

Mobile Payments, Crypto, and Investments

Volume 20 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: PYPL, SQ, COIN, HOOD.

KPIs and Key questions

1. Consumer usage of cash to spend or transfer money has declined in recent quarters. Mobile payments has increased over the history of our survey. Credit cards remains the most frequently used option.
2. Mobile payments are viewed as the most significant popularity gainer among respondents (data improved q/q). Cash is viewed as the most significant popularity loser and the data worsened q/q.
3. The data has fluctuated a bit, but Paypal KPIs we track have followed a trend of generally worsening over time. The likes of Cash App, Zelle, and Venmo have generally shown improvement over time in our survey.
4. Most of the feedback around instant transfer usage is consistent / unchanged compared to prior waves.
5. Respondents are expecting to increase the money they put into investments in 2024 relative to what they did in 2022 and what they've done so far in 2023. 2022 and 2023 were viewed on average as "less than normal" while 2024 is viewed, on average, as "more than normal."
6. Among those not currently invested in Crypto, a declining share expect to invest in it in the future. All told, consumer opinions toward Crypto is weaker and has worsened more than any other financial instrument that we've asked about.

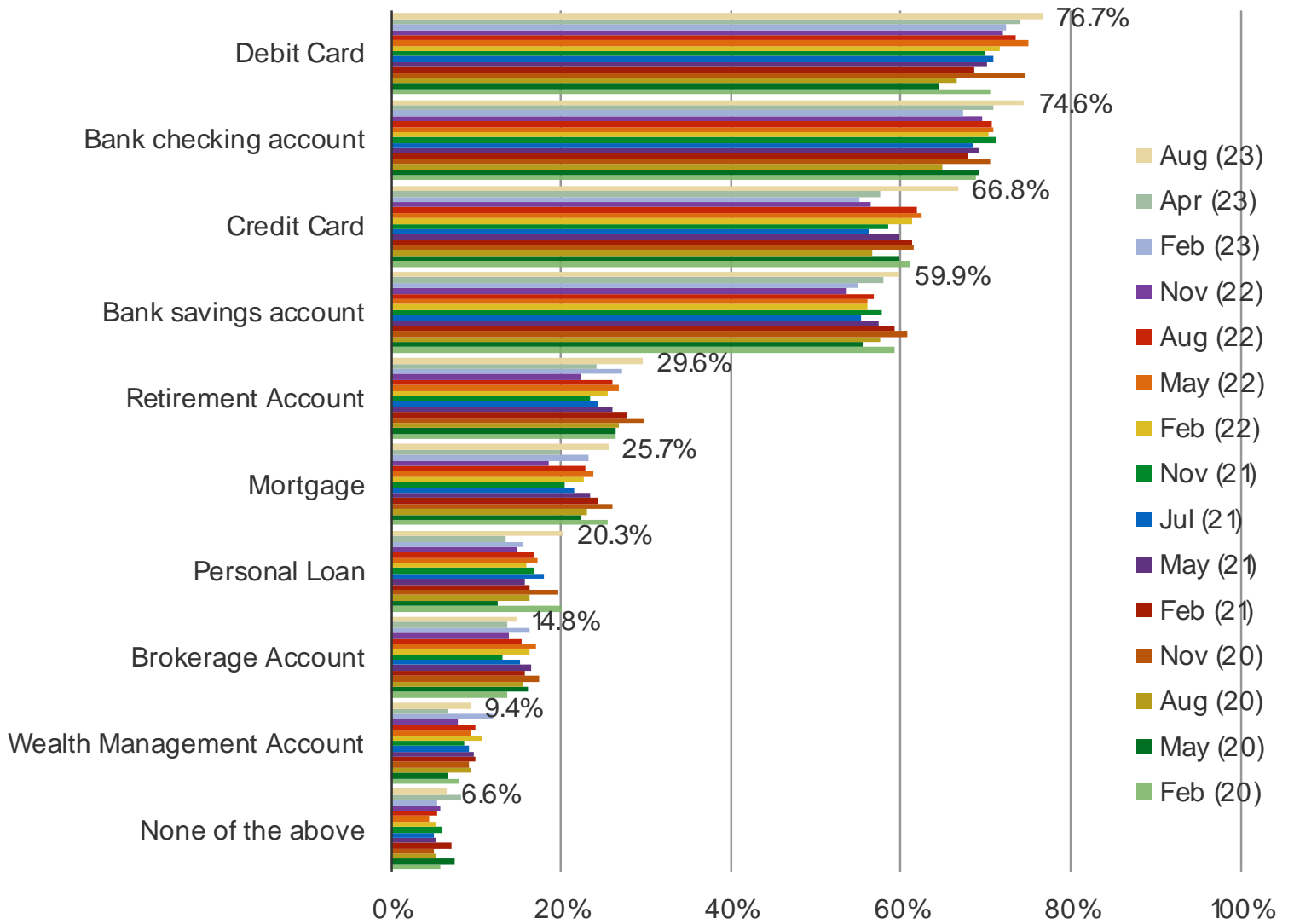
Noteworthy Stats:

- 13.5%** Of respondents said they have crypto investments.
- 29.5%** Of respondents note that they have retirements plan investments.
- 64.5%** Of respondents said they use PayPal.
- 13.4%** Of respondents said they would use Cash App if they could only use one of the mobile payment platforms we ask about.
- 8.5%** Of respondents said they would use Apple Pay if they could only use one of the mobile payment platforms we ask about.

SECTOR TRENDS

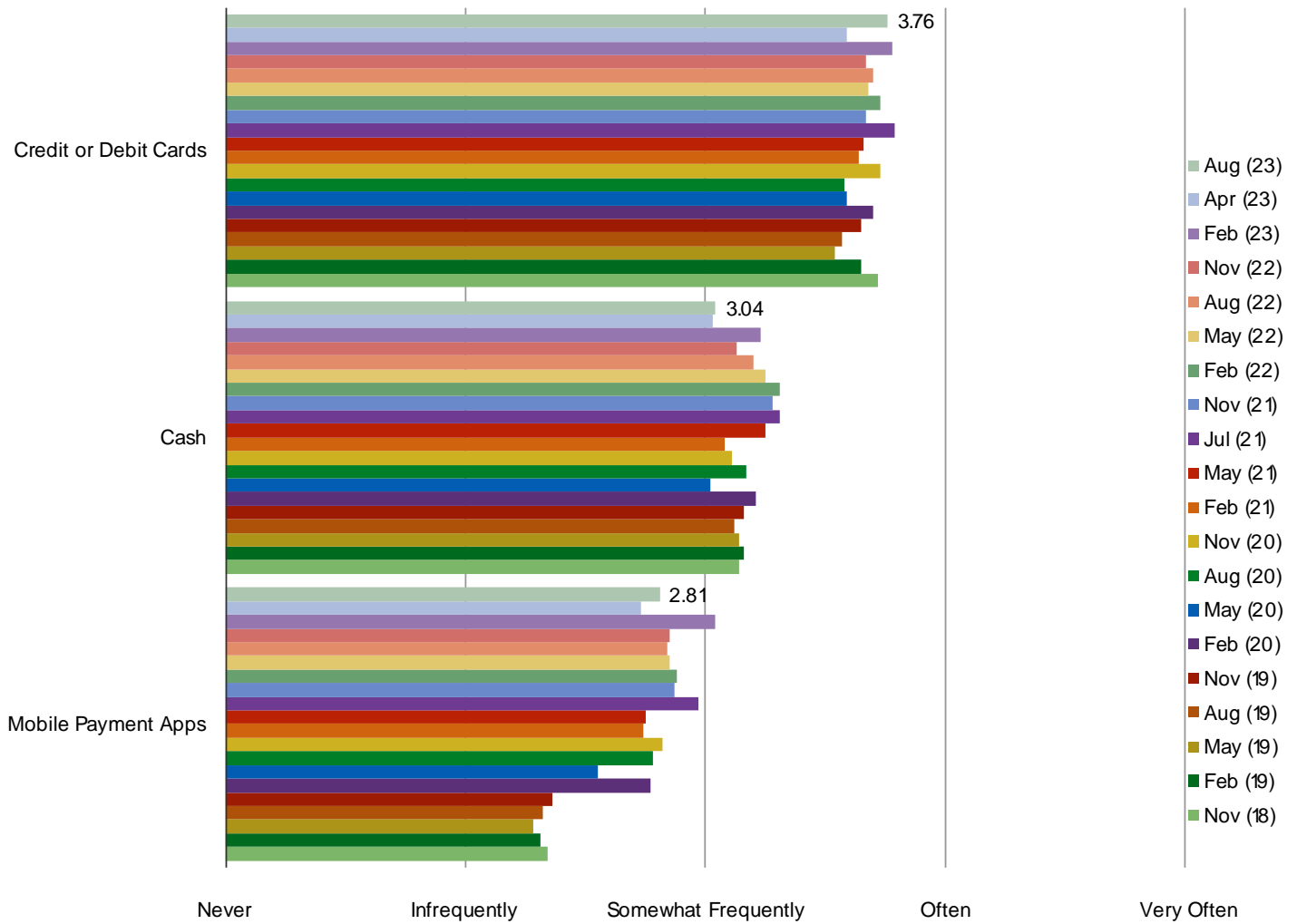
DO YOU PERSONALLY HAVE ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents



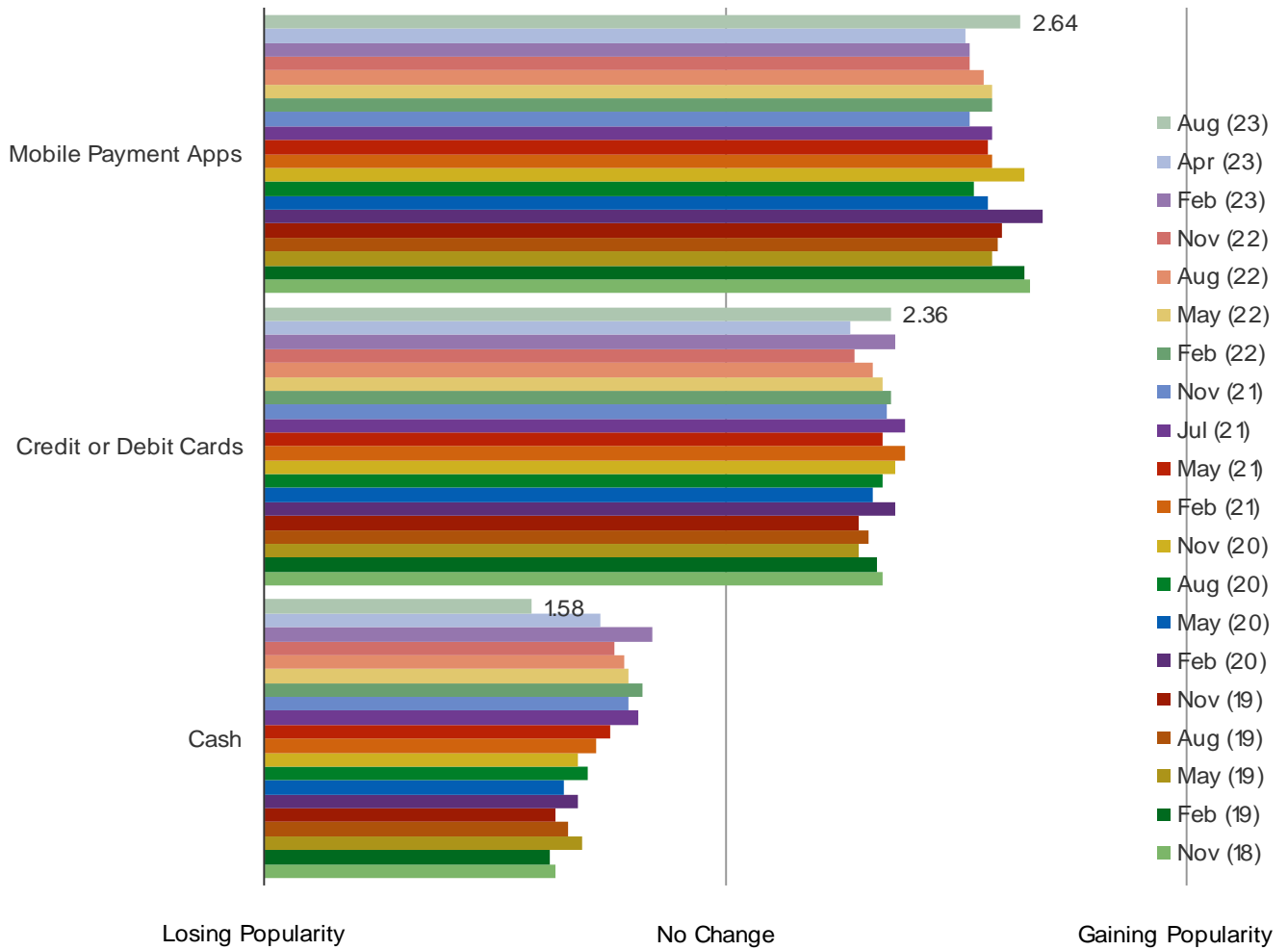
HOW OFTEN DO YOU USE THE FOLLOWING TO SPEND OR TRANSFER MONEY?

