



# Early Warning

## Quarterly PR Pulse

*Q4 2022: The "Holi-Pay" Season: Gift Giving and New Year's Resolutions*

# METHODOLOGY

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## METHODOLOGY

- Two (2) Ten-minute online surveys
  - Topic 2: "Holi-Pay" Season
  - Topic 3: Gift Giving
- Quarterly tracking
- Sample via EWS Online Research Panel



## POPULATION

- 450 interviews per wave and/or quarter
- Mobile Majority ages 18-75, determined by U.S. Census data



## QUALIFYING CRITERIA

- Ages 18-75
- Not employed in a sensitive industry
- Has a checking or savings bank account



# ***"Holi-Pay" Season: Gift Giving***

## KEY FINDINGS

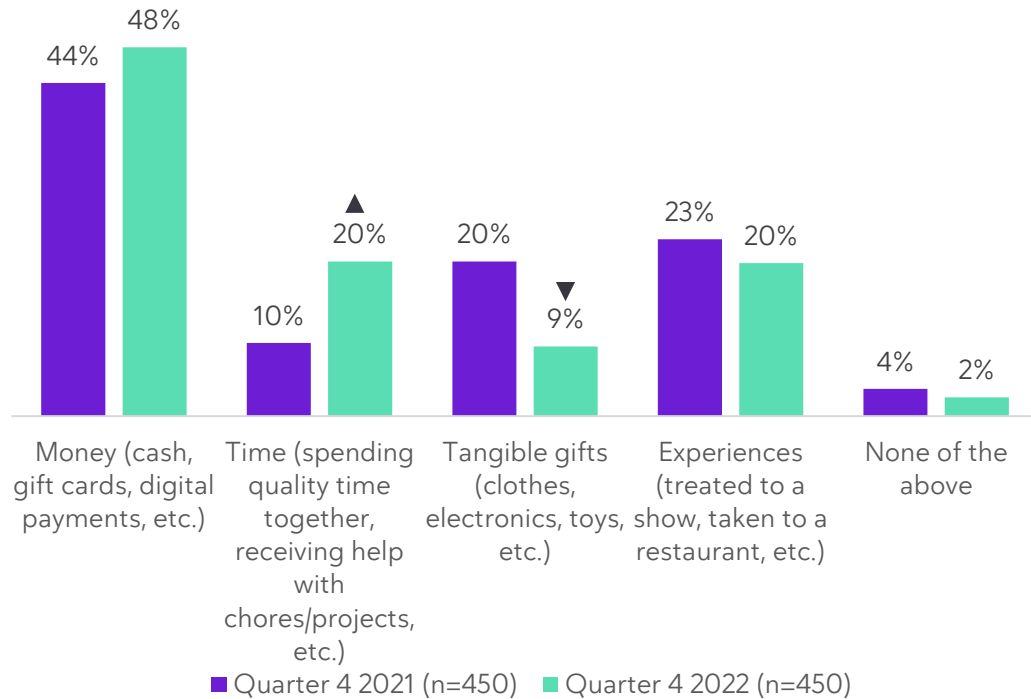
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- Significantly more consumers from this year's fourth quarter preferred to be gifted with time (20%) than last year's fourth quarter (10%), while consumers in Quarter 4 of 2021 preferred to receive tangible gifts (20%) compared to the same quarter this year (9%).
- Nearly half of consumers (48%) would prefer to receive money via digital payment instead of by cash or check.
- A plurality of consumers (60%) preferred to gift tangible items to family and friends that they would see in person.
  - There were no significant differences between consumers in Quarters 4 of this year and last year in terms of gifting preferences for someone they would not see in person.
- Forty-nine percent of consumers have used digital payment platforms to gift others with money for the holidays.
  - Nine out of ten consumers planned to give gifts this holiday season. Of those who planned to give gifts, almost three-fifths (58%) believed tangible items receive the most positive reactions by recipients.
- A plurality of consumers (60%) claimed it was most important to consider what they knew about the gift recipient prior to selecting their gift.

## HOLIDAY GIFT RECEIVING AND MONEY PREFERENCES

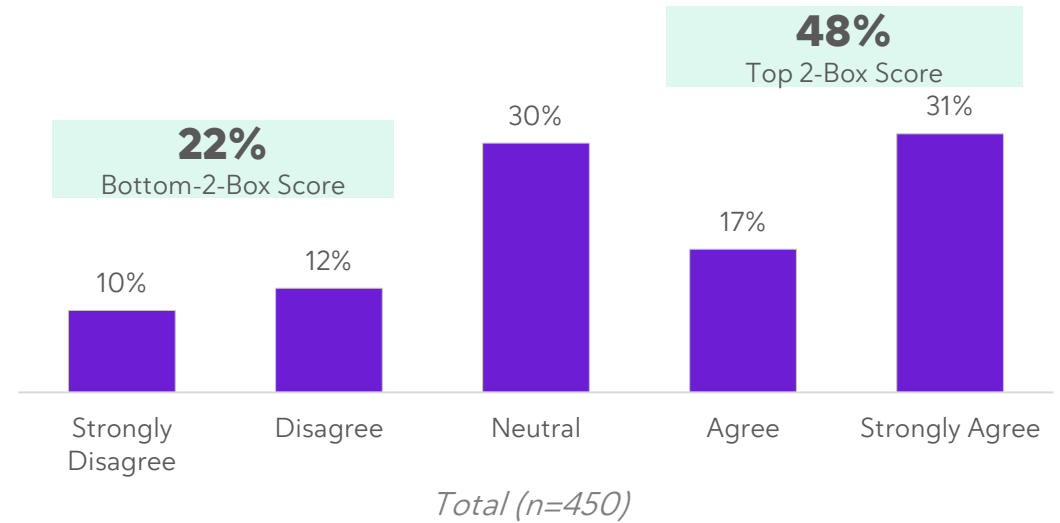
Significantly more consumers reported a preference for being gifted with *Time* this year (20%) than last year (10%), while significantly fewer consumers reported a preference for *Tangible Gifts* in Quarter 4 in 2022 (9%) versus Quarter 4 in 2021 (20%). If receiving money as a gift this year, nearly half (48%) of consumers would prefer a digital payment instead of cash or check.

