

BESPOKE SURVEYS

Crypto, Mobile Payments, and Financial Products Vol 14

1,250+ US Consumers, Balanced to Census

CHECK BREAKDOWN:**CRYPTOCURRENCIES FEEDBACK – A LOT TO UNPACK**

- ❑ Crypto holders feel they have a strong understanding of how crypto works and what makes crypto have value. The primary reason they bought crypto was as an investment. The majority of holders say their investment has increased in value and when we asked what would cause them to sell their crypto, “nothing” was one of the more prominent fill-ins (other popular responses included the value or price going up enough or having a need to pull money out).
- ❑ Crypto investors expect for the price of Bitcoin to be at or above current levels by end of month and then even higher at the end of the year and higher again five years from now. Crypto holders have even better expectations around price action over time than non-crypto holders. We’d also note that respondents who own crypto are more aggressively deploying capital into investments in general than respondents who do not own crypto.
- ❑ Relative to our November survey, likelihood of buying Crypto among both current owners and non-owners softened a touch sequentially (though crypto holders are more likely to invest more into the product compared to investors in a number of other types of financial products we asked about).
- ❑ Aside from likelihood of purchasing weakening a touch relative to historical levels, we’d note that the NPS for crypto declined q/q (ie, the share of crypto owners who said they would recommend crypto to a friend or colleague declined relative to results in November). The same is true of equities.

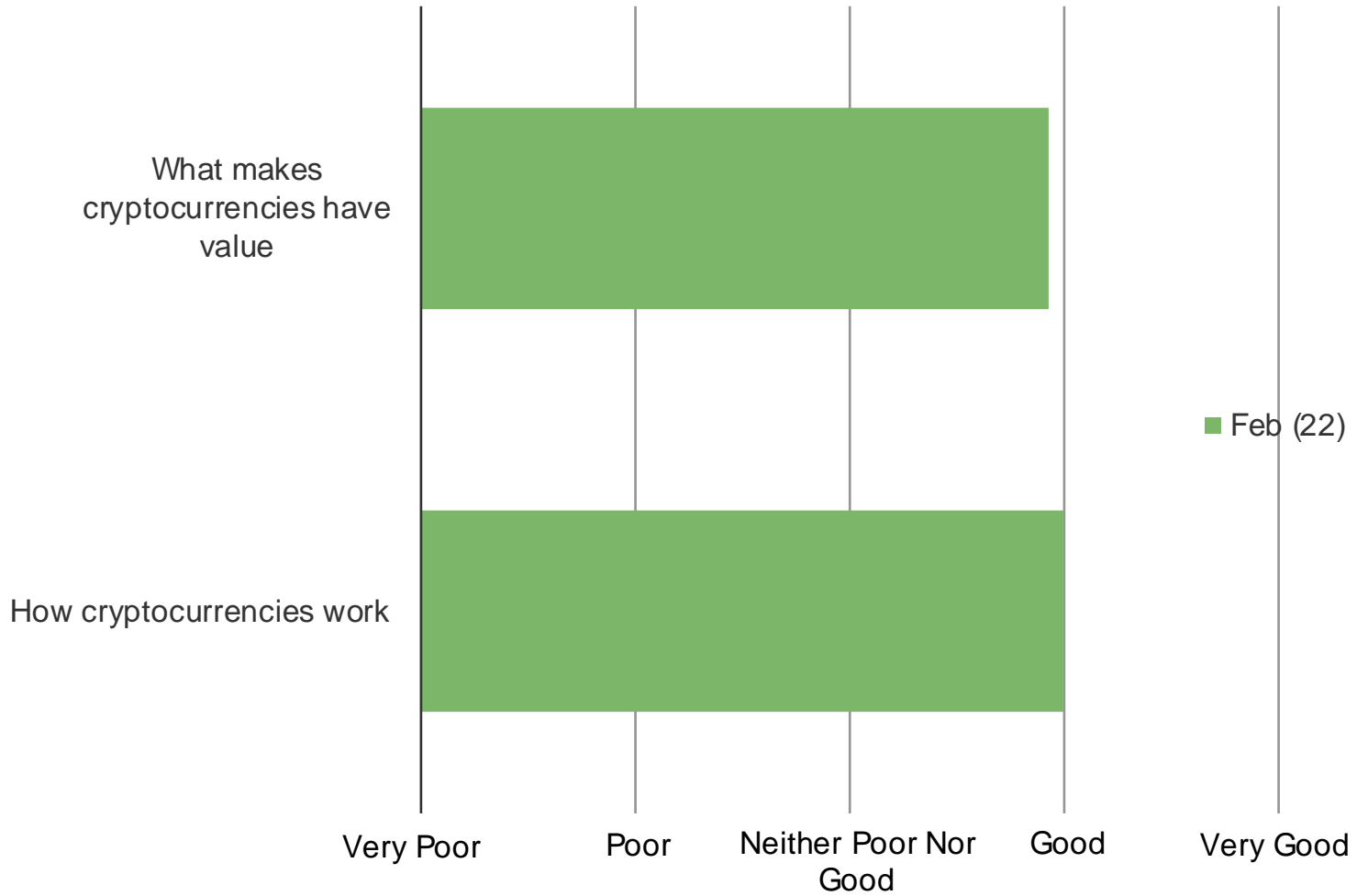
TREND CHECKS**MOBILE PAYMENTS – INSTANT TRANSFER FEES INCREASINGLY DIGESTED**

- ❑ Over time, consumers have increased their usage of mobile payments apps. Though popularity change sentiment is not quite as strong as it once was, consumers still firmly believe mobile payments apps are significant popularity gainers. Consumers have broadly positive views of mobile payments and related financial services apps that they use (both sentiment and their estimation around engagement/usage).
- ❑ Mobile payment apps users have been reporting increases in their usage of instant deposit / instant transfer. The majority know there is a fee associated with instant deposit / instant transfer and are increasingly likely to say they are okay with paying the fee to use it.

NEW QUESTIONS THIS QUARTER | CRYPTO

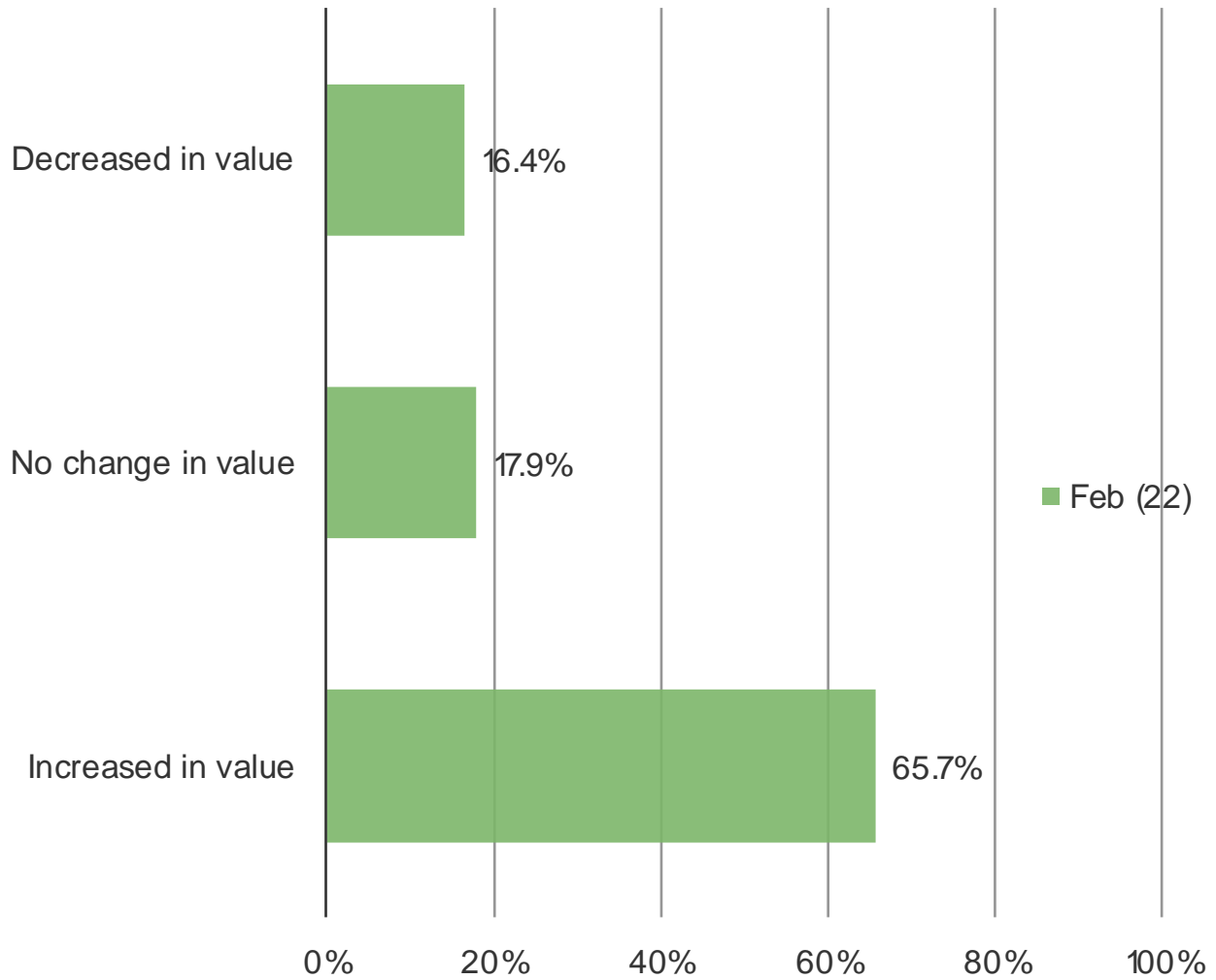
HOW WELL DO YOU FEEL YOU UNDERSTAND...

Posed to all respondents currently own cryptocurrency (N = 280).



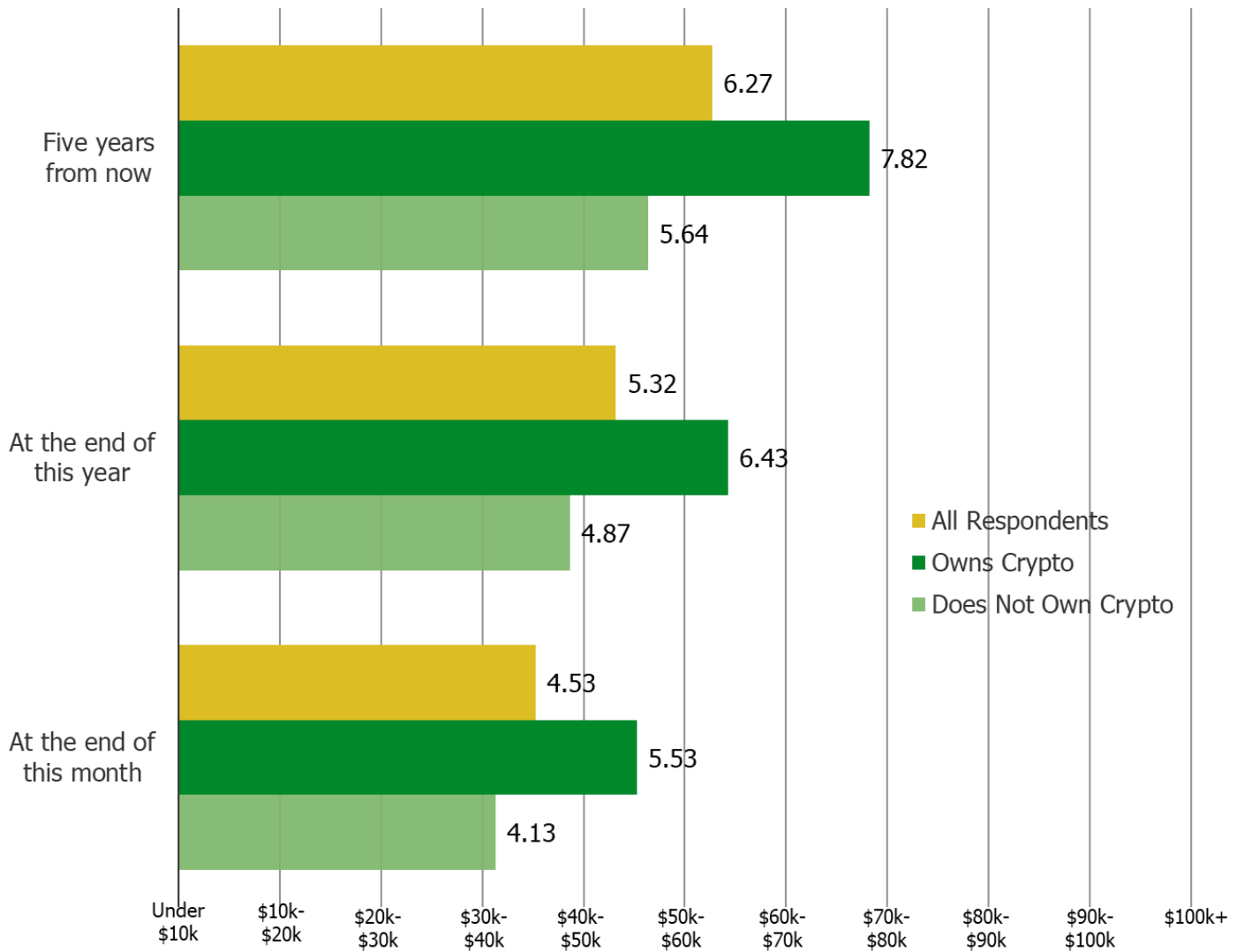
SINCE YOU BOUGHT IT, HAS YOUR CRYPTOCURRENCY INVESTMENT...

