

Bespoke Market Intelligence

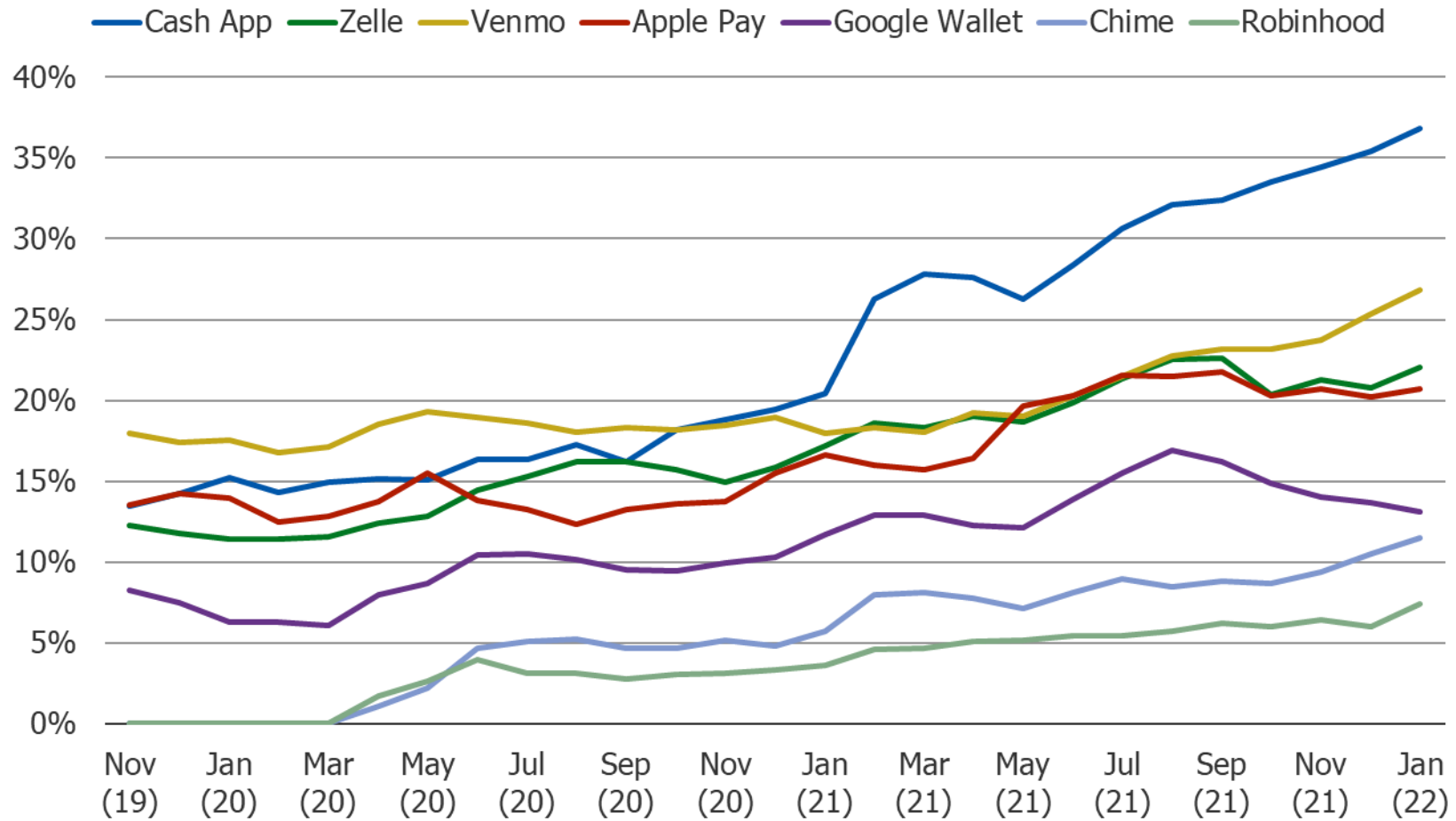
Mobile Payments: Userbase Cross-Over

February 2022

Mobile Payments Survey Data Cross-Tabbing

