



# ATTITUDES TOWARDS **PAYMENT METHODS**

INTERNATIONAL SURVEY - MAY 2022



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SLUŽBY



# THE AIM OF THE STUDY



## AIM OF THE STUDY

The general aim of the study was to get information about people's attitudes and behaviour towards different payment methods.

The acquired knowledge concerned awareness, usage and preferences of different payment methods (both online and offline).

# ABOUT THE STUDY

## RESPONDENTS

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

## PERIOD OF THE STUDY

March 2022



## RESEARCH METHOD

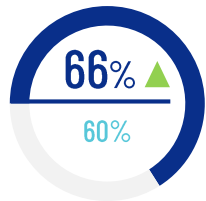
The study was conducted using CAWI methodology  
– respondents were invited to take part in an internet survey.

## COUNTRIES IN THE STUDY AND SAMPLE SIZES

POLAND		1004	CZECHIA		605	SLOVAKIA		600	HUNGARY		600	ROMANIA		600	CROATIA		629	BULGARIA		600	SLOVENIA		601	GERMANY		600	IRELAND		600	UNITED KINGDOM		624	MEXICO		625	SPAIN		634	PORTUGAL		609
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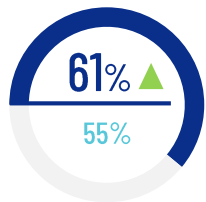
VISA

## KEY FINDINGS



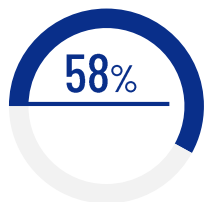
2/3

of Czechs declare that **plastic card is the payment method which they use most often (as first or second choice)**



6/10

Czechs prefer using electronic payments to cash while shopping offline

MORE THAN  
1/2

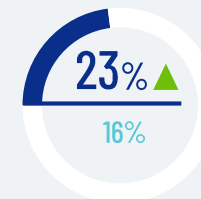
While paying up to 50 CZK, almost 6 of 10 Czechs prefer cash payment. For more expensive purchases, Czechs prefer to pay using electronic methods, especially for purchases above 1000 CZK.

**Czechs use both cash and plastic card payment very often.**

They mostly use cash when other methods are unavailable.

The most important reason for choosing card is comfort and time saving.

Cash is still the most popular method while shopping at markets and bazaars, paying fines or taxi fares, when visiting doctors or hairdressers.



1/4

know gift cards and vouchers, don't use it yet, but plan to use it in the future.

# .02

## ATTITUDES TOWARDS MONEY



# ATTITUDES TOWARDS MONEY

The basic module of our research on Attitudes towards forms of payment is a standardized psychological tool created by Professor Grażyna Wąsowicz, who specializes in the field of economic psychology, in particular the psychology of money.

**The Money Relationship Questionnaire (KSP-33) (Wąsowicz-Kiryło, 2013) is a standardized tool with proven reliability and validity. It consists of 33 statements that allow measurement on 9 scales.**

## 1. THREE SCALES MEASURE ATTITUDES TOWARDS MONEY



### CONTROL

behaviour related to money control, no difficulties with saving and controlling expenses



### MEANS

perceiving money as a means of realizing values, ensuring a sense of independence and freedom of choice



### PLEASURE

the pleasure of carrying out activities related to money: thinking about money, dealing with it, talking about it

## 2. THE NEXT 6 SCALES ARE USED TO MEASURE COGNITIVE-BEHAVIOURAL FINANCIAL COMPETENCES, DIVIDED INTO TWO GROUPS:

### 2A. THE FIRST GROUP IS CONVICTIONS REGARDING:



### INVESTMENT

beliefs about the need and importance of investing money, perceiving investing as an important element of managing money well



### INSURANCE

convictions about insuring yourself and your property (needed or unnecessary)



### USING BANKING SERVICES

attitudes about the use of banking services, treating them as a good way to manage money

### 2B. THE SECOND GROUP IS BEHAVIOURS RELATED TO MONEY:



### MANAGEMENT

behaviours that are associated with expanding knowledge about finances and having appropriate knowledge to increase wealth



### ACCOUNTING

related to planning and control of the expenditure plan



### SPENDING IMPULSIVELY

without reflection or making financial plans

## ATTITUDES TOWARDS MONEY

LEVEL 1

ATTITUDE  
TOWARDS  
MONEY

CONTROL



MEANS



PLEASURE

LEVEL 2

COGNITIVE  
BEHAVIOURAL  
FINANCIAL  
COMPETENCES

INVESTMENT



INSURANCE

BANKING  
SERVICES

MANAGEMENT



ACCOUNTING

IMPULSE  
SPENDING

CZECHIA

For Czechs, money is a Means of realizing values, ensuring a sense of independence and freedom of choice. They are also characterized by a relatively strong money Control.

They believe that using Banking Services is a great way to manage their money.

They control and plan their expenses, based on the simple principle of not spending money impulsively – the Accounting behaviour dominates.

## ATTITUDES TOWARDS MONEY

## LEVEL 1

ATTITUDE  
TOWARDS  
MONEY

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



## CONTROL

CZECHIA - 15,8

OTHER COUNTRIES - 15,4

Czechs perform similar money Control as residents of other countries participating in the survey.



## MEANS

CZECHIA - 16,1

OTHER COUNTRIES - 16,2

Level of Means component of attitude is also similar among Czechs and the residents of other countries.



## PLEASURE

CZECHIA - 12,6 ▼

OTHER COUNTRIES - 13,3

For Czechs, the Pleasure that comes from dealing with money is weaker than for the residents of other countries.



## ATTITUDES TOWARDS MONEY

# LEVEL 2

## COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



### INVESTMENT

CZECHIA - 8,4

OTHER COUNTRIES - 8,5

Beliefs about investing money in Czechia do not differ from other countries.



### INSURANCE

CZECHIA - 6,9 ▲

OTHER COUNTRIES - 6,7

Czechs are more convinced that Insurance is important and necessary, both for them and for their property.



### BANKING SERVICES

CZECHIA - 9,3 ▲

OTHER COUNTRIES - 8,7

Use of Banking Services is higher in Czechia than in other countries covered by the research.

## ATTITUDES TOWARDS MONEY

# LEVEL 2

## COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



### MANAGEMENT

CZECHIA - 6,6

OTHER COUNTRIES - 6,4

Declared behaviours related to money management are similar to those observed in other countries.



### ACCOUNTING

CZECHIA - 8,8

OTHER COUNTRIES - 9,0

Accounting means being focused on controlling and planning expenses. This result for Czechs is similar to other countries.



### IMPULSE SPENDING

CZECHIA - 5,5 ▼

OTHER COUNTRY - 6,2

Impulse Spending is weaker in Czechia than in other countries. It shows that Czechs are less likely to spend money without reflection or planning.

## CZECHS AND ATTITUDE TO MONEY



For Czechs, treating money as a means of realizing value and money controlling are similarly strong among the main components of the attitude towards money

- In their opinion, money provides a sense of independence
- At the same time, they like to control their expenses and savings
- Czechs plan and monitor their budgets carefully
- They try not to spend money impulsively



## CZECHIA

capital city: **Prague**

currency: **Czech Koruna**

population: **10,70 million**

# .03

## PAYMENT METHODS AWARENESS AND USAGE



# AWARENESS OF DIFFERENT FORMS OF PAYMENT

WHAT METHODS/TYPES OF PAYMENTS  
DO YOU KNOW OF, EVEN IF YOU HAVE  
ONLY HEARD ABOUT THEM?

The most popular payment methods in Czechia are plastic payment card and cash, but contactless payments are often mentioned too – about 1/3 of respondents asked about known payment methods have indicated it.

## SPONTANEOUS AWARENESS

TOP3  
ANSWERS



76%

vs. 78% other countries

PLASTIC PAYMENT CARD  
e.g. credit, debit, Visa



57% ▼

vs. 61% other countries

CASH



34% ▲

vs. 22% other countries

CONTACTLESS PAYMENTS USING  
A MOBILE PHONE, SMARTWATCH  
OR OTHER DEVICES

TOP3  
ANSWERS



99% ▲

vs. 97% other countries

PLASTIC PAYMENT CARD  
e.g. credit, debit



99%

vs. 98% other countries

CASH



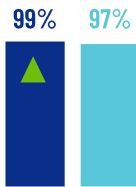
98% ▲

vs. 96% other countries

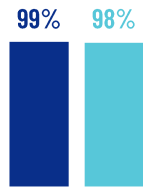
ONLINE BANK  
TRANSFER



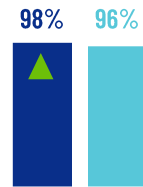
## INTERESTING FACT



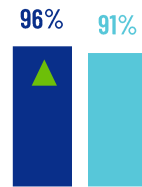
PLASTIC PAYMENT CARD  
e.g. credit, debit



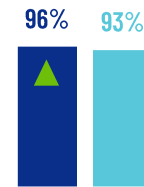
CASH



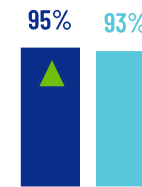
ONLINE BANK  
TRANSFER



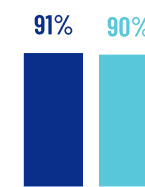
CONTACTLESS PAYMENTS  
using a mobile phone,  
smartwatch or other devices



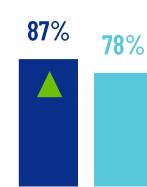
VIRTUAL WALLETS  
for online payments



GIFT CARD,  
VOUCHER



INSTALMENT PURCHASE  
OR LEASE

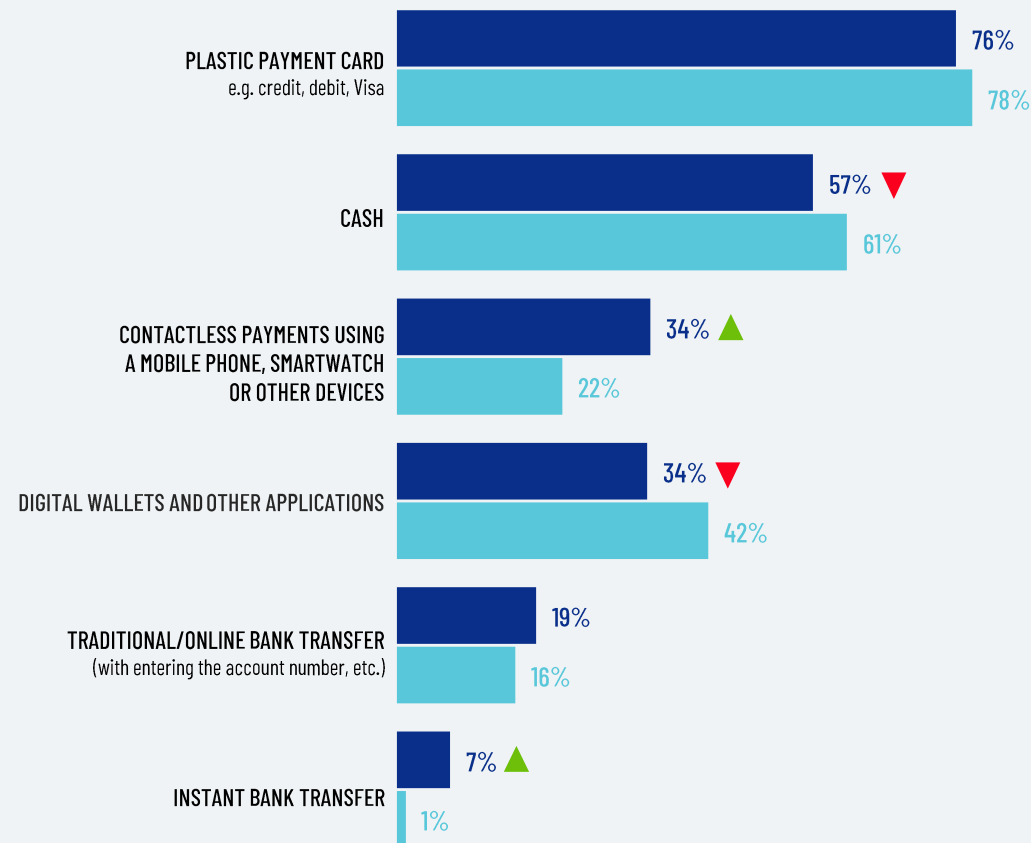


SMS PAYMENT

## AWARENESS OF DIFFERENT FORMS OF PAYMENT

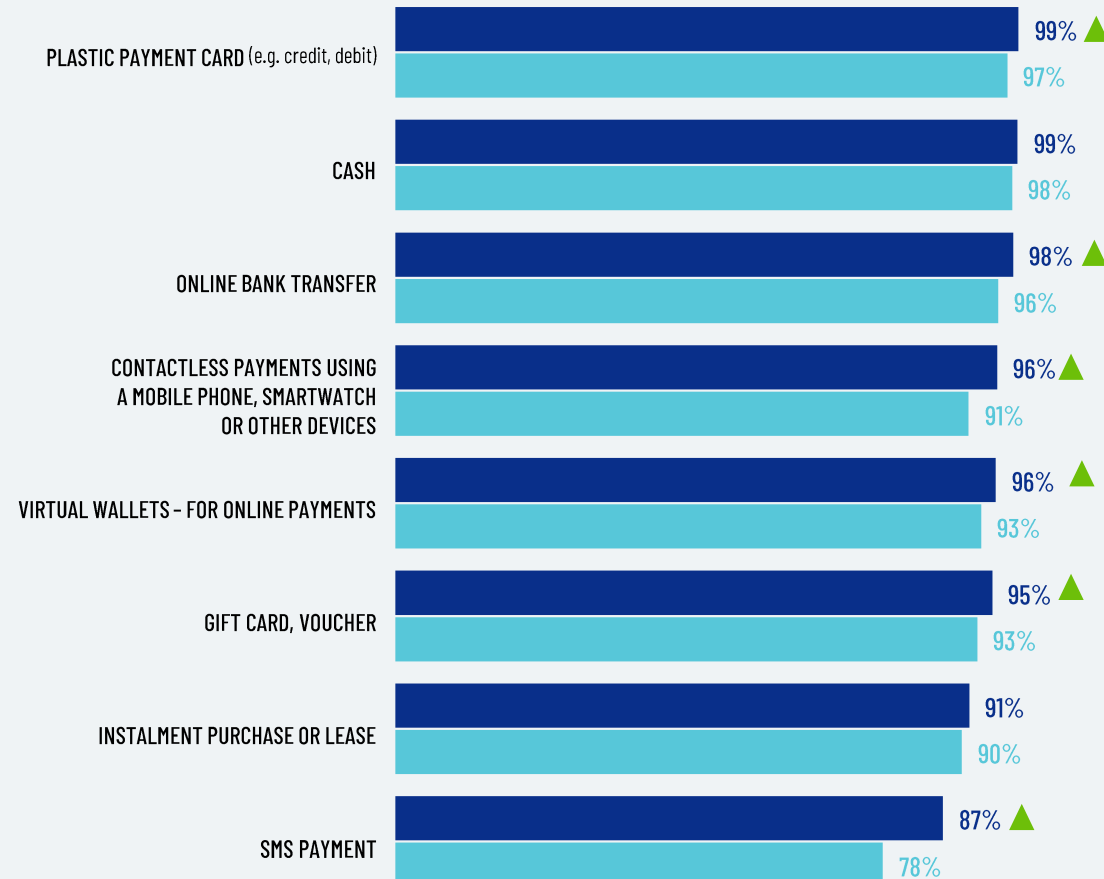
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

