

The ConnectedEconomy™ Monthly Report benchmarks the digital transformation of consumers across the 10 activities that represent their day-to-day lives. Each month, PYMNTS surveys a population-based sample of roughly 2,500 U.S. consumers to measure the use and adoption of digital tools for how they live, work, shop, eat (how and where they buy food), travel, bank, communicate, stay well, have fun and pay/are paid. This work builds on 15 studies and the more than 21,000 consumers PYMNTS has surveyed since March 6, 2020, and represents the largest and most consistent data set tracking the digital shift accelerated by the pandemic.

PYMNTS
WHAT'S NEXT
IN PAYMENTS:

THE CONNECTED ECONOMY™

PYMNTS is where the best minds and the best content meet on the web to learn about "What's Next" in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

PYMNTS

NOVEMBER 2022 ■

The ConnectedEconomy™

Monthly Report



THE WHO'S
WHO OF
THE **DIGITAL
SOCIAL
SCENE**

INTRODUCTION

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Seven million more consumers keep in daily contact with friends and family online than did so in December 2021, and their numbers keep growing. These consumers are increasingly using social media, messaging apps and countless other sites and platforms to foster communication among family members, friends and romantic partners.

Who are the men and women going online to connect — and what can they tell us about how the internet is reshaping the way consumers communicate?

For The ConnectedEconomy™ Monthly Report: The Who's Who Of The Digital Social Scene Edition, PYMNTS surveyed a census-balanced panel of 2,638 United States consumers between Sept. 10 and Sept. 24 to get the latest on how the economy's digital transformation is changing the social scene.

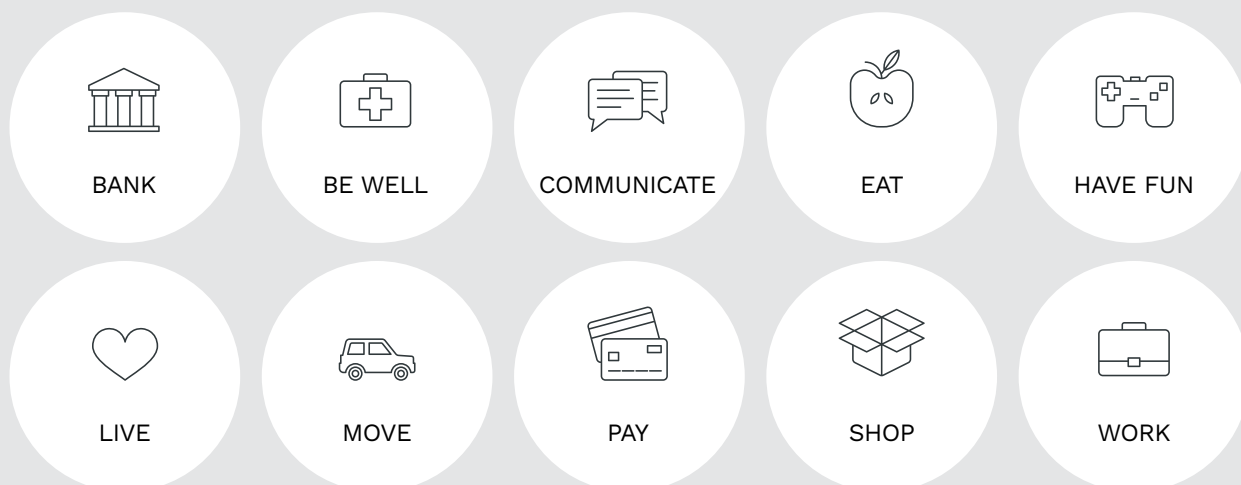
This is what we learned.

THE 10 PILLARS

of the ConnectedEconomy™

Benchmarking consumers' digital behaviors and new routines has been a consistent part of PYMNTS' research since 2016 — well before the pandemic accelerated the shift to digital — but the transition from an app-based world to an ecosystem-driven one was abundantly clear.

PYMNTS accelerated its research efforts in early March 2020, and it now has more observations documenting the shift to digital since the start of the pandemic. PYMNTS' landmark study of 15,000 U.S. consumers, published in June 2021, was intended to further document consumers' digital habits and routines as well as their interest in participating in connected ecosystems to streamline the management of their digital lives.



The ConnectedEconomy™ persona groups

- **CONVENIENCE-SEEKERS**

These consumers are extremely interested in being able to aggregate or integrate all aspects of their lives online into a single super app.

