


The background of the slide is a photograph of a woman with long, curly brown hair sitting on a light-colored sofa. She is looking thoughtfully at a laptop on a white coffee table in front of her. Her hand is near her chin. In the background, a young boy is sitting on the sofa, looking at a tablet. The scene is dimly lit, suggesting an indoor setting.

Expectations & Experiences Consumer Finances During COVID-19

Summary Presentation of the Quarterly
U.S. Consumer Trends Survey

2020

financial services @ the speed of life[®]



Expectations & Experiences: Consumer Finances During COVID-19 is a quarterly U.S. consumer trends survey sponsored by Fiserv. One of the longest running surveys of its kind, Expectations & Experiences builds on years of consumer survey data. The survey provides insight into people's financial attitudes and needs, enabling organizations to design and drive adoption of services that improve consumer financial health, loyalty and satisfaction.

Research Method



SURVEY METHOD

- Self-administered online survey
- 19 minutes (median length)



FIELD PERIOD

- May 8–May 26, 2020
- See next slides for more details on timing of this survey in the context of reopening across the U.S.



SCREENING CRITERIA

- Resides in U.S.
- 18+ years old
- Has a checking account
- Used checking account to pay bill or make a purchase in past 30 days



SAMPLE

- GenPop
- Final n=3,014



WEIGHTING

- The data were weighted to ensure that relevant demographic characteristics of the sample matched those of the U.S. general population. All respondents (not only those who met the qualifying criteria) were weighted to U.S. Census Bureau demographic profiles for the U.S. population, age 18+ on education, age, gender, race, income, region, household size and number of hours spent on the internet (with targets for this variable coming from Nielsen Scarborough)

A Note About This Survey

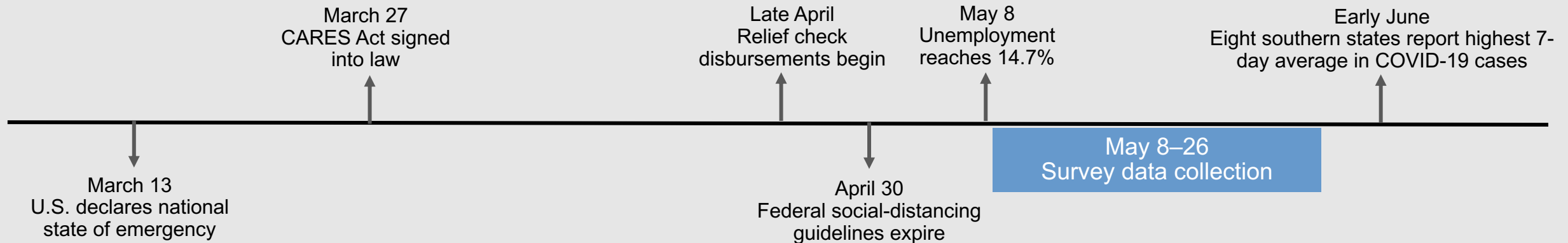
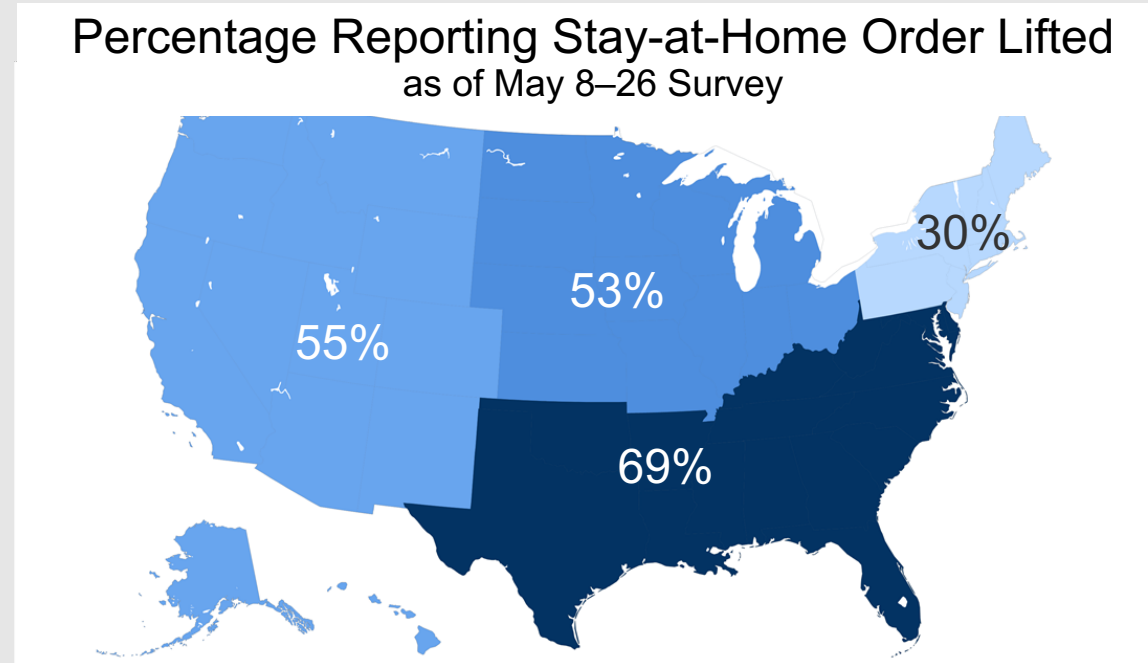
This survey of 3,014 U.S. adults was conducted May 8–26, 2020 as part of the Expectations & Experiences quarterly surveys from Fiserv. While it is part of the longest-running consumer trends survey of its kind, this particular research is uniquely focused on the COVID-19 pandemic.

Expectations & Experiences: Consumer Finances During COVID-19 looks at the pandemic's impact on consumers' financial situations along with how they spend, move and manage money in changing times.

This survey was fielded after the COVID-19 outbreak and the U.S. government's declaration of a national emergency, but before social distancing requirements and business closures had been lifted in many parts of the country. Of those responding to the survey, 35 percent reported that they were under a stay-at-home order at the time they took the survey while 56 percent reported that their stay-at-home order had been lifted. Only five percent said they had not experienced a stay-at-home order.

For more information, visit [fiserv.com](https://www.fiserv.com).

Timing of Research in Relation to COVID-19 Timeline



Consumer Finances During COVID-19: Highlights



- 1 Consumers are hit hard by the economic effects of the pandemic and younger people feel it most acutely.** Most consumers say they are worried about how the pandemic will affect their personal finances. Gen Z, millennials and Gen X consumers are more likely to have already encountered trouble with rent or mortgage payments and bills.
- 2 People have changed the ways they pay.** Mobile payments, online orders and tap-and-pay contactless payments are on the rise for those purchasing takeout food and groceries. Use of cash, which some are concerned with from a hygiene standpoint, has decreased for many people.
- 3 Contactless payments are of greater interest.** Tap-and-pay cards and mobile apps are seen as the safest payment methods in terms of preventing the spread of COVID-19. Perceptions of contactless payments being the fastest, most secure, most convenient and most preferred method have all increased since 2019. Preferences for cash, on the other hand, have fallen dramatically.
- 4 Many people are likely to return to the branch – and soon.** A slight majority say they'll be ready for in-person banking within 30 days of the branch opening. They're also clear about what will make them feel safe – from masks and hand sanitizer to plastic barriers and social-distancing markings.

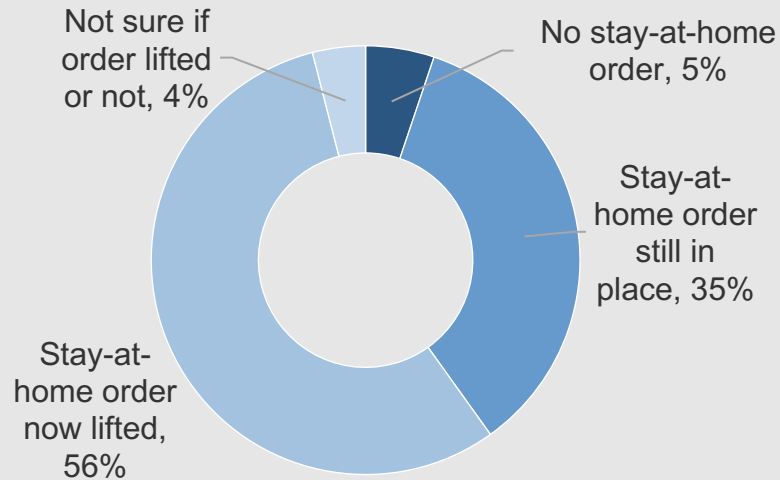


COVID-19 Effect on General Attitudes and Behaviors

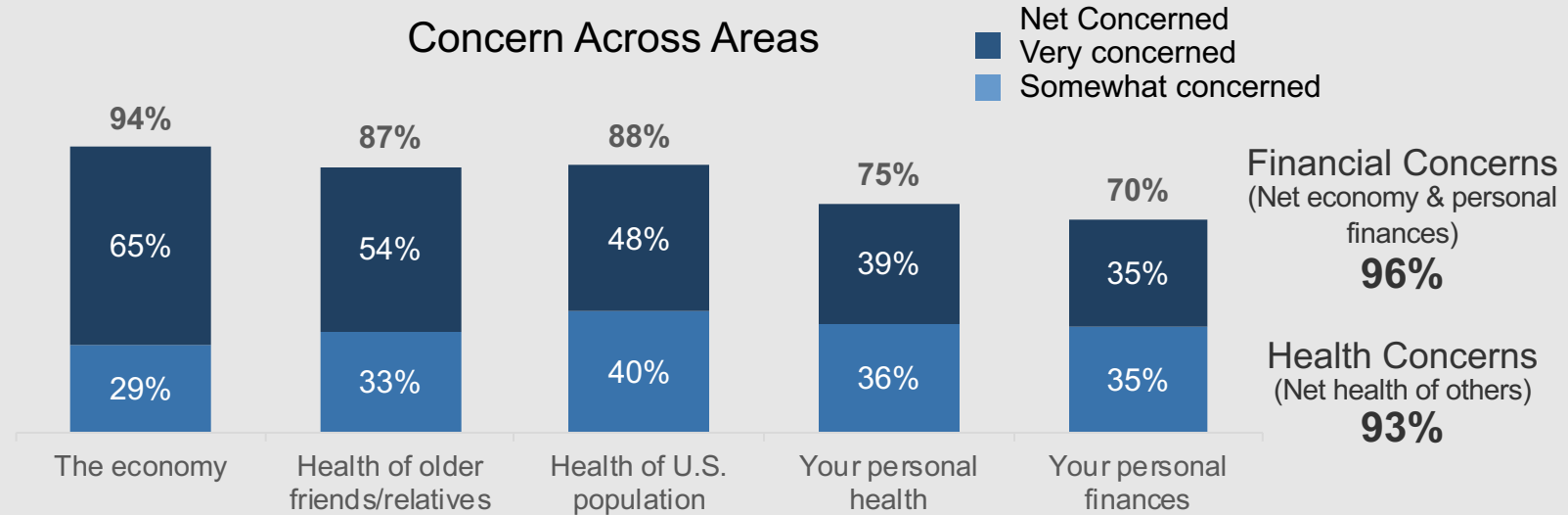
Consumers are concerned about the economy and personal finances; millennials among those most concerned

Level of Concern and Stay-at-Home Orders
Total (n=3,014)

State and Local Stay-at-Home Orders



Concern Across Areas



Gen Z are less concerned with personal health (29% very concerned vs. 39% total) and the American economy (41% very concerned vs. 65% total)
Millennials and those experiencing job losses are some of the groups most concerned with their personal finances (46% of millennials and 53% of those experiencing job loss for self or partner are very concerned vs. 35% total)

Concern With Ability to Resupply With Necessary Household Items



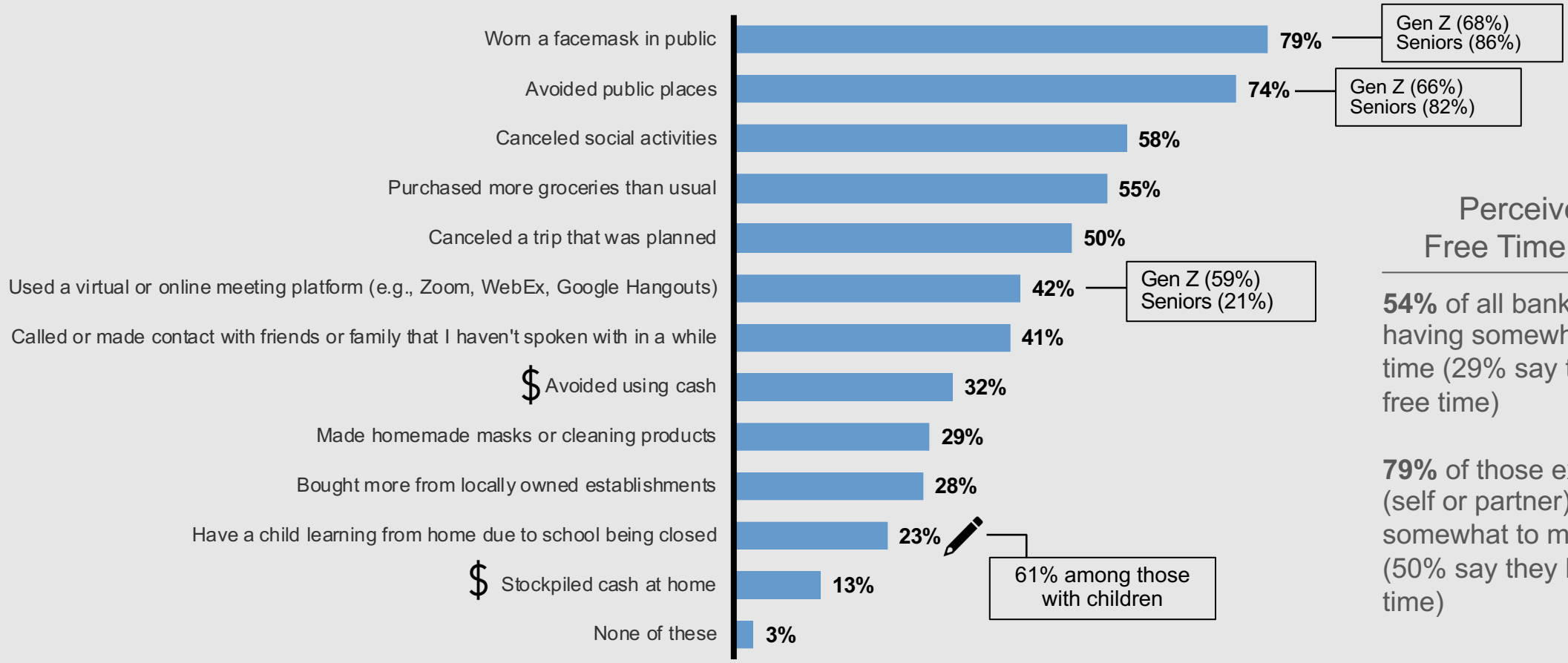
Gen X are more concerned than other age groups with the ability to restock supplies (23% very concerned vs. 14% total)

BASE: ALL QUALIFIED RESPONDENTS. Q1000: How concerned are you about the possible impact of the coronavirus (COVID-19) pandemic on the following? Q1005: Has your local or state government issued a stay-at-home order at any time in the past 2 months? Q1015: How do you feel about your ability to resupply your stock of necessary household items in the coming months?

BASE: UNDER STAY-AT-HOME ORDER. Q1007: Has your local or state government lifted that stay-at-home order or relaxed restrictions?

Disruption of usual activities is evident, including more free time for many; nearly one in three report using less cash

Actions Due to Pandemic
Total (n=3,014)



Perceived Changes in Free Time Since Pandemic

54% of all banking consumers report having somewhat to much more free time (29% say they have much more free time)

79% of those experiencing job loss (self or partner) report having somewhat to much more free time (50% say they have much more free time)

BASE: ALL QUALIFIED RESPONDENTS

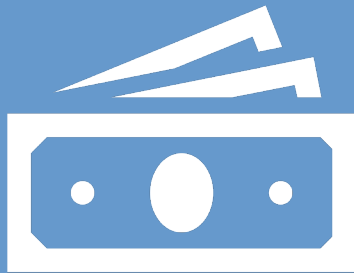
Q1025: Have you done any of the following as a result of the coronavirus (COVID-19) pandemic? Please select all that apply.

Q1020: How much free time do you have now compared to before the coronavirus pandemic?

