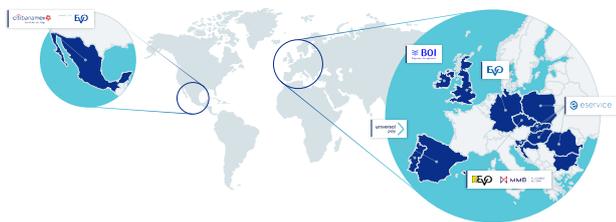




ATTITUDES TOWARDS PAYMENT METHODS

INTERNATIONAL SURVEY - JULY 2022

THE AIM OF THE STUDY



AIM OF THE STUDY

The general aim of the study was to get the information about people's attitude and behaviour towards different payment methods. The gained knowledge concerned about awareness, usage and preferences of different payment methods (both online and offline).



RESPONDENTS

Representative sample of each country's population aged 18-65

PERIOD OF THE STUDY
March 2022



RESEARCH METHOD

The study was conducted using CAWI methodology - respondents were invited to take part in an internet survey.



ALMOST
9 / 10

of all respondents from all countries participating in the study **use a payment card**. It is the most popular in: Czechia (93%), Portugal (93%), Poland (92%) and Ireland (92%).



2 / 3

choose digital wallets for online payments. They are used especially often by: Germans (89%), Portuguese (78%) and Spanish (77%).



1 / 2

prefer electronic payment methods (card, telephone, watch or other device) during shopping offline. The strongest observed preference in: the UK (71%), Ireland (63%), Poland (62%), Slovakia (62%) and Czechia (61%).



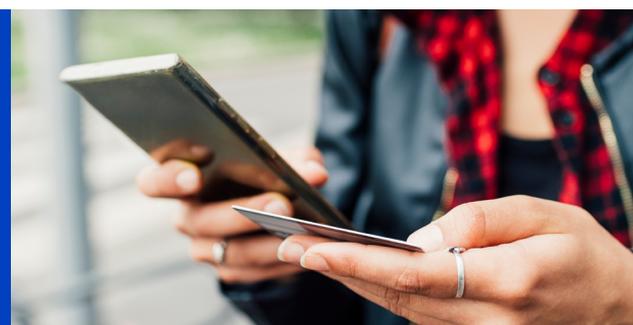
1 / 2

have difficulties with card payment very rarely (once a month or less) or never. It happens most often in: Slovenia (66%), Croatia (65%), Ireland (64%), the UK (64%), Poland (62%) and Hungary (61%).

Although the use of cash in the surveyed countries is still very high - almost all respondents pay with it at least from time to time, electronic payment methods, especially by card, are also very popular in all countries.

Most of the surveyed nations are also focused on electronic payments and prefer these methods more than cash. Only in Mexico and Bulgaria, and slightly less in Germany, Hungary and Romania, there is a stronger preference for cash payments.

Unfortunately, in some countries, access to card payments is not always possible. Difficulties with card payments are most common in Mexico, but also in Bulgaria and Romania.



COUNTRIES IN THE STUDY AND SAMPLE SIZES



VISA

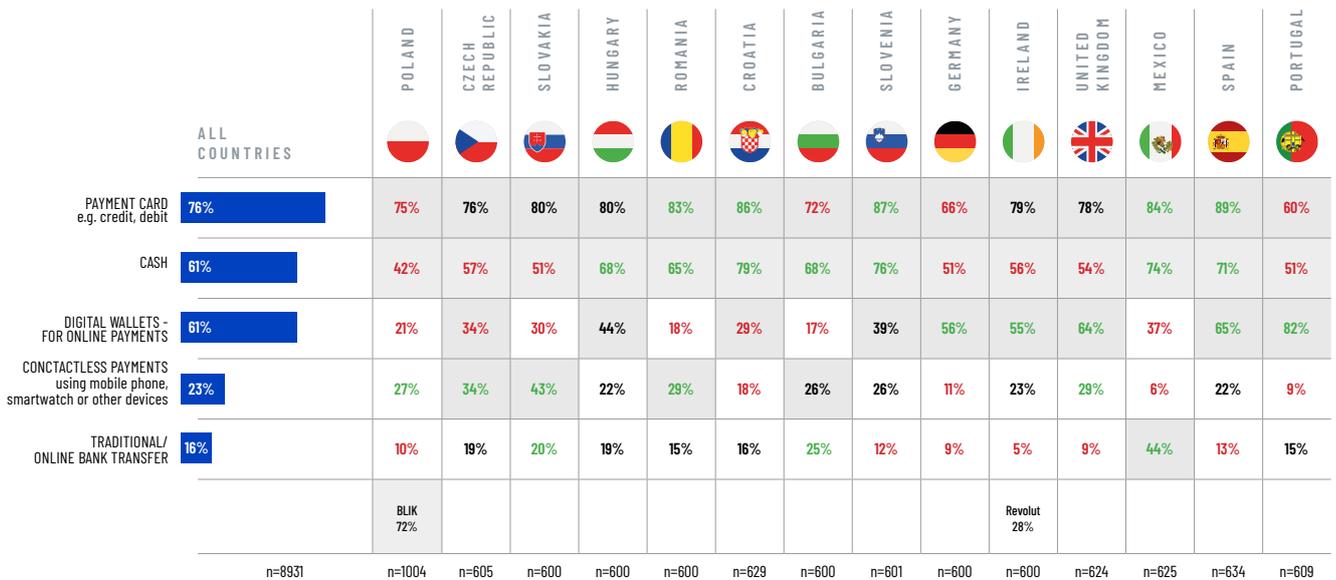
SPONTANEOUS AWARENESS OF DIFFERENT FORMS OF PAYMENT - TOP 3

TOP 3
ANSWERS
by country

Card and cash are the most often spontaneously mentioned payment methods by respondents from all countries.

In some countries, cash comes to mind a bit less often, for example in Poland, Czechia, Slovakia, Germany, Ireland, the UK and Portugal.

There, electronic payment methods are mentioned more often, such as: digital wallets or other applications as well as contactless payment by phone or other device.



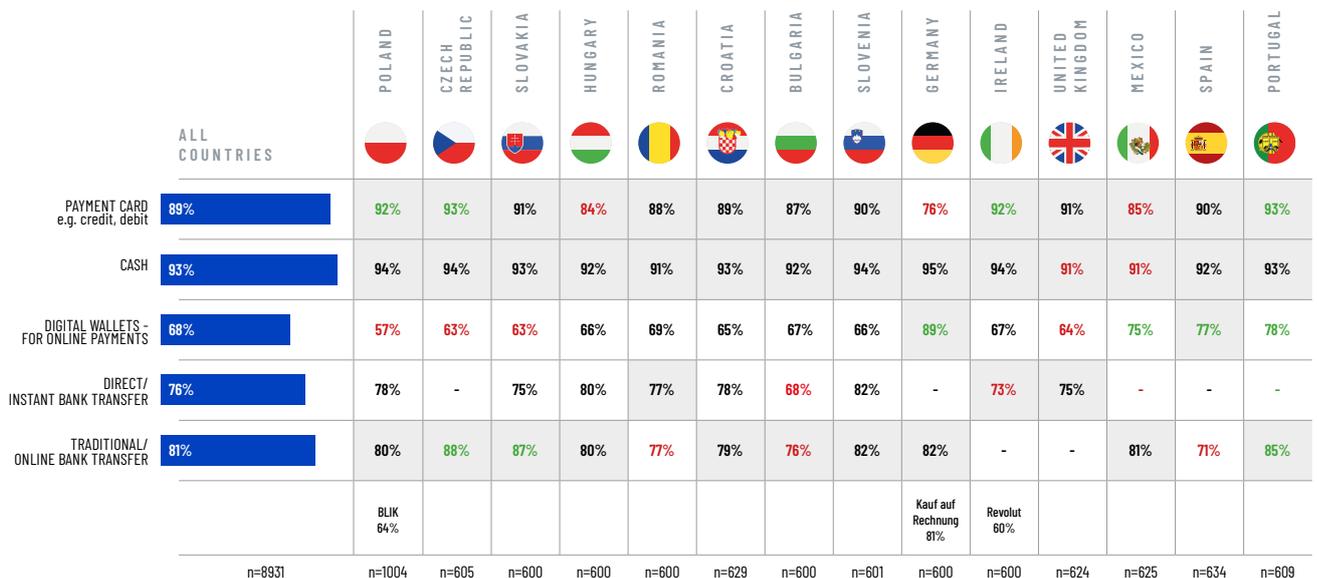
USAGE OF DIFFERENT FORMS OF PAYMENT - TOP 3

TOP 3
ANSWERS
by country

Cash is the most common payment method used everywhere. Payment cards are second most popular in most countries (except Germany).

