

Bespoke Survey Research

November 2023

Mobile Payments, Crypto, and Investments

Volume 21 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: PYPL, SQ, COIN, HOOD.

KPIs and Key questions

MOBILE PAYMENTS

Usage of mobile payment apps has been holding mostly steady. Consumers continue to view it as a popularity gainer. Cash App sentiment feedback continues to be mostly positive with a large share of those who use it saying that they like it the best.

CASH APP

The share who consider Cash App to be their primary bank has declined in the last couple of quarters. The share of users who say this is still reasonably high, but lower than recent historical readings.

CRYPTO FEEDBACK

The share of respondents who have crypto investments has dipped q/q. NPS for crypto from those who own it also flipped to negative from positive. On the other hand, in our monthly tracker, the share of consumers expressing interest in buying Bitcoin has increased for a few months in a row off series lows.

Noteworthy Stats:

10.7% Of respondents said they have crypto investments.

47.5% Of respondents who use Cash App consider Cash App to be their primary bank.

68.7% Of respondents said they use PayPal.

12.4% Of respondents said they would use Cash App if they could only use one of the mobile payment platforms we ask about.

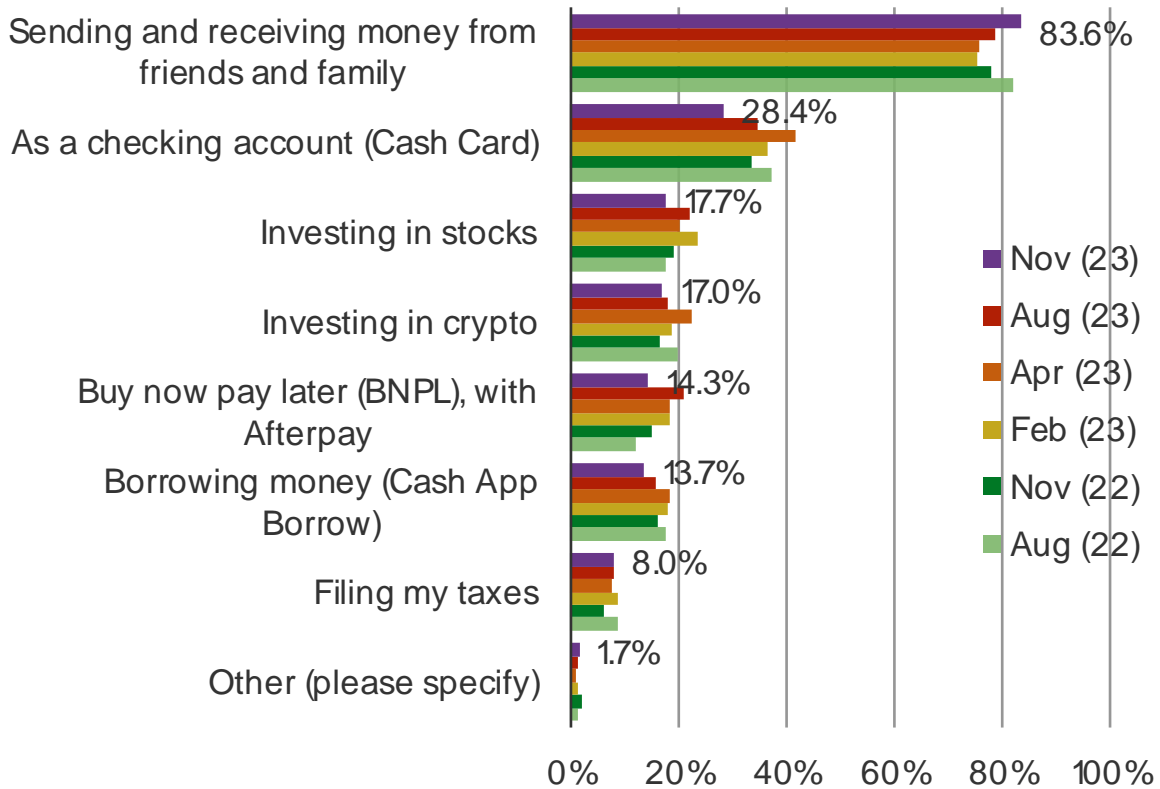
21.4% Of respondents who use Cash App indicated that they would be interested in a credit card from Cash App.

PAYMENTS

CASH APP DEEP DIVE

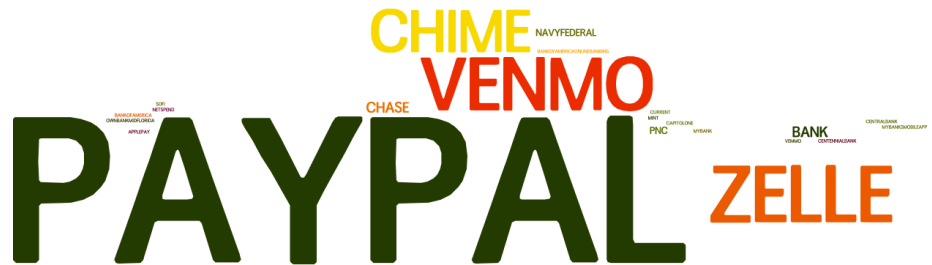
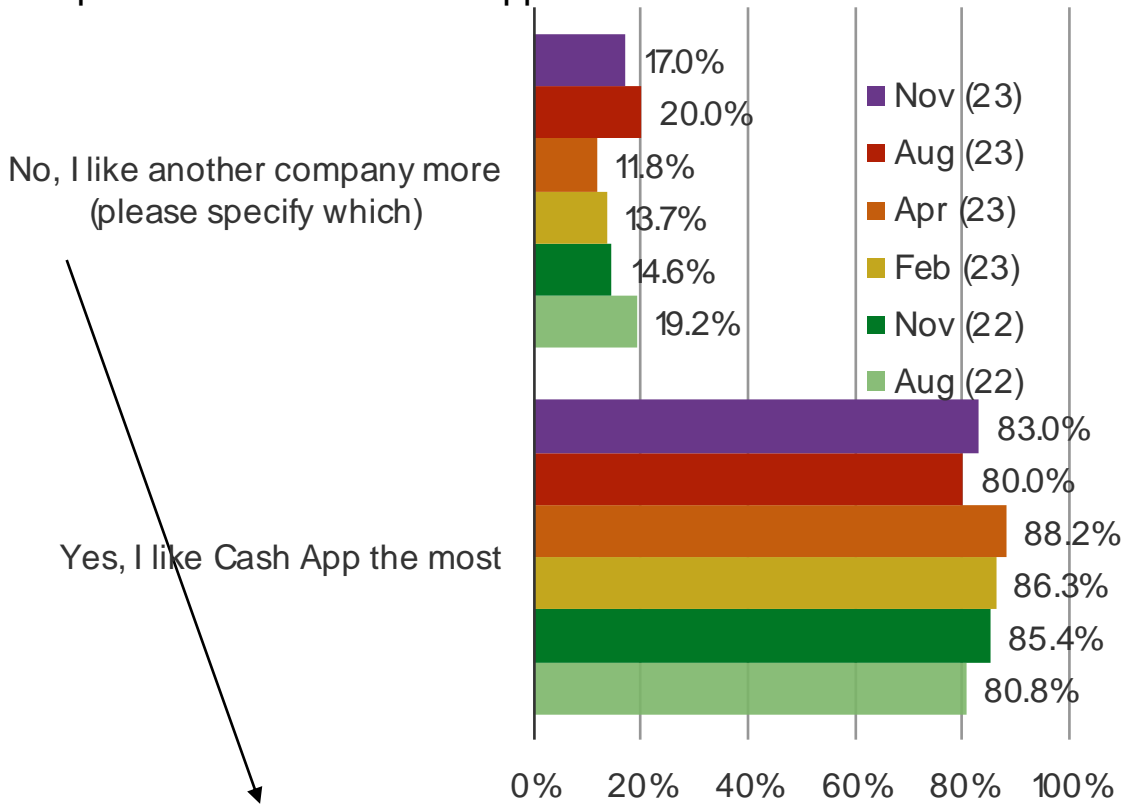
WHAT DO YOU USE CASH APP FOR? SELECT ALL THAT APPLY

Posed to all respondents who use Cash App.



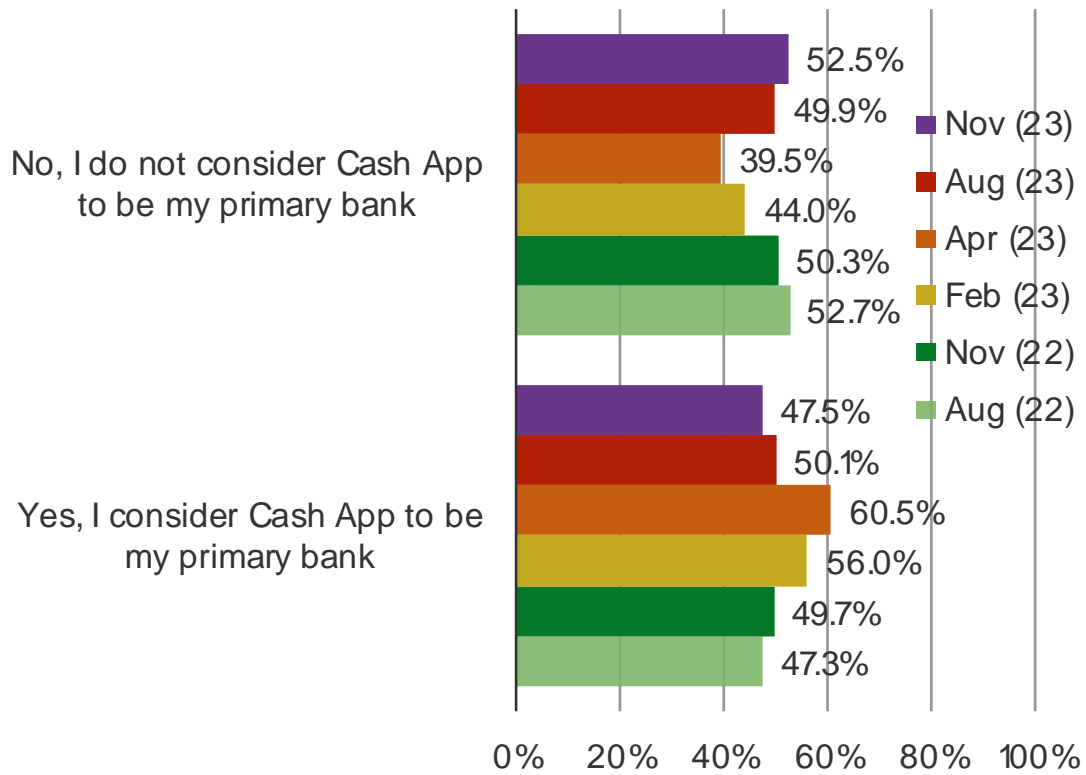
OF ALL THE COMPANIES YOU WORK WITH TO MANAGE YOUR MONEY AND SPENDING (BANKS, MOBILE APPS, ETC.), IS CASH APP THE ONE YOU LIKE BEST? IF NOT, PLEASE NAME THE COMPANY / COMPANIES YOU LIKE MORE.

Posed to all respondents who use Cash App.



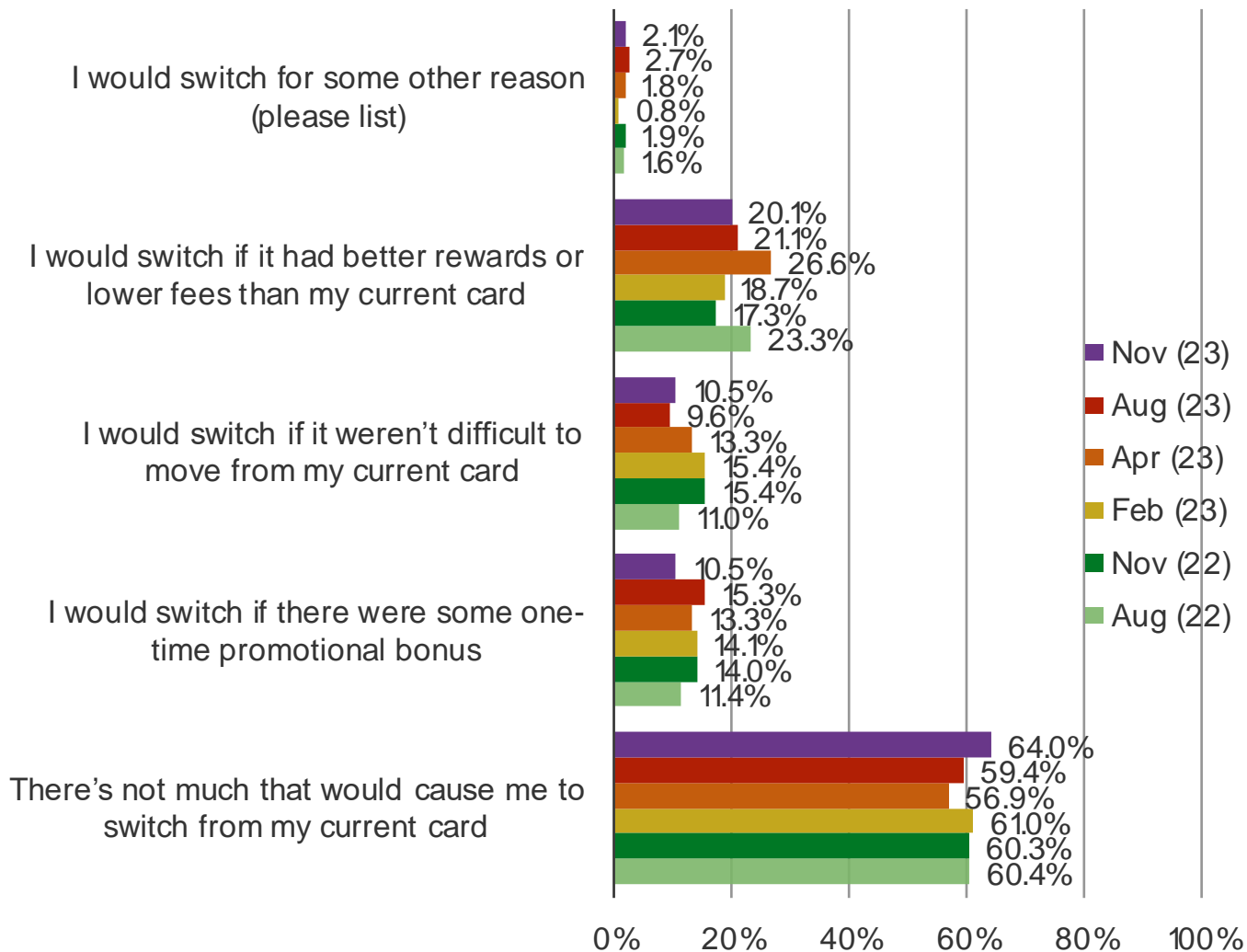
WOULD YOU CONSIDER CASH APP TO BE YOUR PRIMARY BANK (IN OTHER WORDS, YOUR DEFAULT ACCOUNT FOR SAVINGS)?

Posed to all respondents who use Cash App.



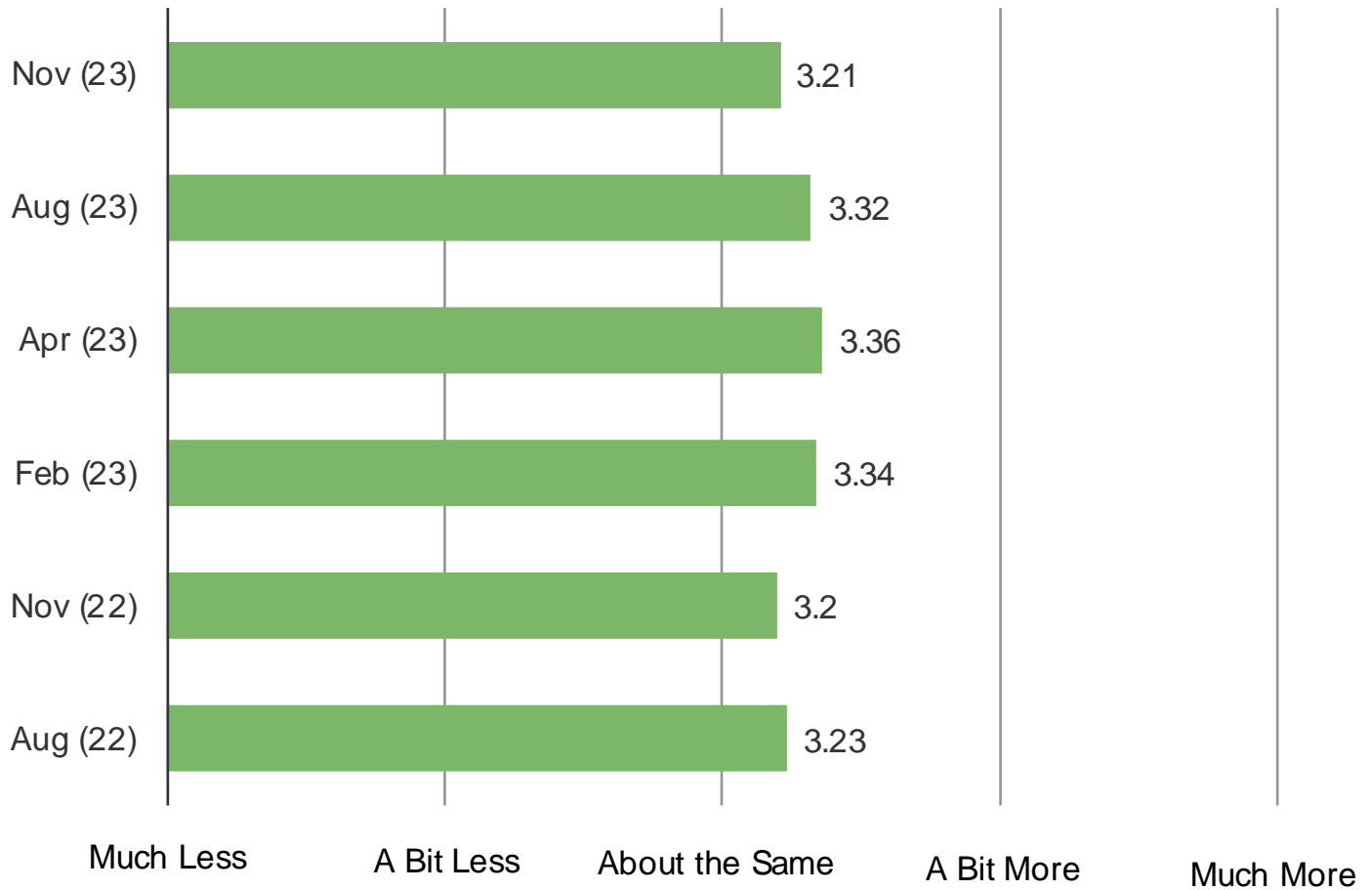
WOULD ANY OF THE FOLLOWING LEAD YOU TO CONSIDER MAKING CASH APP YOUR PRIMARY BANK?
SELECT ALL THAT APPLY

Posed to all respondents who use Cash App.