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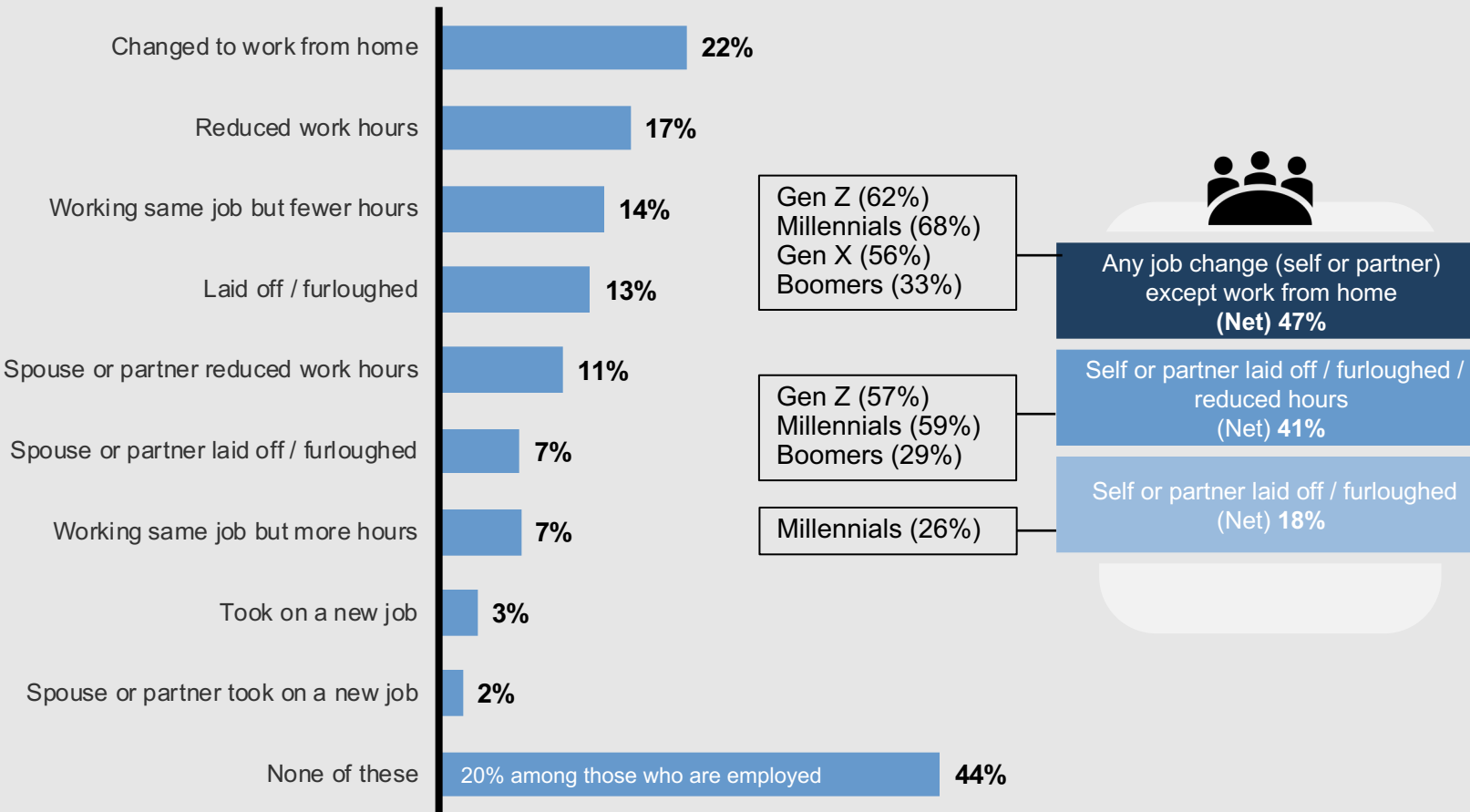




COVID-19 Effect on Personal Finances

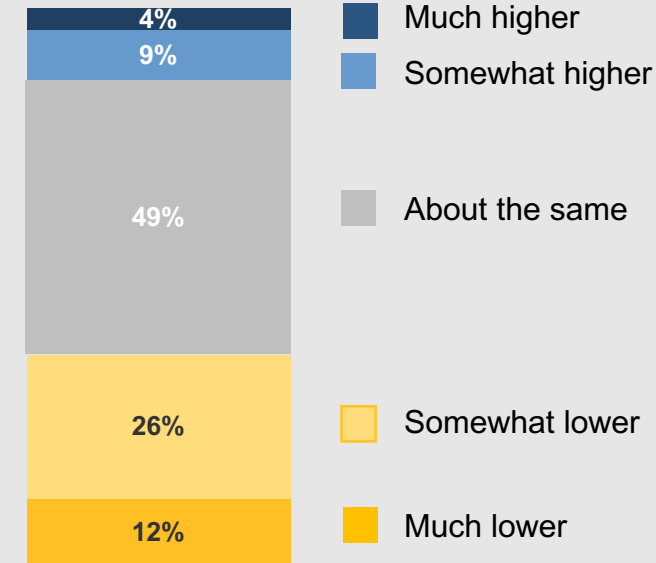
More than half of consumers report some employment change; four in ten report a job loss or reduced hours in the household

Employment Changes Total (n=3,014)



38% of banking consumers expect their 2020 income to be lower than in 2019
Increases to 65% among those who have experienced a job loss (self or partner)

Expected Changes to 2020 Income Total (n=3,014)



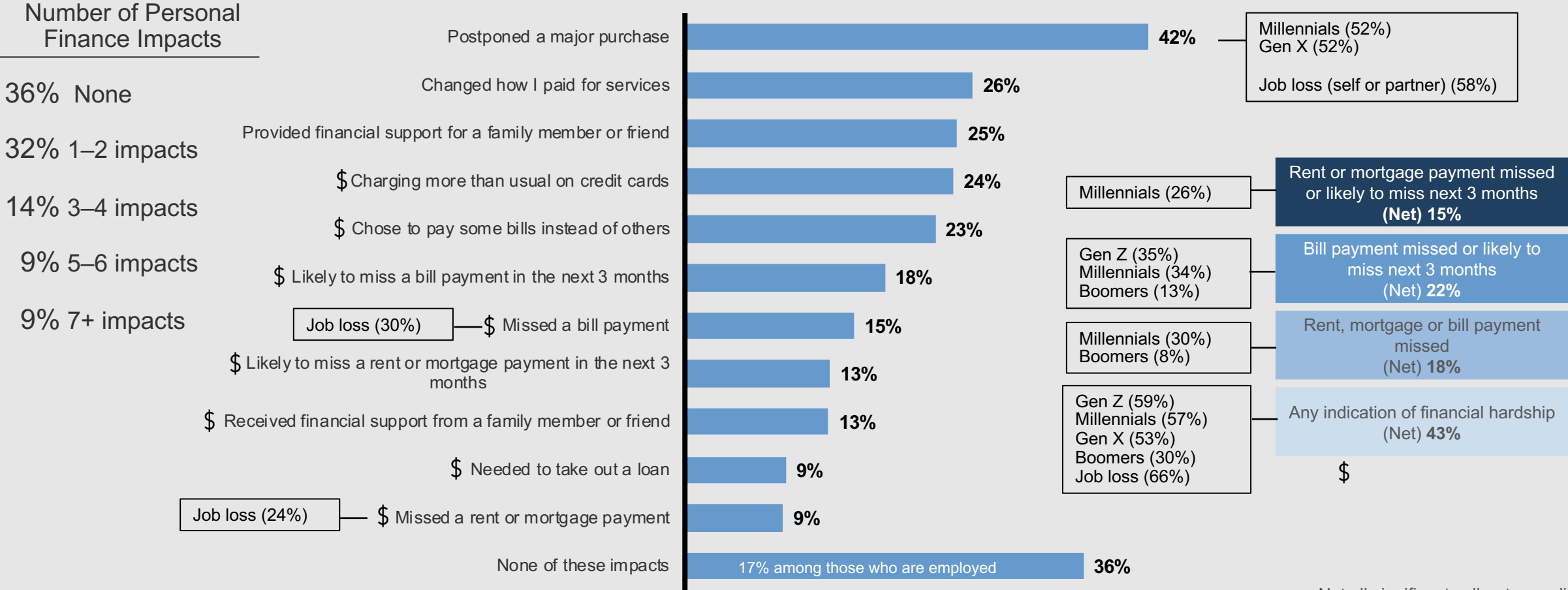
BASE: ALL QUALIFIED RESPONDENTS

Q1030: Have you experienced any of the following as a result of the coronavirus (COVID-19) pandemic? Please select all that apply.

Q1035: Do you think your household income in 2020 will be lower, higher or about the same as it was in 2019?

More than half of Gen Z, millennials and Gen X report negative financial impacts; millennials are most at risk for late rent or mortgage payments

Impact of Pandemic on Personal Finances (% Yes)
Total (n=3,014)



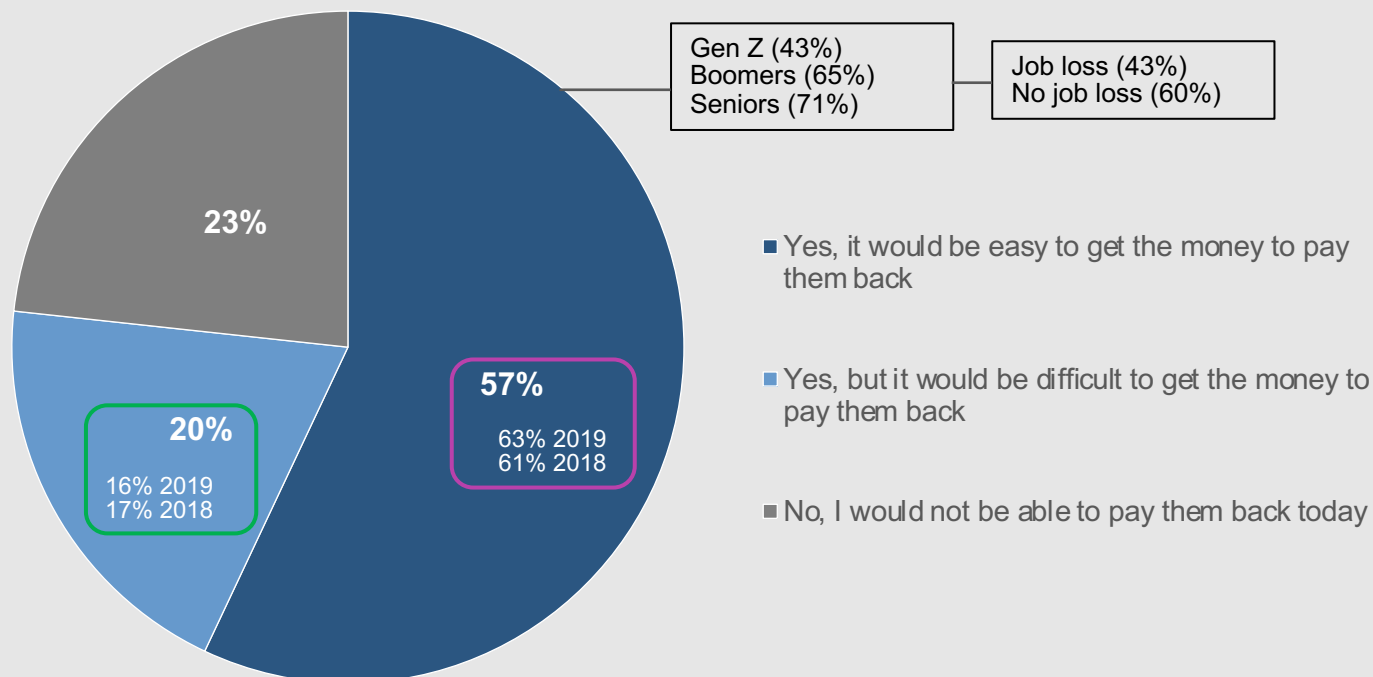
Not all significant call-outs are displayed

BASE: ALL QUALIFIED RESPONDENTS
Q1040: As a result of the coronavirus (COVID-19) pandemic, have you or your household been impacted in any of the following ways?

Ability to pay back up to \$500 remains fairly easy for most consumers, but may be more difficult now than in 2018

Could You Repay a \$500 Debt?

Total (n=3,014)



BASE: ALL QUALIFIED RESPONDENTS

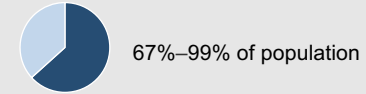
Q1600: If you owed someone \$500, would you be able to pay them back today?



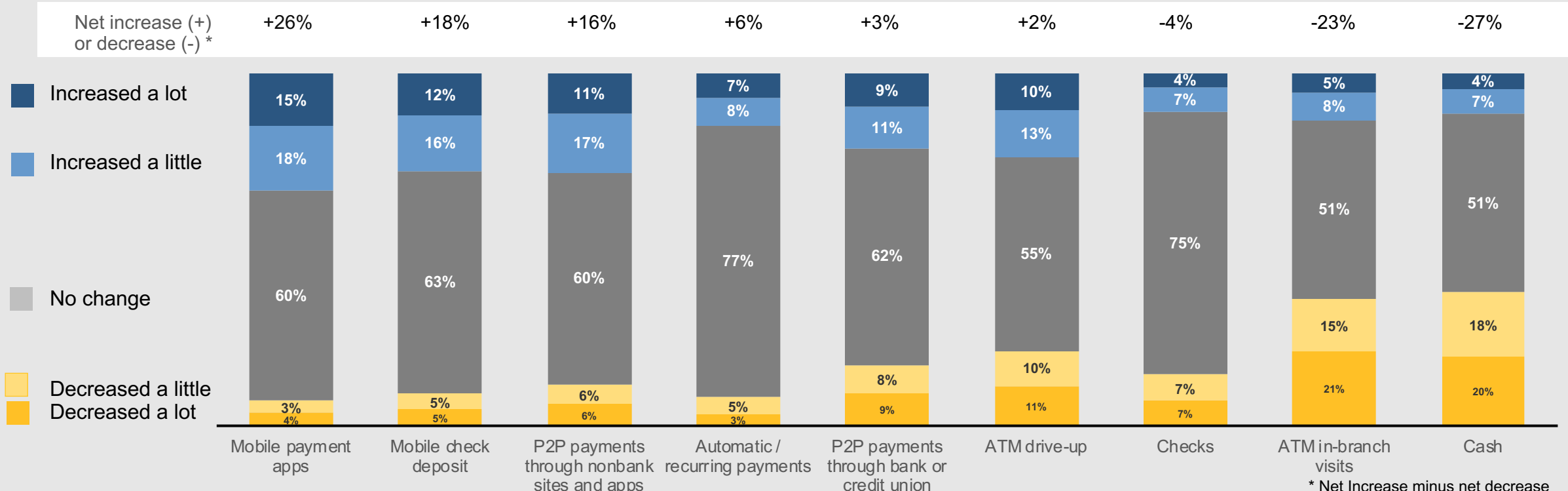
COVID-19 Effect on Banking and Payment Behaviors

Mobile payment apps, mobile check deposits and nonfinancial organization P2P show the largest increases in usage

Usage Change Since Pandemic
Among those who previously used each (n varies = 2,018 to 2,975)



READ AS: 15% of consumers who had previously used mobile payment apps say their usage of these apps increased a lot; an additional 18% say their usage increased a little. The net effect of consumers saying their usage increased minus those saying their usage decreased is 26%, meaning that overall, 26% of consumers previously using these apps indicate an increase.



Gen Z and millennials are the age groups most likely to indicate increased usage in mobile payment apps, nonfinancial organization P2P and mobile check deposit. Declines in cash use are most likely among millennials.

* Ranked left to right on net increase

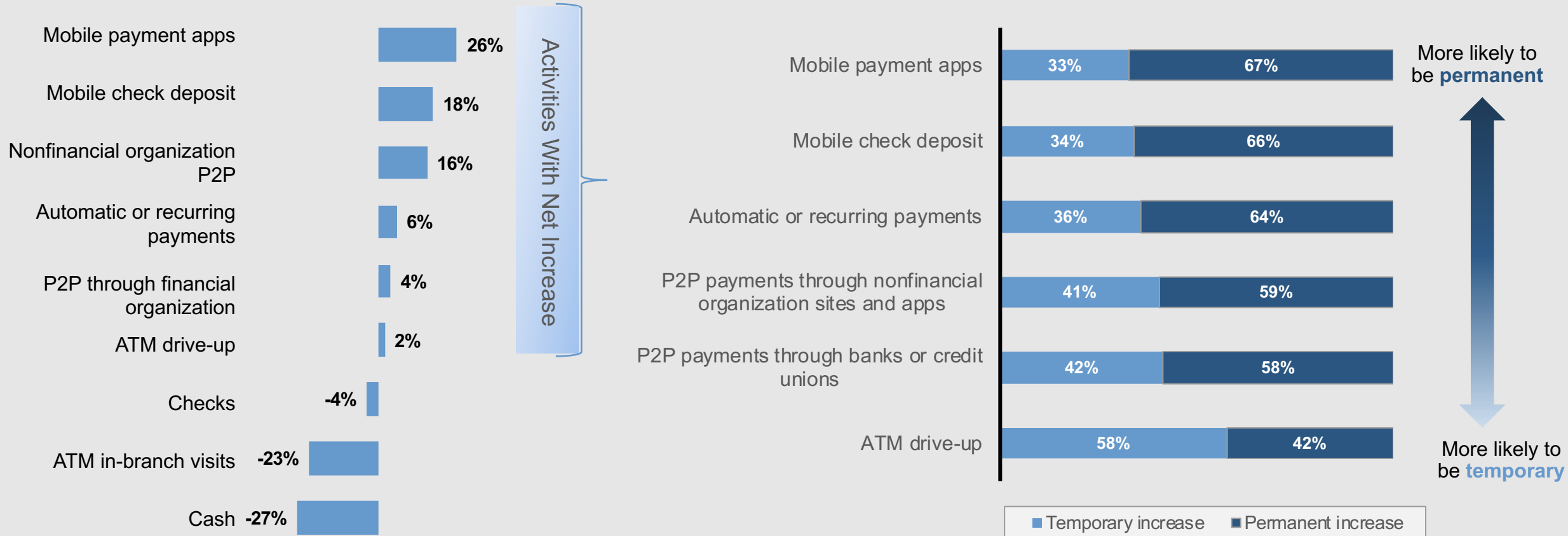
BASE: ALL QUALIFIED RESPONDENTS

Q1045: Have you changed your usage of any of the following since the coronavirus (COVID-19) pandemic?

Many consumers who are using mobile payment apps and mobile check deposits more often expect those to be long-standing changes

Net Increase in Usage Since Pandemic
 Net % Increase – Net % Decrease
 Among those who previously used (n varies = 2,018 to 2,975)

Expect Increased Activities to Be Temporary or Permanent?
 Increased activities (n=325-677); display only includes positive net increase



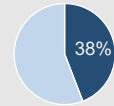
BASE: ALL QUALIFIED RESPONDENTS

Q1045: Have you changed your usage of any of the following since the coronavirus (COVID-19) pandemic?

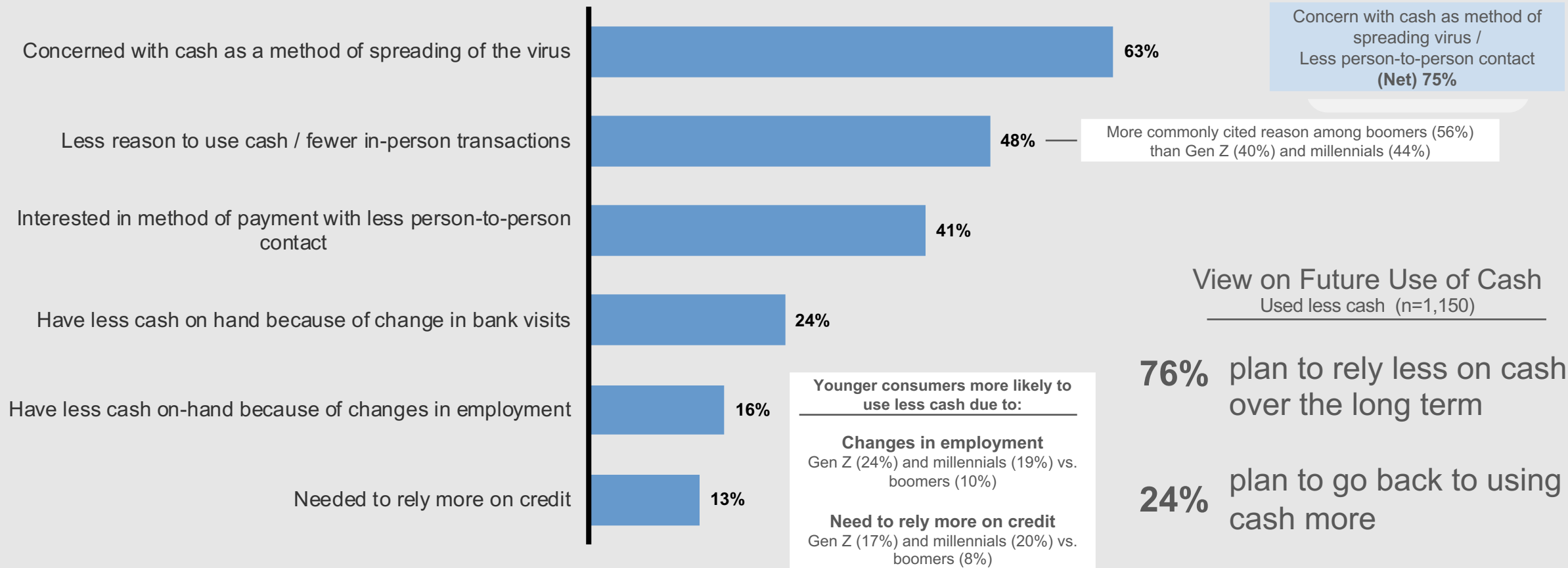
BASE: ANY ACTIVITIES HAVE INCREASED

Q1065: For each of the following activities that you say have increased since the coronavirus pandemic, do you think this is a temporary increase or something you will maintain once normal activities have resumed in your life?