Posed to all respondents currently own cryptocurrency (N = 280).



THE PRICE OF BITCOIN IS CURRENTLY ~\$38,964... WHAT DO YOU THINK THE PRICE OF BITCOIN WILL BE...

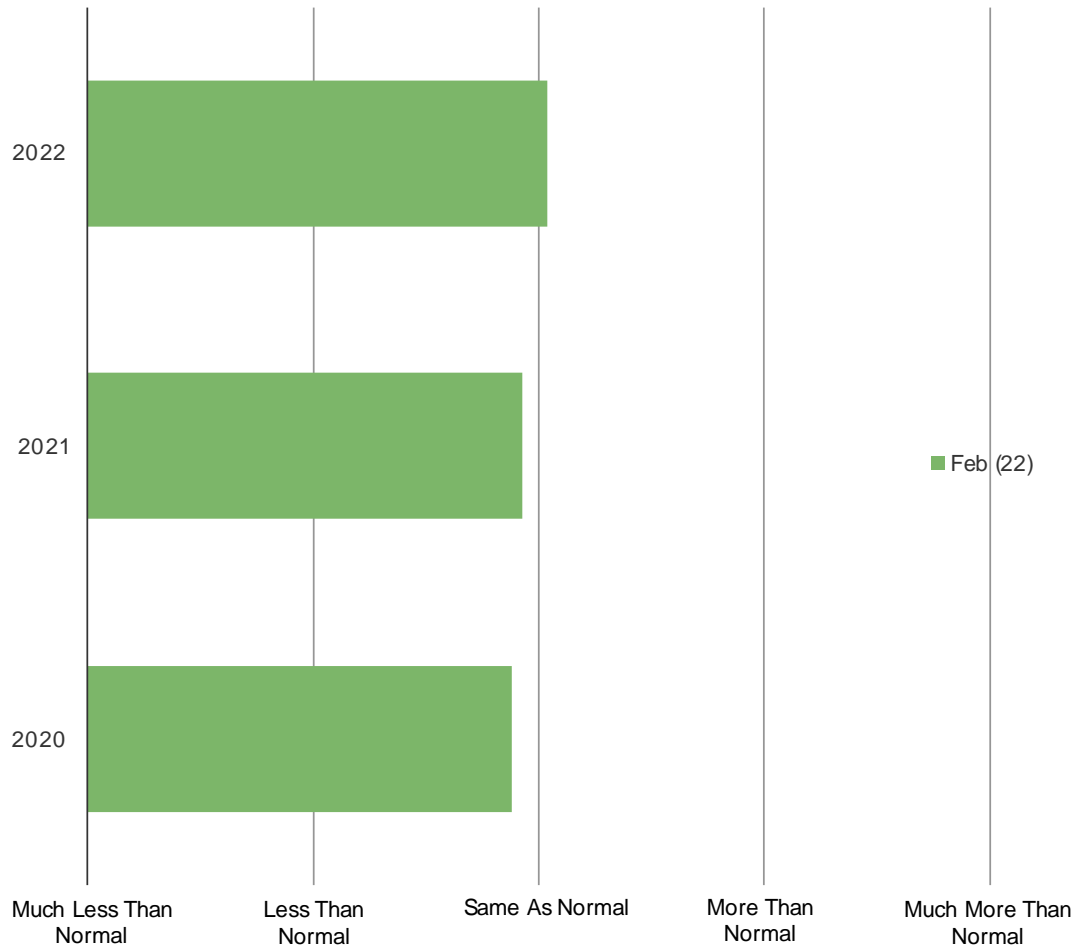
Posed to all respondents (and cross-tabbed by whether or not they own Crypto).



All Respondents: N = 1250
 Owns Crypto: N = 280
 Does Not Own Crypto: N = 972

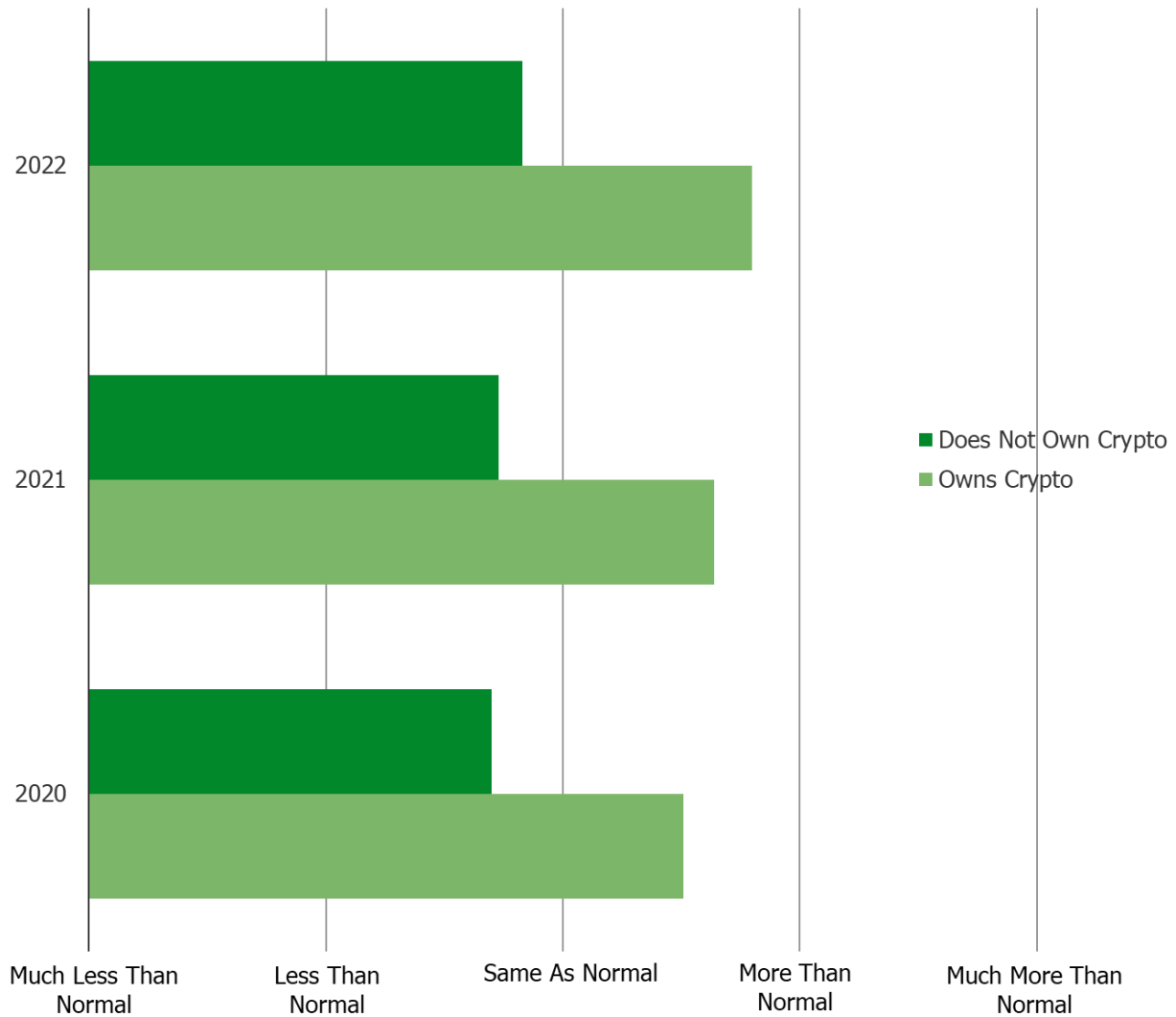
HOW MUCH MONEY DID YOU / WILL YOU PUT INTO INVESTMENTS IN THE FOLLOWING YEARS?

Posed to all respondents (N = 1,250) .



HOW MUCH MONEY DID YOU / WILL YOU PUT INTO INVESTMENTS IN THE FOLLOWING YEARS?

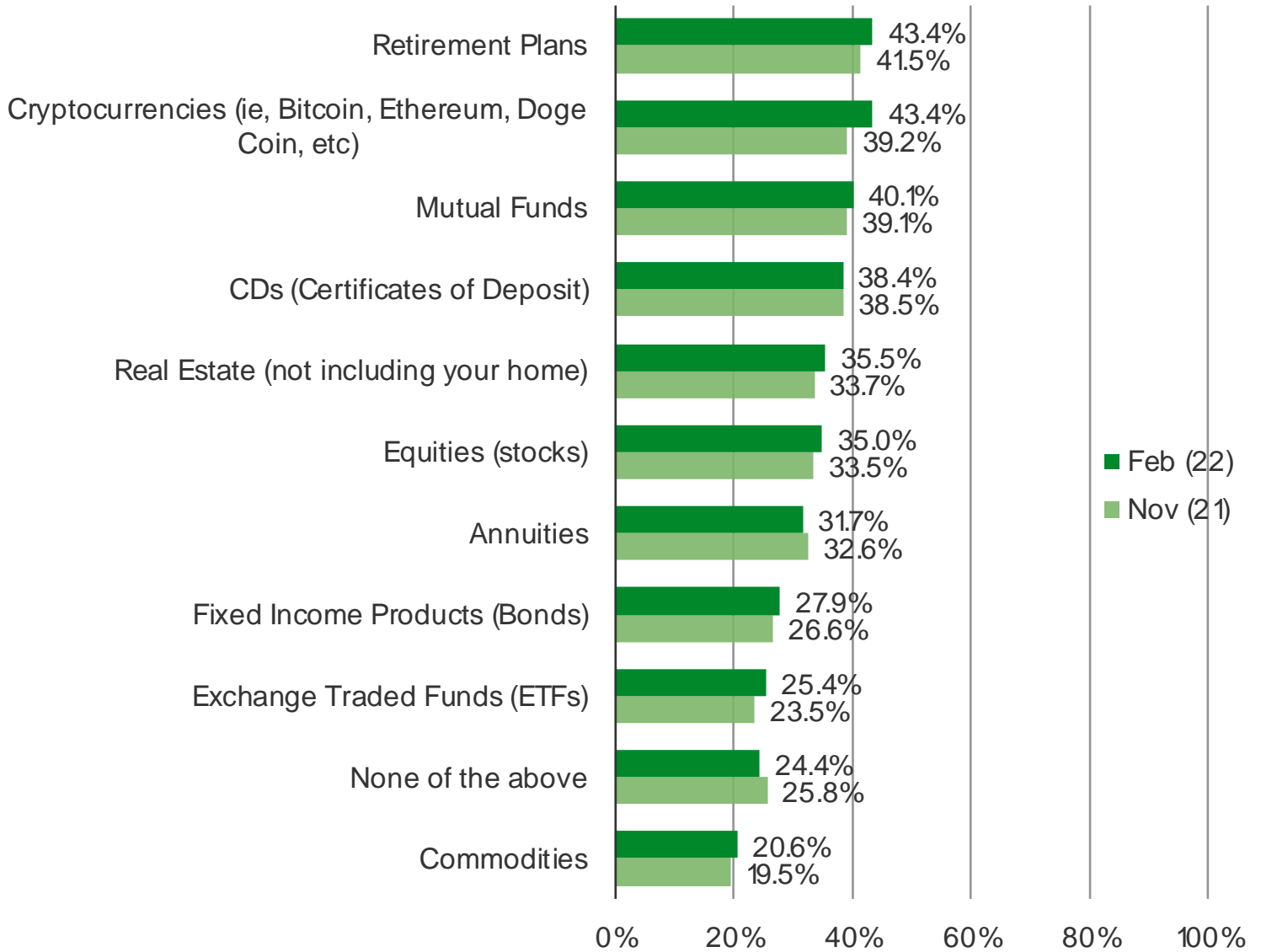
Posed to all respondents (cross-tabbed by those who own crypto vs those who do not).