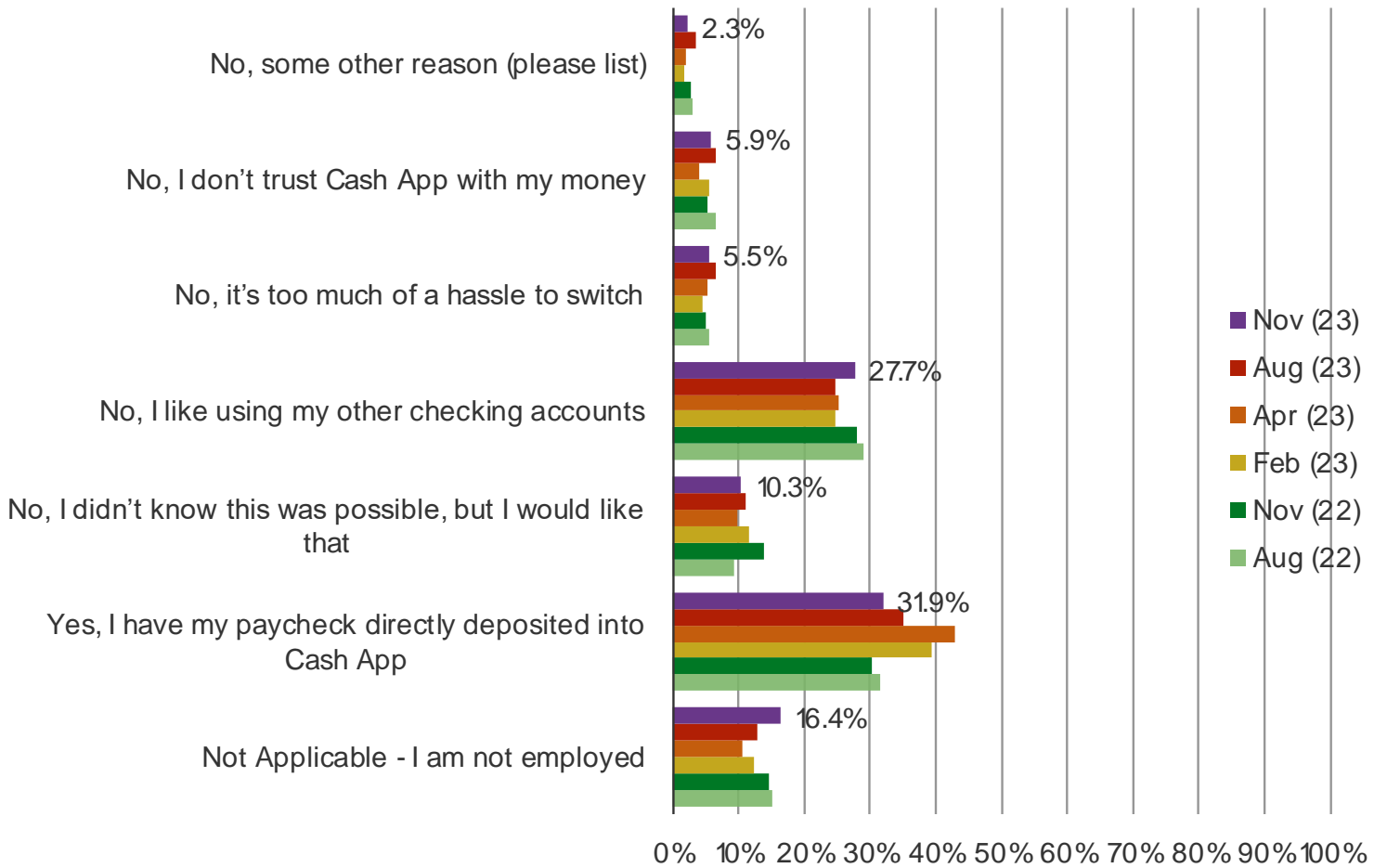
WHAT WOULD YOU GUESS YOUR TOTAL SAVING AND SPENDING THROUGH CASH APP WILL BE IN A FEW YEARS COMPARED TO NOW?

Posed to all respondents who use Cash App.



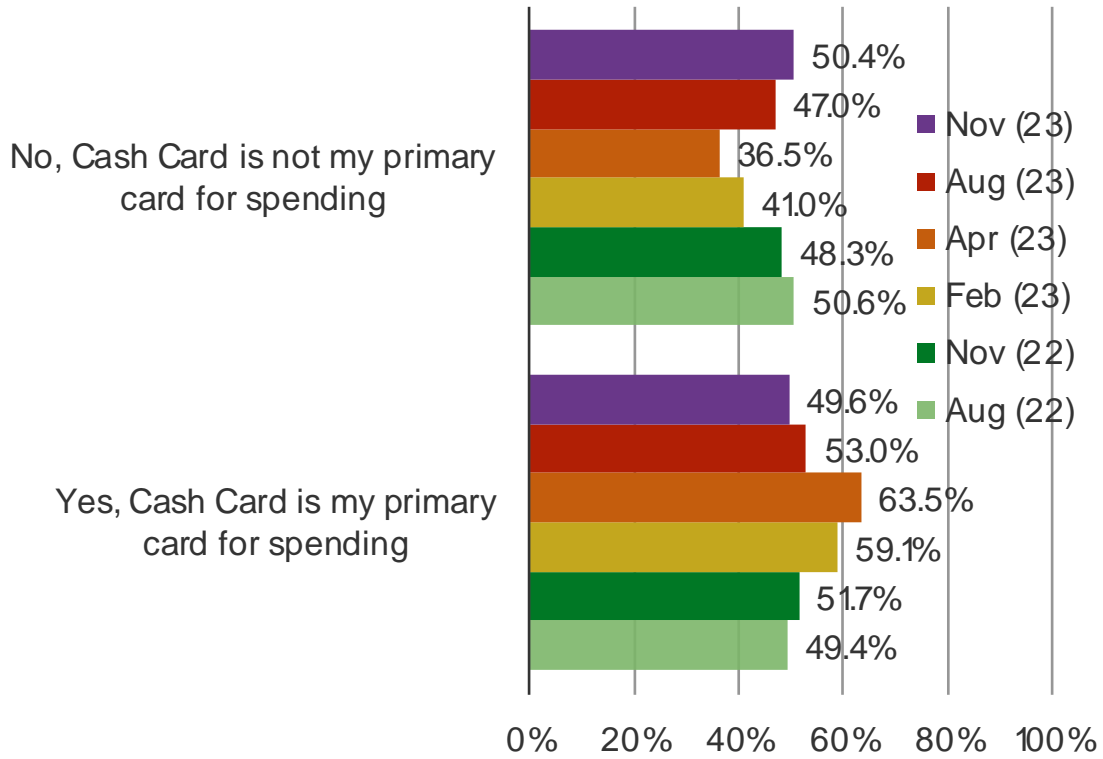
DO YOU HAVE YOUR PAYCHECK DEPOSITED DIRECTLY INTO CASH APP?

Posed to all respondents who use Cash App.



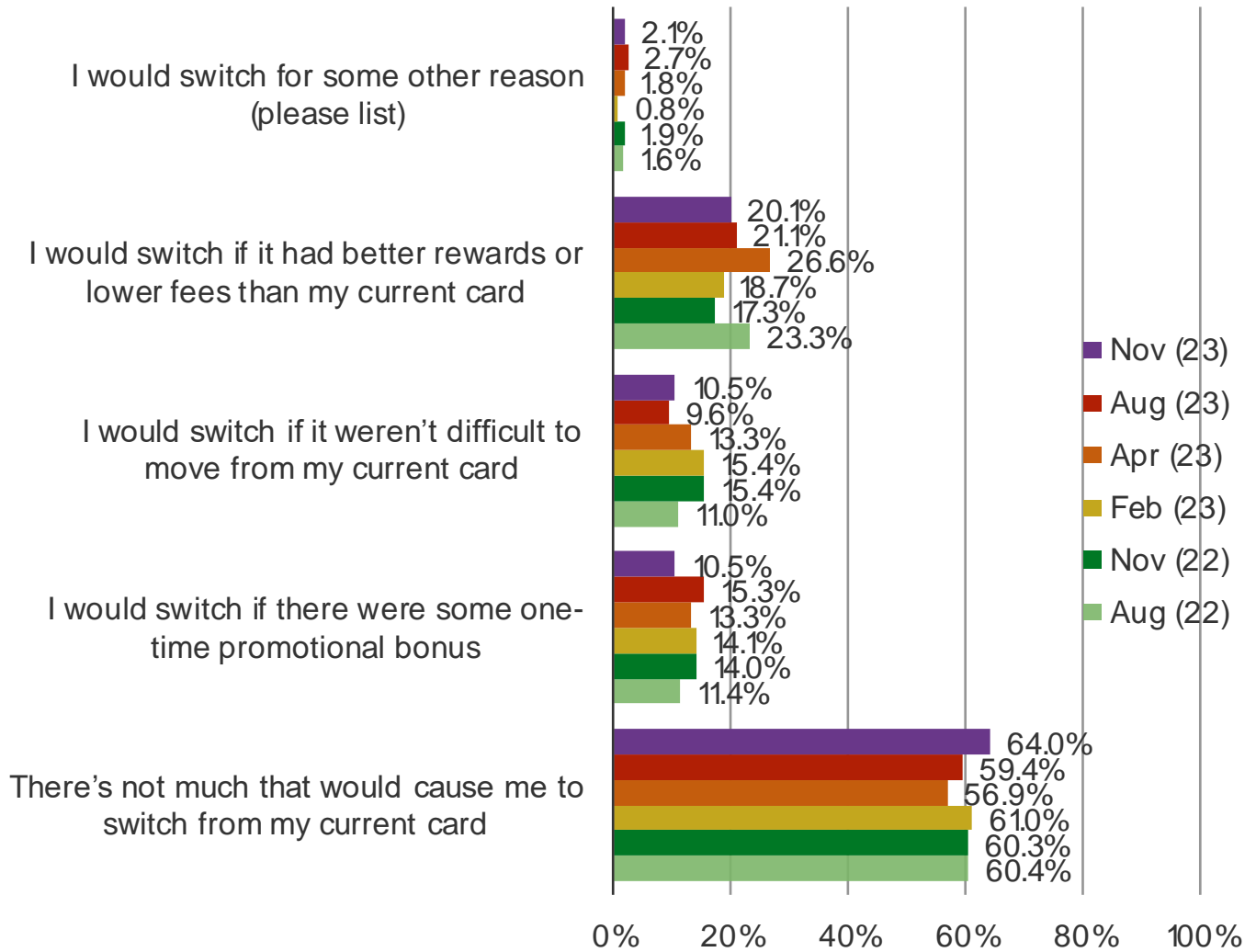
WOULD YOU CONSIDER THE CASH CARD TO BE YOUR PRIMARY CARD FOR SPENDING (AS OPPOSED TO OTHER DEBIT CARDS OR CREDIT CARDS)?

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)

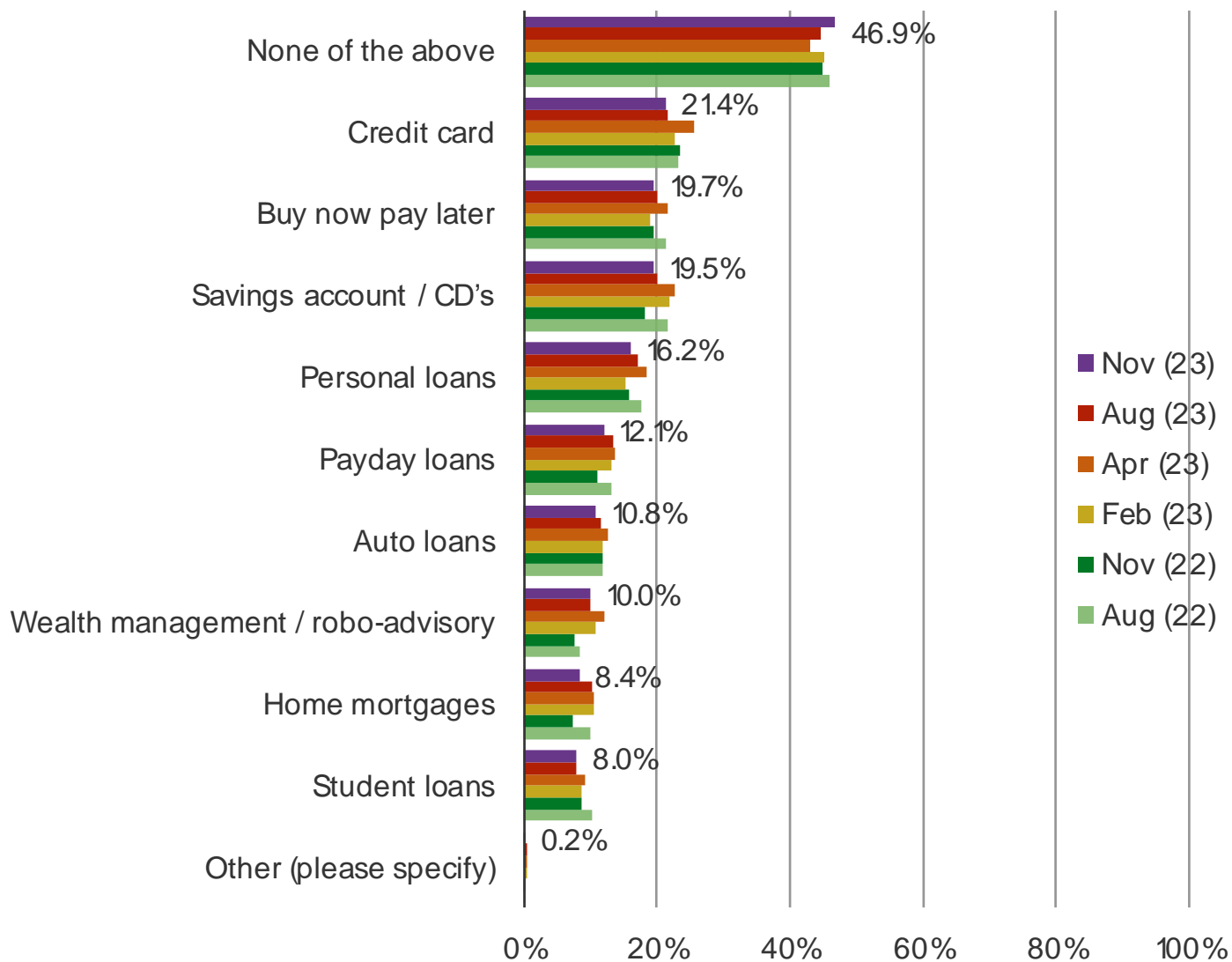
Posed to all respondents who use Cash App.



Mobile Payments, Crypto, and Investments

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

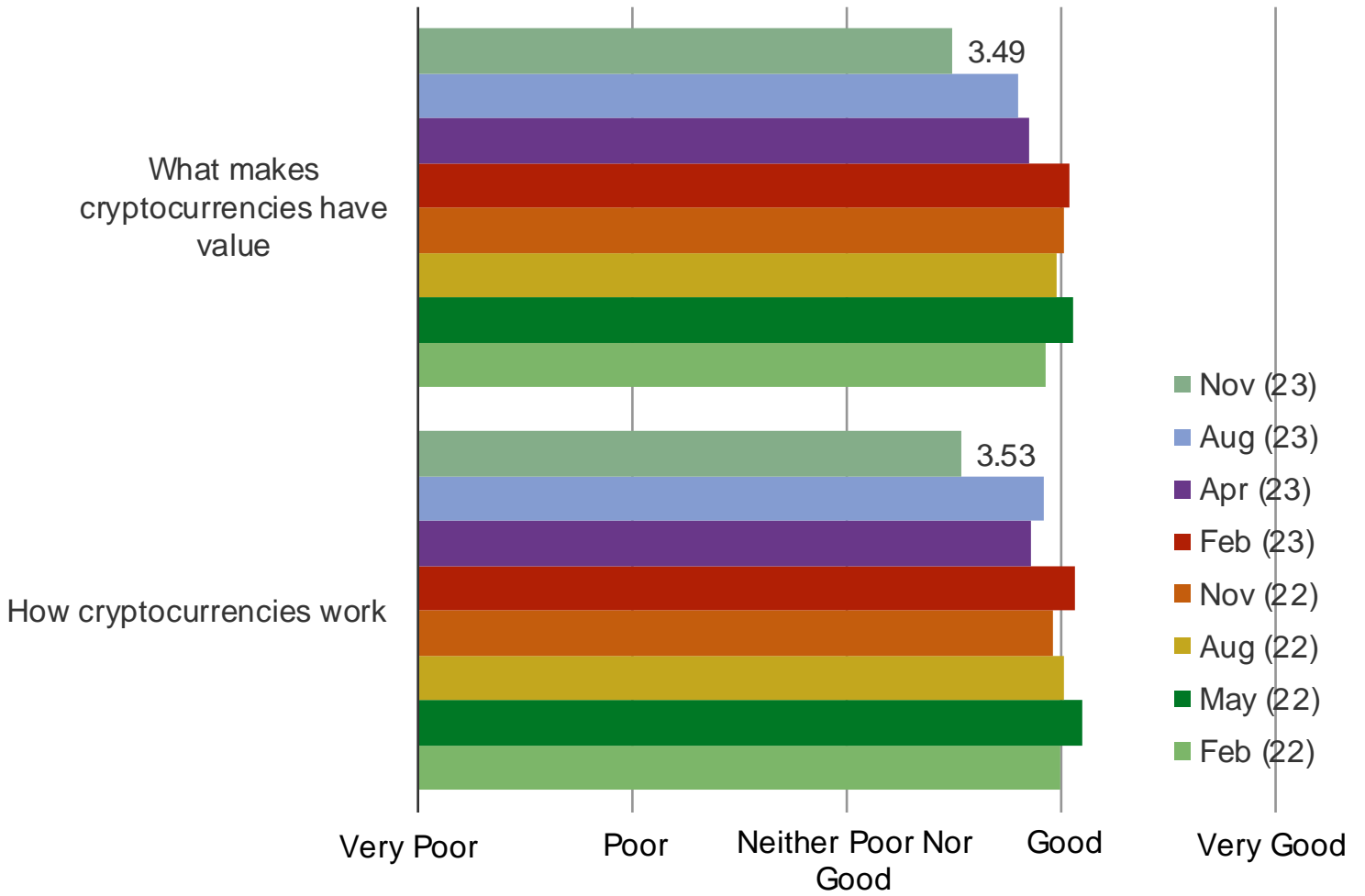
Posed to all respondents who use Cash App.