## SPONTANEOUS AWARENESS



Spontaneous Awareness: presented answers are mentioned by at least 5% of the respondents

## AIDED AWARENESS



## FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

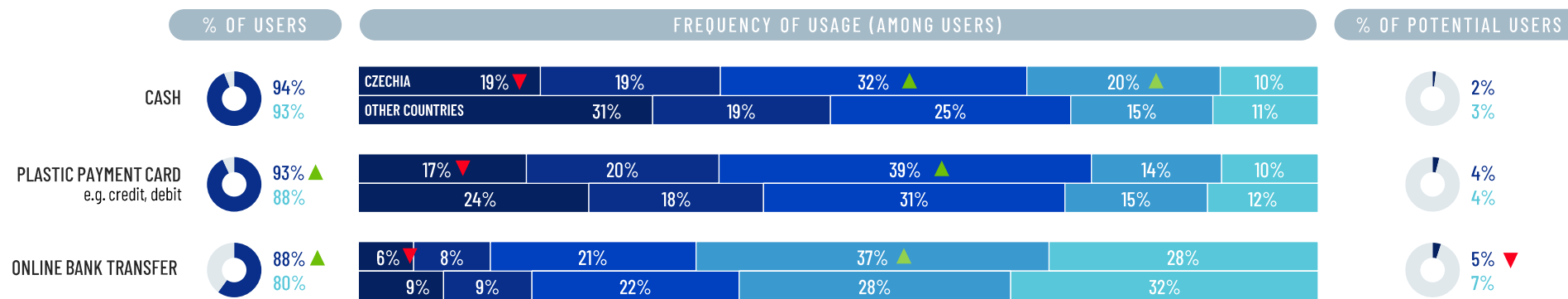
WHICH OF THE FOLLOWING FORMS OF PAYMENT DO YOU USE, HOW OFTEN?

The most frequently used payment methods in Czechia are: cash, plastic payment card and online bank transfer. These top 3 answers are the same as in other countries covered by the research.

Czechs use these methods less often than the residents of other countries.

Interestingly, gift cards in Czechia are used less often than in other countries, but there is quite a big group of people who know this method, don't use it yet, but plan to use it in the future.

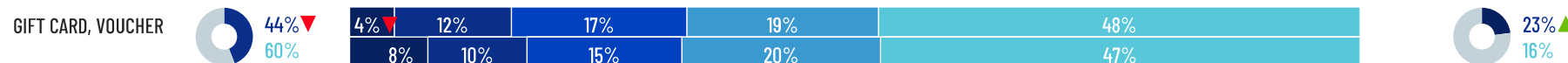
TOP3  
ANSWERS



Percentage of people who indicated that they do not use a given payment method, but plan to start using it in the future

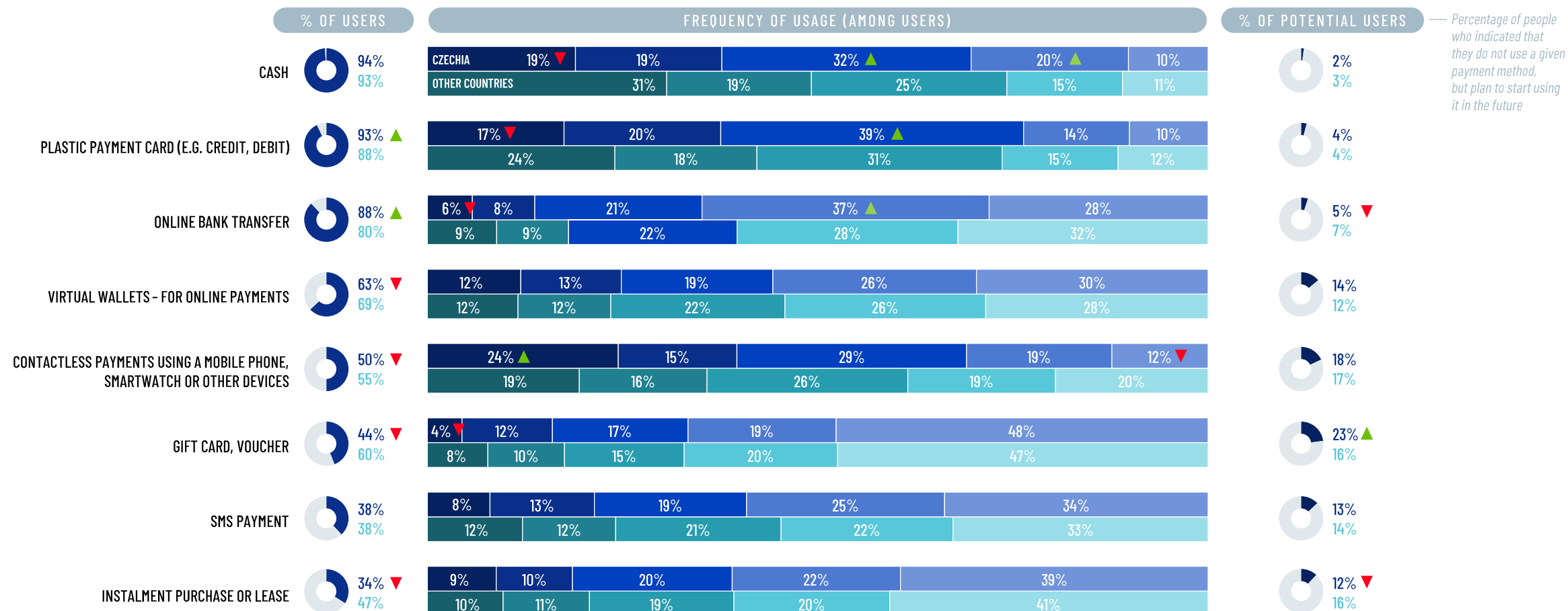


## INTERESTING FACT



## FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

WHICH OF THE FOLLOWING FORMS OF PAYMENT DO YOU USE, HOW OFTEN?



● SEVERAL TIMES A DAY ● ONCE A DAY ● 2 - 3 TIMES PER WEEK ● 2 - 3 TIMES PER MONTH ● ONCE A MONTH OR LESS



# MOST FREQUENTLY USED FORMS OF PAYMENT AND REASONS FOR CHOOSING THEM

2/3 of Czechs declare that plastic card is the payment method which they use most often (as first or second choice). Reasons of choosing this method are comfort and time saving.

6 out of 10 Czechs use cash more often than other payment methods. 1/3 of them declare that they use cash when other methods are not available.



MORE THAN **6/10** USE PLASTIC CARD OR CASH MOST OFTEN

## TOP 3 ANSWERS

% OF RESPONDENTS WHO USE A GIVEN METHOD MOST OFTEN AND WHICH PAYMENT FORMS DO YOU USE MOST OFTEN? (AS FIRST OR SECOND CHOICE)

REASONS FOR CHOOSING GIVEN FORMS OF PAYMENT WHY DO YOU USE THIS METHOD?

MOST SPECIFIC ANSWERS FOR A GIVEN FORM OF PAYMENT



PLASTIC PAYMENT CARD  
e.g. credit, debit

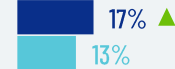
**66%** ▲

vs. 60% other countries

COMFORT / CONVENIENCE



SPEED, SAVING TIME



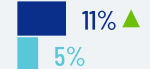
I LIKE IT



EASY TO USE



HABIT / I AM USED TO USING IT



CZECHIA n=397  
OTHER COUNTRIES n=5022



CASH

**61%**

vs. 57% other countries

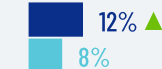
WHEN OTHER METHODS NOT AVAILABLE



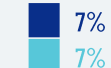
CONTROL / MONITORING SPENDING



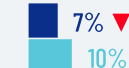
I LIKE IT



HABIT / I AM USED TO USING IT



SHOPPING FOR SMALL AMOUNTS



CZECHIA n=367  
OTHER COUNTRIES n=4722



CONTACTLESS PAYMENTS USING THE PHONE, SMARTWATCH OR OTHER DEVICES

**23%** ▲

vs. 16% other countries

SPEED, SAVING TIME



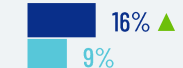
COMFORT / CONVENIENCE



EASY TO USE



I ALWAYS HAVE IT WITH ME



SECURITY



CZECHIA n=142  
OTHER COUNTRIES n=1298

# MOST FREQUENTLY USED FORMS OF PAYMENT AND REASONS FOR CHOOSING THEM

## OTHER METHODS

% OF RESPONDENTS WHO USE A GIVEN METHOD MOST OFTEN AND WHICH PAYMENT FORMS DO YOU USE MOST OFTEN? (AS FIRST OR SECOND CHOICE)

REASONS FOR CHOOSING GIVEN FORMS OF PAYMENT WHY DO YOU USE THIS METHOD?

MOST SPECIFIC ANSWERS FOR A GIVEN FORM OF PAYMENT



### ONLINE BANK TRANSFER

**20%** ▲

vs. 11% other countries

#### SPEED, SAVING TIME

30% ▲

17%

#### COMFORT / CONVENIENCE

15%

19%

#### SECURITY

13%

13%

#### EASY TO USE

11% ▼

20%

#### WHEN OTHER METHODS NOT AVAILABLE

8%

10%

CZECHIA n=122  
OTHER COUNTRIES n=891



### VIRTUAL WALLETS FOR ONLINE PAYMENTS

**14%**

vs. 14% other countries

#### SPEED, SAVING TIME

48% ▲

23%

#### COMFORT / CONVENIENCE

20%

24%

#### EASY TO USE

12% ▼

31%

#### SECURITY

9% ▼

23%

#### I LIKE IT

5%

4%

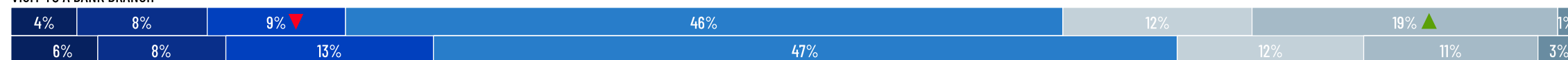
CZECHIA n=83  
OTHER COUNTRIES n=1151

## BANKING

**79%** USE INTERNET BANKING  
AT LEAST 2-3 TIMES PER MONTH**26%** DON'T PLAN TO USE TELEPHONE  
CONTACT WITH BANK**19%** DON'T PLAN PERSONAL  
VISITS IN BANK BRANCHESWHICH OF THE FOLLOWING CHANNELS  
OF BANKING DO YOU USE, HOW OFTEN?

Internet and mobile banking are the most popular channels of banking in Czechia.  
1/3 of Czechs don't visit bank branches.  
More than 4/10 don't use telephone channel of banking.