Owns Crypto: N = 280
Does Not Own Crypto: N = 972

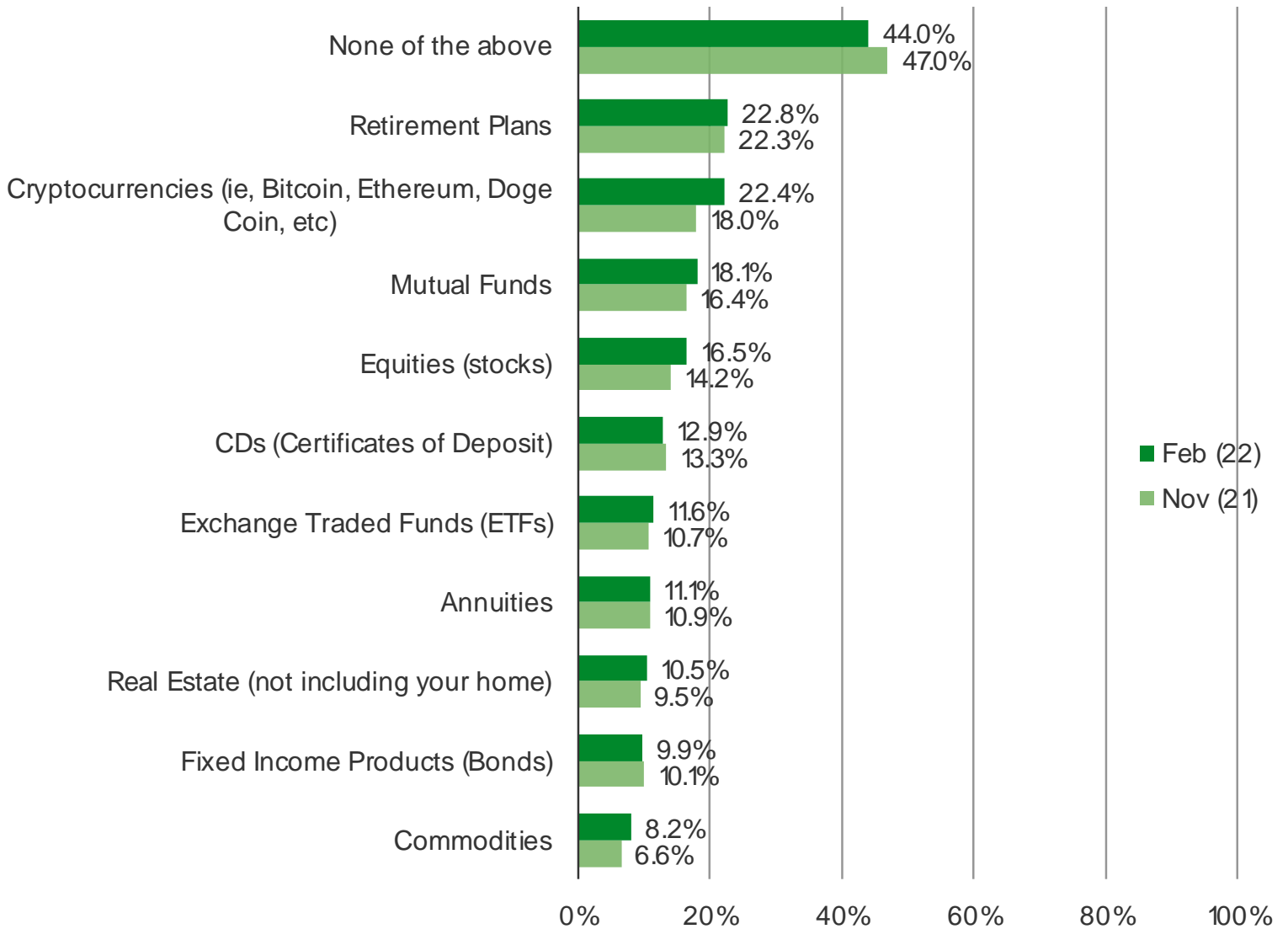
WHICH OF THE FOLLOWING TYPES OF INVESTMENTS ARE YOU AWARE OF / FAMILIAR WITH? SELECT ALL THAT APPLY

Posed to all respondents (N = 1250)



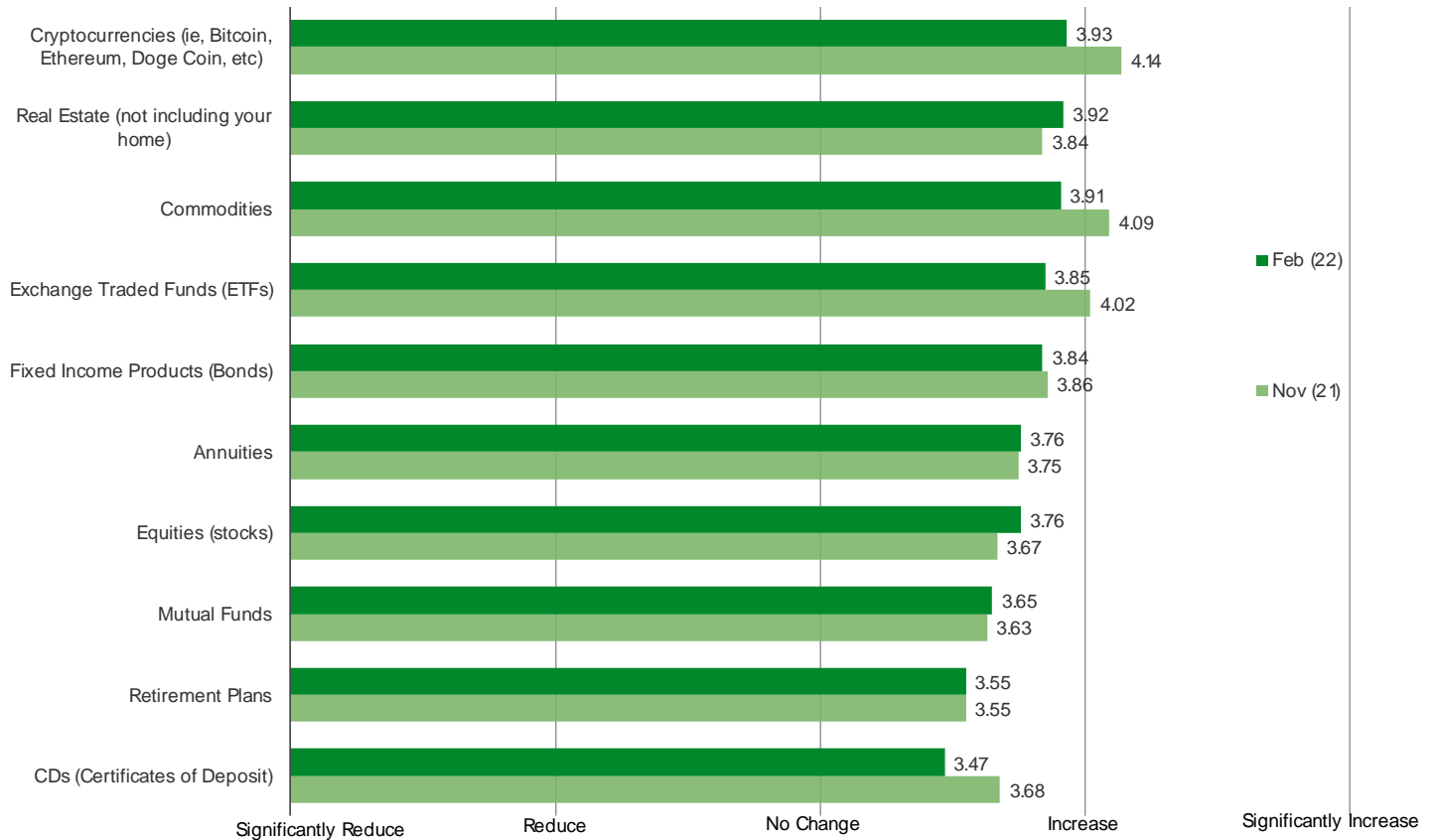
DO YOU CURRENTLY HAVE ANY INVESTMENTS IN ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents (N = 1250)



DO YOU EXPECT TO CHANGE HOW MUCH MONEY YOU HAVE INVESTED IN THE FOLLOWING IN THE FUTURE?

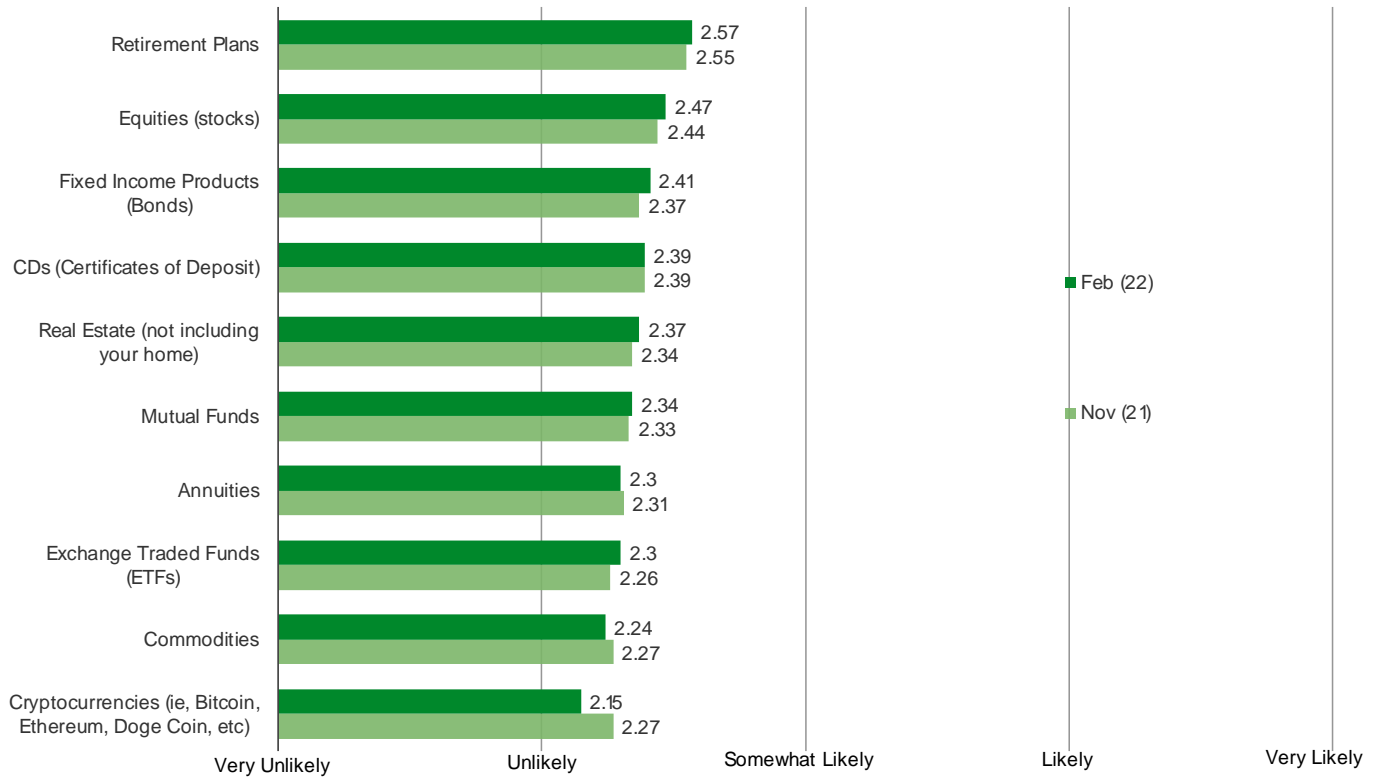
Posed to respondents who said they currently invest in each of the following.



	N =
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	280
Equities (stocks)	207
Fixed Income Products (Bonds)	124
Real Estate (not including your home)	131
Mutual Funds	227
Exchange Traded Funds (ETFs)	145
CDs (Certificates of Deposit)	161
Retirement Plans	285
Annuities	139
Commodities	102

HOW LIKELY ARE YOU TO INVEST IN THE FOLLOWING IN THE FUTURE:

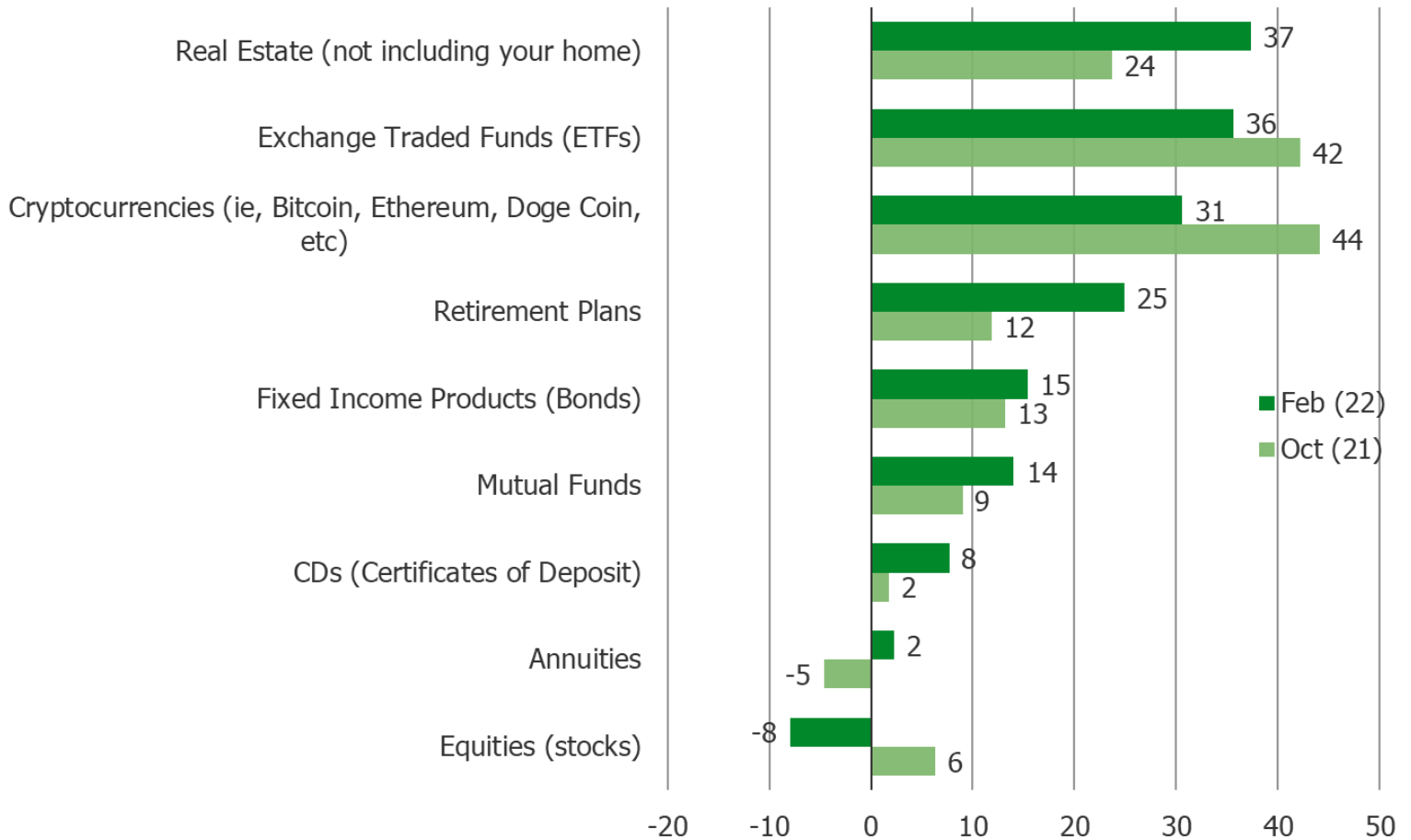
Posed to respondents who DO NOT currently invest in each of the following:



	N =
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	972
Equities (stocks)	1045
Fixed Income Products (Bonds)	1128
Real Estate (not including your home)	1121
Mutual Funds	1025
Exchange Traded Funds (ETFs)	1107
CDs (Certificates of Deposit)	1091
Retirement Plans	967
Annuities	1113
Commodities	1150

HOW LIKELY ARE YOU TO RECOMMEND BUYING THE FOLLOWING TO A FRIEND OR COLLEAGUE?

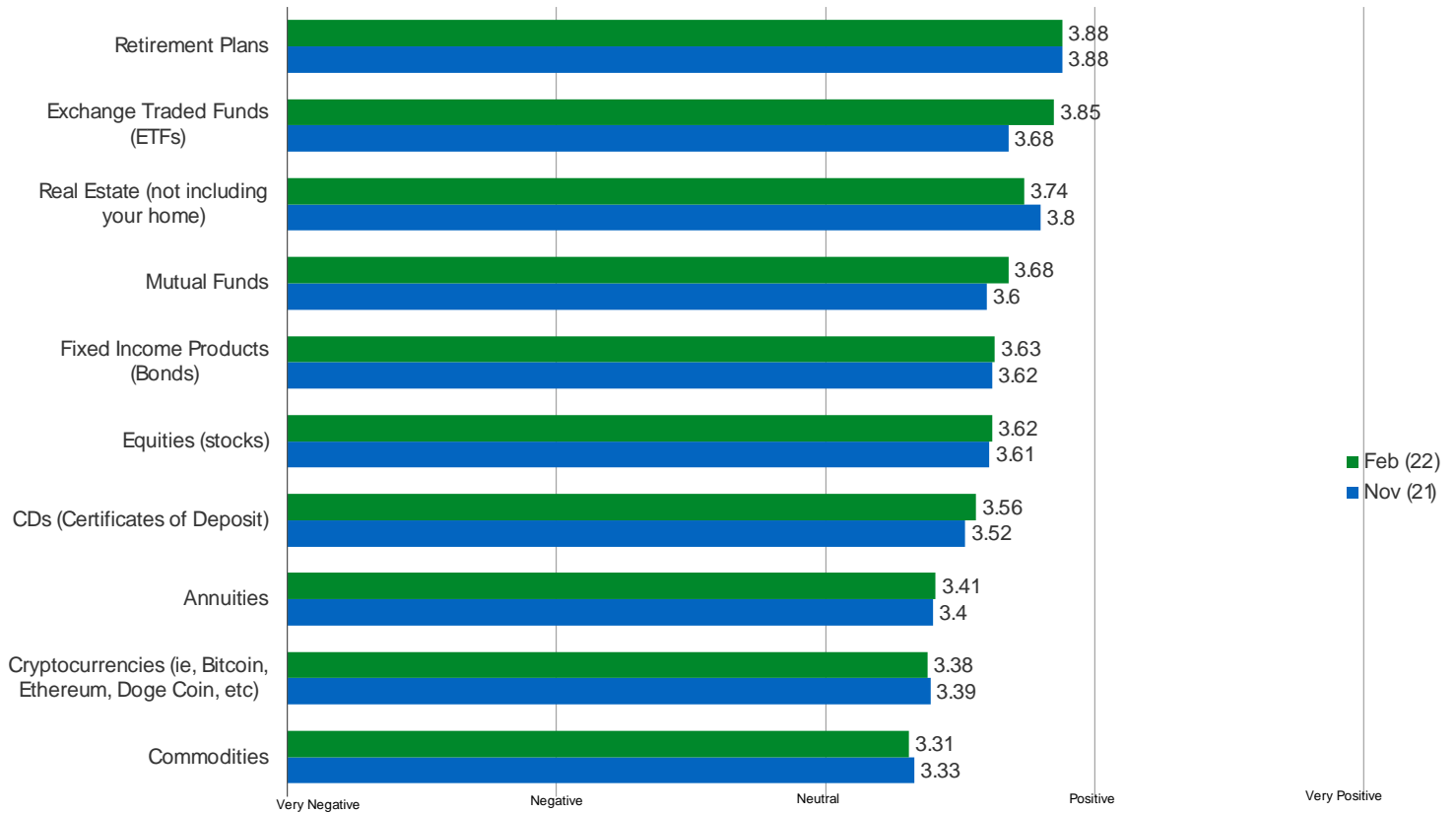
Posed to respondents who said they currently invest in each of the following.



	N =
Equities (stocks)	151
Annuities	87
CDs (Certificates of Deposit)	117
Mutual Funds	171
Fixed Income Products (Bonds)	78
Retirement Plans	221
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	216
Exchange Traded Funds (ETFs)	101
Real Estate (not including your home)	83

WHAT IS YOUR OPINION OF THE FOLLOWING:

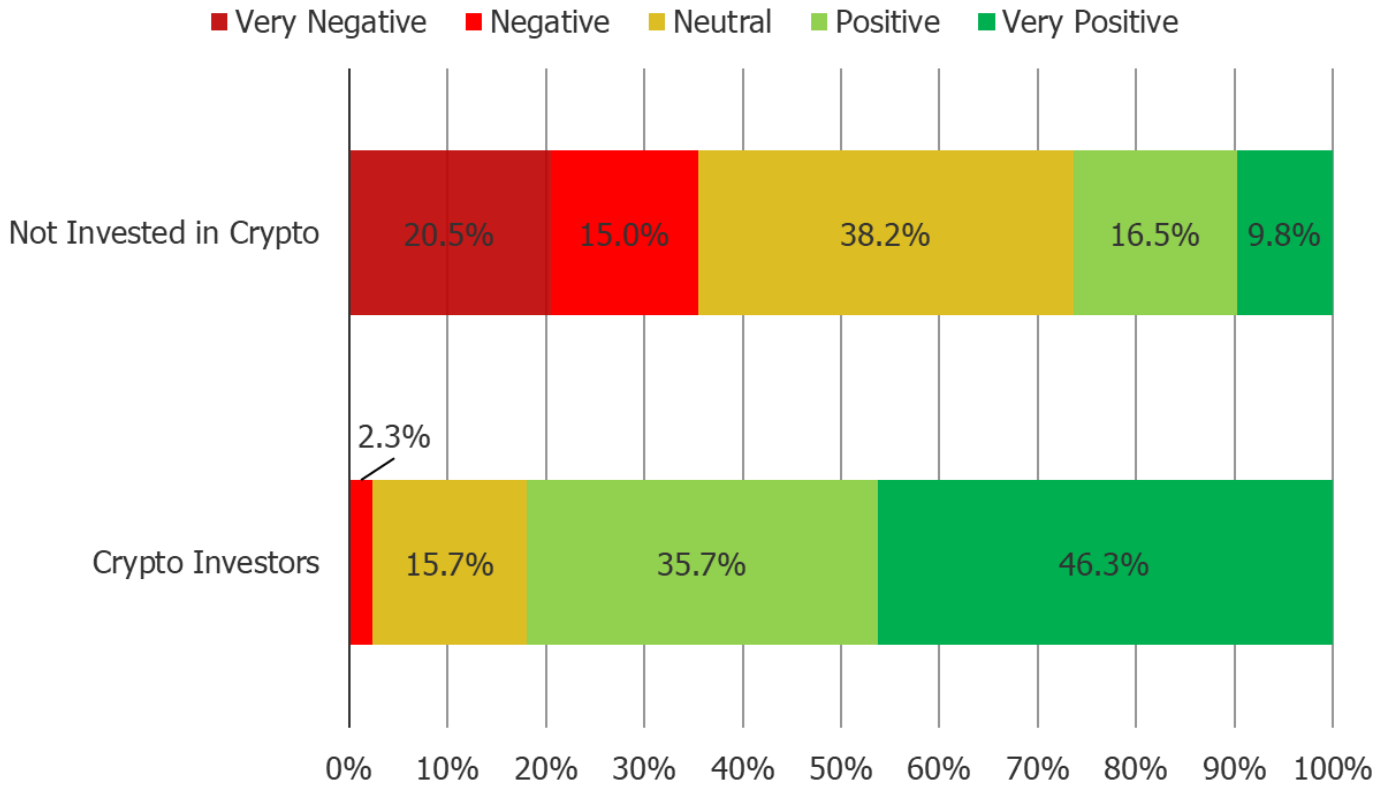
Posed to respondents who are aware of each of the following:



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	543
Equities (stocks)	438
Fixed Income Products (Bonds)	349
Real Estate (not including your home)	444
Mutual Funds	502
Exchange Traded Funds (ETFs)	318
CDs (Certificates of Deposit)	481
Retirement Plans	543
Annuities	397
Commodities	258

WHAT IS YOUR OPINION OF THE FOLLOWING: CRYPTOCURRENCIES

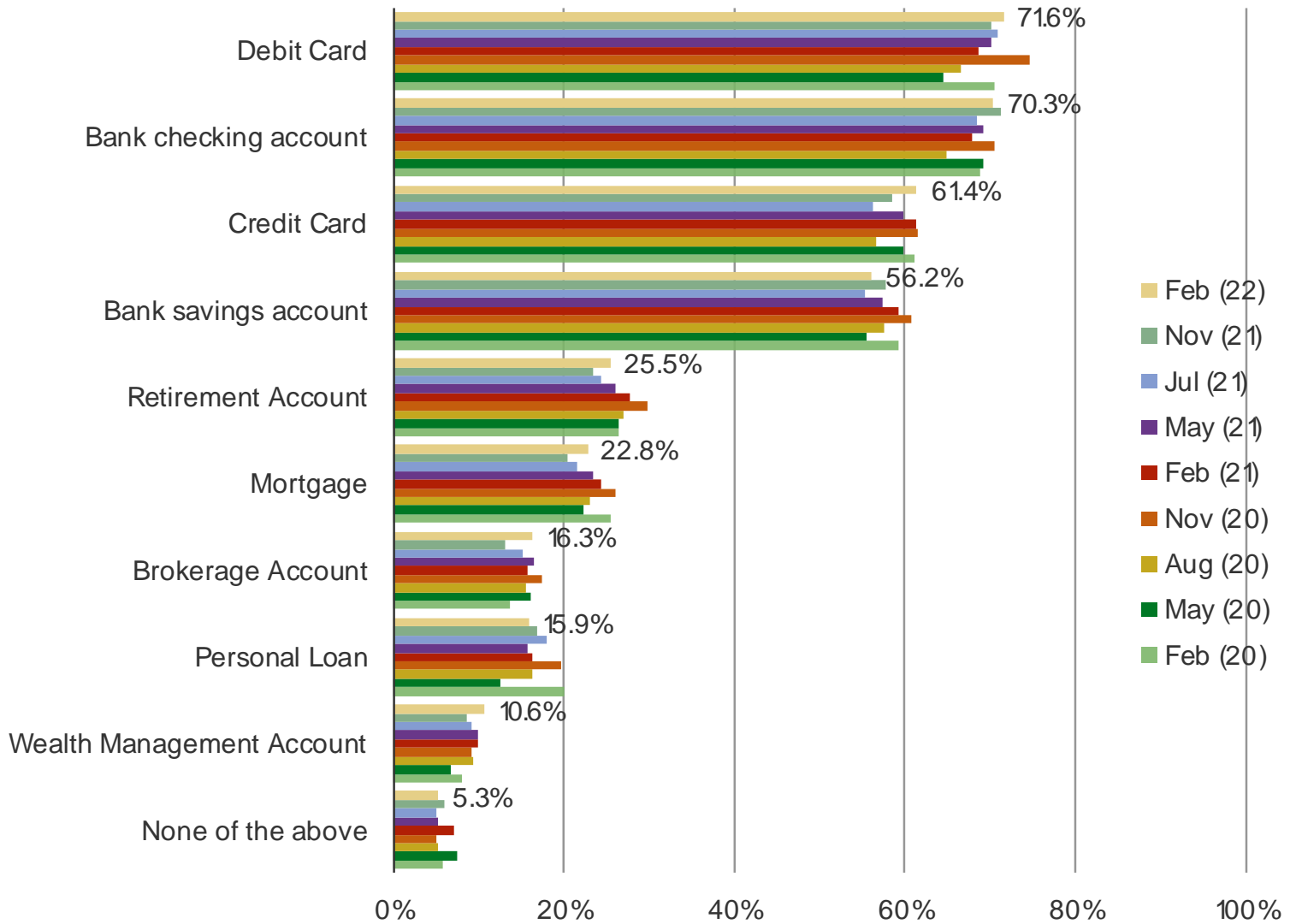
Cross-Tabbing Respondents Who Are / Are Not Invested in Crypto.