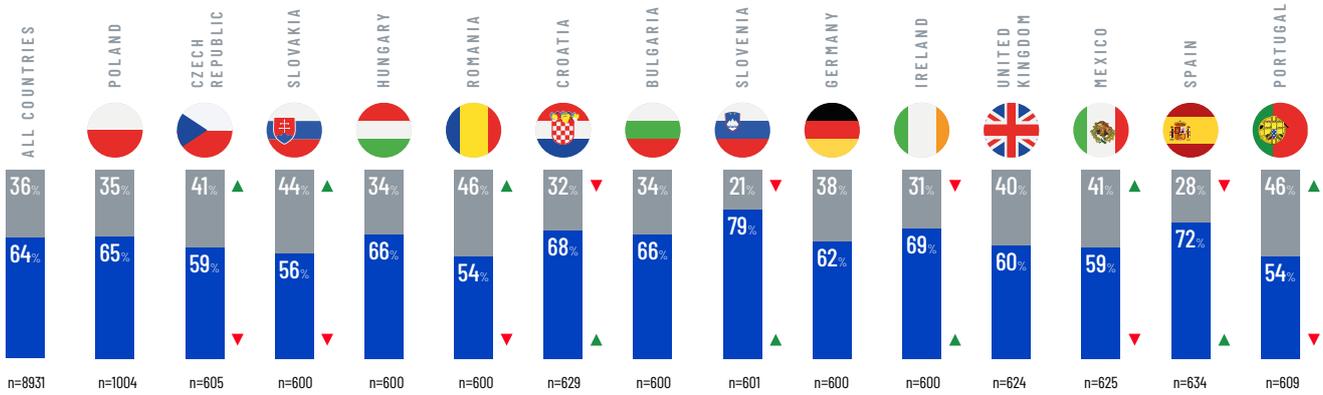
Bank transfer is next in the order of popularity, but in some countries, e.g. Germany and Spain, more people use digital wallets for online payments.

The smallest number of people use digital wallets in Poland. They are also relatively less popular in Czechia, Slovakia, Croatia and the UK.



LAST PAYMENT - ONLINE OR OFFLINE?

In all countries, at least half of the people made their last payment offline, the most, more than 7/10 in Slovenia and Spain. The last payment was made online by more than 40% of residents in Romania, Portugal, Slovakia, Czechia and Mexico.



PLEASE RECALL YOUR LAST PAYMENT. WAS IT CARRIED OUT ONLINE OR OFFLINE?



ONLINE PAYMENT



OFFLINE PAYMENT

LAST ONLINE PAYMENT TYPES - TOP 3

In many countries, residents mostly paid for their last online purchase by card: in Spain, the UK, Mexico, Ireland and Portugal. However, this is not the only preferred method. Digital wallets are also popular when paying online - mainly among Germans, but also Spanish, Portuguese and Irish people use them often. In Poland, they are chosen less frequently due to the frequent use of BLIK codes. Some nations have a more traditional approach to online shopping and pay cash on delivery, e.g. Bulgarians and Slovenes, or by bank transfer, e.g. Mexicans, Portuguese, Czechs

TOP 3 ANSWERS by country	ALL COUNTRIES	POLAND	CZECH REPUBLIC	SLOVAKIA	HUNGARY	ROMANIA	CROATIA	BULGARIA	SLOVENIA	GERMANY	IRELAND	UNITED KINGDOM	MEXICO	SPAIN	PORTUGAL
		Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag
PAYMENT CARD e.g. credit, debit	35%	16%	27%	34%	28%	35%	29%	27%	27%	11%	49%	55%	52%	59%	42%
DIGITAL WALLETS - FOR ONLINE PAYMENTS	19%	6%	12%	9%	13%	9%	17%	12%	17%	54%	25%	18%	17%	31%	28%
CASH	15%	9%	11%	13%	14%	14%	15%	25%	19%	-	-	-	-	-	-
TRADITIONAL/ ONLINE BANK TRANSFER	11%	9%	14%	12%	5%	9%	7%	6%	8%	12%	-	-	25%	4%	20%
DIRECT/ INSTANT BANK TRANSFER	11%	16%	20%	15%	9%	8%	10%	6%	9%	-	5%	10%	-	-	-
		BLIK 32%			Simple Pay 14%					Kauf auf Rechnung 17%	Revolut 19%				
	n=8931	n=1004	n=605	n=600	n=600	n=600	n=629	n=600	n=601	n=600	n=600	n=624	n=625	n=634	n=609

LAST OFFLINE PAYMENT TYPES - TOP 3

During the last offline payments, cash or card were the most common choice in all countries. In some countries cash was more popular, mainly in Mexico, Germany, Bulgaria and Hungary. Other nations, however, are distinguished by a much more frequent choice of payment cards, especially Poles and the Irish. Contactless payments by phone, watch or other device are popular primarily in the UK.

TOP 3 ANSWERS by country	ALL COUNTRIES	POLAND	CZECH REPUBLIC	SLOVAKIA	HUNGARY	ROMANIA	CROATIA	BULGARIA	SLOVENIA	GERMANY	IRELAND	UNITED KINGDOM	MEXICO	SPAIN	PORTUGAL
		Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag	Flag
CASH	43%	29%	40%	40%	51%	40%	45%	53%	46%	54%	34%	31%	59%	44%	41%
PAYMENT CARD e.g. credit, debit	37%	43%	35%	39%	36%	37%	40%	25%	44%	20%	40%	38%	30%	42%	42%
DIGITAL WALLETS - FOR ONLINE PAYMENTS	10%	10%	12%	13%	8%	13%	7%	8%	3%	8%	9%	23%	5%	11%	8%
		BLIK 10%							Kauf auf Rechnung 10%	Revolut 15%					
	n=8931	n=1004	n=605	n=600	n=600	n=600	n=629	n=600	n=601	n=600	n=600	n=624	n=625	n=634	n=609

BASE: ALL COUNTRIES: n=8931

Result statistically lower than the average result among all countries

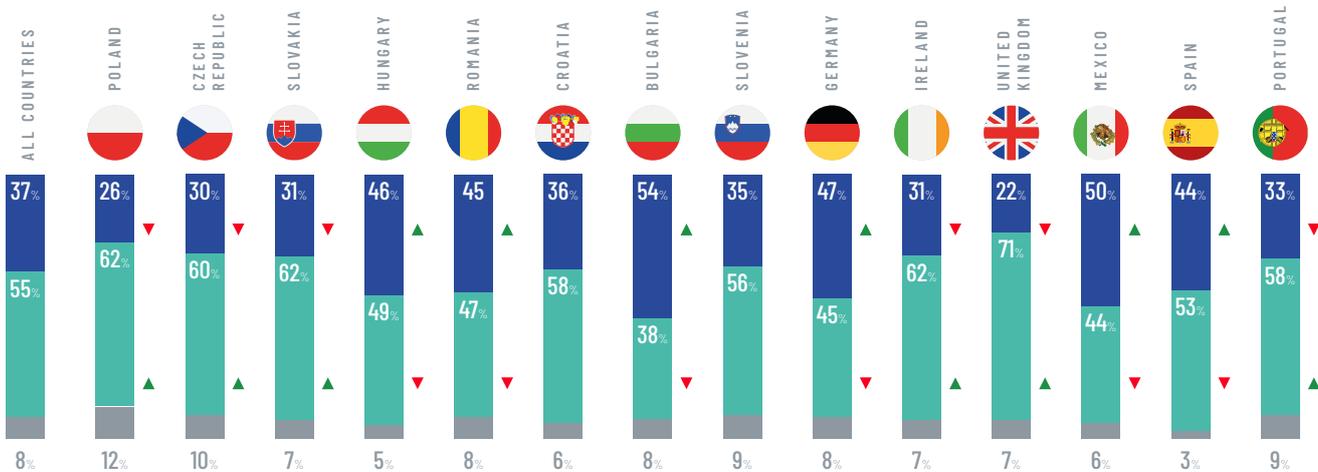
Result statistically higher than the average result among all countries

04

PAYMENT METHODS PREFERENCES

LAST PAYMENT - ONLINE OR OFFLINE?

In all countries, at least half of the people made their last payment offline, the most, more than 7/10 in Slovenia and Spain. The last payment was made online by more than 40% of residents in Romania, Portugal, Slovakia, Czechia and Mexico.



WITH REGARD TO ALL SITUATIONS WHERE YOU MAKE PAYMENTS WHILE SHOPPING OFFLINE (TRADITIONAL SHOP/ SALES POINT), WHICH IS YOUR PREFERRED METHOD?



CASH



ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.)