Posed to all respondents



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

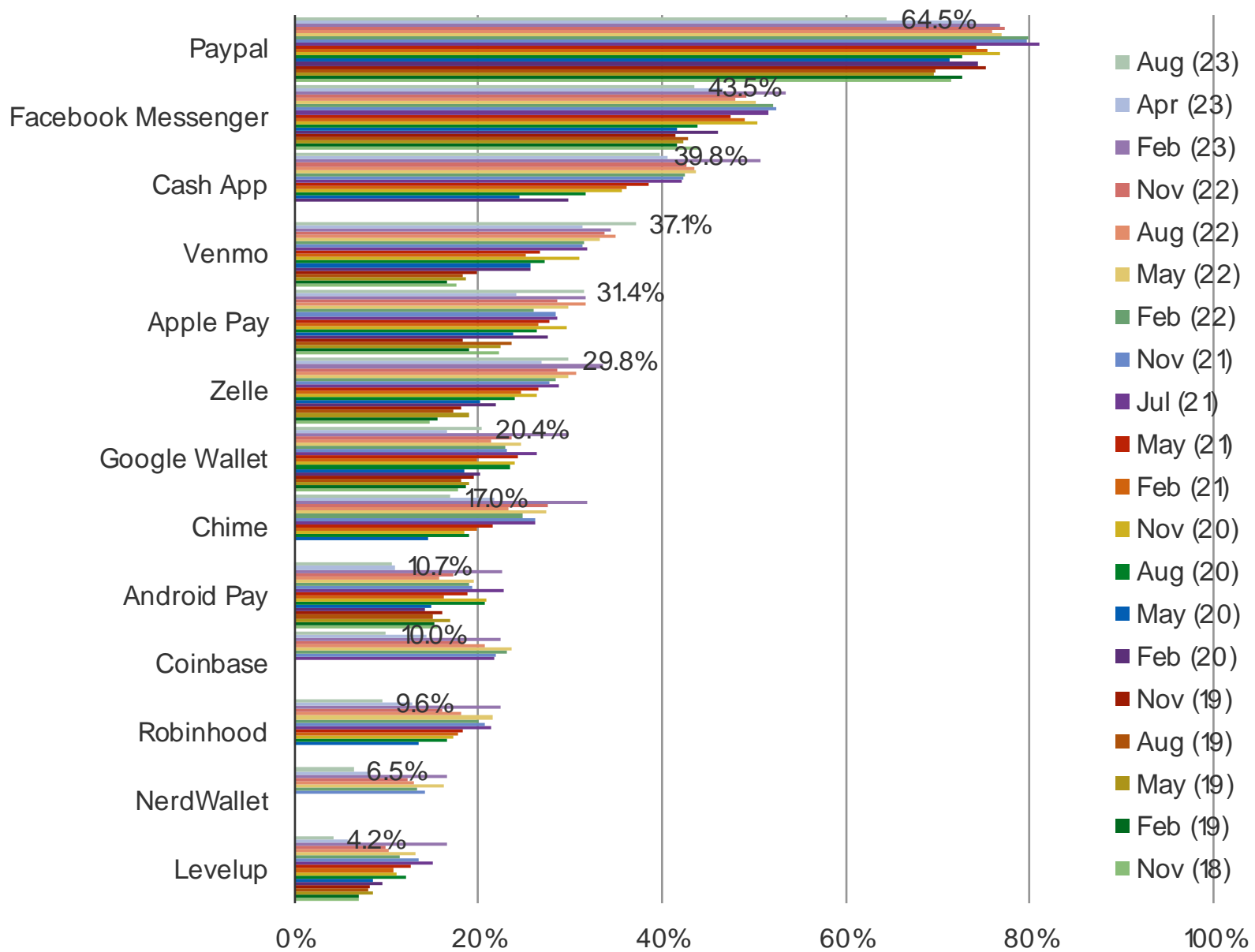
Posed to all respondents



COMPETITIVE DYNAMICS AND MARKET SHARE

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

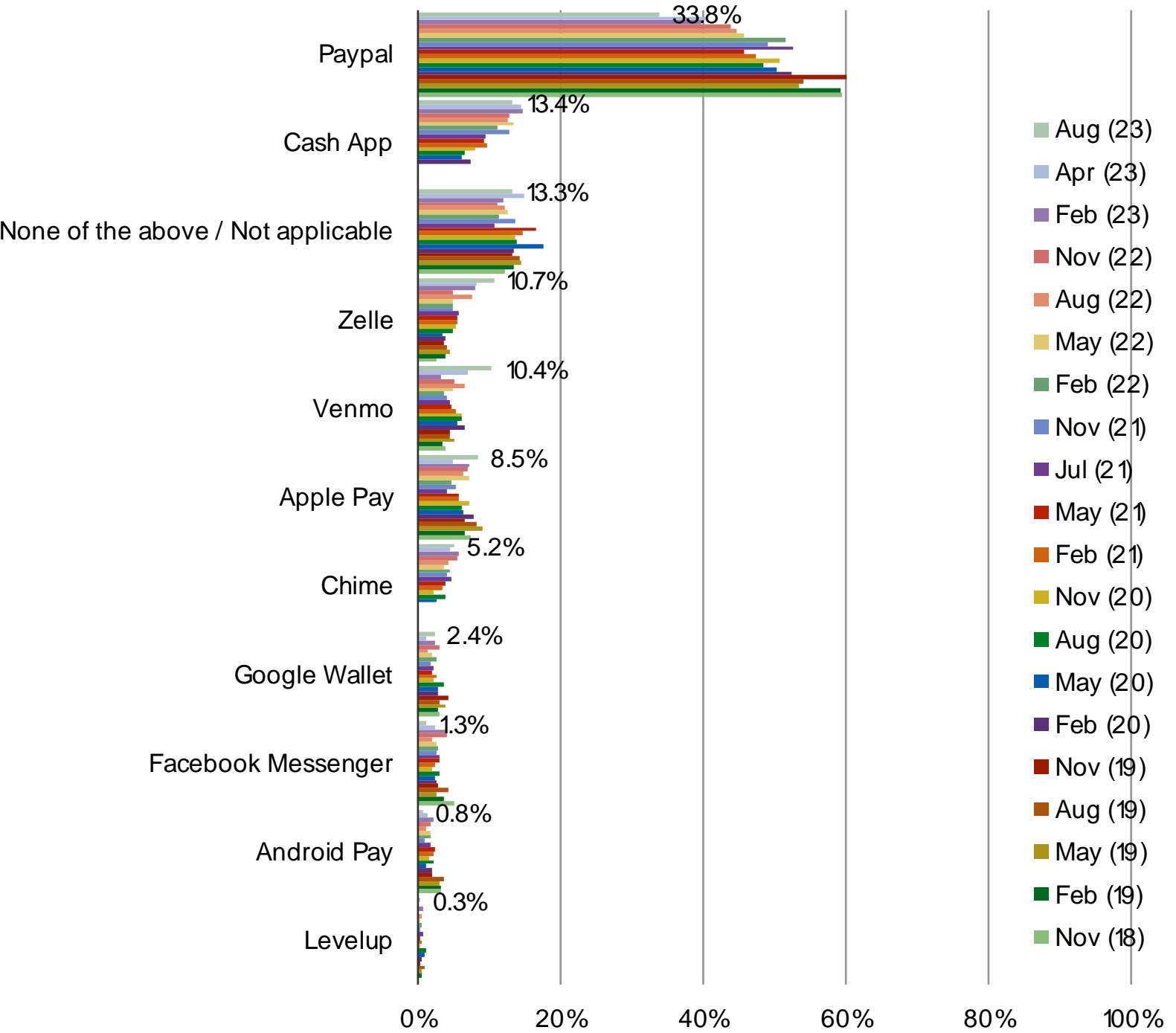
Posed to all respondents



Mobile Payments, Crypto, and Investments

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

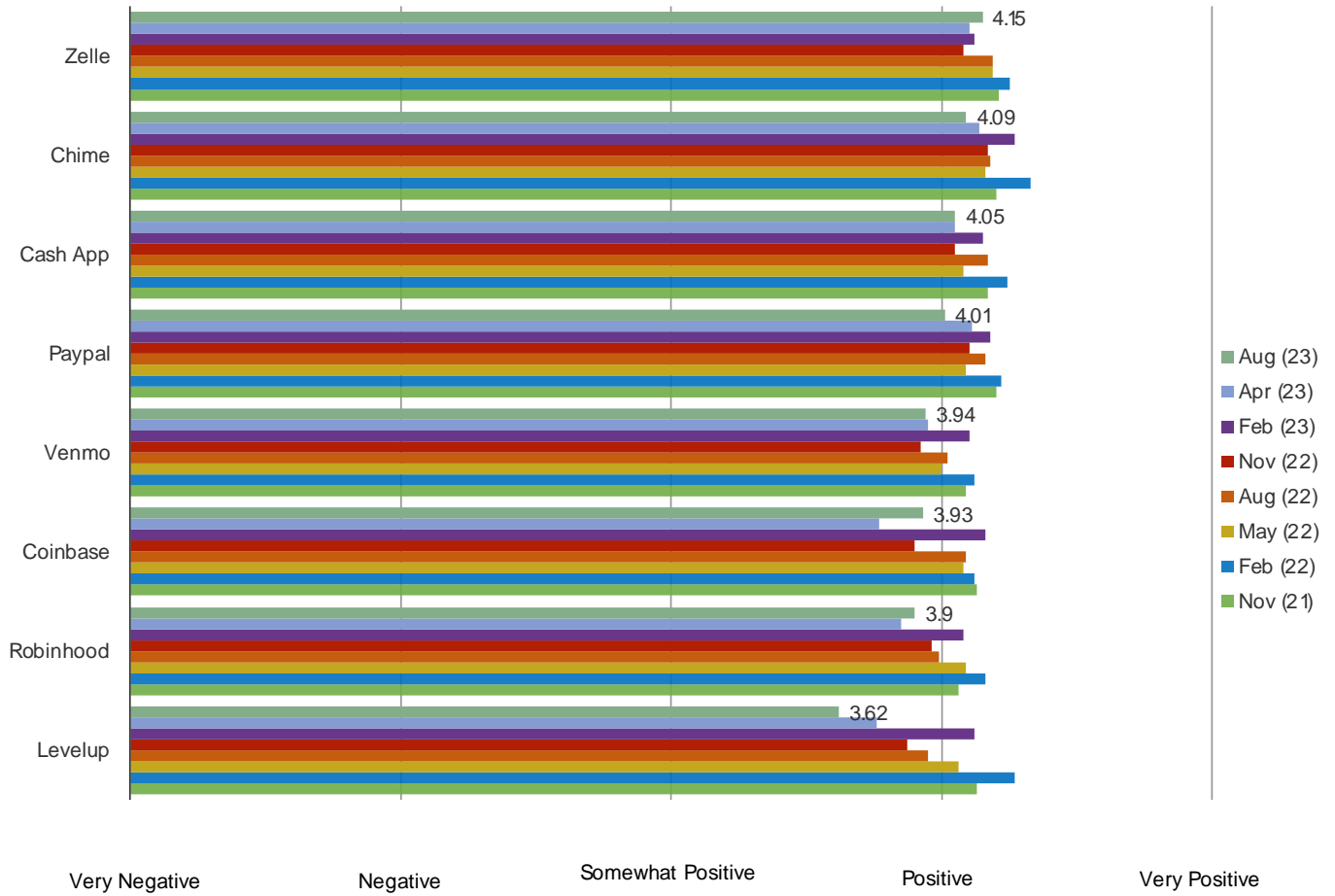
Posed to all respondents



USERS OF EACH PLATFORM - FEEDBACK

WHAT IS YOUR OPINION OF THE FOLLOWING APPS?

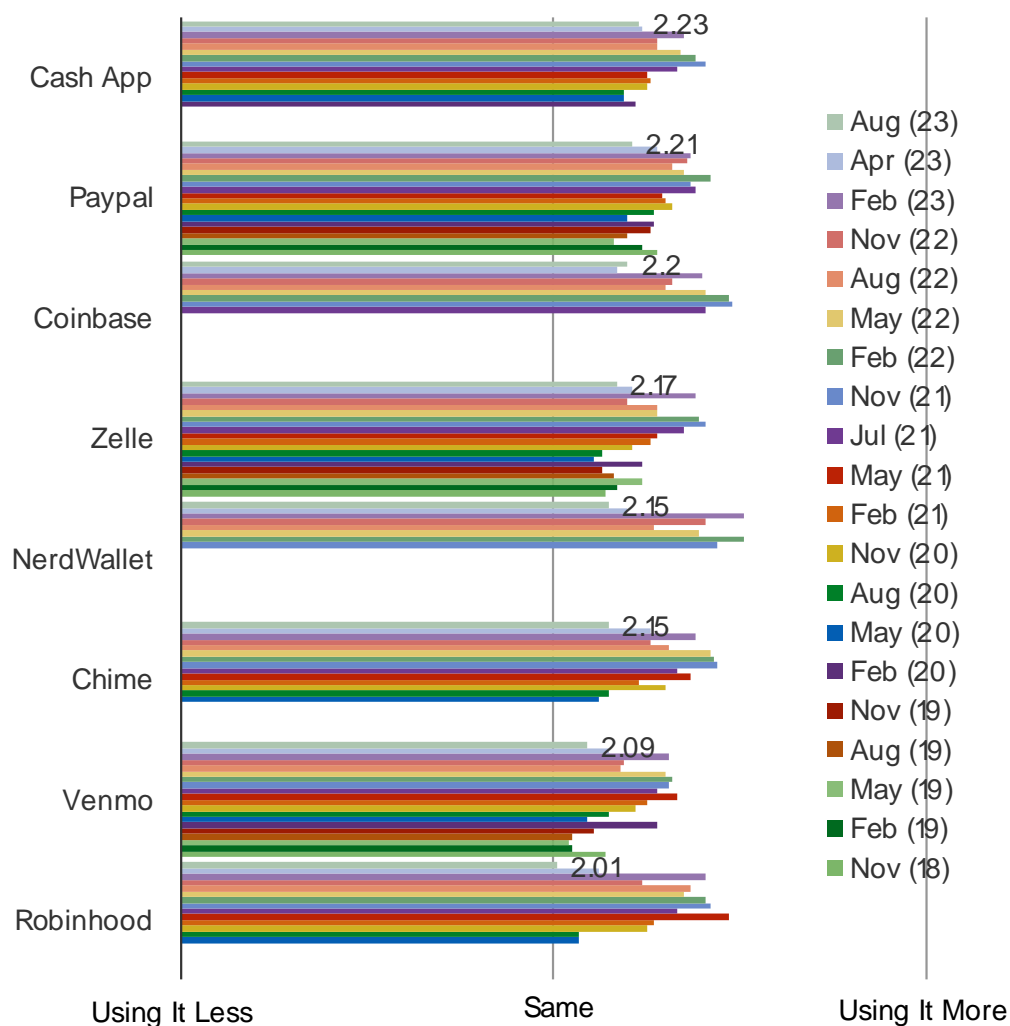
Posed to users of each platform



	N=
Paypal	646
Venmo	372
Levelup	42
Cash App	399
Zelle	299
Chime	170
Robinhood	96
Coinbase	100
NerdWallet	65

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

Posed to users of each platform



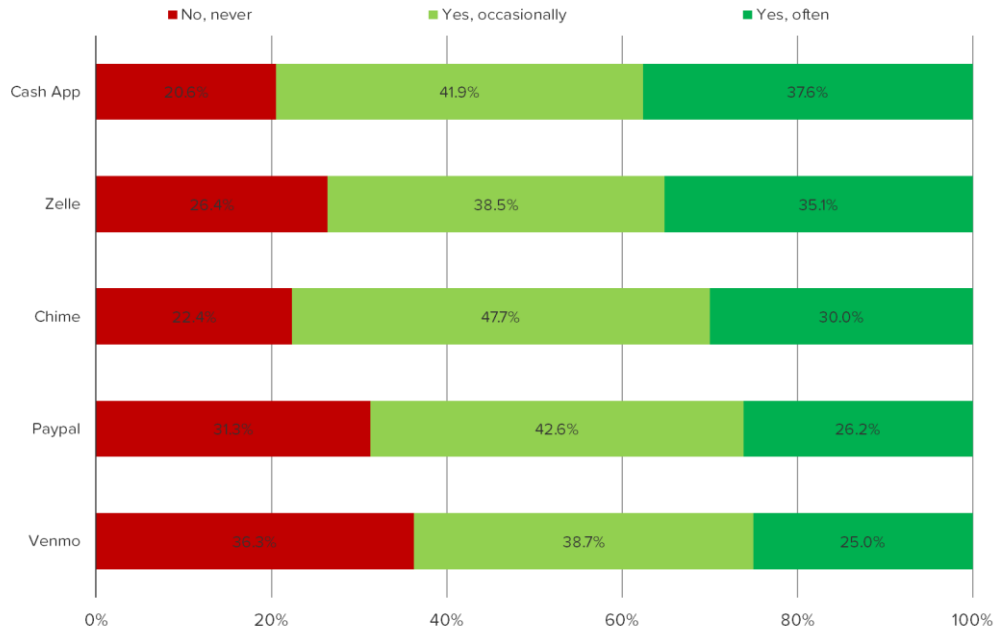
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INSTANT DEPOSIT / INSTANT TRANSFER

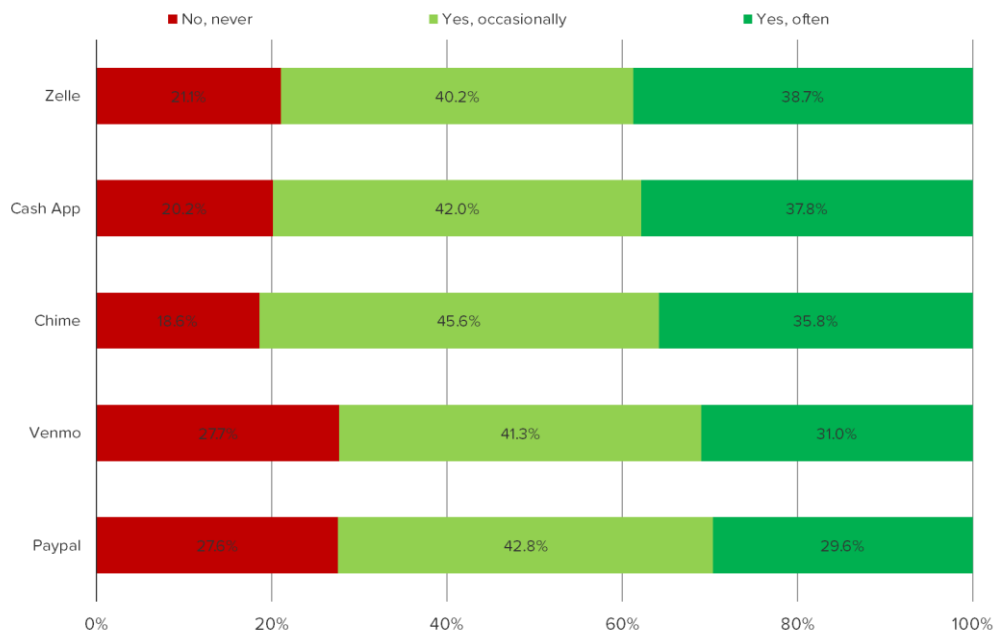
DO YOU USE INSTANT DEPOSIT OR INSTANT TRANSFER WHEN USING THE FOLLOWING?

Posed to users of the following platforms.

August 2023



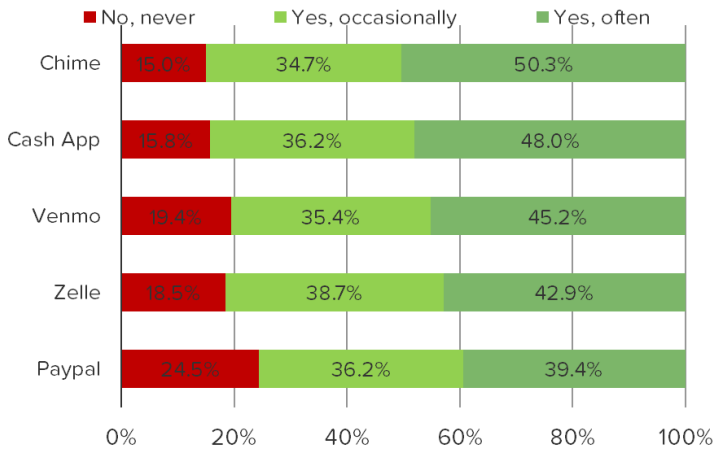
April 2023



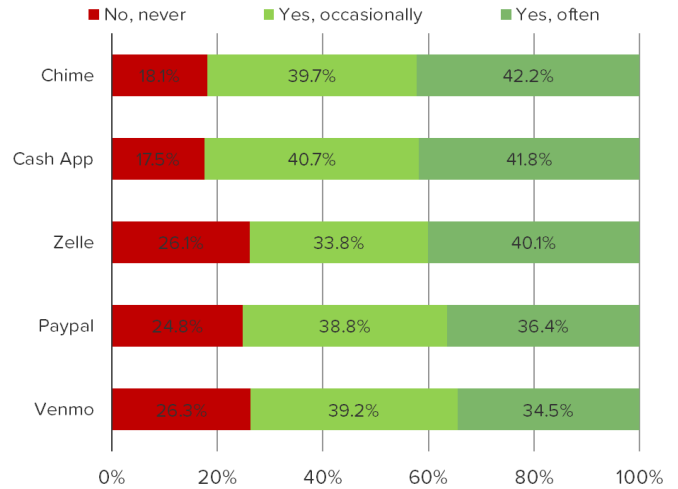
DO YOU USE INSTANT DEPOSIT OR INSTANT TRANSFER WHEN USING THE FOLLOWING?

Posed to users of the following platforms.