SECTOR TRENDS

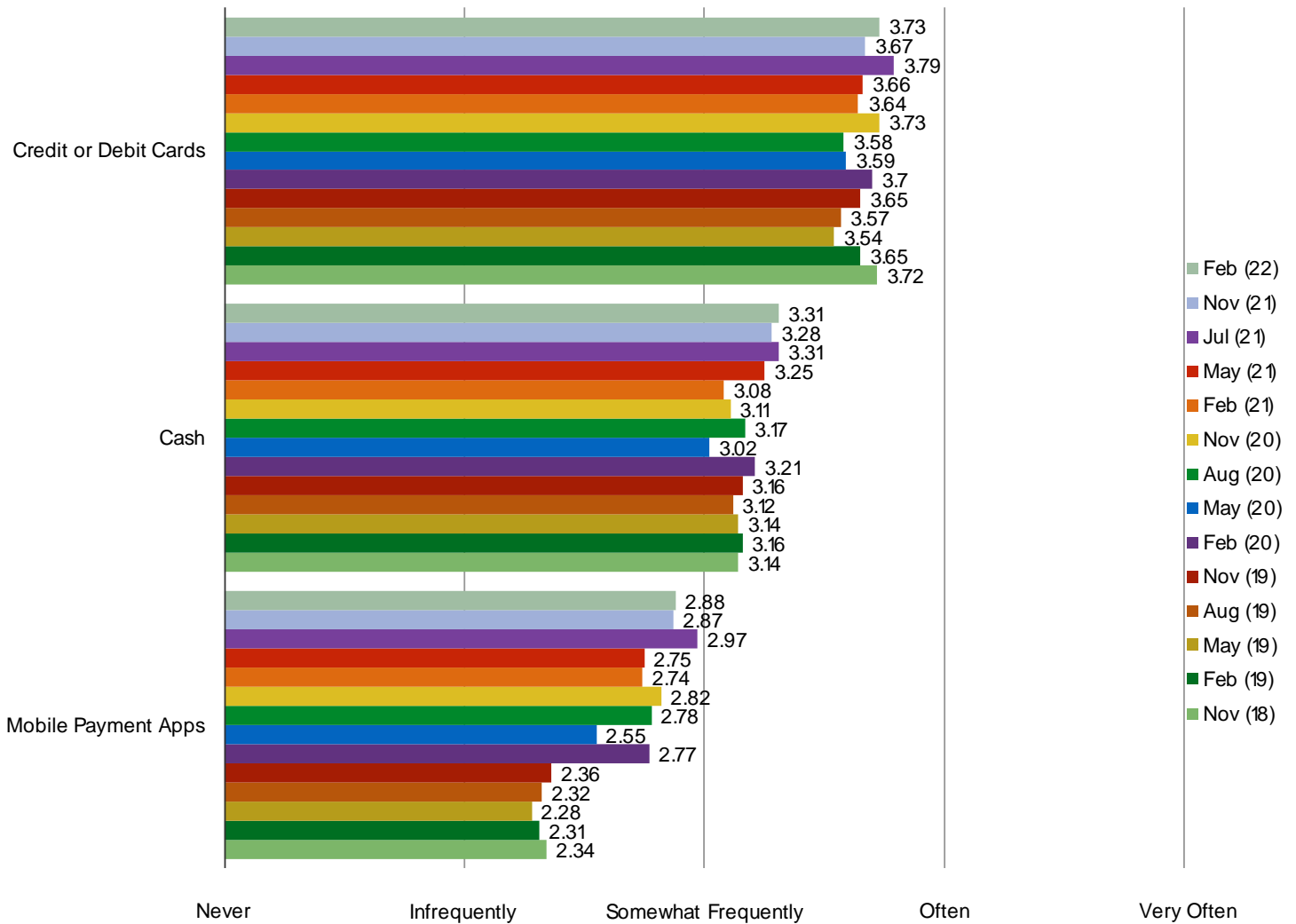
DO YOU PERSONALLY HAVE ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents



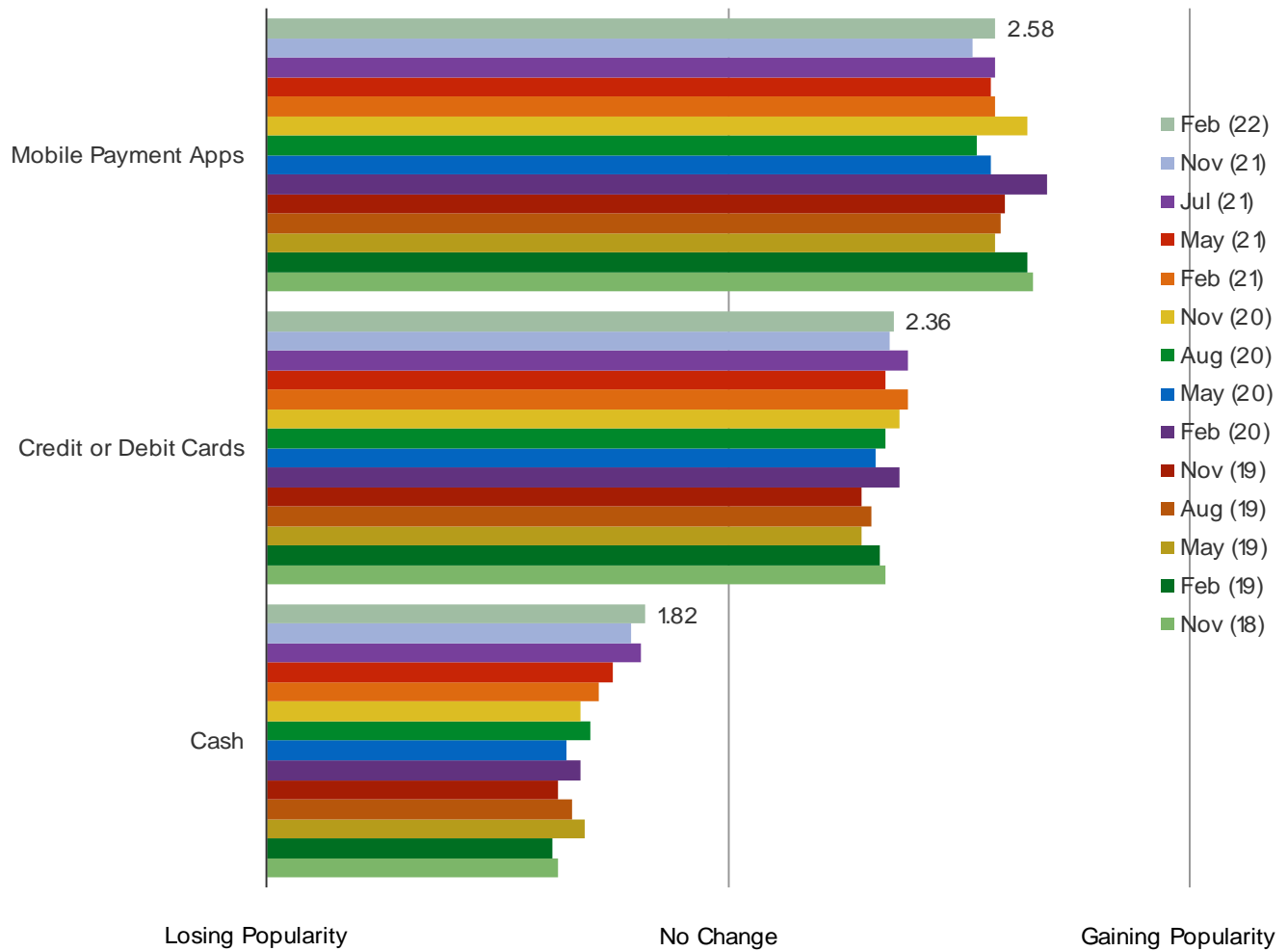
HOW OFTEN DO YOU USE THE FOLLOWING TO SPEND OR TRANSFER MONEY?

Posed to all respondents



DO YOU THINK THE FOLLOWING ARE GAINING OR LOSING POPULARITY AS A METHOD FOR SPENDING OR TRANSFERRING MONEY?