CRYPTO QUESTIONS

HOW WELL DO YOU FEEL YOU UNDERSTAND...

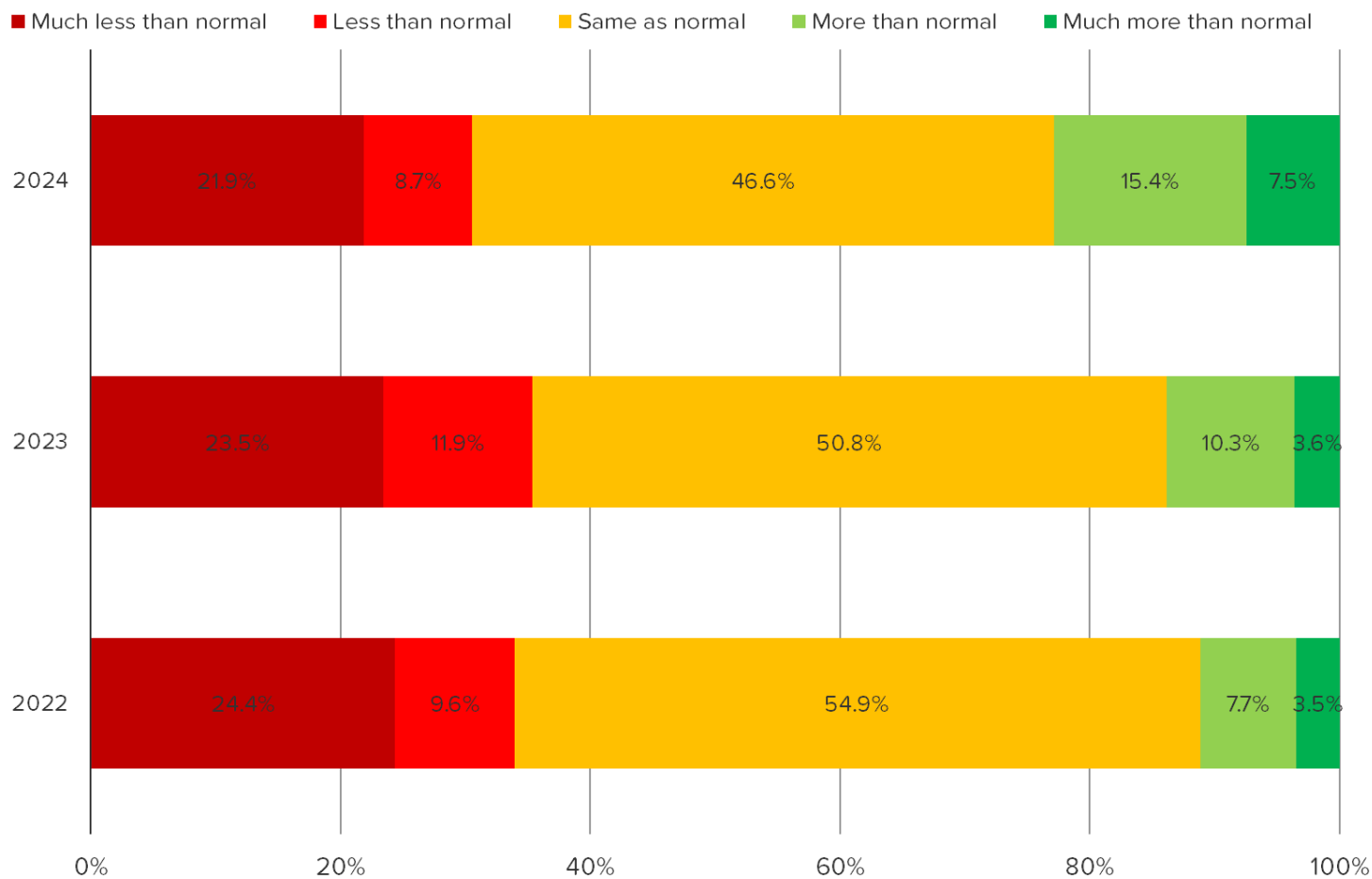
Posed to all respondents currently own cryptocurrency (N = 107).



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

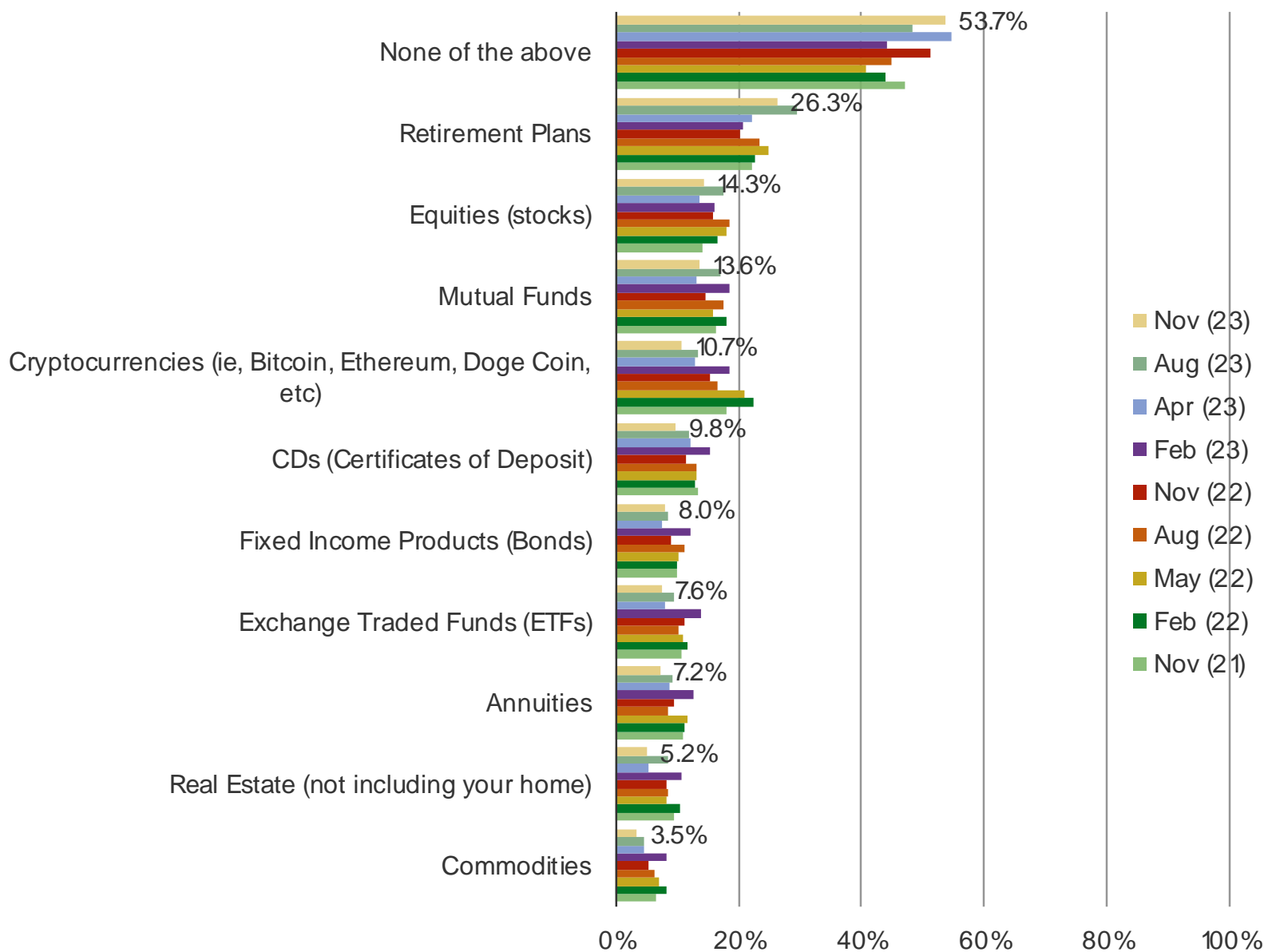
Posed to all respondents.

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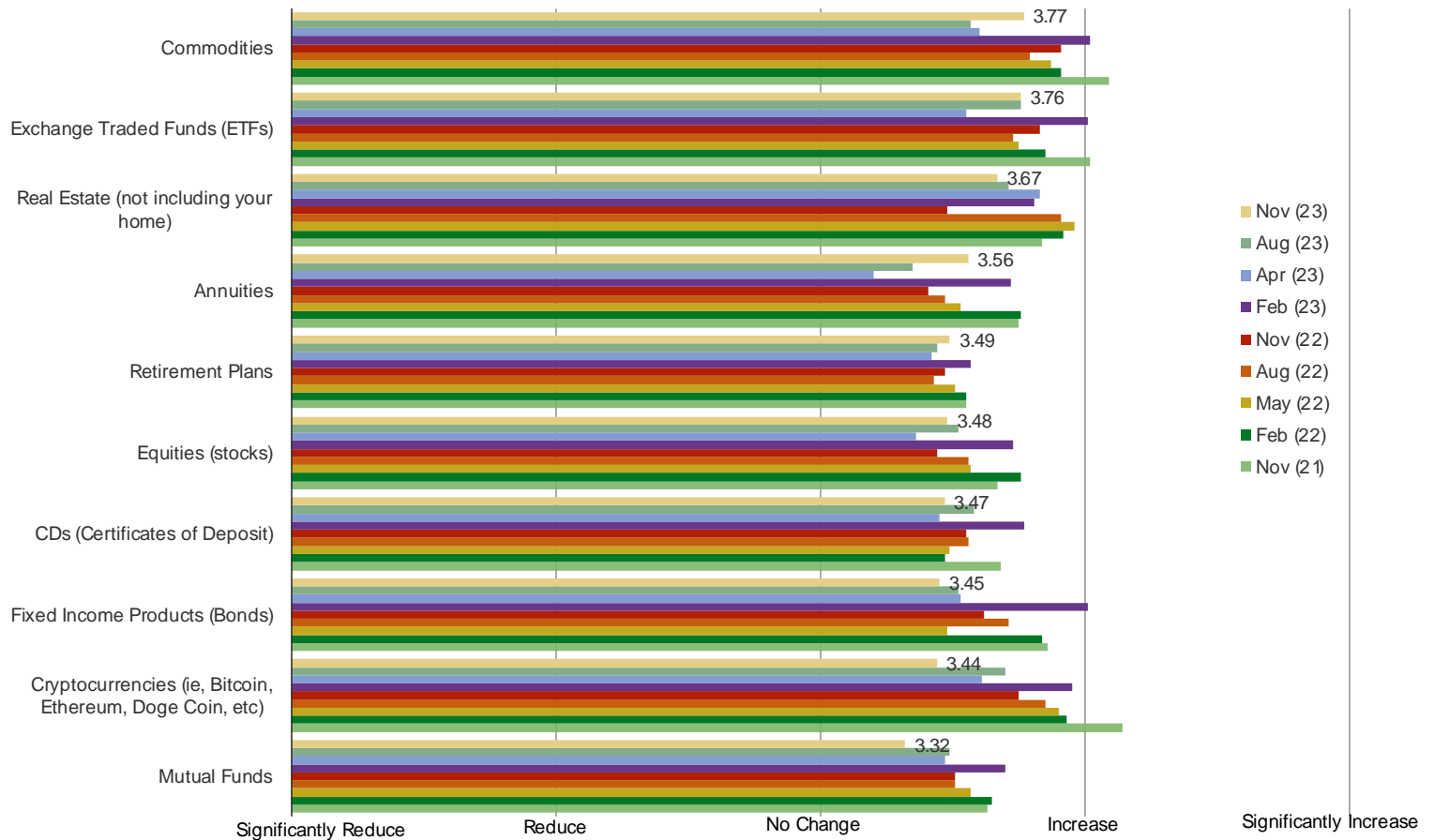
DO YOU CURRENTLY HAVE ANY INVESTMENTS IN ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents.



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

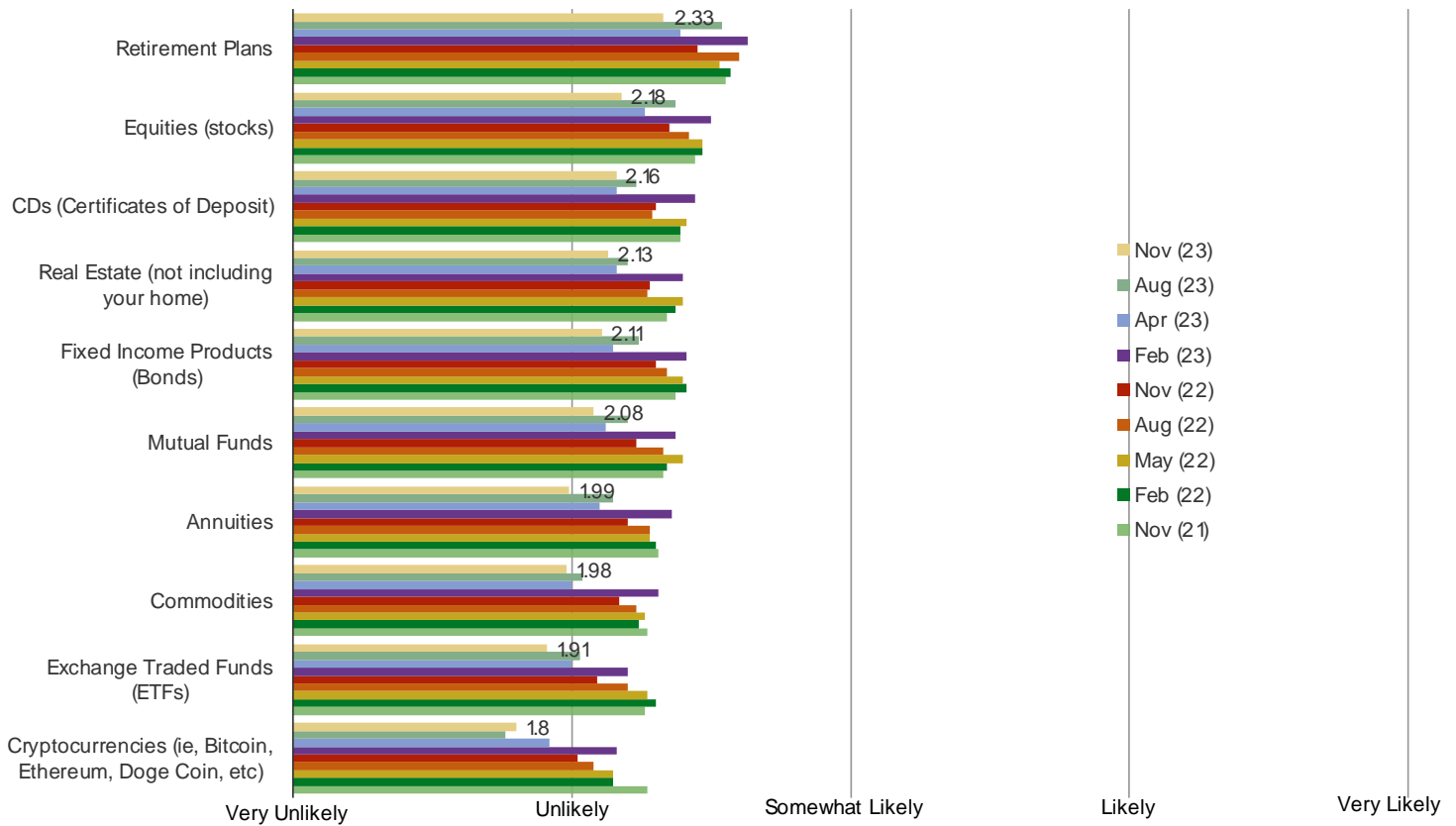
Posed to respondents who said they currently invest in each of the following.