I DON'T KNOW

BASE: ALL COUNTRIES: n=8931

Result statistically lower than the average result among all countries

Result statistically higher than the average result among all countries

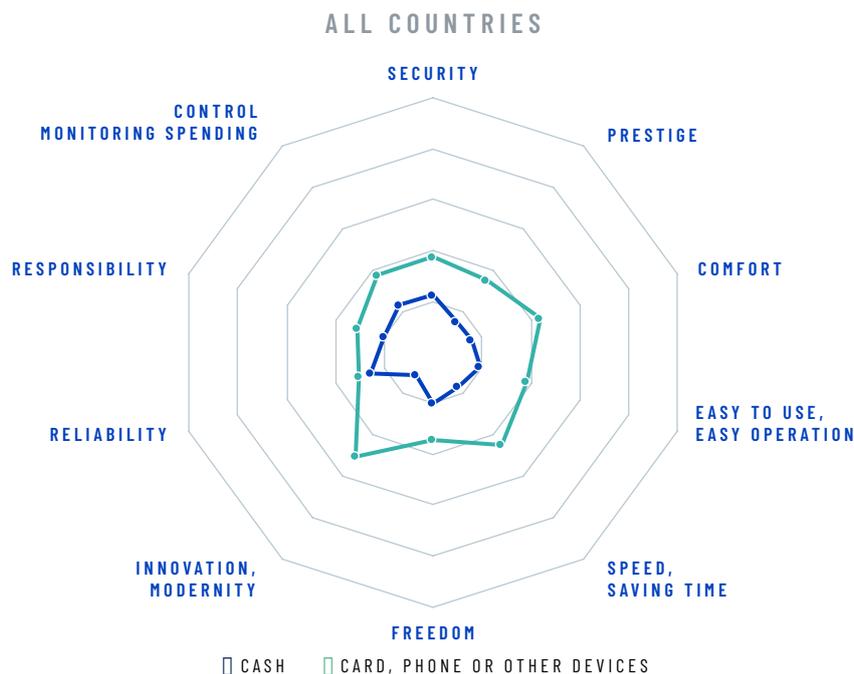
05

DIGITAL PAYMENTS

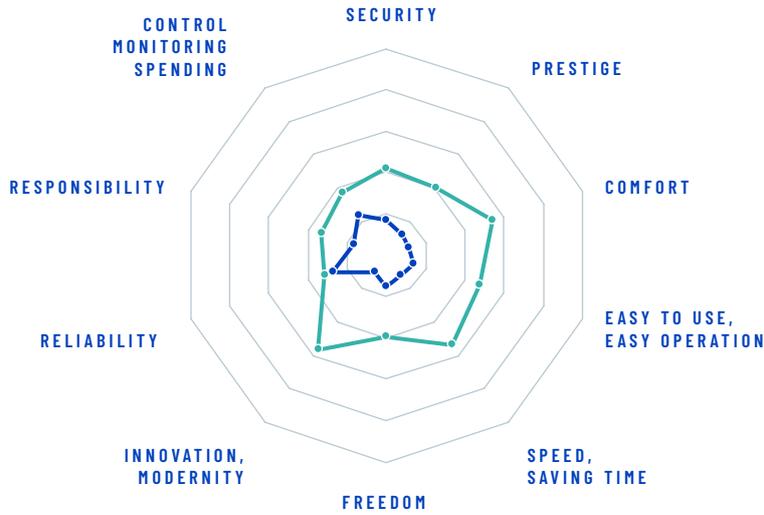
IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS (1/4)

In almost all countries, electronic payments have a clearer image than cash. They are primarily perceived as innovative, easy to use, comfortable, secure and time-saving. The image of cash is slightly stronger mainly in Germany and Mexico, and partly in Bulgaria, Slovenia and Spain. The most frequently mentioned advantages of cash are reliability and sometimes responsibility as well as the ability to control spending.

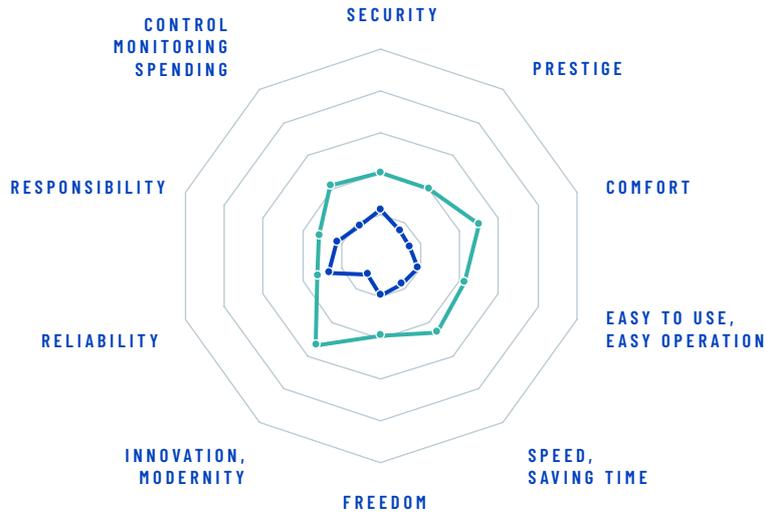
WE ARE ABOUT TO SHOW YOU SOME DESCRIPTIONS. SAY WHICH OF THEM FIT CASH PAYMENTS BETTER AND WHICH FIT ELECTRONIC PAYMENTS BETTER (card, phone or other devices, virtual wallet etc.)