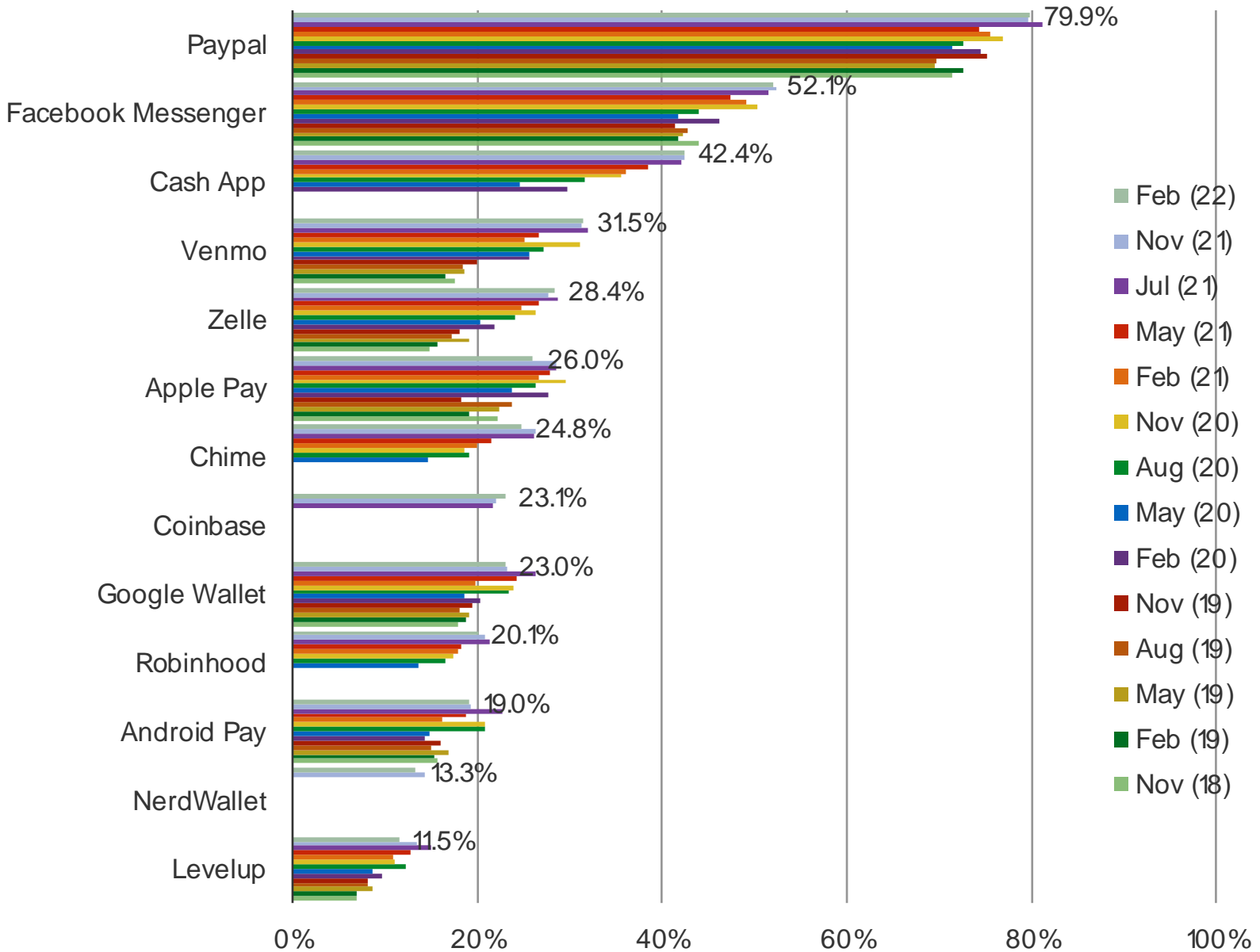
Posed to all respondents



COMPETITIVE DYNAMICS AND MARKET SHARE

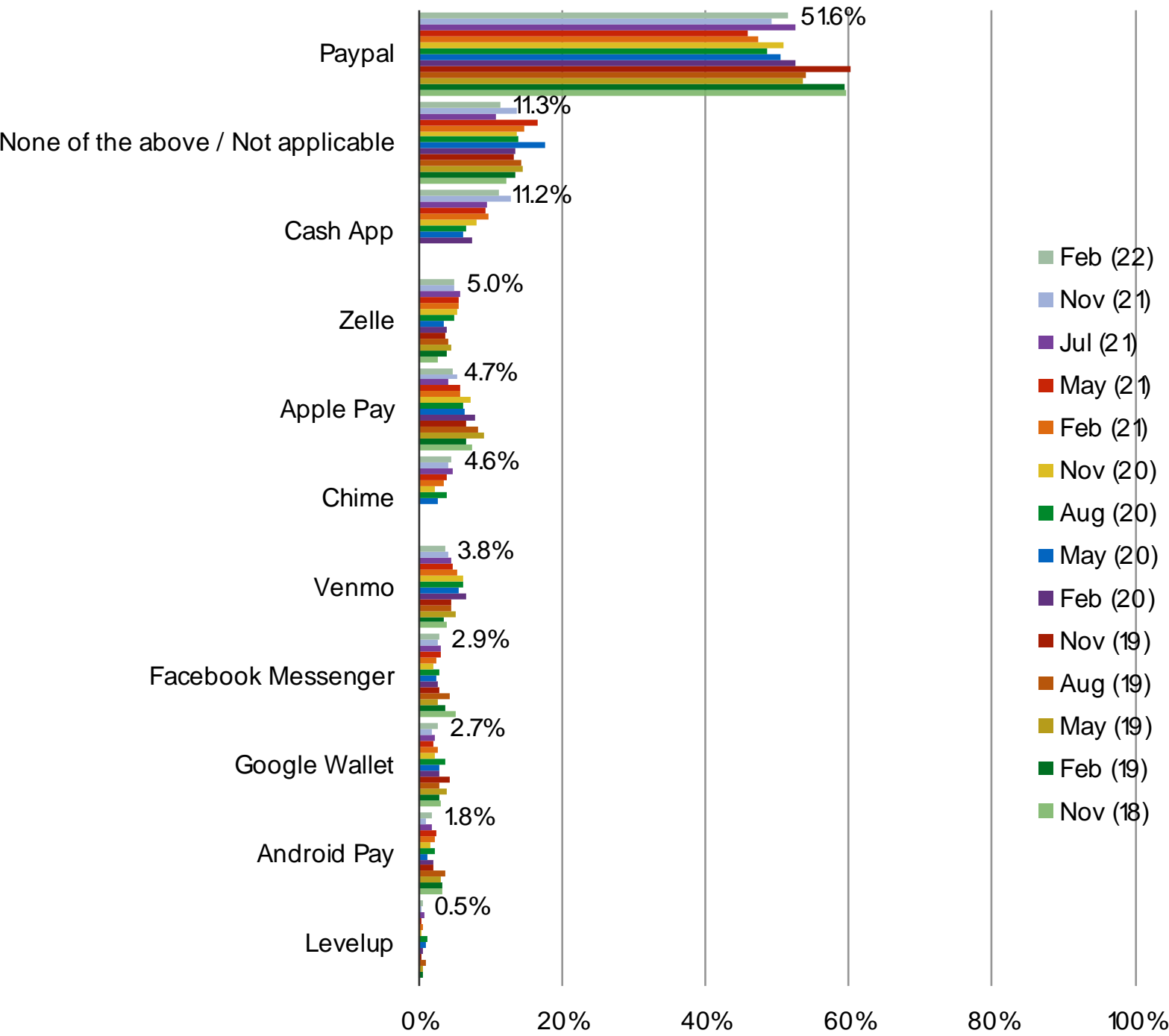
DO USE ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents



IF YOU COULD ONLY USE ONE OF THE FOLLOWING MOBILE PAYMENTS APP/PLATFORMS GOING FORWARD, WHICH WOULD YOU CHOOSE?

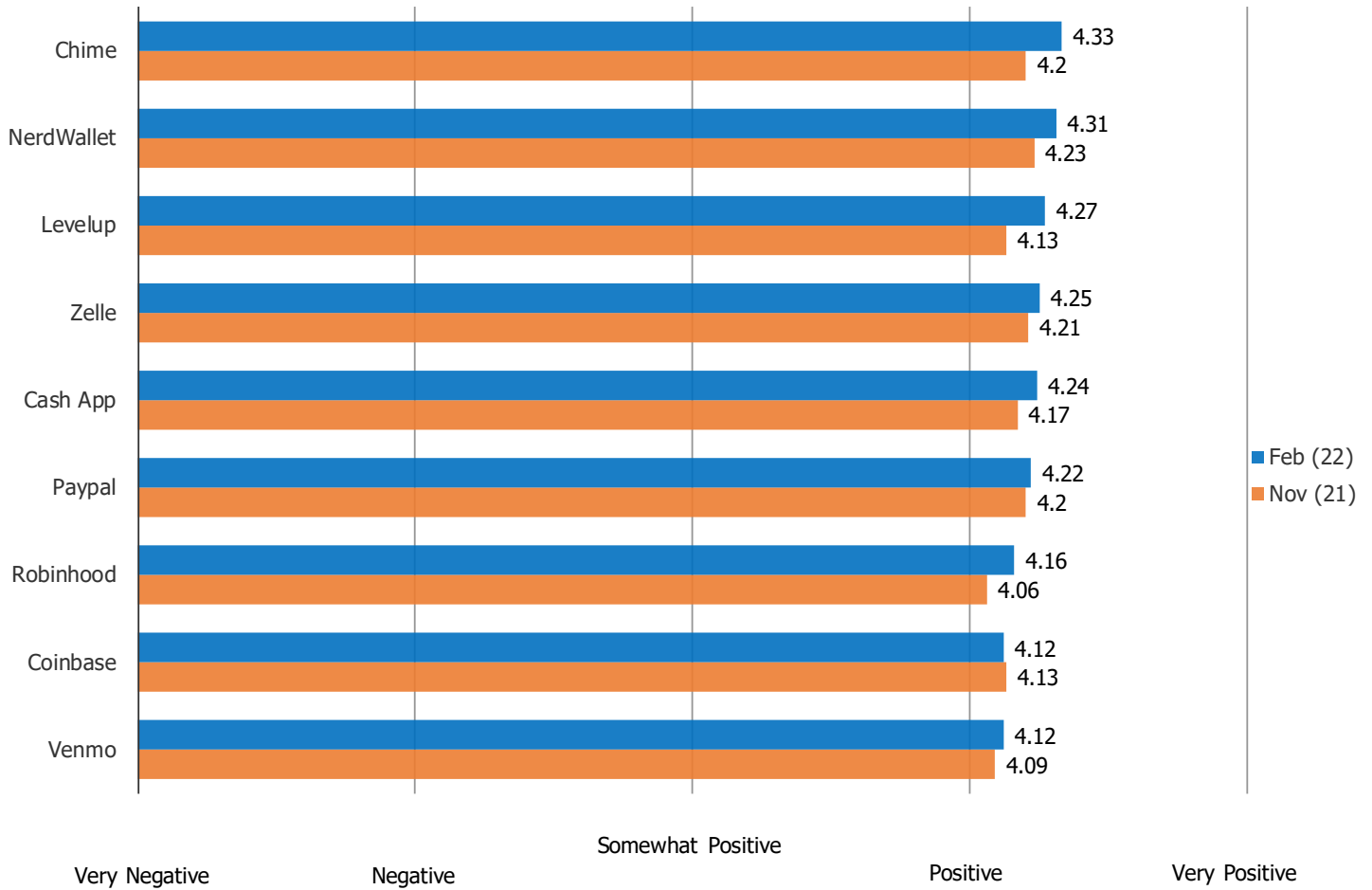
Posed to all respondents



USERS OF EACH PLATFORM - FEEDBACK

WHAT IS YOUR OPINION OF THE FOLLOWING APPS?

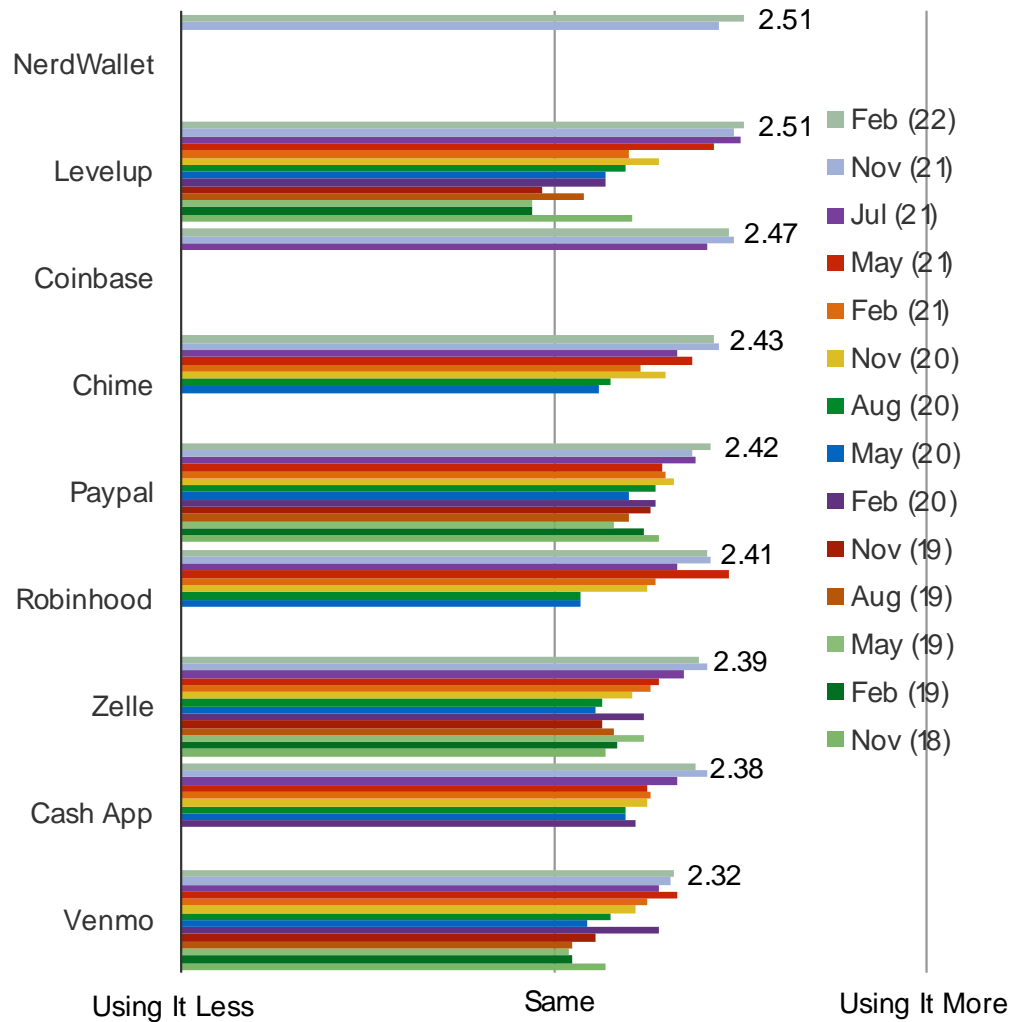
Posed to users of each platform



	N=
Paypal	1000
Venmo	394
Levelup	144
Cash App	531
Zelle	355
Chime	310
Robinhood	251
Coinbase	289
NerdWallet	167

HAVE YOU CHANGED HOW OFTEN YOU USE THIS APP/PLATFORM RECENTLY?

