



PSCU Launches Monthly Payments Index to Track Consumer Behavior and Payments Trends

St. Petersburg, Fla. — (April 15, 2021) — [PSCU](#), the nation's premier payments credit union service organization (CUSO), has announced the launch of the [PSCU Payments Index](#), the next evolution of the CUSO's successful consumer payments trend analysis. In this new monthly publication, PSCU will provide its credit unions and the broader market with timely data, analysis and thought leadership to help make informed, strategic decisions.

As the economic impacts of the COVID-19 pandemic have surpassed the one-year mark, year-over-year performance trends are now influenced by the significant shifts in consumer behavior experienced over the past year. Following the success of PSCU's Transaction Insights, a weekly analysis comparing year-over-year transactions from its Owner credit union members to identify the impact of COVID-19 on consumer spending and shopping trends that was published from March 2020 through March 2021, the new monthly PSCU Payments Index uses 2019 purchasing history as a baseline comparison for 2021 results, as well as a comparison to 2020. This three-year view provides both a pre-pandemic comparison and insight into how consumer behavior continues to evolve since the impacts of 2020.

"We are excited to launch the PSCU Payments Index at a very important time for our credit unions – following a challenging, transformative year in which digital payments adoption was accelerated to the forefront," said Jeremiah Lotz, managing vice president, Digital and Data at PSCU. "Over the past year, we received overwhelmingly positive feedback from our Owner credit unions and industry partners on our weekly Transaction Insights, indicating a need and appetite for this relevant data. As we collectively look forward to the post-pandemic world, we hope that the data and analysis provided in the Payments Index will help our credit unions make better informed decisions to enhance their members' experience and enable sustained growth."

Financial institutions that process with PSCU can access comparable reports to benchmark their own membership data with the PSCU Payments Index for debit, credit and ATM transactions via [Member Insight](#), the CUSO's comprehensive data analytics and reporting tool. PSCU's Payments Index leverages its industry-leading Data Science and Analytics tools that analyze data from billions of transactions annually.

The monthly PSCU Payments Index will include the following:

- Three-year and current transaction trends data
- Deep dives into different merchant sectors
- Thought leadership and analysis
- Perspective and insights from PSCU and industry leaders
- U.S. state and territory analysis on debit purchases, credit purchases and ATM transactions
- Infographics and charts to illustrate and explain data trends

All credit unions included in the PSCU Payments Index dataset have been processing with PSCU from the start of 2019 through the most current week of 2021, enabling an accurate and relevant three-year, same-store comparison (2019 vs. 2020 vs. 2021) for purchasing behaviors and data. In PSCU's previous weekly Transaction Insights reporting, the year-over-year comparisons used



a consistent two-year population of credit unions, comparing transaction and purchase data each week. As the Payments Index uses the same-store population across the entire three-year period, there may be slight differences in results if the Payments Index outputs are compared to past Transaction Insights reports.

The first [PSCU Payments Index](#), which includes a deep dive into the Travel sector, is now available for download. An archive of PSCU's weekly Transaction Insights is also available on the [PSCU Insights](#) page as the company has sunset its COVID-19 resource page.

About PSCU

PSCU, the nation's premier payments CUSO, supports the success of 1,500 credit unions representing more than 5.4 billion transactions annually. Committed to service excellence and focused on innovation, PSCU's payment processing, risk management, data and analytics, loyalty programs, digital banking, marketing, strategic consulting and mobile platforms help deliver possibilities and seamless member experiences. Comprehensive, 24/7/365 member support is provided by contact centers located throughout the United States. The origin of PSCU's model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 40 years. Today, PSCU provides an end-to-end, competitive advantage that enables credit unions to securely grow and meet evolving consumer demands. For more information, visit pscuc.com.

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