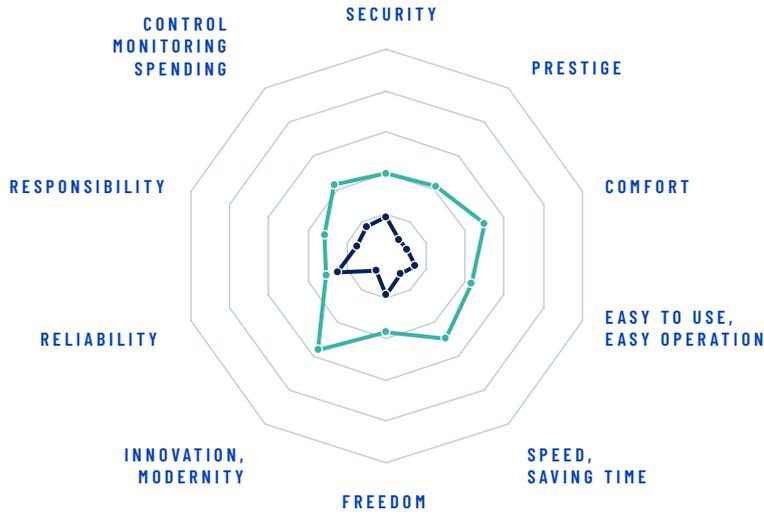
 POLAND



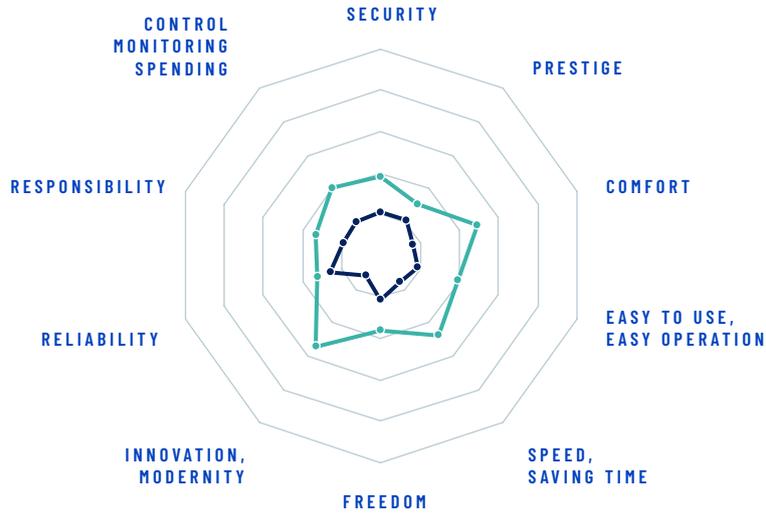
 SLOVAKIA



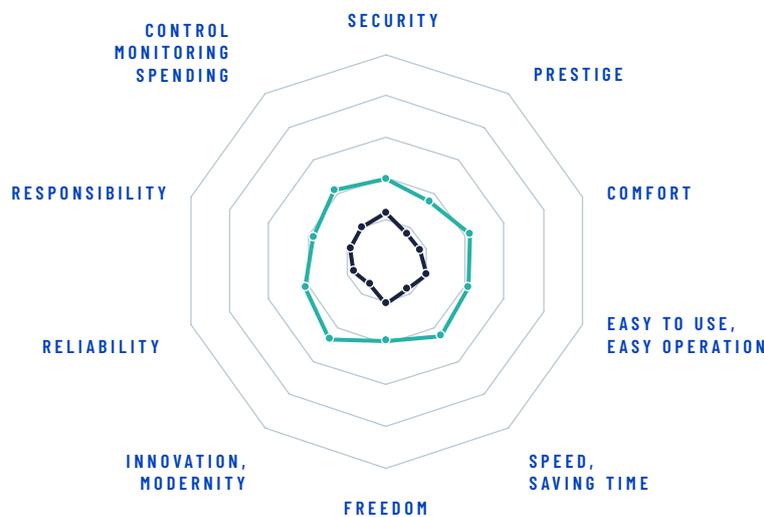
 CZECH REPUBLIC



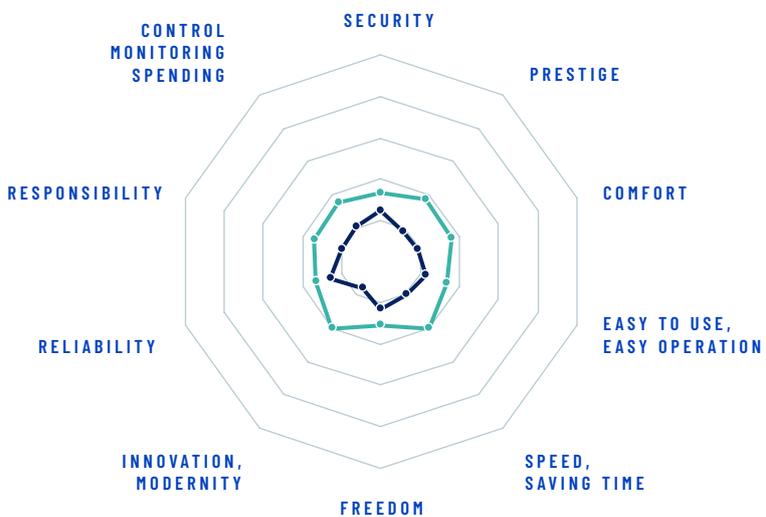
 HUNGARY



 ROMANIA



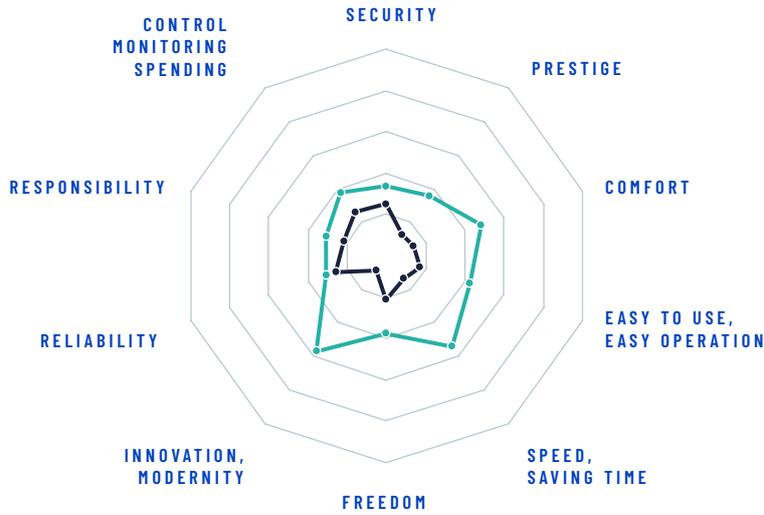
 BULGARIA



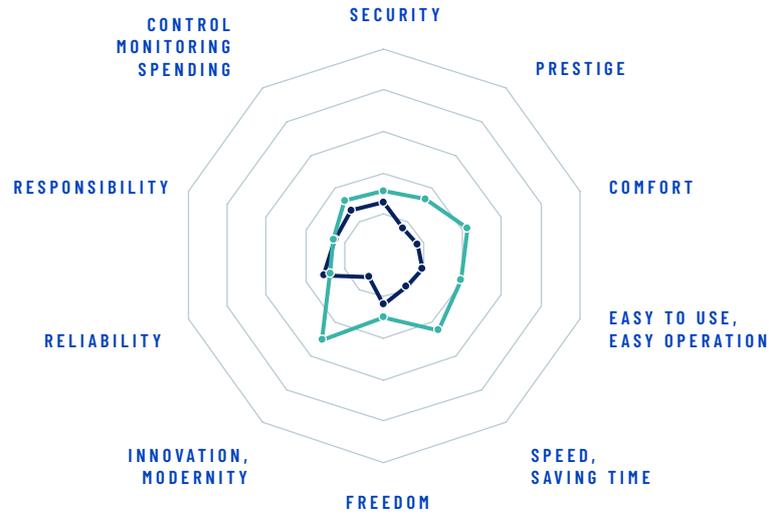
□ CASH □ CARD, PHONE OR OTHER DEVICES



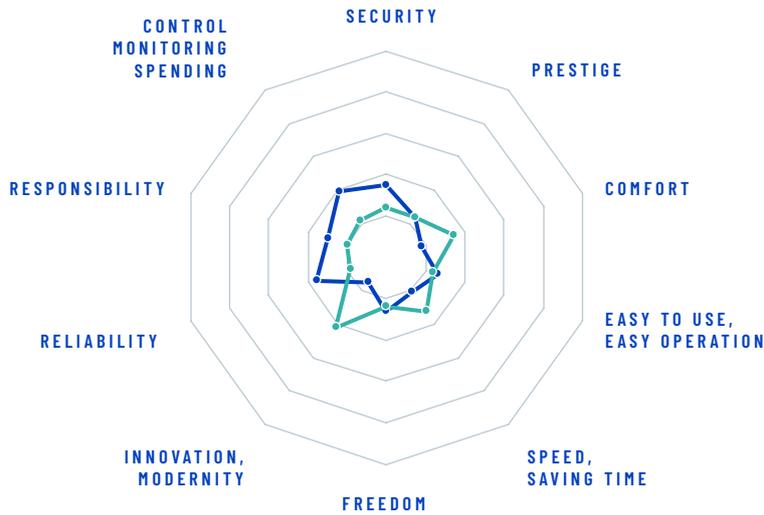
CROATIA



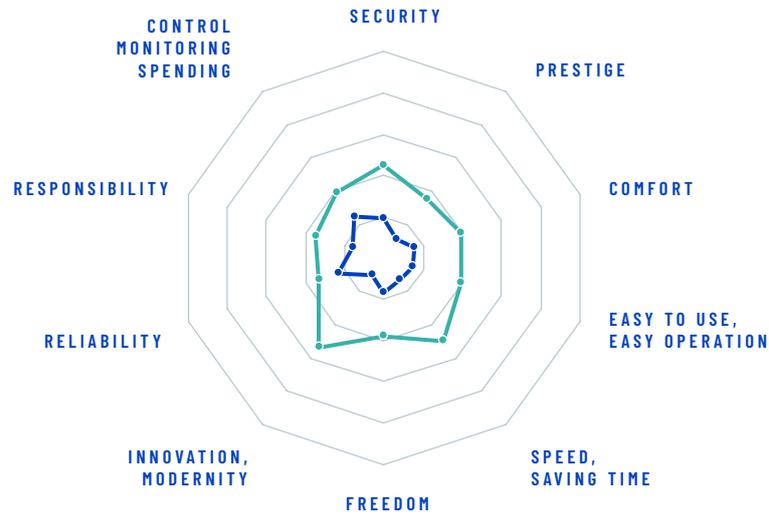
SLOVENIA



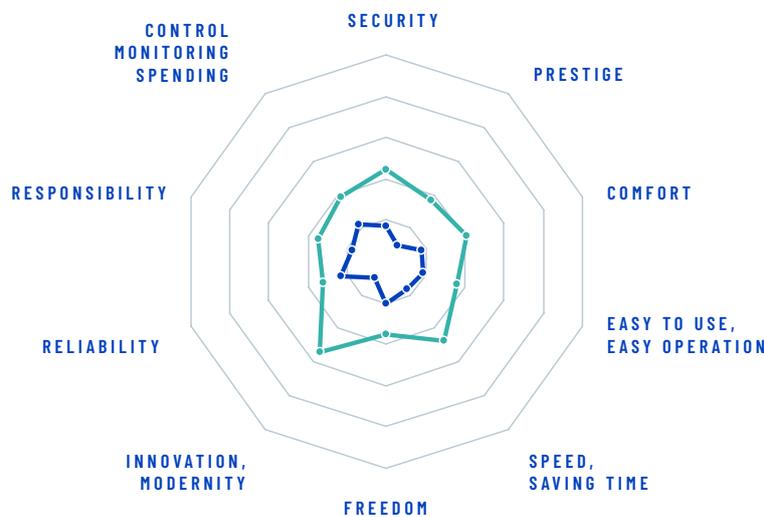
GERMANY



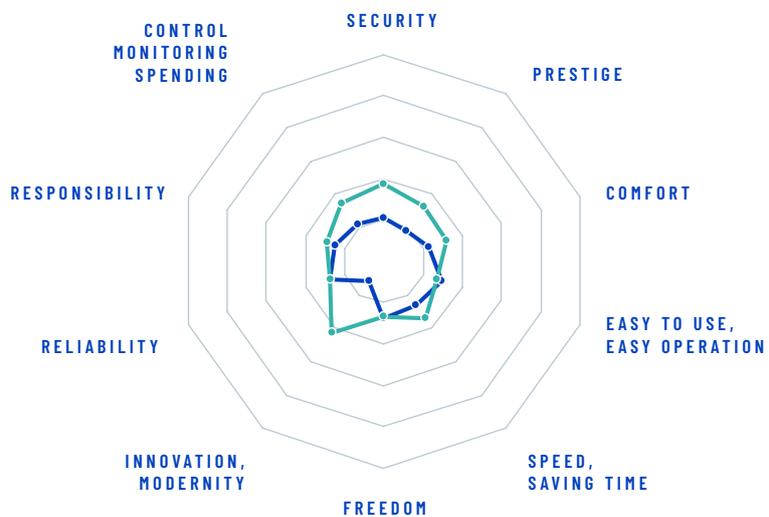
UNITED KINGDOM



IRELAND

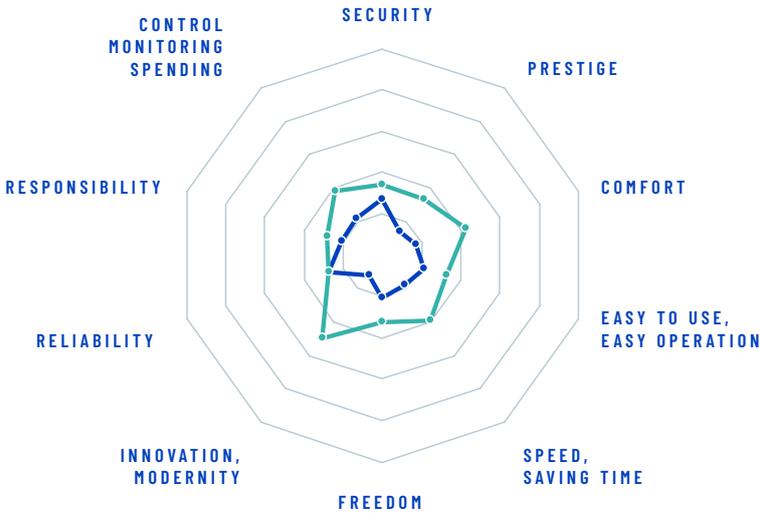


MEXICO

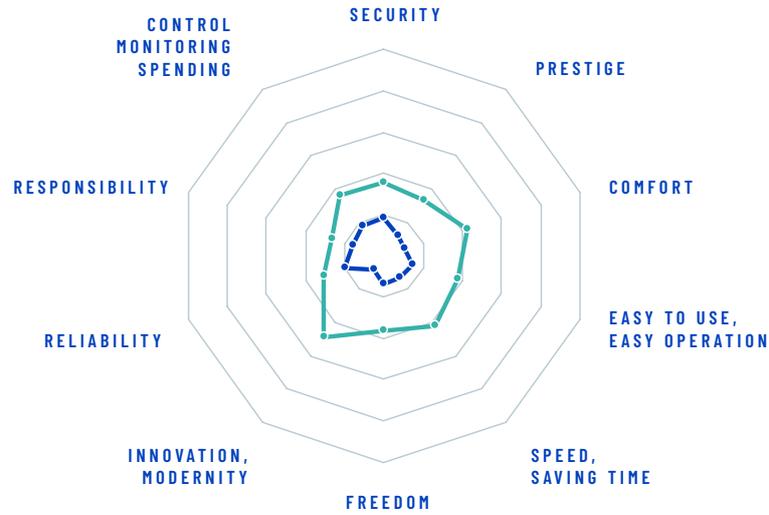


□ CASH □ CARD, PHONE OR OTHER DEVICES

SPAIN



PORTUGAL



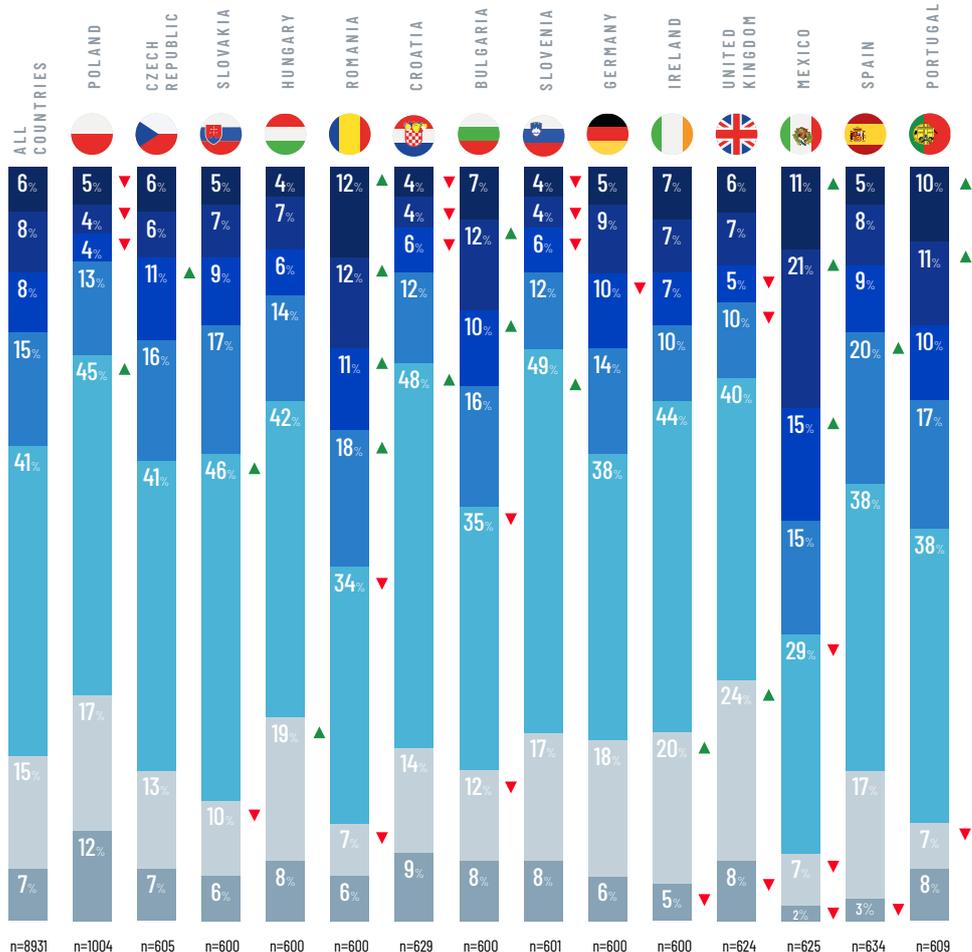
Legend: ■ CASH ■ CARD, PHONE OR OTHER DEVICES

NO POSSIBILITY TO PAY BY CARD – HOW OFTEN

The least frequent problems with card payments are found in Poland, Hungary, Croatia, Slovenia, Ireland and the UK – about 2/3 of people have no or very rare (once a month or less often) difficulties with making an electronic payment. This type of inconvenience is most common in Mexico, Romania, Portugal and Bulgaria.