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	107
Equities (stocks)	143
Fixed Income Products (Bonds)	80
Real Estate (not including your home)	52
Mutual Funds	136
Exchange Traded Funds (ETFs)	76
CDs (Certificates of Deposit)	98
Retirement Plans	263
Annuities	72
Commodities	35

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

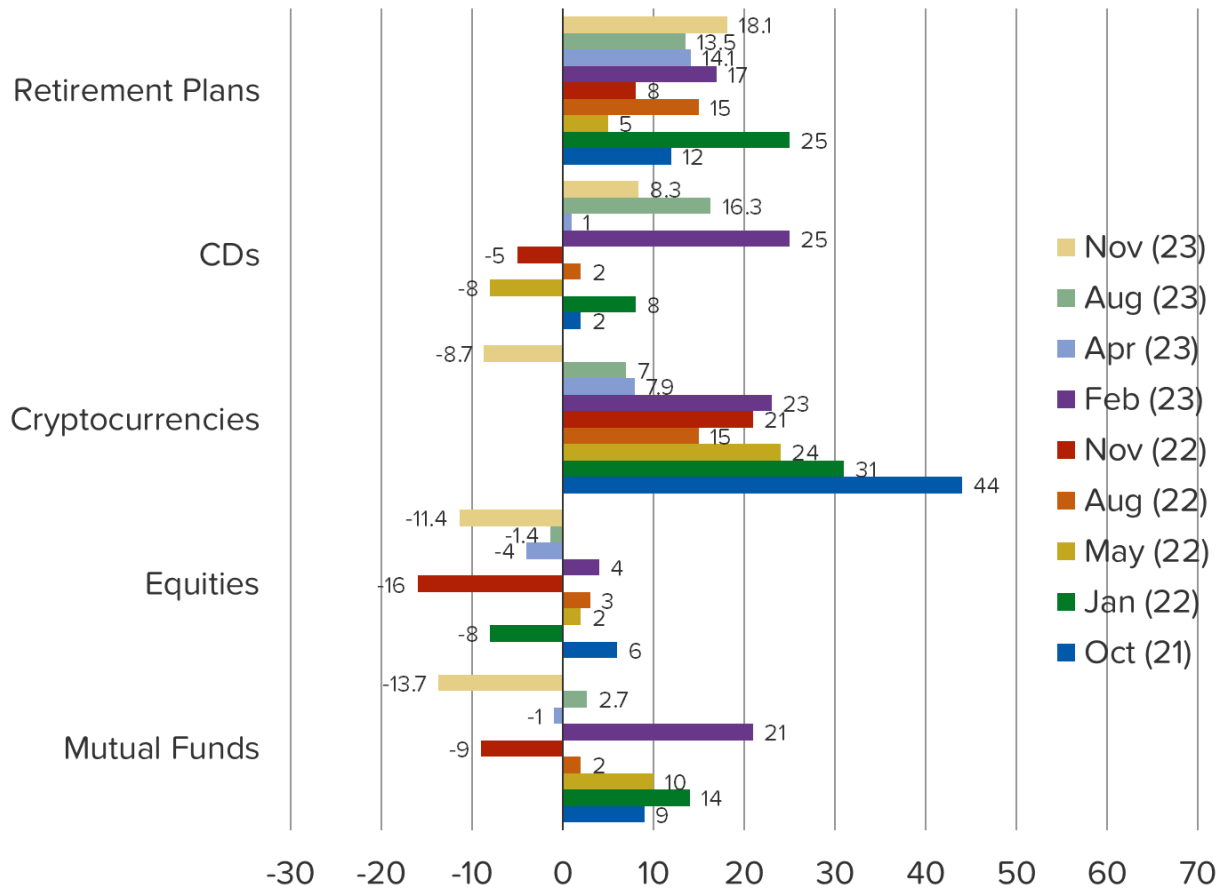
Posed to respondents who DO NOT currently invest in each of the following:



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	895
Equities (stocks)	859
Fixed Income Products (Bonds)	922
Real Estate (not including your home)	950
Mutual Funds	866
Exchange Traded Funds (ETFs)	926
CDs (Certificates of Deposit)	904
Retirement Plans	739
Annuities	930
Commodities	967

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**.

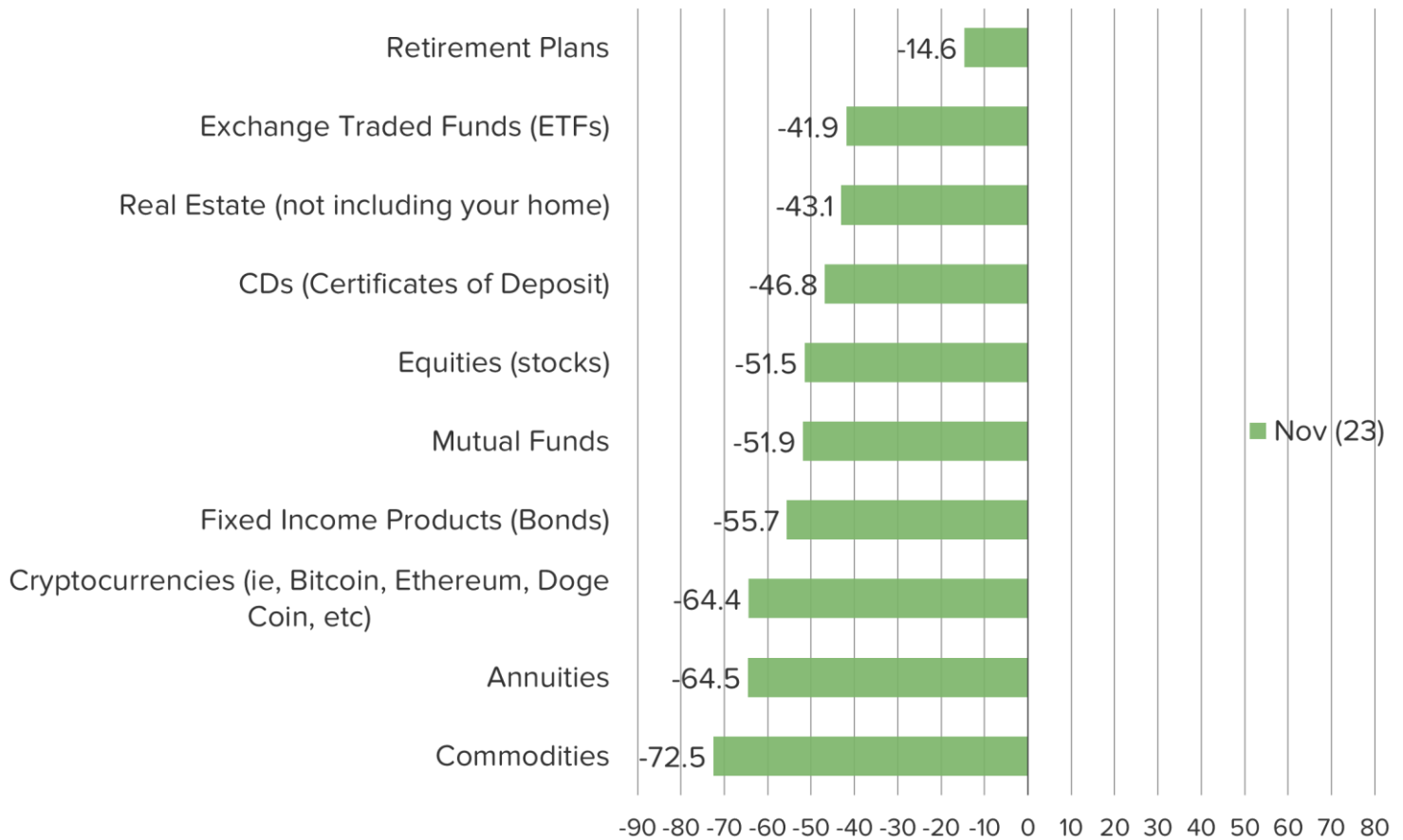


	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	92
Equities	114
Mutual Funds	102
Retirement Plans	232
CDs	84

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

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

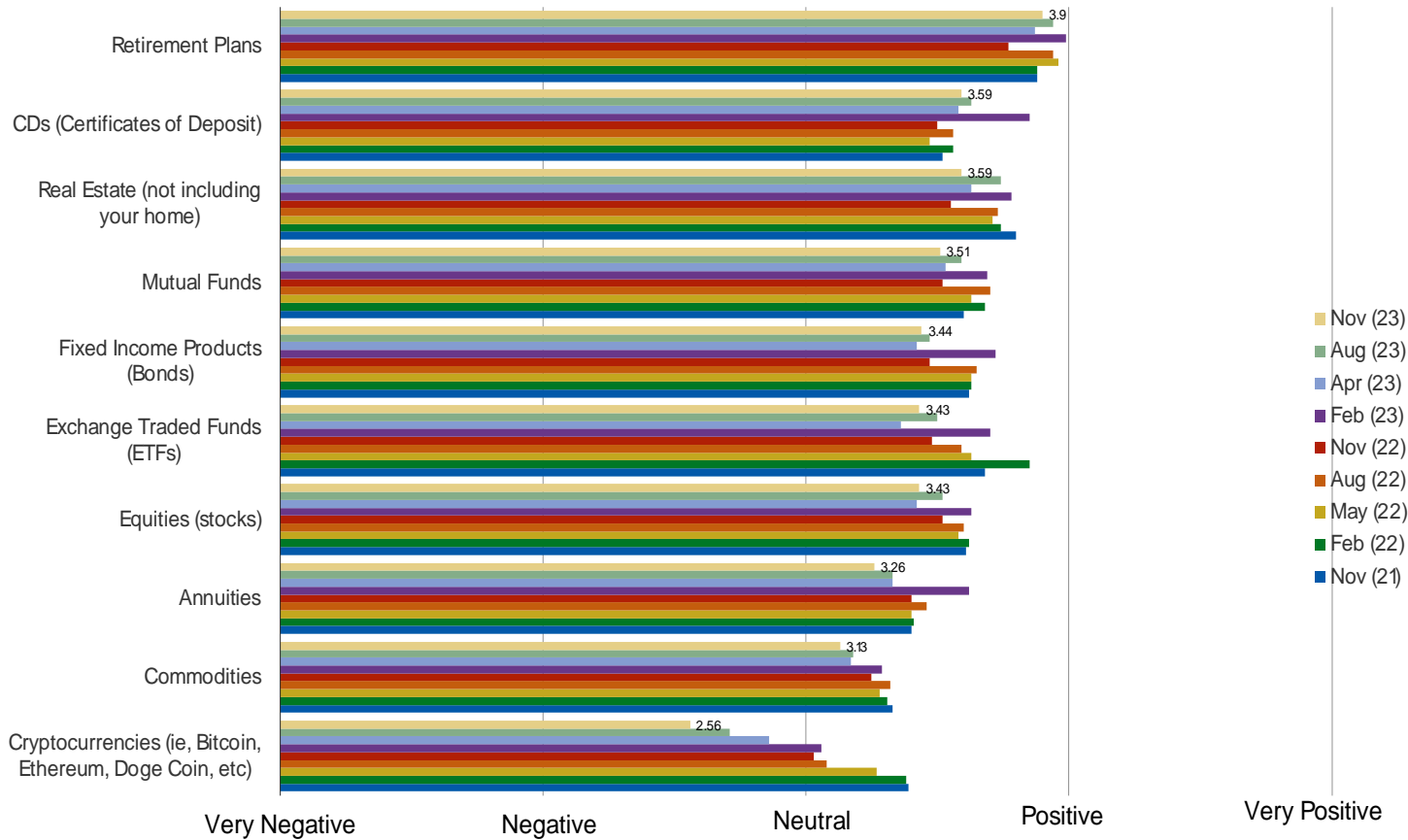
Posed to respondents who said they **are aware of each of the following**.



	N=
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	399
Equities (stocks)	371
Fixed Income Products (Bonds)	271
Real Estate (not including your home)	360
Mutual Funds	393
Exchange Traded Funds (ETFs)	217
CDs (Certificates of Deposit)	412
Retirement Plans	494
Annuities	332
Commodities	211

WHAT IS YOUR OPINION OF THE FOLLOWING:

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

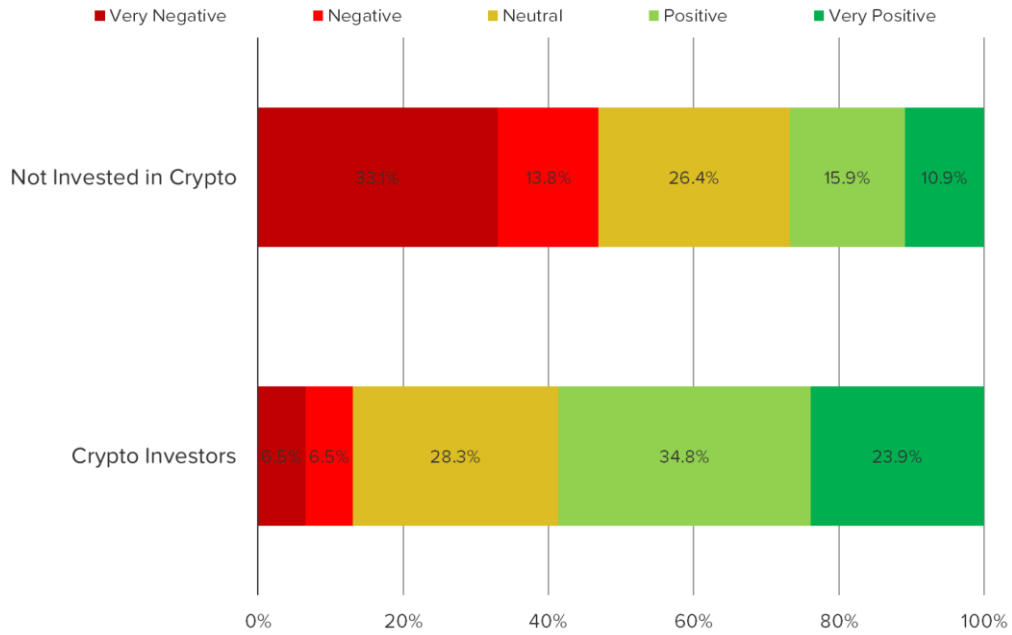


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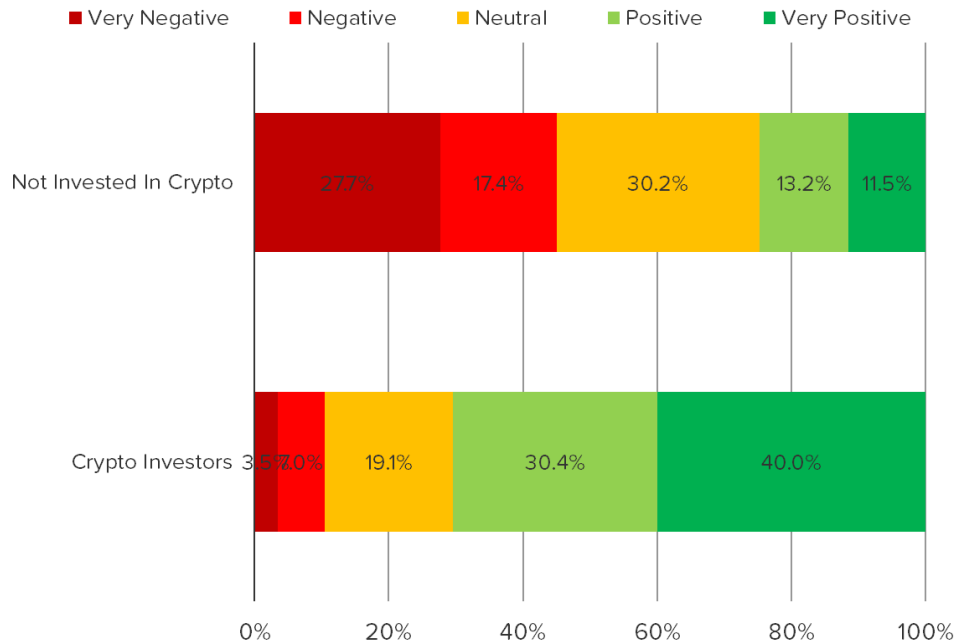
WHAT IS YOUR OPINION OF THE FOLLOWING: CRYPTOCURRENCIES

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

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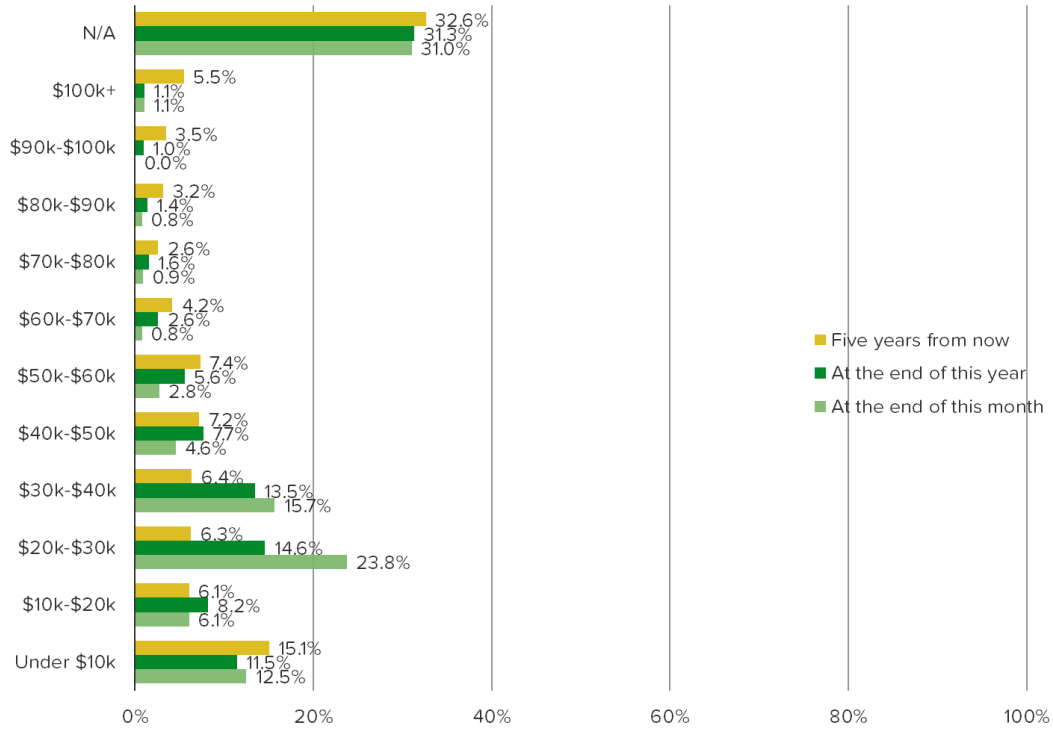