Paypal Users: Other Apps They Also Use

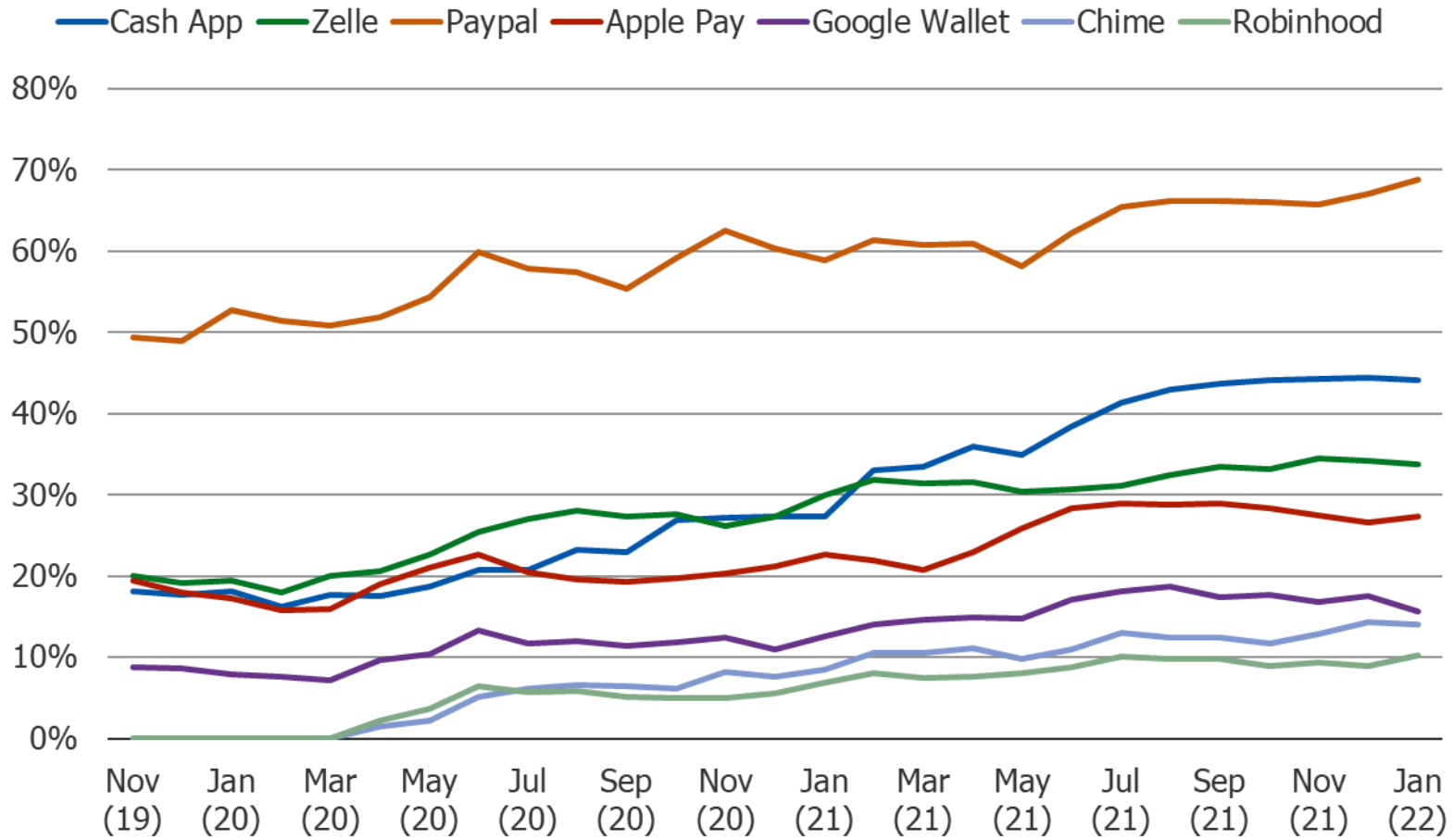
Three Month Moving Average | N = 2490 in Jan 2022