Posed to users of each platform



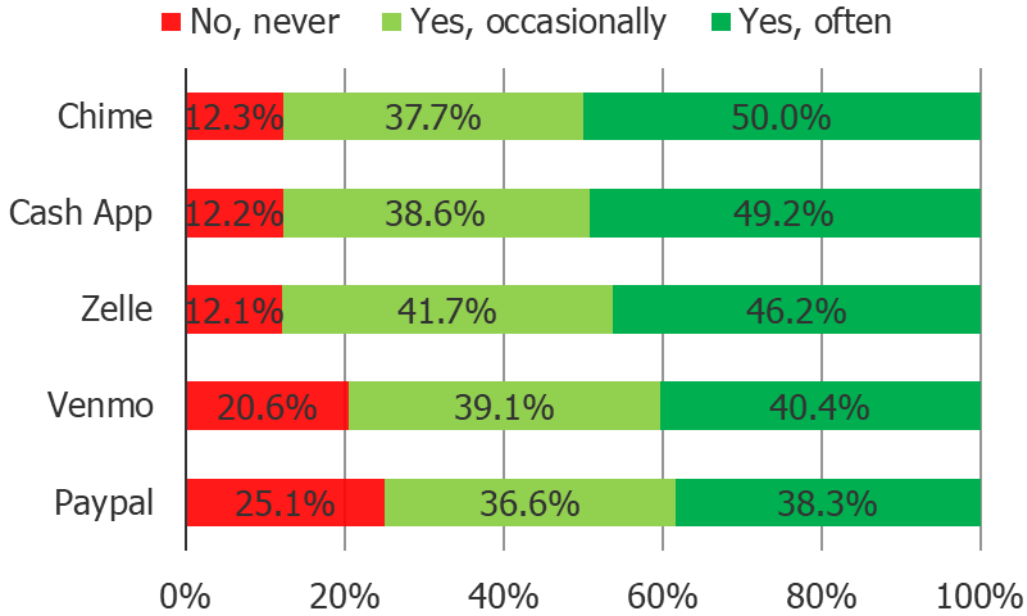
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INSTANT DEPOSIT / INSTANT TRANSFER

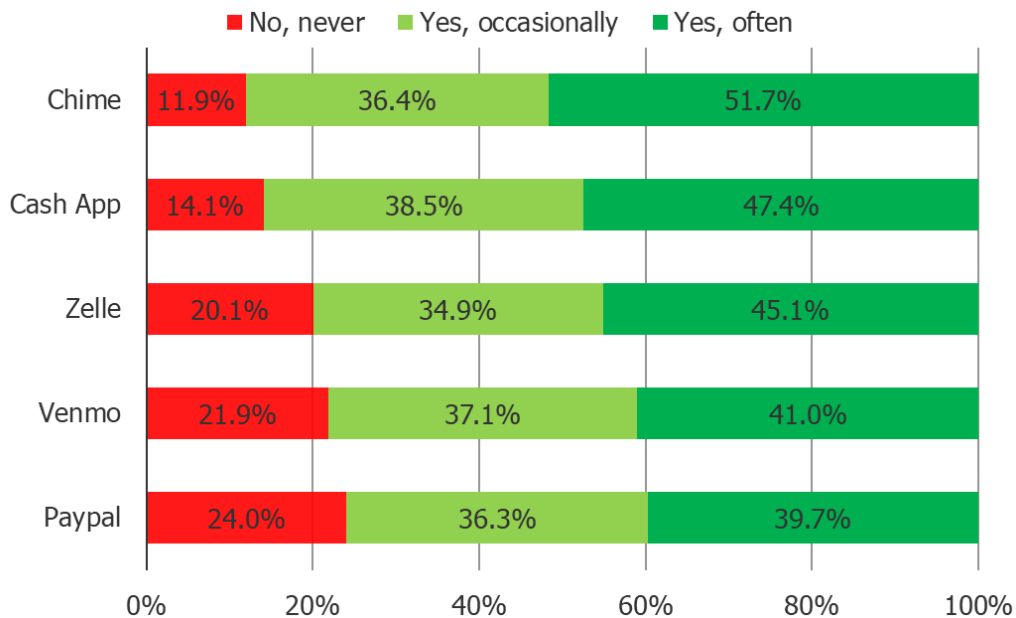
DO YOU USE INSTANT DEPOSIT/INSTANT TRANSFER WHEN USING THE FOLLOWING?

Posed to users of the following platforms.

February 2022

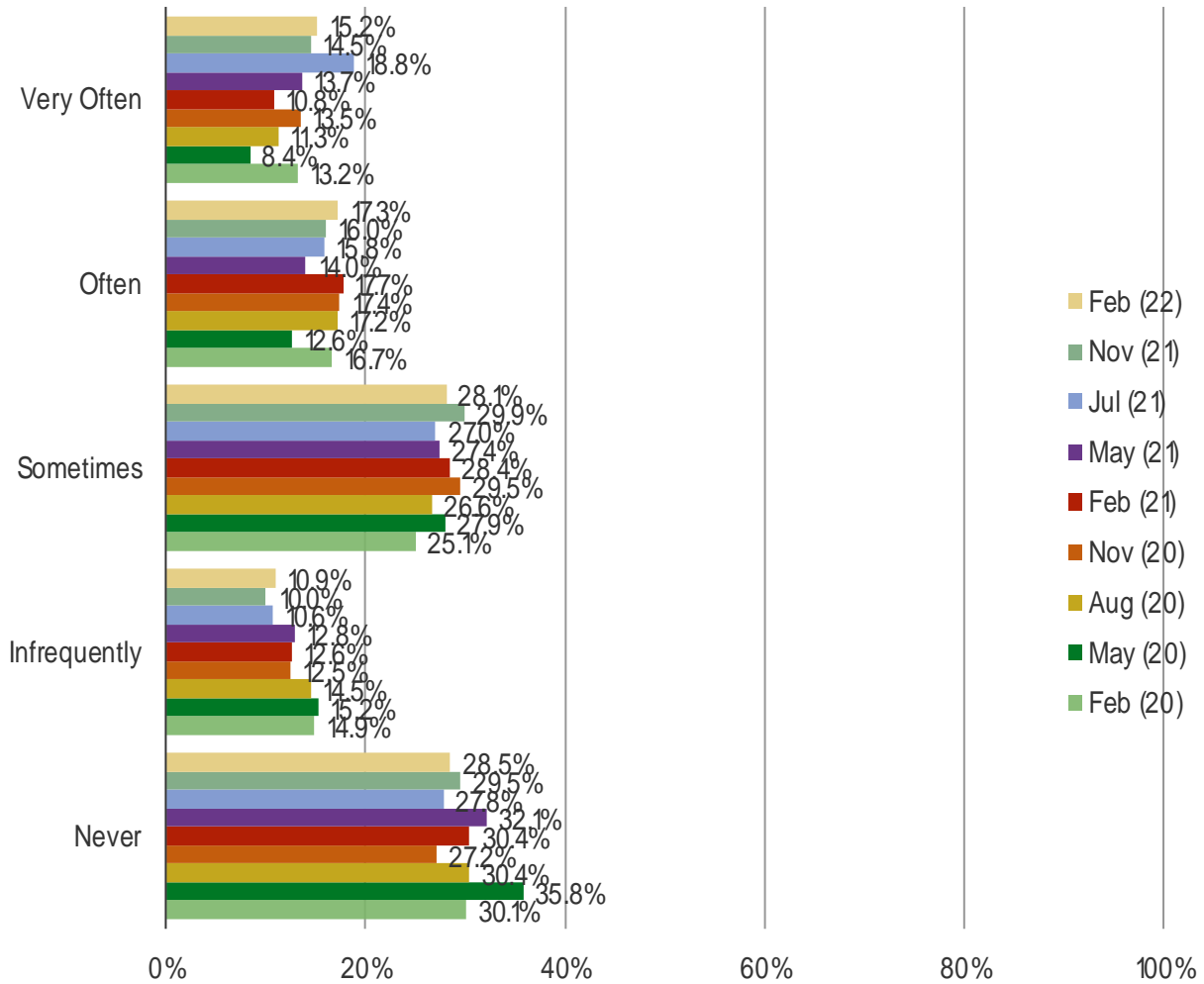


November 2021



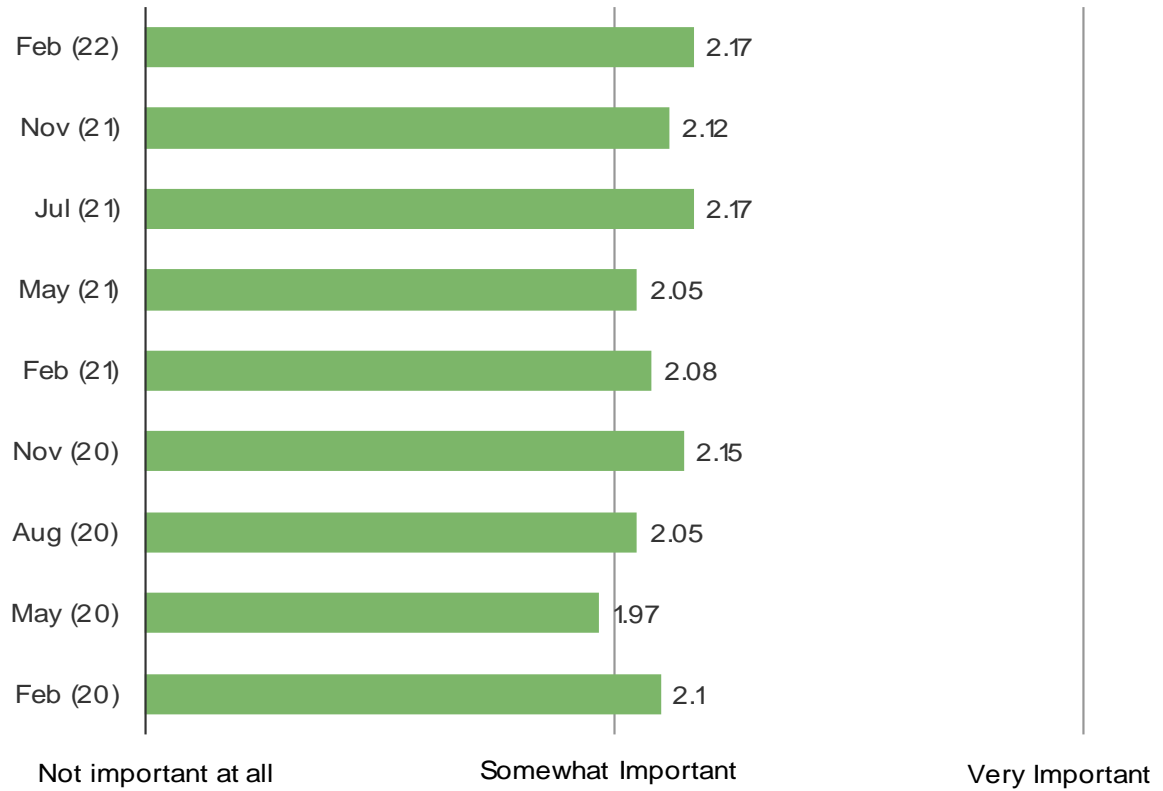
WHEN USING MOBILE PAYMENT APPS, HOW OFTEN DO YOU USE INSTANT DEPOSIT/INSTANT TRANSFER?

Posed to mobile payment apps users



HOW IMPORTANT TO YOU IS THE INSTANT DEPOSIT/INSTANT TRANSFER FEATURE WHEN USING MOBILE PAYMENT APPS?

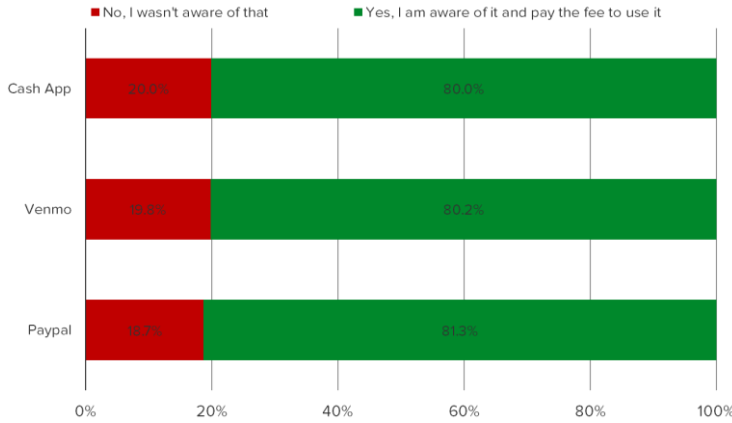
Posed to mobile payment apps users



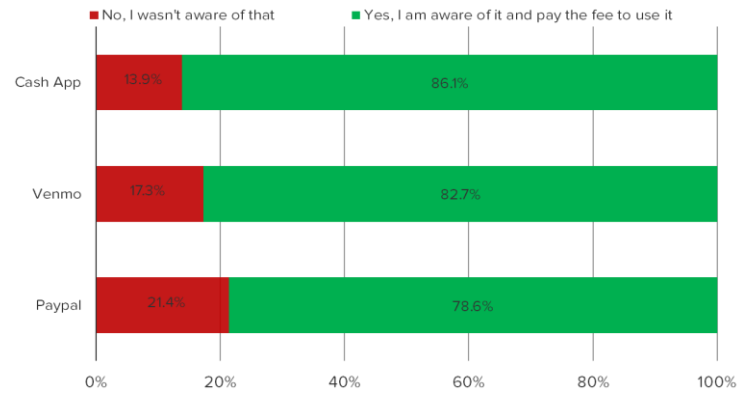
DID YOU KNOW THAT THERE IS A FEE ASSOCIATED WITH USING INSTANT DEPOSIT/INSTANT TRANSFER ON THIS APP?