HOW OFTEN DO YOU FIND YOURSELF IN SITUATIONS WHERE YOU WANT TO PAY BY CARD (e.g. plastic payment card, payment card connected to phone) BUT CAN'T?

- EVERY DAY OR ALMOST EVERY DAY
- 2-3 TIMES PER WEEK
- ONCE A WEEK
- SEVERAL TIMES A MONTH
- ONCE A MONTH OR LESS OFTEN
- NEVER
- I DON'T KNOW / HARD TO SAY

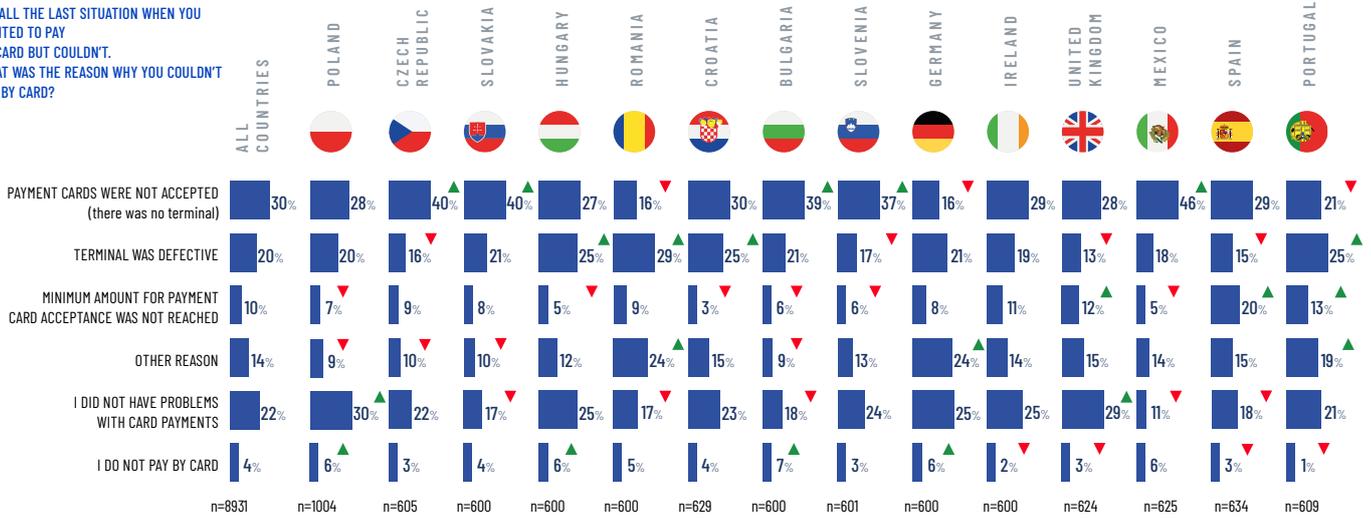


BASE: ALL COUNTRIES: n=8931 ▼ Result statistically lower than the average result among all countries ▲ Result statistically higher than the average result among all countries

NO POSSIBILITY TO PAY BY CARD - REASONS

The most common cause of difficulties with card payments is, first of all, the inaccessibility of the terminal at the point of purchase - this is the main problem primarily in Mexico, Czechia, Slovakia, Bulgaria and Slovenia. The second reason is a terminal failure - this is most common in Romania, Hungary, Croatia and Portugal. In Spain, Portugal and the UK, it happens more often than in other countries that the a minimum amount is needed for card payment.