- **COMMERCE-SEEKERS**

These are consumers who are likely to want to aggregate or integrate data pertaining to their shopping, travel or entertainment preferences and activities into a single app but are also less likely than others to want to use that app to actually transact.

- **FINANCIAL WELLNESS-SEEKERS**

These consumers are likely to want to aggregate or integrate data related to banking, money management or payments into a single super app to have access to that information and then, crucially, use that data to make or receive digital payments.

- **WAIT-AND-SEE**

These consumers are likely to integrate just a few tasks from a limited area of their lives with a super app.

- **NOT INTERESTED**

These consumers do not want to integrate any life area into a super app.

Connected consumers and the devices that connect them

- **BASIC-TECH**

These consumers use computers or smartphones primarily and exhibit low overall ownership of devices, possessing three devices on average.

- **MAINSTREAM-TECH**

These consumers are computer, smartphone, tablet, smart TV and gaming console-dominant and own six to seven devices on average.

- **CONNECTED-TECH**

These consumers have all the devices that mainstream users have, but they also incorporate smart home and activity-tracking devices into their ecosystems. They own 11 to 12 devices on average.

PART I:
Socializing in the ConnectedEconomy™

Consumers' appetite for socializing online is growing faster than any other type of digital activity. Consumers are communicating with friends, family, dates or caregivers 21% more now than in December 2021.

This is by far the steepest increase in digital engagement seen across any of the pillars we track. The only other increases that came close were observed in the eat and work pillars. Consumers went online to place restaurant and grocery orders 18% more and to work or check in on work 19% more last month than in December 2021.

FIGURE 1:
THE EVOLUTION OF CONSUMERS' DIGITAL BEHAVIORS
 Average share of consumers participating in digital activities across the 10 pillars of the ConnectedEconomy™, by date



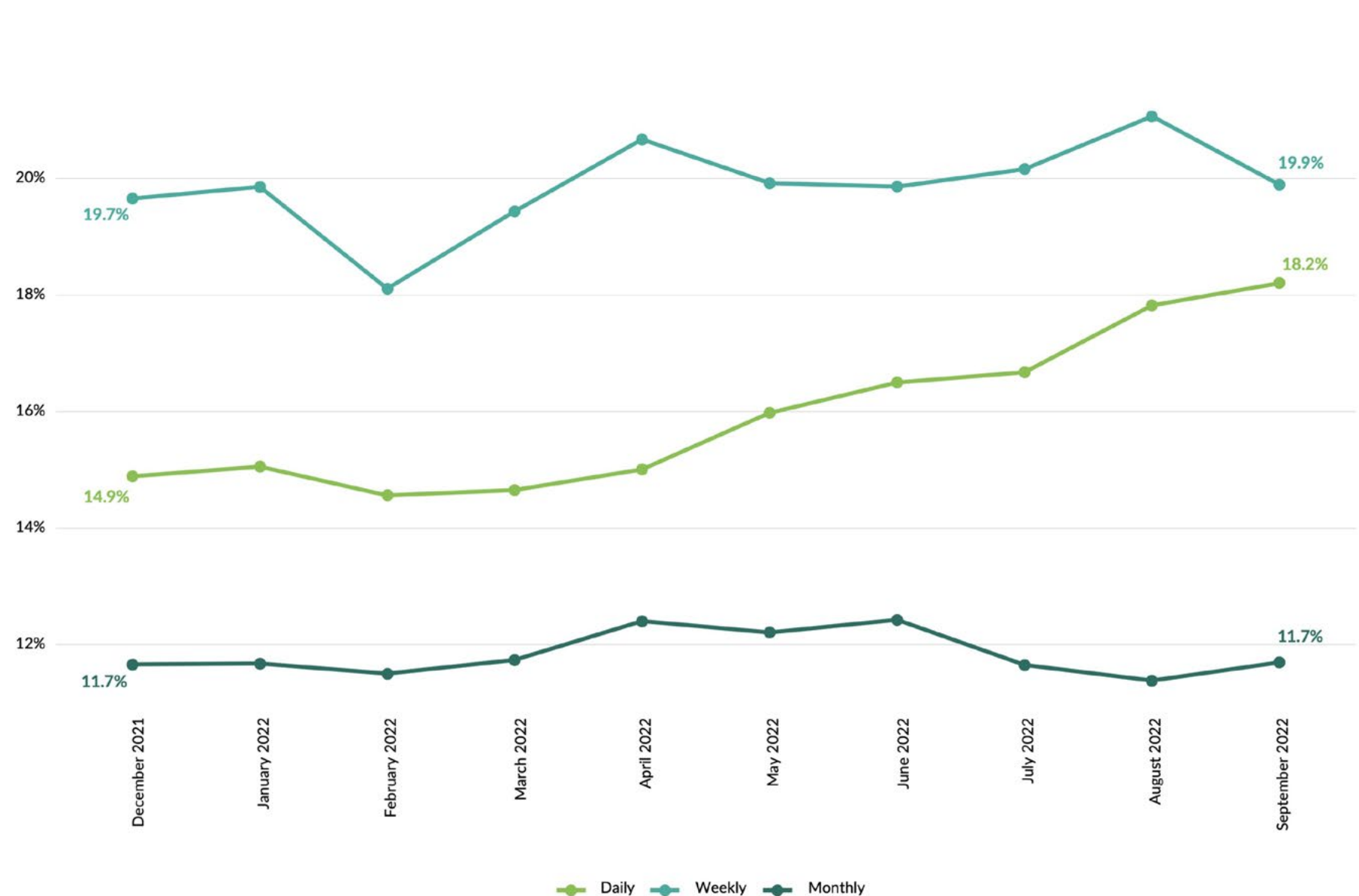
PART I:
Socializing in the ConnectedEconomy™