Mobile Payments Survey Data Cross-Tabbing

Venmo Users: Other Apps They Also Use

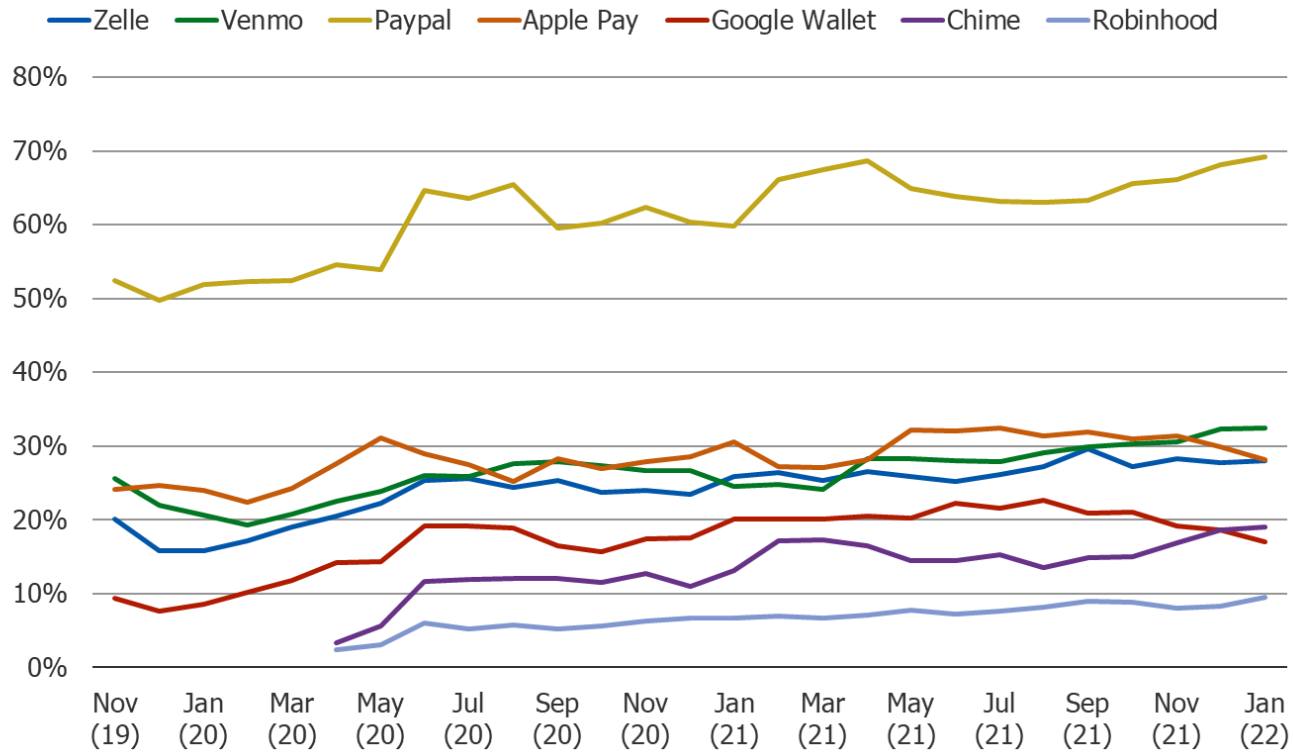
Three Month Moving Average | N = 972 in Jan 2022