The most commonly cited reason for reduced use of cash is concern with spreading the virus, but reduced need also plays a role



Reasons for Using Less Cash
Used Less Cash (n=1,150)



Other = 1%

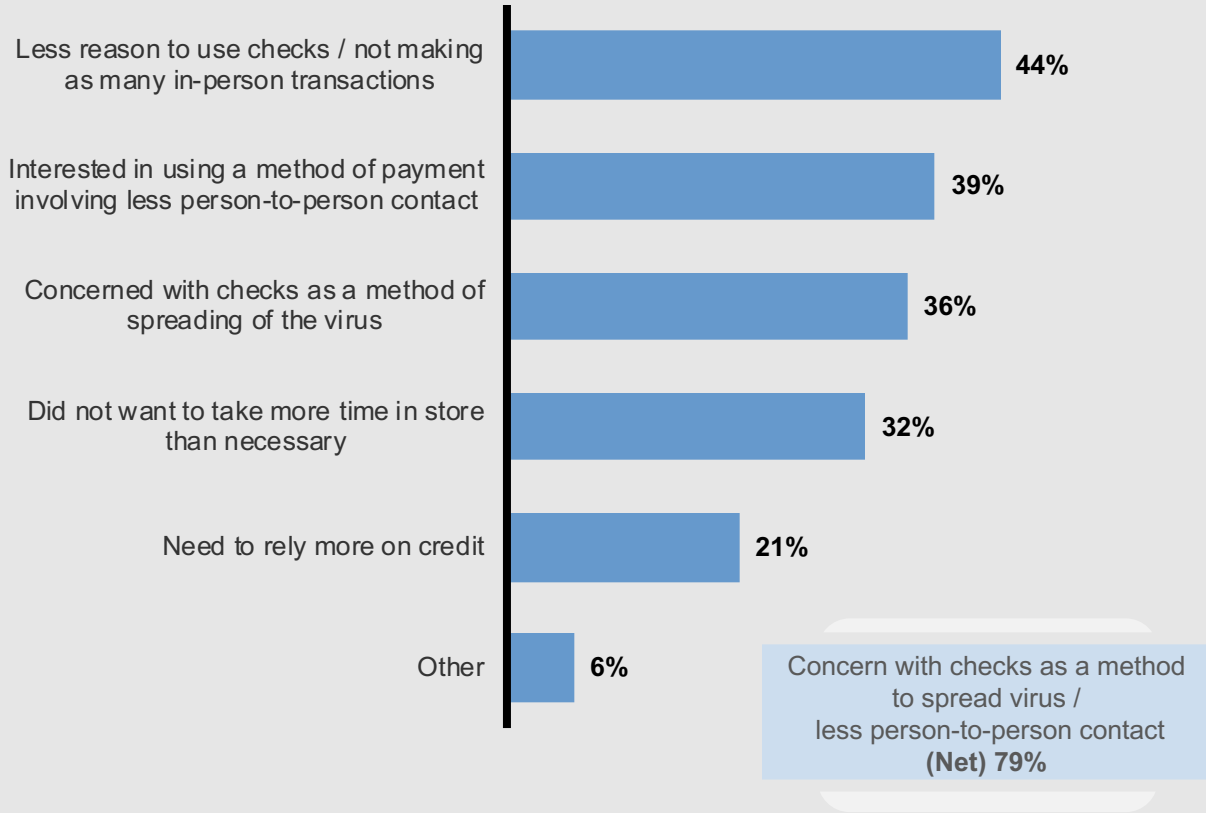
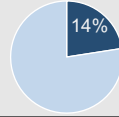
BASE: USE LESS CASH

Q1050: For what reasons have you used less cash?

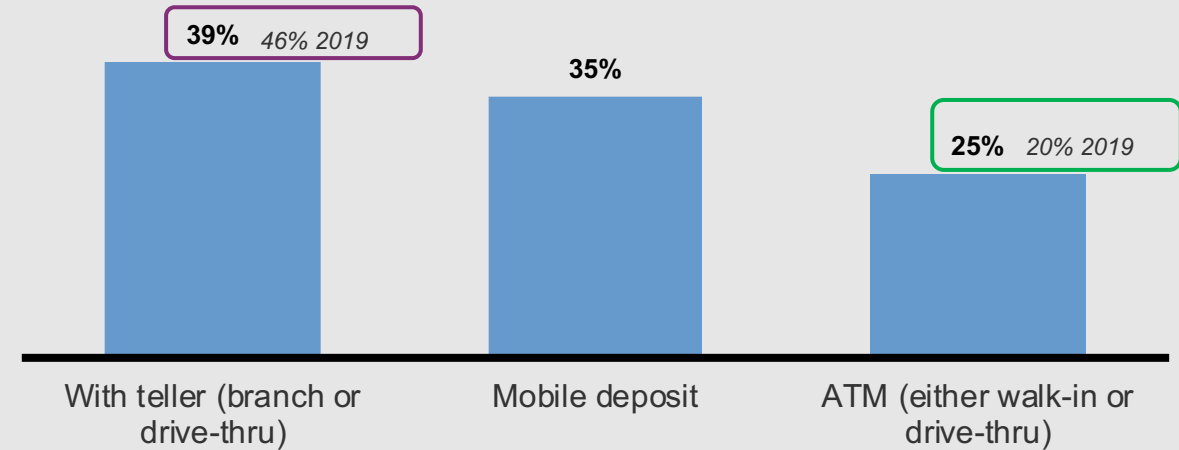
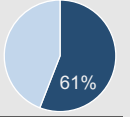
Q1055: Which of the following is closest to your views?

Using checks less is also due to a mix of reduced need and interest in avoiding person-to-person contact

Reasons for Using Less Checks
Used less checks (n=423)



Preferred Method of Depositing Checks
Deposited check in past 3 months (n=1,847)



BASE: USE LESS CHECKS

Q1060 For what reasons have you used less checks?

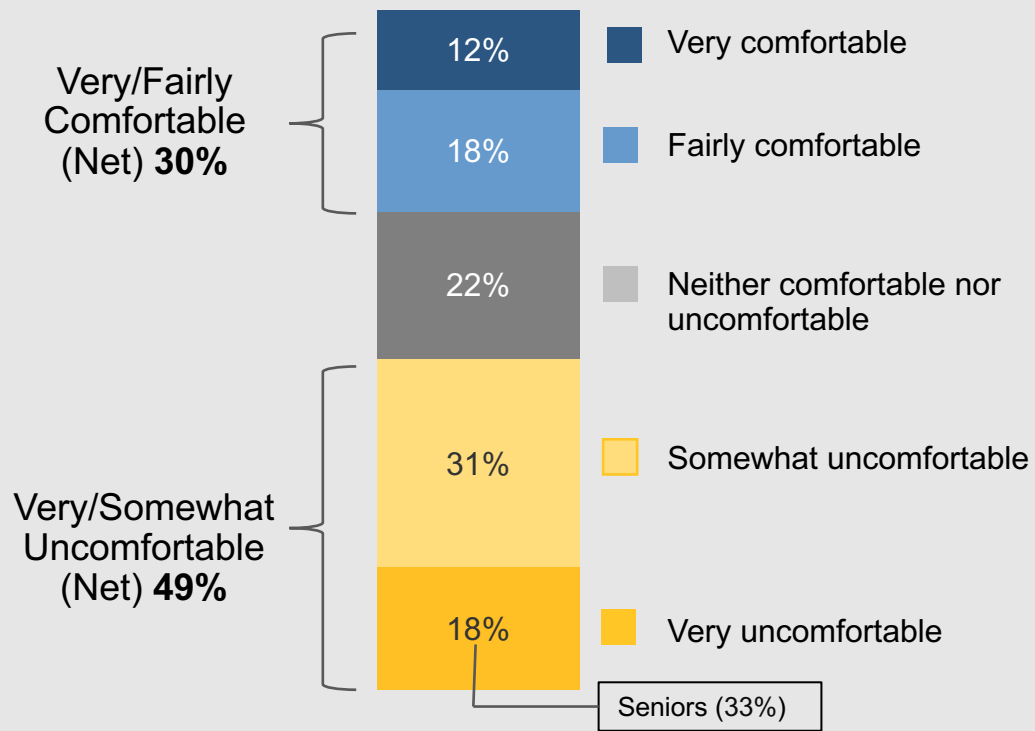
BASE: HAS DEPOSITED CHECK PAST YEAR

Q1255 What is your preferred method of depositing checks, regardless of how you have actually been depositing checks recently?

Nearly half of consumers are uncomfortable using an ATM touchpad and the majority have taken steps to protect themselves after usage

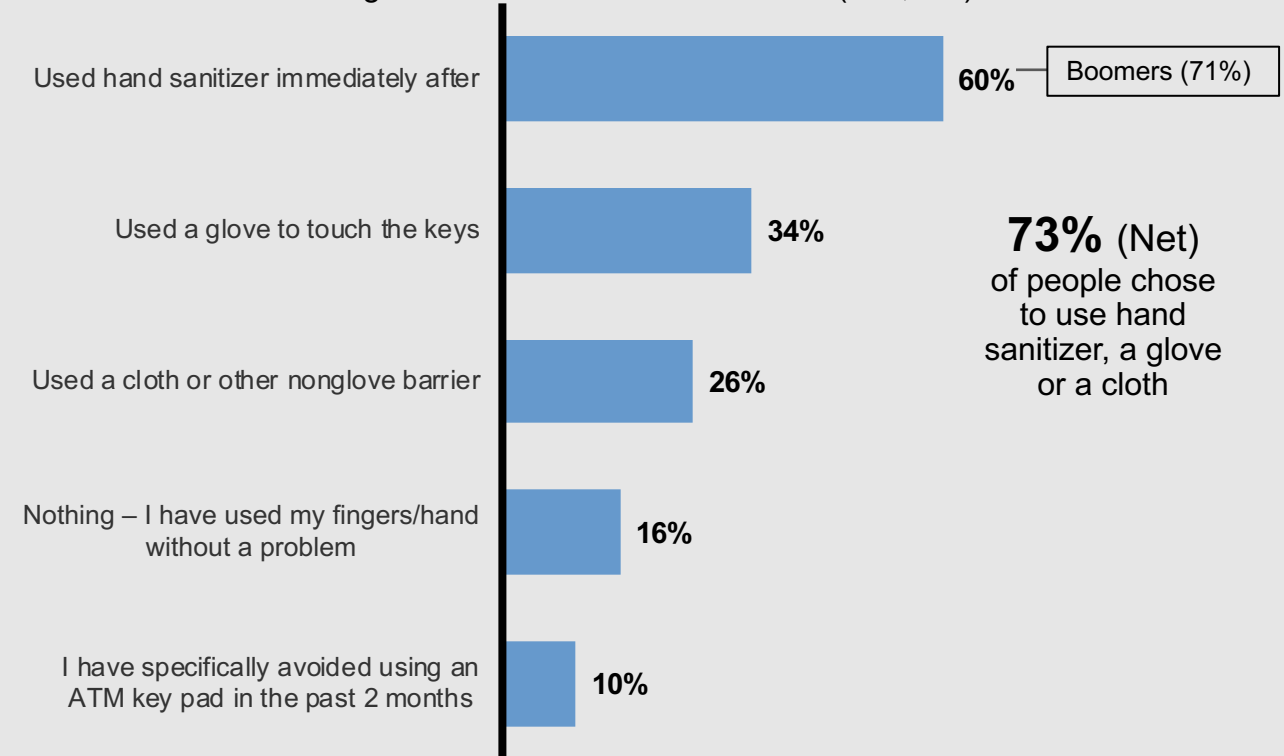
ATM Usage
Total (assigned to ATM questions, n=1,504)

Feelings on Using a Touchpad



Actions Taken When Using an ATM Touchpad

Among those who had occasion to use (n=1,175) *



* Removed from base the 21% who did not have occasion to use

BASE: ASSIGNED TO ATM QUESTIONS

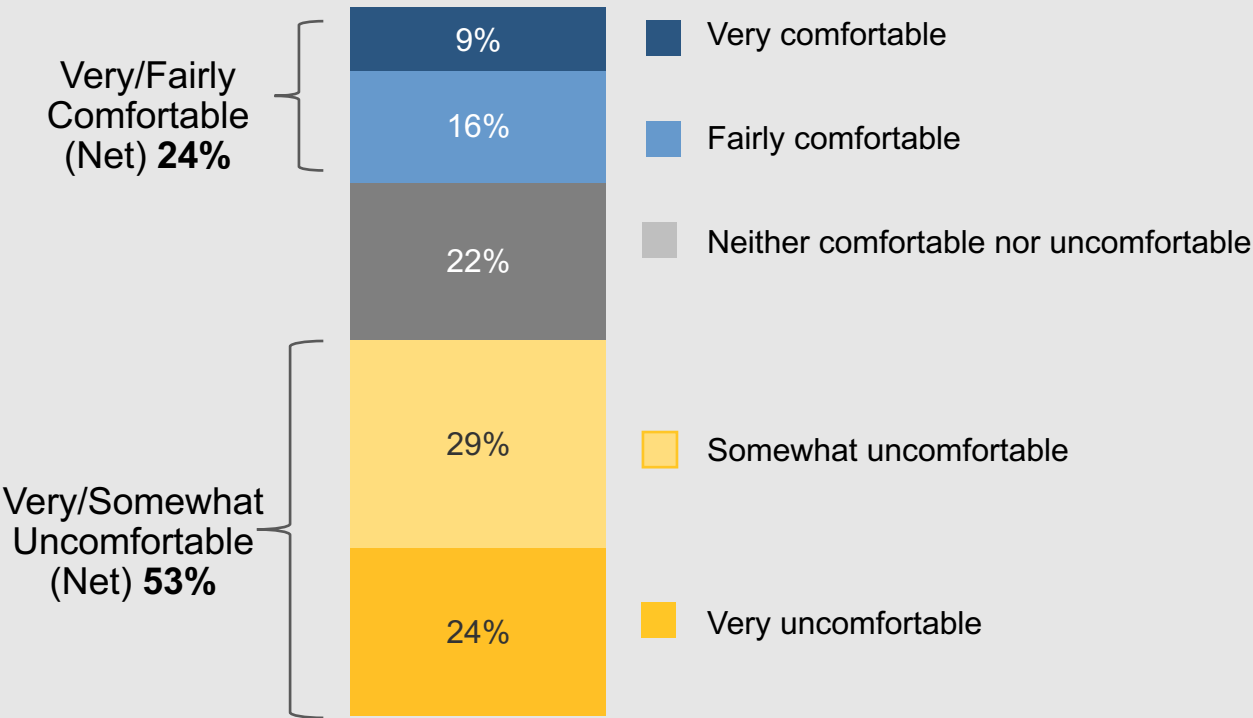
Q1450: Which of the following best describes your feelings about using an ATM touch pad from the perspective of contracting or spreading of coronavirus (COVID-19)?

Q1455: Have you done any of the following in the past 2 months when using an ATM touch pad?

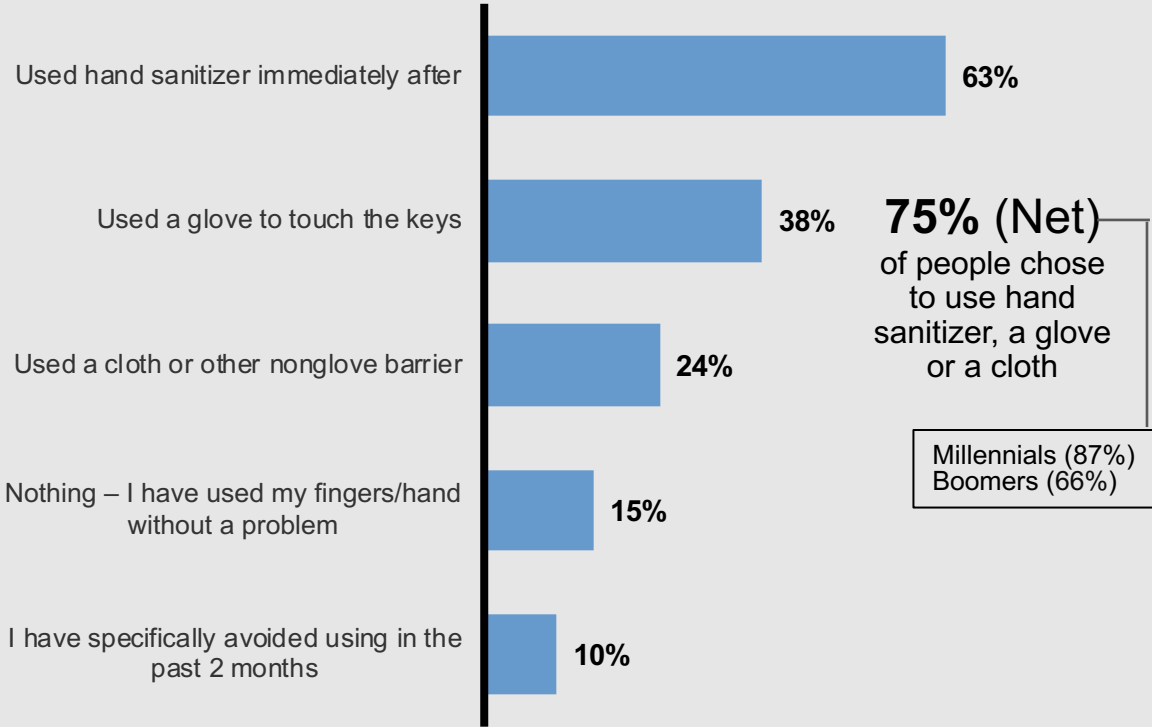
Similar to ATM touchpads, using the pen or stylus at a terminal evokes discomfort among many; consumers take steps to sanitize or protect

Terminal Pen/Stylus Usage
Total (assigned to Terminal Pen/Stylus questions, n=1,510)

Feelings on using a terminal pen or stylus



Actions taken when using a terminal pen/stylus



BASE: ALL QUALIFIED RESPONDENTS

Q1460: Which of the following best describes your feelings about using the pen/stylus attached to the payment terminal for your signature from the perspective of contracting or spreading the coronavirus (COVID-19)?

Q1465: Have you done any of the following in the past 2 months when using the pen/stylus attached to a payment terminal?