### Holiday Gift Preferences (Recipients)



### Monetary Gift Preferences (Recipients)

*If I were to receive money as a gift, I would prefer to receive it via digital payment (such as Zelle®, Venmo, CashApp, PayPal) instead of by cash or check.*

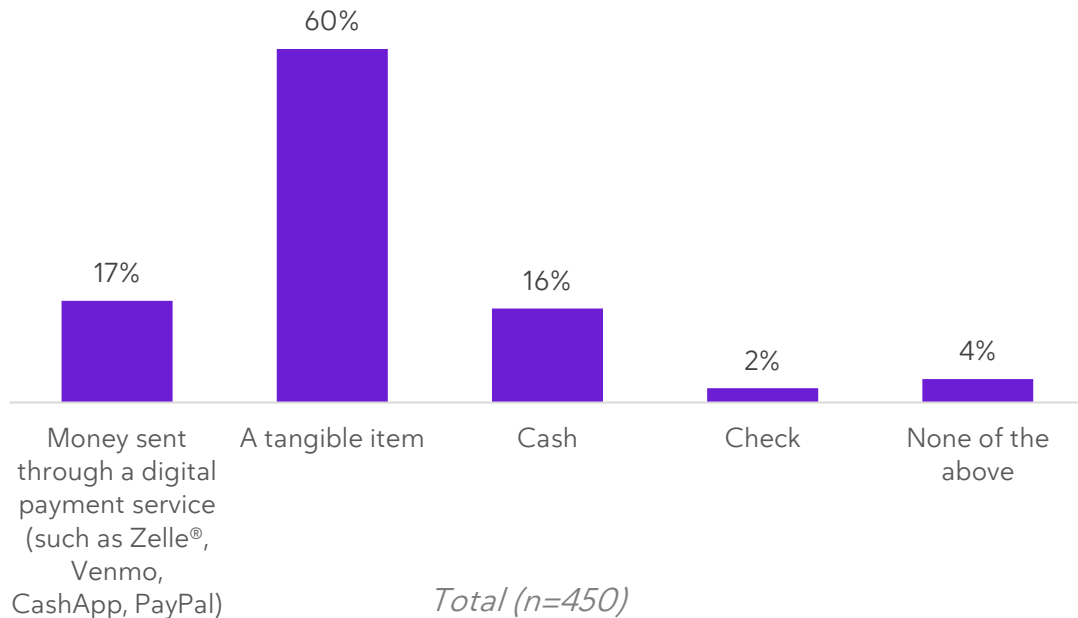


Source: Q4/T2:Q1. Which of the following do you most prefer to be **gifted with** this holiday season? | T2:Q2. Please rate your level of agreement with the following statement: If I were to receive money as a gift, I would prefer to receive it via digital payment (such as Zelle®, Venmo, CashApp, PayPal) instead of by cash or check.

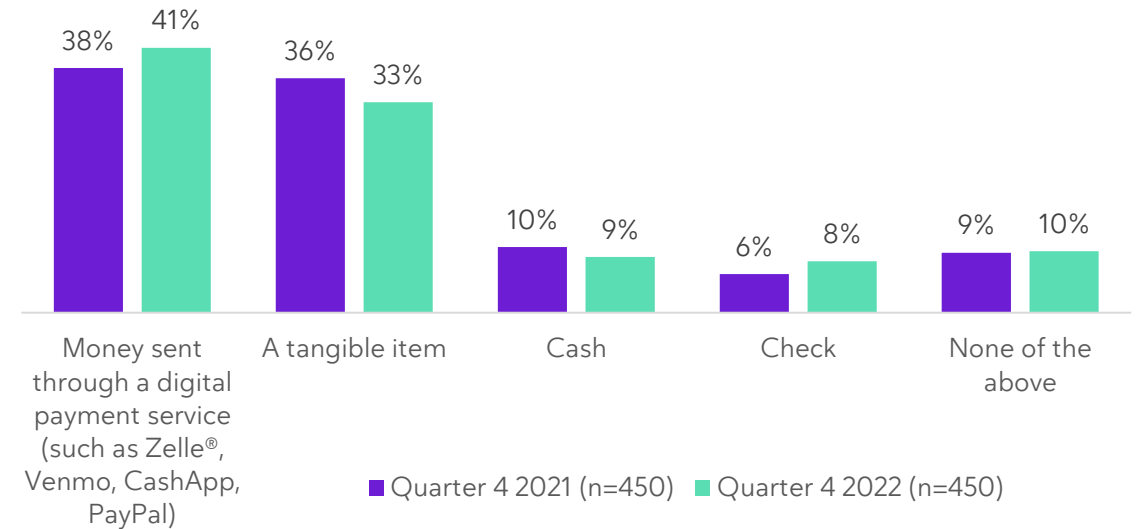
## HOLIDAY GIFT GIVING PREFERENCES (IN PERSON VERSUS DISTANT)

A plurality of consumers (60%) preferred to gift tangible items to family and friends that they would see in person. There were no significant differences between consumers in Quarter 4 of this year and last year when measuring preferences for gifting to those they will not see in person.

### In-Person Holiday Gift Giving Preferences



### Distant Holiday Gift Giving Preferences (Not In-Person)



Source: T2:Q3. During the holidays, which of the following do you most prefer to gift to family and/or friends that you will see in-person? | Q1/T2:Q4. During the holidays, which of the following do you most prefer to gift to family and/or friends that you will not see in-person?

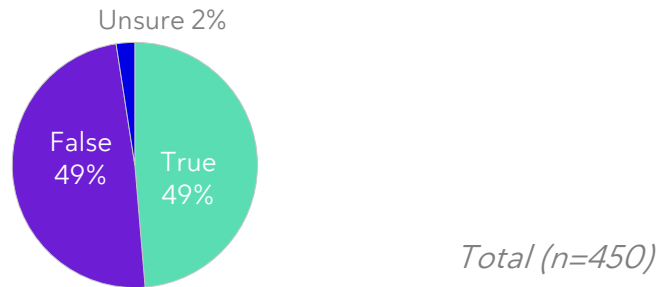


## 2022 HOLIDAY GIFT GIVING AND POSITIVE REACTIONS

Forty-nine percent of consumers have used digital payment platforms to gift others with money for the holidays. Nine out of ten consumers reported plans to give gifts in the 2022 holiday season. Of those who reported plans to give gifts, almost three-fifths (58%) believed tangible gifts would receive the most positive reactions from recipients.