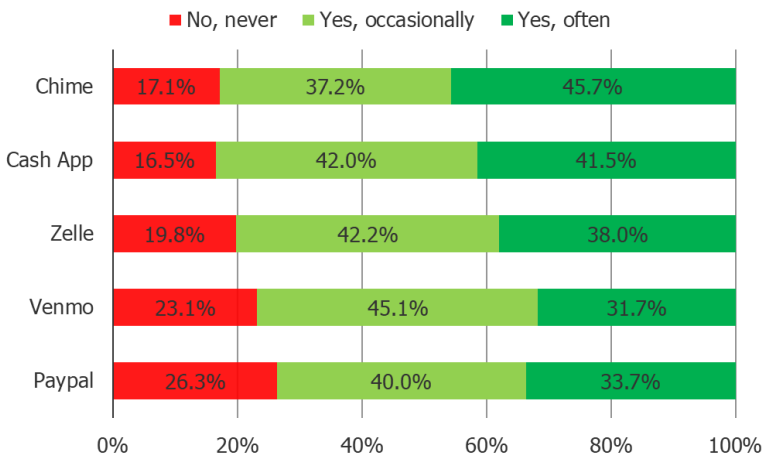
February 2023



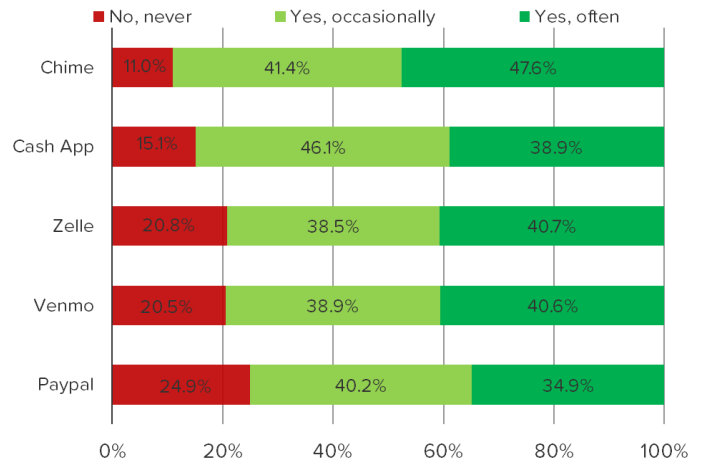
November 2022



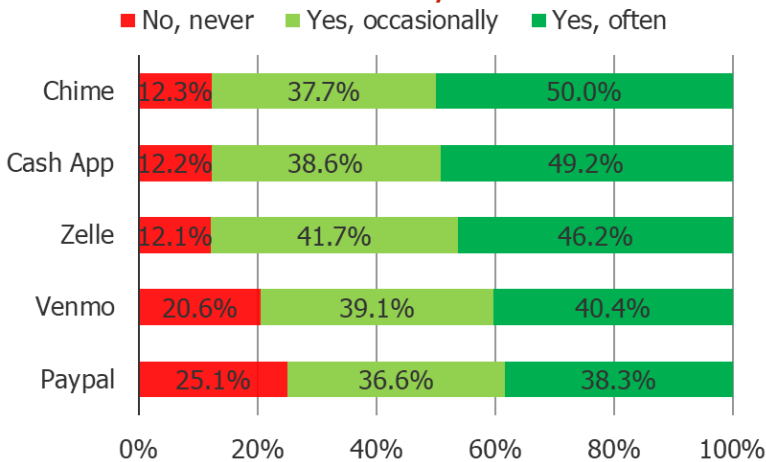
August 2022



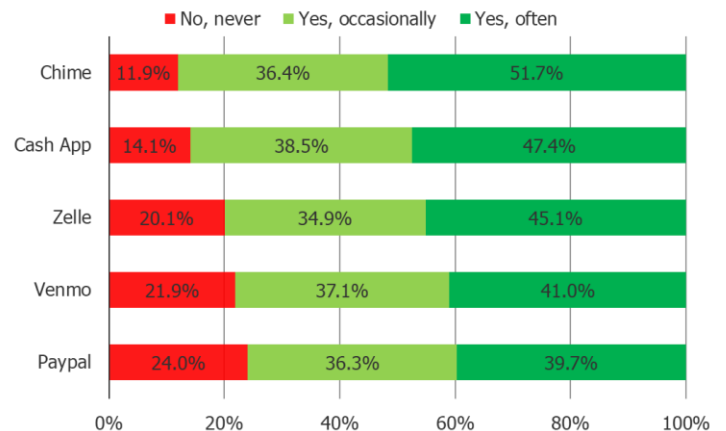
May 2022



February 2022

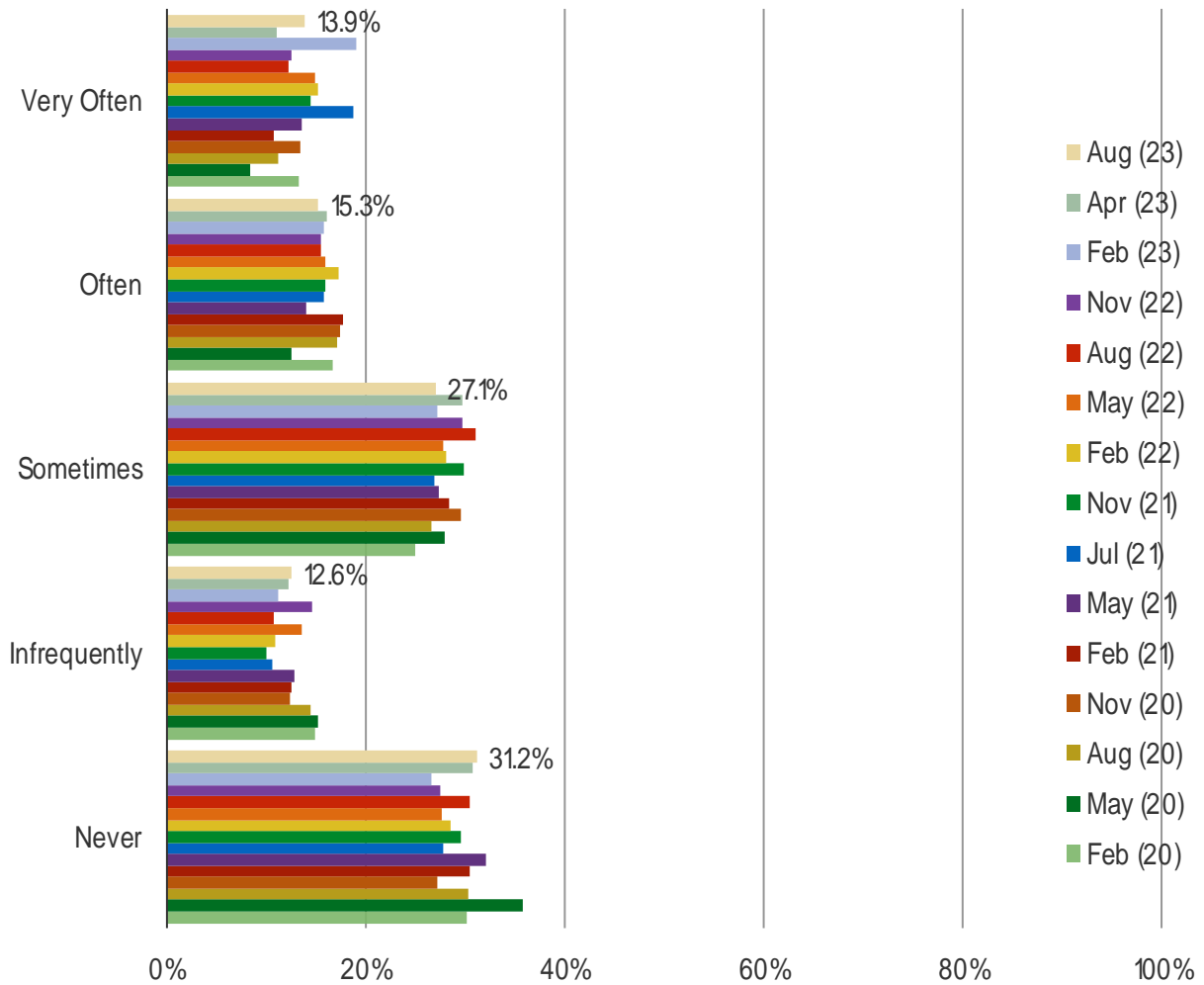


November 2021



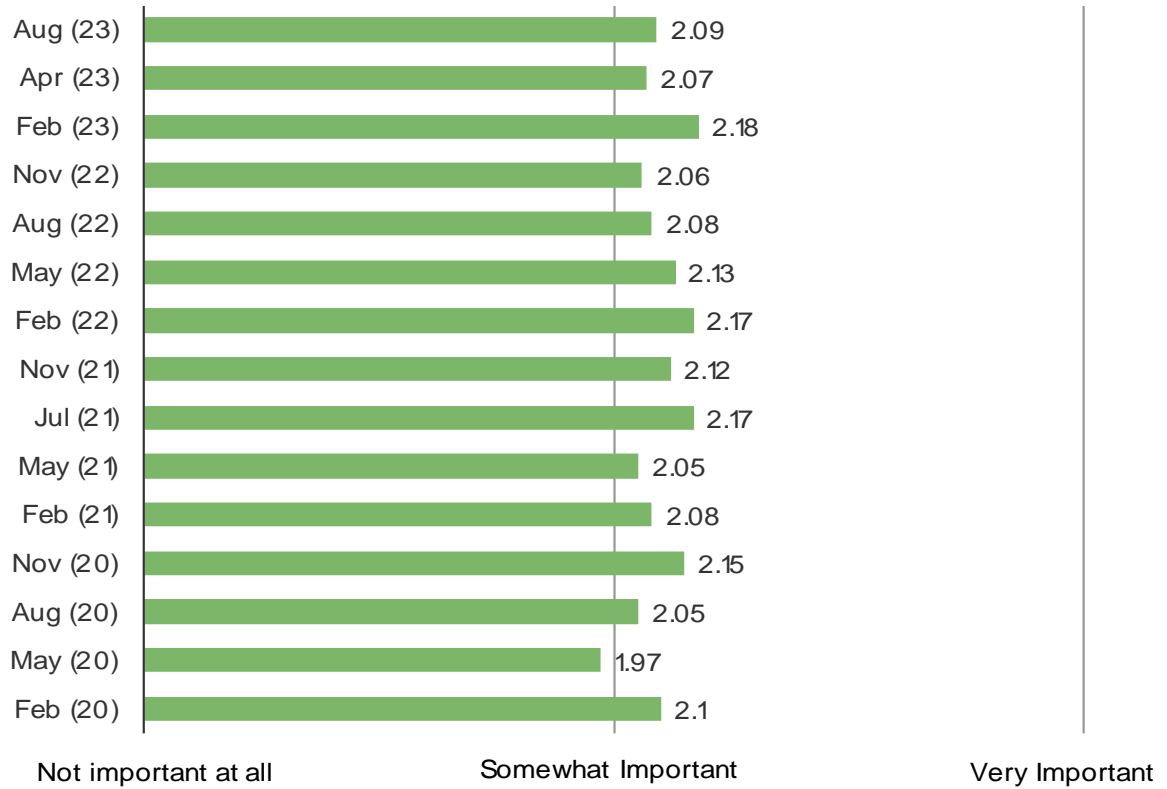
WHEN USING MOBILE PAYMENT APPS, HOW OFTEN DO YOU USE INSTANT DEPOSIT/INSTANT TRANSFER?

Posed to mobile payment apps users



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

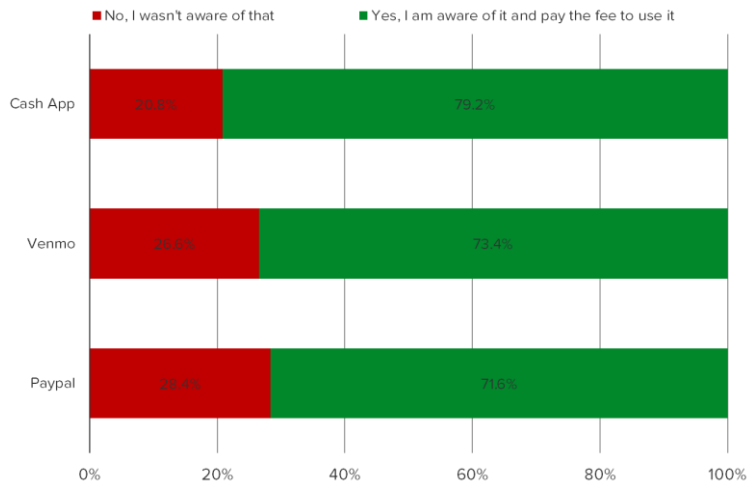
Posed to mobile payment apps users



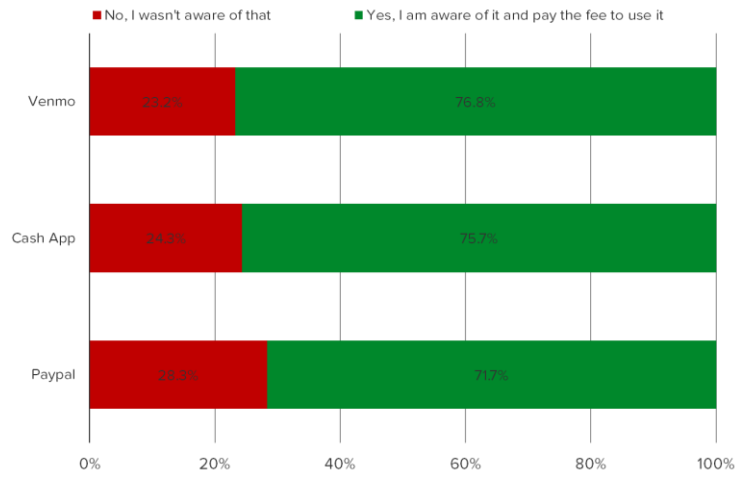
DID YOU KNOW THAT THERE IS A FEE ASSOCIATED WITH USING INSTANT DEPOSIT / INSTANT TRANSFER ON THIS APP?

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

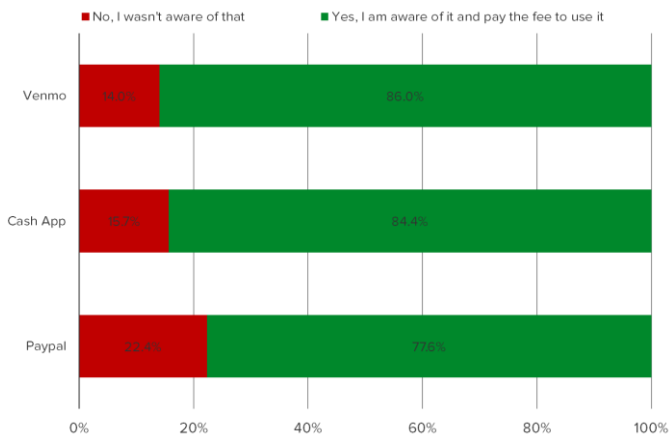
August 2023



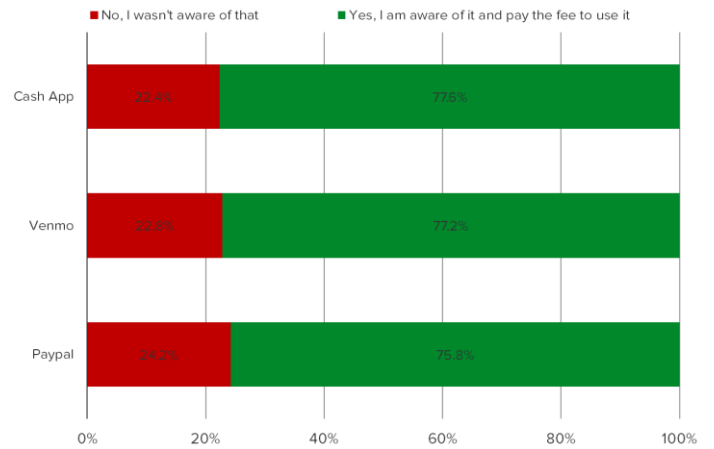
April 2023



February 2023



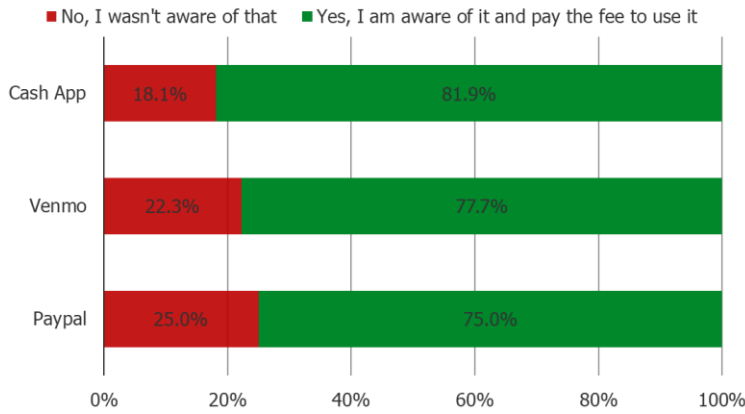
November 2022



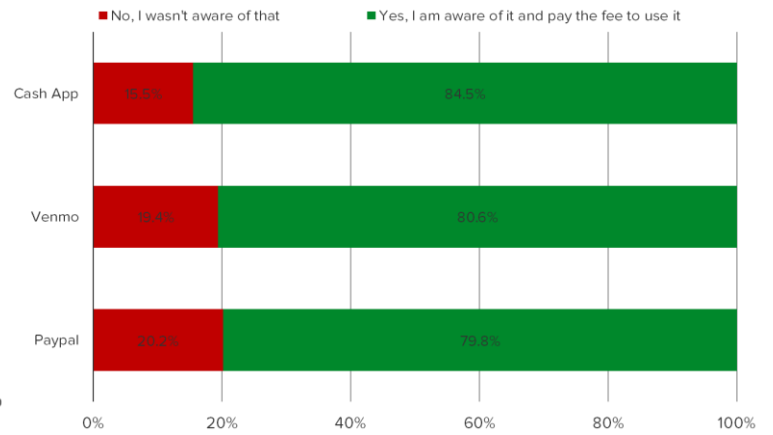
DID YOU KNOW THAT THERE IS A FEE ASSOCIATED WITH USING INSTANT DEPOSIT/INSTANT TRANSFER ON THIS APP?