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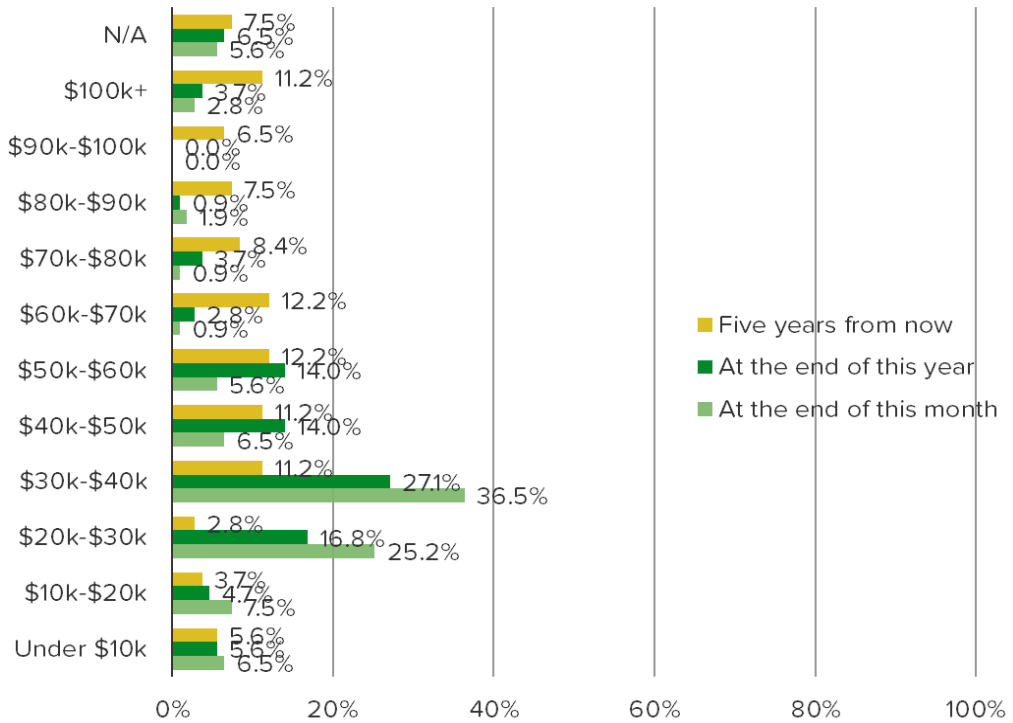


WHAT DO YOU THINK THE PRICE OF BITCOIN WILL BE...

All respondents



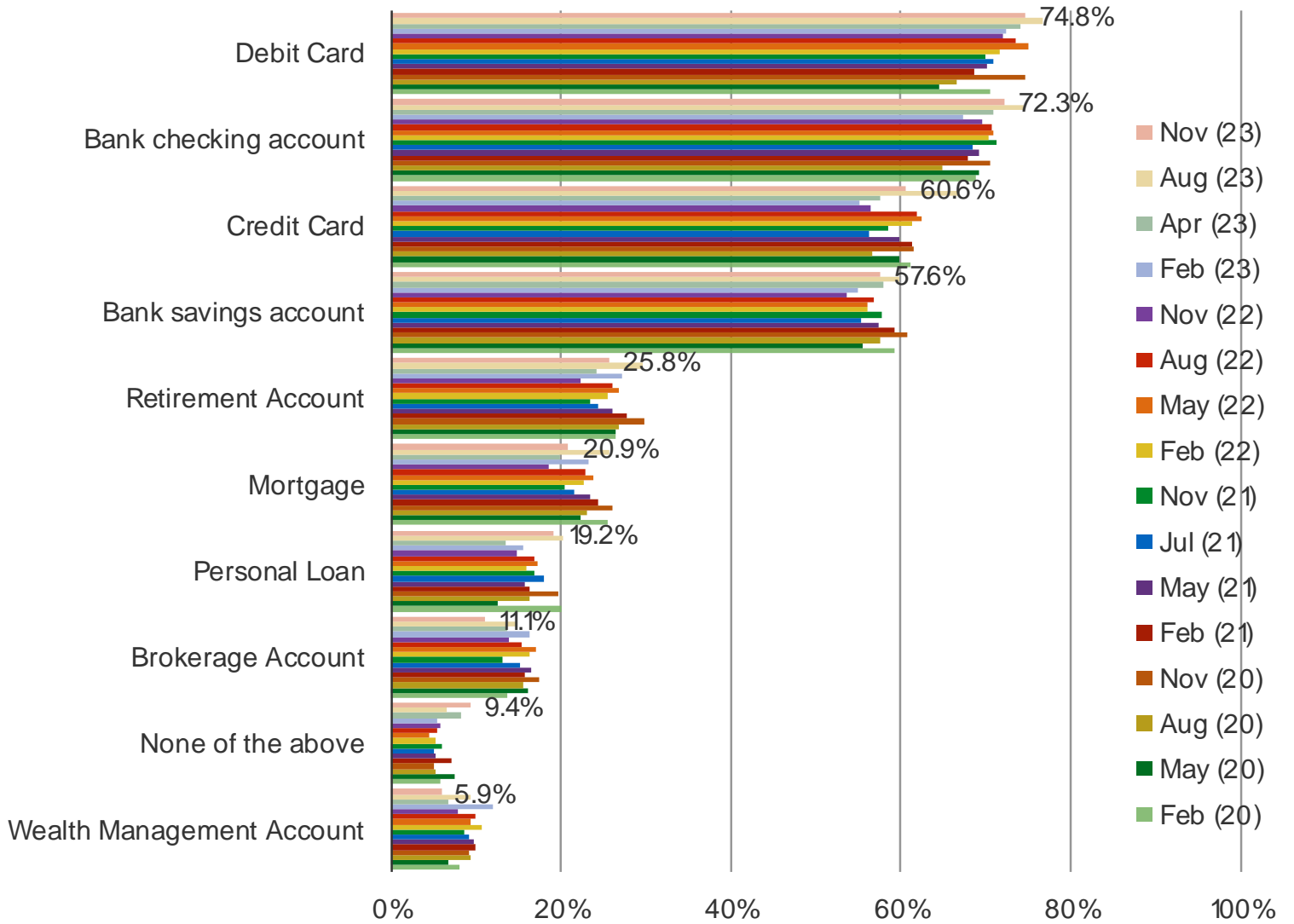
Cross-Tab: Respondents who are currently invested in cryptocurrencies



SECTOR TRENDS

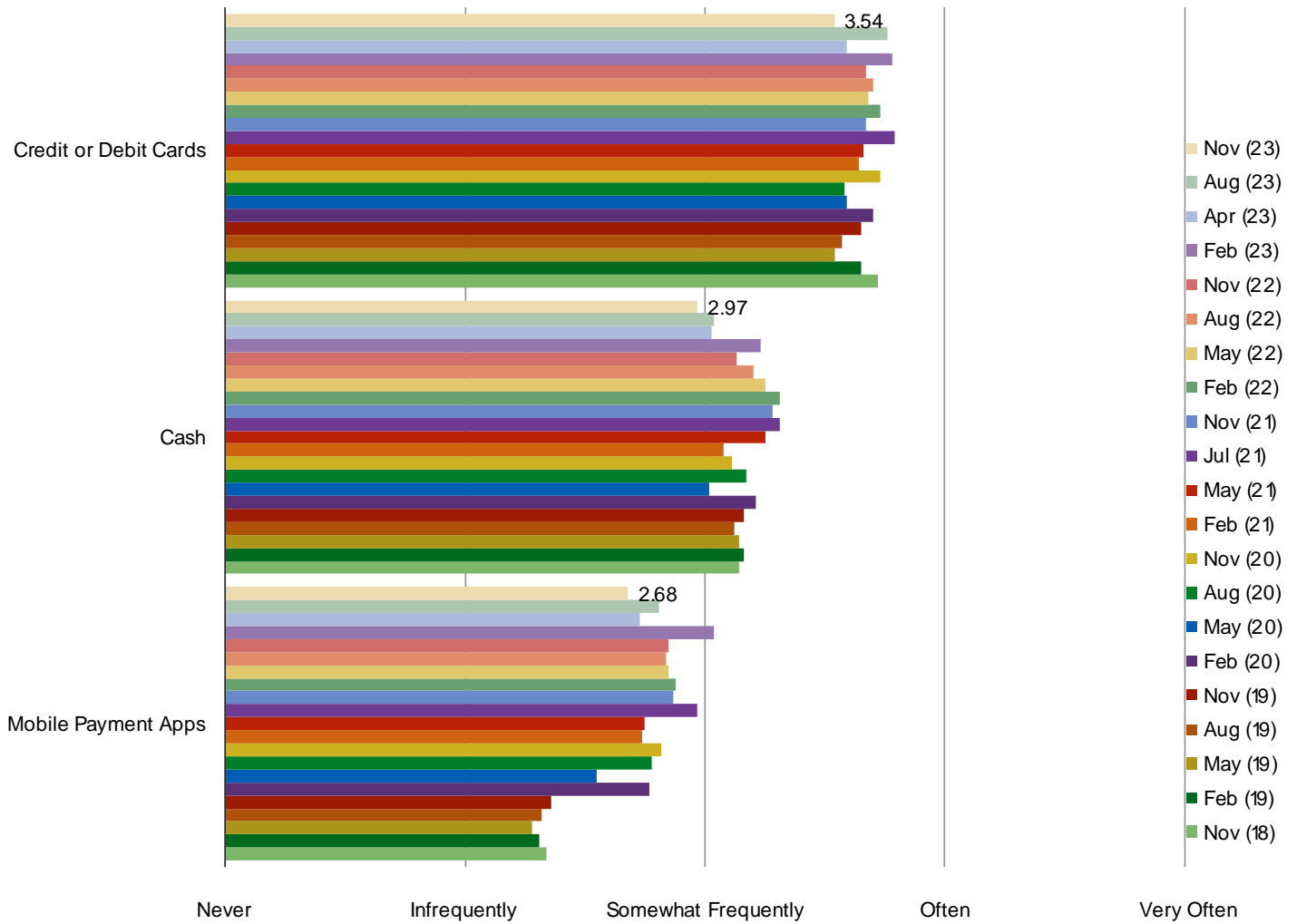
DO YOU PERSONALLY HAVE ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents



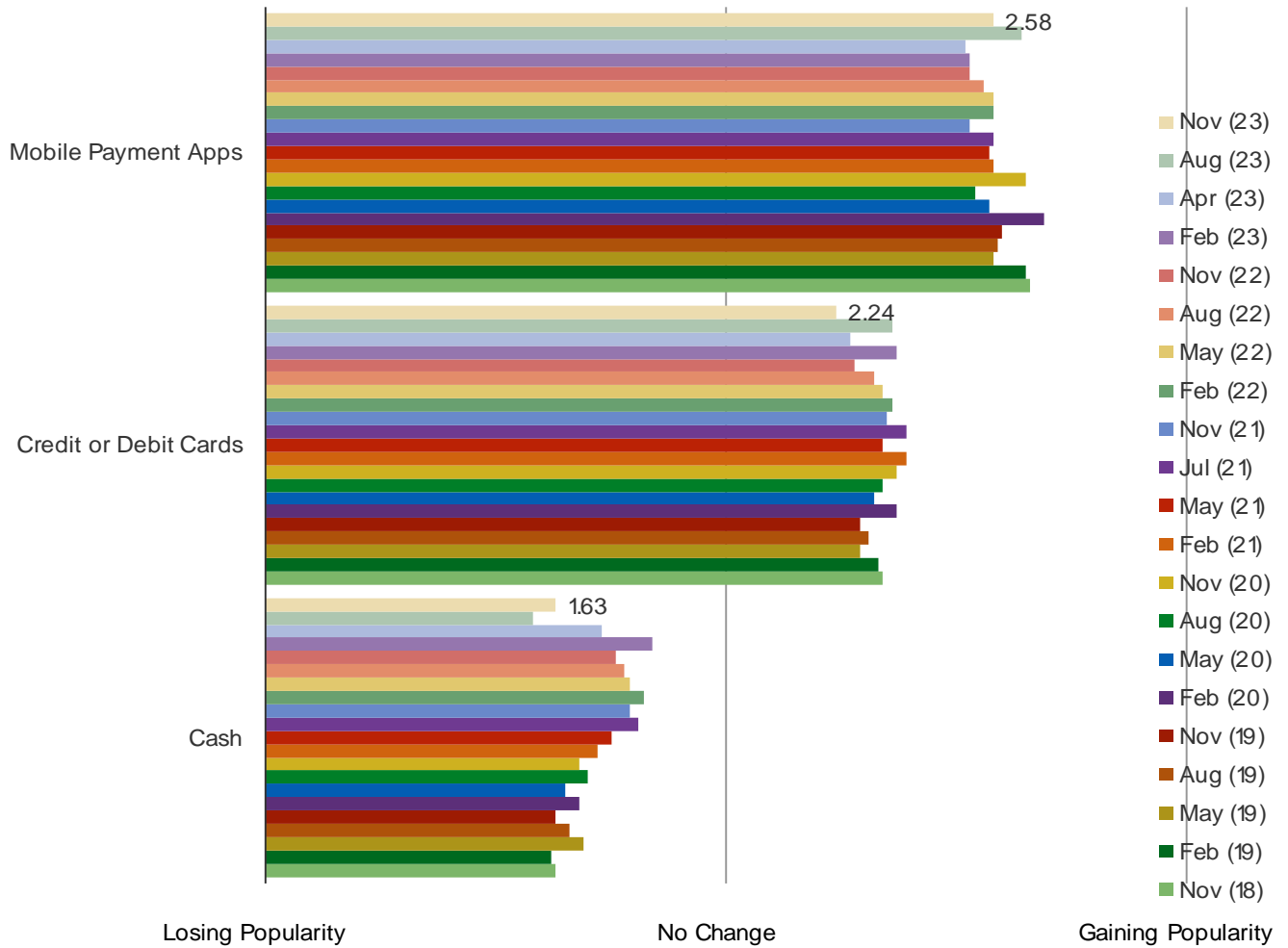
HOW OFTEN DO YOU USE THE FOLLOWING TO SPEND OR TRANSFER MONEY?