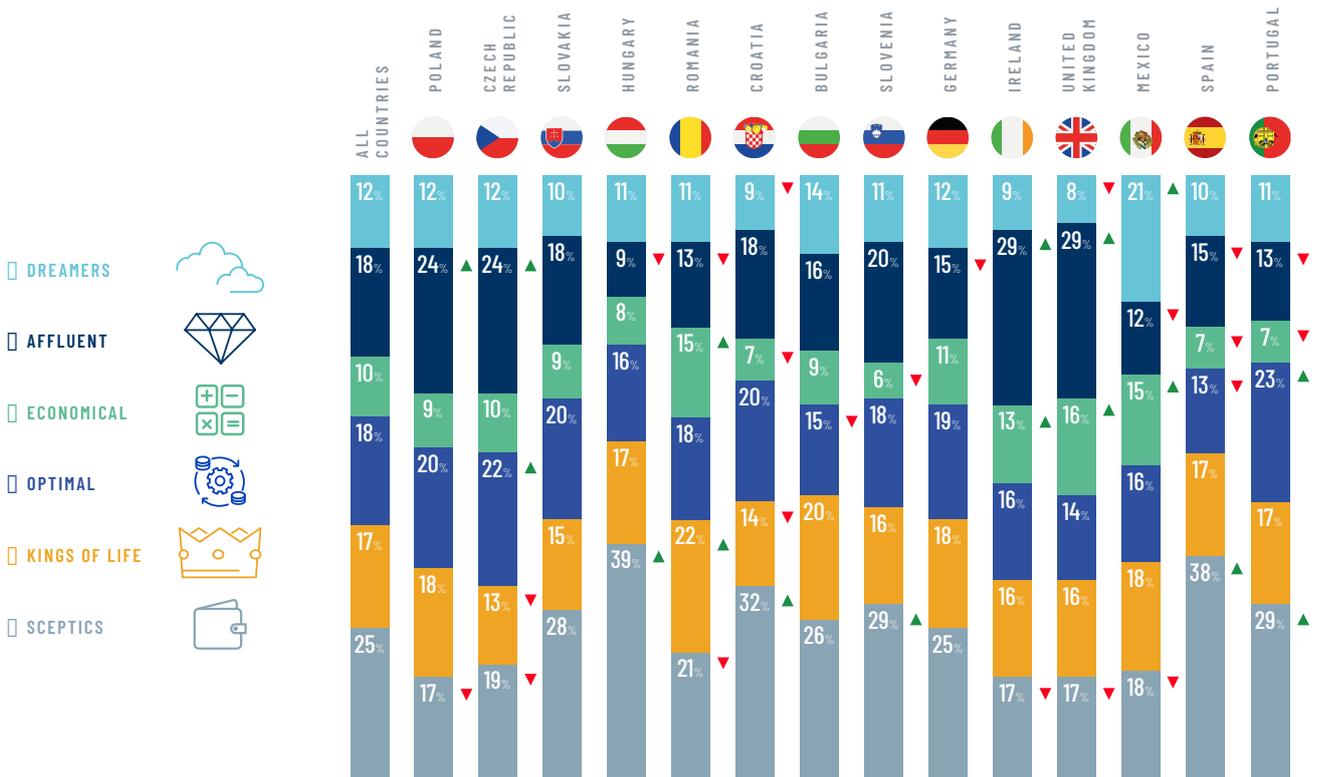
RECALL THE LAST SITUATION WHEN YOU WANTED TO PAY BY CARD BUT COULDN'T. WHAT WAS THE REASON WHY YOU COULDN'T PAY BY CARD?



BASE: ALL COUNTRIES: n=8931 ▢ Result statistically lower than the average result among all countries ▢ Result statistically higher than the average result among all countries

SEGMENTATION

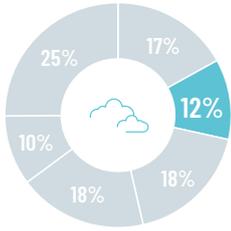
The structure of segments varies between countries.



BASE: ALL COUNTRIES: n=8931 ▢ Result statistically lower than the average result among all countries ▢ Result statistically higher than the average result among all countries

SEGMENTATION - DREAMERS

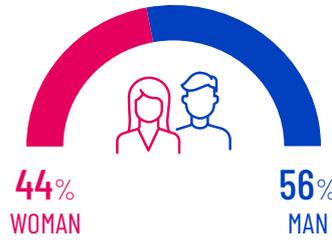
ALL COUNTRIES



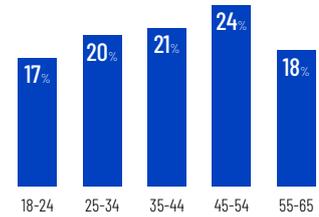
DREAMERS

I would like to have a lot, but so far I don't have much, I don't yet manage money seriously.

GENDER



AGE



PREFERRED METHOD OF PAYMENT while shopping offline



44% CASH



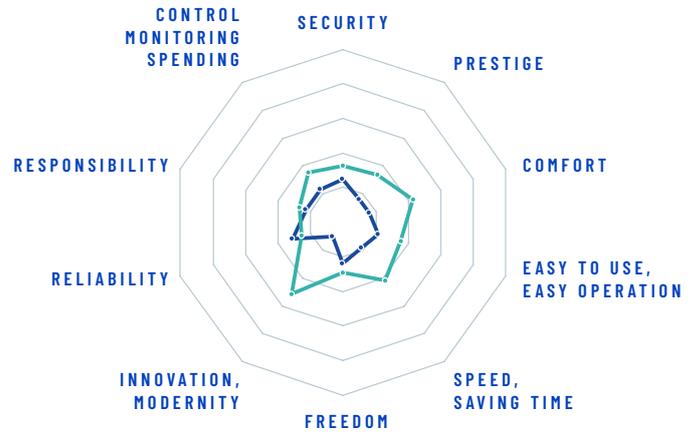
48% CASHLESS

8%

I DON'T KNOW/ HARD TO SAY

IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

● CASH
● CARD, PHONE OR OTHER DEVICES



ATTITUDES

- It is rather unlikely that they save money - even if they have enough of it
- They like to deal with money - dealing with money gives them pleasure
- It is rather unlikely that they accumulate knowledge in the field of personal finance, but they are convinced that one should use banking services
- They are reluctant to invest money
- They know well how much money they have in their accounts

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

- 3% WE ARE VERY POOR
we don't have enough even for basic needs
- 19% WE ARE MODEST
we have to seriously economize on a daily basis
- 56% WE LIVE ON A MEDIUM LEVEL
we have enough for everyday needs but have to save for bigger purchases
- 19% WE LIVE ON A GOOD LEVEL
we can afford a lot without really saving
- 3% WE LIVE ON A VERY GOOD LEVEL
we can afford a certain level of luxury

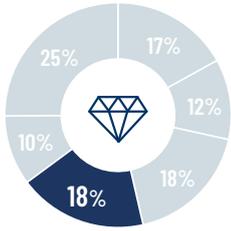
HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



- MY SITUATION WILL IMPROVE
- MY SITUATION WILL NOT CHANGE
- MY SITUATION WILL DETERIORATE
- I DON'T KNOW/HARD TO SAY
- REFUSE TO ANSWER

SEGMENTATION - AFFLUENT

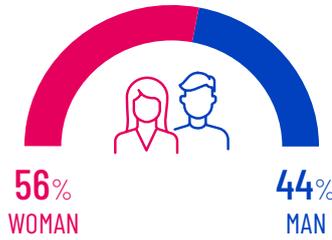
ALL COUNTRIES



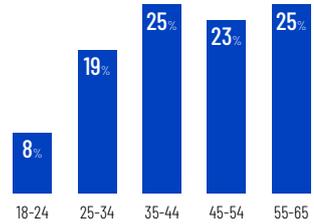
AFFLUENT

I control my money and expenses, but money is only a means towards a goal - I have it, but I don't have to think about it all the time and worry about it.

GENDER



AGE



PREFERRED METHOD OF PAYMENT while shopping offline



15% CASH



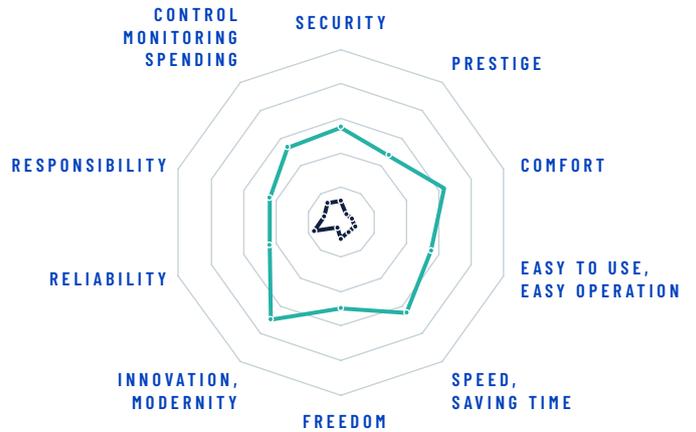
80% CASHLESS

5%

I DON'T KNOW/ HARD TO SAY

IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

● CASH
● CARD, PHONE OR OTHER DEVICES



ATTITUDES

- Money is important to them, but they don't like to think about it, talk about it, deal with it - dealing with money gives them the least pleasure
- They control their expenses well - they know very well how much cash they have in their wallets and how much money they have in their accounts much money they have in their accounts

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

- 2% WE ARE VERY POOR
we don't have enough even for basic needs
- 15% WE ARE MODEST
we have to seriously economize on a daily basis
- 63% WE LIVE ON A MEDIUM LEVEL
we have enough for everyday needs but have to save for bigger purchases
- 18% WE LIVE ON A GOOD LEVEL
we can afford a lot without really saving
- 2% WE LIVE ON A VERY GOOD LEVEL
we can afford a certain level of luxury

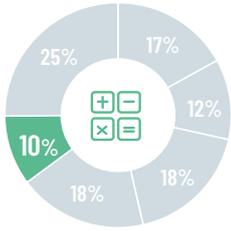
HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



- MY SITUATION WILL IMPROVE
- MY SITUATION WILL NOT CHANGE
- MY SITUATION WILL DETERIORATE
- I DON'T KNOW/HARD TO SAY
- REFUSE TO ANSWER

SEGMENTATION - ECONOMICAL

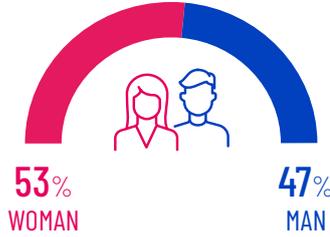
ALL COUNTRIES



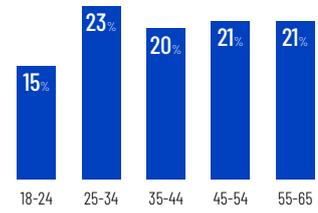
ECONOMICAL

I need to plan my expenses carefully. It happens that I almost immediately spend all the money I get; I have a limited budget and I have to survive somehow.