More consumers have made online socializing part of their daily routines.

An estimated 47 million consumers, approximately 18% of the adult population, now connect with friends, family and romantic partners online as part of their daily routine.¹ Back in December 2021, 39 million consumers, approximately 15% of the adult population, counted digital communication as part of their daily routine.

Meanwhile, the share of consumers socializing on a monthly basis has decreased. Just 12% of consumers, on average, reported socializing online last month — down from 13% three months prior. This widespread shift to daily digital socializing shows no sign of slowing anytime soon.

FIGURE 2:
CHANGE IN FREQUENCY OF ONLINE COMMUNICATION
 Average share of consumers engaged in Communicate pillar activities, by frequency of engagement



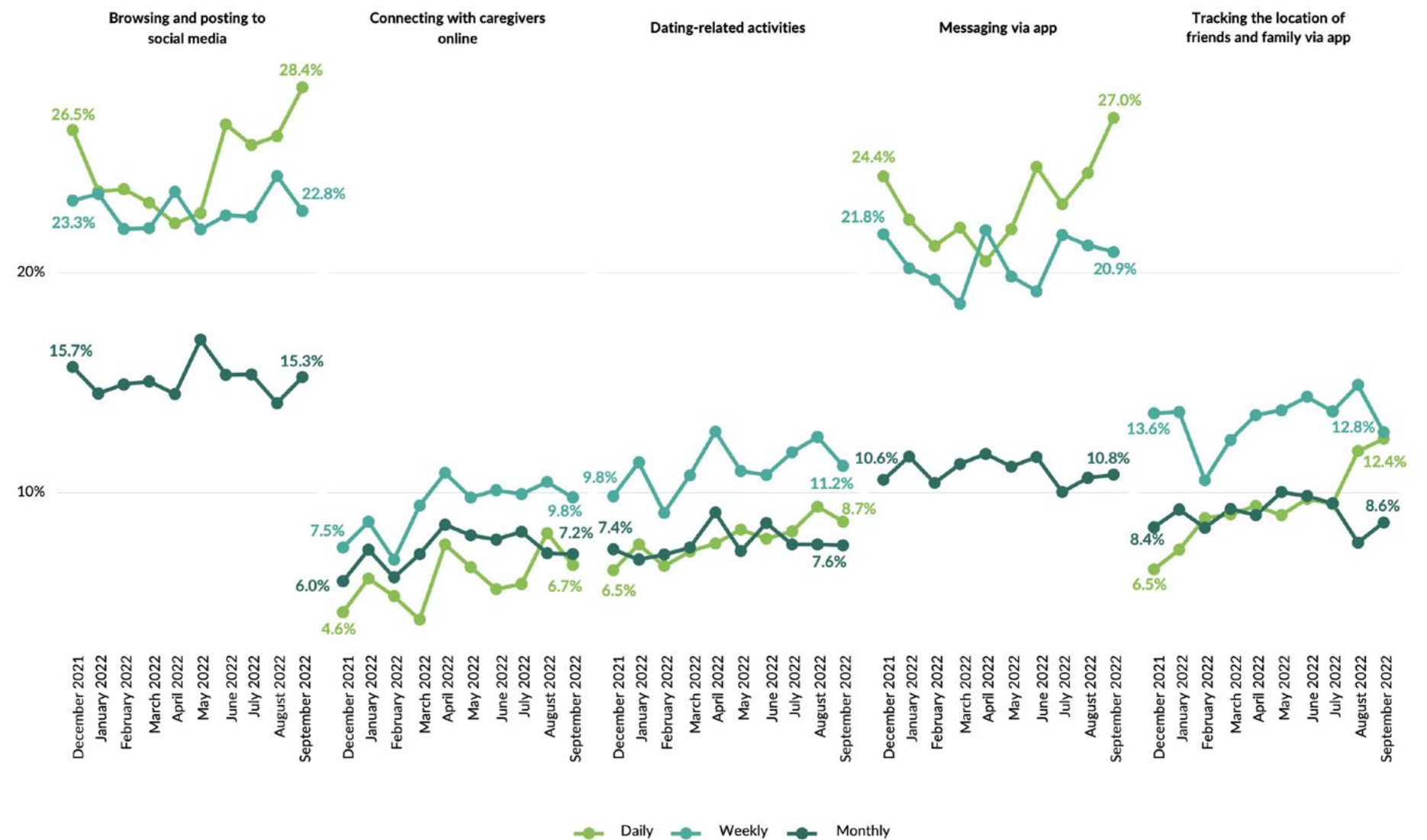
¹ Average engagement with daily frequency among Communicate digital activities