Mobile Payments Survey Data Cross-Tabbing

Cash App Users: Other Apps They Also Use

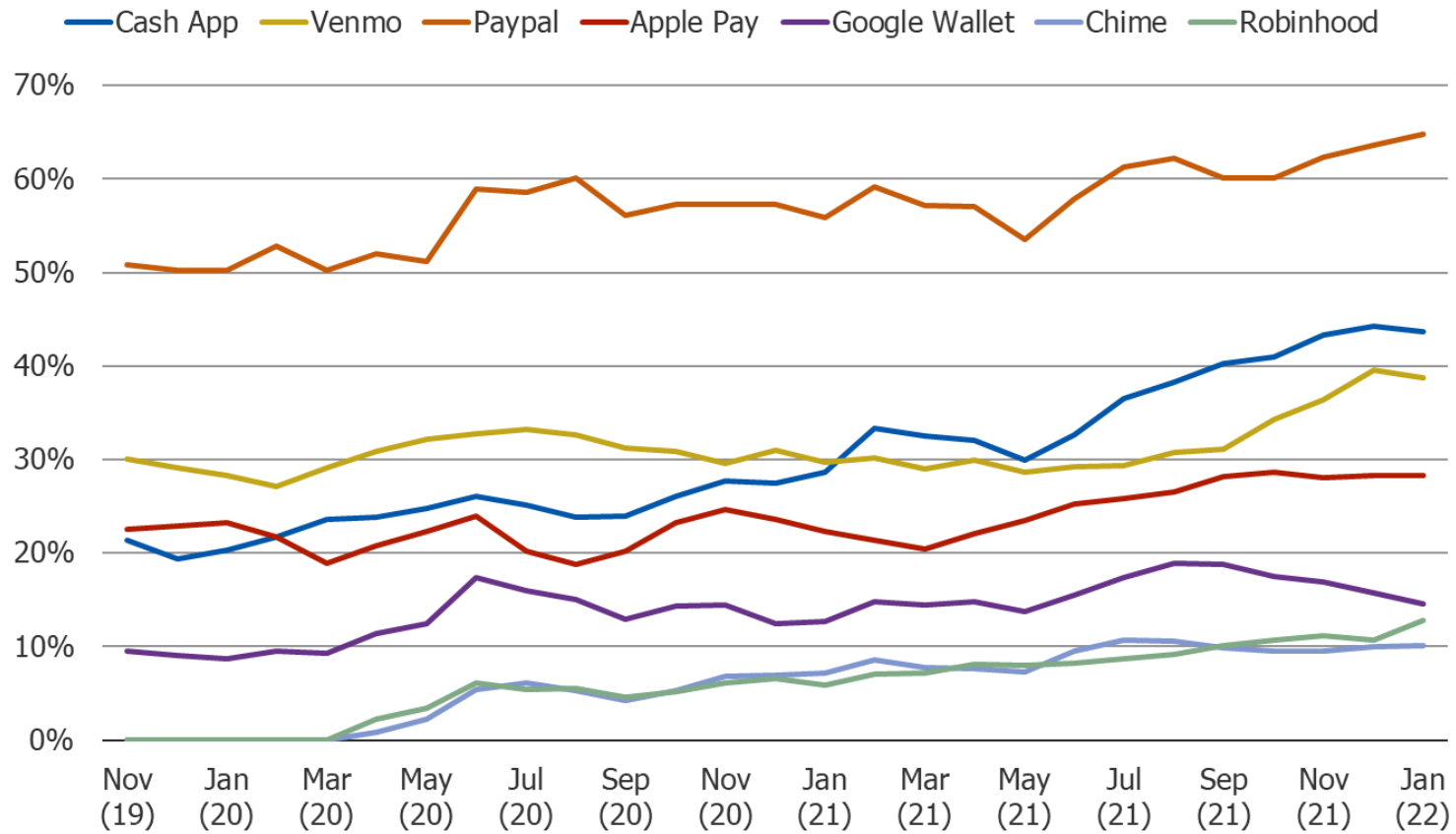
Three Month Moving Average | N = 1323 in Jan 2022