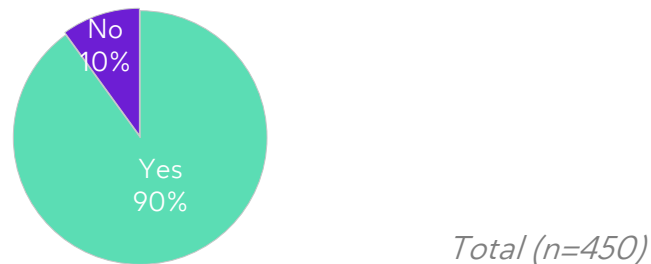
### Previous Holiday Gifting Via Digital Payment Platform

*In the past, I have used digital payment platforms (such as Zelle®, Venmo, CashApp, PayPal) to gift money to others for the holidays.*



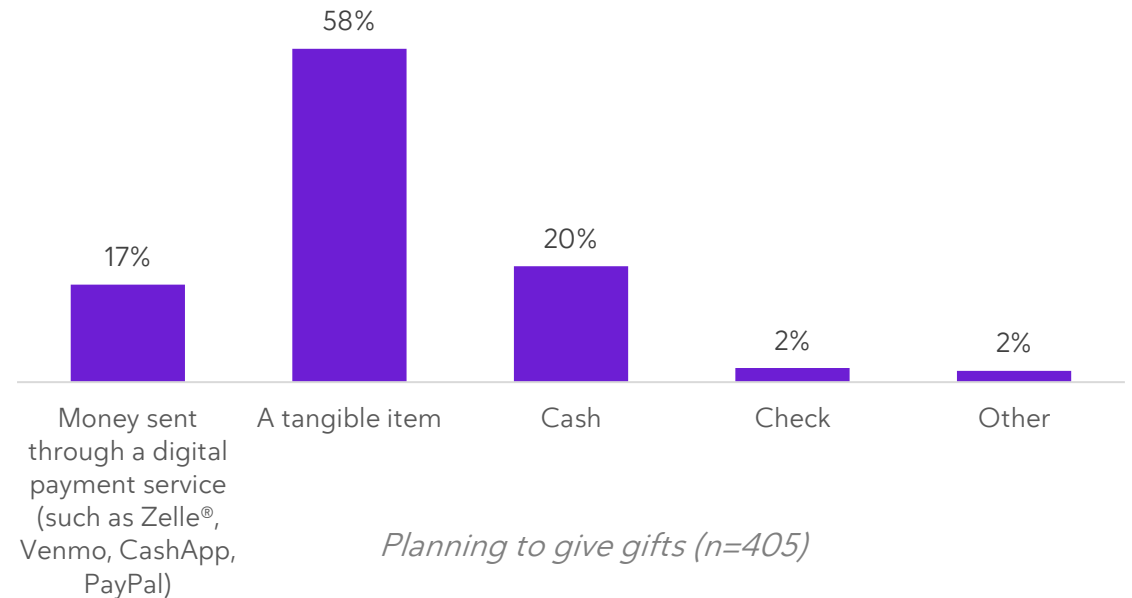
### 2022 Holiday Gifting Plans

*Do you plan to give gifts this holiday season?*



### Most Positive Gift Reactions From Recipients

*In your experience, when you give gifts to others, which of the following receives the most positive reactions?*



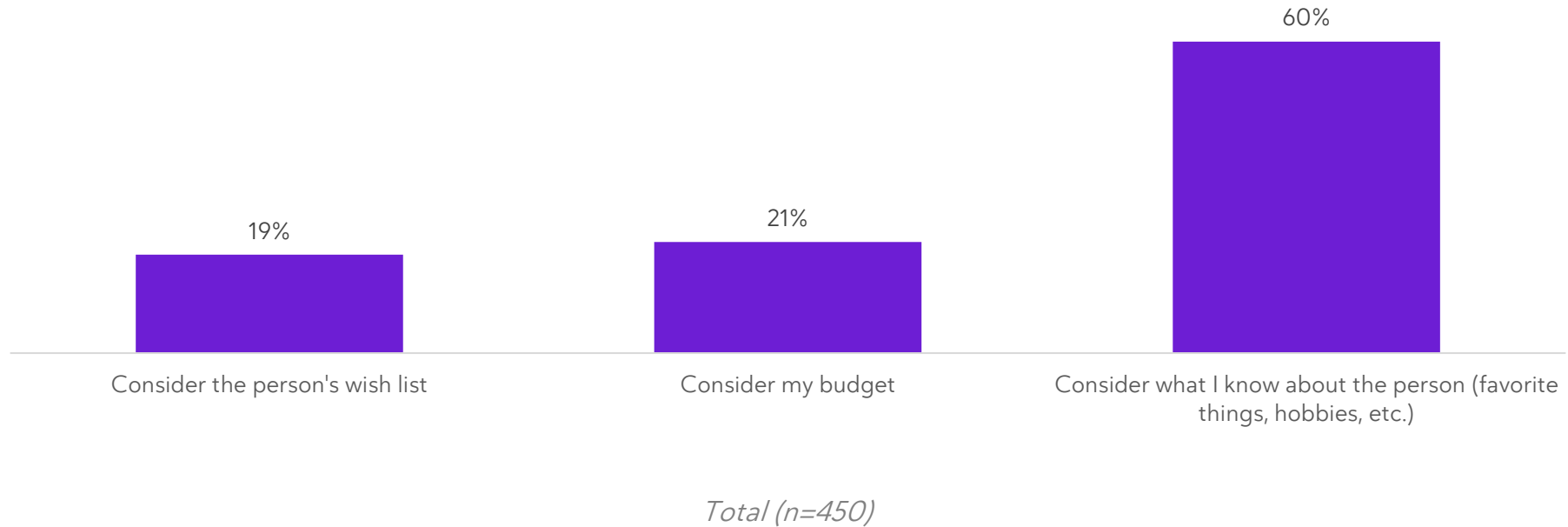
Source T2:Q5. True or False: In the past, I have used digital payment platforms (such as Zelle®, Venmo, CashApp, PayPal) to gift money to others for the holidays. | T2:Q6. Do you plan to give gifts this holiday season? | T2:Q7. In your experience, when you give gifts to others, which of the following receives the most positive reactions?

## GIFT GIVING PRACTICES

A plurality of consumers (60%) claimed it was most important to consider what they knew about the gift recipient prior to selecting their gift.

### Holiday Gift Giving Practices

*When picking out a gift, the most important step is to \_\_\_\_\_.*



Source: T2:Q8. Please select the statement that best describes how you decide on what to gift others during the holidays: When picking out a gift, the most important step is to \_\_\_\_\_.