Posed to all respondents



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

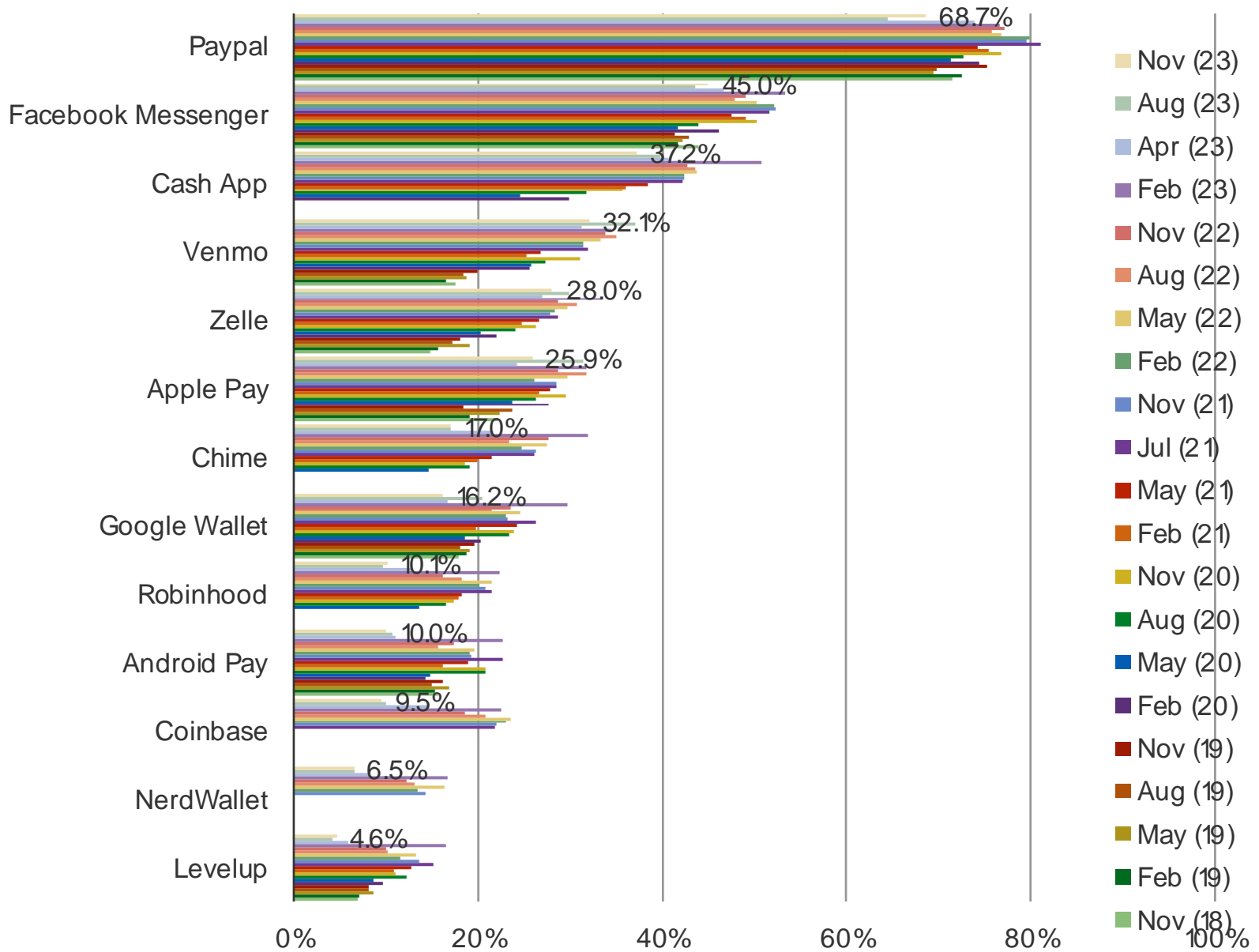
Posed to all respondents



COMPETITIVE DYNAMICS AND MARKET SHARE

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

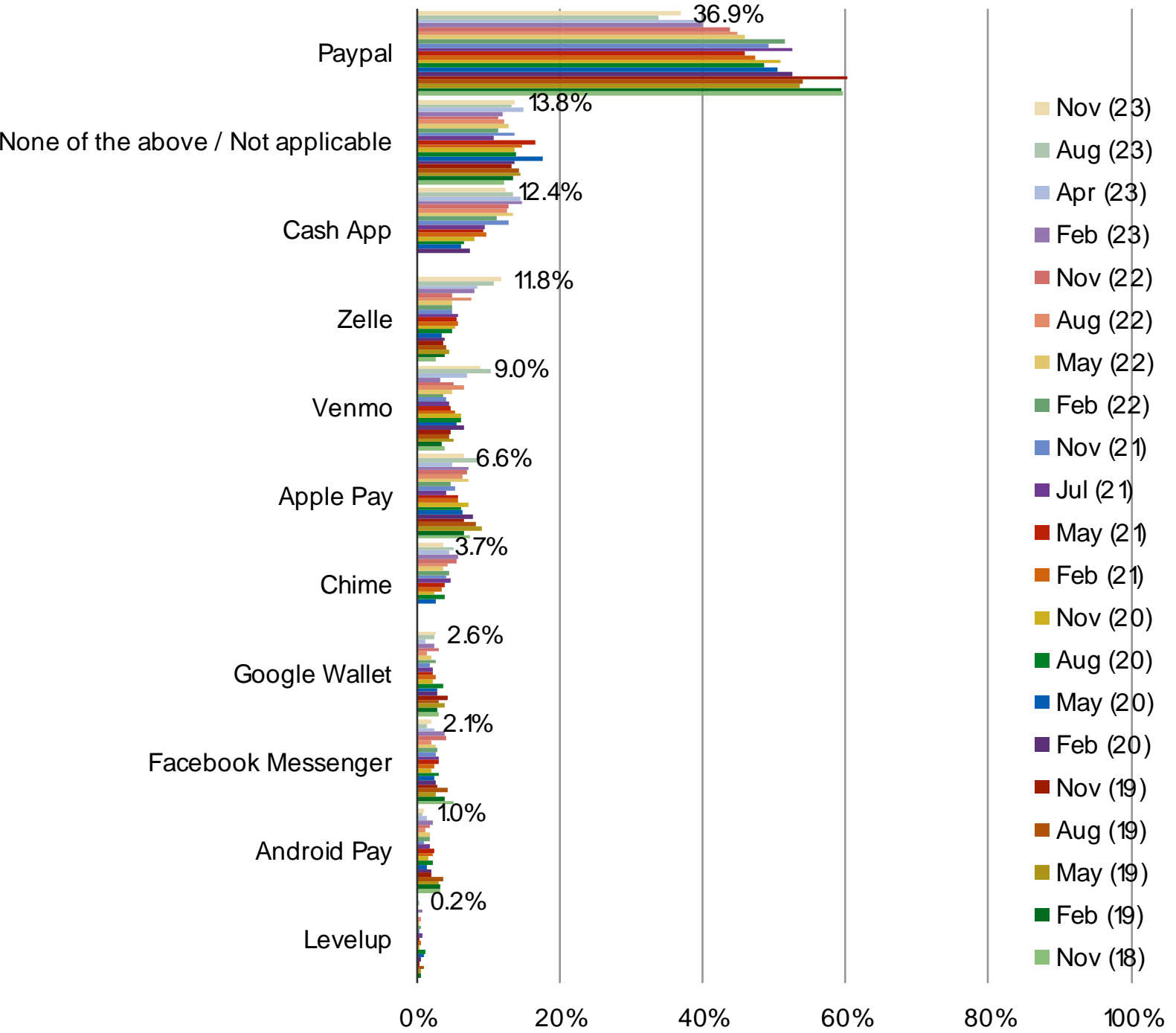
Posed to all respondents



Mobile Payments, Crypto, and Investments

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

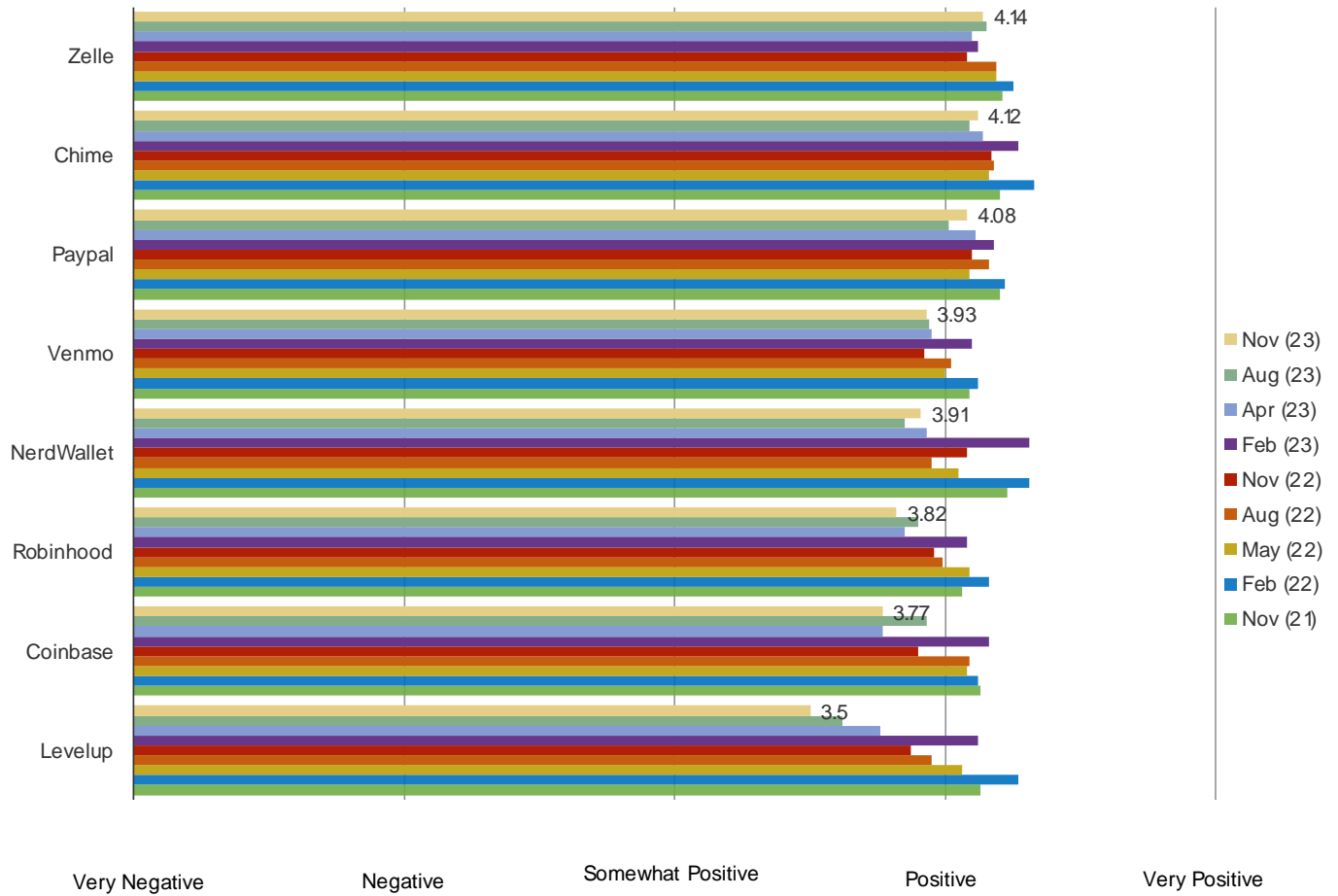
Posed to all respondents



USERS OF EACH PLATFORM - FEEDBACK

WHAT IS YOUR OPINION OF THE FOLLOWING APPS?

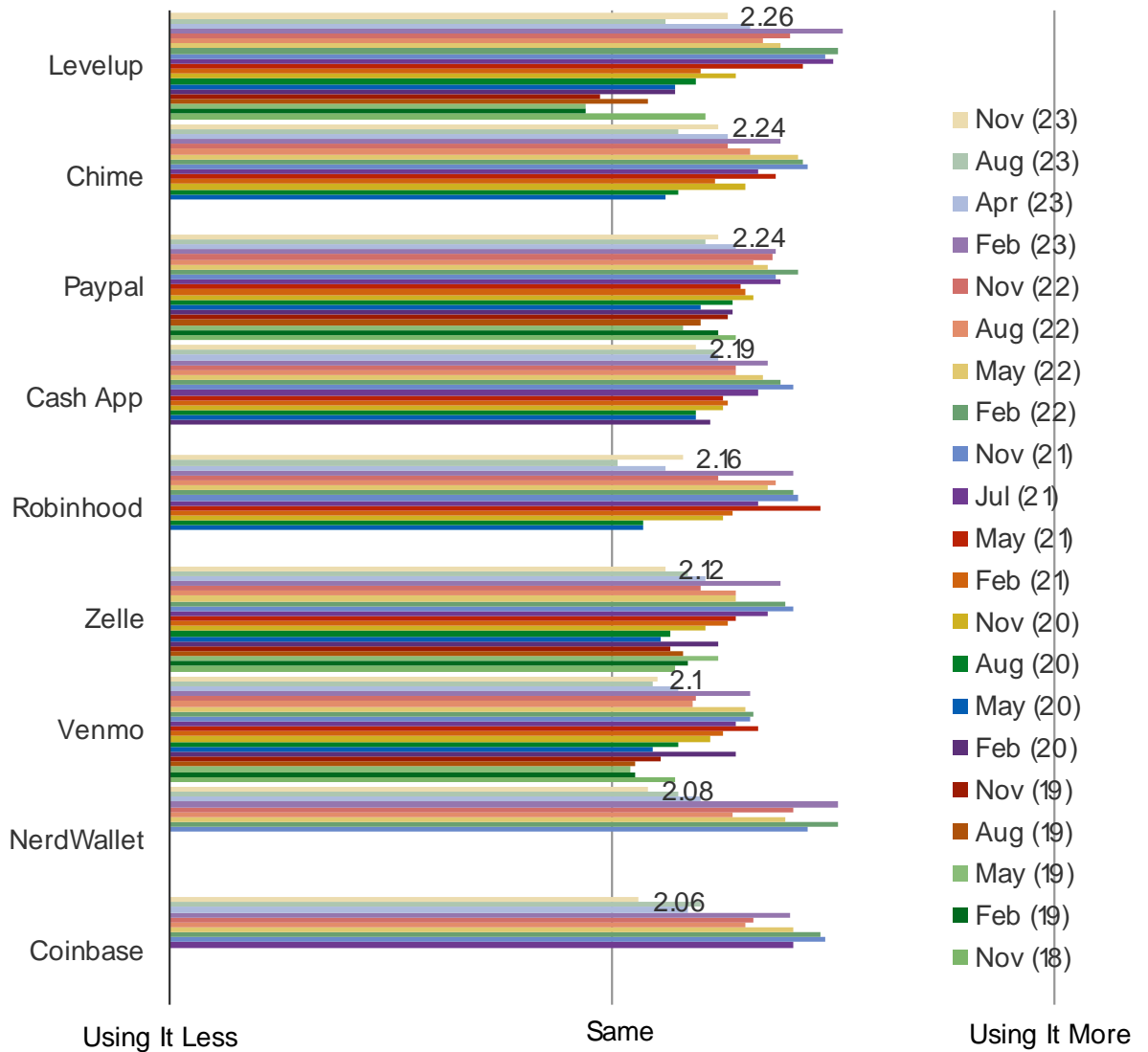
Posed to users of each platform



	N=
Paypal	688
Venmo	322
Levelup	46
Cash App	373
Zelle	281
Chime	170
Robinhood	101
Coinbase	95
NerdWallet	65

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

Posed to users of each platform



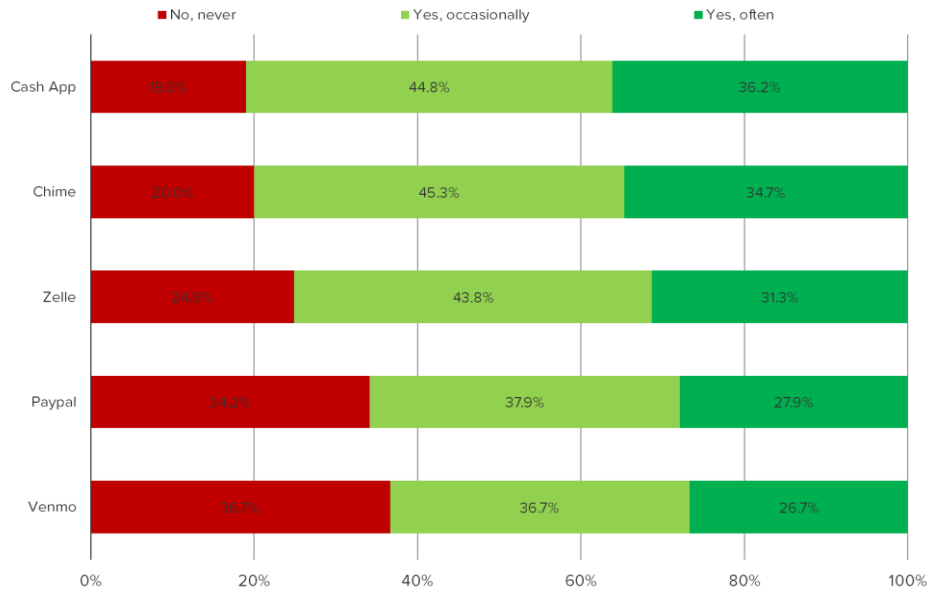
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Zelle	281
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INSTANT DEPOSIT / INSTANT TRANSFER

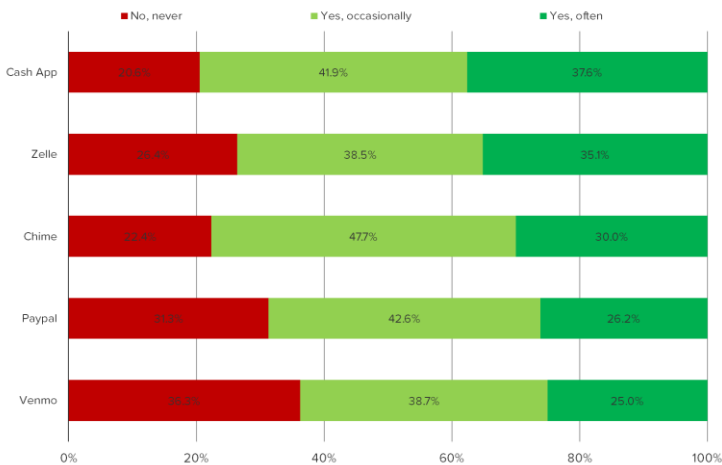
DO YOU USE INSTANT DEPOSIT OR INSTANT TRANSFER WHEN USING THE FOLLOWING?

Posed to users of the following platforms.

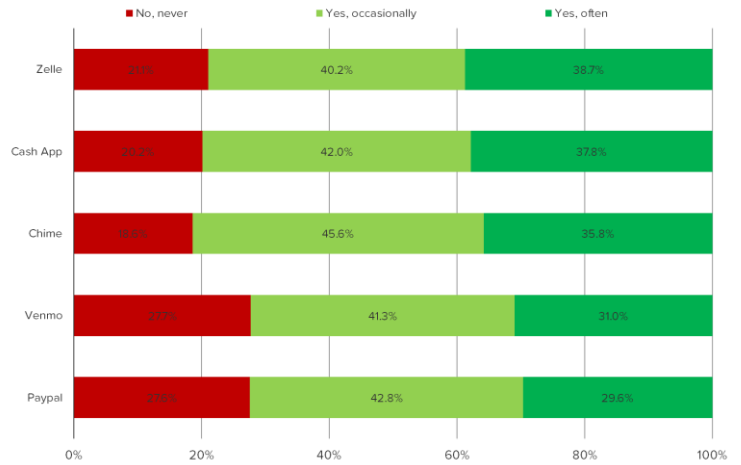
August 2023



August 2023



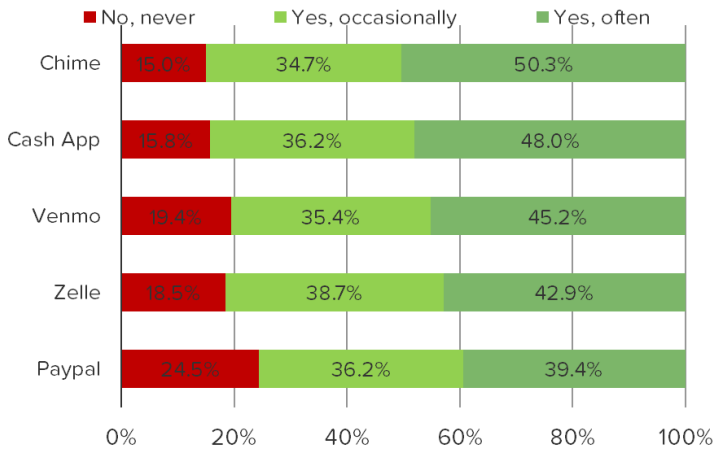
April 2023



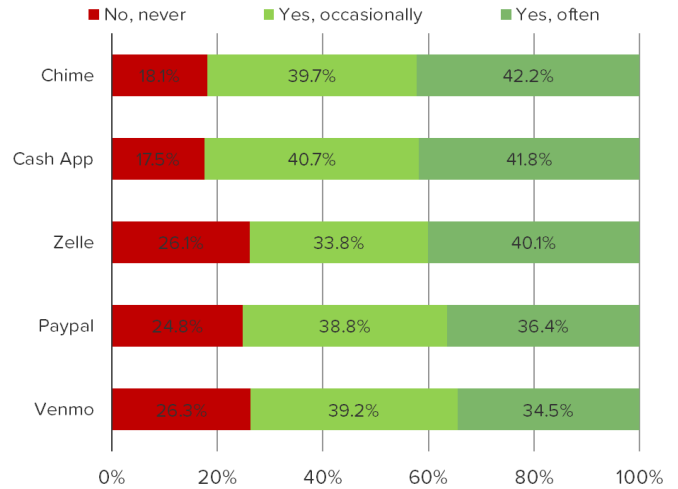
DO YOU USE INSTANT DEPOSIT OR INSTANT TRANSFER WHEN USING THE FOLLOWING?