## VISIT TO A BANK BRANCH



## TELEPHONE CONTACT, HOTLINE



## INTERNET BANKING



## MOBILE BANKING (through the app)



## USING AN ATM



● ONCE A DAY OR MORE OFTEN   ● 2 - 3 TIMES PER WEEK   ● 2 - 3 TIMES PER MONTH   ● ONCE A MONTH OR LESS  
 ● I KNOW THIS CHANNEL, I DON'T USE IT YET, BUT I PLAN TO USE IT IN THE FUTURE   ● I KNOW THIS CHANNEL, BUT I DON'T USE IT AND I DON'T PLAN TO USE IT IN THE FUTURE   ● I DON'T KNOW THIS CHANNEL



# .04

## PAYMENT METHODS MY LAST PURCHASE



## LAST PAYMENT - ONLINE OR OFFLINE?



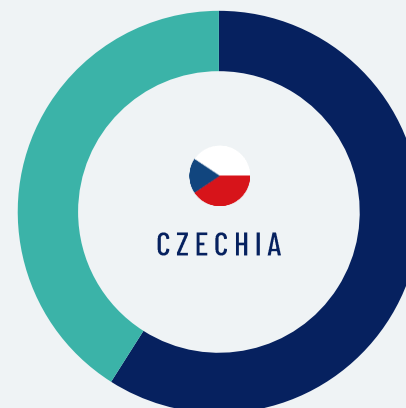
**4/10** CZECHS MADE THEIR LAST  
PAYMENT ONLINE

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



**41%** ▲  
ONLINE PAYMENT

**36%**



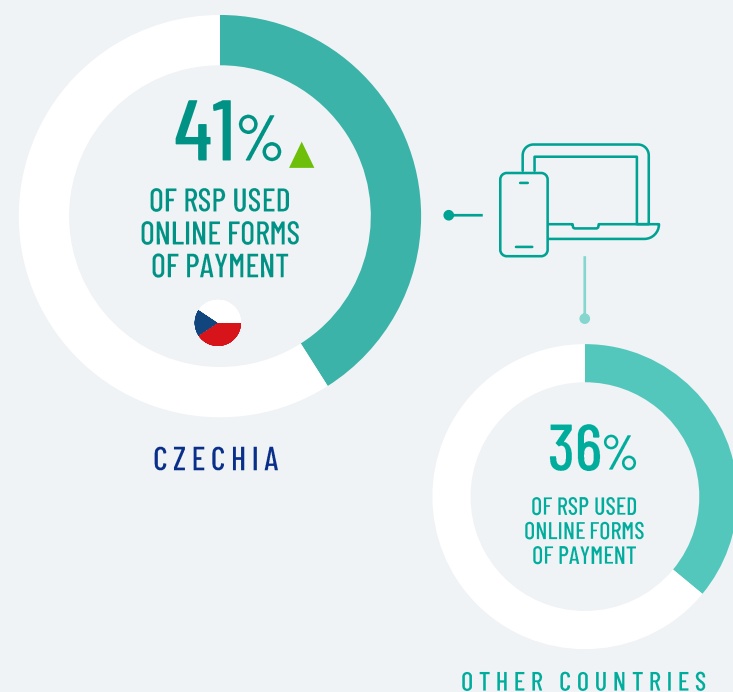
OTHER COUNTRIES



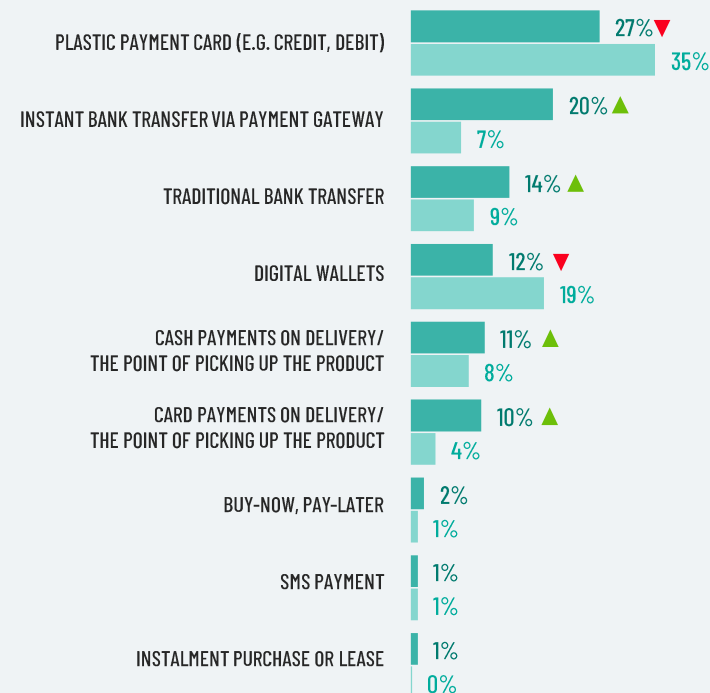
**59%** ▼  
OFFLINE PAYMENT

**64%**

## LAST ONLINE PAYMENT - TYPES



WHICH PAYMENT FORM  
DID YOU USE DURING  
YOUR LAST ONLINE  
PAYMENT?

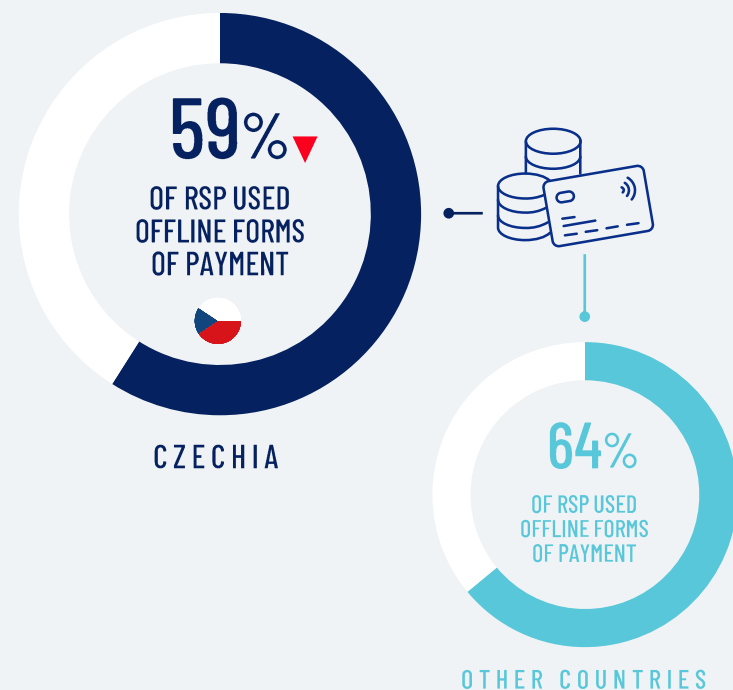


4/10

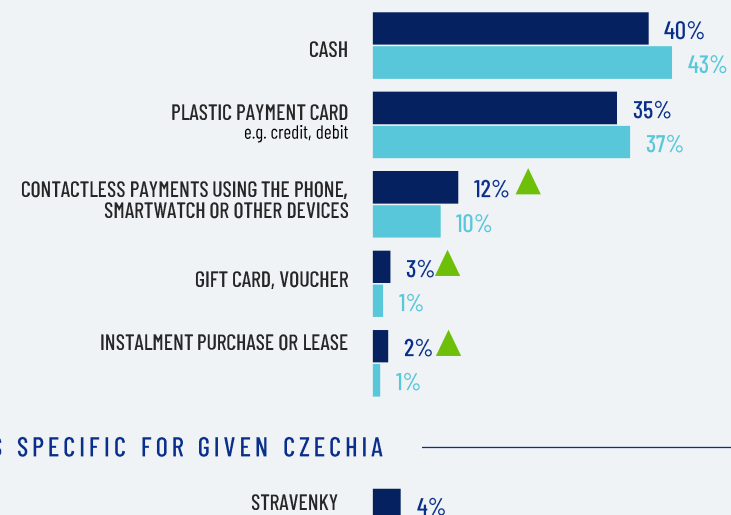
CZECHS MADE THEIR  
LAST PAYMENT ONLINE

The most frequently used method of payment while shopping online is card, but Czechs use it less often than other countries' residents. The payment method which is used more often in Czechia than in other countries covered by the research is instant bank transfer via payment gateway and traditional bank transfer. Moreover, Czechs choose payment by card on delivery more often than other nations (10% vs. 4% in other countries).

## LAST OFFLINE PAYMENT - TYPES



WHICH PAYMENT FORM  
DID YOU USE DURING  
YOUR LAST OFFLINE  
PAYMENT?



METHODS SPECIFIC FOR GIVEN CZECHIA

NEARLY  
**6/10**  
RESPONDENTS IN CZECHIA  
MADE THEIR LAST PAYMENT  
OFFLINE

4/10 of them paid in cash and more than 1/3 used plastic payment card.

In Czechia, more often than in other countries, the following were used during last offline payment: contactless payments using a phone, smartwatch or other devices, gift cards and instalment purchase or lease.

# .05

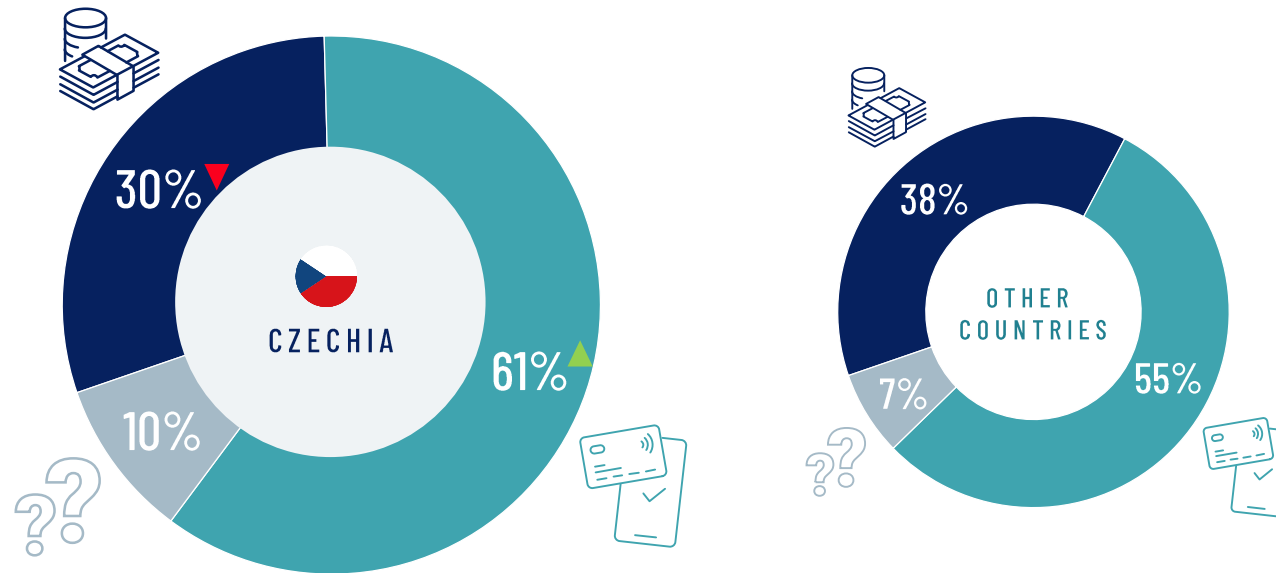
## PAYMENT METHODS **PREFERENCES**





## PREFERRED METHOD OF PAYMENT WHILE SHOPPING OFFLINE

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



ONLY  
**3/10**

OF CZECHS PREFER USING CASH  
TO ELECTRONIC PAYMENTS

**6 out of 10 Czechs prefer using electronic payments to cash. It's more than in other countries covered by the research.**

At the same time, only 30% of people in Czechia choose cash – this is markedly less than in other countries, where this percentage is 38%.

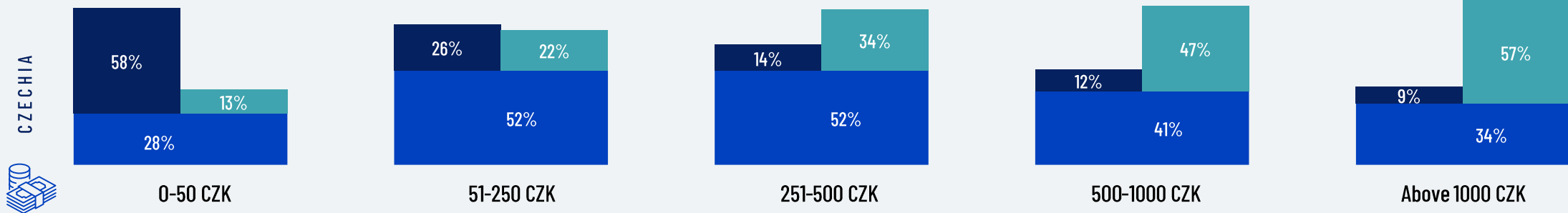
## AMOUNT VS PREFERRED PAYMENT METHOD



UP TO **50 CZK**  
CZECHS WANT TO PAY CASH ONLY  
IN CASE OF SUCH SMALL AMOUNTS

While paying up to 50 CZK, almost 6 out of 10 Czechs prefer cash payment. The higher the price, the larger group of those who prefer electronic payment – for more expensive purchases, Czechs prefer to pay using electronic methods, especially in the case of purchases exceeding 1000 CZK.

WHICH METHOD OF PAYMENT WOULD YOU CHOOSE IF SOMETHING COST:



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



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# PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (1/3)



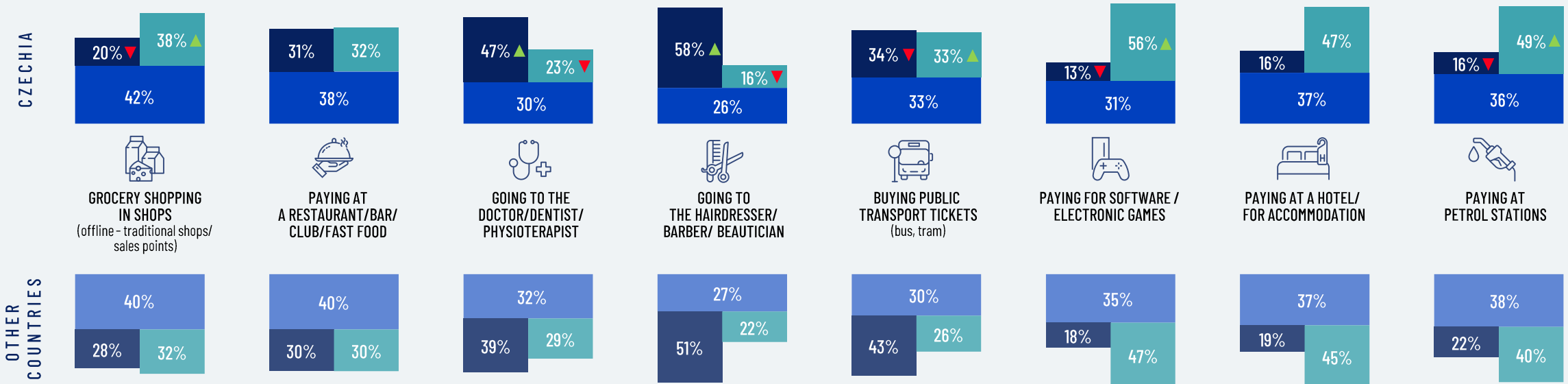
## 38%

CZECHS PREFER TO PAY USING ELECTRONIC METHODS WHILE SHOPPING IN GROCERIES

Electronic methods are more popular in Czechia than in other countries when people pay for groceries, public transport tickets, software/ electronic games or fuel.

While at the doctor's or when paying for a hairdresser/ barber/ beautician Czechs prefer to use cash.