# ***“Holi-Pay” Season: New Year’s Resolutions***

## KEY FINDINGS

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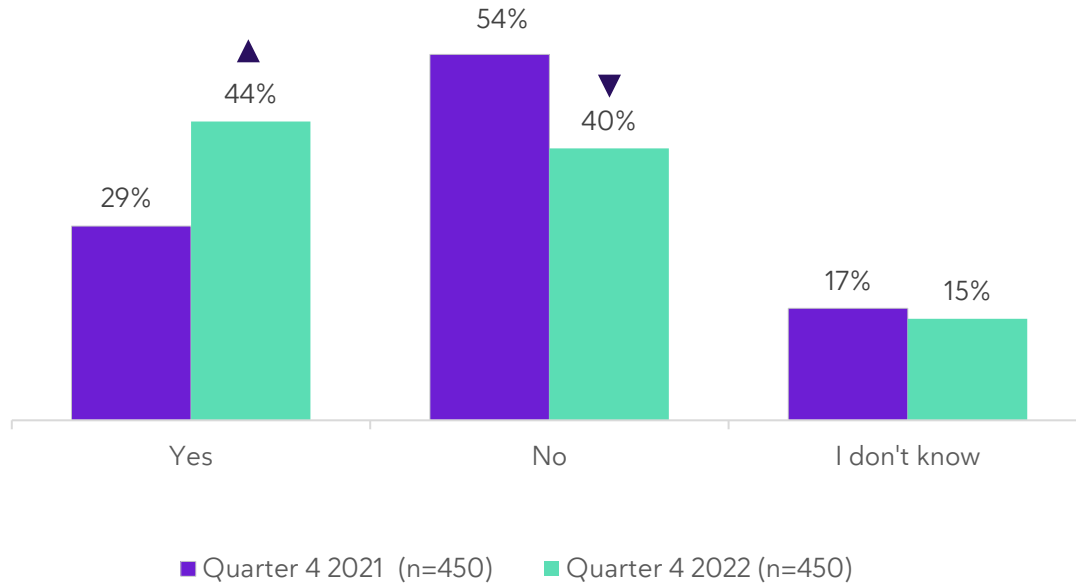
- Consumers in Quarter 4 of 2022 were eager to join in-person activities this holiday season.
  - Significantly more consumers reported plans to travel during the holiday season in Quarter 4 of 2022 (44%) compared to Quarter 4 of 2021 (29%).
  - Consumers in Quarter 4 of 2022 were more likely to volunteer their time to help others (38%) or splurge on themselves (39%) compared to consumers in Quarter 4 of 2020 (27% and 30% respectively).
  - Significantly fewer consumers in Quarter 4 of 2022 reported plans to organize a virtual gift exchange amongst friends and family (19%) compared to consumers in Quarter 4 of 2020 (32%).
  - More than three-fifths of consumers in Quarter 4 of 2022 (62%) preferred to bring food or other items as their contribution to holiday events with their loved ones.
- More than three-fifths of consumers in Quarter 4 of 2022 (68%) reported that they had not made a financial New Year's resolution in 2022.
  - Out of the 26% of consumers who made a financial New Year's resolution in 2022, 69% of them reported that they were able to stick to their resolution.
- Nearly three-fifths of consumers in Quarter 4 of 2022 (59%) reported that they did not like to set New Year's resolutions.
  - Nearly half of consumers in Quarter 4 of 2022 (48%) and Quarter 4 of 2021 (49%) had not planned to set financial New Year's resolutions for the following year.

## 2022 HOLIDAY TRAVEL PLANS AND SPREADING CHEER

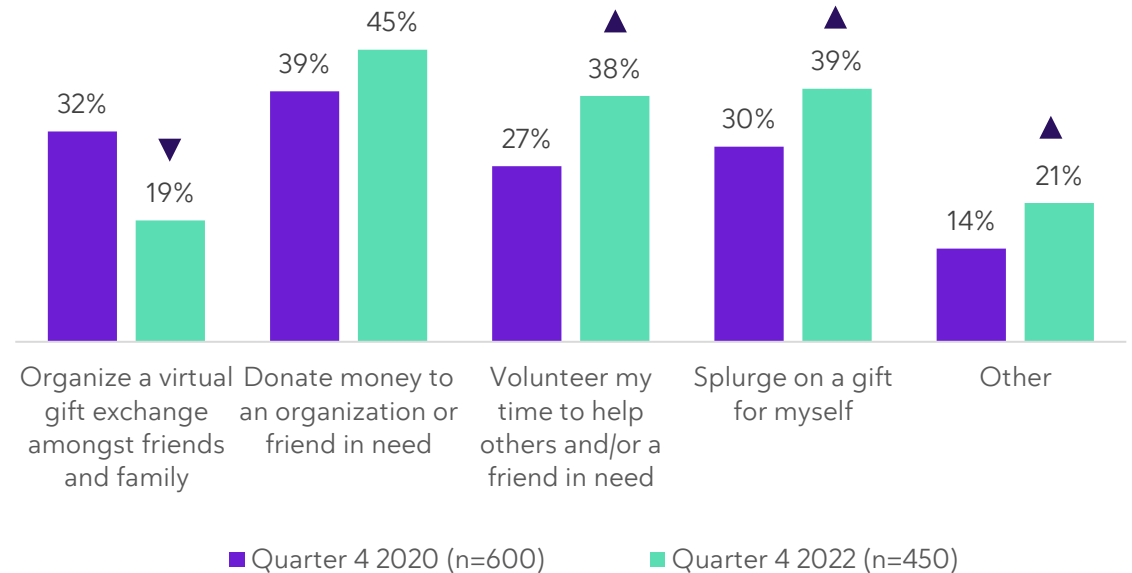
Significantly more consumers had holiday travel plans in Quarter 4 of 2022 (44%) than in Quarter 4 of 2021 (29%). Consumers in Quarter 4 of 2022 are also significantly more likely to spread holiday cheer by volunteering their time to help others (38%) or by splurging on themselves (39%), compared to consumers in Quarter 4 of 2020 (27% and 30% respectively).