Posed to users of the following platforms.

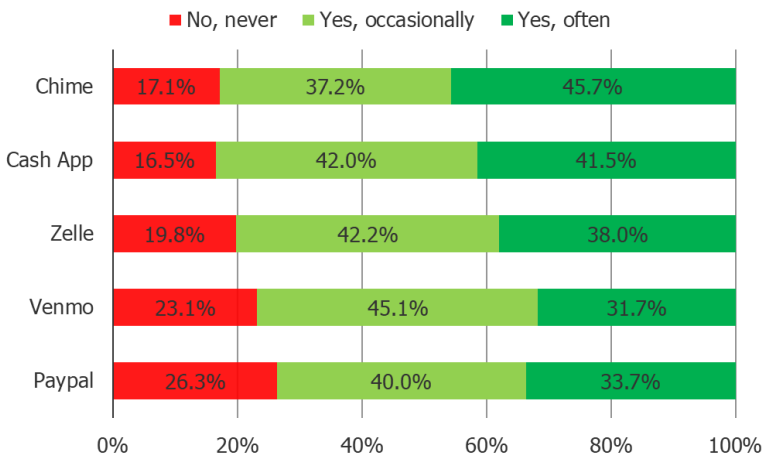
February 2023



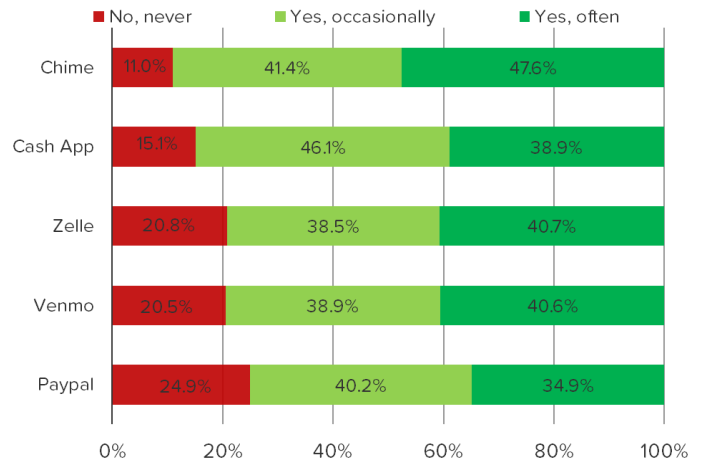
November 2022



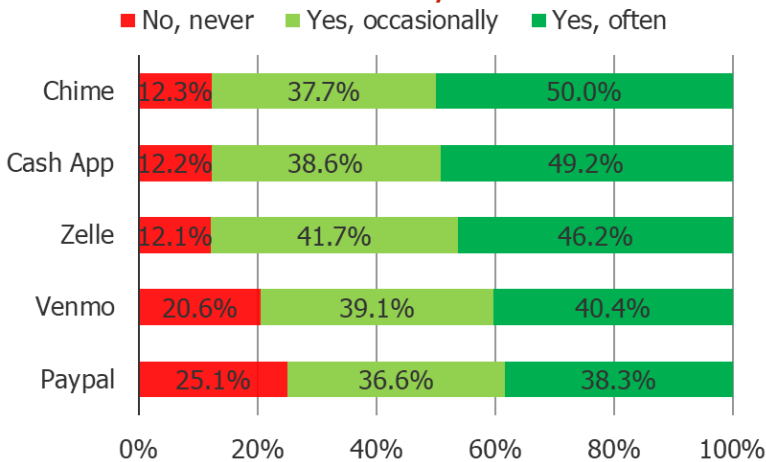
August 2022



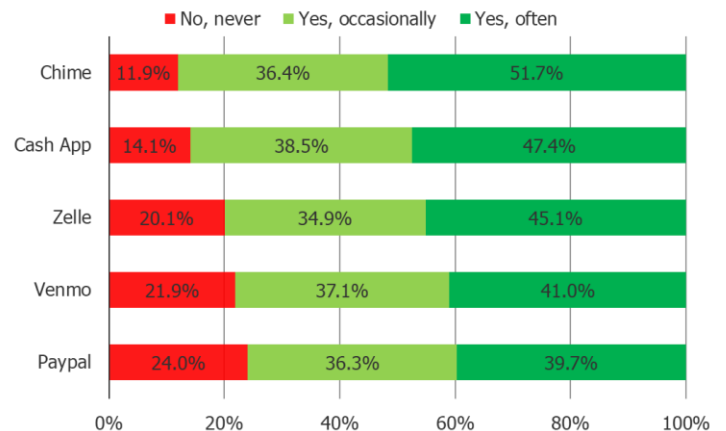
May 2022



February 2022

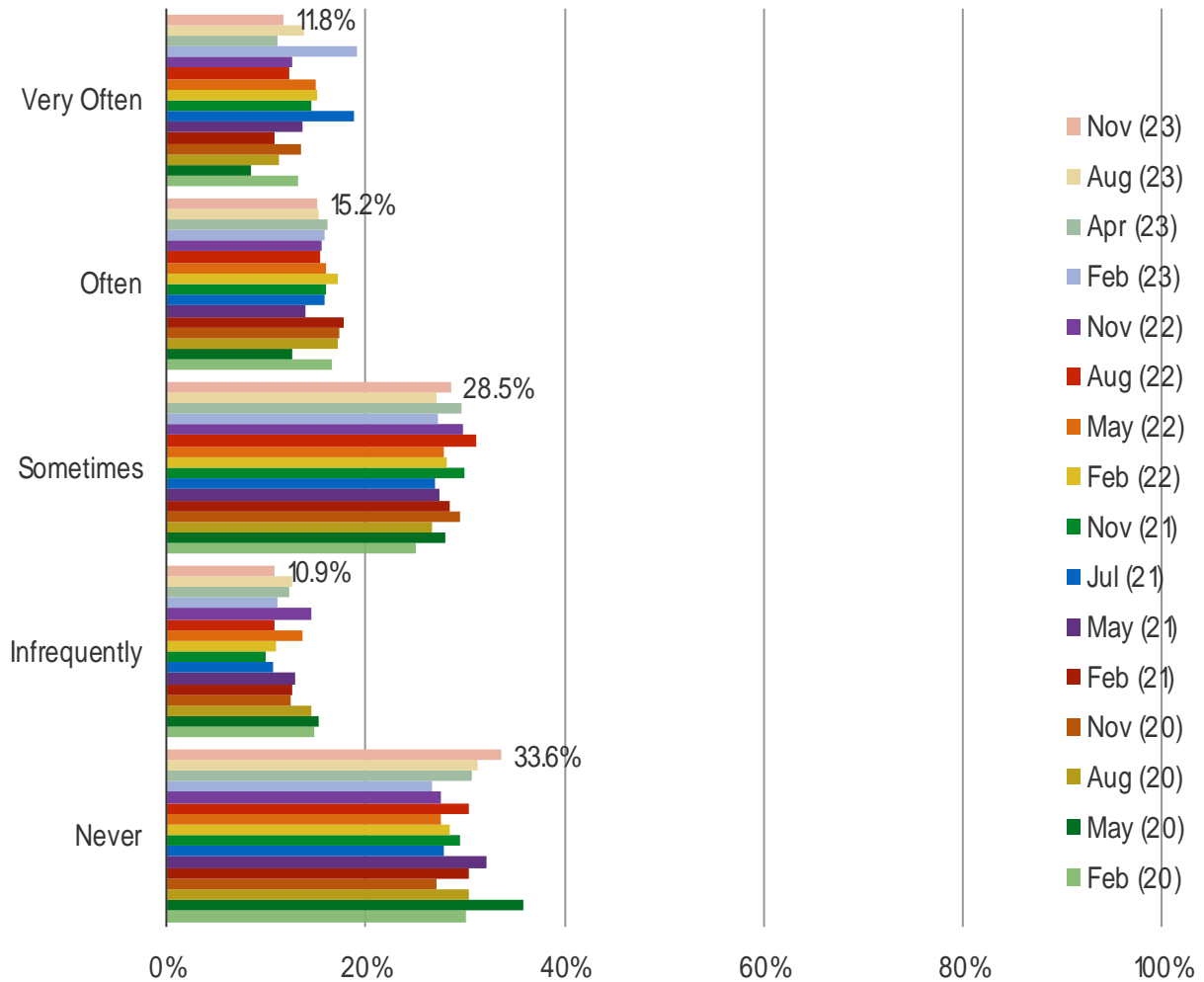


November 2021



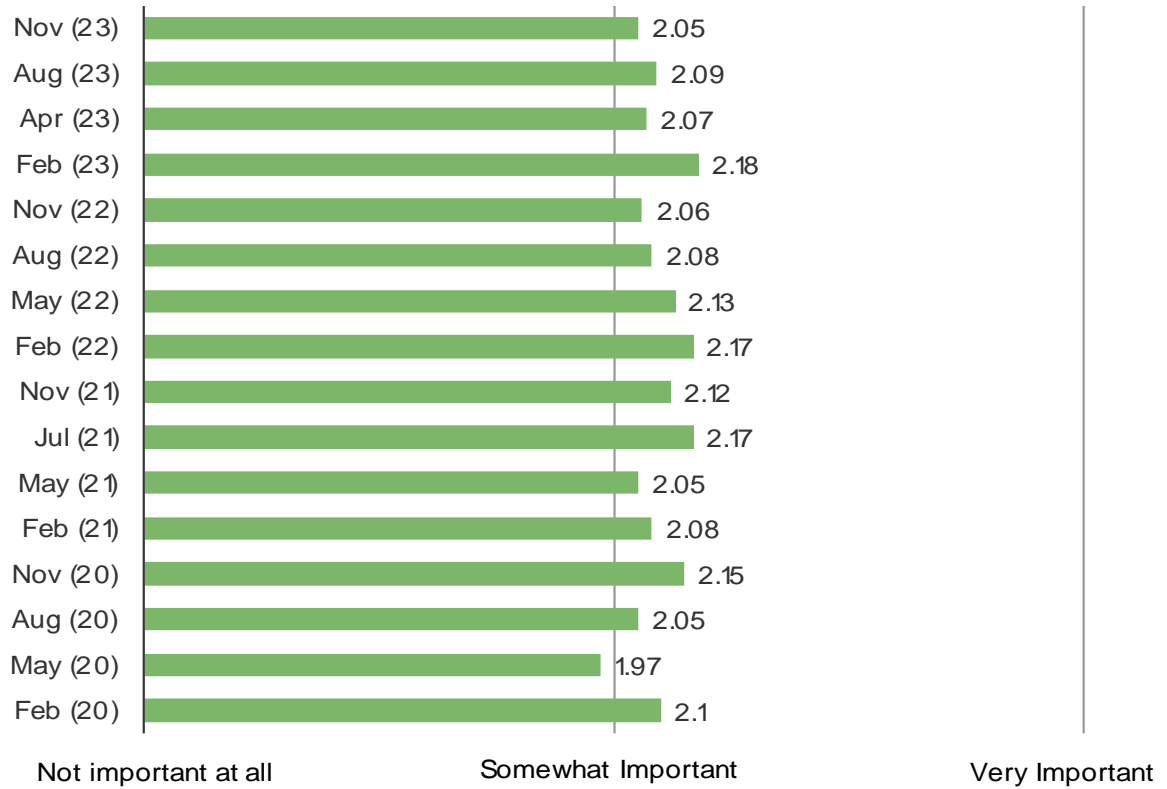
WHEN USING MOBILE PAYMENT APPS, HOW OFTEN DO YOU USE INSTANT DEPOSIT/INSTANT TRANSFER?

Posed to mobile payment apps users



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

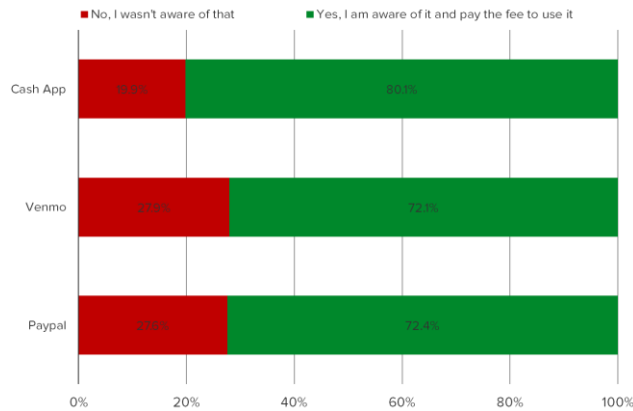
Posed to mobile payment apps users



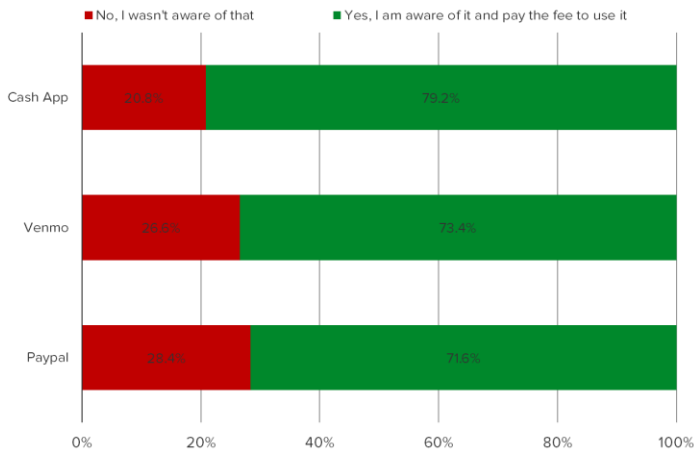
DID YOU KNOW THAT THERE IS A FEE ASSOCIATED WITH USING INSTANT DEPOSIT / INSTANT TRANSFER ON THIS APP?