GENDER



AGE



PREFERRED METHOD OF PAYMENT while shopping offline

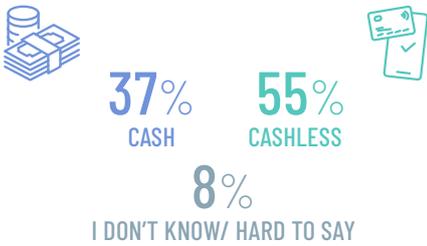
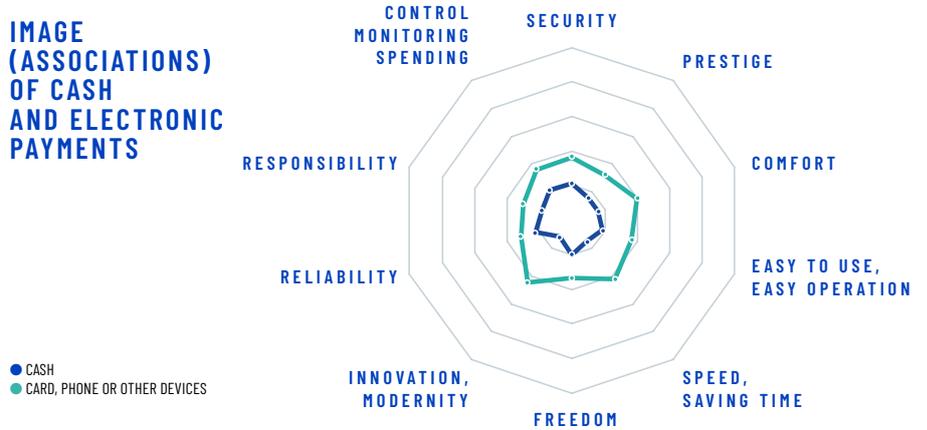


IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



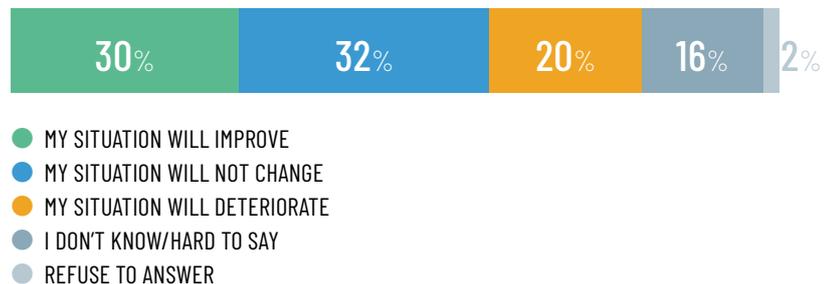
ATTITUDES

- It is rather unlikely that they think about money, they don't like to deal with it - dealing with money doesn't give them pleasure, they don't like talking about money
- In comparison with other segments money is the least important to them
- It is rather unlikely that they make financial plans

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

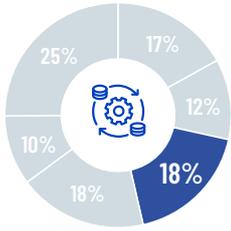
- 5% WE ARE VERY POOR
we don't have enough even for basic needs
- 25% WE ARE MODEST
we have to seriously economize on a daily basis
- 55% WE LIVE ON A MEDIUM LEVEL
we have enough for everyday needs but have to save for bigger purchases
- 12% WE LIVE ON A GOOD LEVEL
we can afford a lot without really saving
- 3% WE LIVE ON A VERY GOOD LEVEL
we can afford a certain level of luxury

HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



SEGMENTATION - OPTIMAL

ALL COUNTRIES

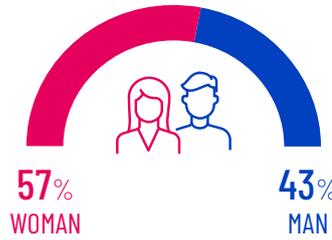


OPTIMAL

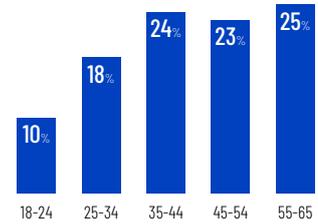
I consciously manage my money - I use promotional offers, plan my expenses and invest capital. I value the freedom of choice, so I don't reject any form of payment.



GENDER



AGE



PREFERRED METHOD OF PAYMENT while shopping offline



38% CASH



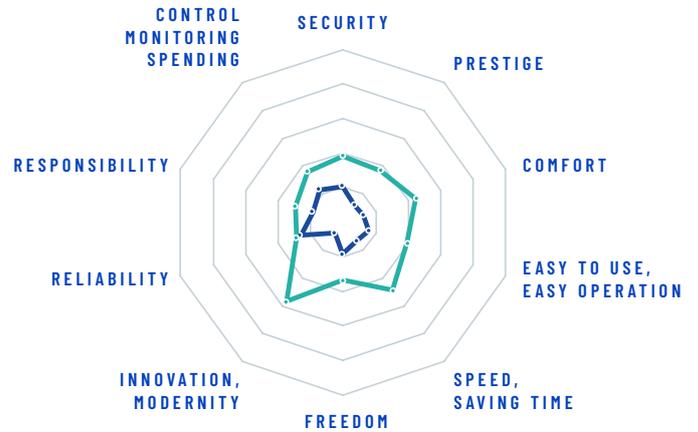
54% CASHLESS

8%

I DON'T KNOW/ HARD TO SAY

IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

● CASH
● CARD, PHONE OR OTHER DEVICES



ATTITUDES

- **Money is important to them** - they like to think about it, talk about it, deal with it; **dealing with it gives them the greatest pleasure** compared to other segments
- **They save money, make financial plans** - they don't spend their money immediately
- They know perfectly well **how much money they have in their accounts**, they remember well **how much money they have in their wallets**

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

- 2% **WE ARE VERY POOR**
we don't have enough even for basic needs
- 17% **WE ARE MODEST**
we have to seriously economize on a daily basis
- 62% **WE LIVE ON A MEDIUM LEVEL**
we have enough for everyday needs but have to save for bigger purchases
- 17% **WE LIVE ON A GOOD LEVEL**
we can afford a lot without really saving
- 2% **WE LIVE ON A VERY GOOD LEVEL**
we can afford a certain level of luxury

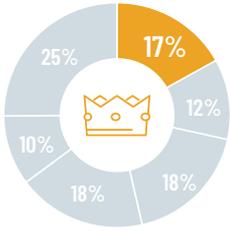
HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



- MY SITUATION WILL IMPROVE
- MY SITUATION WILL NOT CHANGE
- MY SITUATION WILL DETERIORATE
- I DON'T KNOW/HARD TO SAY
- REFUSE TO ANSWER

SEGMENTATION - KINGS OF LIFE

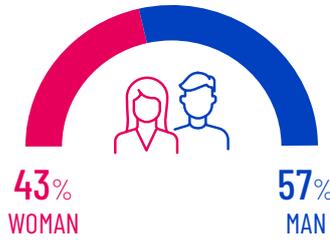
ALL COUNTRIES



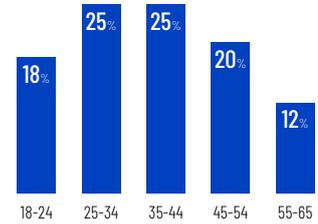
KINGS OF LIFE

I spend cash quickly on what I want, without control - after all, I am the king of life.

GENDER



AGE



PREFERRED METHOD OF PAYMENT while shopping offline



48% CASH



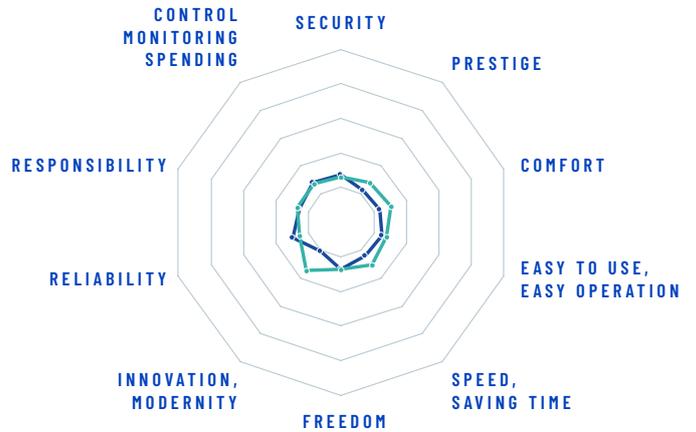
44% CASHLESS

8%

I DON'T KNOW/ HARD TO SAY

IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

● CASH
● CARD, PHONE OR OTHER DEVICES



ATTITUDES

- They have **some difficulty with saving money** - if they have any savings, they spend it without much thought, almost immediately
- This is the segment that **spends money the fastest**
- They **like to talk about money** - counting money makes them happy
- Of all the segments they know how much money they have in their accounts to the smallest degree

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

- 8% **WE ARE VERY POOR**
we don't have enough even for basic needs
- 27% **WE ARE MODEST**
we have to seriously economize on a daily basis
- 47% **WE LIVE ON A MEDIUM LEVEL**
we have enough for everyday needs but have to save for bigger purchases
- 14% **WE LIVE ON A GOOD LEVEL**
we can afford a lot without really saving
- 4% **WE LIVE ON A VERY GOOD LEVEL**
we can afford a certain level of luxury

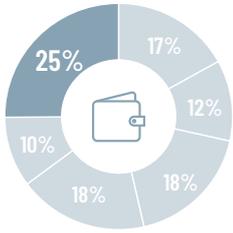
HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



- MY SITUATION WILL IMPROVE
- MY SITUATION WILL NOT CHANGE
- MY SITUATION WILL DETERIORATE
- I DON'T KNOW/HARD TO SAY
- REFUSE TO ANSWER

SEGMENTATION - SCEPTICS

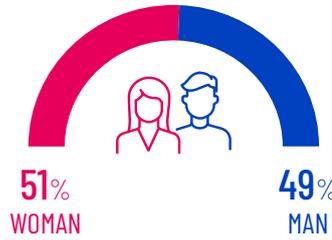
ALL COUNTRIES



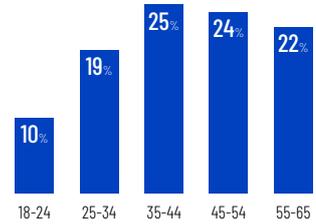
SCEPTICS

I spend cash quickly on what I want, without control - after all, I am the king of life.