## WHICH PAYMENT METHOD WOULD YOU BE MORE LIKELY TO CHOOSE IN THESE SITUATIONS



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



# PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (2/3)



## 61%

CZECHS PREFER TO PAY USING ELECTRONIC METHODS WHILE SHOPPING IN FOREIGN ONLINE SHOPS

About half of respondents in Czechia prefer using electronic methods while making payments for school/ preschool/ university, or when they buy things other than groceries. These results are higher than in other countries covered by the research. Also, in case of shopping online, electronic payment methods are more popular in Czechia than in other countries – 6/10 of Czechs prefer using these methods when buying something online.

### WHICH PAYMENT METHOD WOULD YOU BE MORE LIKELY TO CHOOSE IN THESE SITUATIONS:



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

# PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (3/3)



## 41%

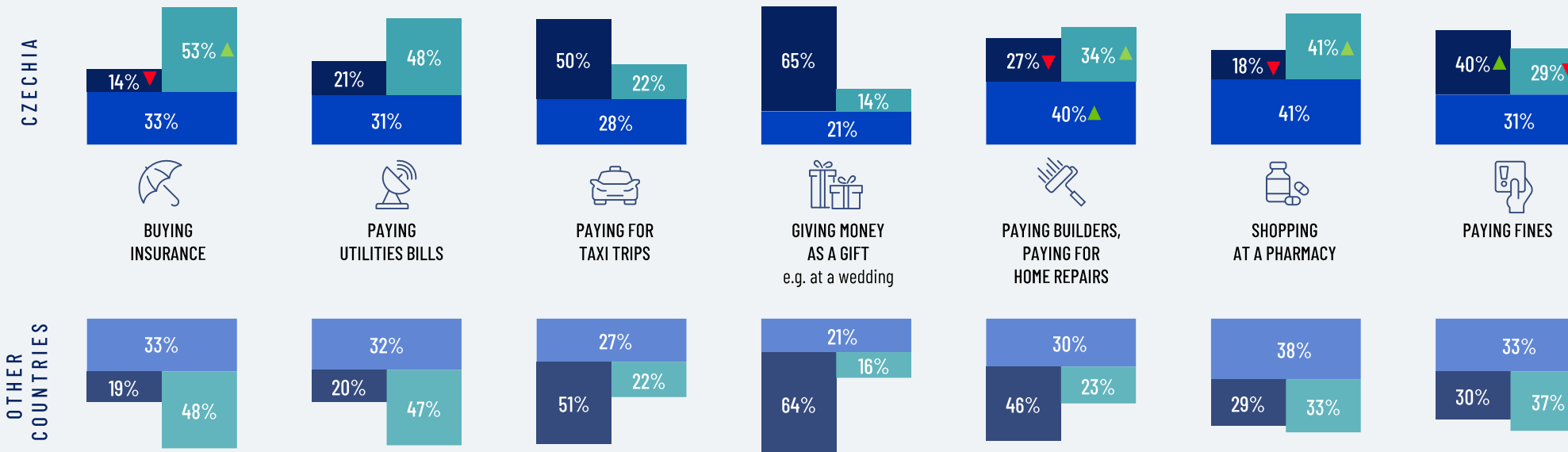
CZECHS PREFER TO PAY USING  
ELECTRONIC METHODS WHILE  
SHOPPING AT A PHARMACY

In Czechia, only 1/4 of respondents use cash to pay builders for home repairs. 1/3 of them use electronic methods in these situations. It is different than in other countries covered by the research, where almost half of residents use cash to pay for such services.

Also, while paying for insurance or shopping in pharmacies Czechs prefer using electronic methods more often than residents of other countries.

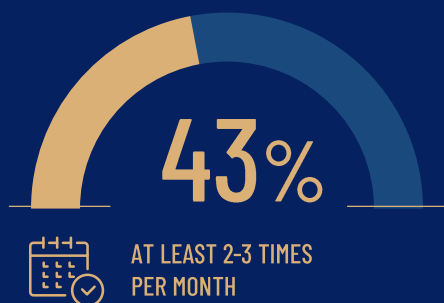
It's different in case of paying fines – 4/10 of them choose cash to pay in such situations.

## WHICH PAYMENT METHOD WOULD YOU BE MORE LIKELY TO CHOOSE IN THESE SITUATIONS

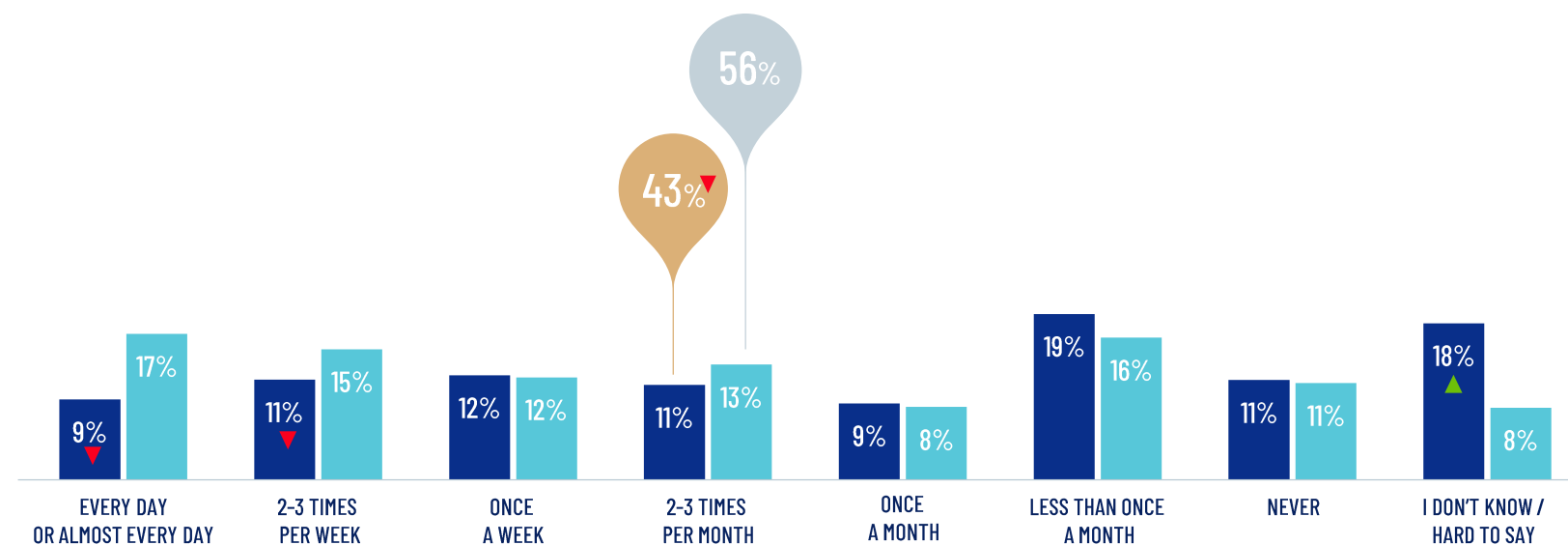


# FREQUENCY OF SITUATIONS IN WHICH CZECHS PREFERRED CASH PAYMENTS

Situation where there are several payment choices, but one wants to pay cash doesn't occur very often in Czechia, although more than 4/10 of Czechs are in such situation at least 2-3 times per month.



HOW OFTEN ARE YOU IN A SITUATION WHERE YOU HAVE SEVERAL PAYMENT CHOICES BUT WANT TO PAY IN CASH?



# .06

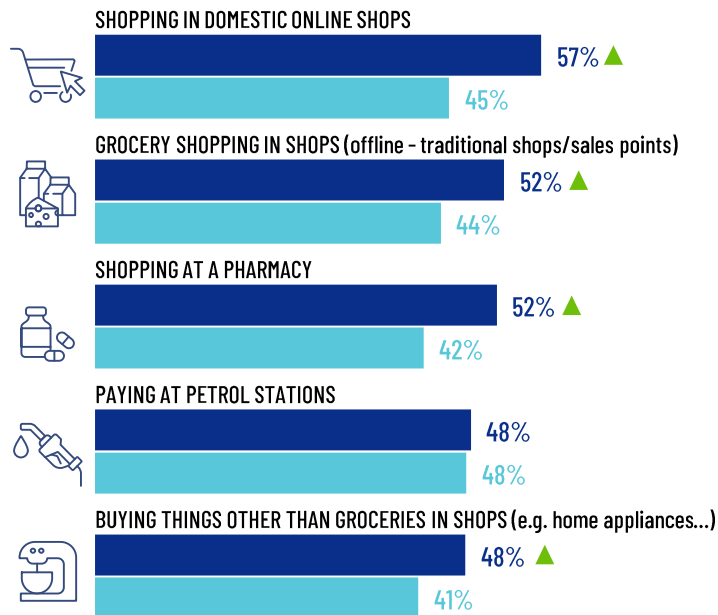
## DIGITAL PAYMENTS



# PRODUCTS AND SERVICES FOR WHICH CZECHS PAY USING CASH-FREE METHODS

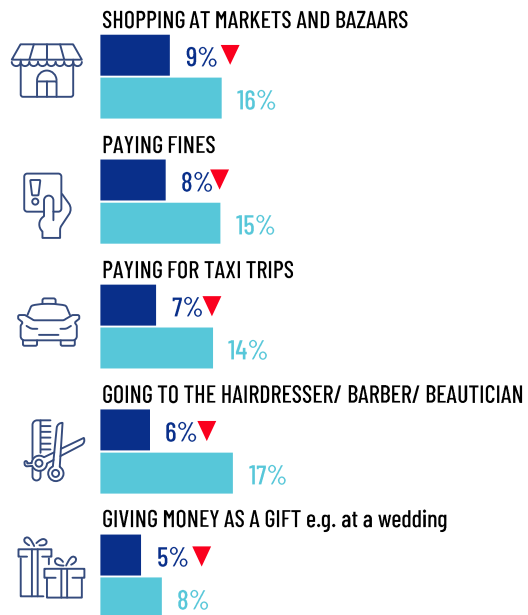
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or any other device, virtual wallet etc.):

## MOST COMMON PRODUCTS AND SERVICES



▼ 5% NONE OF THE ABOVE / vs. 6% OTHER COUNTRIES

## RAREST PRODUCTS AND SERVICES



More than a half of respondents in Czechia declare that they always or almost always use electronic methods while shopping in domestic online shops, shopping for groceries and in pharmacies, and these results are higher than in other countries covered by the research. Czechs rarely – and even less often than the citizens of other countries covered by the research – pay using electronic methods while shopping at markets and bazaars, paying fines or taxi fares, going to a hairdresser and when giving money as a gift.

**57%** USE ELECTRONIC METHODS WHILE SHOPPING ONLINE

**52%** USE ELECTRONIC METHODS WHILE SHOPPING IN GROCERIES OR PHARMACIES



# PRODUCTS AND SERVICES FOR WHICH CZECHS PAY USING CASH-FREE METHODS

WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

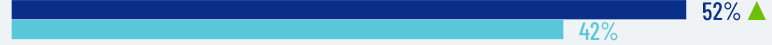
## SHOPPING IN CZECH ONLINE SHOPS



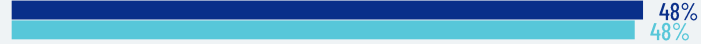
## GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



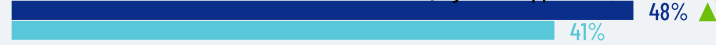
## SHOPPING AT A PHARMACY



## PAYING AT PETROL STATIONS



## BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)



## PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



## PAYING AT A HOTEL/ FOR ACCOMMODATION



## SHOPPING IN FOREIGN ONLINE SHOPS



## BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



## PAYING UTILITIES BILLS



## PAYING FOR CINEMA / THEATER / ENTERTAINMENT



## BUYING INSURANCE



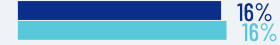
## PAYING FOR SOFTWARE/ ELECTRONIC GAMES



## PAYING PARKING FEES



## MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



## GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



## PAYING CHARGES AT PUBLIC INSTITUTIONS (e.g. for having documents issued)



## PAYING BUILDERS, PAYING FOR HOME REPAIRS



## SHOPPING AT MARKETS AND BAZAARS



## PAYING FINES



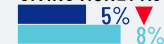
## PAYING FOR TAXI TRIPS



## GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



## GIVING MONEY AS A GIFT e.g. at a wedding



## NONE OF THE ABOVE



## IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS

If a place offers the possibility of electronic payments...



81%

I PERCEIVE IT  
AS MODERN

70%

I FEEL SAFER THERE  
(IT IS MORE HYGIENIC)

71%

I FEEL THIS BUSINESS  
IS CUSTOMER-CENTRIC.

Places offering the possibility of electronic payments are perceived as modern, safe (perceived as more hygienic than cash) and customer-centric. Among Czechs this perception is a little weaker than in other countries covered by the research.

How much do you agree or disagree with the following statement?

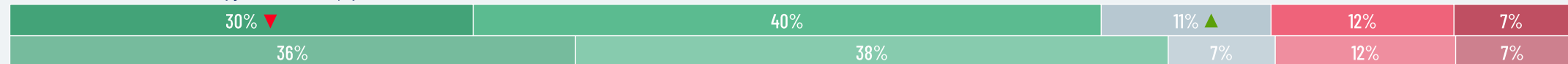
IF A PLACE OFFERS THE POSSIBILITY OF ELECTRONIC PAYMENTS (card, phone or other devices payments, virtual wallets etc.) ...