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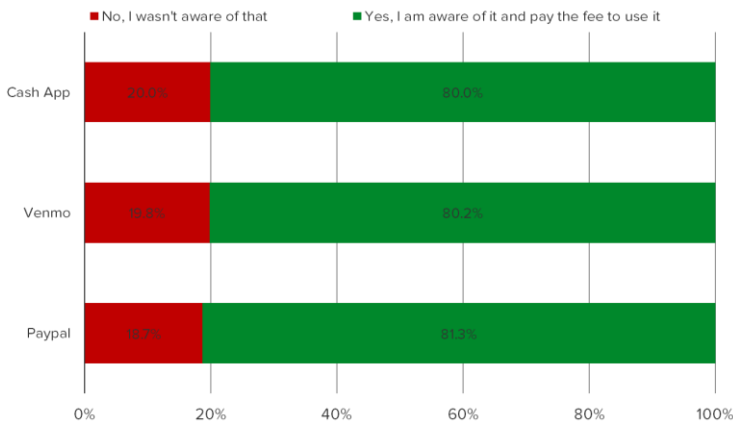
August 2022



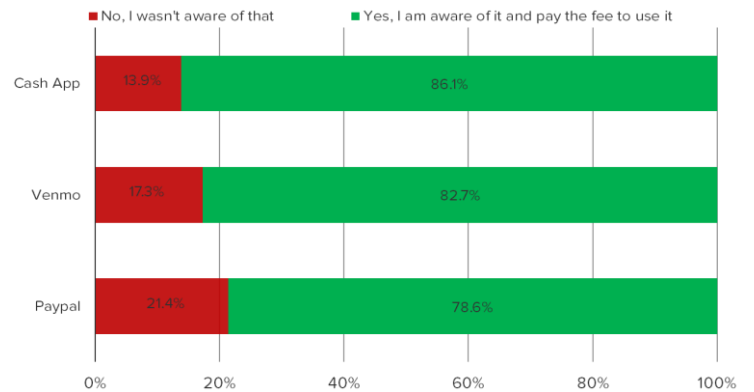
May 2022



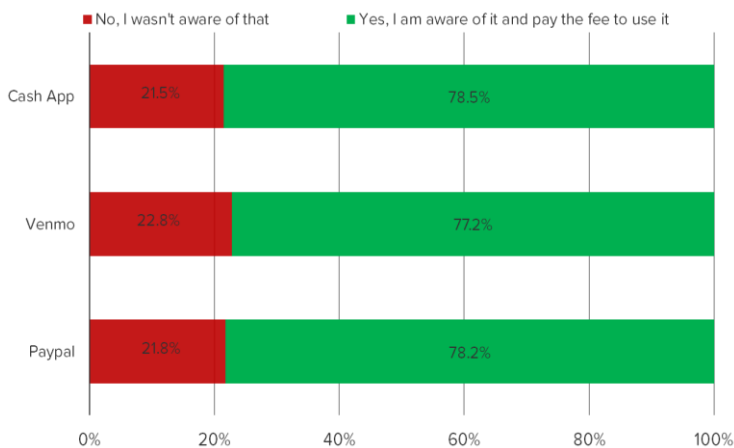
February 2022



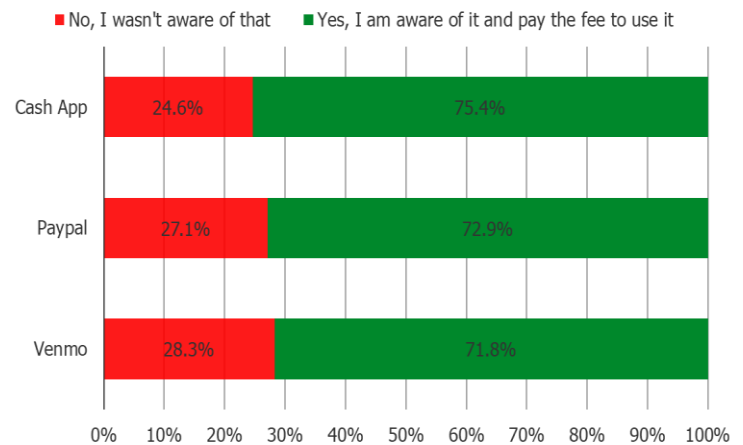
November 2021



July 2021



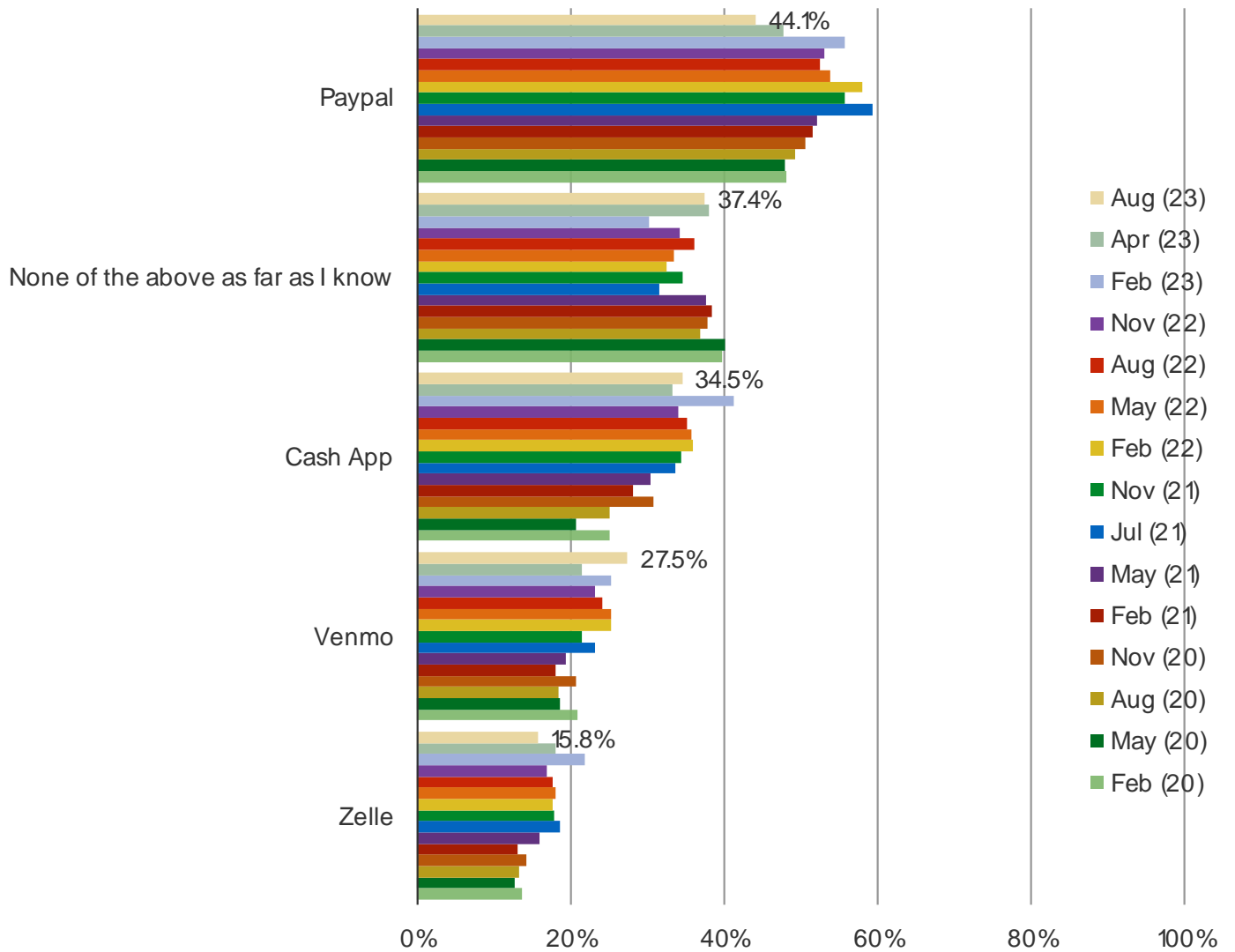
November 2020



Mobile Payments, Crypto, and Investments

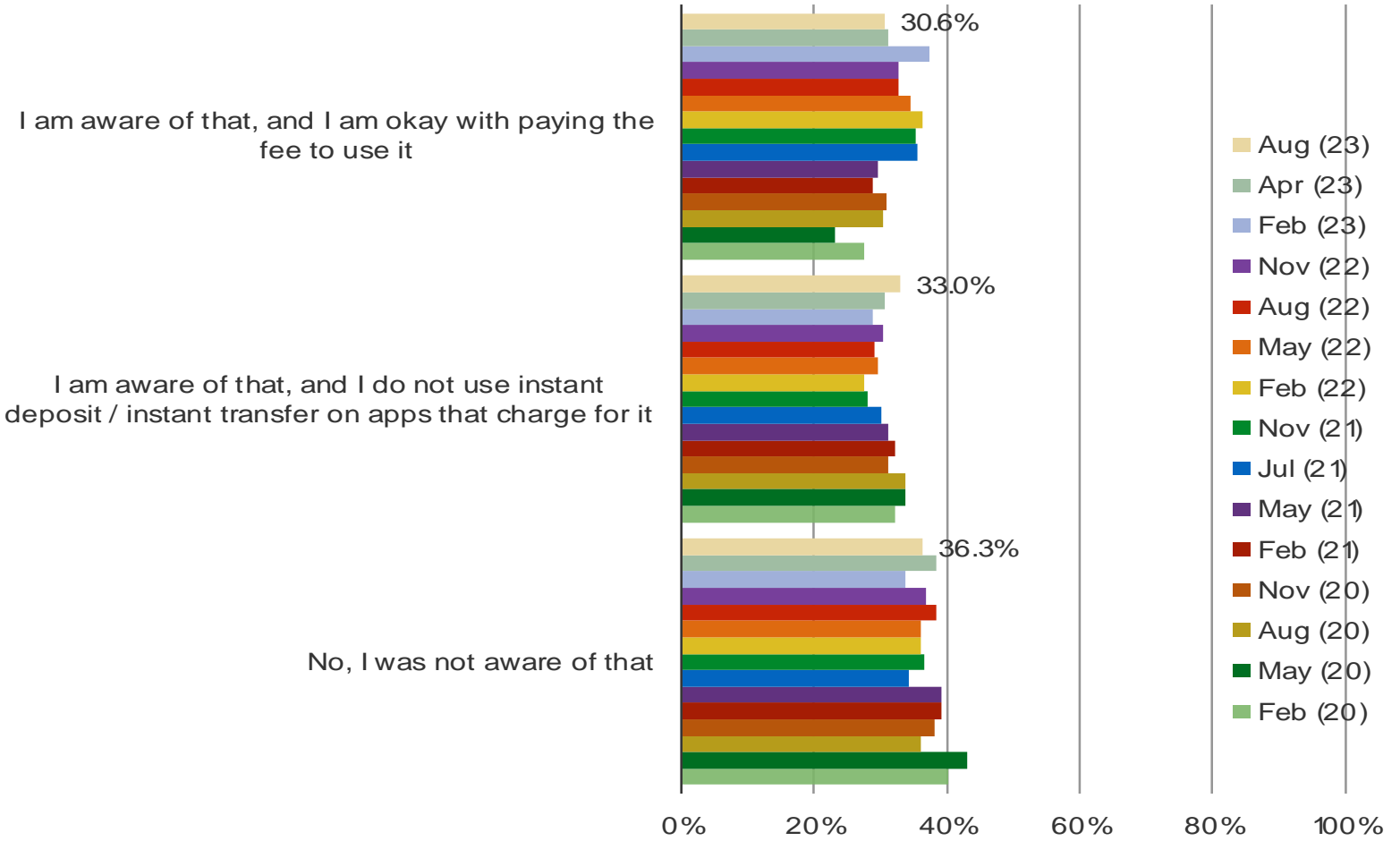
TO YOUR KNOWLEDGE, DO ANY OF THE FOLLOWING CHARGE A FEE FOR INSTANT DEPOSIT/INSTANT TRANSFER SERVICES? (SELECT ALL THAT APPLY)

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.

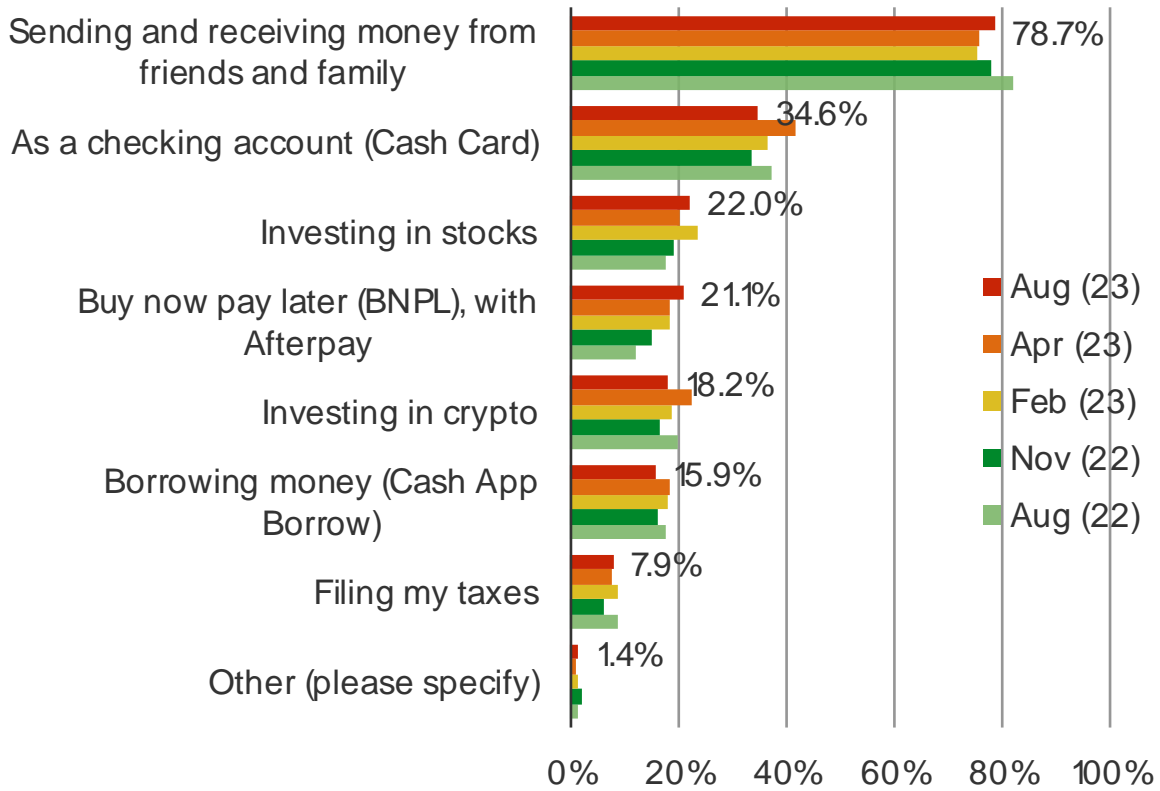


PAYMENTS

CASH APP DEEP DIVE

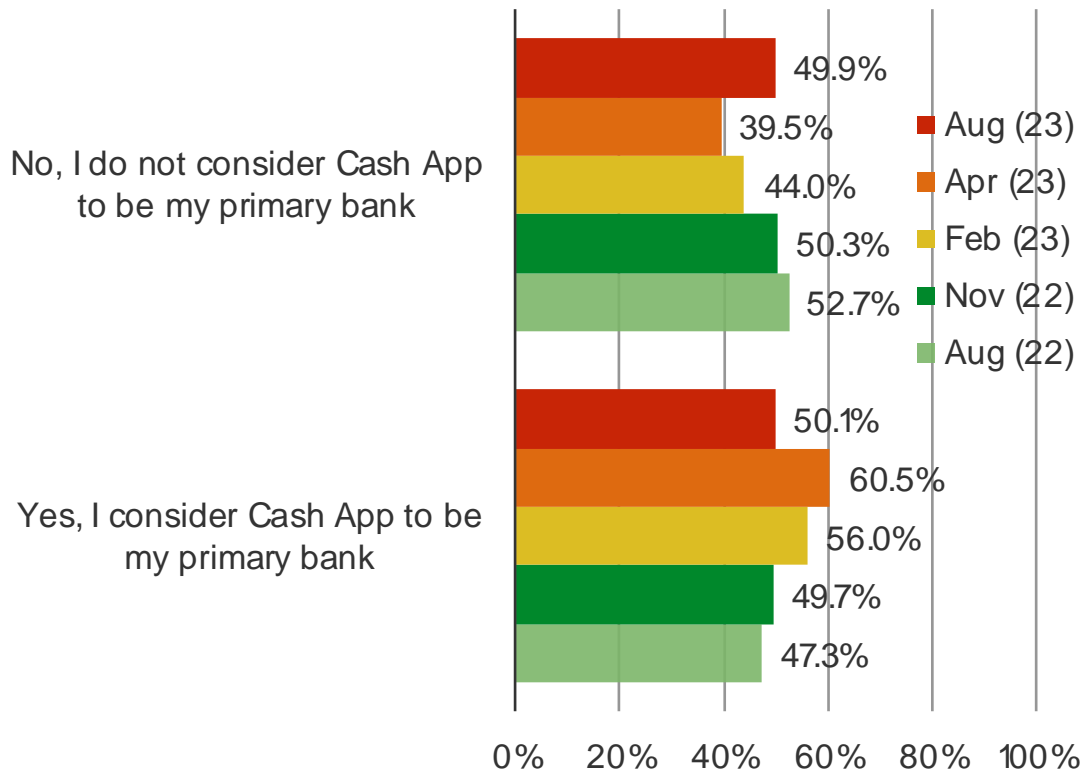
WHAT DO YOU USE CASH APP FOR? SELECT ALL THAT APPLY

Posed to all respondents who use Cash App.