PART I:
Socializing in the ConnectedEconomy™

The summertime surge in social media posting and messaging drove the massive uptick in digital social engagement.

There has been a 7.6% increase in consumers' daily use of social media and an 8.5% increase in their daily use of messaging apps since January 2022, with most of this increase coinciding with the summer months. The share of consumers using social media skyrocketed 4% between July and September 2022, while the share of consumers using messaging platforms jumped 7%. This signals that many consumers were messaging and chatting online as they headed outside to socialize in person and enjoy the weather.

FIGURE 3:
EVOLUTION OF CONSUMERS' FREQUENCY OF ONLINE SOCIAL ACTIVITIES
Average share of consumers engaged in select Communicate pillar activities, by frequency of engagement



Source: PYMNTS
The ConnectedEconomy™ Monthly Report, November 2022
N = 2,638: Complete responses, fielded Sept. 10, 2022 – Sept. 24, 2022

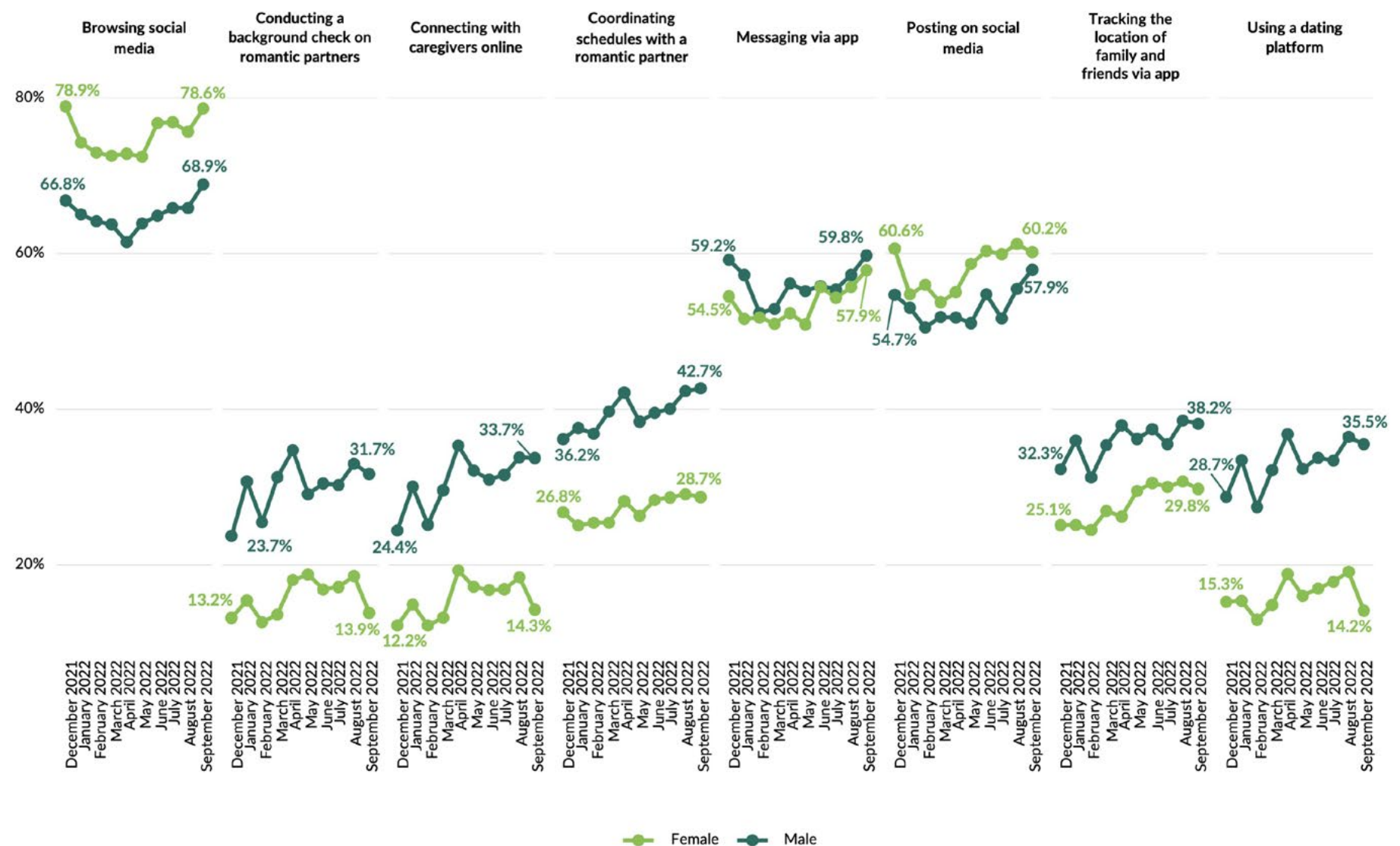
PART II:

Connected socialites and digital daters

Men use the internet to communicate 30% more than women do – but their goals for communicating online are vastly different.

Women go online chiefly to keep up with friends and family on social media; men go online primarily to find dates. Women browse 14% more and post 4% more on social media than men, while men are 150% likelier than women to use dating apps and 128% more likely than women to conduct background checks on potential partners. This shows that although men and women have a multitude of ways to socialize online, both genders show very strong preferences for certain types of online social activity.

FIGURE 4:
THE GENDER DIVIDE IN THE ONLINE SOCIAL SCENE
Share of consumers engaging in select Communicate pillar activities at least once per month, by gender



PART II:

Connected socialites and digital daters

This gender divide is much smaller among the consumers who go online to communicate daily, except when it comes to social media browsing.

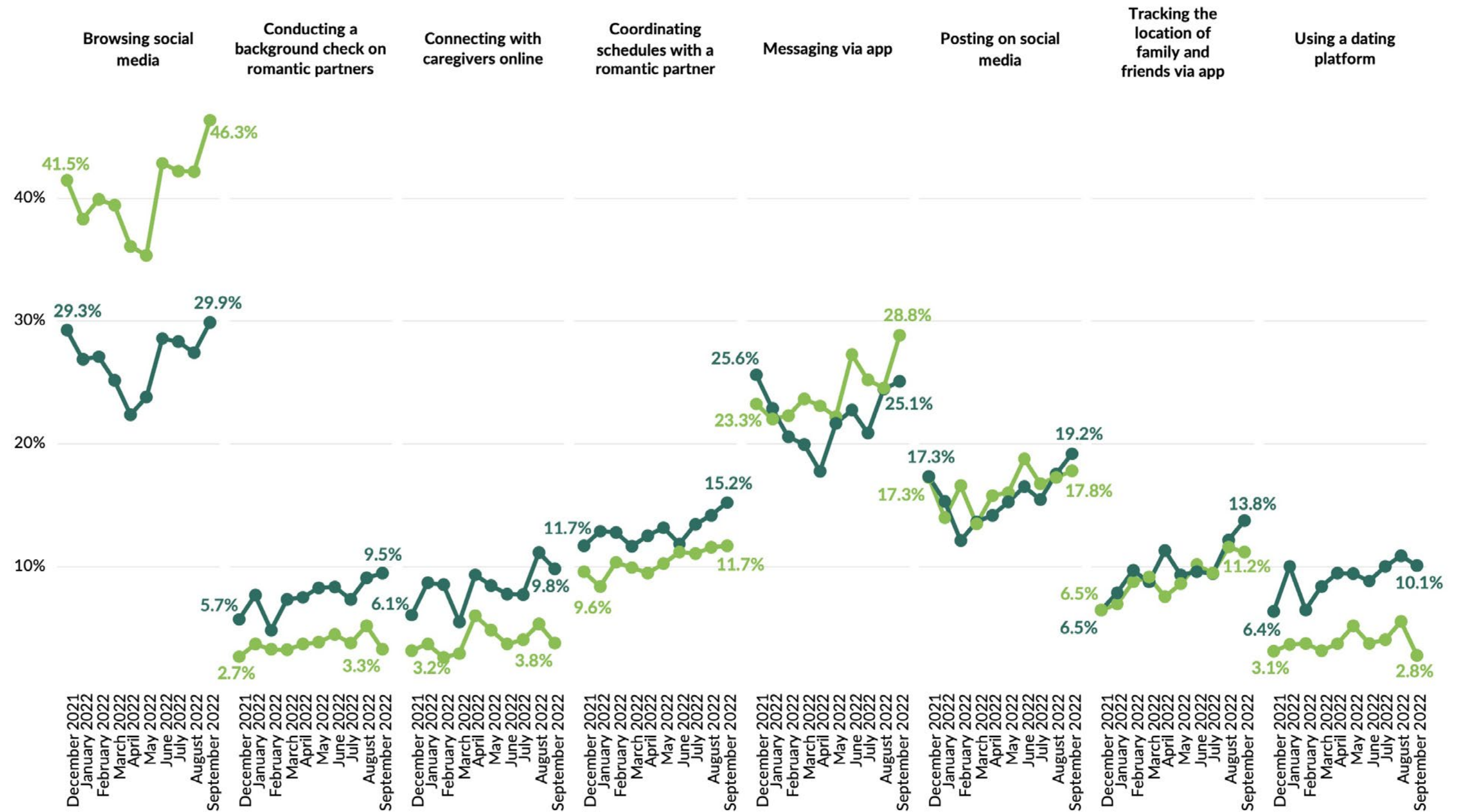
The most digitally social men and women — those who communicate online daily — have more similarities than differences. The men who socialize online daily are still more likely than their female counterparts to use dating apps, for example, but only by roughly 8 percentage points. This is far less than the 24 percentage-point gap that separates men and women who only communicate online weekly or monthly.

We see similarly small gaps when it comes to running background checks on romantic partners, uploading content to social media platforms, monitoring locations and nearly every other type of online digital communication between men and women who socialize online daily.

The only exception is social media scrolling. Women are 55% likelier than their male counterparts to check for social updates daily, with 62 million women across the country scrolling their social feeds every day to catch up on the latest news from their friends, family and romantic partners. Just 38 million men browse social media with the same frequency. Women remain the internet's foremost socialites, even among the most active users.



FIGURE 5:
THE GENDER DIVIDE AMONG THE INTERNET'S MOST CONNECTED COMMUNICATORS
 Share of consumers engaging in select Communicate pillar activities every day, by gender



Source: PYMNTS
 The ConnectedEconomy™ Monthly Report, November 2022
 N = 2,638; Complete responses, fielded Sept. 10, 2022 – Sept. 24, 2022

Female Male

PART III:

Who else is in the online social scene?