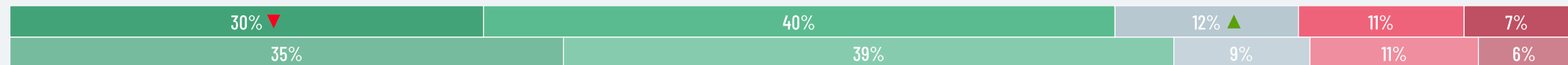
... I PERCEIVE IT AS MODERN



... I FEEL SAFER THERE (it is more hygienic than other payment methods)



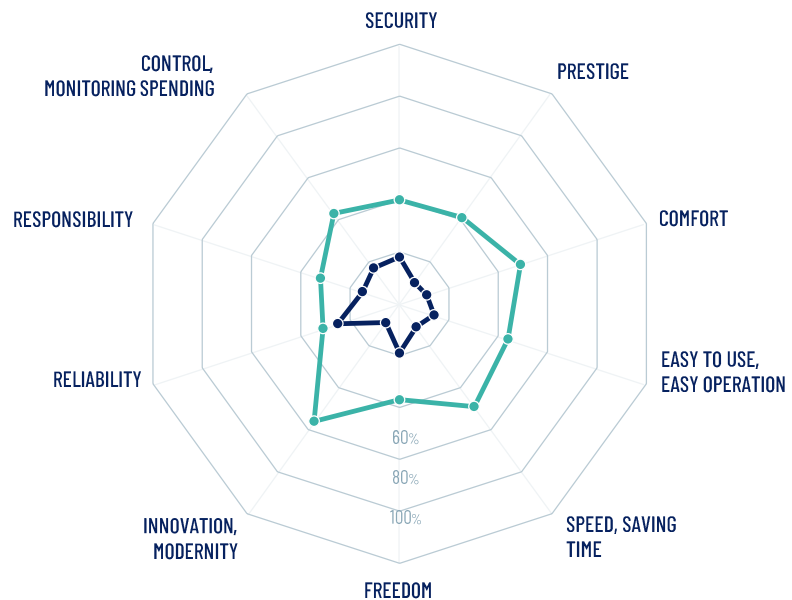
... I FEEL THIS BUSINESS IS CUSTOMER-CENTRIC



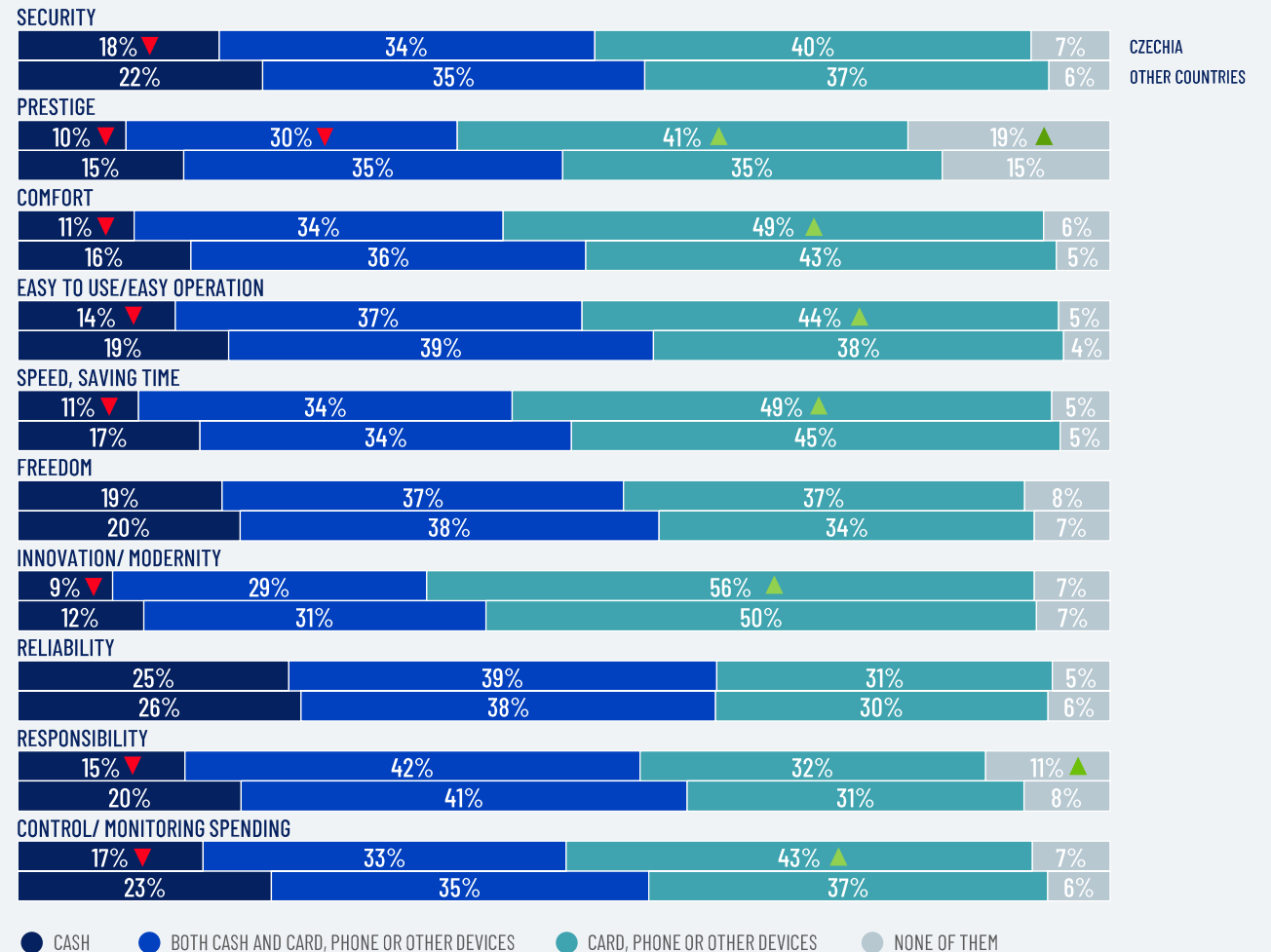
# IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

All features evaluated by respondents, in their opinion, fit better to electronic payments (card, phone or any other device) than to cash. The smallest difference was observed in case of reliability. Czechs more often than the residents of other countries perceive electronic payment methods as prestigious, comfortable, easy to use, time-saving and allowing for monitoring of spending as well as modern.

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.)



● CASH ● CARD, PHONE OR OTHER DEVICES



# NO POSSIBILITY TO PAY BY CARD HOW OFTEN, WHAT REASONS

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?

## CZECHIA

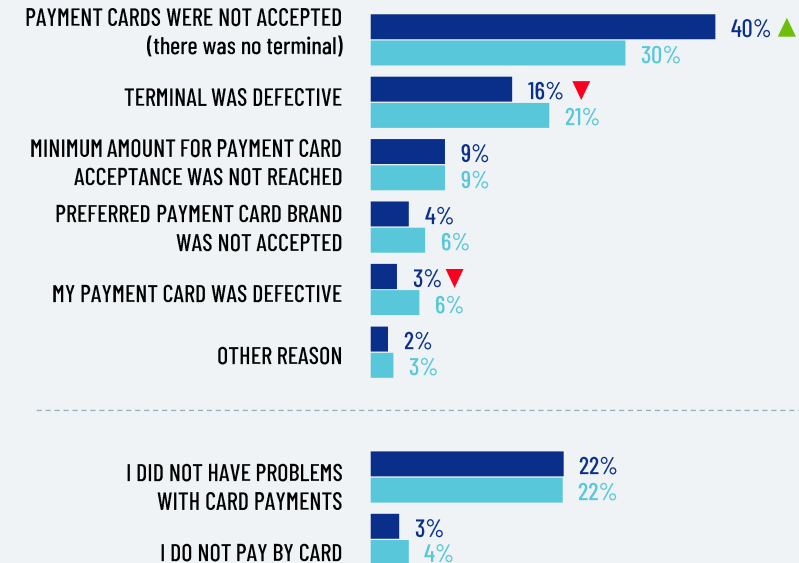


## OTHER COUNTRIES



● 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

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?



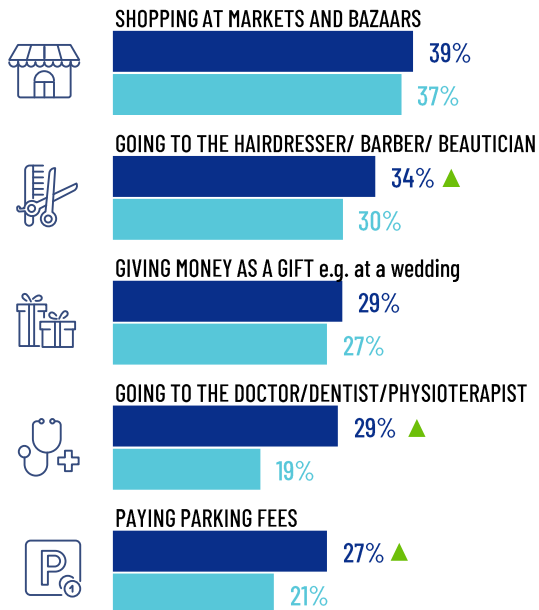
Situations where there is no possibility to pay by card are almost as frequent in Czechia as in other countries covered by the research – a few more Czechs declare that such situations happen about once a week.

The main reason for these situations is that payment cards have not been accepted – this percentage is higher compared to other countries (40% vs. 30%).

# NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

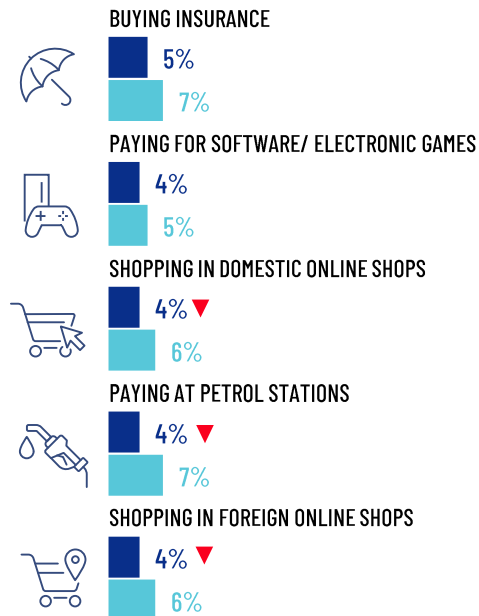
## IN WHICH SITUATIONS DO YOU REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

### MOST COMMON PRODUCTS AND SERVICES



17% NONE OF THE ABOVE / vs. 17% OTHER COUNTRIES

### RAREST PRODUCTS AND SERVICES



## 4/10

CZECHS REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE WHILE SHOPPING AT MARKETS AND BAZAARS

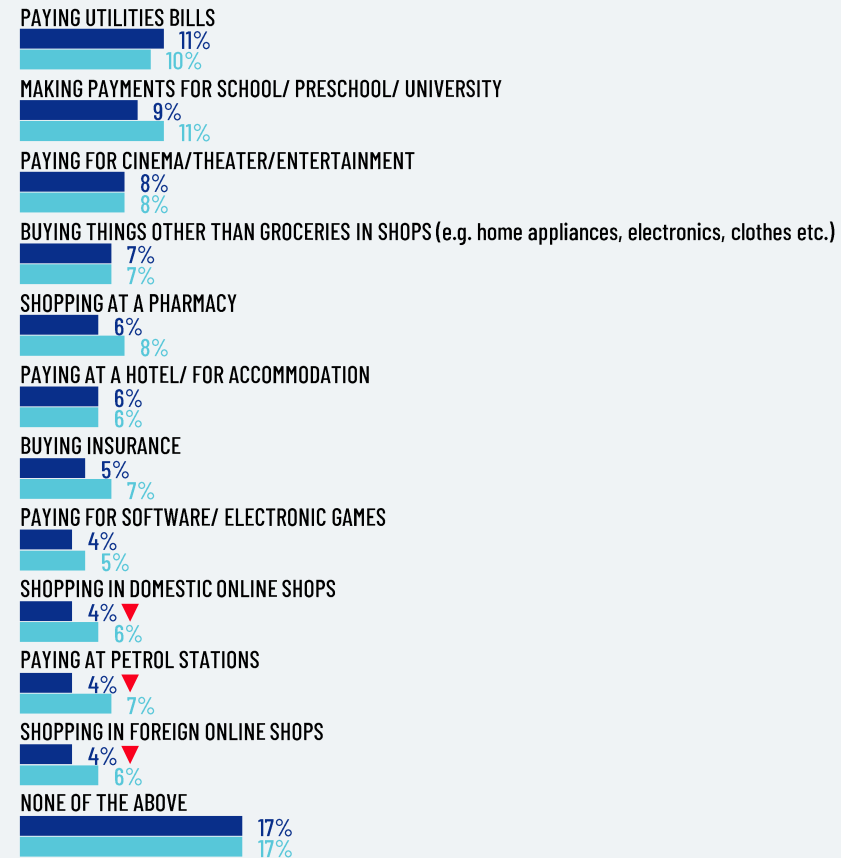
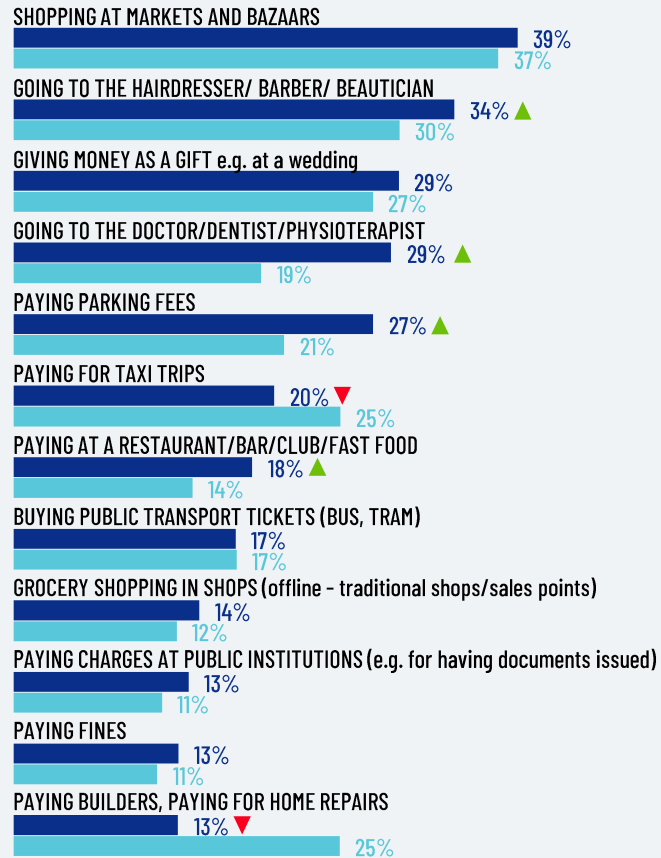
Most often, Czechs cannot pay by card at markets and bazaars – this result is as high as in other countries.