Payment Methods and COVID-19

Just over half of consumers correctly identify the meaning of the tap-and-pay symbol's card functionality

Tap and Pay

Recognition of Tap-and-Pay Symbol Total (n=3,014)



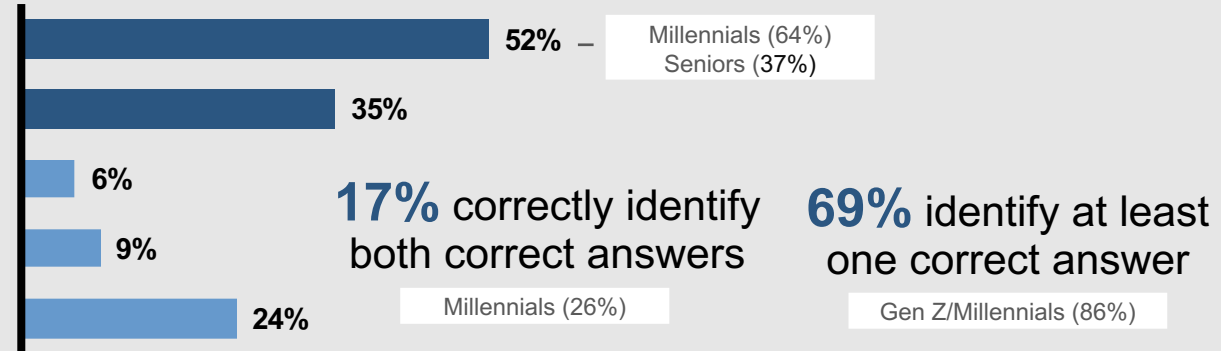
Allows you to pay by waving or tapping your chip-enabled card without swiping or inserting the card

This allows you to pay by waving or tapping your mobile phone with in-app purchase capabilities

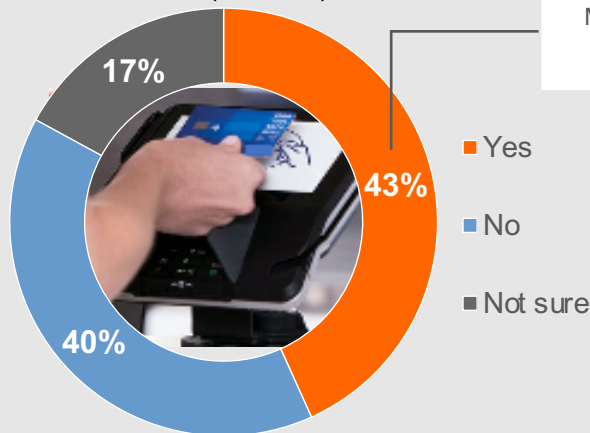
Turns up the volume on the register

Indicates that the register is online

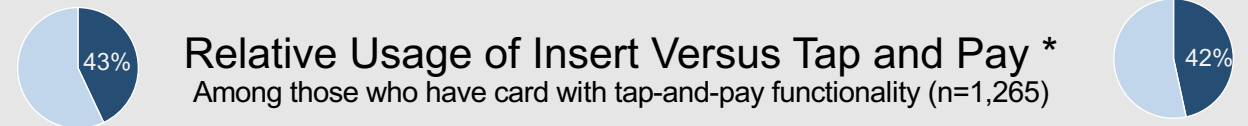
I am not at all sure what this sign means



Has Tap and Pay Total (n=3,014)



Relative Usage of Insert Versus Tap and Pay * Among those who have card with tap-and-pay functionality (n=1,265)



50%



22%

27%

Use them both equally

27%

* Percentages exclude "I do not ever pay by credit/debit card"

All generations report using Insert more than Tap, but the gap is notably higher among boomers than millennials and Gen X

BASE: ALL QUALIFIED RESPONDENTS

Q1200 When you see this symbol (see circled symbol) on a checkout terminal when paying for an item, what do you think it refers to?

Q1205 Do you currently have a physical debit and/or credit card that can be used to tap to pay instead of inserting the chip when paying at a register?

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BASE: HAS A CARD WITH TAP AND PAY FUNCTIONALITY

Q1220: Which of the following best describes your usage of the "insert" vs. the "tap and pay" functions of your credit card?

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2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020



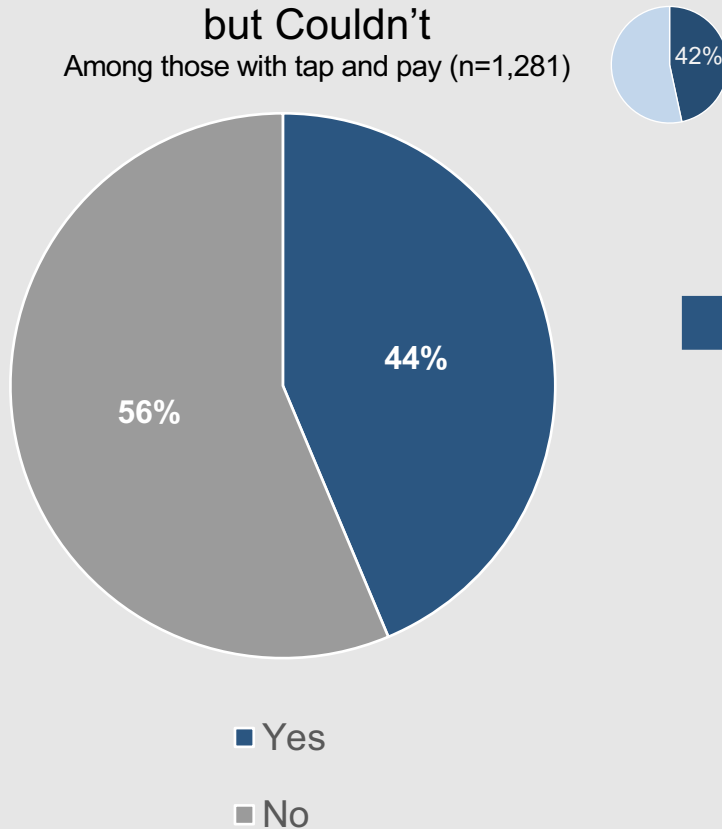
When tap and pay isn't available, most consumers use the chip reader

Tap and Pay

Availability of Tap and Pay at the Register Total (n=3,014)

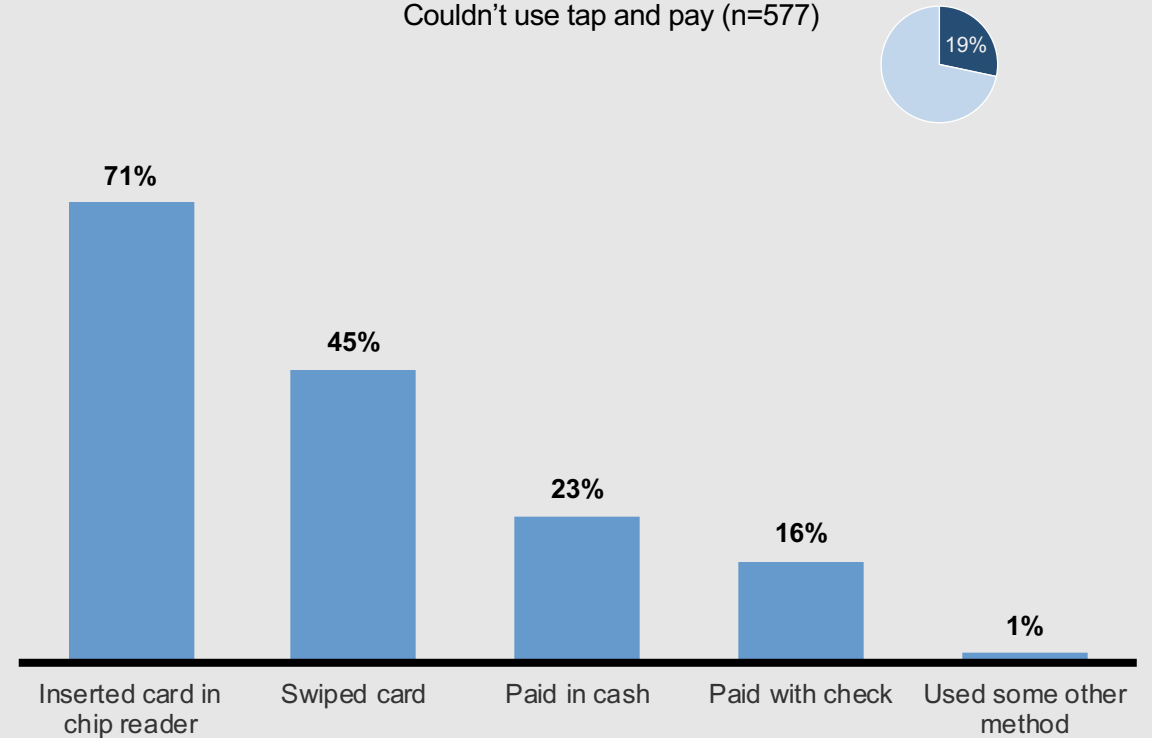
Wanted to Use Tap and Pay for Purchase but Couldn't

Among those with tap and pay (n=1,281)



How Paid When Couldn't Use Tap and Pay

Couldn't use tap and pay (n=577)



BASE: HAS A CARD WITH TAP AND PAY FUNCTIONALITY

Q1225: Have there been situations where you wanted to use a tap to pay card or mobile payment app (e.g., Apple Pay, Samsung Pay, etc.) but the merchant did not accept it?

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BASE: HAVE WANTED TO USE CONTACTLESS PAYMENT WHERE MERCHANT DID NOT ACCEPT

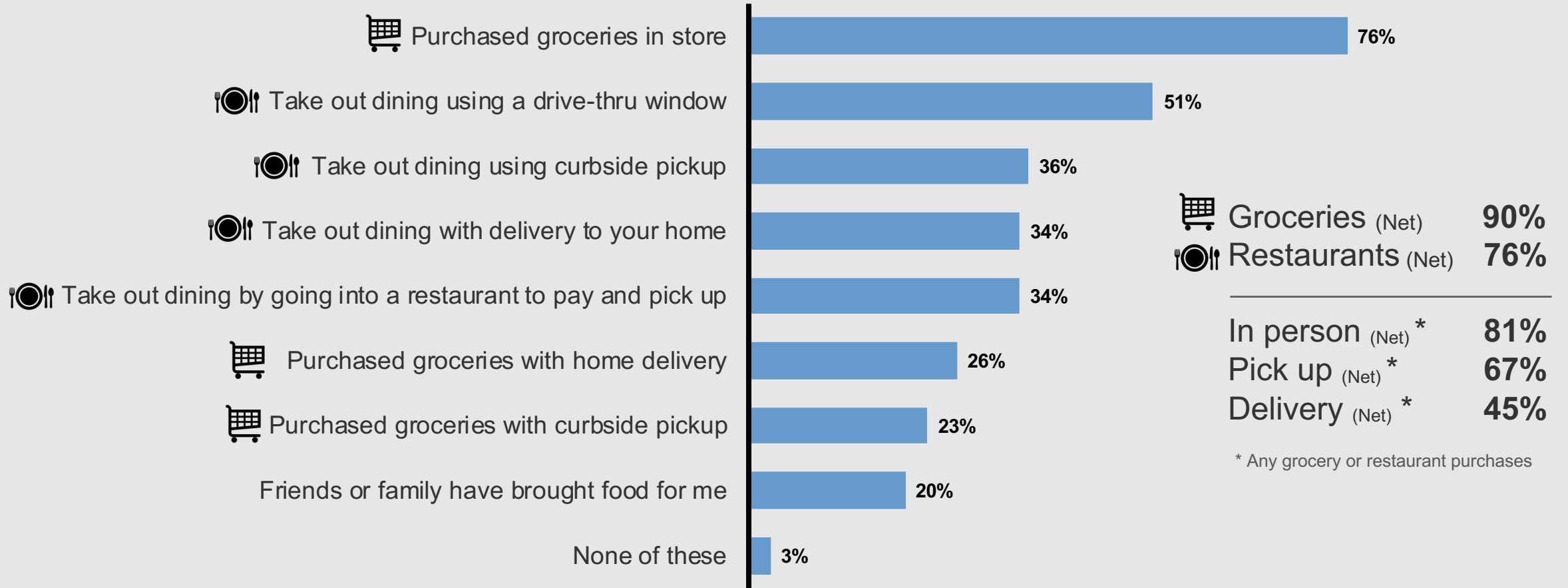
Q1230: How did you pay when you were not able to use the tap to pay or mobile payment app?

FORTUNE World's Most Admired Companies®
2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020



Two-thirds of consumers used curbside pickup early in the pandemic; nearly half utilized food delivery services

Grocery / Food Purchases Past Two Months
Total (n=3,014)



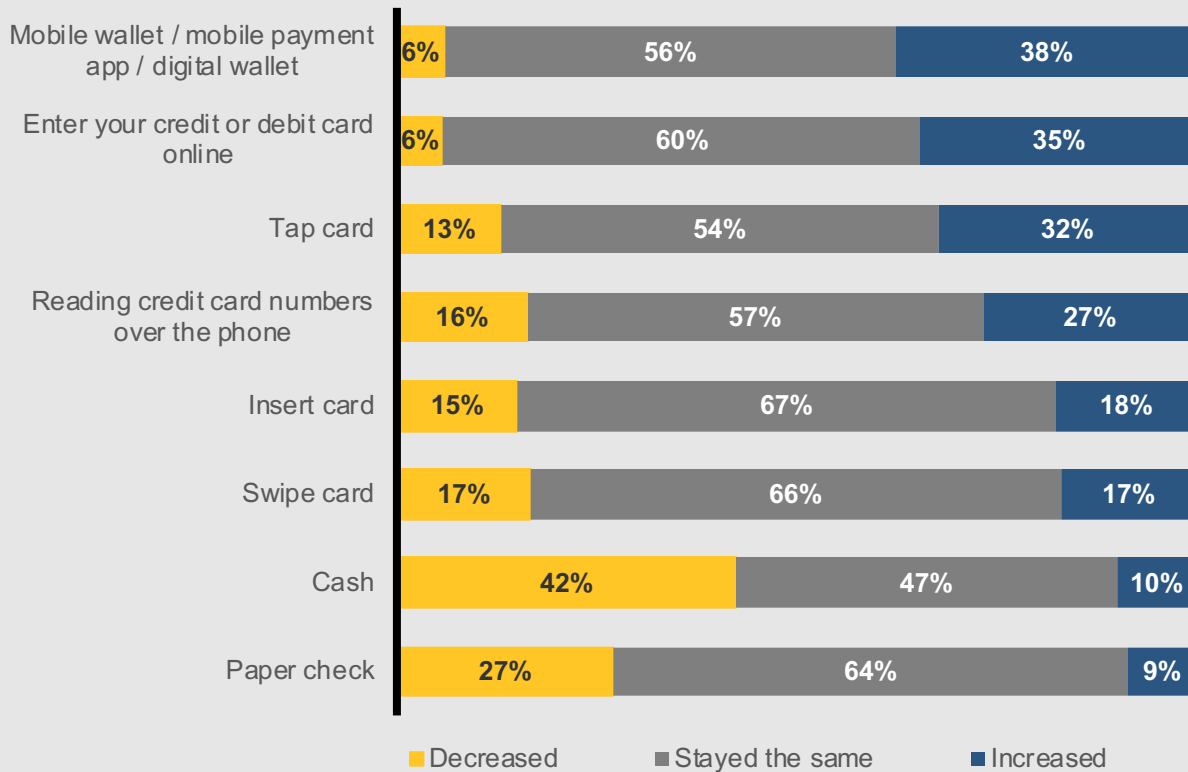
BASE: ALL QUALIFIED RESPONDENTS

Q1210: Which of the following, if any, have you done in the past two months?

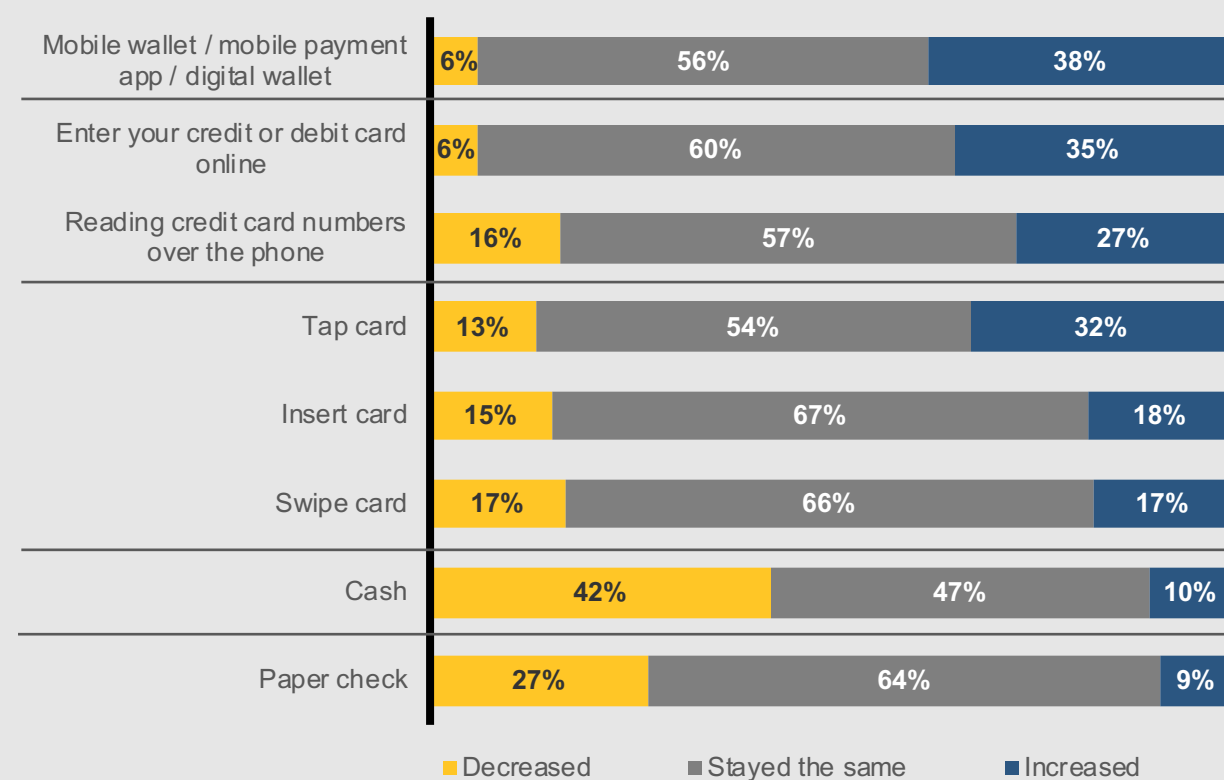
Mobile wallets, online credit or debit card use and tap-and-pay cards show the greatest increases when paying for takeout food or groceries

Reported Change in Usage by Payment Method
Among those who made purchases (n varies; range=1268–2789)

Payments Ranked High to Low on Percentage of Consumers Indicating Use Has Increased



Grouped by Payment Type



Percentages exclude "I never use this type of payment"









Percentages exclude "I never use this type of payment"

BASE: MADE ANY SPECIFIED PURCHASES

Q1215: Thinking of all the ways that you have paid for groceries or takeout dining in the past two months, has your usage of any of the following changed? Which of the following methods have you used?