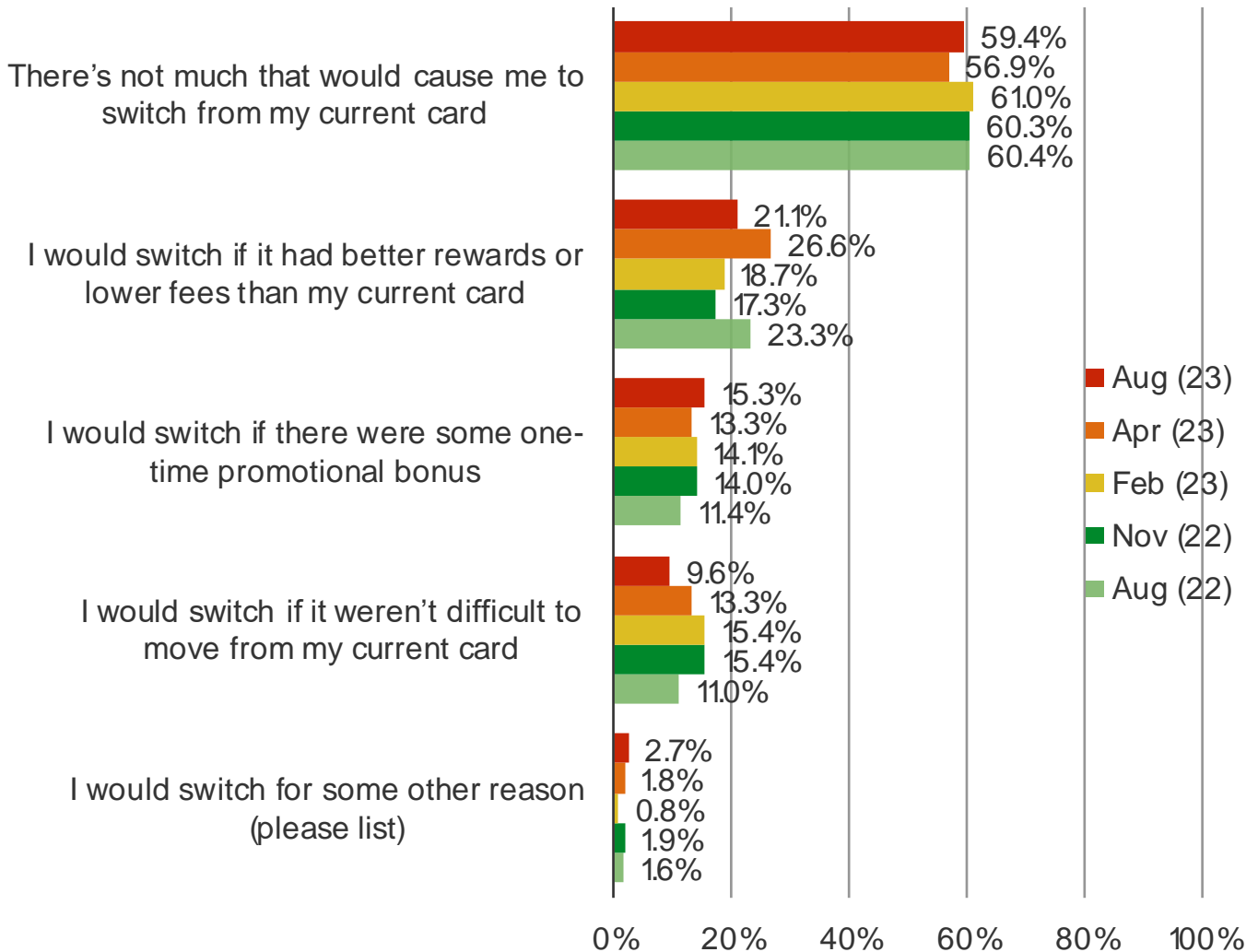
WOULD YOU CONSIDER CASH APP TO BE YOUR PRIMARY BANK (IN OTHER WORDS, YOUR DEFAULT ACCOUNT FOR SAVINGS)?

Posed to all respondents who use Cash App.



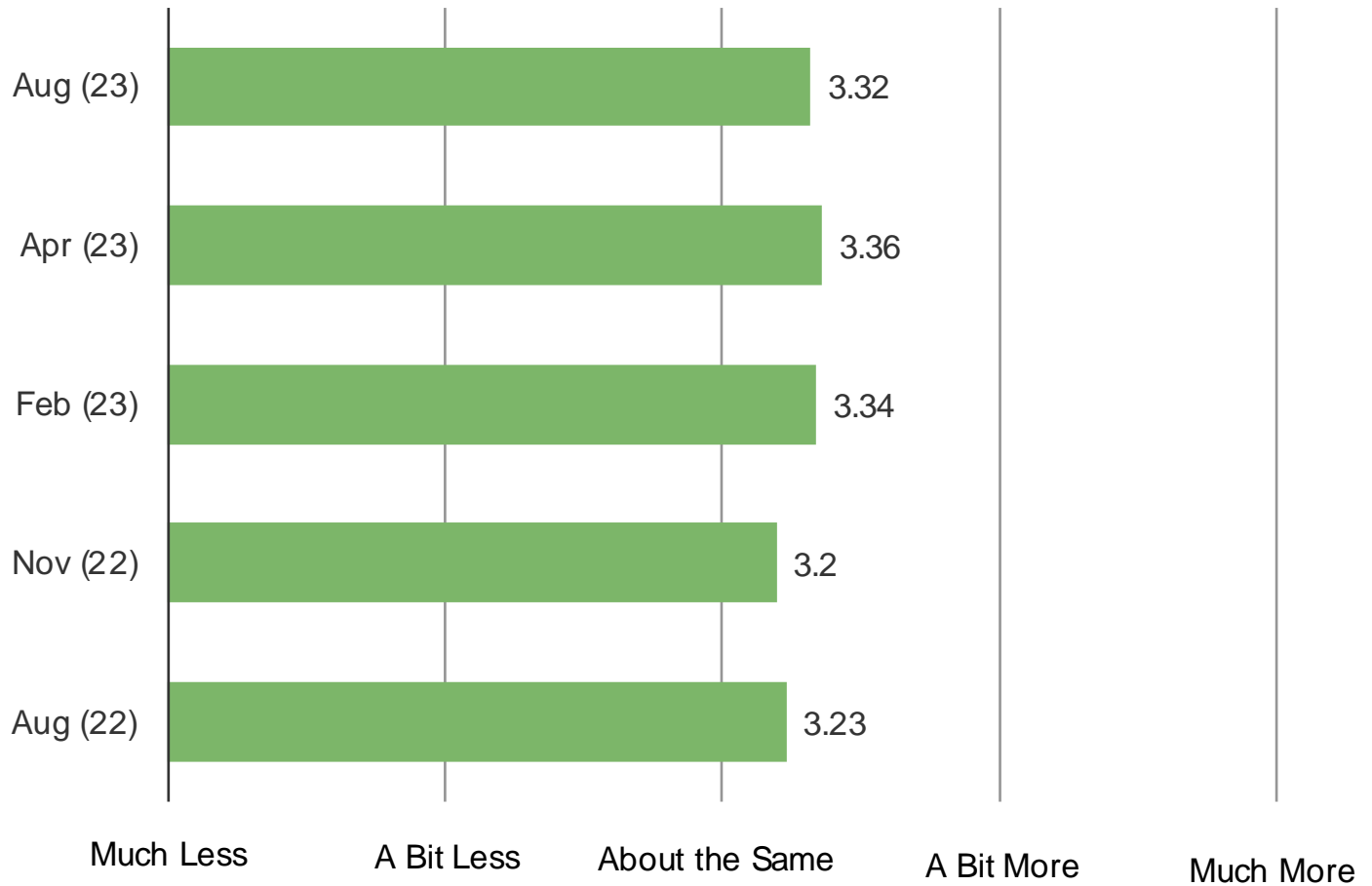
WOULD ANY OF THE FOLLOWING LEAD YOU TO CONSIDER MAKING CASH APP YOUR PRIMARY BANK?
SELECT ALL THAT APPLY

Posed to all respondents who use Cash App.



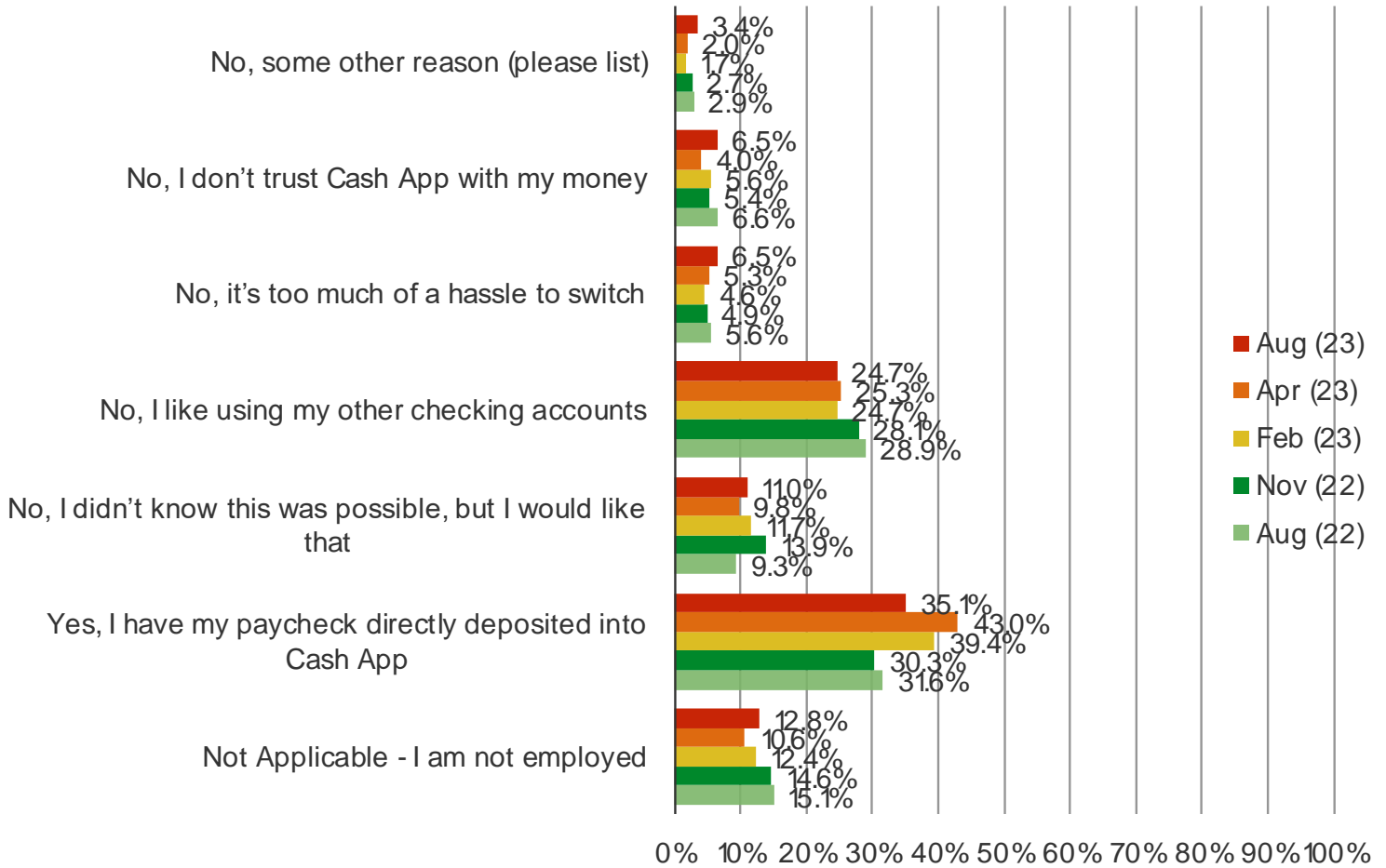
WHAT WOULD YOU GUESS YOUR TOTAL SAVING AND SPENDING THROUGH CASH APP WILL BE IN A FEW YEARS COMPARED TO NOW?

Posed to all respondents who use Cash App.



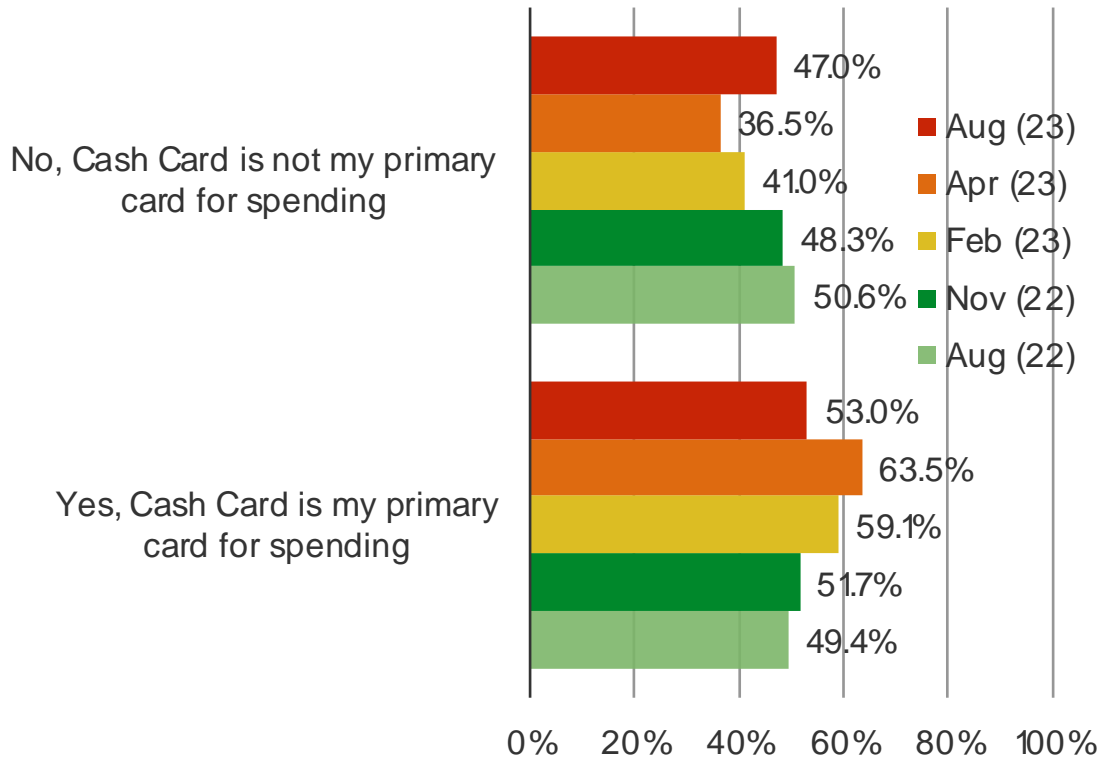
DO YOU HAVE YOUR PAYCHECK DEPOSITED DIRECTLY INTO CASH APP?

Posed to all respondents who use Cash App.



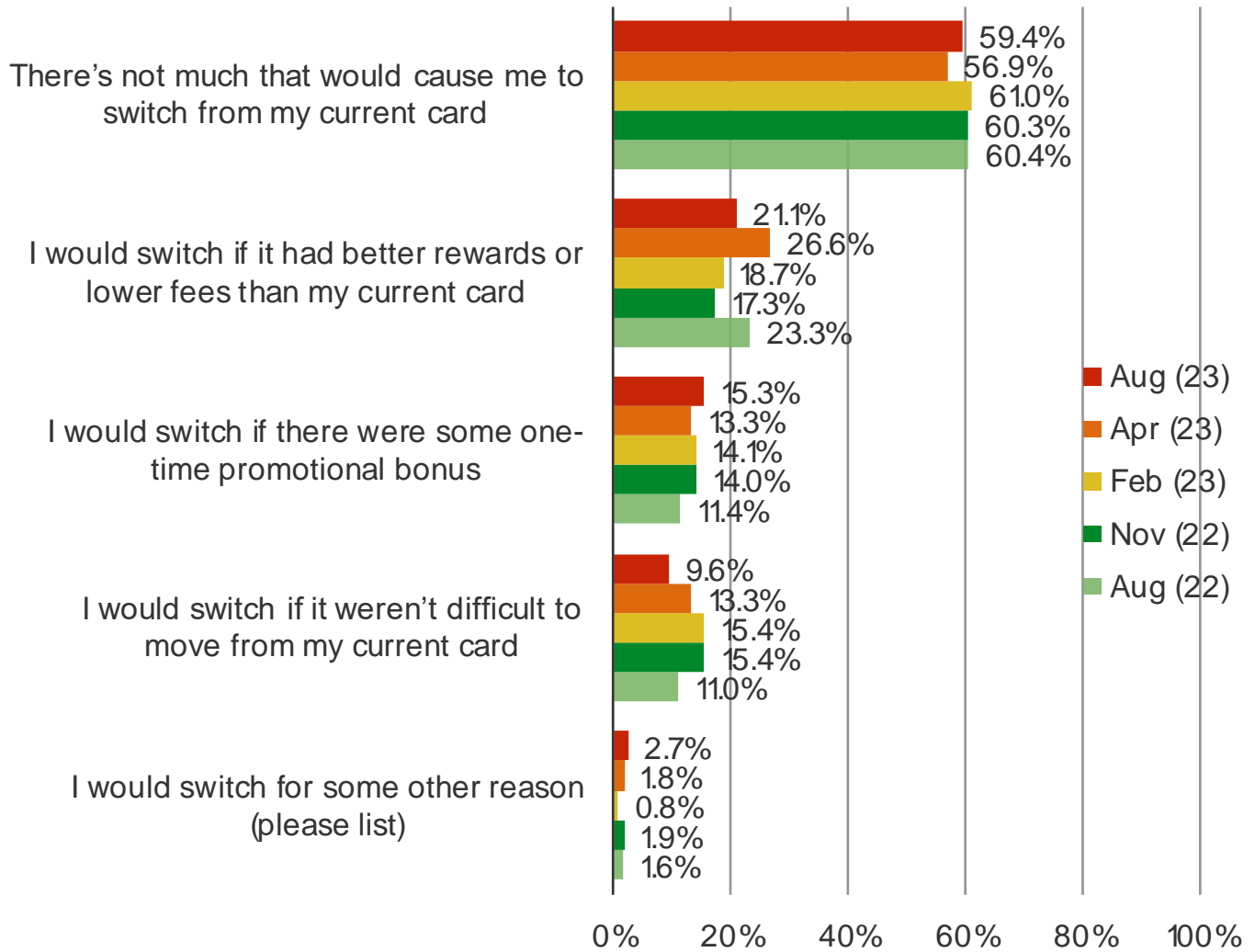
WOULD YOU CONSIDER THE CASH CARD TO BE YOUR PRIMARY CARD FOR SPENDING (AS OPPOSED TO OTHER DEBIT CARDS OR CREDIT CARDS)?