About 1/3 of Czechs regularly find the option of card payment unavailable when paying for a hairdresser, barber, beautician, doctor, dentist, physiotherapist, when they want to give money as a gift or pay a parking fee.

The least frequent problems with card payments appear when shopping online, paying for software/ electronic games, at petrol stations and when buying insurance.

# NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

## IN WHICH SITUATIONS DO YOU REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?



# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT

Czechs most often have problems with shopping or using a service because they do not have enough cash on them when they do grocery or other shopping, pay at restaurants, markets and bazaars, or pay parking fees.

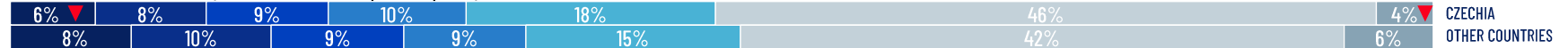
They least often indicate such difficulties in case of services that they do not use at all or use rarely, such as home repairs, purchase of software or electronic games, and school fees.

## 23%

OF CZECHS RESIGN FROM GROCERY SHOPPING DUE TO THE LACK OF CASH AT LEAST 2-3 TIMES PER MONTH

### MOST COMMON PRODUCTS AND SERVICES

#### GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



#### PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



#### SHOPPING AT MARKETS AND BAZAARS



#### BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)

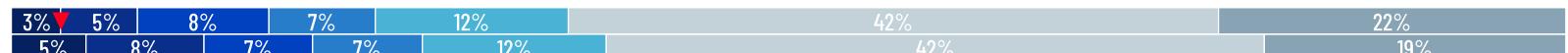


#### PAYING PARKING FEES



### RAREST PRODUCTS AND SERVICES

#### PAYING FINES



#### SHOPPING IN FOREIGN ONLINE SHOPS



#### PAYING BUILDERS, PAYING FOR HOME REPAIRS



#### PAYING FOR SOFTWARE/ ELECTRONIC GAMES



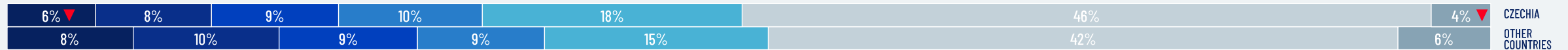
#### MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



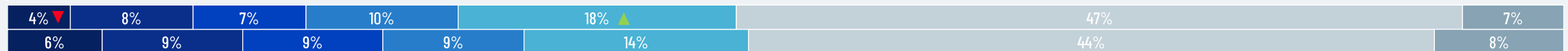
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(1/3)

SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.  
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?

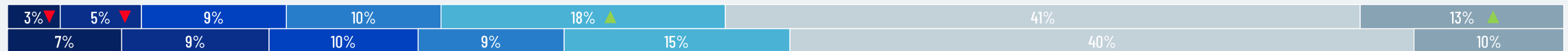
## GROCERY SHOPPING IN SHOPS (OFFLINE - TRADITIONAL SHOPS/SALES POINTS)



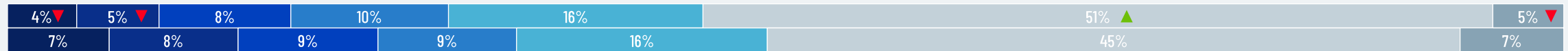
## PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



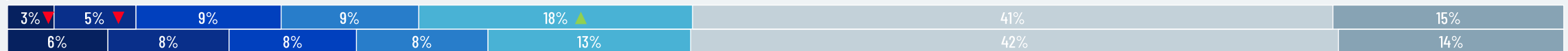
## SHOPPING AT MARKETS AND BAZAARS



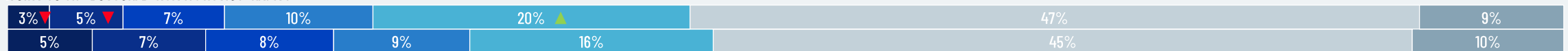
## BUYING THINGS OTHER THAN GROCERIES IN SHOPS (E.G. HOME APPLIANCES, ELECTRONICS, CLOTHES ETC.)



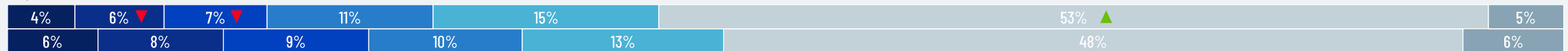
## PAYING PARKING FEES



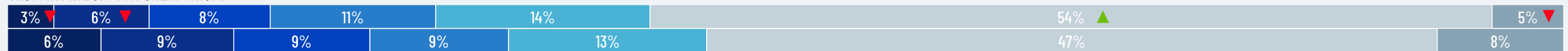
## GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



## SHOPPING AT A PHARMACY



## SHOPPING IN DOMESTIC ONLINE SHOPS

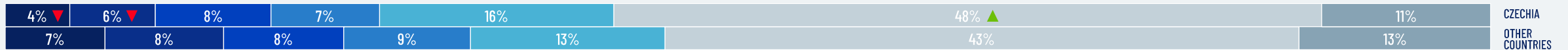




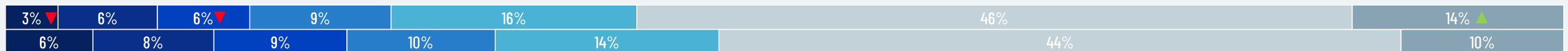
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(2/3)

SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.  
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?

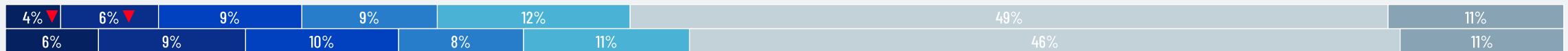
## BUYING PUBLIC TRANSPORT TICKETS (BUS, TRAM)



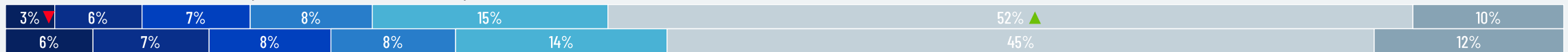
## GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



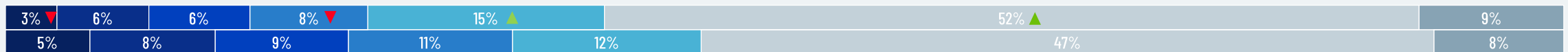
## PAYING AT PETROL STATIONS



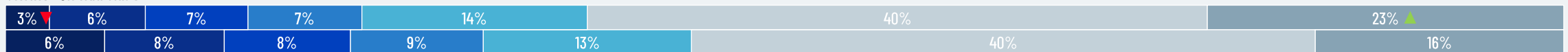
## PAYING CHARGES AT PUBLIC INSTITUTIONS (E.G. FOR HAVING DOCUMENTS ISSUED)



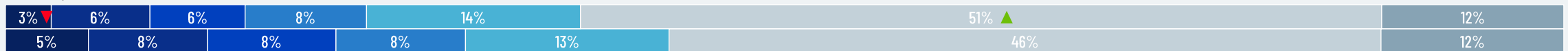
## PAYING UTILITIES BILLS



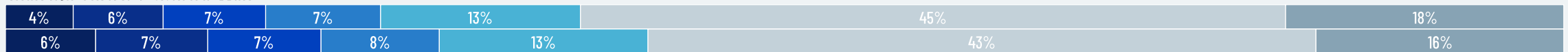
## PAYING FOR TAXI TRIPS



## PAYING FOR CINEMA/THEATER/ENTERTAINMENT



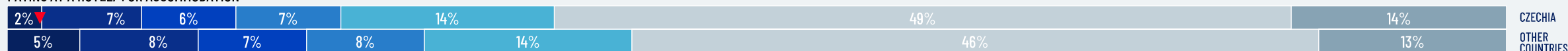
## GIVING MONEY AS A GIFT E.G. AT A WEDDING



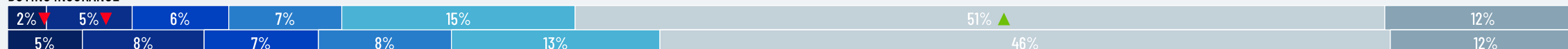
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(3/3)

SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.  
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?

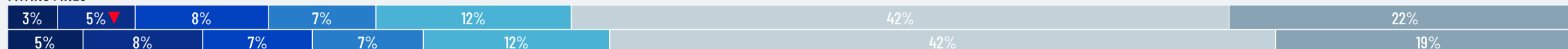
## PAYING AT A HOTEL/ FOR ACCOMMODATION



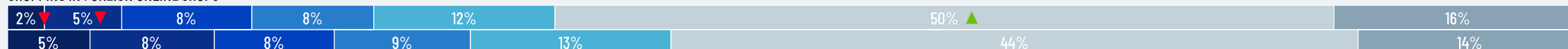
## BUYING INSURANCE



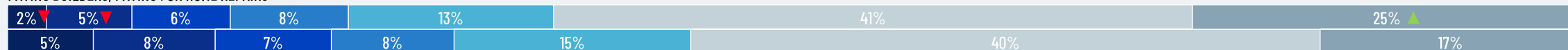
## PAYING FINES



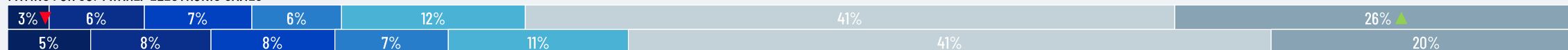
## SHOPPING IN FOREIGN ONLINE SHOPS



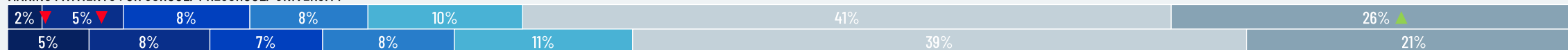
## PAYING BUILDERS, PAYING FOR HOME REPAIRS



## PAYING FOR SOFTWARE/ ELECTRONIC GAMES



## MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



# .07

## PAYMENTS **WHILE TRAVELLING**



## PAYMENTS ABROAD

When travelling, Czechs decide to use a card, phone or any other device more often than cash (70% vs. 53%).

When they pay by card abroad, they prefer to pay in the local currency more than other nations, but still 48% choose their country's currency.

Opinions on charging the account when withdrawing cash from an ATM are divided with a slight predominance of local currency (55%).

WHEN SHOPPING OFFLINE (traditional shop/sales point)  
ABROAD (food, drinks, tickets etc.), WHICH OF THE FOLLOWING  
FORMS OF PAYMENT DO YOU USE?



53%▼

CASH



70%▲

ELECTRONIC PAYMENTS  
card, phone or other devices,  
virtual wallet etc.

0%

OTHER FORM  
OF PAYMENT

60%

60%

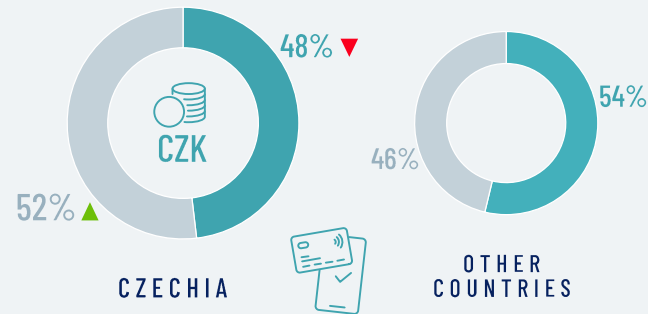
0%

OTHER COUNTRIES

CZECHIA n=494; OTHER COUNTRIES n=7345

● CZECHIA ● OTHER COUNTRIES

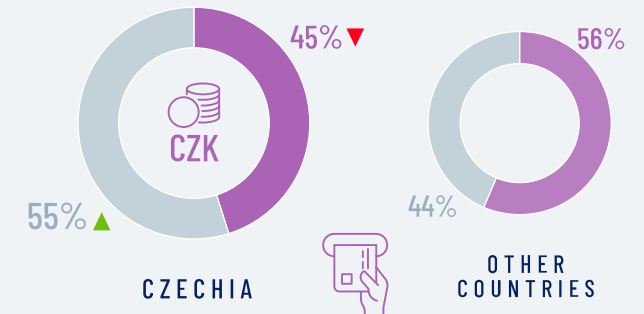
WHILE ABROAD, IN WHAT CURRENCY WOULD  
YOU LIKE TO PAY WITH BY CARD, PHONE  
OR ANY OTHER DEVICES?



● MY OWN CURRENCY (my country's currency)  
● LOCAL CURRENCY (the currency of the country that I'm visiting)

CZECHIA n=345; OTHER COUNTRIES n=4410

WHILE YOU ARE ABROAD AND NEED TO WITHDRAW  
CASH FROM AN ATM, IN WHICH CURRENCY WOULD  
YOU PREFER YOUR ACCOUNT WAS CHARGED  
(the account connected to the payment  
card used for a withdrawal)?