### 2022 Holiday Travel Plans

*Do you plan to travel this holiday season?*



### How To Spread Cheer During The Holidays

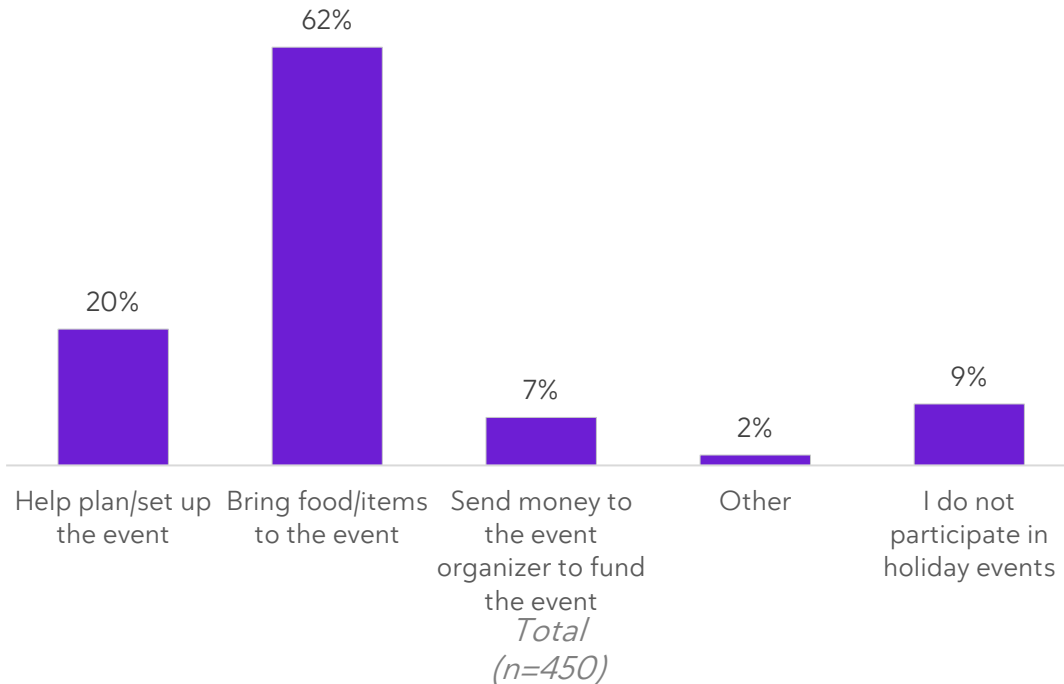


Source: Q5/T3:Q1. Do you plan to travel this holiday season? | Q20/T3:Q2. How will you spread cheer this holiday season?

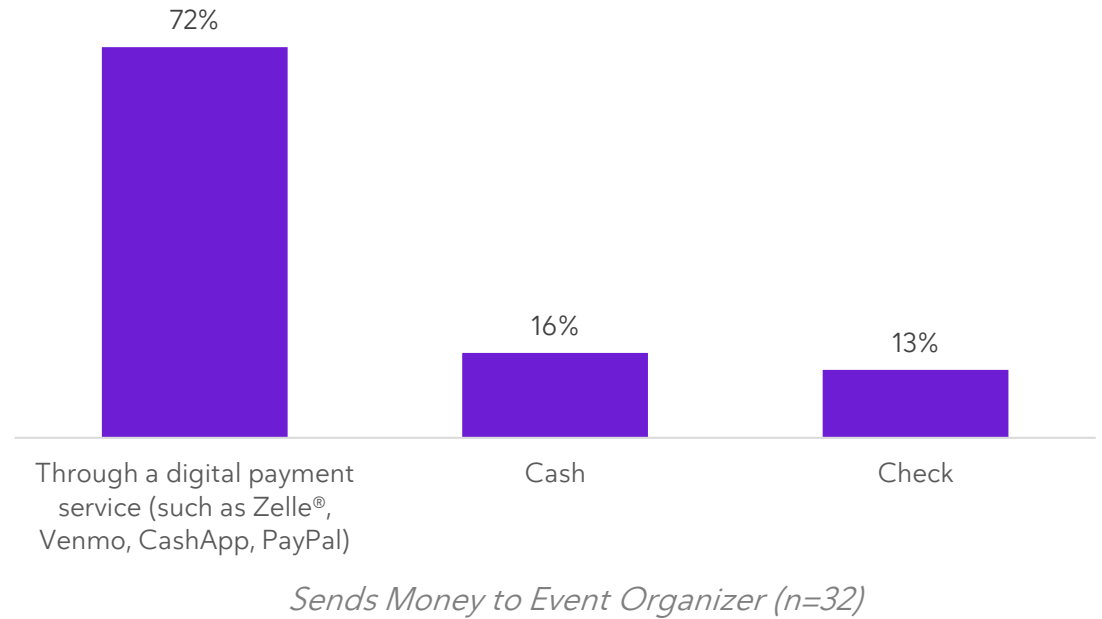
## HOLIDAY EVENT/CELEBRATION CONTRIBUTIONS

More than three-fifths of consumers in Quarter 4 of 2022 (62%) preferred to bring food or other items as their contribution to holiday events with their loved ones.

### Holiday Event and Celebration Contributions



### Financial Contribution Preferences For Holiday Events/Celebrations



Source: T3:Q3. How do you prefer contribute to holiday events and/or celebrations with loved ones? | T3:Q4. How do you prefer to send money to the event organizer?

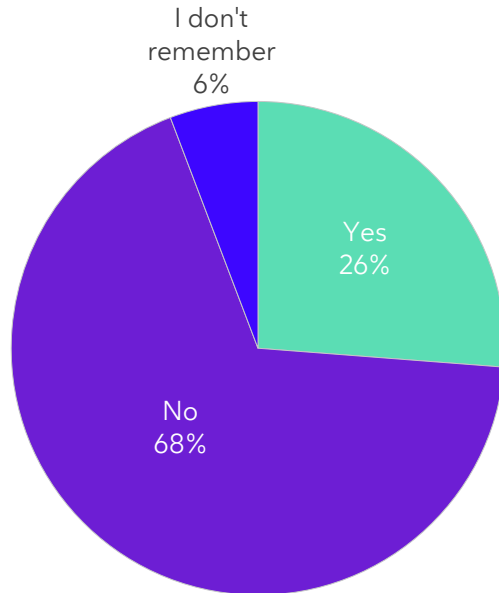


## NEW YEAR'S RESOLUTIONS

More than three-fifths of consumers in Quarter 4 of 2022 (68%) reported that they had not made a financial New Year's resolution in 2022. Out of the 26% of consumers who made a financial New Year's resolution in 2022, 69% of them reported that they had been able to stick to their resolution.

### 2022 Financial New Year's Resolution

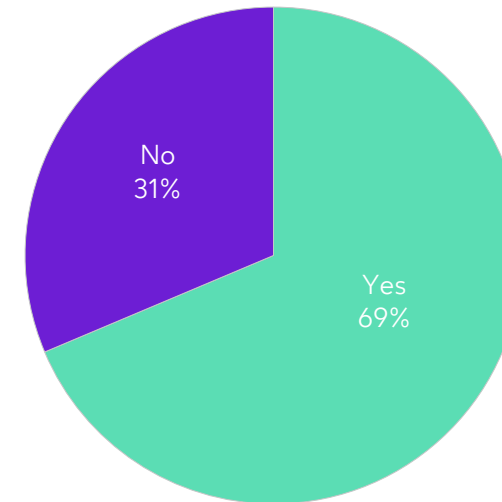
*Did you make a financial New Year's resolution in 2022?*



*Total  
(n=450)*

### Previous Financial New Year's Resolution

*Have you been able to stick to the financial New Year's resolution you made for 2022?*