Posed to all respondents who use Cash App.



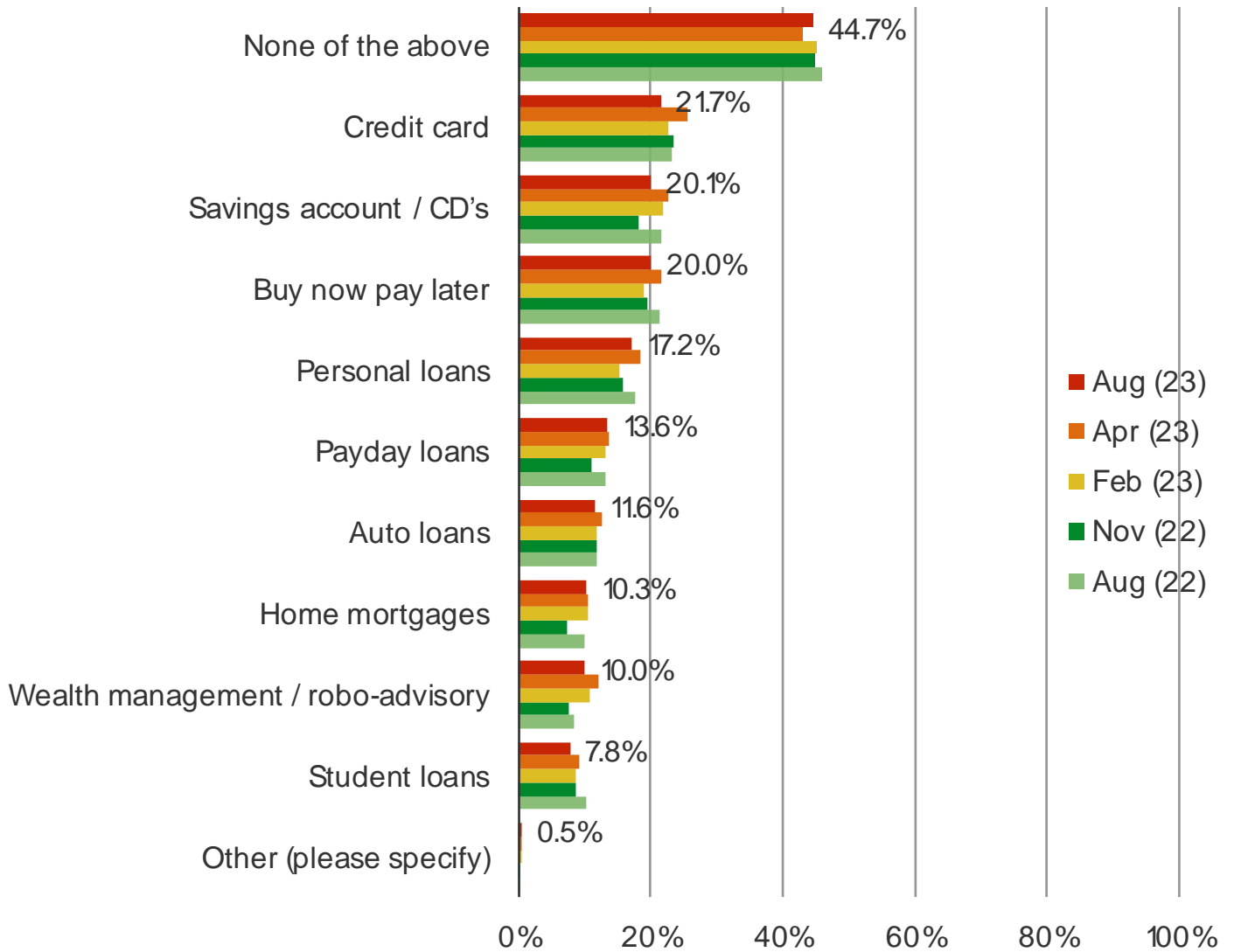
WHAT WOULD LEAD YOU TO CONSIDER MAKING IT YOUR PRIMARY CARD FOR SPENDING? (SELECT ALL THAT APPLY)

Posed to all respondents who use Cash App.



IF CASH APP OFFERED THE BELOW FINANCIAL PRODUCTS, WHICH WOULD YOU BE INTERESTED IN, IF ANY?
SELECT ALL THAT APPLY

Posed to all respondents who use Cash App.



CRYPTO QUESTIONS

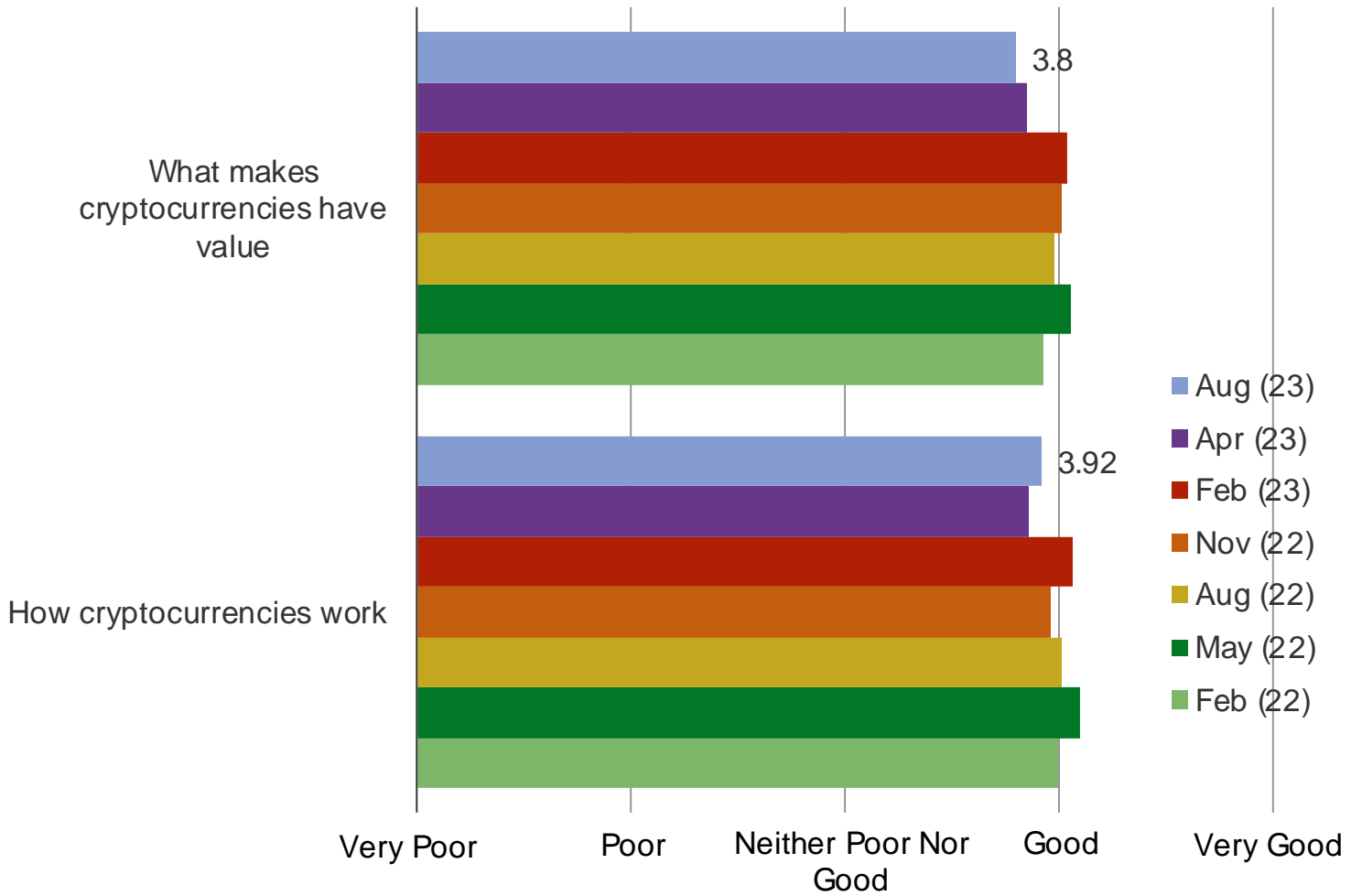
WHY DID YOU BUY CRYPTOCURRENCY?

Posed to all respondents currently own cryptocurrency (N = 135).



HOW WELL DO YOU FEEL YOU UNDERSTAND...

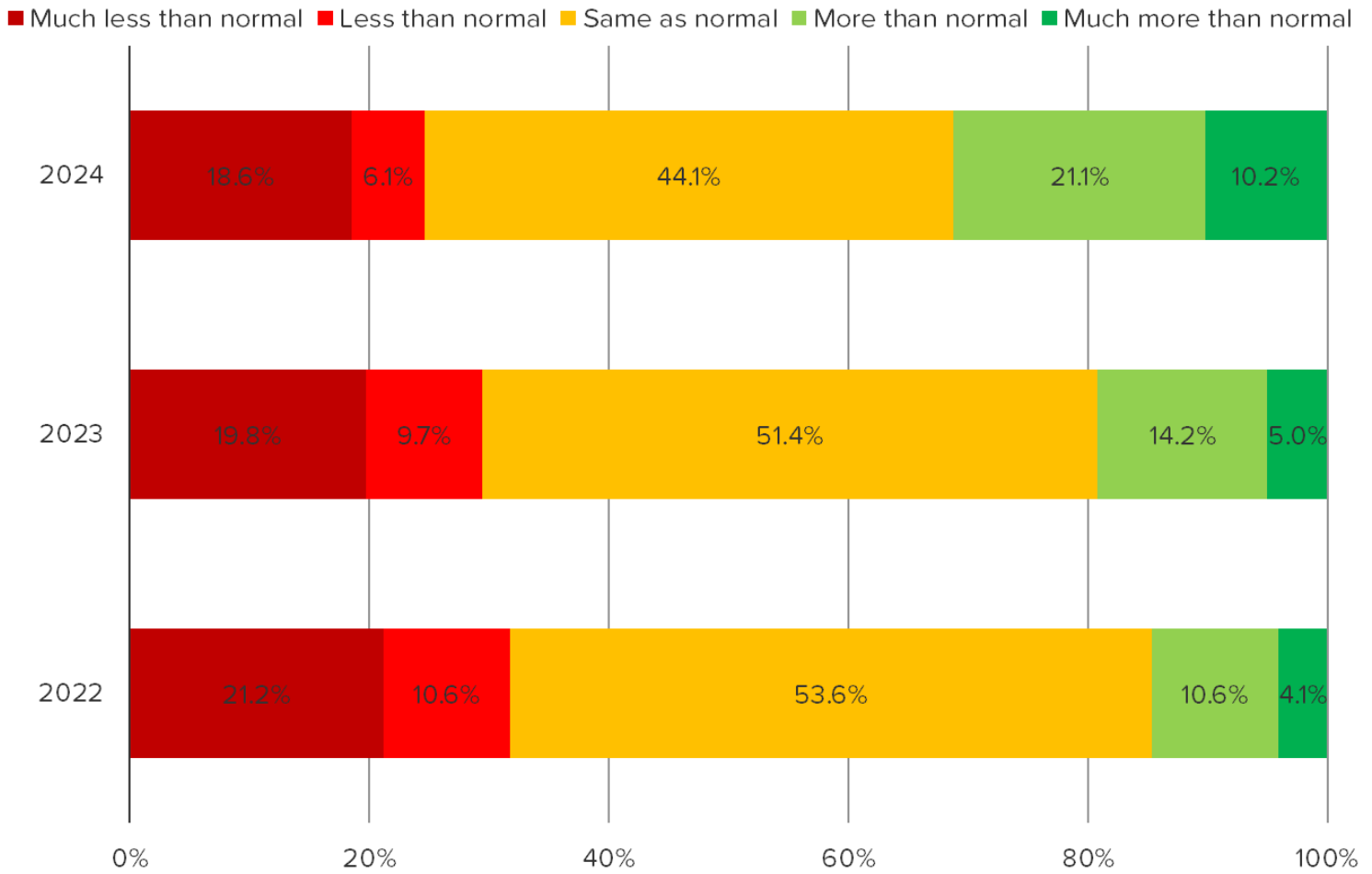
Posed to all respondents currently own cryptocurrency (N = 135).



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

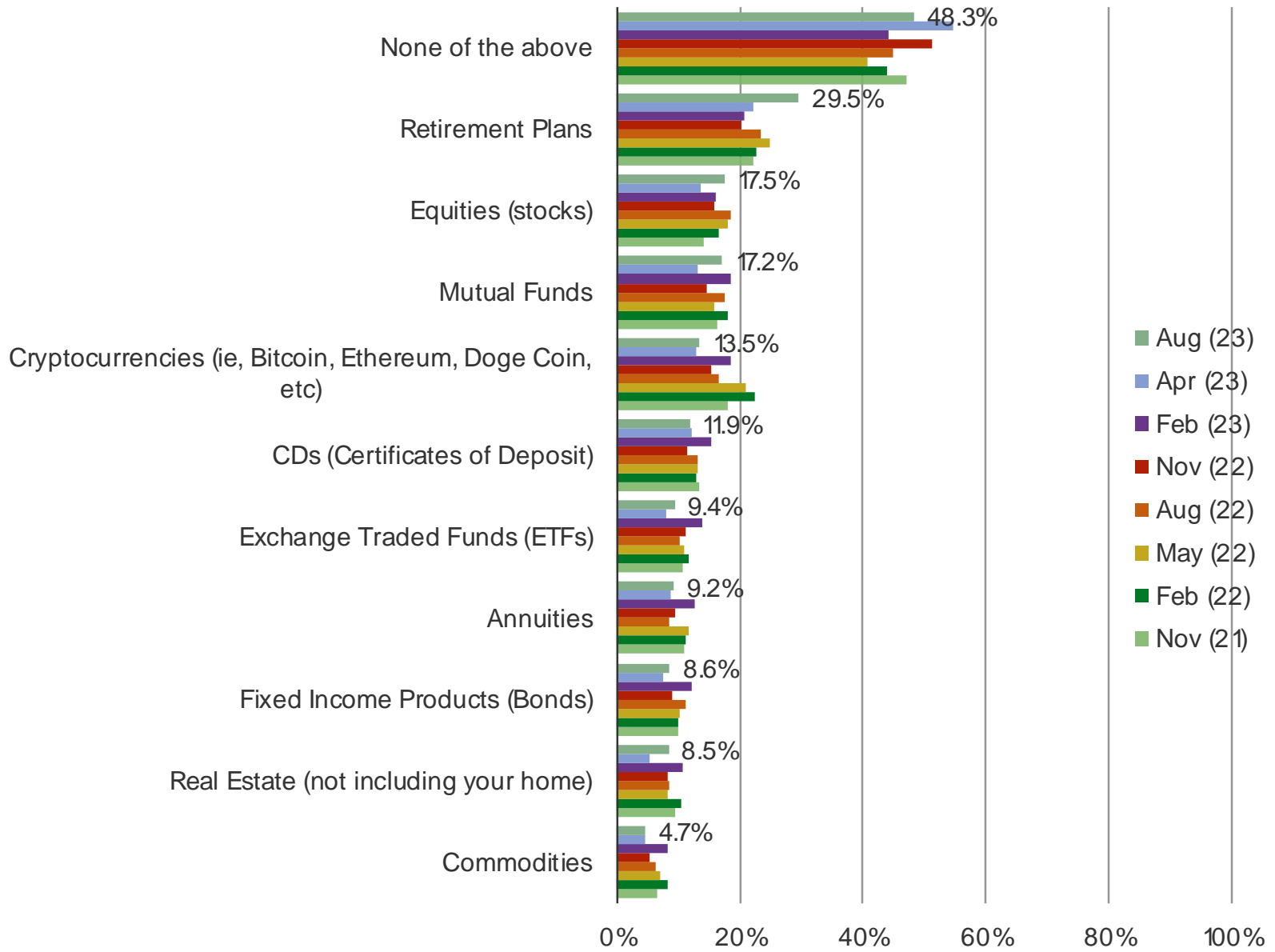
Posed to all respondents.