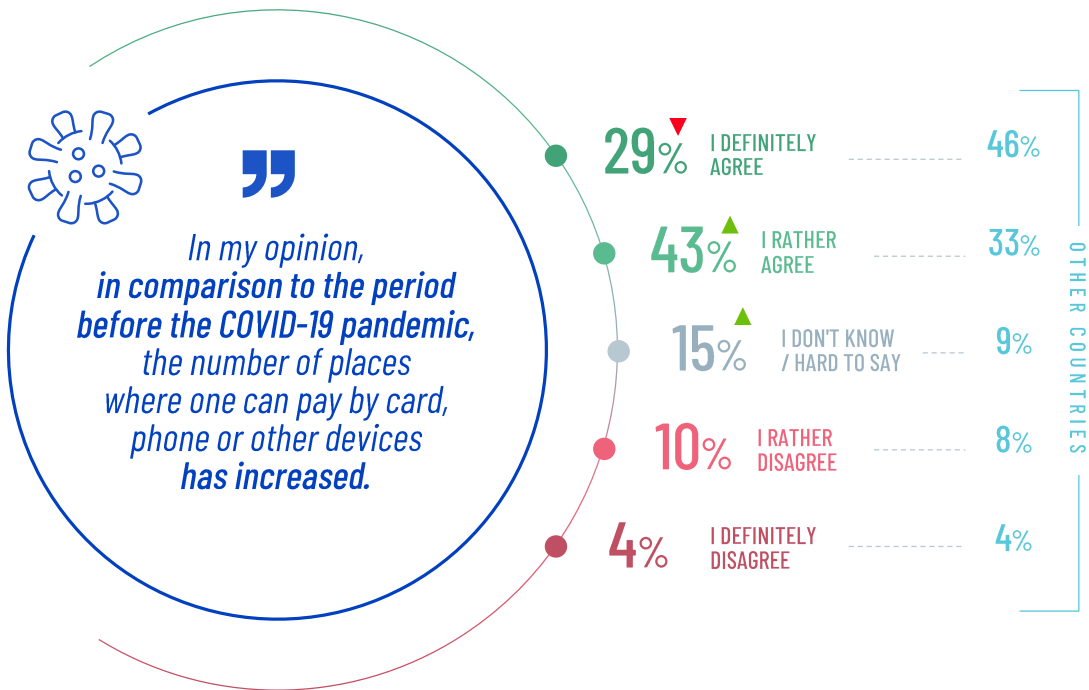


● MY OWN CURRENCY (my country's currency)  
● LOCAL CURRENCY (the currency of the country that I'm visiting)

CZECHIA n=494; OTHER COUNTRIES n=7345

## ELECTRONIC PAYMENTS AND COVID-19 PANDEMIC

HOW MUCH DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT:

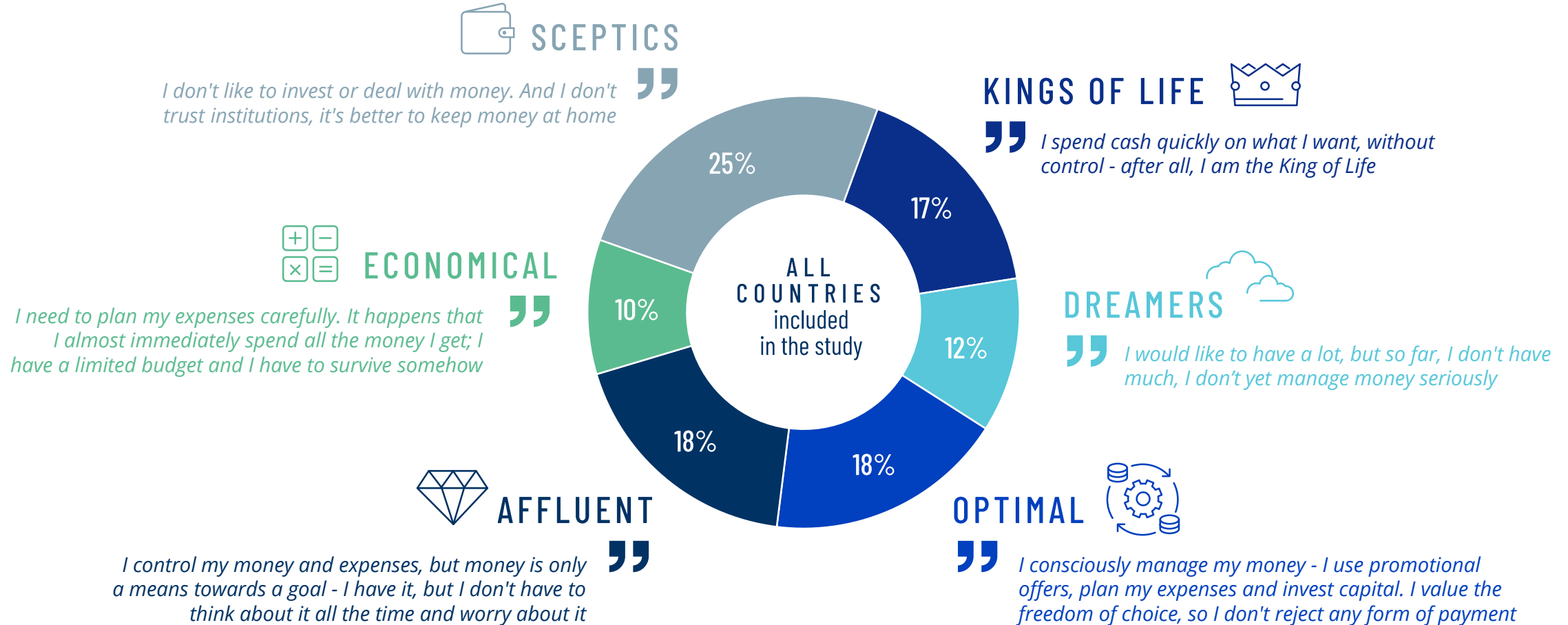


According to 72% of Czechs, it is true that after the COVID-19 pandemic there are more places where you can pay by card, phone or other devices.

# .08

## SEGMENTATION





## SEGMENTATION



## SCEPTICS

*I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home*



## 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*



## 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*

## KINGS OF LIFE



*I spend cash quickly on what I want, without control - after all, I am the King of Life*

## DREAMERS

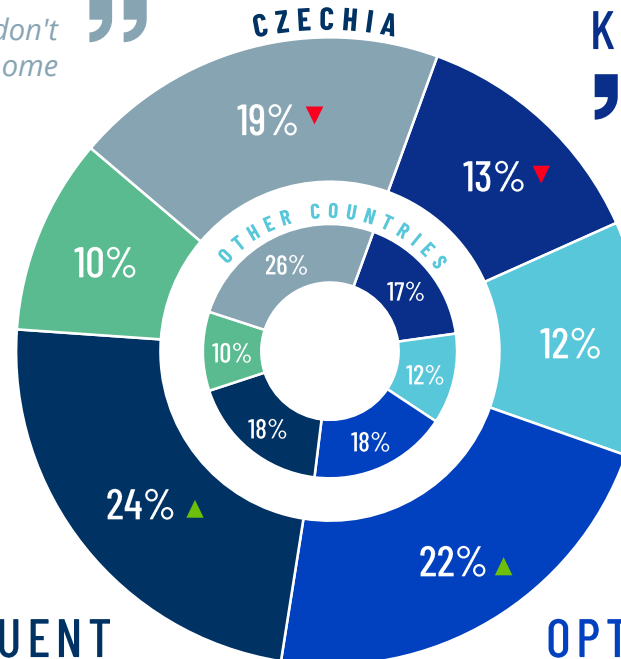


*I would like to have a lot, but so far, I don't have much, I don't yet manage money seriously*

## OPTIMAL

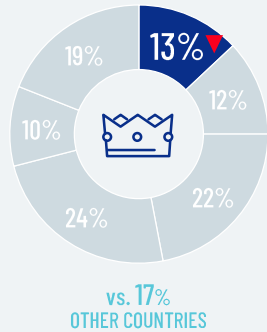


*I consciously manage my money - I use promotional offers, plan my expenses and invest capital. I value the freedom of choice, so I don't reject any form of payment*





## SEGMENTATION - KINGS OF LIFE



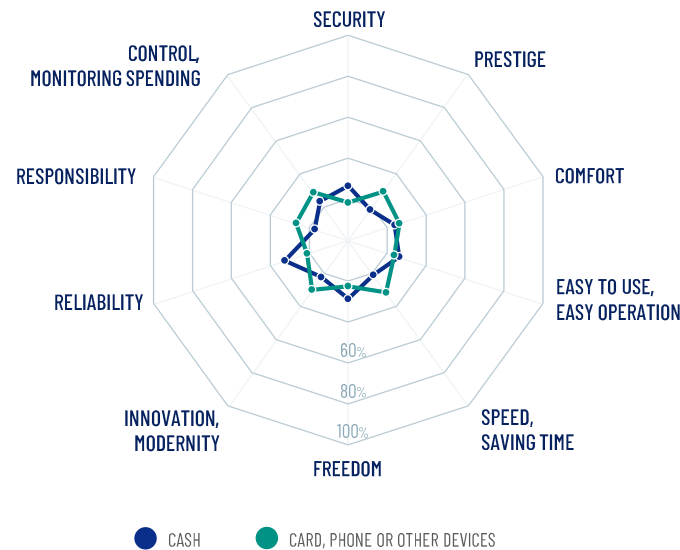
## KINGS OF LIFE

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

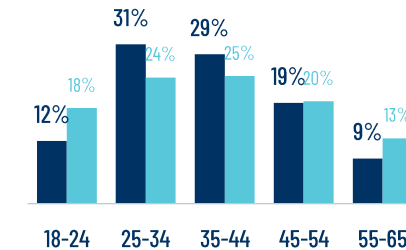
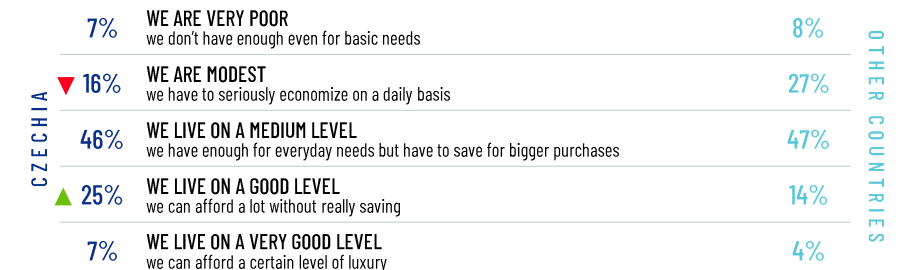
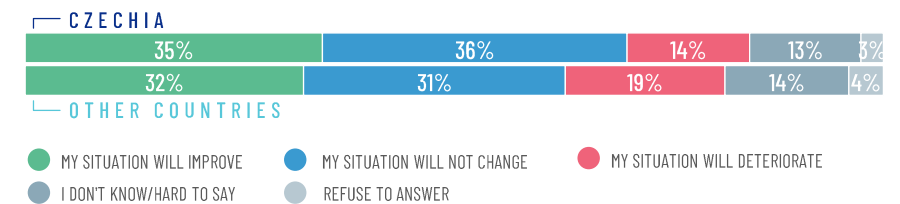
## ATTITUDES

- 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**

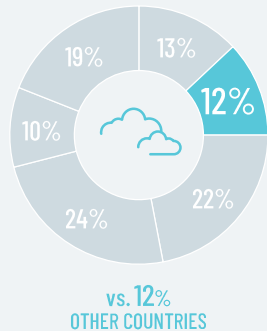
## GENDER

IMAGE (ASSOCIATIONS)  
OF CASH AND electronic payments

## AGE

PREFERRED METHOD  
OF PAYMENT  
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL  
SITUATION OF YOUR HOUSEHOLD?HOW DO YOU PICTURE YOUR HOUSEHOLD'S  
FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

## SEGMENTATION - DREAMERS



## DREAMERS

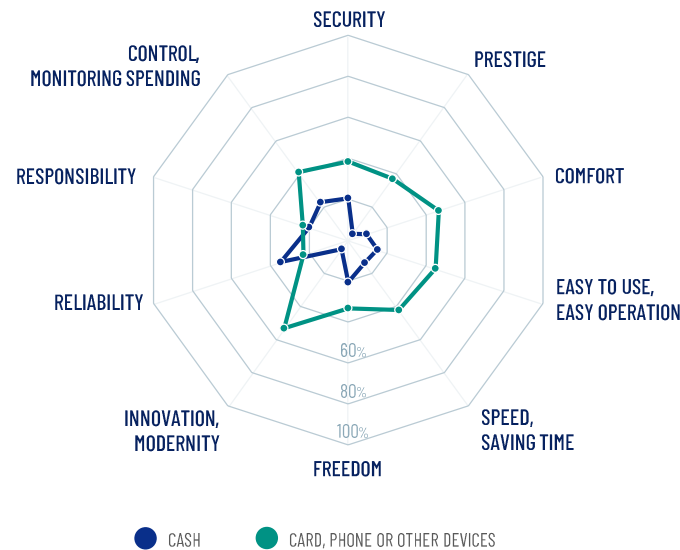
I would like to have a lot, but so far, I don't have much, I don't yet manage money seriously



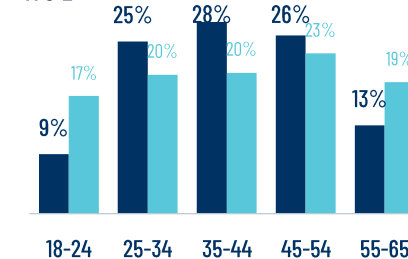
## ATTITUDES

- 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

## GENDER

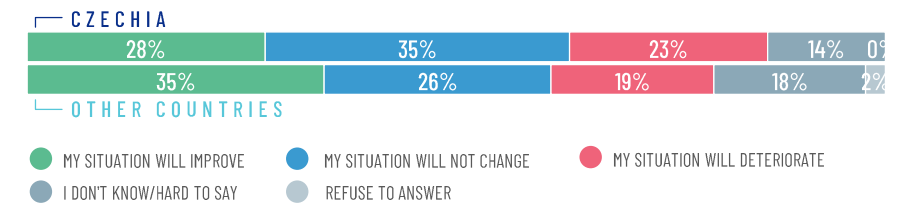
IMAGE (ASSOCIATIONS)  
OF CASH AND electronic payments

## AGE

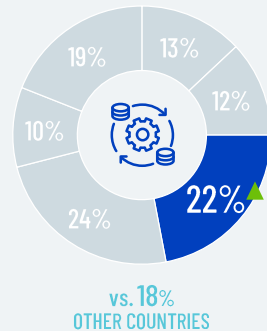
PREFERRED METHOD  
OF PAYMENT  
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL  
SITUATION OF YOUR HOUSEHOLD?