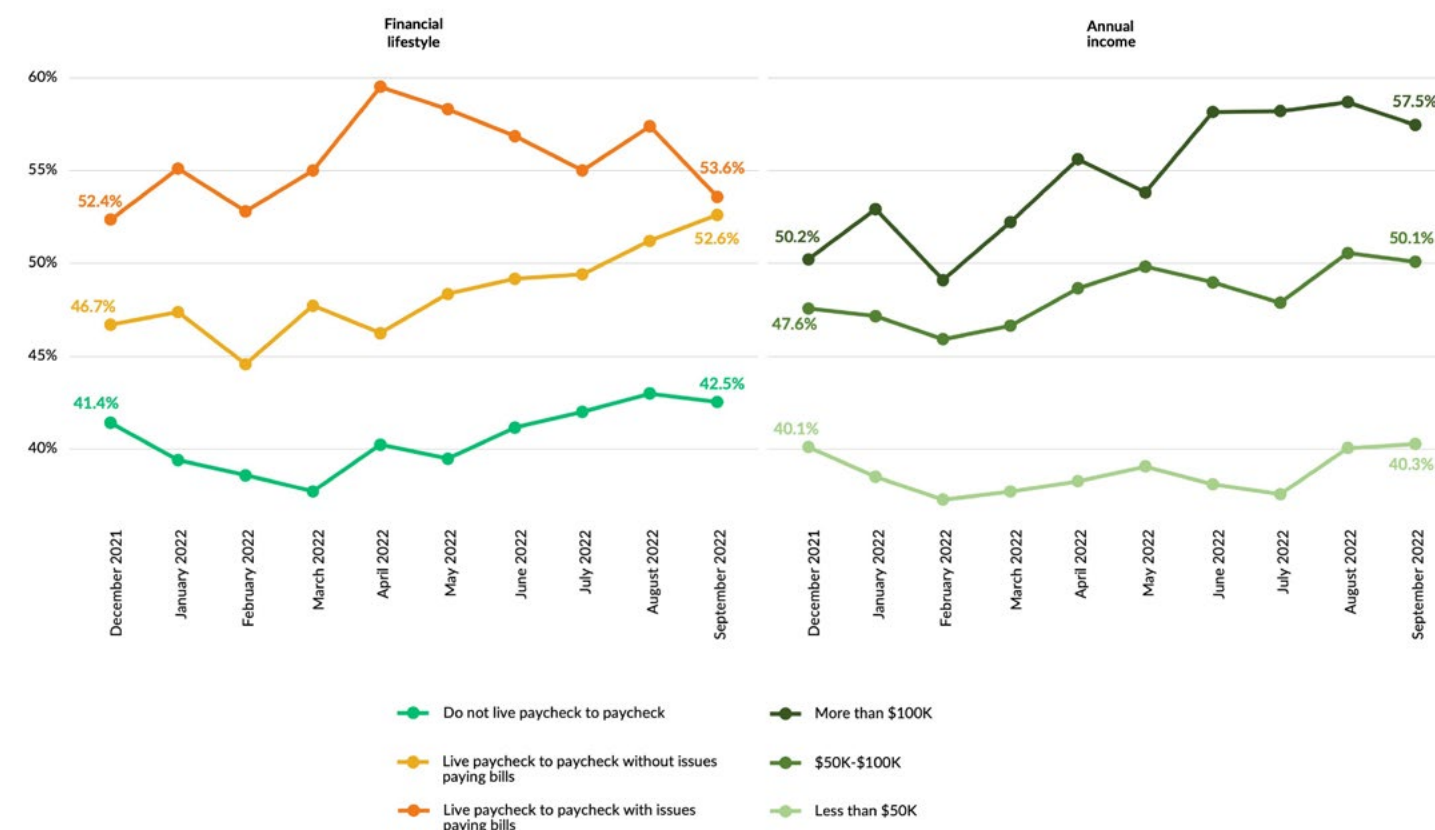
High-income consumers are driving the surge in online communication.

This group is socializing online 9% more now than at the beginning of the year.

Fifty-four million consumers who went online to connect with friends, family and loved ones in the last month earned more than \$100,000 annually, comprising 57% of the consumers in this income bracket. Just 50% of consumers earning between \$50,000 and \$100,000 annually and 40% of those earning less than \$50,000 did the same.

Consumers living paycheck to paycheck are also more likely to communicate online. Our research shows that 54% of the consumers who lived paycheck to paycheck with issues paying their bills last month went online to chat, browse and share, as did 53% of those who lived paycheck to paycheck without issues paying bills. Just 43% of consumers who did not live paycheck to paycheck reported socializing online.

FIGURE 6:
THE ONLINE SOCIAL HABITS OF CONSUMERS WITH DIFFERENT FINANCES
Average share of consumers participating in Communicate pillar activities, by financial lifestyle and annual income



Source: PYMNTS
The ConnectedEconomy™ Monthly Report, November 2022
N = 2,638; Complete responses, fielded Sept. 10, 2022 – Sept. 24, 2022



PART III:

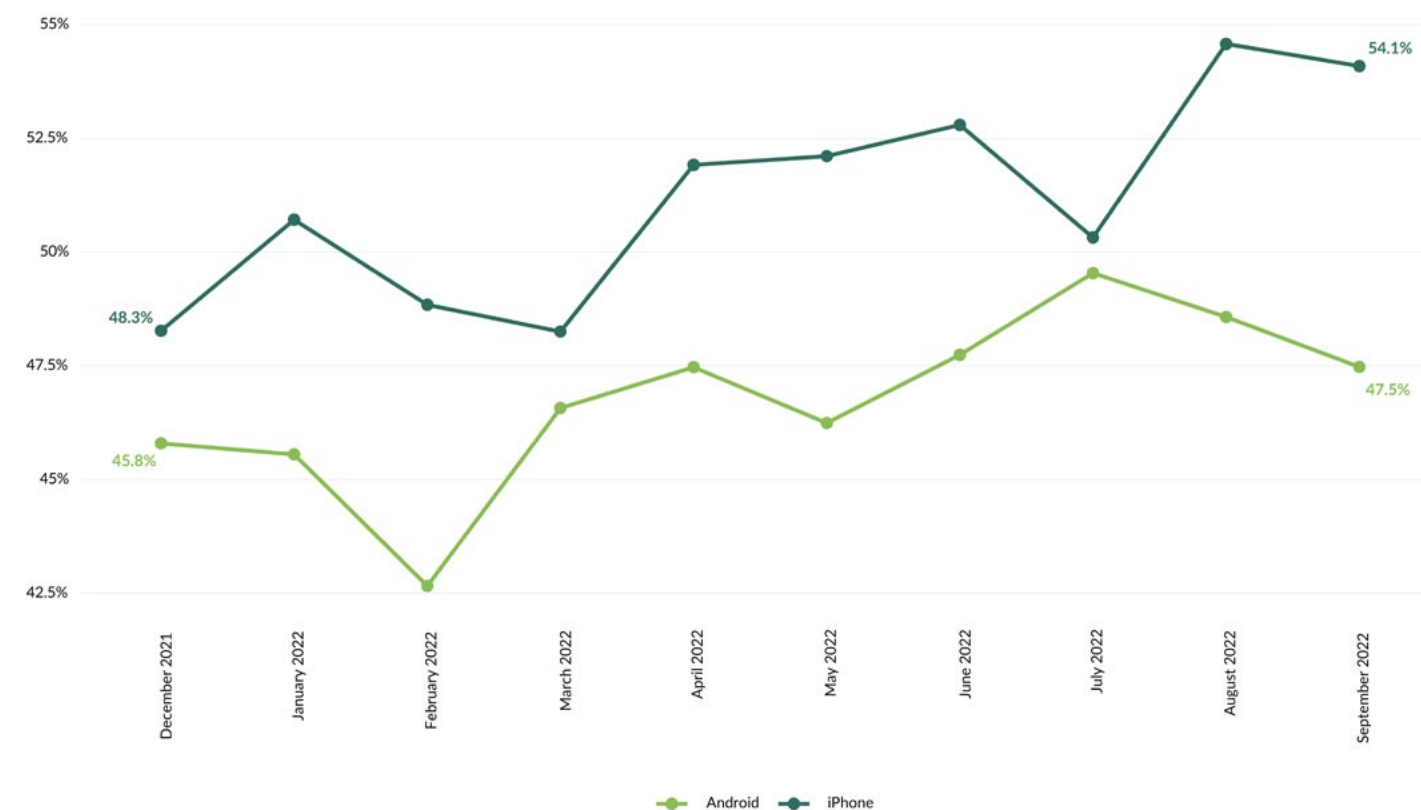
Who else is in the online social scene?

Whether consumers use an iPhone or an Android phone determines how social they are online.

The make of consumers' phones correlates with their online socializing habits, but only moderately so — and there has been a great deal of variability in this difference. In September, iPhone users were 14% likelier than Android users to socialize online, for example, but they were just 4% likelier to do so back in March.

This difference in engagement likely stems not from the make and model of consumers' phones, but rather from other factors, such as differences in income. PYMNTS' research found 35% more iPhone users than Android users are high-income consumers, for example. High-income consumers tend to be more digitally engaged than middle-income or lower-income consumers.

FIGURE 7:
ANDROID VERSUS IPHONE ONLINE COMMUNICATION HABITS
Average share of consumers participating in Communicate pillar activities, by make of users' phone



Source: PYMNTS
The ConnectedEconomy™ Monthly Report, November 2022
N = 2,638: Complete responses, fielded Sept. 10, 2022 – Sept. 24, 2022





METHODOLOGY

The ConnectedEconomy™ Monthly Report is based on a survey of a census-balanced panel of 2,638 U.S. consumers conducted between Sept. 10 and Sept. 24 as a follow-up to a continuing series of studies examining consumers' shift to a more digital way of engaging in everyday activities. Respondents were 48 years old on average, and 52% were female. Thirty-two percent of respondents held college degrees. We also collected data from consumers in different income brackets: 36% of respondents declared annual incomes of more than \$100,000, 31% earned between \$50,000 and \$100,000 and 33% earned less than \$50,000. Additional proprietary data from PYMNTS was used for supplementary analysis.

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