*Had a 2022 Financial Resolution (n=118)*

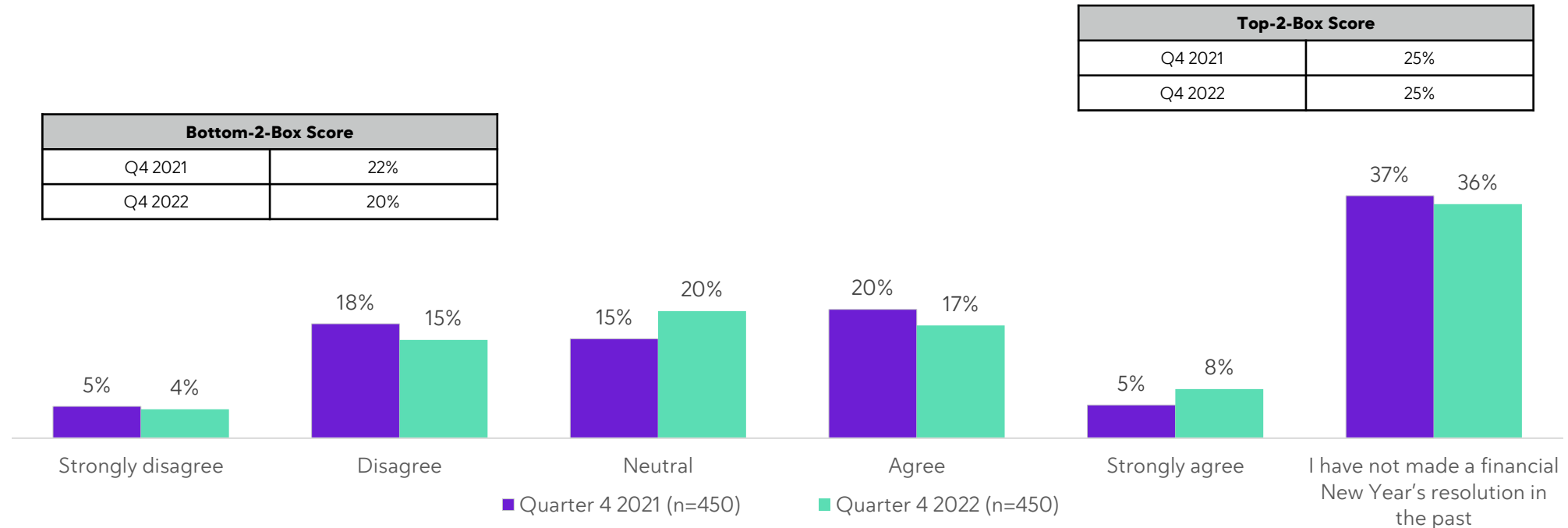
Source: T3:Q5 Did you make a financial New Year's resolution in 2022? | T3:Q6. Have you been able to stick to the financial New Year's resolution you made for 2022?

## NEW YEAR'S RESOLUTIONS (CONTINUED)

There were no significant differences between consumers in Quarter 4 of 2022 and consumers in Quarter 4 of 2021 regarding opinions about the difficulty of sticking to their financial New Year's resolutions.

### Feasibility of Past Financial Resolutions

*In the past, my financial New Year's resolutions were impossible to stick to.*

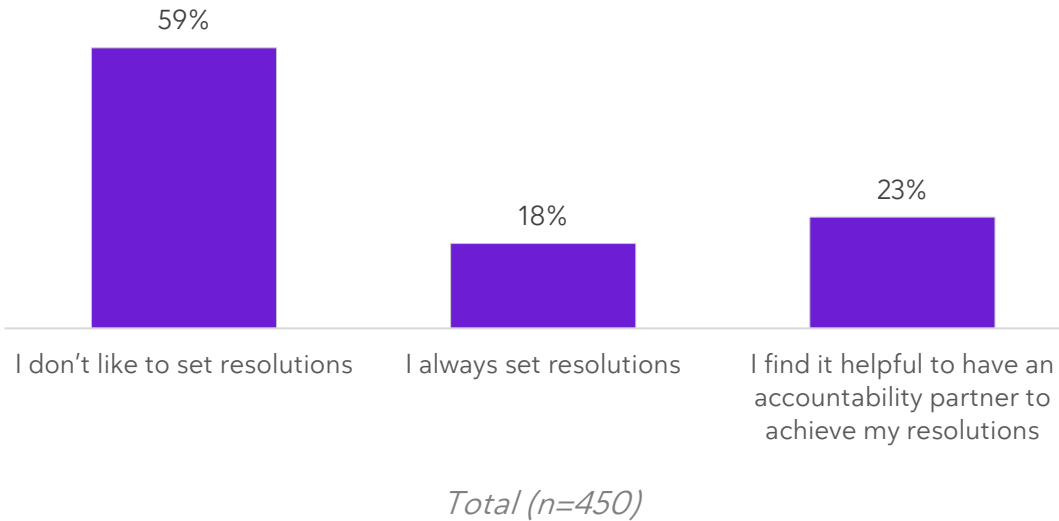


Source: Q13/T3:Q7. Please rate your level of agreement with the following statement: *In the past, my financial New Year's resolutions were impossible to stick to.*

## NEW YEAR'S RESOLUTIONS (CONTINUED)

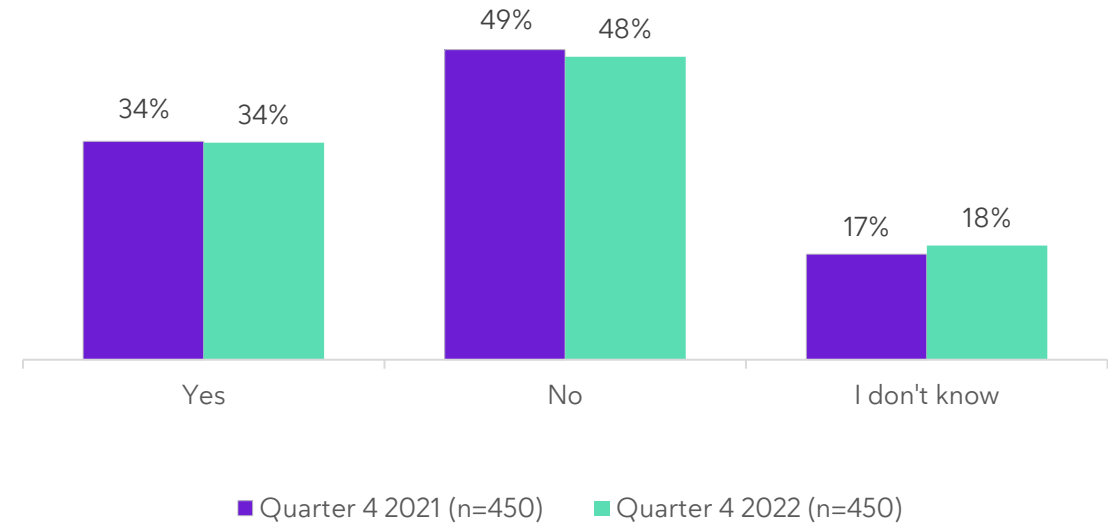
Nearly three-fifths of consumers in Quarter 4 of 2022 (59%) reported that they did not like to set New Year's resolutions. Consumers in Quarter 4 of 2022 and Quarter 4 of 2021 had statistically similar responses when asked if they planned to make financial New Year's resolutions for the following year.

