

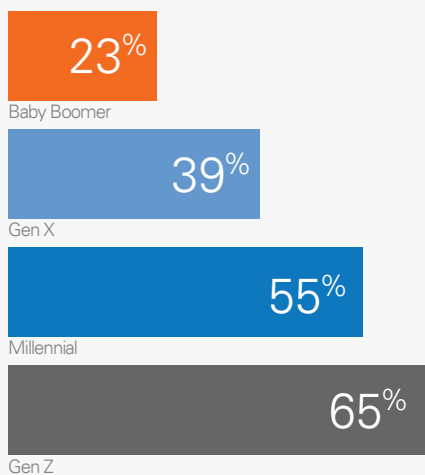
### Consumers Reflect on the Past Year to Make Future Decisions

Amid financial and economic uncertainties, the 2023 Expectations & Experiences: Financial Outlook consumer trends research from Fiserv found that **66%** of consumers consider their financial situation the same or better compared to 2022, while **40%** anticipate they'll be even better off 12 months from now. Conducted during March 2023, the study shows how consumers' attitudes and habits toward personal finance, fraud and new technology continue to evolve. Understanding these shifts can help financial providers and merchants meet consumers' changing needs.

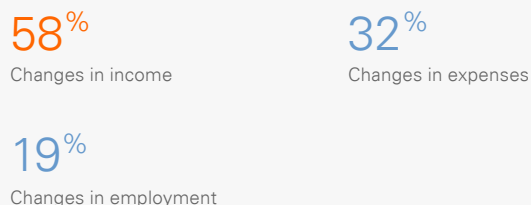
#### Younger generations see a brighter future

Millennials and Gen Z express the most optimism about the economic future.

I'll be better off financially 12 months from now

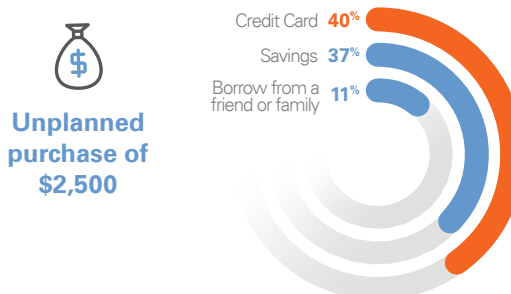
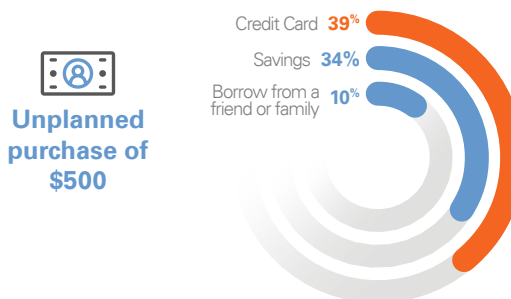


What factors are driving consumer optimism?



#### Credit preferred for small and big purchases

Whether it's due to the appeal of points or the ability to spread out payments, credit is the most preferred payment method for purchases big and small.





## Financial fraud hits consumers from all angles

Financial fraud continues to impact consumers' everyday lives, with three-quarters having received notifications of fraud or breaches while nearly one in three have dealt with identity or account fraud.

### Received notifications of fraud or attempted fraud:



**59%**  
Unauthorized transaction on my card account



**59%**  
Info compromised in a data breach



**26%**  
Collection calls for expenses I didn't authorize

### Experienced identity and account fraud:



**19%**  
Changed my account information



**18%**  
Fraudulent account opening using my info

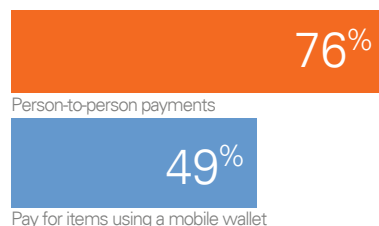


**11%**  
Had my SSN stolen & used

## Consumers are diving into mobile banking technology

Apps impact how consumers manage their finances – such as viewing bank accounts, sending and receiving money and investing in the stock market – effectively changing the way people bank.

### How consumers are using apps:



With the growing prevalence of financial apps, **52%** like the idea of an app that brings their accounts together and analyzes their spending.

### Word of mouth is critical when it comes to financial apps.

**66%**  
Recommend a financial product they like to those they know

**48%**  
Ask the advice of others when it comes to financial products

## About Expectations & Experiences

Expectations & Experiences is a U.S. consumer trends survey sponsored by Fiserv. Delivering insights to financial services providers since 2002, it remains the longest-running survey of its kind in fintech.

Expectations & Experiences provides insight into people's financial attitudes and needs, enabling institutions and enterprises to design and drive adoption of services that improve consumer financial health, loyalty and satisfaction.