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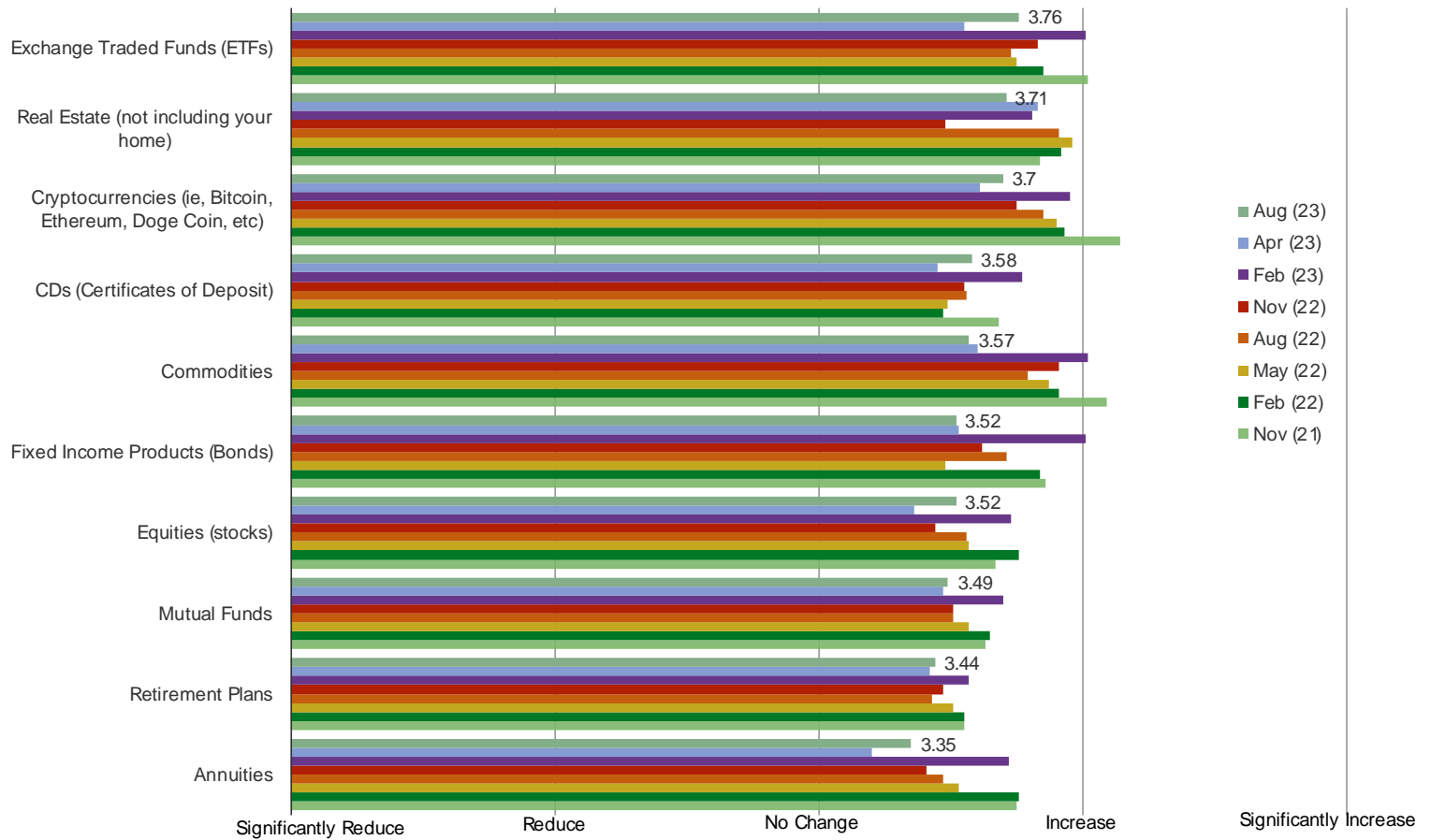
DO YOU CURRENTLY HAVE ANY INVESTMENTS IN ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



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

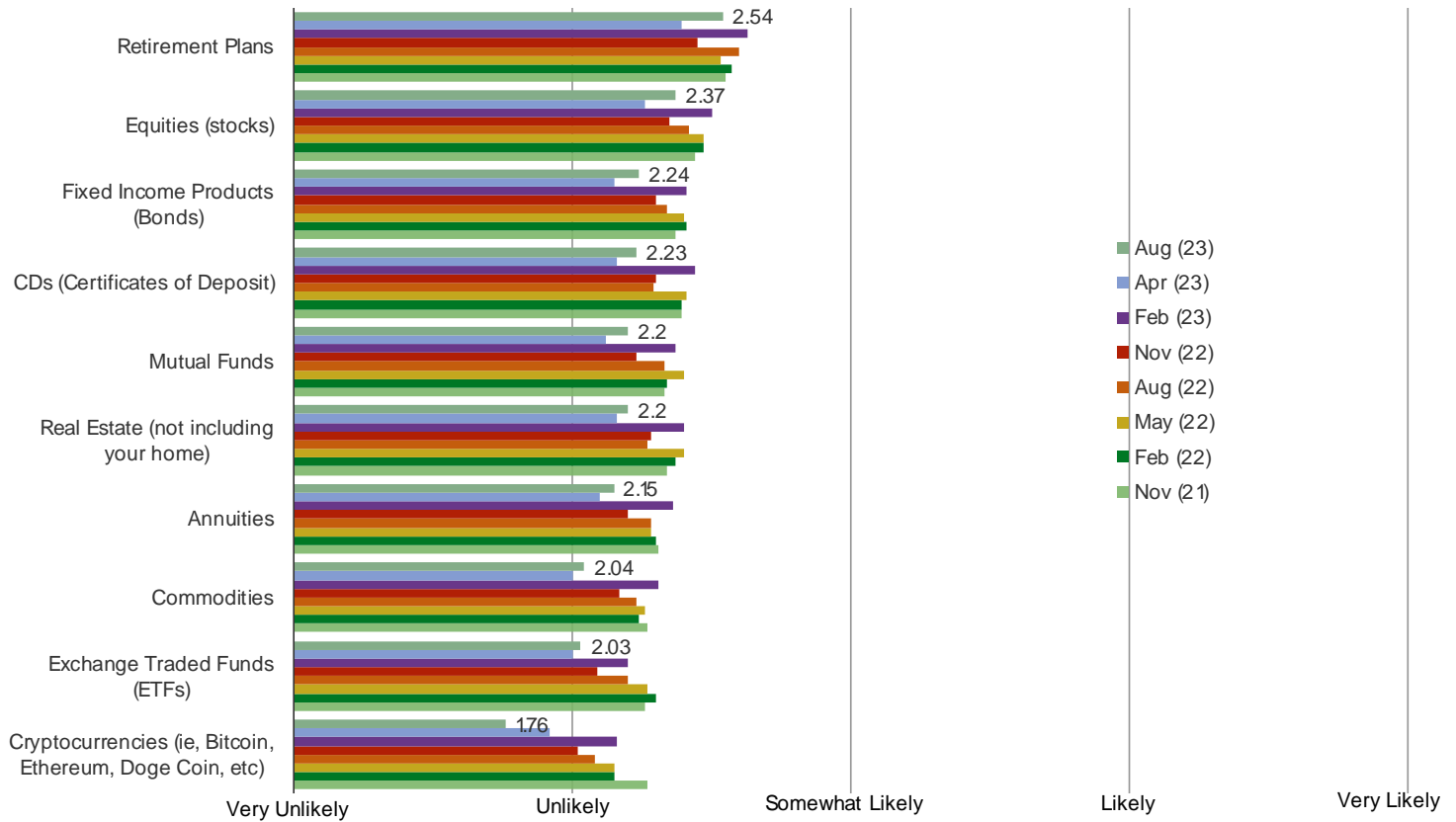
Posed to respondents who said they currently invest in each of the following.



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	135
Equities (stocks)	175
Fixed Income Products (Bonds)	86
Real Estate (not including your home)	85
Mutual Funds	172
Exchange Traded Funds (ETFs)	94
CDs (Certificates of Deposit)	119
Retirement Plans	296
Annuities	92
Commodities	47

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

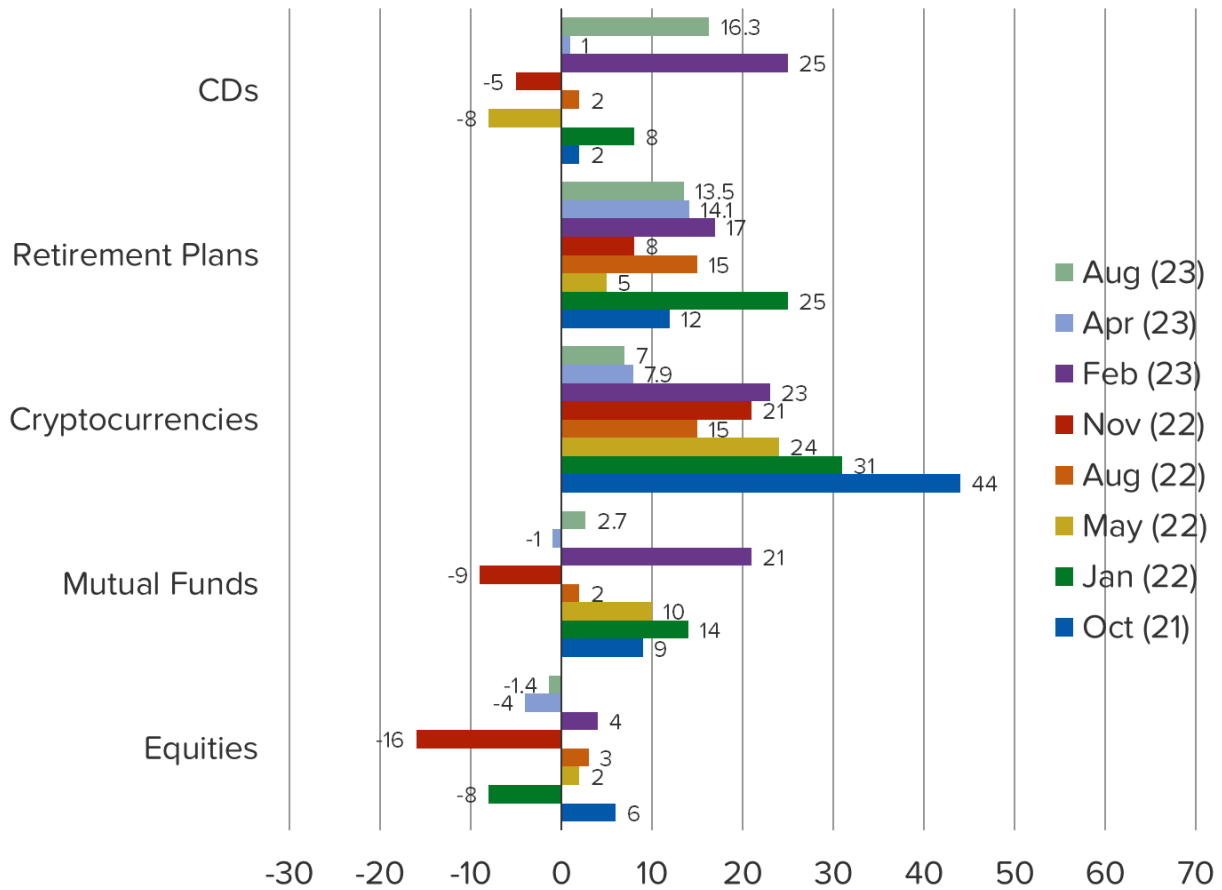
Posed to respondents who DO NOT currently invest in each of the following:



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	867
Equities (stocks)	827
Fixed Income Products (Bonds)	916
Real Estate (not including your home)	917
Mutual Funds	830
Exchange Traded Funds (ETFs)	908
CDs (Certificates of Deposit)	883
Retirement Plans	706
Annuities	910
Commodities	955

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**.

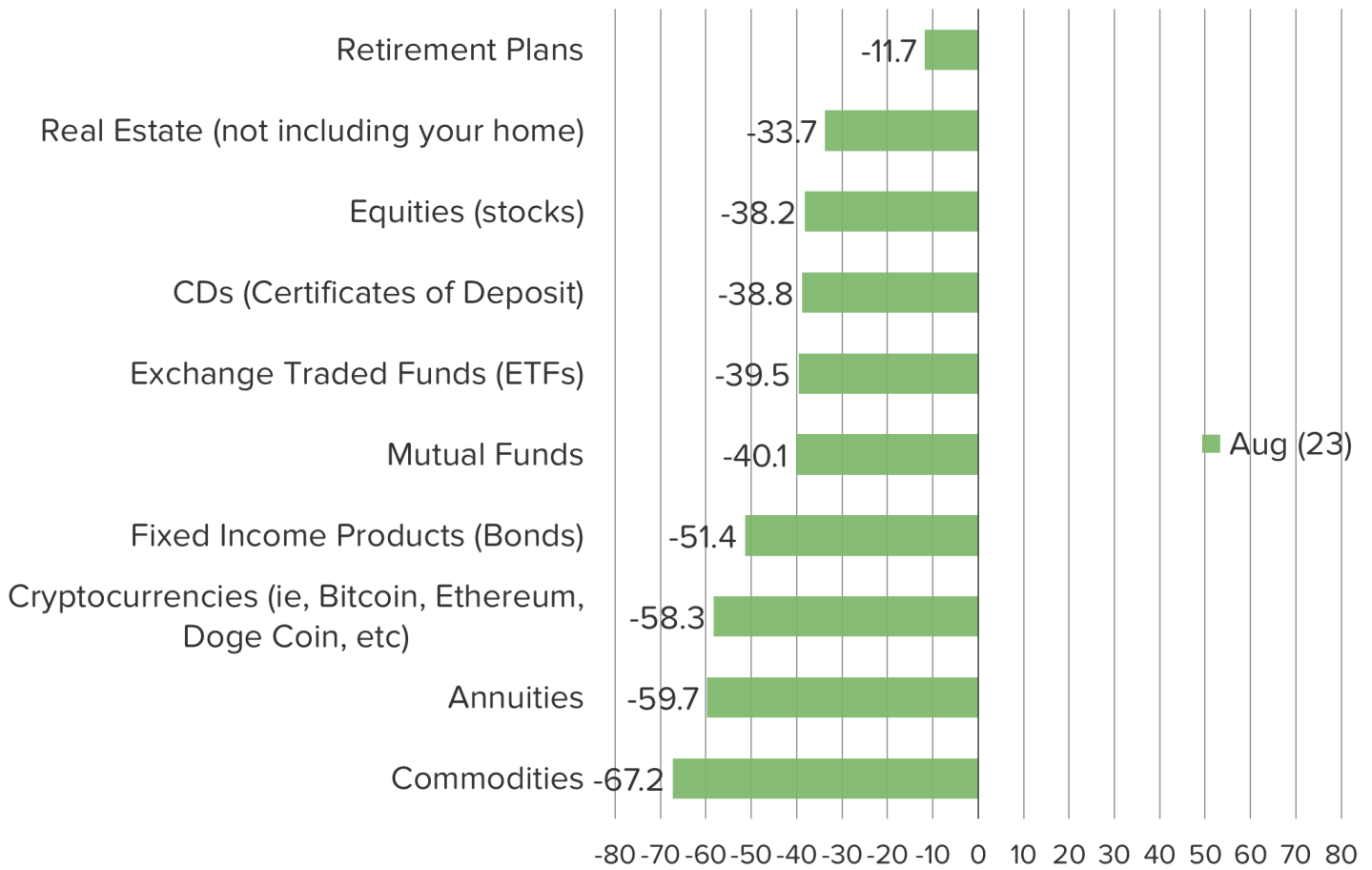


	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	115
Equities	143
Mutual Funds	146
CDs	98
Retirement Plans	251

*Excluding choices that had an N of <~ 100.

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

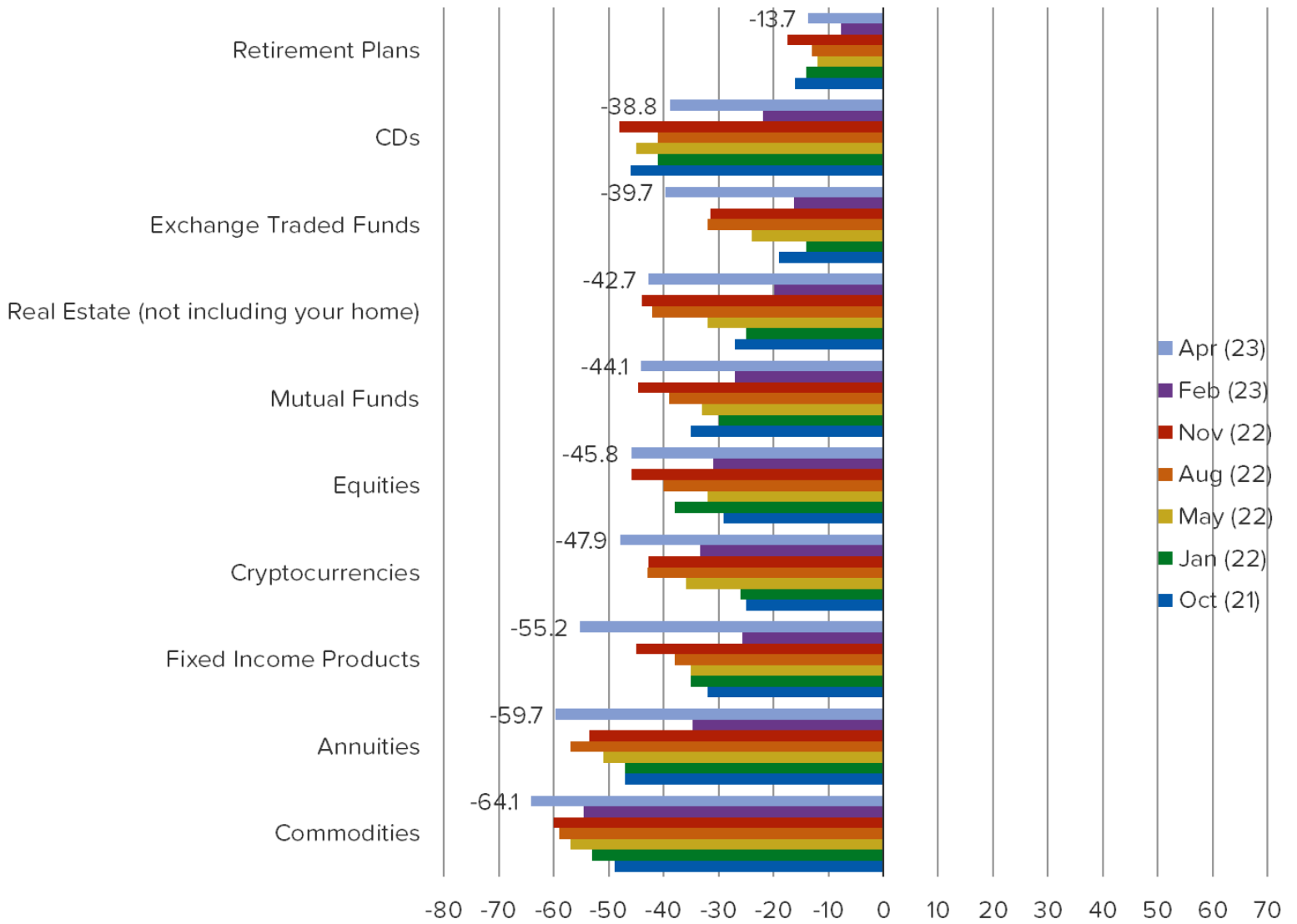
Posed to respondents who said they **are aware of each of the following**.