### Attitude Towards New Year's Resolutions



### Plans for Financial New Year Resolution

Do you plan to make a financial New Year's resolution for 2022/2023?



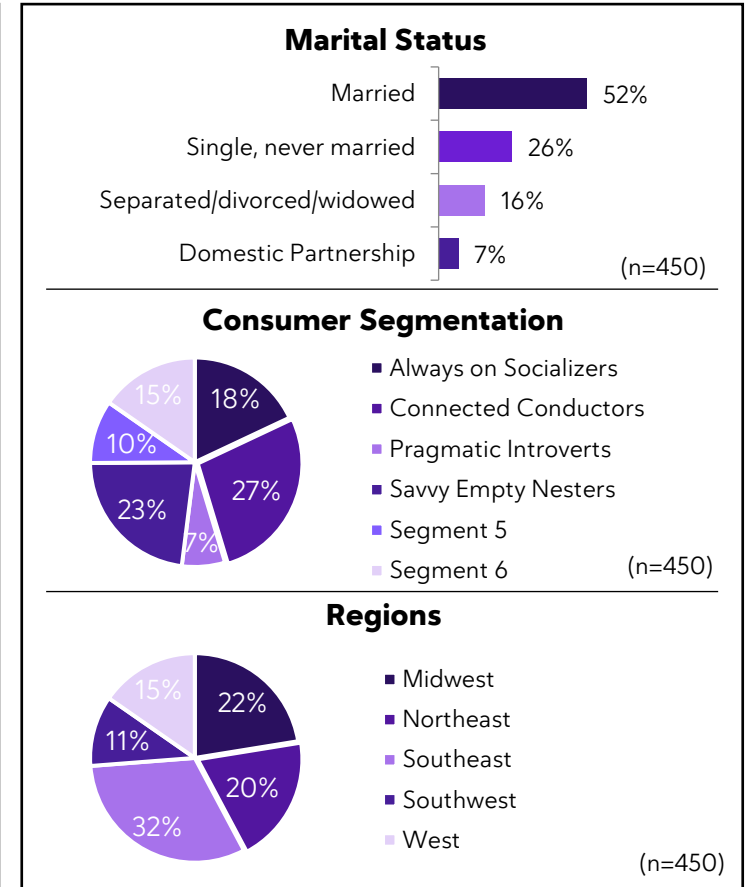
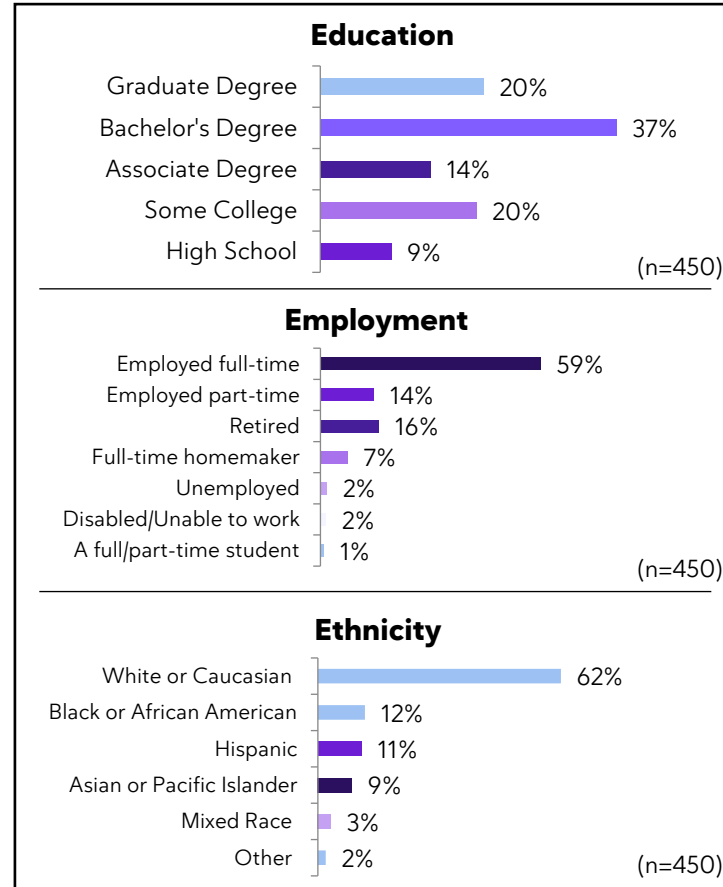
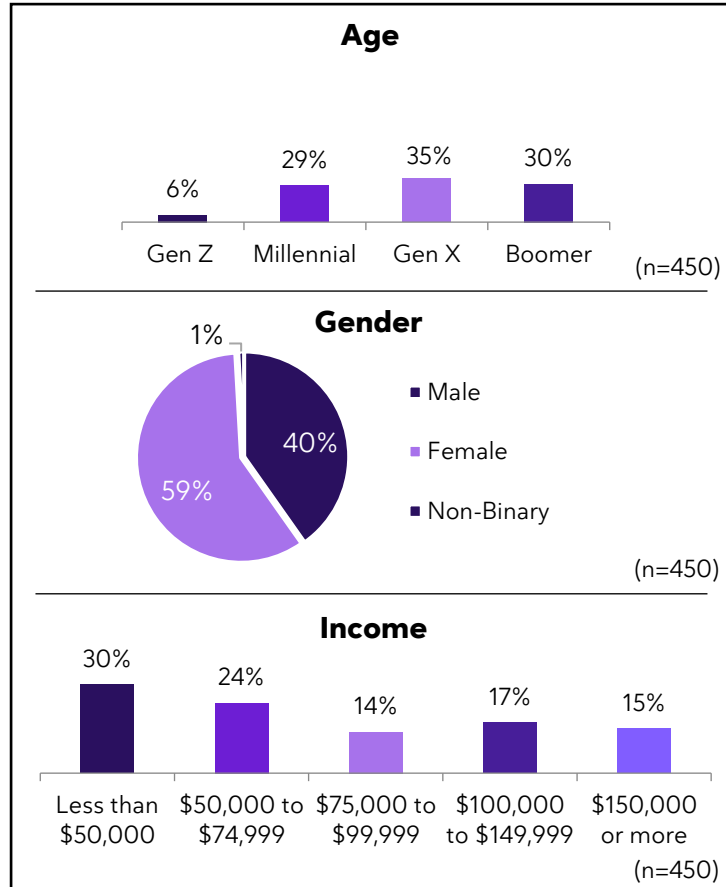
Source: T3:Q8. As it relates to New Year's resolutions, which of the following is most true? | Q12/T3:Q9. Do you plan to make a financial New Year's resolution for 2022/2023?