Consumer perceptions of the speed, security and convenience of cash drop from last year

Attitudes Toward Various Forms of Payment
Total (n=3,014)

	Credit Card (Tap and Pay)	Credit Card (Insert Chip)	Cash	Mobile Payment	Check
Fastest	37%  +9 % points	28%	19% -9 % points	11% -1 % points	2%
Most Secure	16% +7 % points	33%  +3 % points	35%  -8 % points	9% +2 % points	4% -2 % points
Most Convenient	31% +7 % points	36%  -4 % points	15% -6 % points	13%	3%
Most Preferred	19% +8 % points	48%  -9 % points	16% -3 % points	11% +2 % points	4%
Least Preferred	7% -3 % points	4%  -3 % points	28% +15 % points	19% -3 % points	37%  -10 % points
Safest to Prevent Cv-19 Spread	42% 	19%	6%	24%	4%

+/- indicates change from Q3 2019

READ AS (Reading by rows): When asked which payment method was the most convenient, 36% of banking consumers selected insert chip credit card (down 4 points from 2019).

Tap and pay is credited for being fastest and safest to prevent the spread of COVID-19, however chip insert is believed to be the most secure and convenient

Caution against interpreting year-over-year changes in tap and pay given the new questions this wave on tap and pay (change in context can cause changes in responding)

Percentage responses of "None of these" not displayed but range from 2-6%

BASE: ALL QUALIFIED RESPONDENTS

Q1235: For each of the methods below, please indicate which payment method you believe is the fastest, most secure, most convenient to use, preferred method of payment and least preferred method of payment. If you don't have personal experience using all of the methods below, please select a response based on what you may have seen or heard about it.

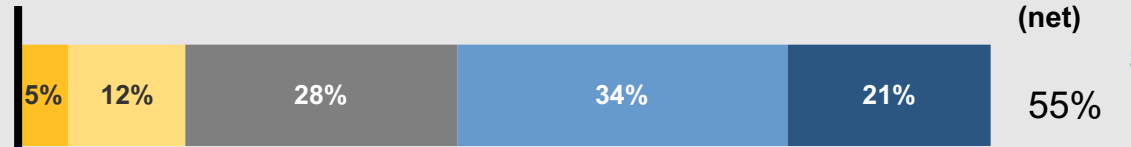
Gen X may be the generation most concerned with payment security

Attitudes Toward Convenience and Security of Payment Methods

Total (n=3,014)

Highest among Gen X
(66% agreement
vs. 55% total)

I am extremely concerned about the security of payment methods and willing to sacrifice convenience to be extra cautious



I am content to use same methods I've used for years and not interested in new payment methods

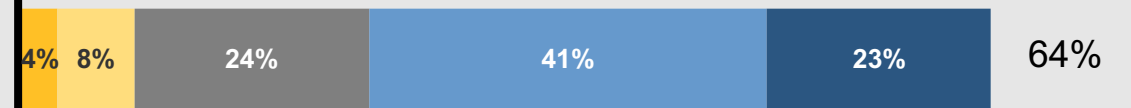


I want payment methods to meet basic levels of security but will only use what's convenient



Highest among millennials
(73% agreement
vs. 64% total)

I am always open to faster and more convenient payment methods



■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

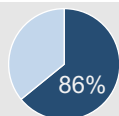
More Security Driven
↑
↓
More Convenience Driven

* %ages exclude "I never use this type of payment"

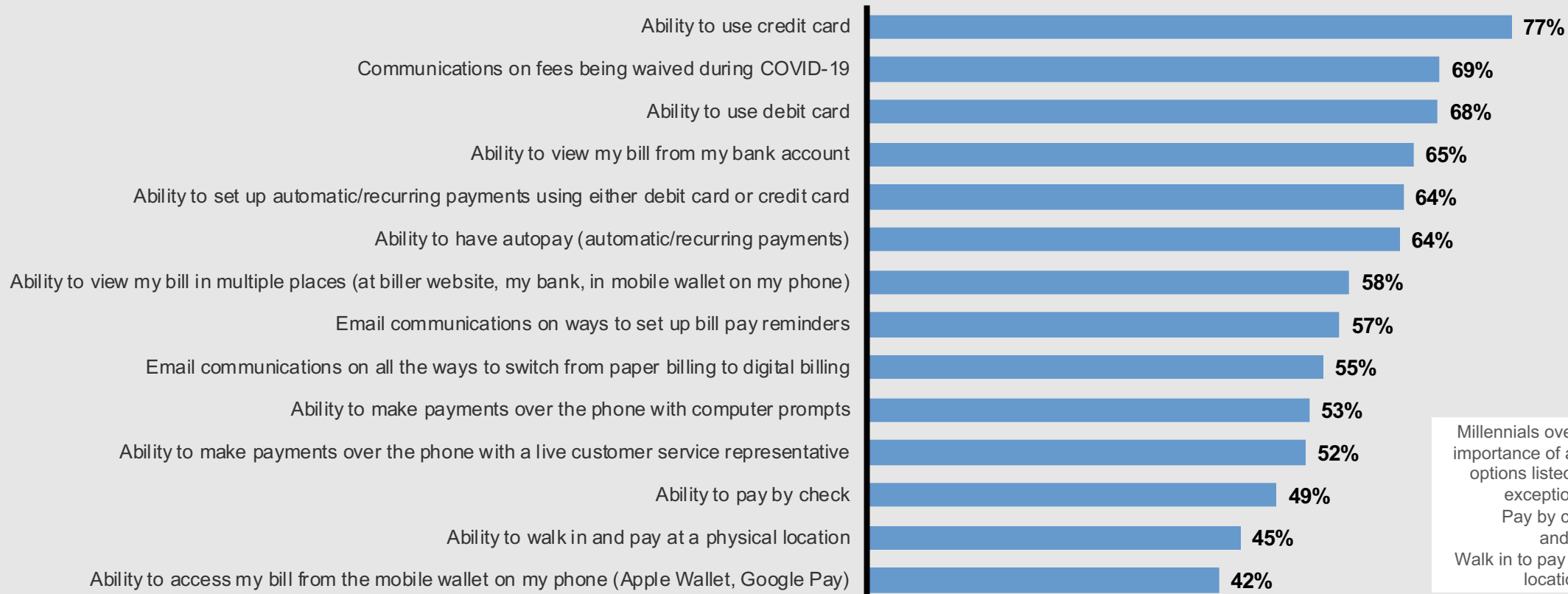


COVID-19 Effect on Receiving Statements and Bills

Consumers' top requirements related to bill pay options at this time are the ability to pay by credit card and waiving fees during COVID-19



Consumer-Reported Importance That a Company Offer Each Payment Option
Important / Very Important
Makes payments to qualified biller (n=2,605)



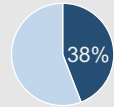
Millennials over-index on importance of all payment options listed with the exception of:
Pay by check
and
Walk in to pay at physical location

We examined the extent to which the biller actions and options listed above are related to the degree of satisfaction customers report with their biller. This was examined across several company/bill types: gas/electric, insurance and mortgage. Analyses showed no relationship between offering these options and satisfaction. This may reflect a situation in which many options are considered table stakes and companies are already delivering on them.

BASE: MAKES QUALIFIED PAYMENT

Q1805: Below is a list of possible company offerings related to how their customers can pay their bills. How important, if at all, is it that a company offer each of the following?

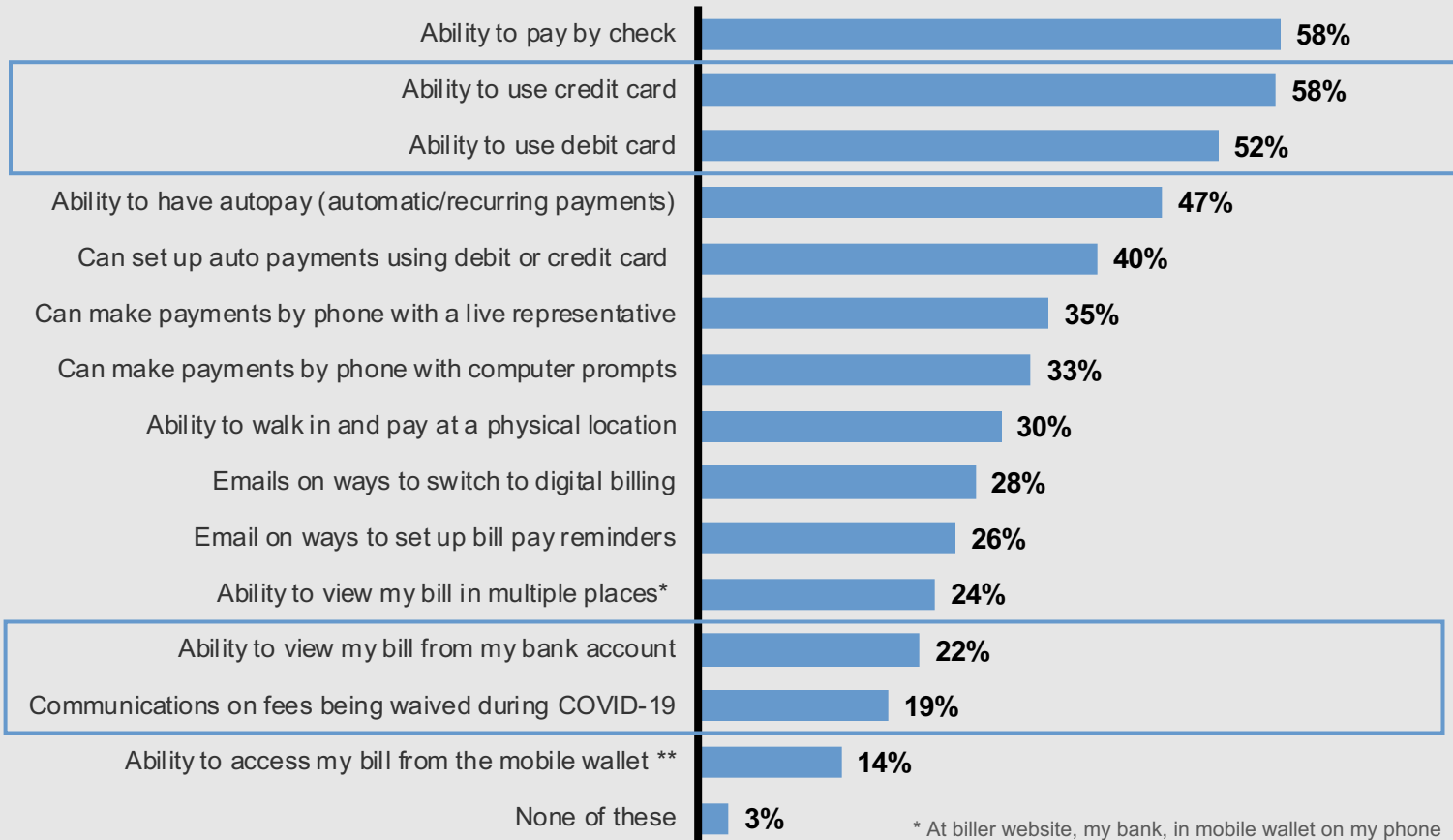
Relatively few customers consider their gas or electric companies to be delivering on some of the most important aspects of bill pay



Bill Payment Offerings and Satisfaction – Gas/Electric
Makes payment to gas/electric company (n=1,139)

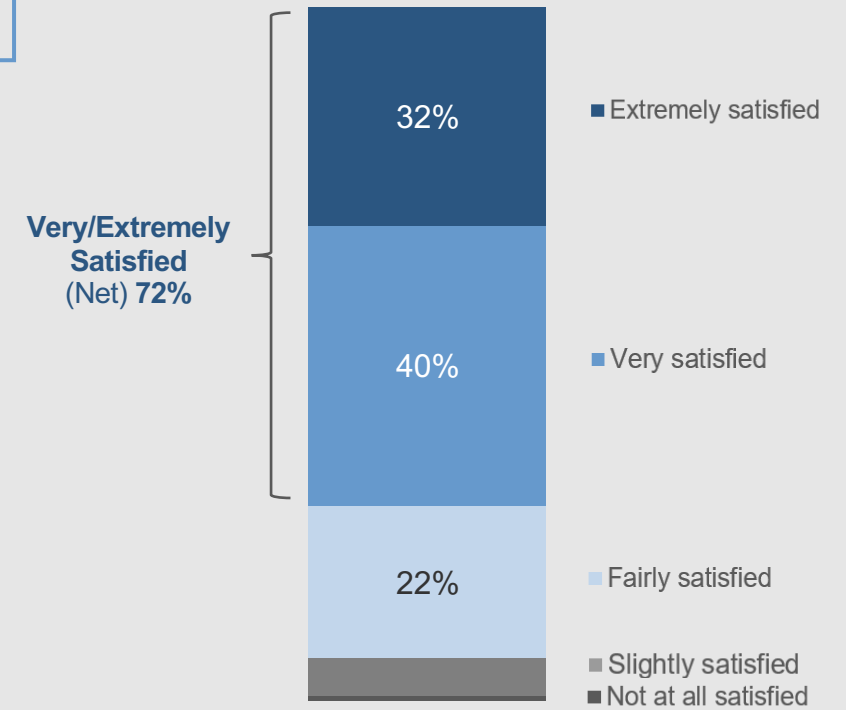
These are among the top four options consumers say are important

Current Payment Offerings by Gas/Electric Company



* At biller website, my bank, in mobile wallet on my phone
** e.g., Apple Wallet, Google Pay

Satisfaction With Gas/Electric Company in Terms of Bill Payment



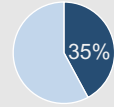
Percentages 5% and below not displayed above

BASE: MAKES QUALIFIED PAYMENT – GAS/ELECTRIC ONLY

Q1820: Does your [type of biller] offer any of the following related to paying bills?

Q1830: How satisfied are you, if at all, with this [type of biller] in terms of bill payment?

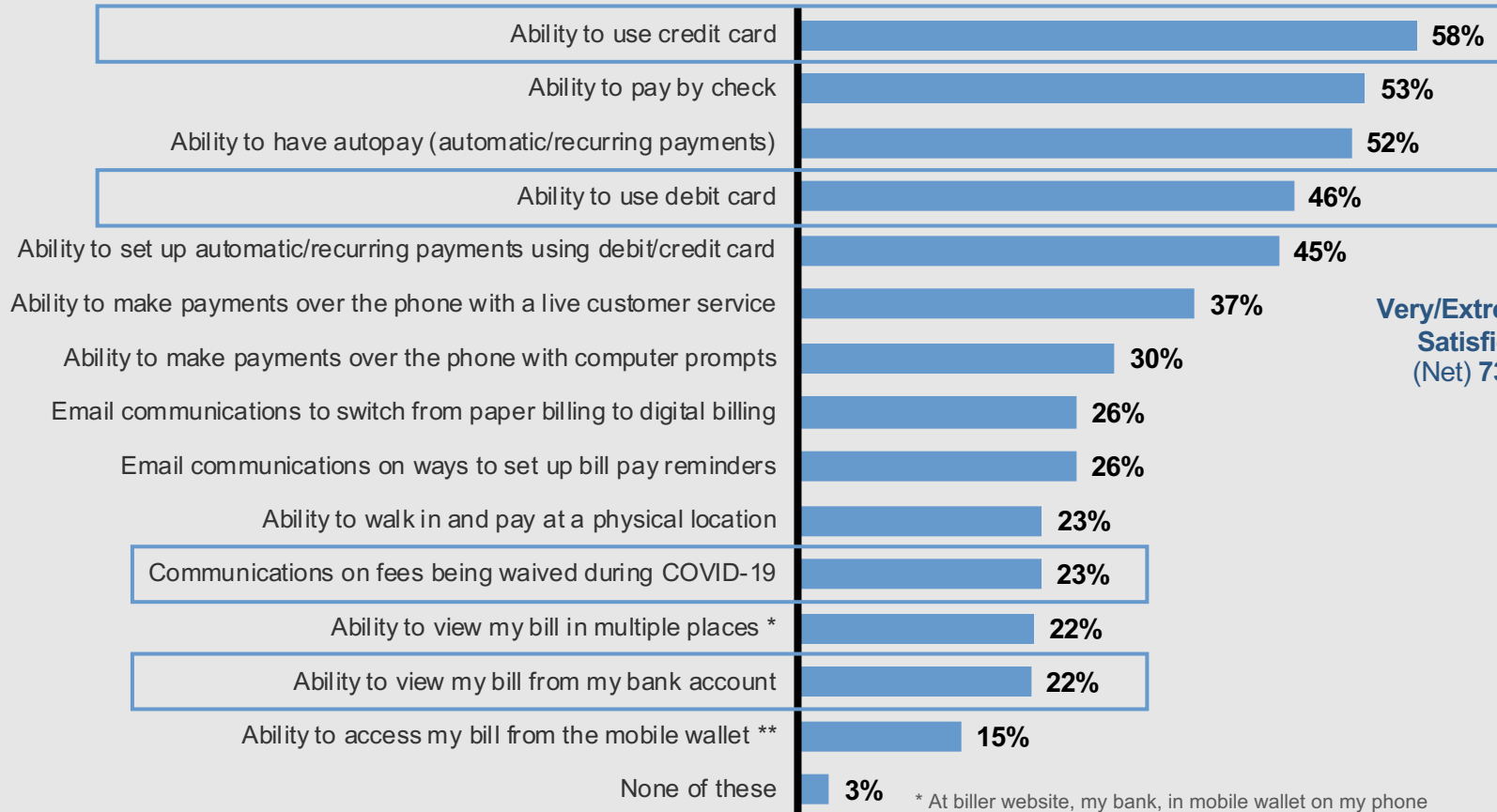
Insurance companies could possibly enhance customer relations by offering bill viewing via bank accounts and fee waivers due to COVID-19



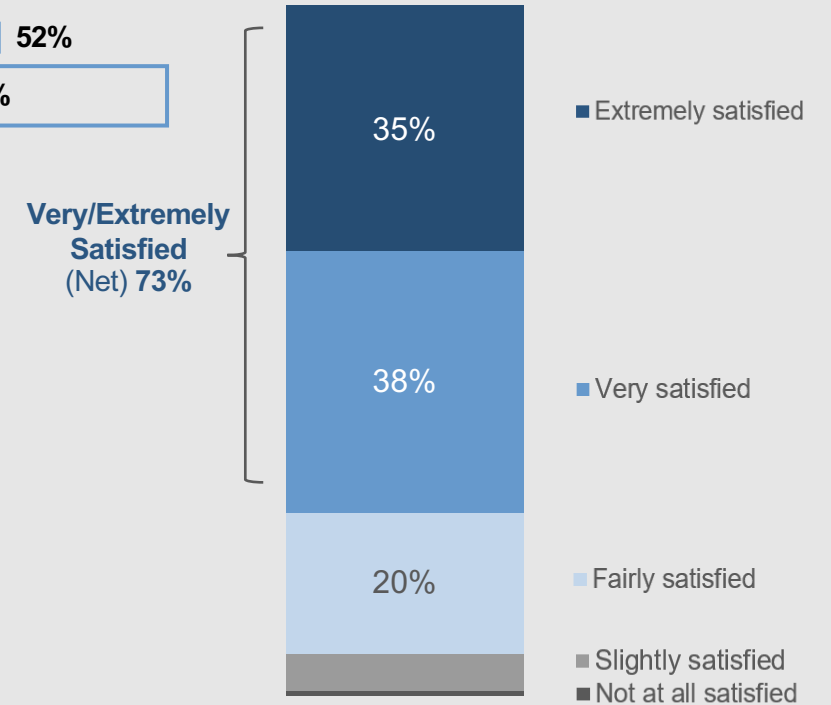
Bill Payment Offerings and Satisfaction – Insurance
Total (n=1,053)

These are among the top four options consumers say are important

Current Payment Offerings by Insurance Company



Satisfaction With Insurance Company in Terms of Bill Payment



* At biller website, my bank, in mobile wallet on my phone
** e.g., Apple Wallet, Google Pay

Percentages 5% and below not displayed above

BASE: MAKES QUALIFIED PAYMENT – INSURANCE ONLY

Q1820: Does your [type of biller] offer any of the following related to paying bills?