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

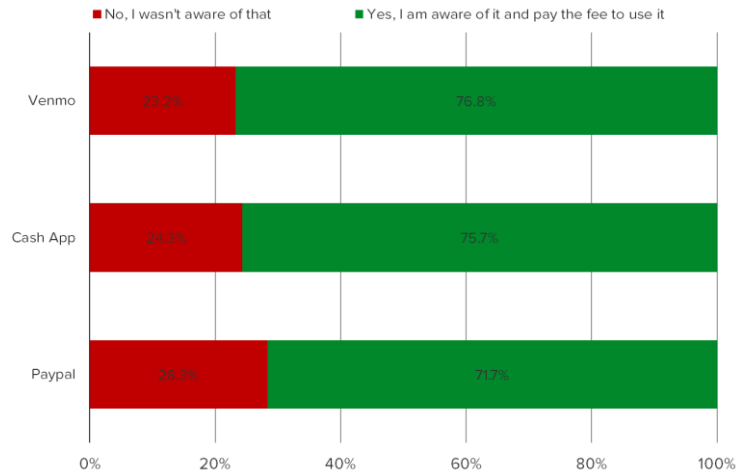
November 2023



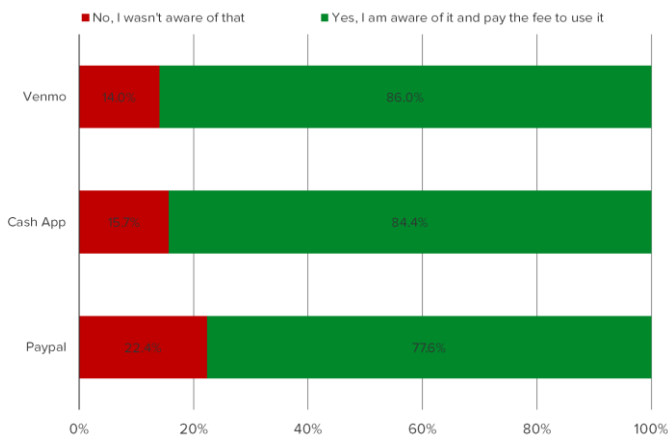
August 2023



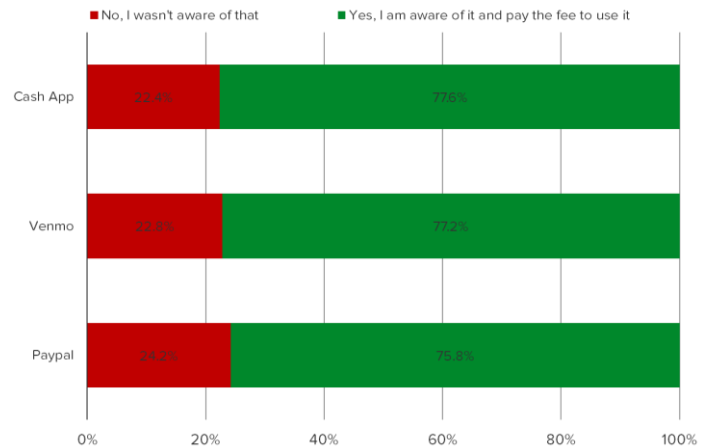
April 2023



February 2023



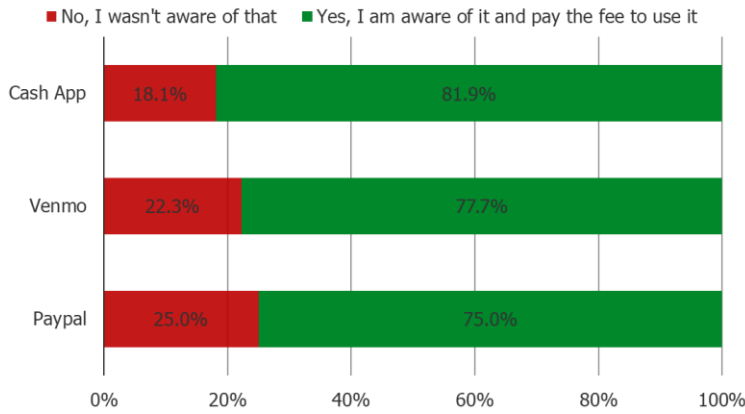
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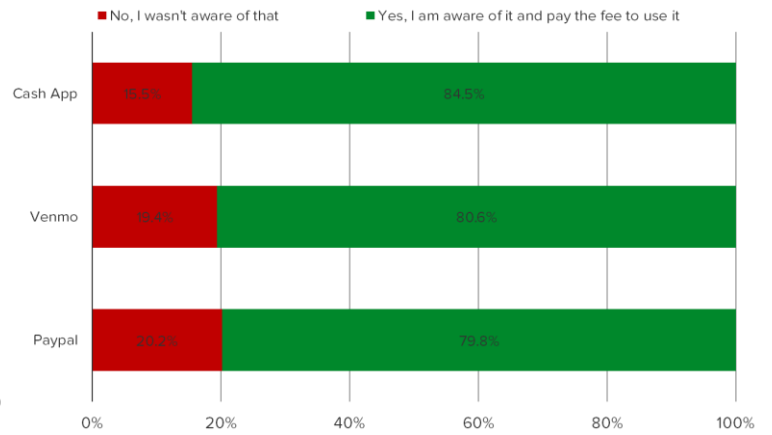
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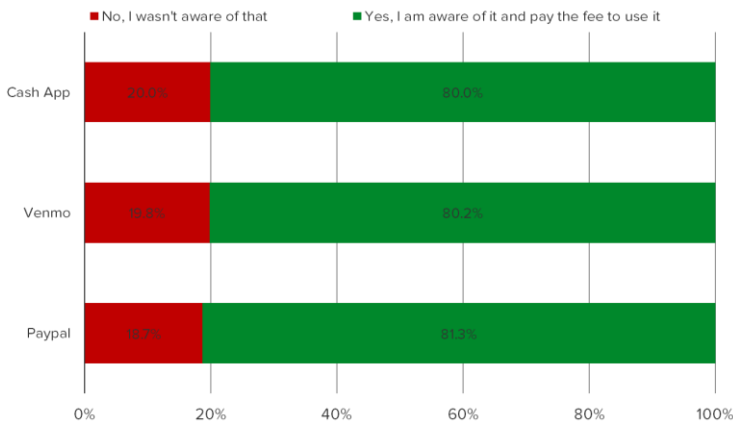
August 2022



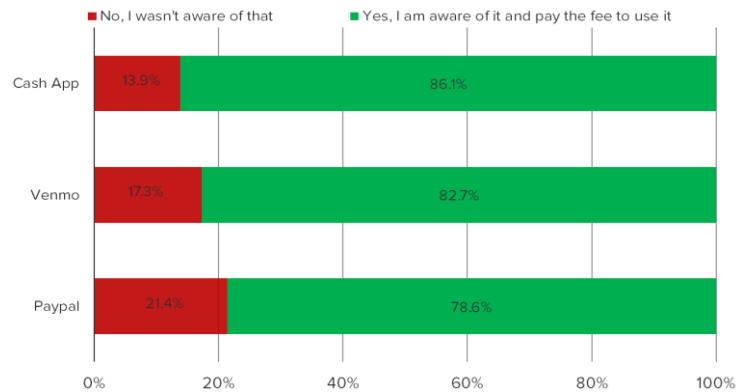
May 2022



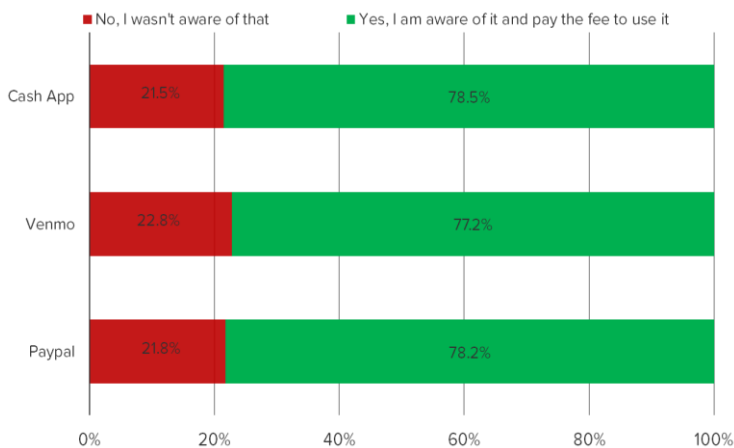
February 2022



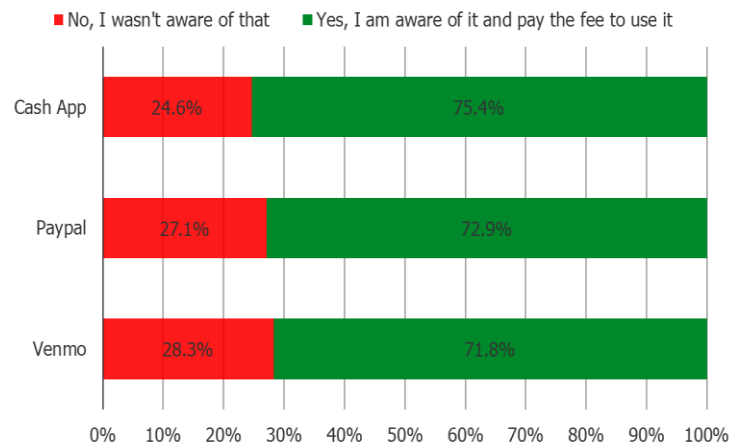
November 2021



July 2021



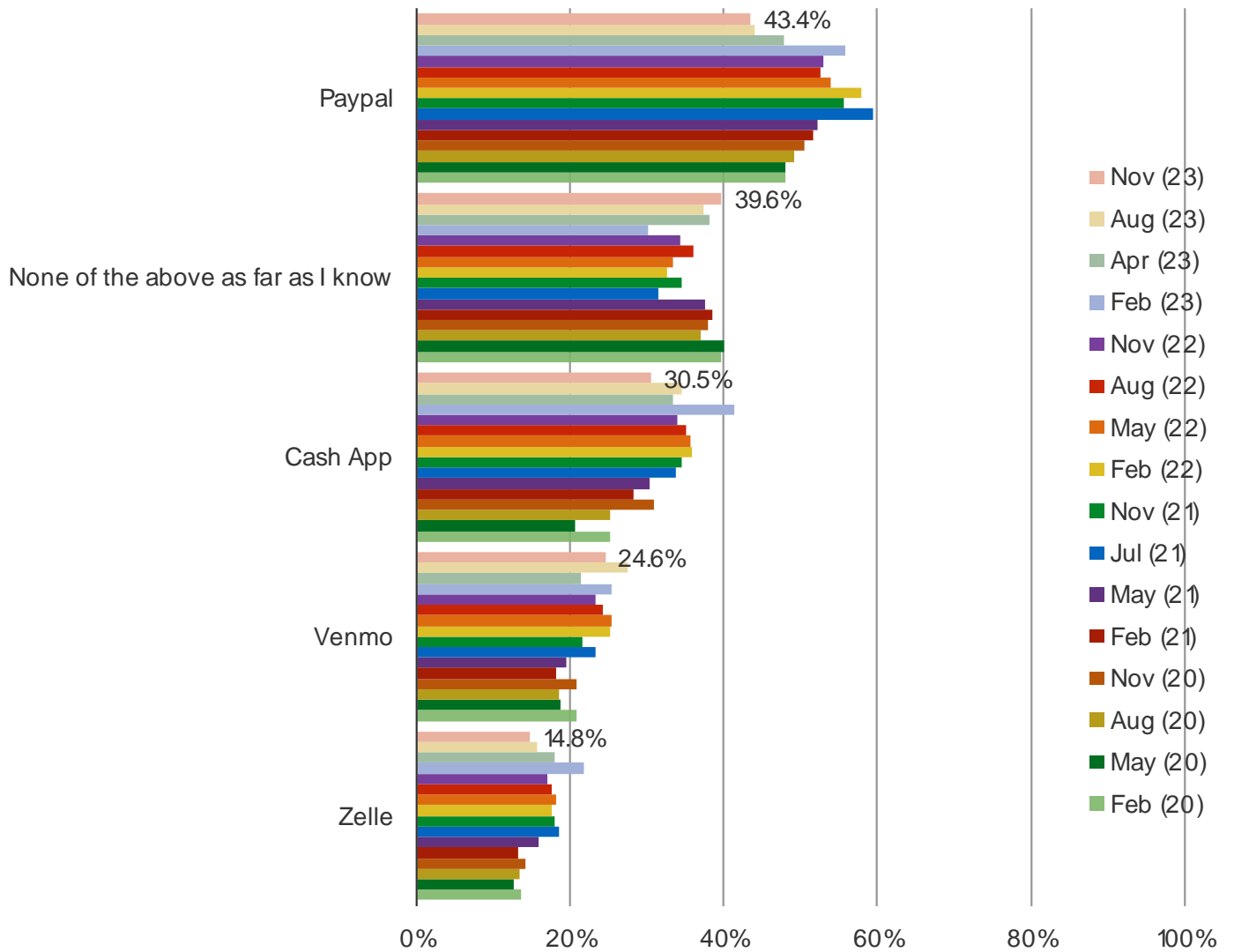
November 2020



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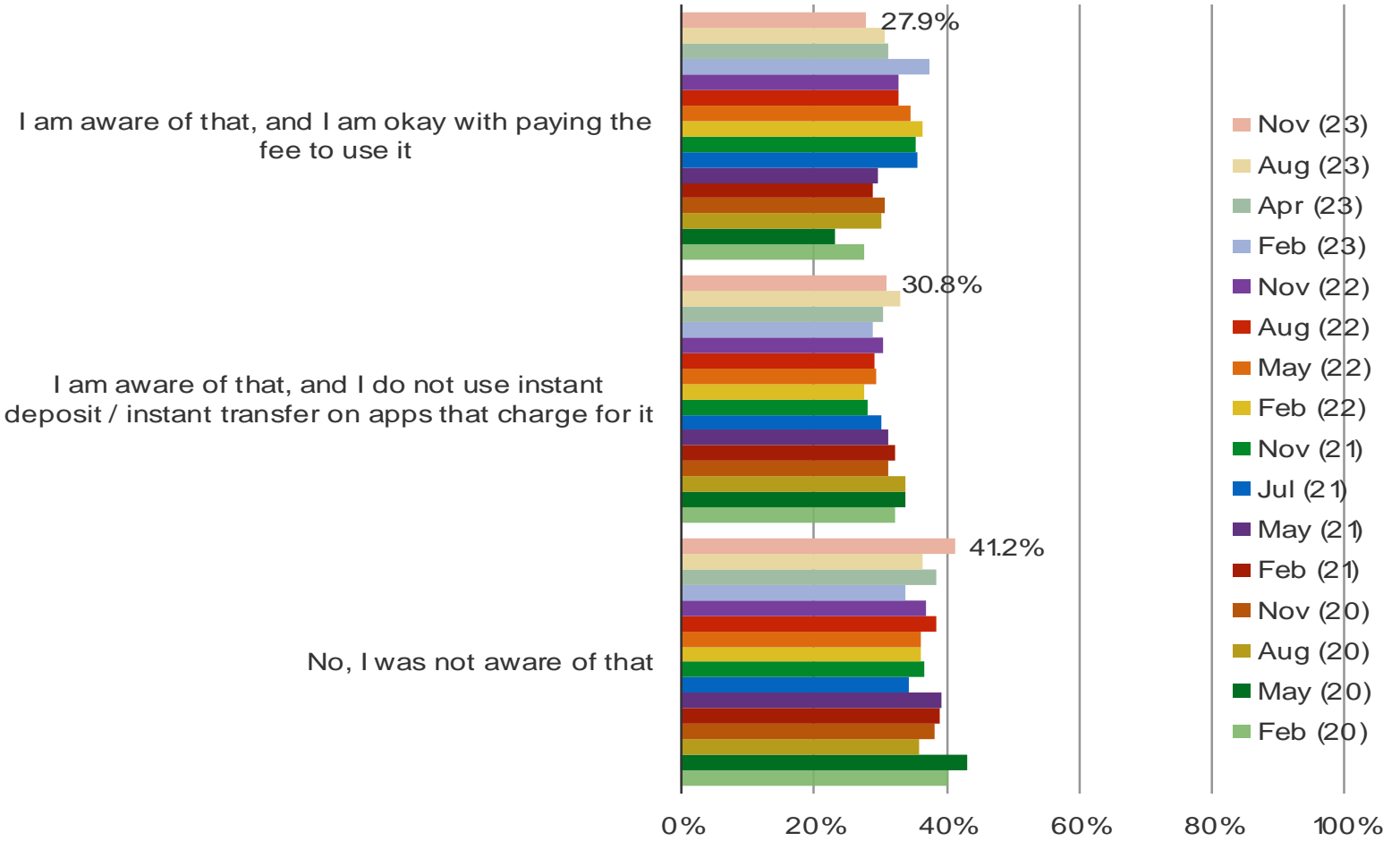
TO YOUR KNOWLEDGE, DO ANY OF THE FOLLOWING CHARGE A FEE FOR INSTANT DEPOSIT/INSTANT TRANSFER SERVICES? (SELECT ALL THAT APPLY)

Posed to mobile payment app users.



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

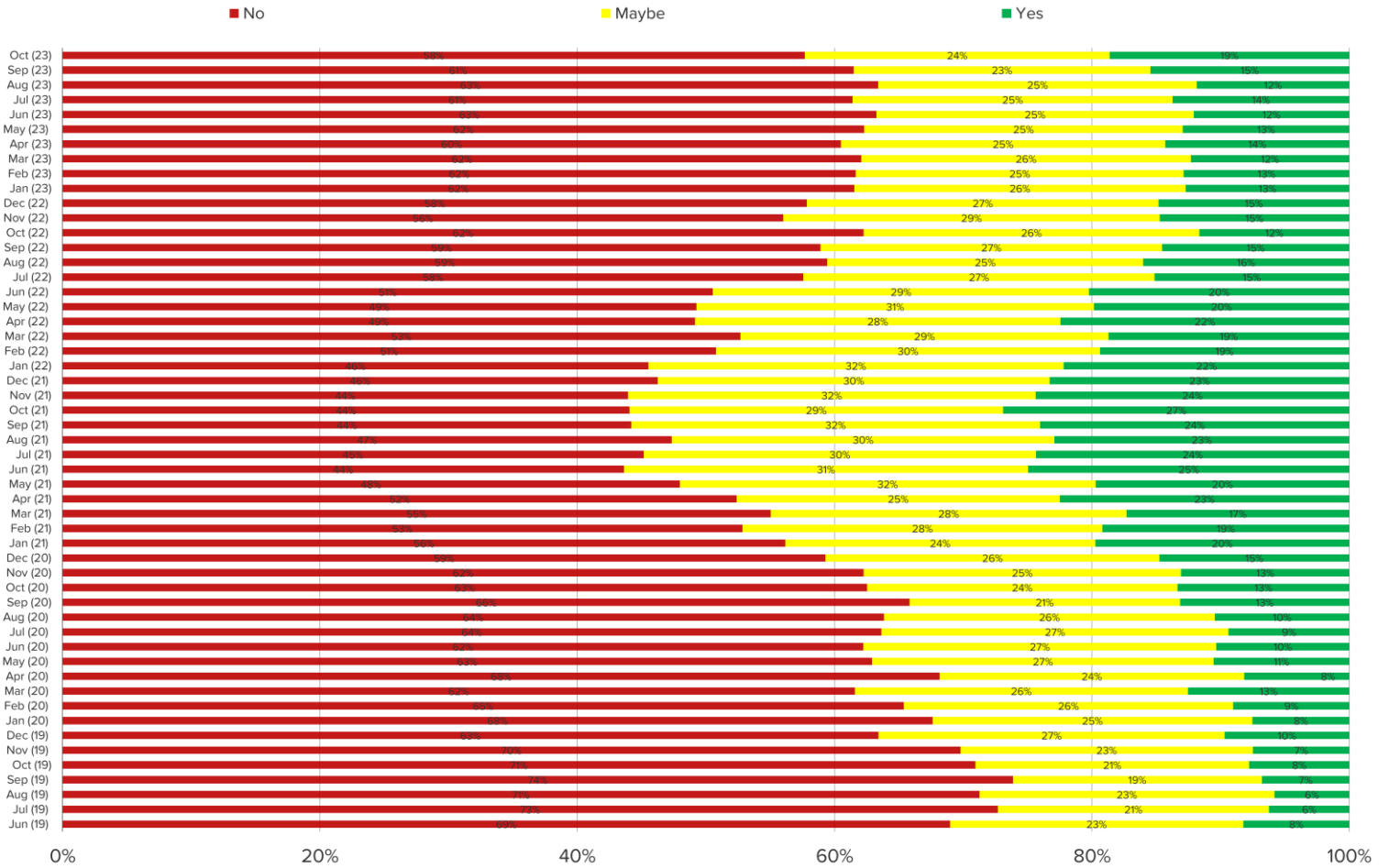
Posed to mobile payment app users.



MONTHLY DATA - BITCOIN

DO YOU HAVE INTEREST IN BUYING BITCOIN?

Posed to respondents who are aware of Bitcoin.



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

Posed to respondents who are aware of Bitcoin.