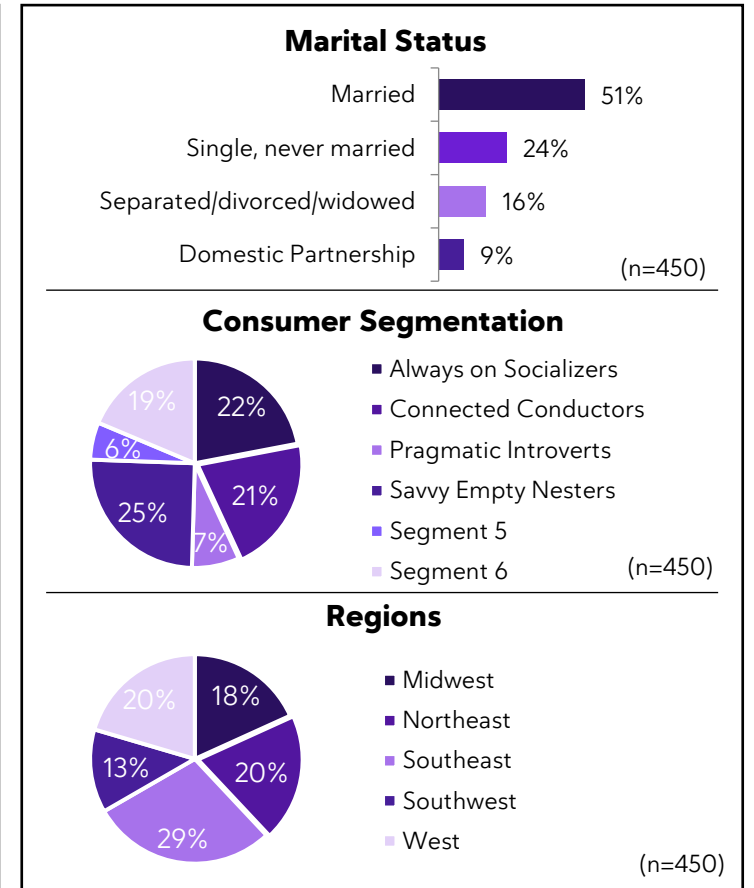
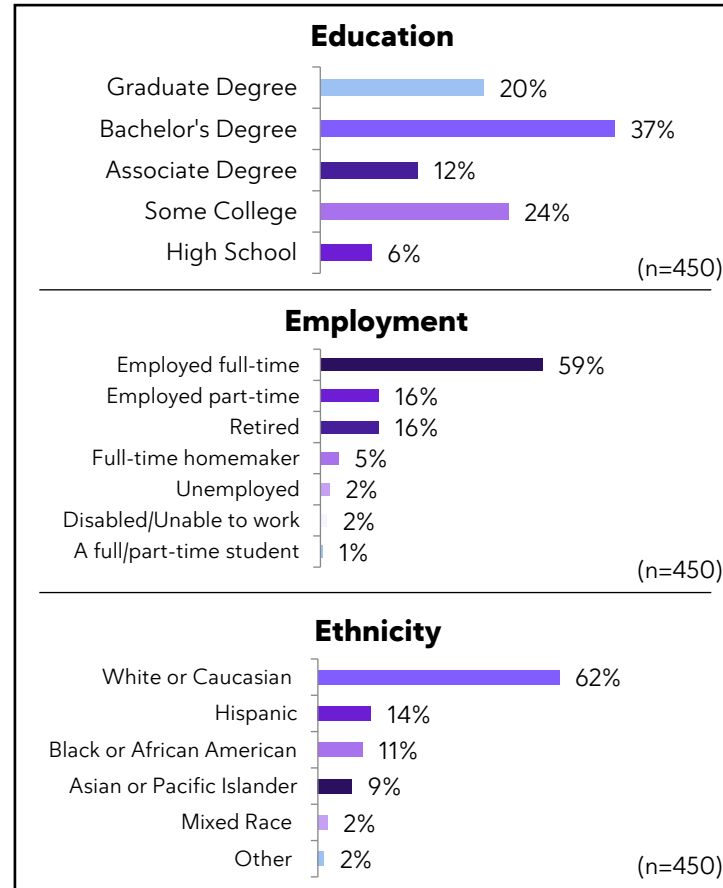
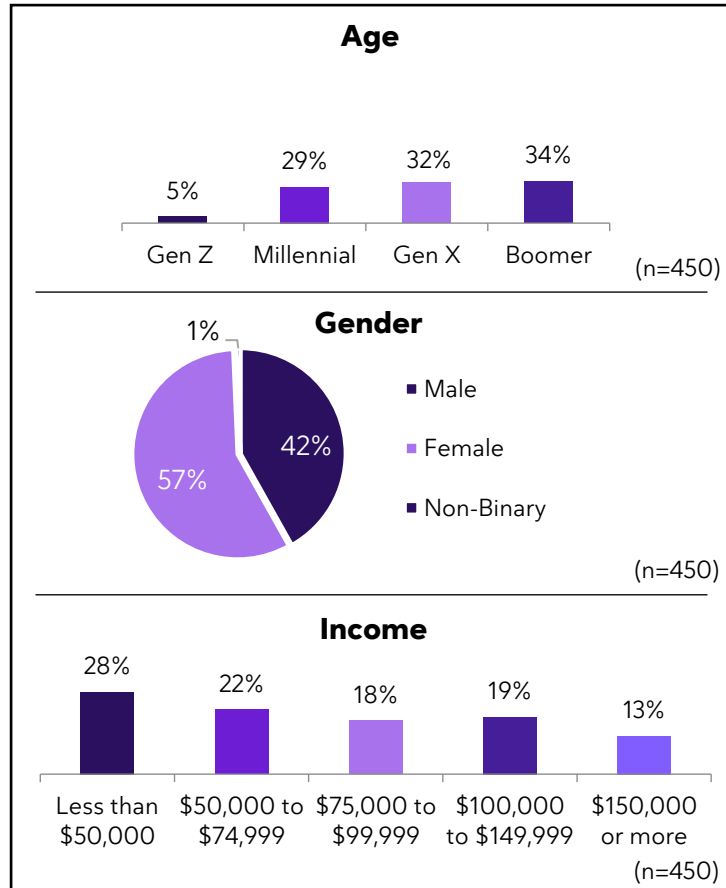
# Appendix: Demographics



# TOPIC 2: GIFT GIVING DEMOGRAPHIC PROFILE



# TOPIC 3: RESOLUTIONS DEMOGRAPHIC PROFILE



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THIS IS HOW MONEY MOVES®