GENDER



AGE



PREFERRED METHOD OF PAYMENT while shopping offline



41% CASH

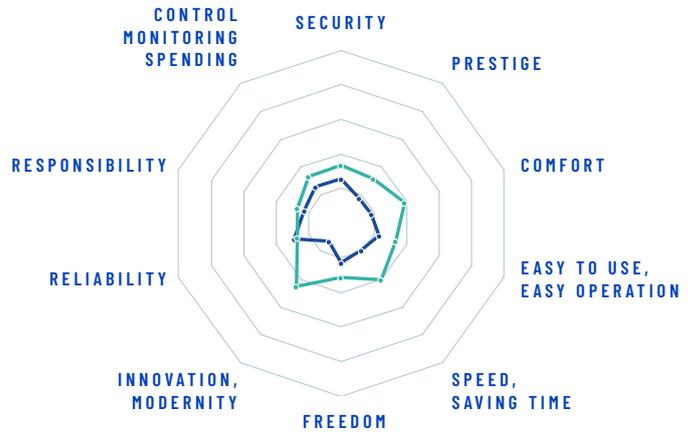


49% CASHLESS

10% I DON'T KNOW/ HARD TO SAY

IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

● CASH
● CARD, PHONE OR OTHER DEVICES



ATTITUDES

- Spending money does not give them much pleasure - they try not to spend money quickly
- It is rather unlikely that they create financial plans - the money does not serve to develop their interests, nor do they put aside money for unexpected expenses
- They are not convinced that it's worth using banking services

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

- 5% WE ARE VERY POOR
we don't have enough even for basic needs
- 25% WE ARE MODEST
we have to seriously economize on a daily basis
- 55% WE LIVE ON A MEDIUM LEVEL
we have enough for everyday needs but have to save for bigger purchases
- 13% WE LIVE ON A GOOD LEVEL
we can afford a lot without really saving
- 2% WE LIVE ON A VERY GOOD LEVEL
we can afford a certain level of luxury

HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?



- MY SITUATION WILL IMPROVE
- MY SITUATION WILL NOT CHANGE
- MY SITUATION WILL DETERIORATE
- I DON'T KNOW/HARD TO SAY
- REFUSE TO ANSWER

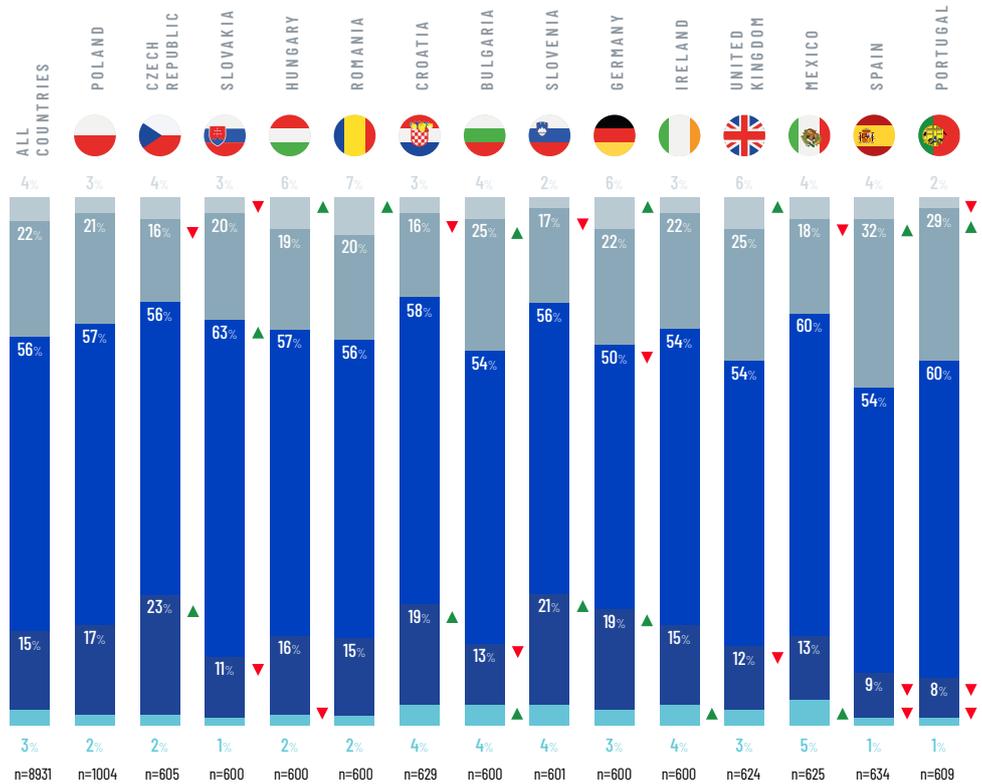
SEGMENTATION



CURRENT FINANCIAL SITUATION

HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD

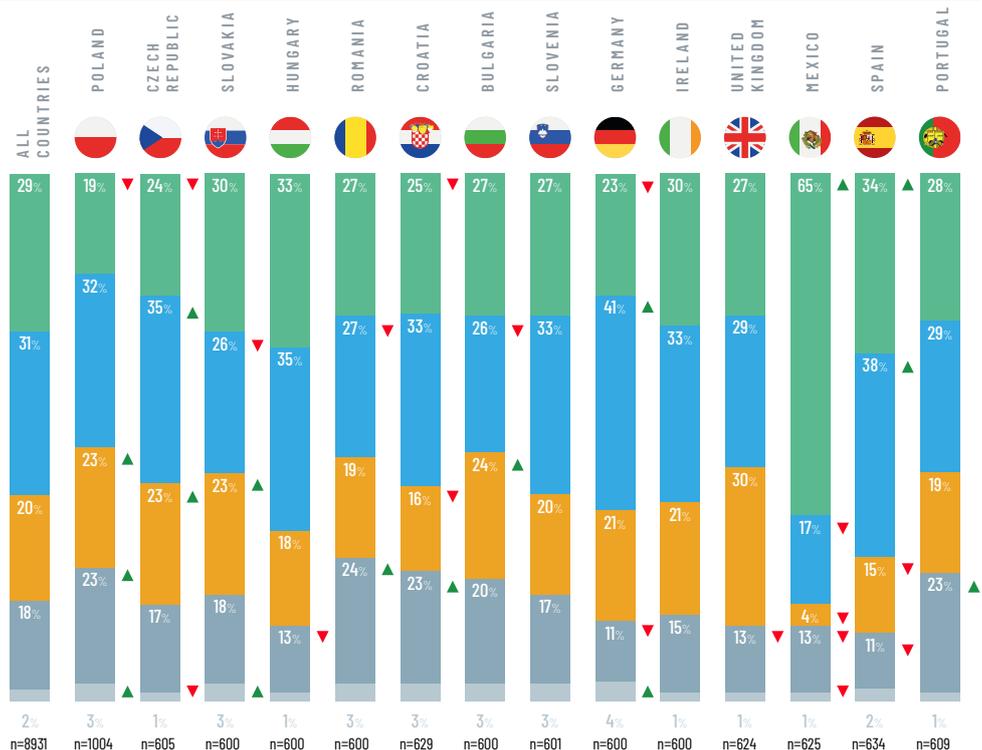
- WE ARE VERY POOR
- we don't have enough even for basic needs
- WE ARE MODEST
- we have to seriously economize on a daily basis
- WE LIVE ON A MEDIUM LEVEL
- we have enough for everyday needs but have to save for bigger purchases
- I LIVE ON A GOOD LEVEL
- we can afford a lot without really saving
- WE LIVE ON A VERY GOOD LEVEL
- we can afford a certain level of luxury



IMAGINED FINANCIAL SITUATION IN THE FUTURE

HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

- MY SITUATION WILL IMPROVE
- MY SITUATION WILL NOT CHANGE
- MY SITUATION WILL DETERIORATE
- I DON'T KNOW/HARD TO SAY
- REFUSE TO ANSWER



BASE: ALL COUNTRIES: n=8931

Result statistically lower than the average result among all countries

Result statistically higher than the average result among all countries