Posed to users of instant deposit/instant transfer on these platforms

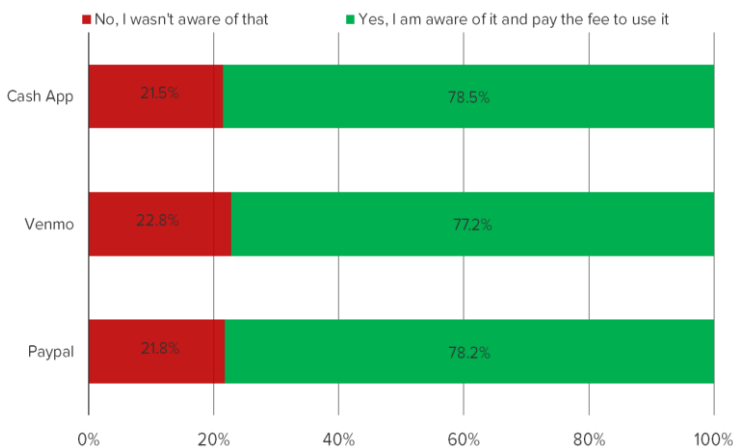
February 2022



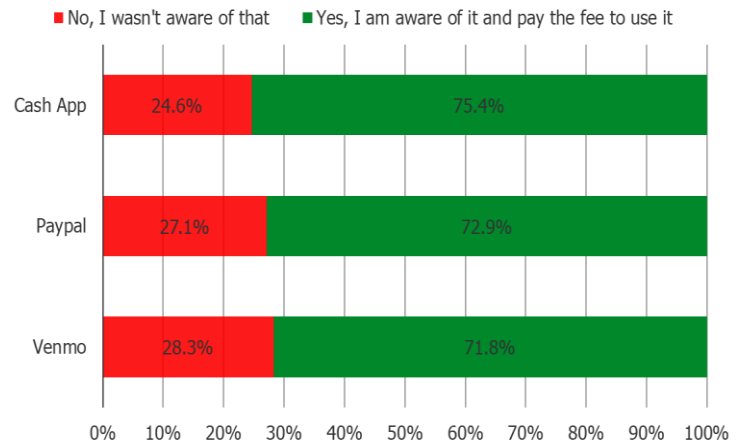
November 2021



July 2021

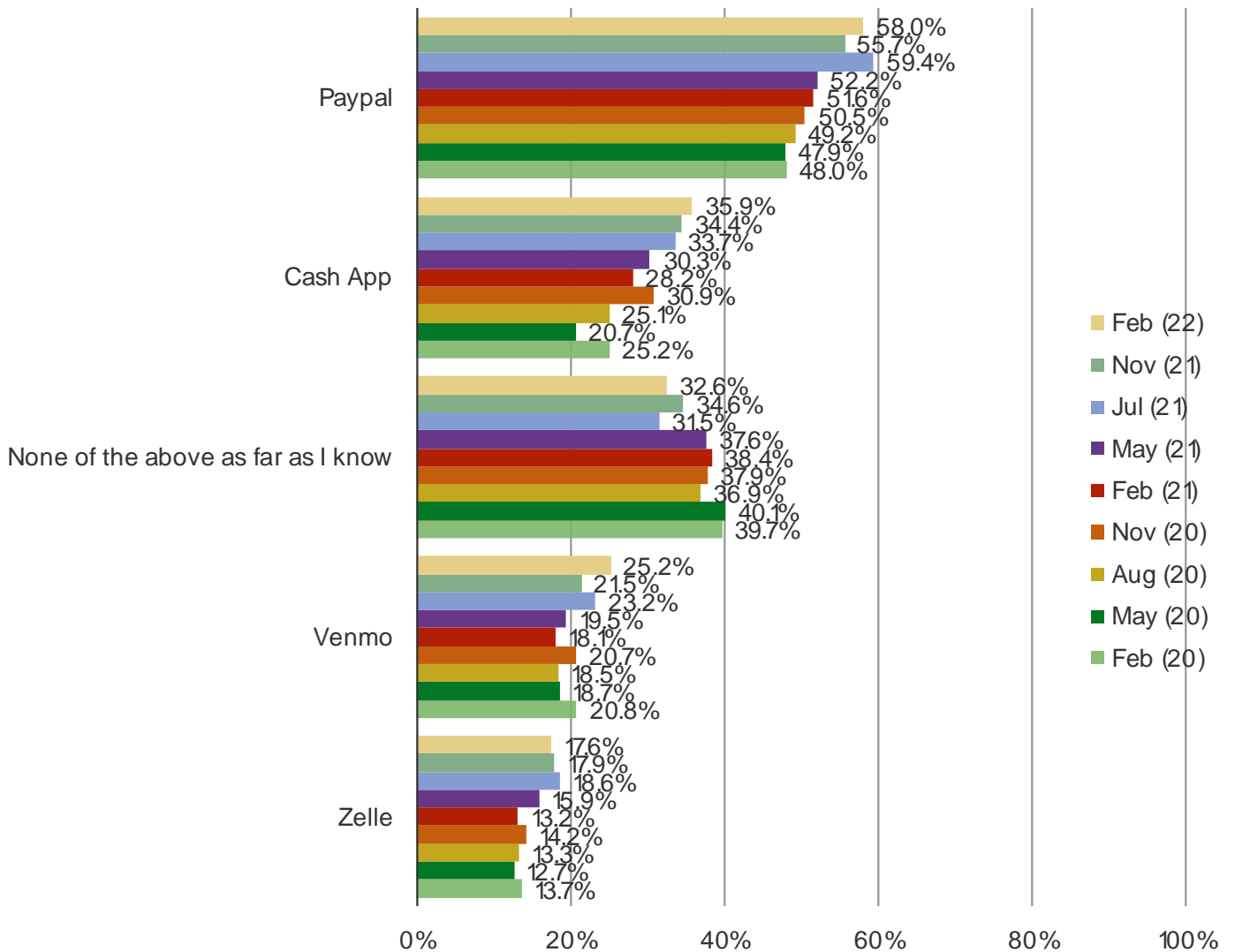


November 2020



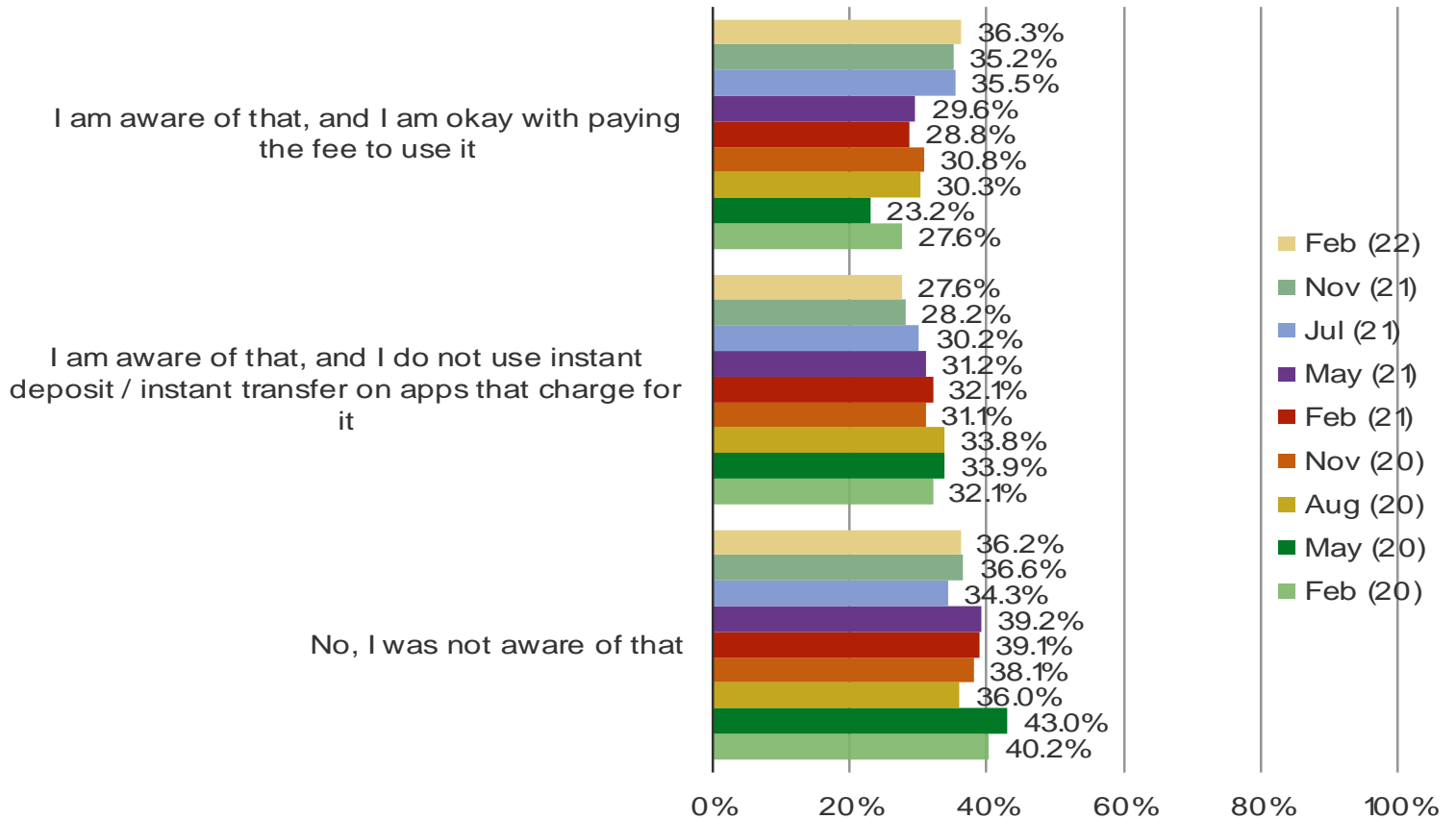
TO YOUR KNOWLEDGE, DO ANY OF THE FOLLOWING CHARGE A FEE FOR INSTANT DEPOSIT/INSTANT TRANSFER SERVICES? (SELECT ALL THAT APPLY)

Posed to mobile payment app users.



WERE YOU AWARE THAT SOME MOBILE PAYMENT APPS CHARGE A FEE FOR INSTANT DEPOSIT/INSTANT TRANSFER?

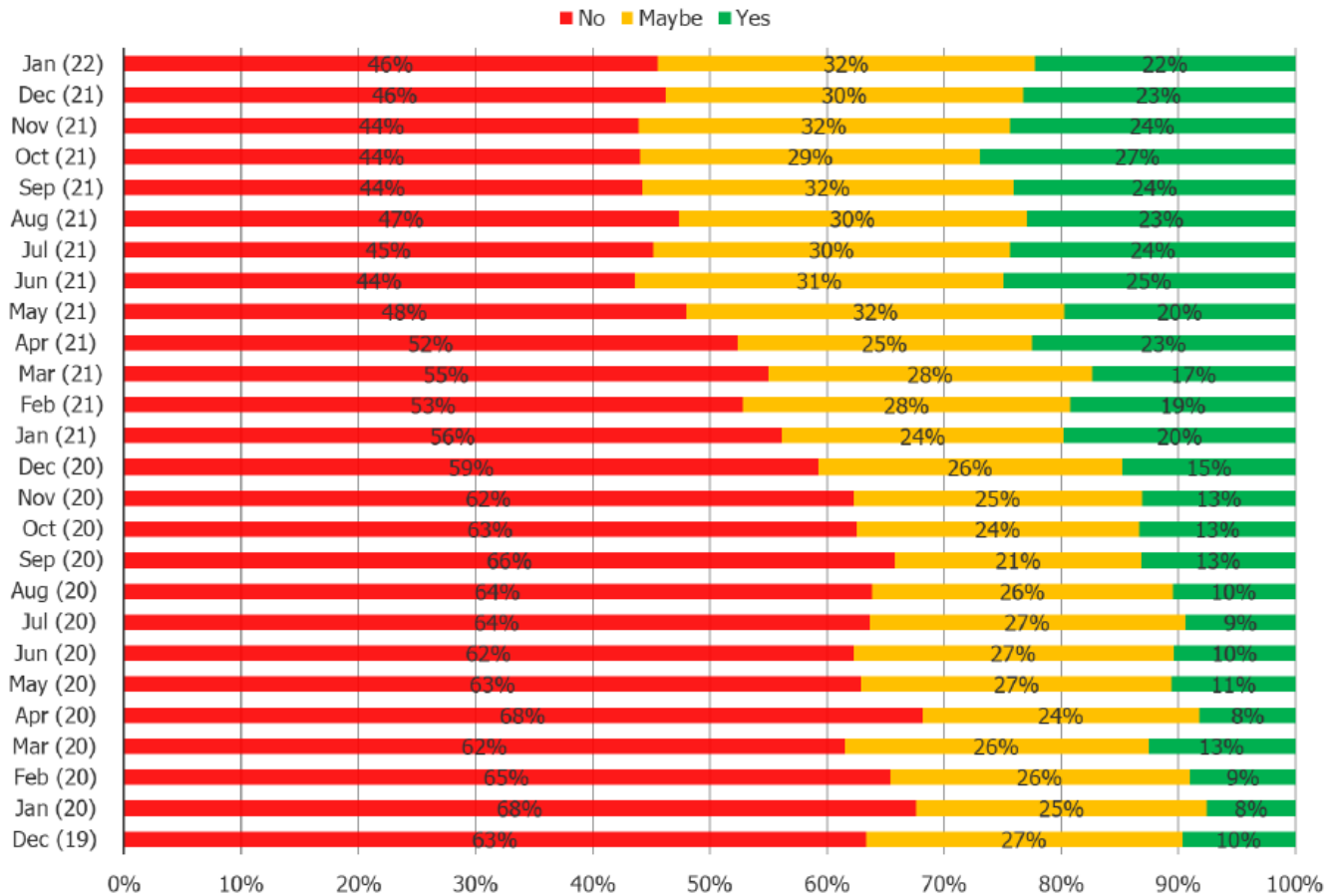
Posed to mobile payment app users.



MONTHLY DATA - BITCOIN

DO YOU HAVE INTEREST IN BUYING BITCOIN?

Posed to respondents who are aware of Bitcoin (N = 1,274)



DO YOU THINK BITCOIN WOULD BE A GOOD OR BAD INVESTMENT AT THE MOMENT?

Posed to respondents who are aware of Bitcoin (N = 1,274)

