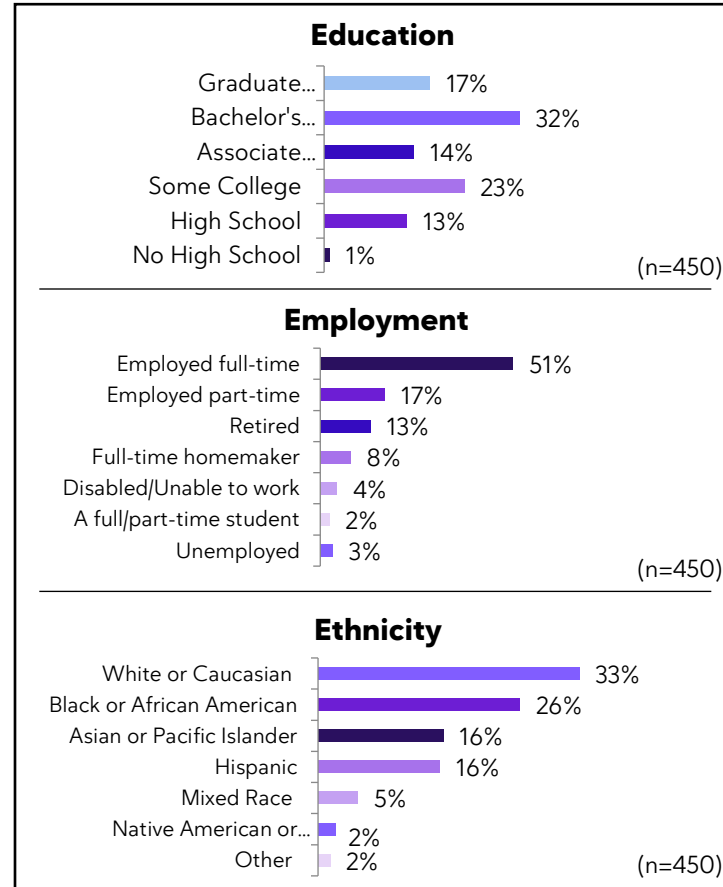
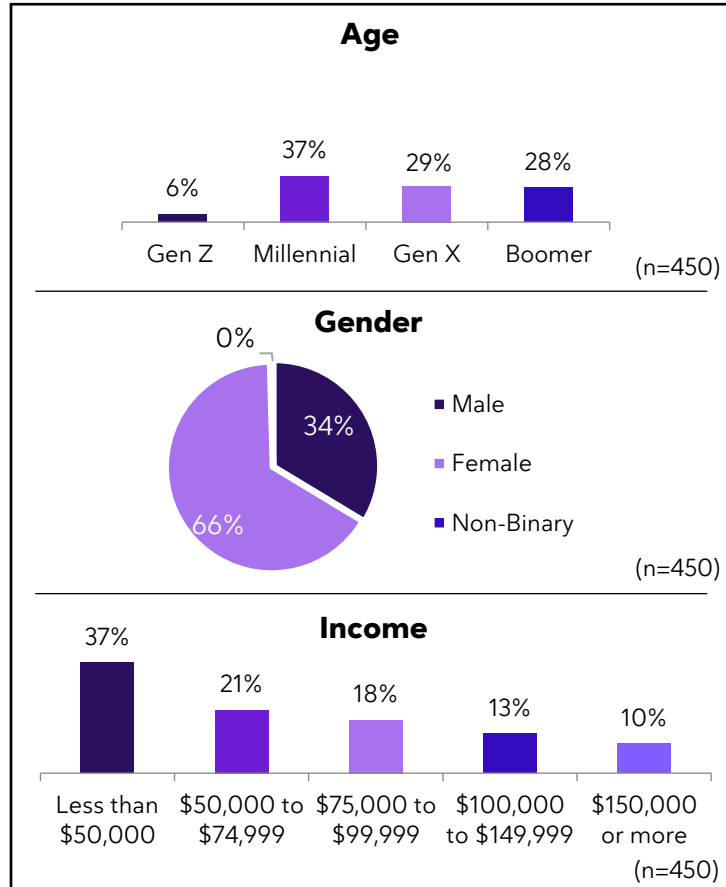
Source: Q6. Please rate your level of agreement with the following statement. When attending large events with a group (concerts, festivals, or sporting games), I prefer to use digital payments for reimbursement (for tickets, food, merchandise, etc.). | Q7. Please rate your level of agreement with the following statement. I'd like to see digital payments offered more at large events (concerts, festivals, or sporting games).





# Appendix: Demographics

# DEMOGRAPHIC PROFILE



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