Q1830: How satisfied are you, if at all, with this [type of biller] in terms of bill payment?

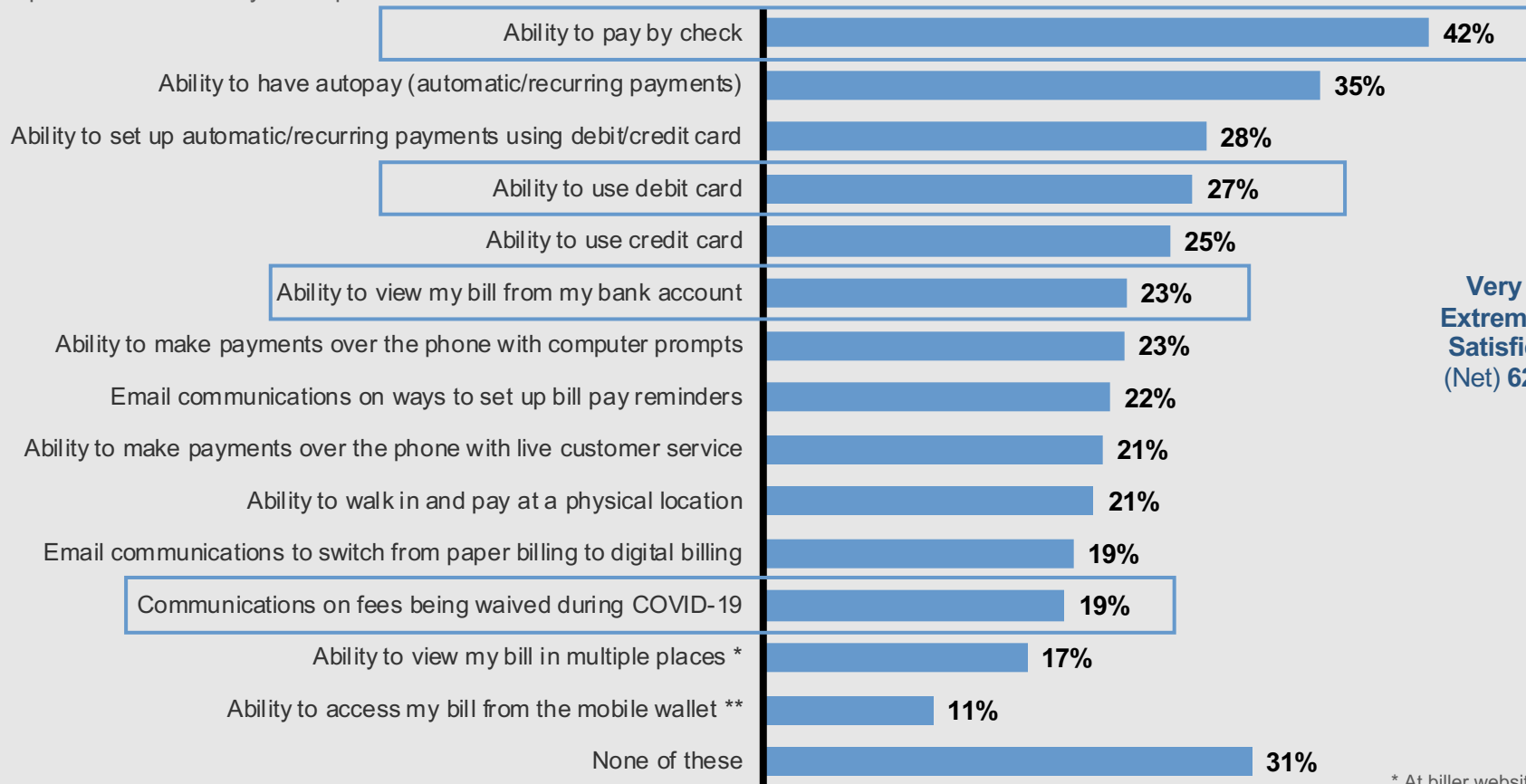
Satisfaction with mortgage payment offerings is a bit tempered compared with other bill types assessed



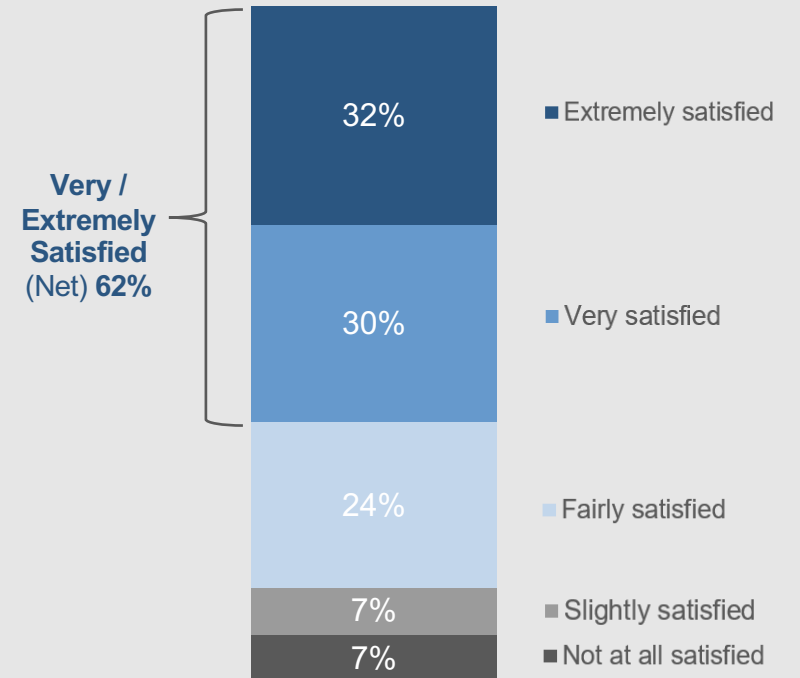
Billers Payment Offerings and Satisfaction – Mortgage / HELOC
Total (n=413)

These are among the top four options consumers say are important

Current Payment Offerings by Mortgage / HELOC



Satisfaction With Mortgage / HELOC in Terms of Bill Payment



* At biller website, my bank, in mobile wallet on my phone
** e.g. Apple Wallet, Google Pay

BASE: MAKES QUALIFIED PAYMENT – MORTGAGE / HELOC ONLY

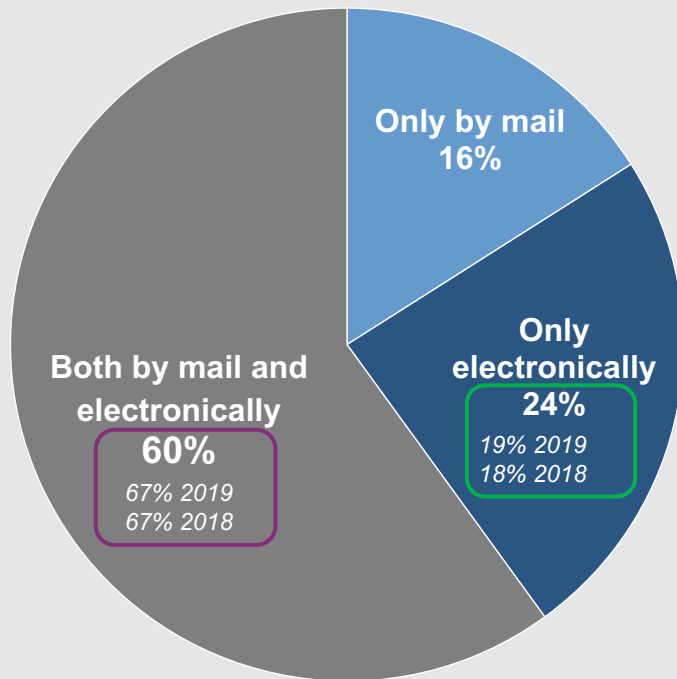
Q1820: Does your [type of biller] offer any of the following related to paying bills?

Q1830: How satisfied are you, if at all, with this [type of biller] in terms of bill payment?

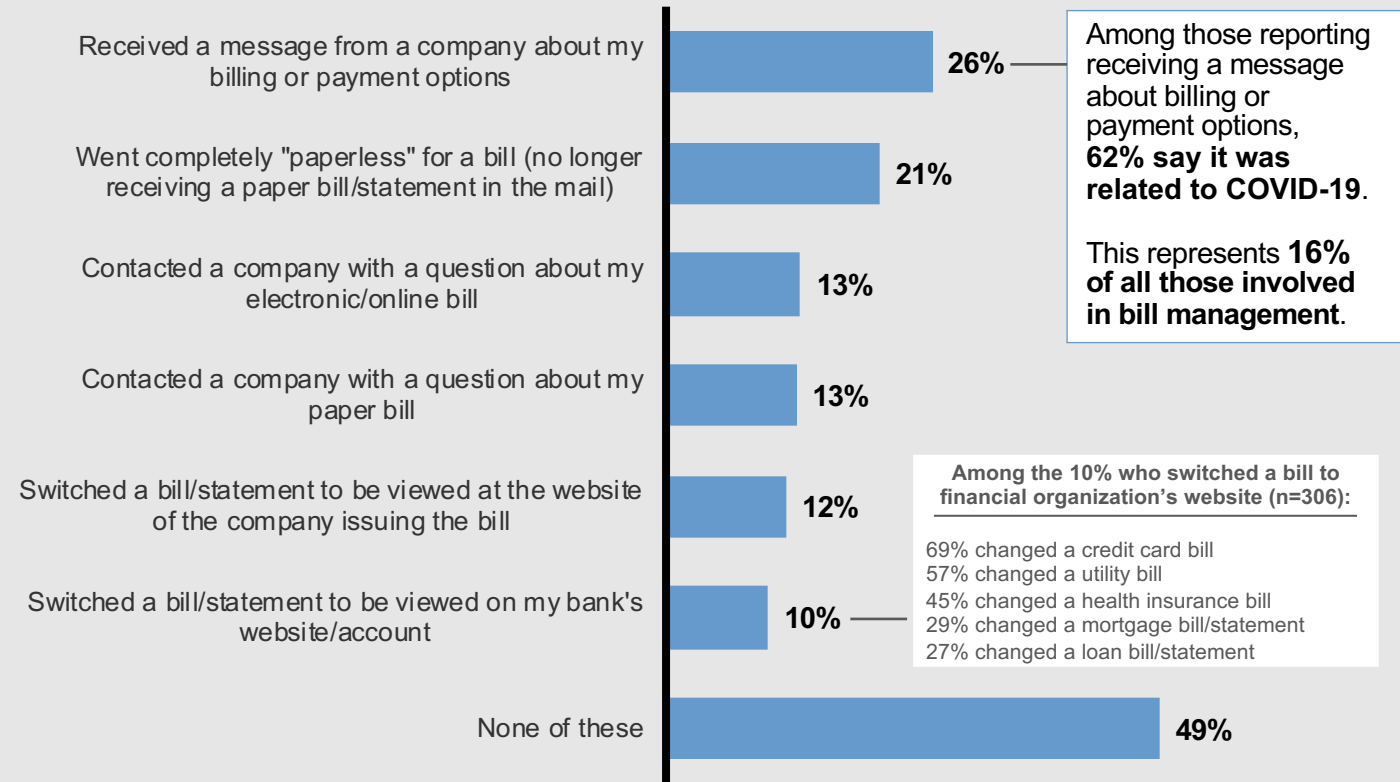
Receipt of all-paperless billing continues to rise, now reported by nearly one in four consumers

How Do You Receive Bills? Among those involved in bill management (n=2,936)

Ways Receive Bills and Statements
Among those involved in bill management (n=2,936)



Actions (Taken or Received) Related to Bill Receipt Past 2 Months
Among those involved in bill management (n=2,936)



BASE: INVOLVED IN BILL MANAGEMENT

Q1845: Thinking about all of the bills you receive, in which of the following ways do you receive bills and statements?

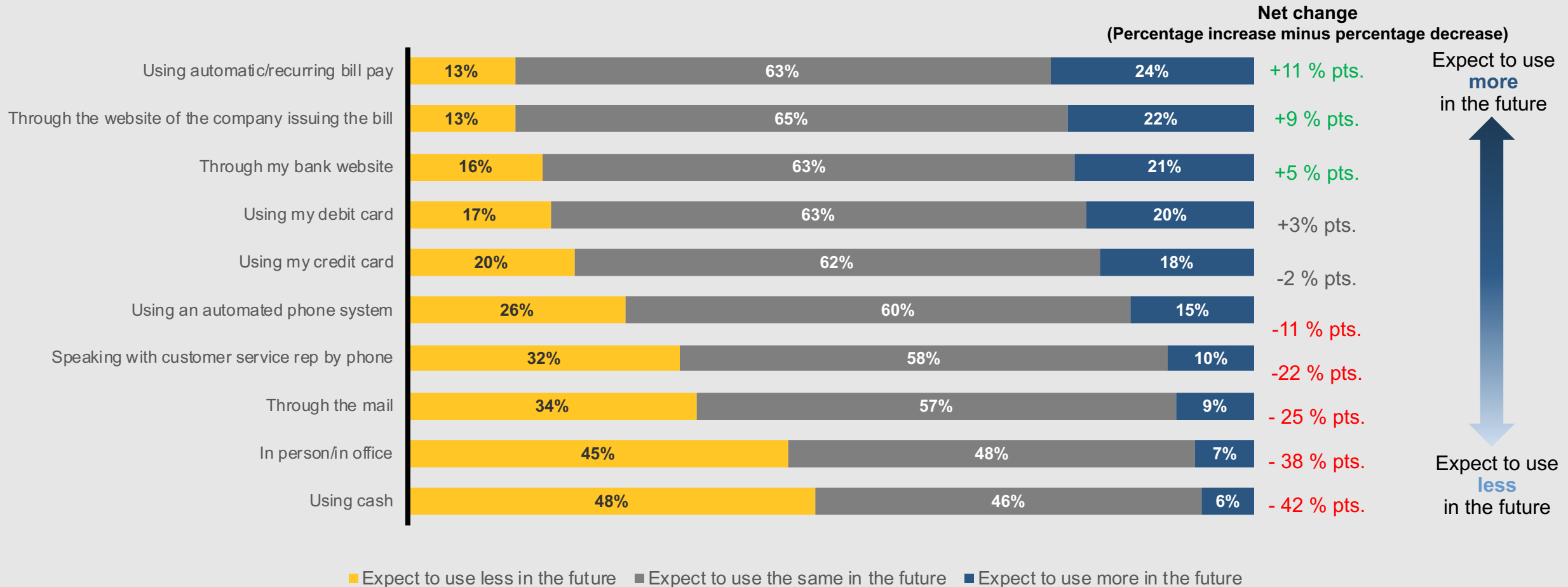
Q1850: Now please think about all of the ways that you are receiving bills and statements. Have you done any of the following in the past 2 months?

BASE: RECEIVED MESSAGE ABOUT BILLING OR PAYMENT OPTIONS Q1855: Thinking about the message you received from a company about billing or payment options, was the message related to the coronavirus (COVID-19) pandemic?

BASE: SWITCHED A BILL TO FINANCIAL ORGANIZATION Q1860: Thinking about the bill/statement that you switched to now view on your bank's website/account, what kind of bill was it?

Consumer expectations point to the trends of less reliance on cash, mailed and in-person payments continuing

Consumer Perceptions of Changes in Bill Pay
 Comparing Pre-COVID-19 Levels to 6 Months From Now
 Among those involved in bill pay (n=2,936)



BASE: INVOLVED IN BILL PAY

Q1870: The list below describes different ways to pay bills. Compared to how you paid bills prior to the coronavirus (COVID-19) pandemic, do you expect to use each of the following more, less or about the same in 6 months?

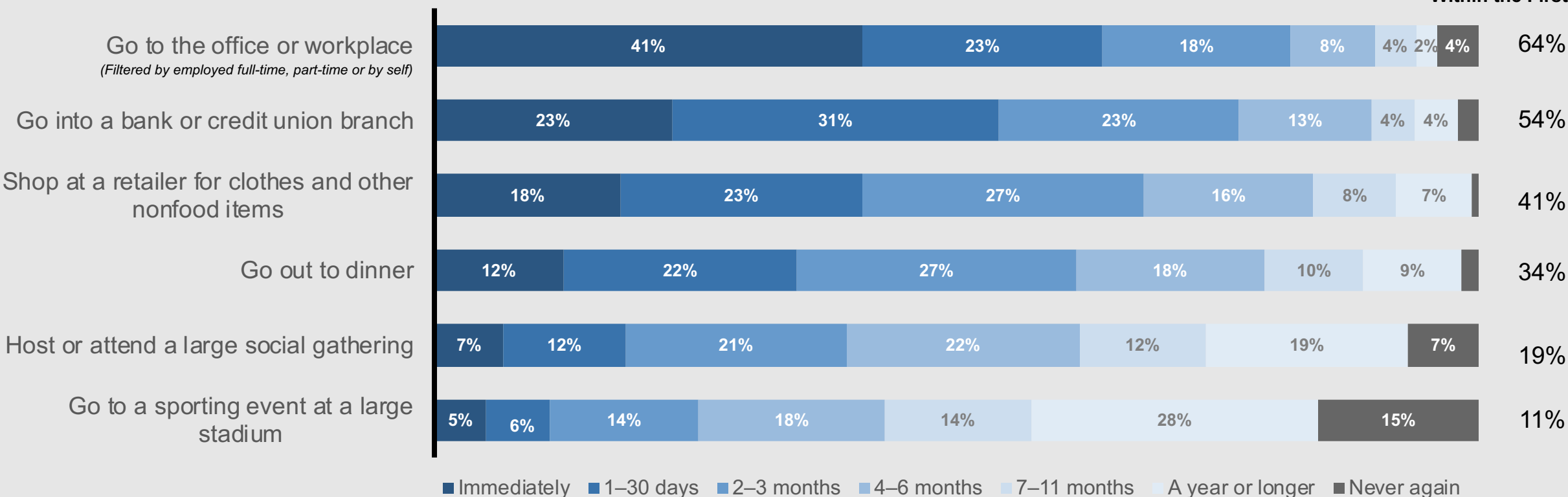


Reentering Society

A majority of consumers expect to return to work or the financial institution branch within a month of reopening; social gatherings will take longer

Time Expected to Return to Activities (Once Opened)
Total (base varies due to random assignment to situations/events; n=2,509–2,514)

Expected Return
Within the First Month



Sorted high to low on returning to activity/event within a month upon its reopening

Percentages below 4% in the “Never again” category not displayed

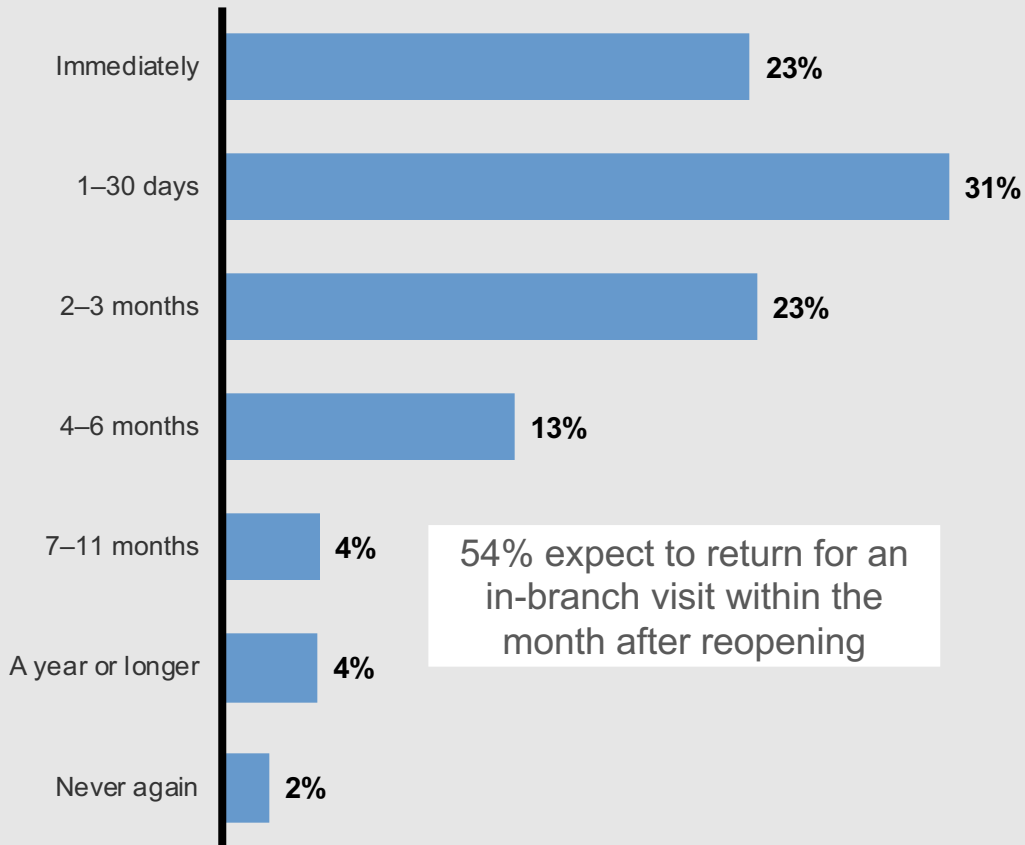
BASE: ALL QUALIFIED RESPONDENTS

Q1010: How long will it take you to do each of the following, once they open?