Mobile Payments Survey Data Cross-Tabbing

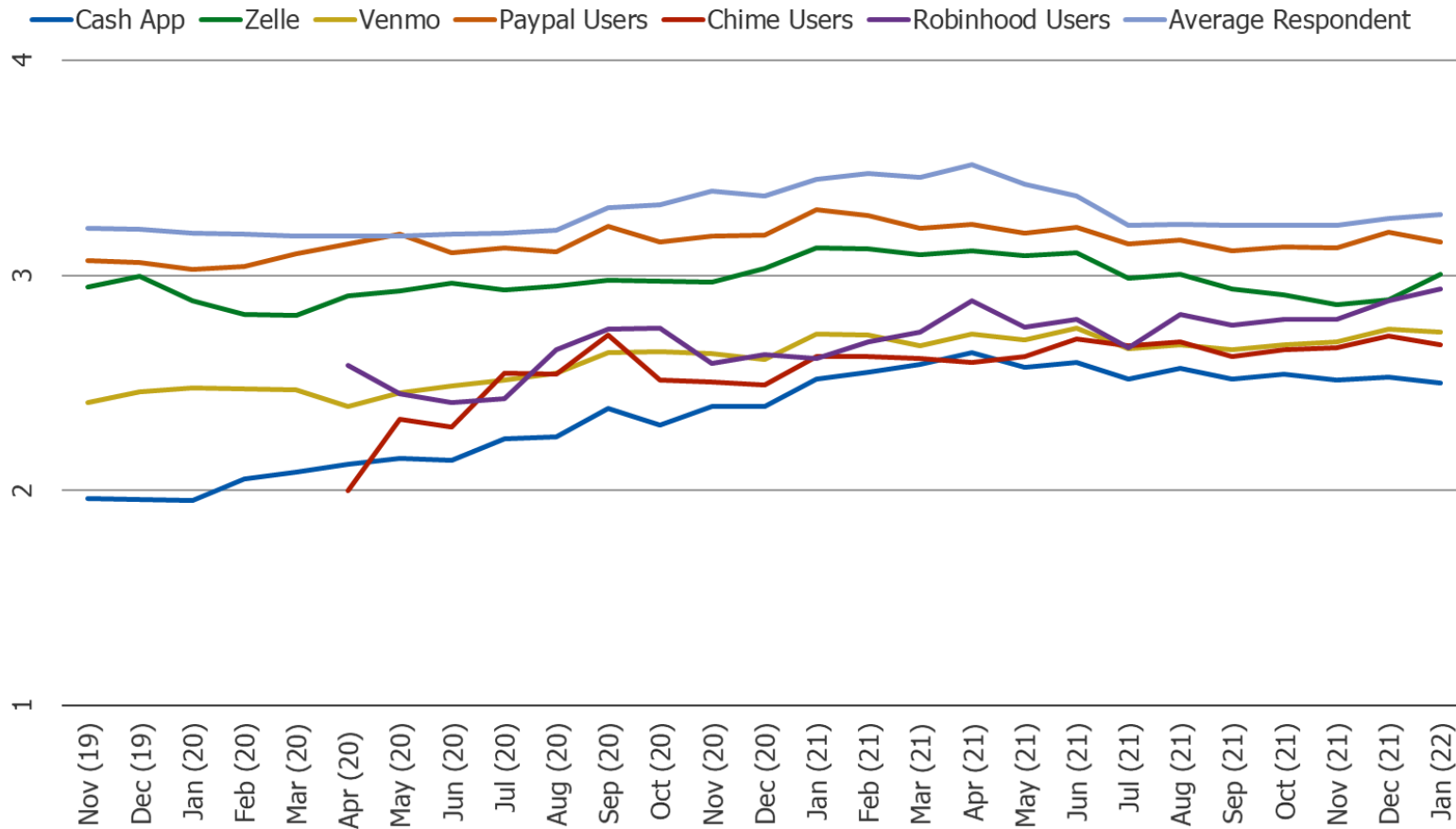
Zelle Users: Other Apps They Also Use

Three Month Moving Average | N = 847 in Jan 2022



Mobile Payments Survey Data Cross-Tabbing

Average Age of User Bases:



Weighted Average Guide:

- 18-24 = 1
- 25-34 = 2
- 35-44 = 3
- 45-54 = 4
- 55-64 = 5
- 65-74 = 6
- 75+ = 7

Mobile Payments Survey Data Cross-Tabbing

% Of All Consumers (Balanced to Census) Who Say They Use The Following:

Three Month Moving Average | N = 4507 in Jan 2022