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	434
Equities (stocks)	390
Fixed Income Products (Bonds)	296
Real Estate (not including your home)	380
Mutual Funds	449
Exchange Traded Funds (ETFs)	238
CDs (Certificates of Deposit)	448
Retirement Plans	514
Annuities	345
Commodities	195

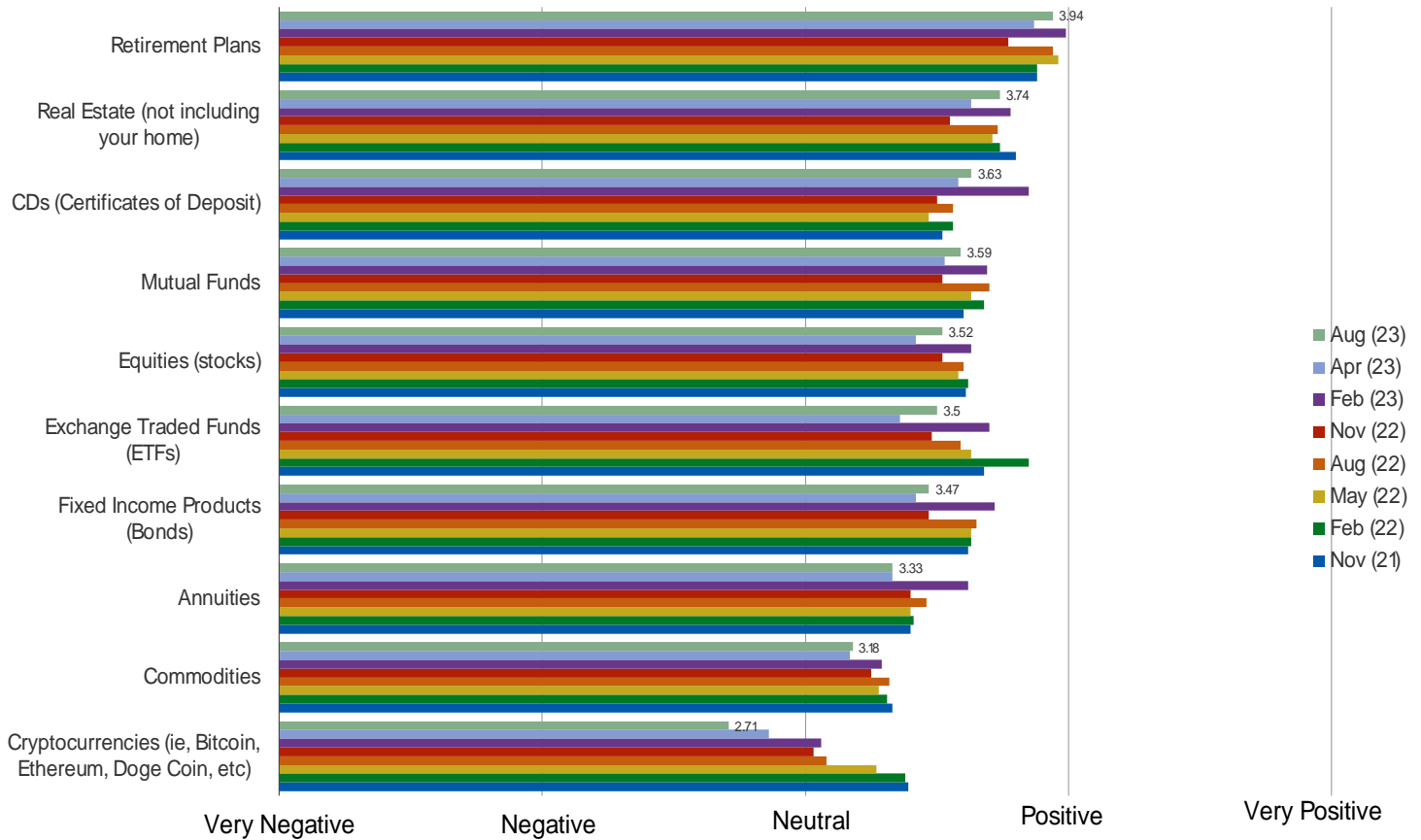
HOW LIKELY ARE YOU TO RECOMMEND BUYING THE FOLLOWING TO A FRIEND OR COLLEAGUE?

Posed to respondents who said they are aware of each of the following.



WHAT IS YOUR OPINION OF THE FOLLOWING:

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

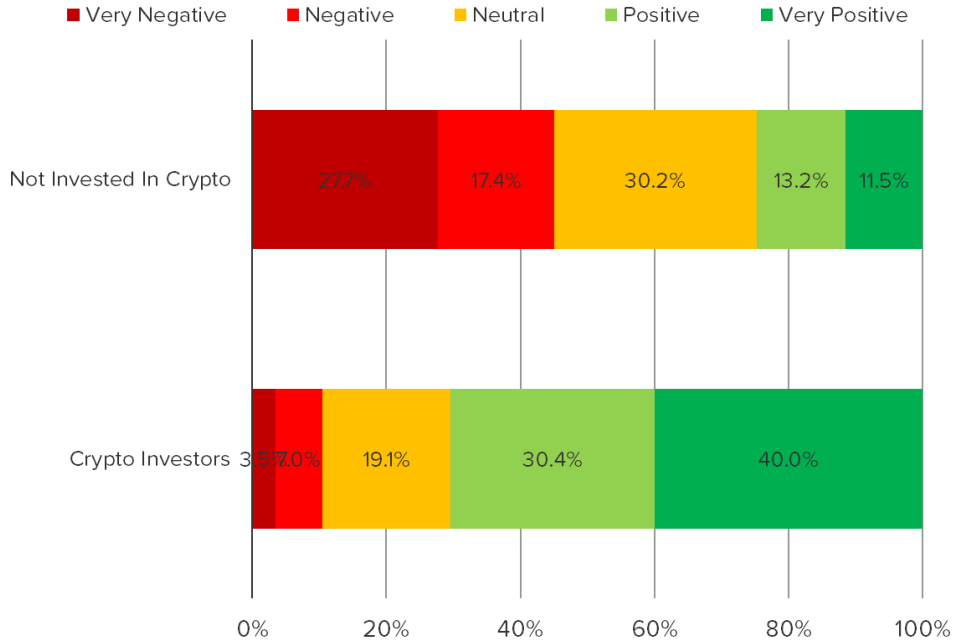


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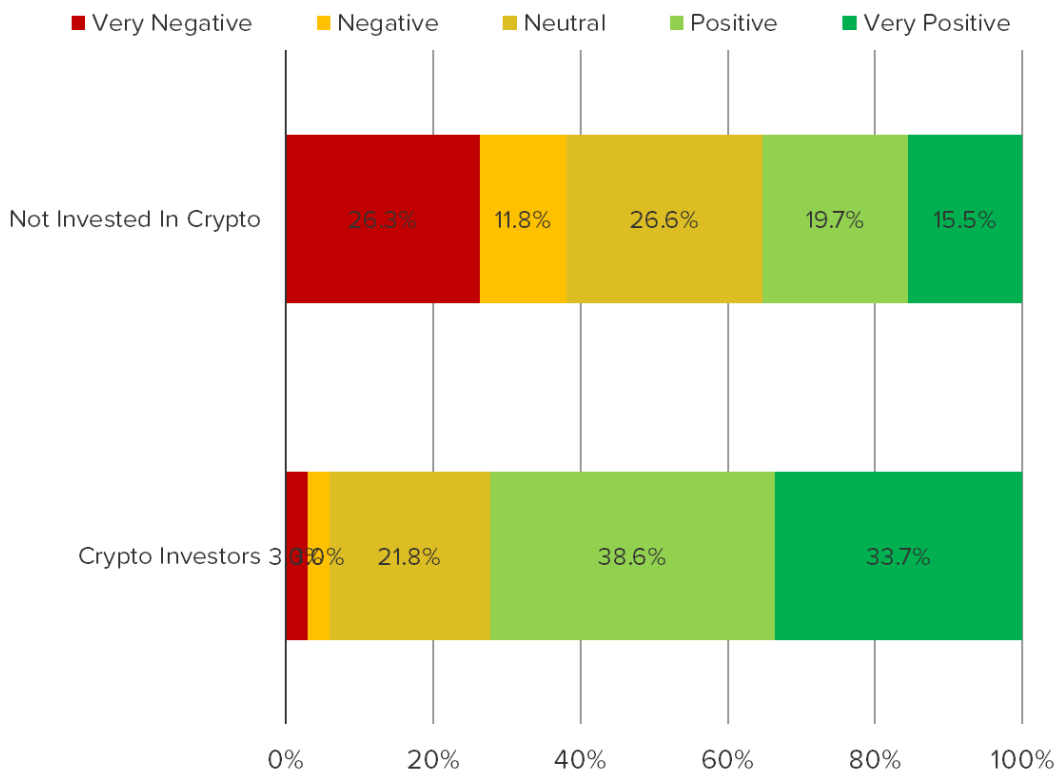
WHAT IS YOUR OPINION OF THE FOLLOWING: CRYPTOCURRENCIES

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

August 2023

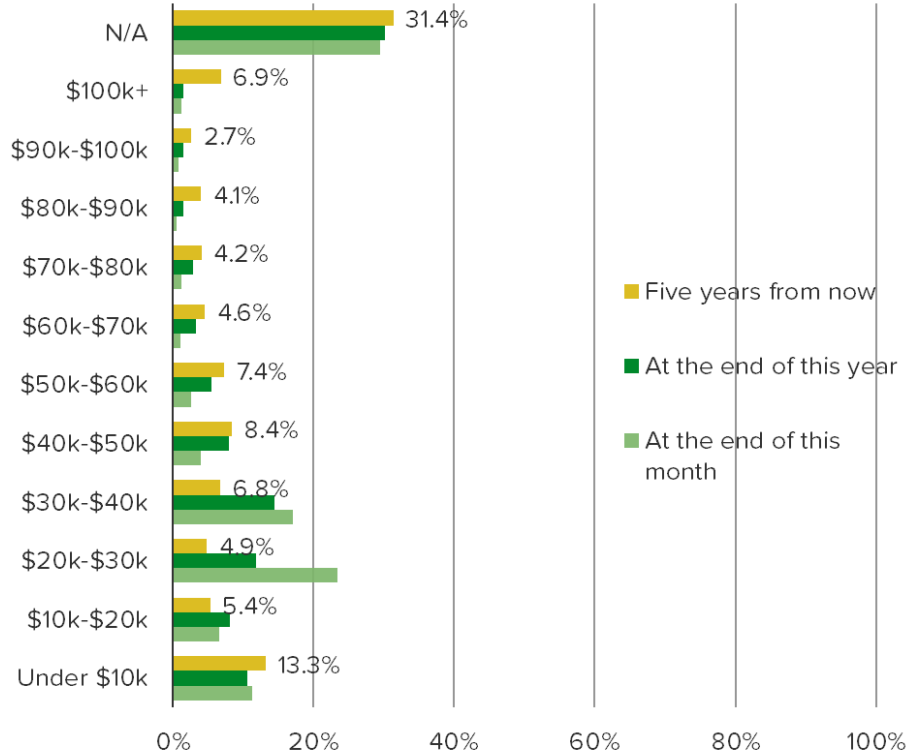


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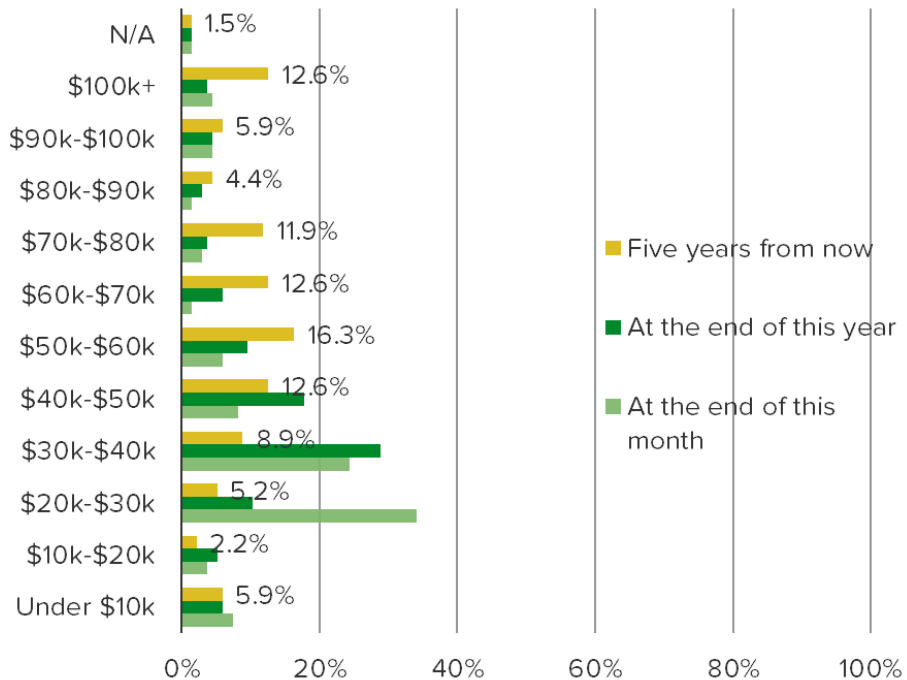


THE PRICE OF BITCOIN IS CURRENTLY ~\$29,000... WHAT DO YOU THINK THE PRICE OF BITCOIN WILL BE...

All respondents



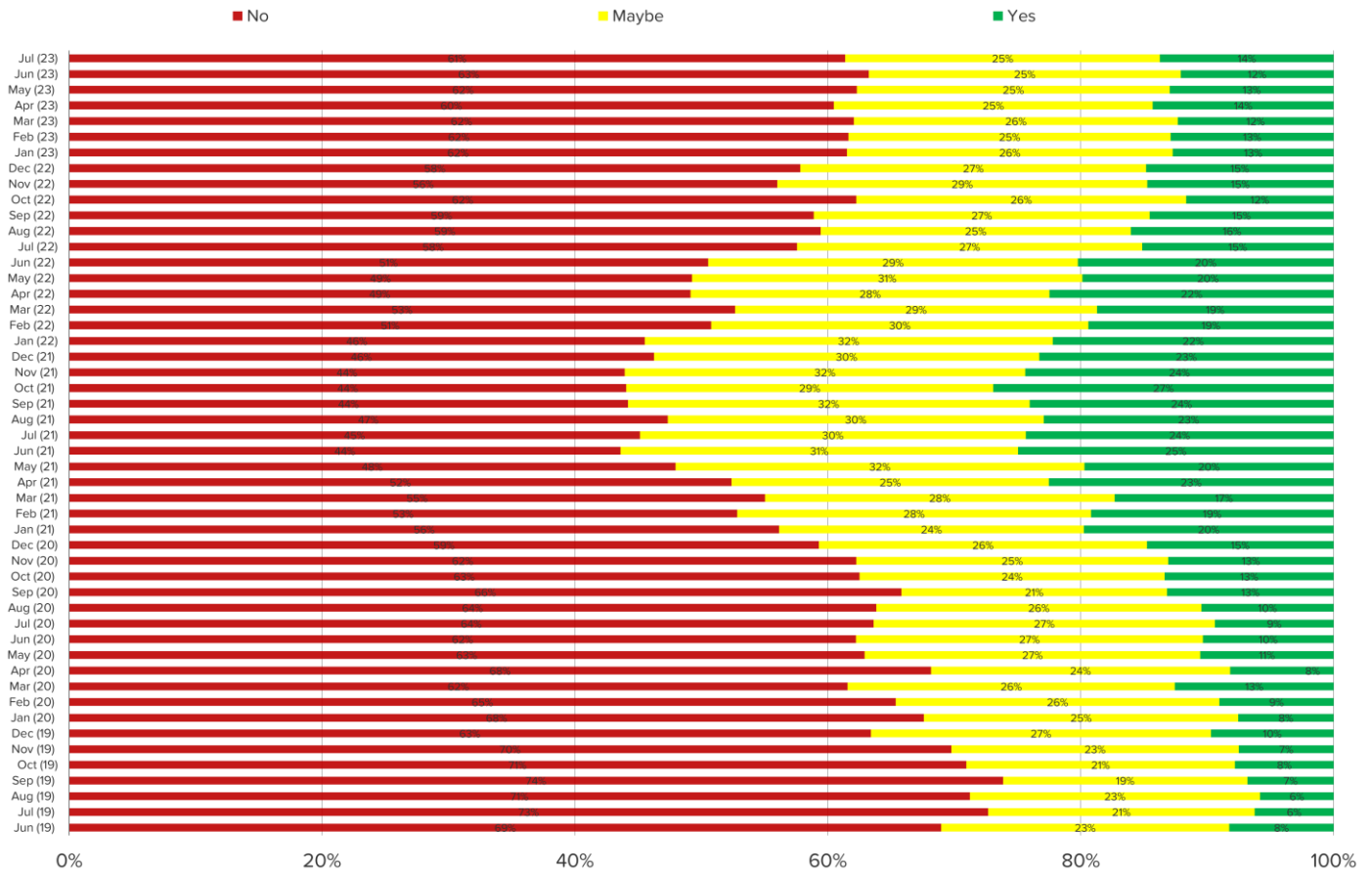
Cross-Tab: Respondents who are currently invested in cryptocurrencies



MONTHLY DATA - BITCOIN

DO YOU HAVE INTEREST IN BUYING BITCOIN?

Posed to respondents who are aware of Bitcoin.



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

Posed to respondents who are aware of Bitcoin.