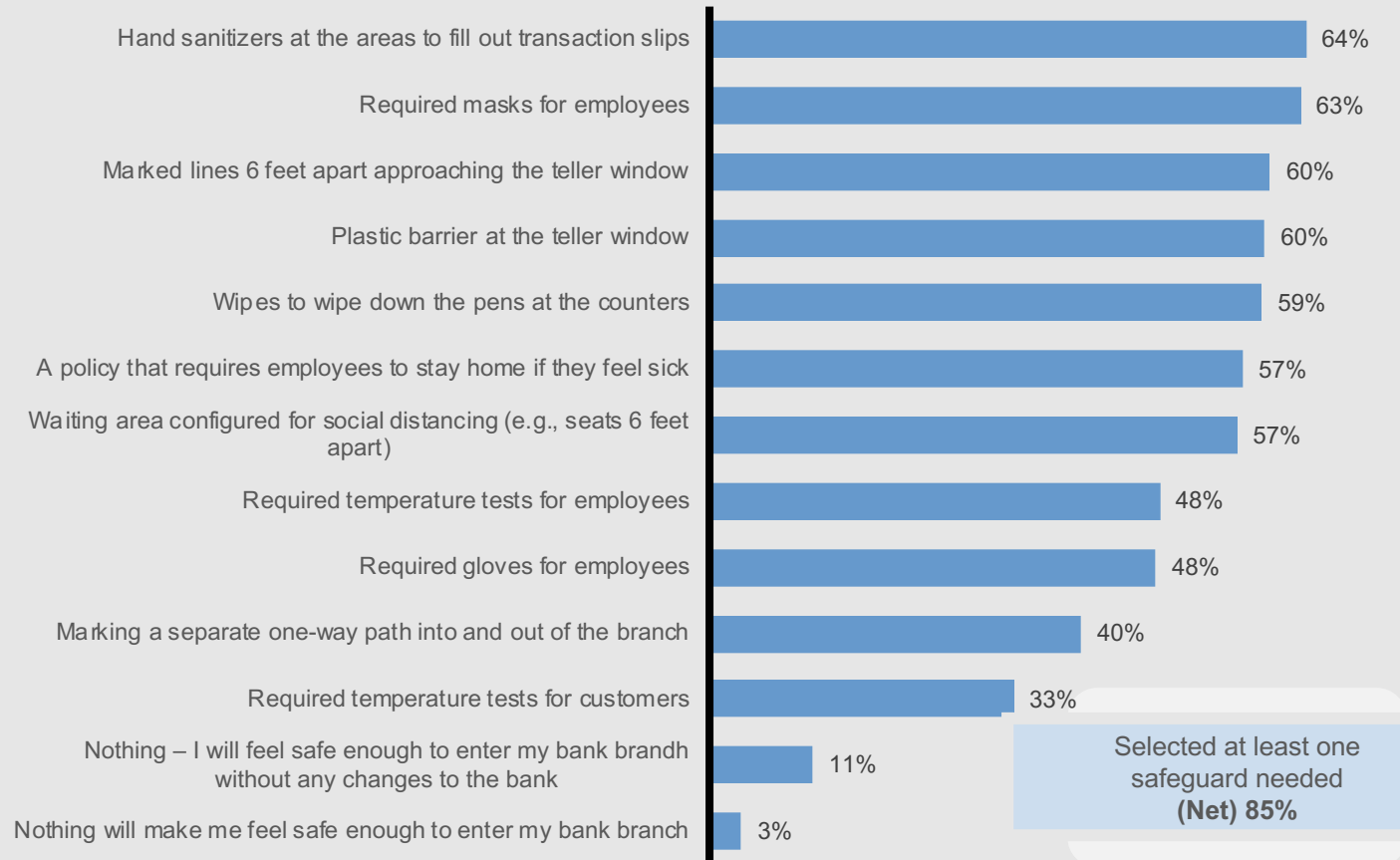
More than half expect to return to in-branch banking within a month after reopening; most also expect certain safeguards

In-Branch Banking

How Long Until You Enter a Branch?
Total (n=2,512)



What Will Make You Feel Safe?
Among those who have gone into a branch in past year (n=1,487)



BASE: ALL QUALIFIED RESPONDENTS

Q1010: How long will it take you to do each of the following, once they open?

Q1430: Which of the following, if any, will make you feel safe to enter a bank/credit union branch again?

Availability of hand sanitizer is key to making consumers comfortable going into a branch; employee masks also provide notable lift

Actions for Banks and Credit Unions to Meet the Security Needs of the Greatest Number of Consumers

In-Branch Banking

Has gone into a branch in past year (n=1,487)

TURF is an optimization approach for finding a subset of items that reach the greatest number of respondents possible.

	Number of Actions / Combinations and Associated Reach				
	1	2	3	4	5
Hand sanitizers at transaction slip counters	✓	✓	✓	✓	✓
Employee masks required		✓	✓	✓	✓
Plastic barrier at teller window			✓	✓	✓
Socially distanced waiting area				✓	✓
Requirement for employees to stay home if feeling sick					✓
Reach	64%	75% +11% pts.	79% +4% pts.	81% +2% pts.	82% +1% pt.

BASE: ALL QUALIFIED RESPONDENTS

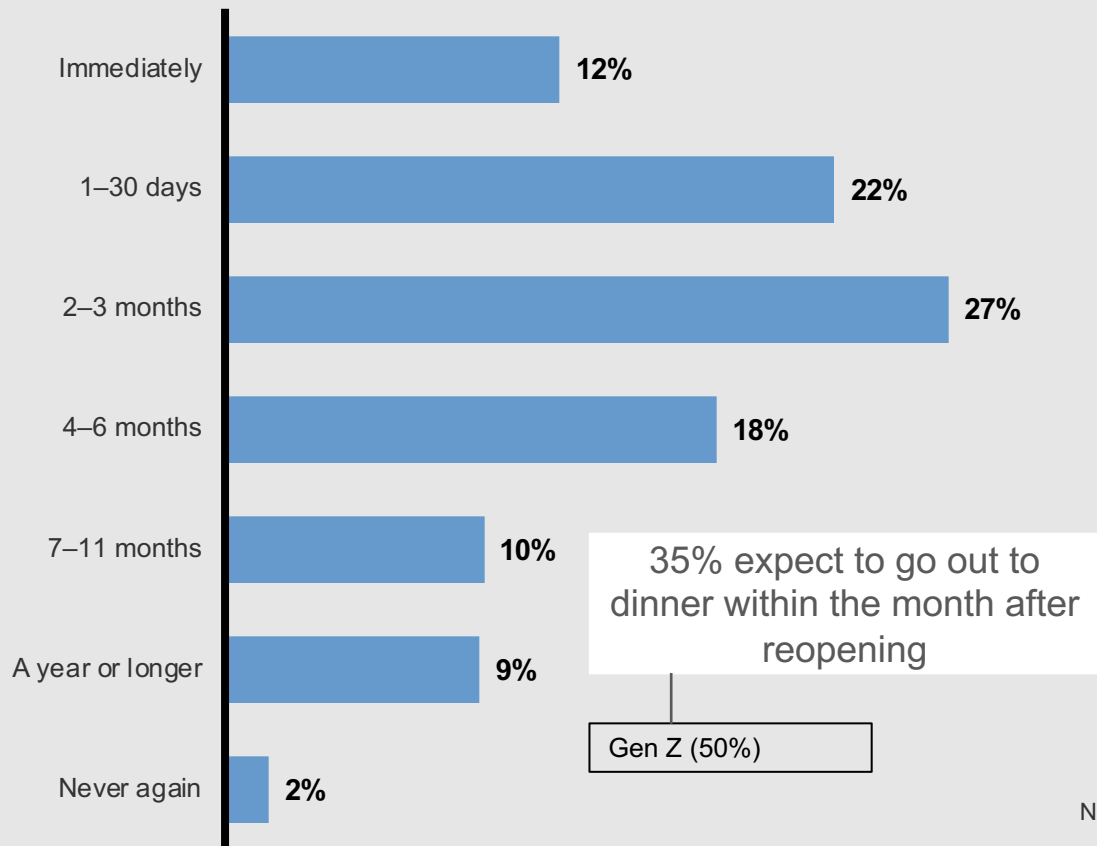
Q1430: Which of the following, if any, will make you feel safe to enter a bank/credit union branch again?



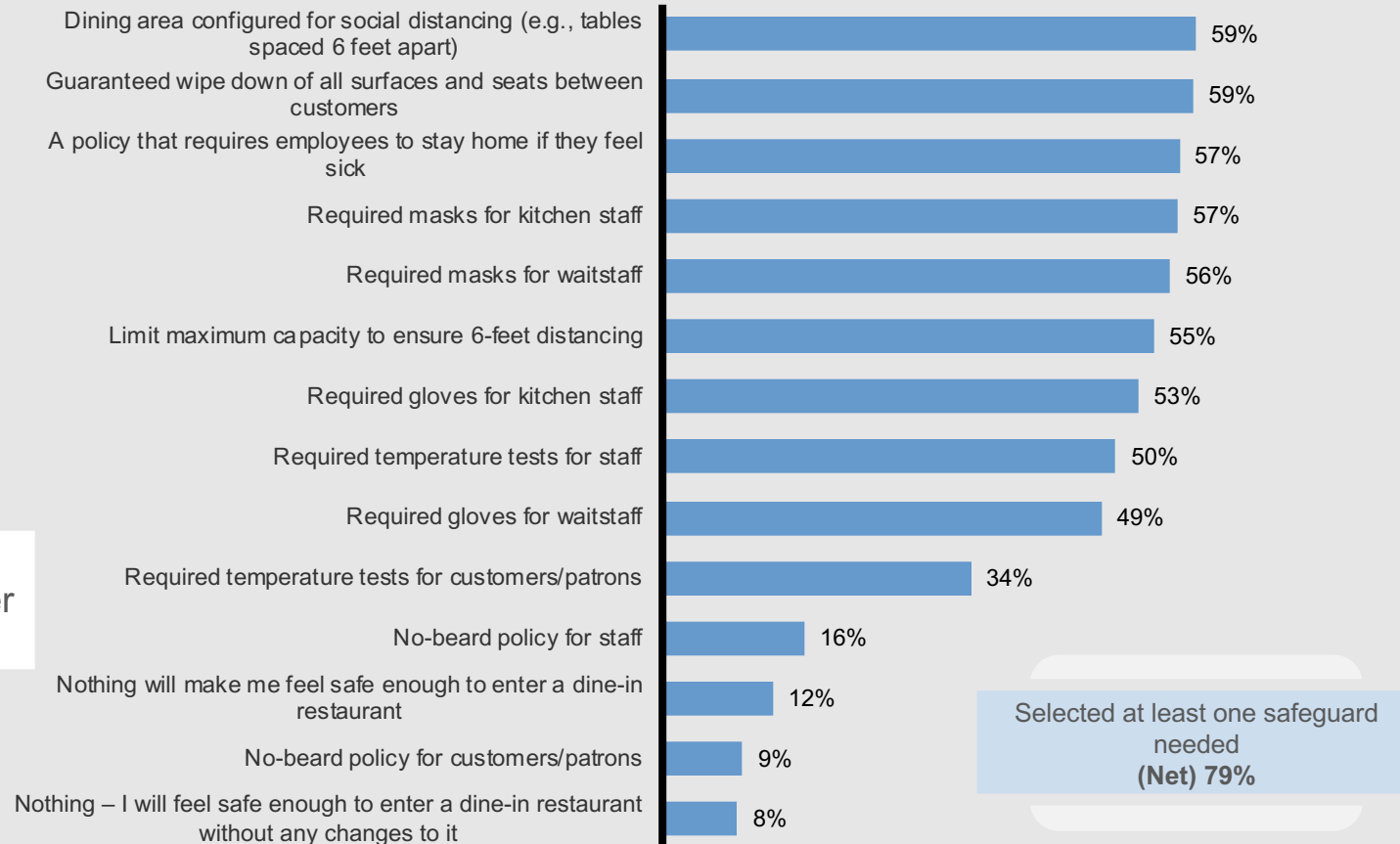
The majority of consumers expect it to be 2–3 months before they feel comfortable eating dinner out

Eat at a Restaurant

How Long Until You Go Out to Dinner?
Total (n=2,512)



What Will Make You Feel Safe?
Among those who have gone out to eat in past year (n=1,496)



BASE: ALL QUALIFIED RESPONDENTS

Q1010: How long will it take you to do each of the following, once they open?
Q1410: Which of the following, if any, will make you feel safe to eat at a restaurant?

Guaranteed wipe down of surfaces and masks for waitstaff are important components for helping restaurant customers feel safe

Meeting Consumer Needs at Restaurants – Balancing Greatest Reach With Efficient Action

Has gone out to eat in past year (n=1,496)

Eat at a Restaurant

TURF is an optimization approach for finding a subset of items that reach the greatest number of respondents possible.

	Number of Actions / Combinations and Associated Reach				
	1	2	3	4	5
Guaranteed wipe down of all surfaces and seats between customers	✓	✓			
Required masks for waitstaff		✓	✓	✓	✓
Dining area configured for social distancing			✓	✓	✓
A policy that requires employees to stay home if they feel sick			✓	✓	✓
Required gloves for kitchen staff				✓	✓
Required masks for kitchen staff					✓
Reach	61%	70% +9% pts.	73% +3% pts.	76% +3% pts.	77% +1% pt.

BASE: ALL QUALIFIED RESPONDENTS

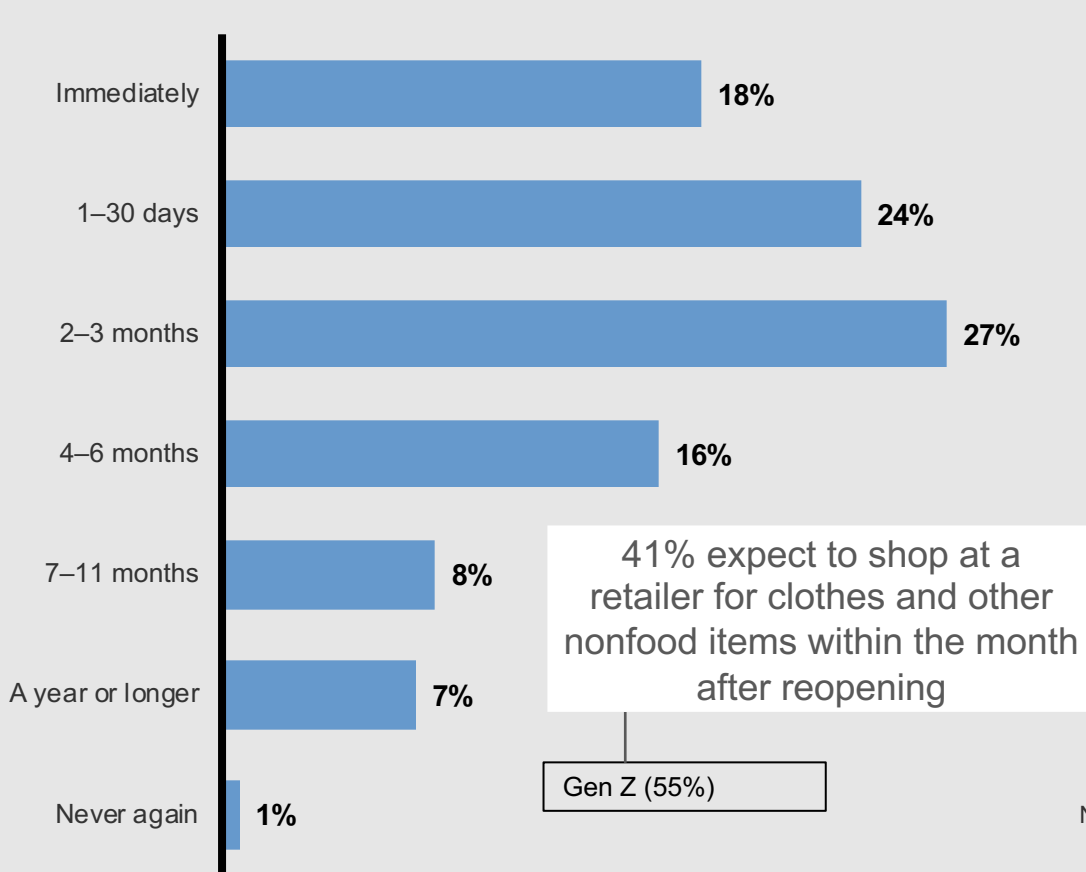
Q1410: Which of the following, if any, will make you feel safe to eat at a restaurant?

Most consumers say it will take up to 2–3 months to shop retail

Shop at a Retailer

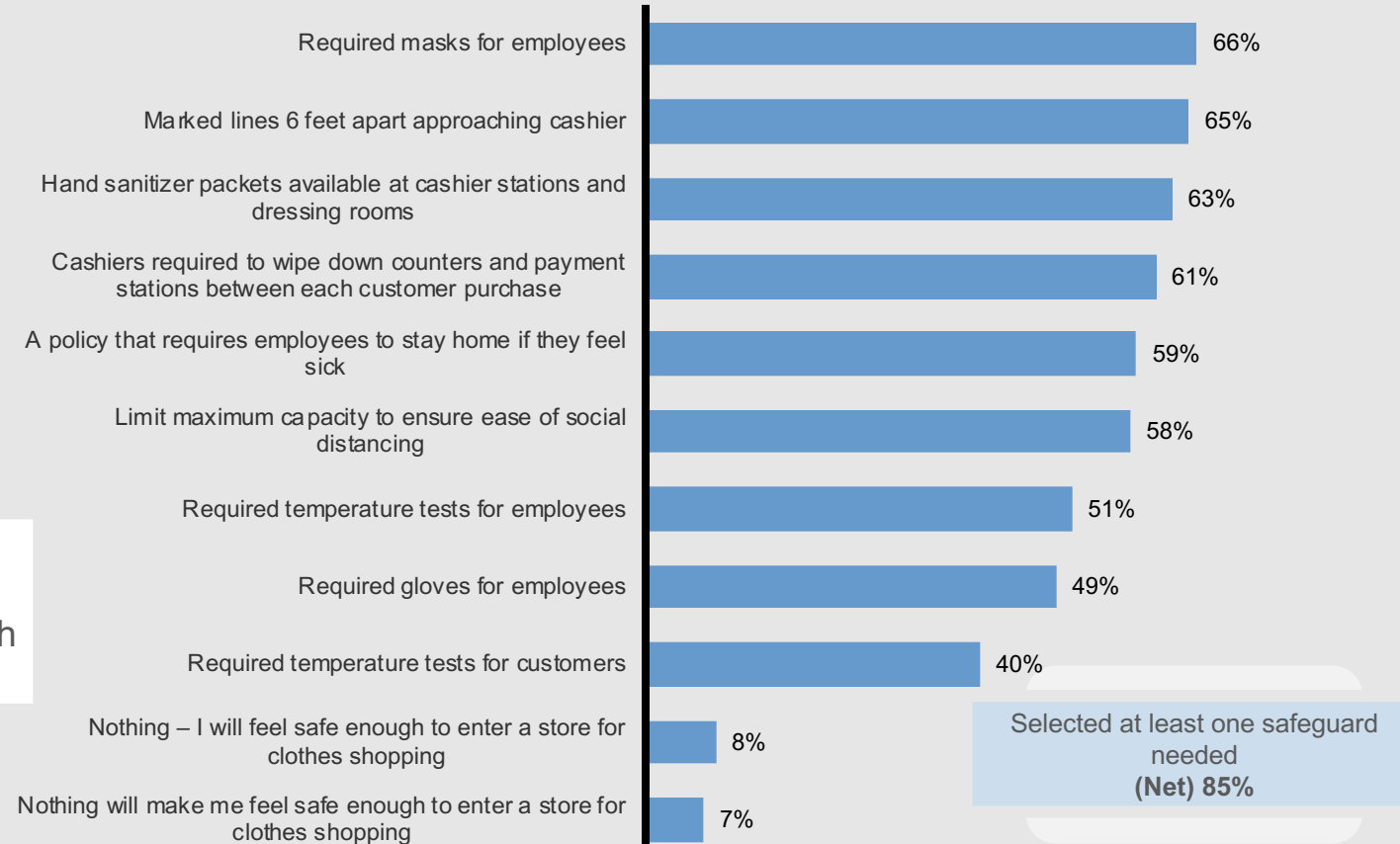
How Long Until You Shop at a Retailer for Clothes and Other Nonfood Items?

Total (n=2,509)



What Will Make You Feel Safe?

Has shopped at a retailer in past year (n=1,498)



BASE: ALL QUALIFIED RESPONDENTS

Q1010: How long will it take you to do each of the following, once they open?

Q1440: Which of the following, if any, will make you feel safe to enter a store to shop for clothes?

Employee masks are a must-have for retailers to make their customers feel safe

Actions for Retailers to Provide Security to the Greatest Number of Consumers

Shop at a Retailer

Has shopped at a retailer in past year (n=1,498)

TURF is an optimization approach for finding a subset of items that reach the greatest number of respondents possible.

	Number of Actions / Combinations and Associated Reach				
	1	2	3	4	5
Required masks for employees	✓	✓	✓	✓	✓
Hand sanitizer packets at cashier stations and dressing rooms		✓			
A policy that requires employees to stay home if they feel sick			✓	✓	✓
Marked lines 6 feet apart approaching cashier			✓	✓	✓
Limit maximum capacity to ensure ease of social distancing				✓	✓
Cashiers required to wipe down counters and payment stations between each customer purchase					✓
Reach	66%	76% +10% pts.	80% +4% pts.	82% +2% pts.	83% +1% pt.

BASE: ALL QUALIFIED RESPONDENTS

Q1440: Which of the following, if any, will make you feel safe to enter a store to shop for clothes?

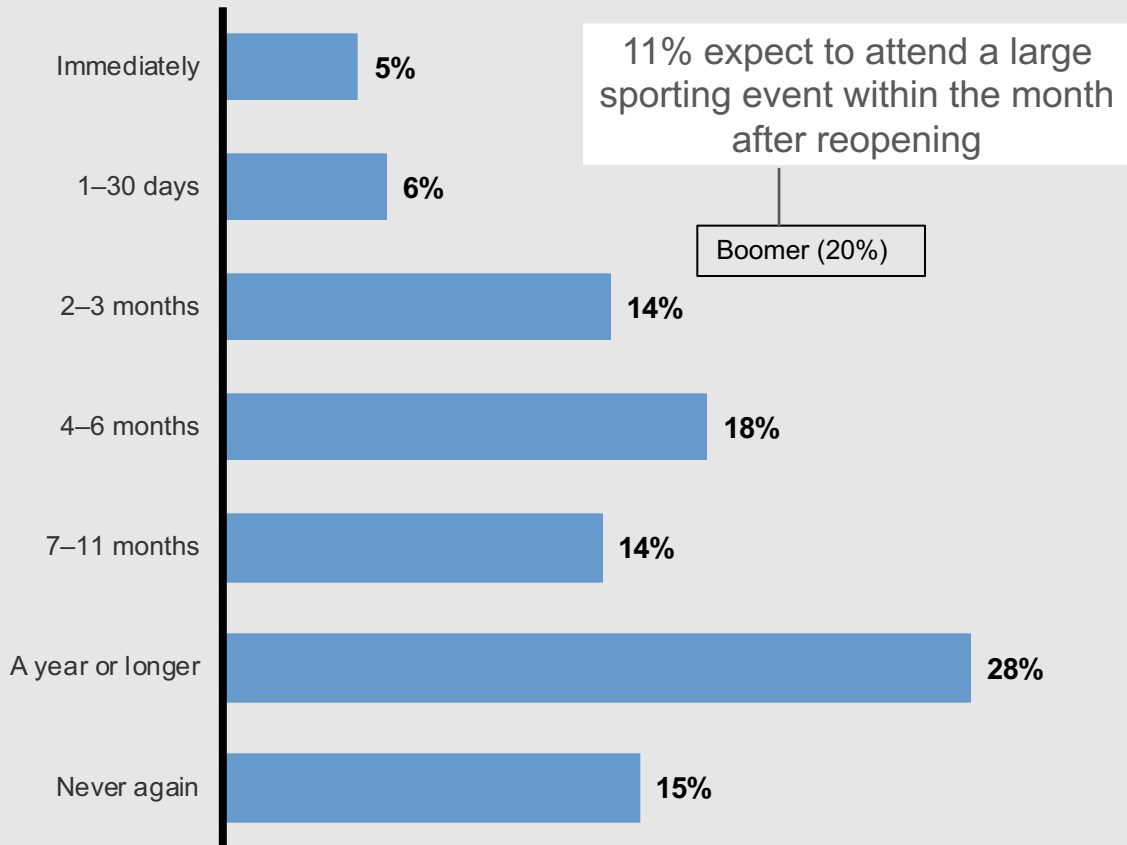


Sporting arenas will also be expected to offer safety accommodations; seating reconfigurations requested by half

Sporting Event

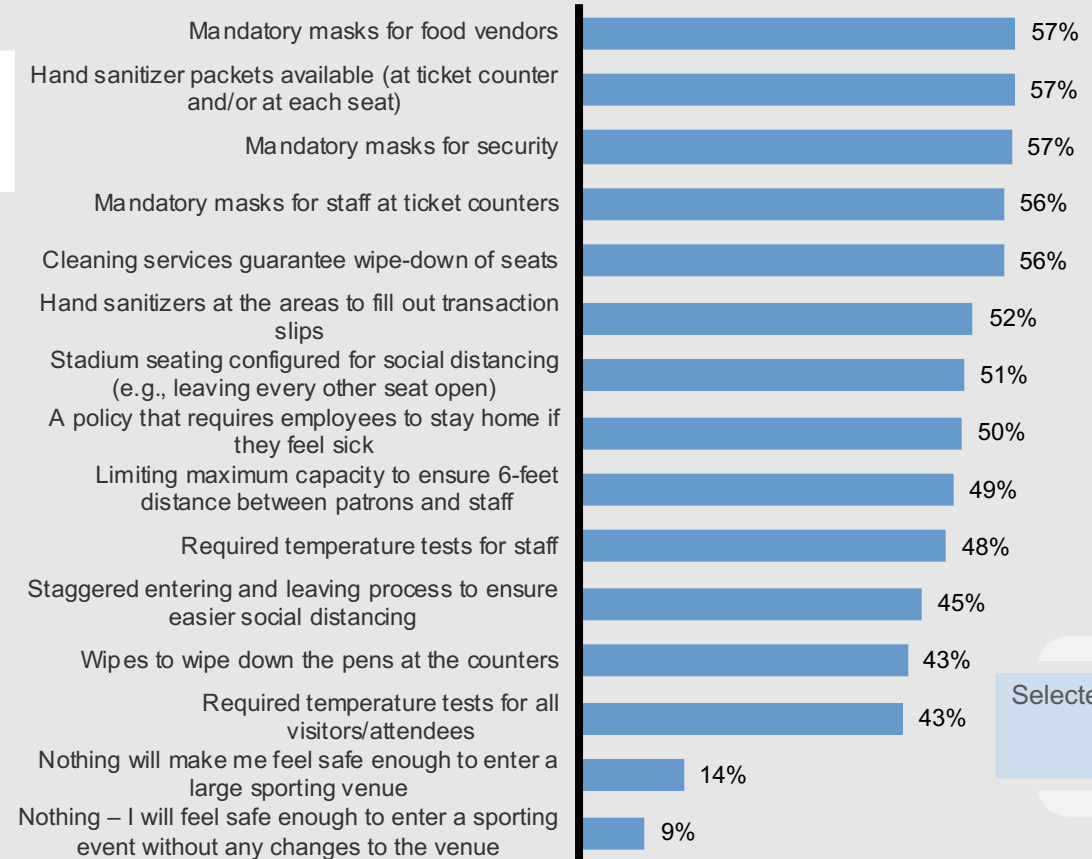
How Long Until You Go to a Sporting Event at a Large Stadium?

Total (n=2,512)



What Will Make You Feel Safe?

Has gone to a sporting event in past year (n=844)



Selected at least one safeguard needed (Net) 77%

Millennials (89%)
Boomers (65%)

BASE: ALL QUALIFIED RESPONDENTS

Q1010: How long will it take you to do each of the following, once they open?

Q1420: Which of the following, if any, will make you feel safe to enter a sports arena again?

Meeting consumer needs for attendance at large sporting events requires more actions than other situations surveyed

Actions for Sports Arenas/Venues to Provide Security to the Greatest Number of Consumers

Has gone to a sporting event in past year (n=844)

Sporting Event

TURF is an optimization approach for finding a subset of items that reach the greatest number of respondents possible.

	Number of Actions / Combinations and Associated Reach				
	1	2	3	4	5
Mandatory masks for security	✓	✓	✓	✓	✓
Hand sanitizer packets available (at counter and/or seats)		✓	✓	✓	✓
Cleaning services guarantee wipe down of seats			✓	✓	✓
Stadium seating configured for social distancing				✓	✓
Mandatory masks for staff at ticket counters					✓
Reach	55%	66% +11% pts.	70% +4% pts.	72% +2% pts.	74% +2% pts.

BASE: ALL QUALIFIED RESPONDENTS

Q1420: Which of the following, if any, will make you feel safe to enter a sports arena again?

Employee masks are a universal requirement for consumers across the verticals assessed

Top Actions Across Verticals

Has gone into each location/attended event in past year (n varies)

Cross-Vertical Summary

	In-Branch Visits	Restaurant Dining	Retail Shopping	Sporting Event
Employee mask	✓	✓	✓	✓
Hand sanitizer available	✓		✓ *	✓
Socially distanced customer areas		✓	✓ *	
Guaranteed wipe down of surfaces		✓ *		✓
Requirement to stay home if employees feel sick		✓ *	✓ *	
Plastic barrier at window	✓	n/a	n/a	n/a

* Combination of actions is dependent upon the combination and number of actions taken – see vertical-specific slide for more details

BASE: ALL QUALIFIED RESPONDENTS

Q1410 / Q1420 / Q1430 / Q1440 Which of the following, if any, will make you feel safe to [WORDING VARIES BY SITUATION]?



Demographics and Financial Profile

Household Financial Background

Household Finance Involvement	
Involved (Net)	98%
I am the primary decision maker	64%
I share financial decision making equally with someone else in the household	30%
I am involved in some specific decisions, but not all	5%
I am not involved at all	2%

Financial Services Used to Access Accounts	
Online banking	88%
Mobile banking	61%
Person-to-person payment	43%
Personal financial management service	14%
None of these	9%

Financial Accounts Held in Household	
Checking account	100%
Savings account	78%
Debit card issued by a bank, credit union or other financial organization	71%
Credit card issued by a bank, credit union or other financial organization	70%
Investment account	41%
Stocks, bonds or mutual funds	32%
Car loan	31%
First mortgage	27%
Overdraft protection	27%
Certificate of deposit (CD)	21%
Money market account	19%
Personal loan	16%
Home equity line of credit	12%
Student loan	11%

Uses for Checking Account in Past 30 Days	
Pay a bill	91%
Make a deposit	68%
Make a purchase	72%
Transfer money (Net)	59%
Transfer money to another account at the same financial organization	38%
Transfer money to another person	33%
Transfer money to another account at a different financial organization	25%
Something else	4%
I have not used my checking account in the past 30 days	-

Demographics

Gender	
Male	47%
Female	53%

Generation	
Gen Z (18–23)	6%
Early Millennials (24–31)	10%
Late Millennials (32–39)	13%
Gen Xers (40–55)	25%
Early Boomers (56–65)	20%
Late Boomers (66–74)	20%
Seniors (75+)	7%

Urbanicity	
In an urban area or city area	27%
In a suburban area next to a city	51%
In a small town or rural area	21%

Racial Background	
White	71%
Hispanic	12%
Black/African American	9%
Asian/Pacific Islander	6%

Marital Status	
Married or civil union	52%
Never married	23%
Divorced	11%
Separated	1%
Widow/widower	6%
Living with partner	6%

Household Income	
Less than \$50K (Net)	30%
Less than \$15,000	4%
\$15,000 to \$24,999	7%
\$25,000 to \$34,999	8%
\$35,000 to \$49,999	12%
\$50K–\$99K (Net)	34%
\$50,000 to \$74,999	19%
\$75,000 to \$99,999	14%
\$100K–\$149K (Net)	23%
\$100,000 to \$124,999	15%
\$125,000 to \$149,999	9%
\$150+ (Net)	12%
\$150,000 to \$199,999	7%
\$200,000 to \$249,999	2%
\$250,000 or more	2%
Decline to answer	1%

Region	
South	37%
West	23%
Midwest	22%
Northeast	18%

Demographics

Investable Assets	
Less than \$10,000	21%
\$10K–\$99K (Net)	28%
\$10,000 to \$49,999	15%
\$50,000 to \$99,999	14%
\$100K–\$999K (Net)	33%
\$100,000 to \$499,999	23%
\$500,000 to \$999,999	9%
\$1M+ (Net)	6%
\$1,000,000 to \$4,999,999	5%
\$5,000,000 or more	1%
Not sure / prefer not to provide	12%

Education	
High school grad or less (Net)	36%
Less than high school	0%
Completed some high school	2%
Completed high school	30%
Job-specific training program(s) after high school	3%
Some college (Net)	29%
Some college, but no degree	19%
Associate degree	10%
4-year college degree (Net)	35%
College (such as B.A., B.S.)	25%
Some graduate school, but no degree	2%
Graduate degree (such as MBA, M.S., M.D., Ph.D.)	8%

Employment	
Employed full time	40%
Employed part time	10%
Self-employed full time	6%
Self-employed part time	3%
Not employed, but looking for work	5%
Not employed and not looking for work	1%
Not employed, unable to work due to a disability or illness	3%
Retired	25%
Student	2%
Stay-at-home spouse or partner	5%

Report Notes



Throughout this report:

- ✓ A dash (-) denotes a value of zero
- ✓ A 0% denotes a value less than one percent but greater than zero
- ✓ Percentages may not add up to 100% due to computer rounding or the acceptance of multiple responses
- ✓ Unless otherwise noted, results for the total sample size are displayed
- ✓ Results based on small samples ($n < 100$) should be interpreted as directional only



Subgroup analysis:

Throughout the deck, statistically significant differences are shown by the following subgroups of interest. Due to space limitations not every significant difference among groups of interest is displayed; some that are thought to be less interesting or telling are omitted. Statistical significance testing is conducted at the 95% level of confidence. All comparative claims made in this report are statistically significant.



Generation

- Gen Z (18–23)
- Millennials (24–39)
- Gen Xers (40–55)
- Boomers (56–74)
- Seniors (75+)



Income

- Low Income (<\$50K)
- Middle Income (\$50K–\$99K)
- High Income (>\$100K)



Investable Assets

- Low (<\$10K)
- Middle (\$10K–\$99K)
- High (>\$100K)

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) aspires to move money and information in a way that moves the world. As a global leader in payments and financial technology, the company helps clients achieve best-in-class results through a commitment to innovation and excellence in areas including account processing and digital banking solutions; card issuer processing and network services; payments; e-commerce; merchant acquiring and processing; and the Clover® cloud-based point-of-sale solution. Fiserv is a member of the S&P 500® Index and the FORTUNE® 500, and is among the FORTUNE World's Most Admired Companies®.

About The Harris Poll

The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas: building twenty-first-century corporate reputation, crafting brand strategy and performance tracking and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. To learn more, visit theharrispoll.com.