6%	WE ARE VERY POOR we don't have enough even for basic needs	3%
14%	WE ARE MODEST we have to seriously economize on a daily basis	20%
45%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	57%
▲ 34%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	17%
1%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	3%

OTHER COUNTRIES

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

## SEGMENTATION - OPTIMAL



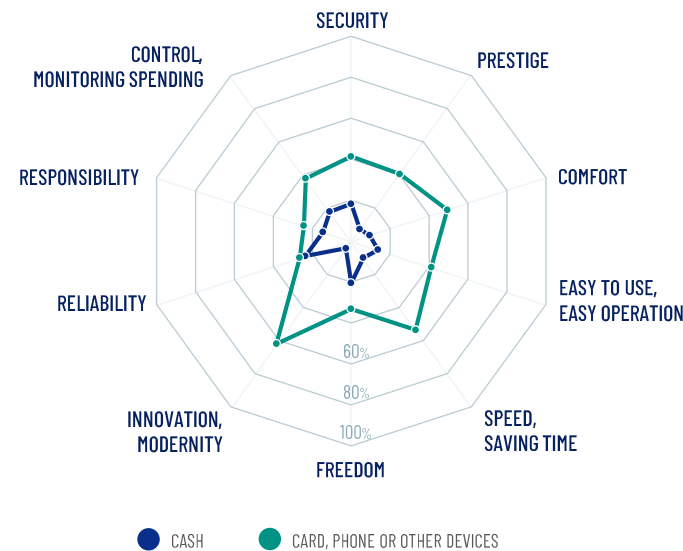
## OPTIMAL

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

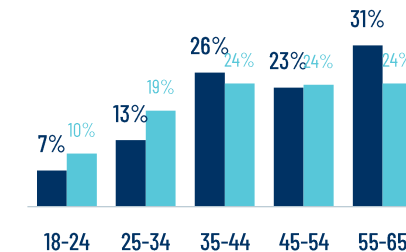
## ATTITUDES

- **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**

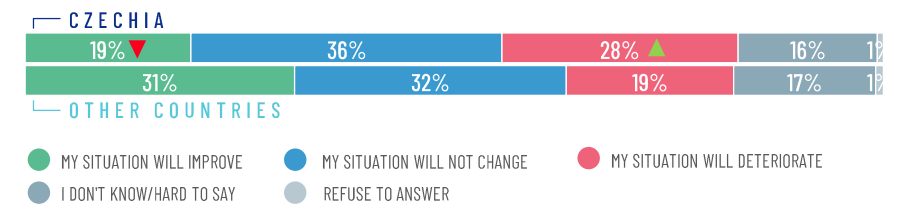
## GENDER

IMAGE (ASSOCIATIONS)  
OF CASH AND electronic payments

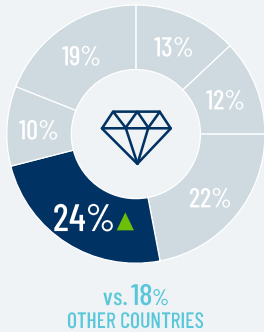
## AGE

PREFERRED METHOD  
OF PAYMENT  
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL  
SITUATION OF YOUR HOUSEHOLD?

1%	WE ARE VERY POOR we don't have enough even for basic needs	2%	OTHER COUNTRIES
▼ 11%	WE ARE MODEST we have to seriously economize on a daily basis	18%	
58%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	62%	
▲ 30%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	15%	
0%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%	

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

## SEGMENTATION - AFFLUENT



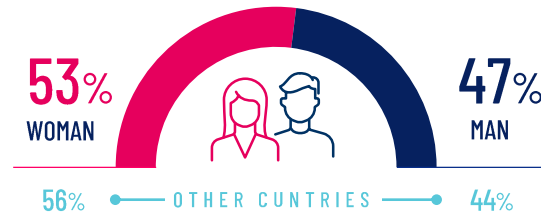
## AFFLUENT

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

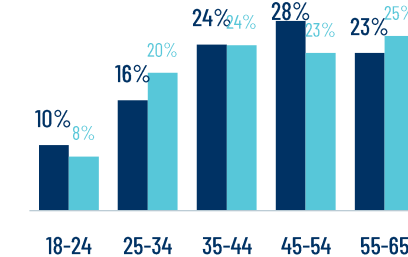
## ATTITUDES

- **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**

## GENDER



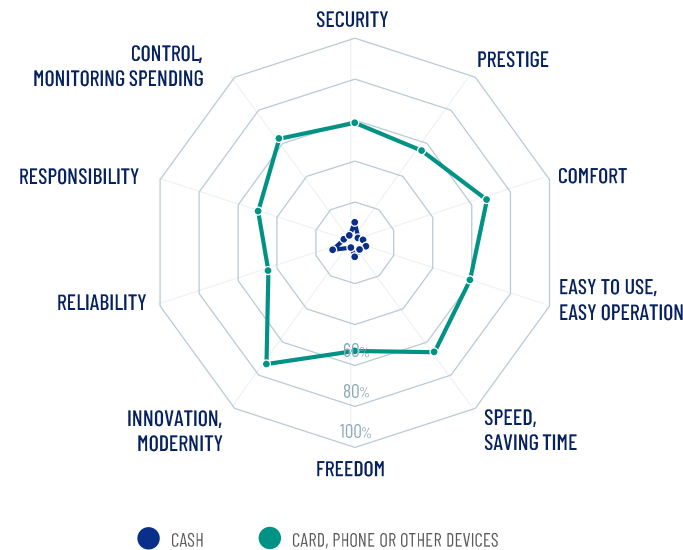
## AGE



## PREFERRED METHOD OF PAYMENT while shopping offline



## IMAGE (ASSOCIATIONS) OF CASH AND electronic payments

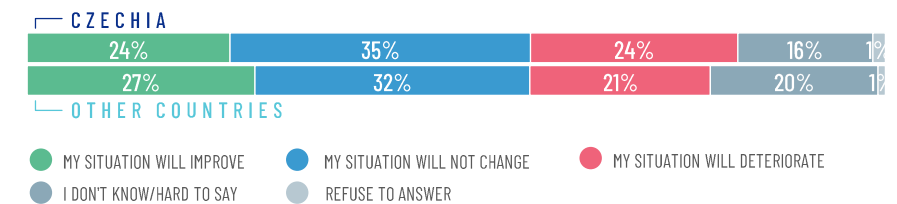


## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

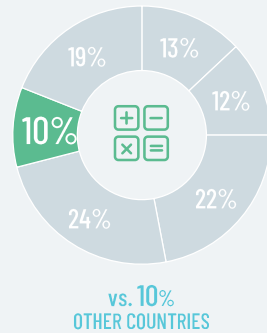
3%	WE ARE VERY POOR we don't have enough even for basic needs	2%
12%	WE ARE MODEST we have to seriously economize on a daily basis	15%
65%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	63%
20%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	17%
1%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%

OTHER COUNTRIES

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



## SEGMENTATION - ECONOMICAL

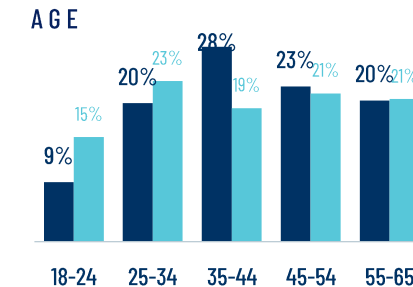
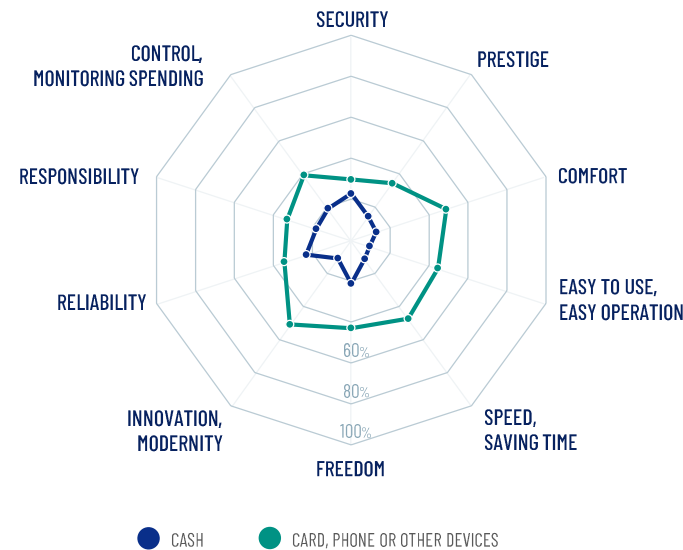


## ECONOMICAL

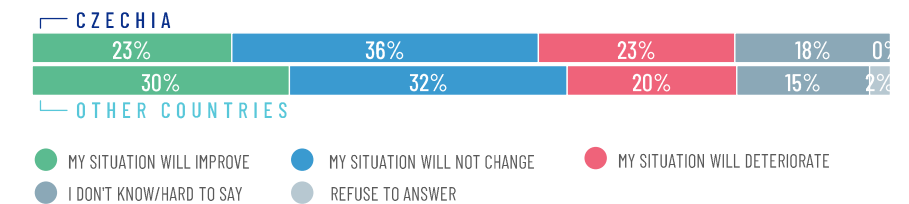
I need to plan my expenses carefully. It happens that I almost immediately spend all the money I get; I have a limited budget and I have to survive somehow.

## ATTITUDES

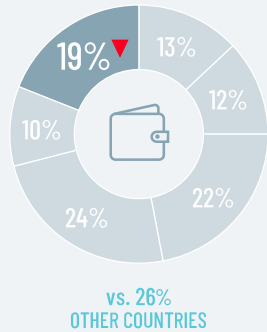
- It is rather **unlikely that they think about money, they don't like to deal with it** - dealing with money doesn't give them pleasure, they don't like talking about money
- In comparison with other segments **money is the least important to them**
- It is rather **unlikely that they make financial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

IMAGE (ASSOCIATIONS)  
OF CASH AND electronic paymentsPREFERRED METHOD  
OF PAYMENT  
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL  
SITUATION OF YOUR HOUSEHOLD?

8%	WE ARE VERY POOR we don't have enough even for basic needs	5%	OTHER COUNTRIES
28%	WE ARE MODEST we have to seriously economize on a daily basis	25%	
50%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%	
13%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	12%	
0%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	3%	

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

## SEGMENTATION - SCEPTICS



## SCEPTICS

I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home

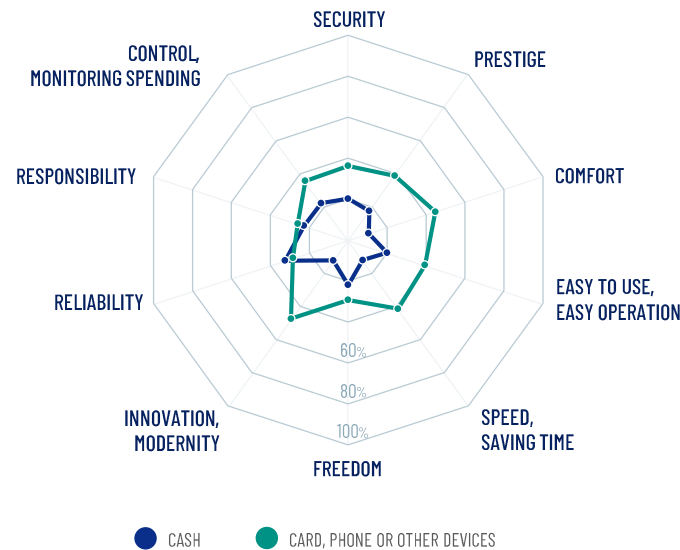
## ATTITUDES

- 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**

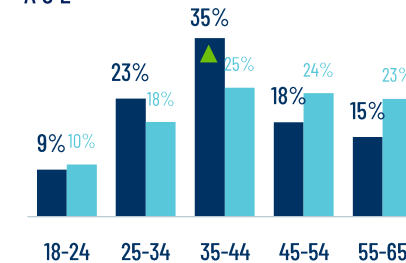
## GENDER



## IMAGE (ASSOCIATIONS) OF CASH AND electronic payments



## AGE



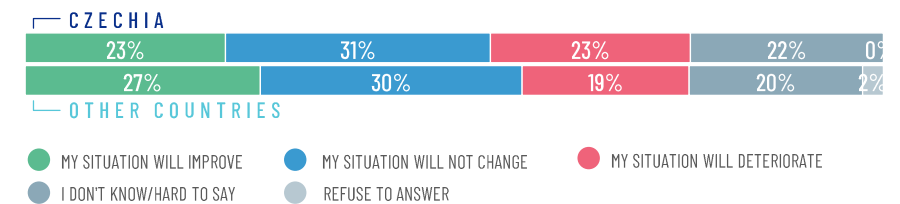
## PREFERRED METHOD OF PAYMENT while shopping offline



## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

3%	WE ARE VERY POOR we don't have enough even for basic needs	5%	OTHER COUNTRIES
23%	WE ARE MODEST we have to seriously economize on a daily basis	26%	
58%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%	
14%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	12%	
2%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%	

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



# .09

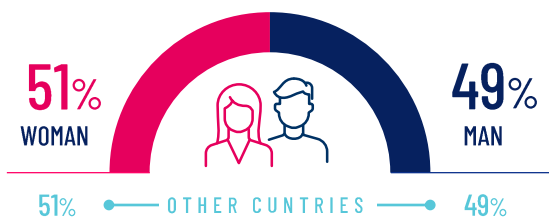
## ABOUT RESPONDENTS



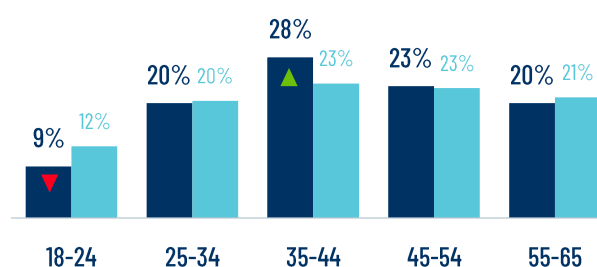


## ABOUT RESPONDENTS

## GENDER



## AGE



## LEVEL OF EDUCATION



5%

PRIMARY



70%

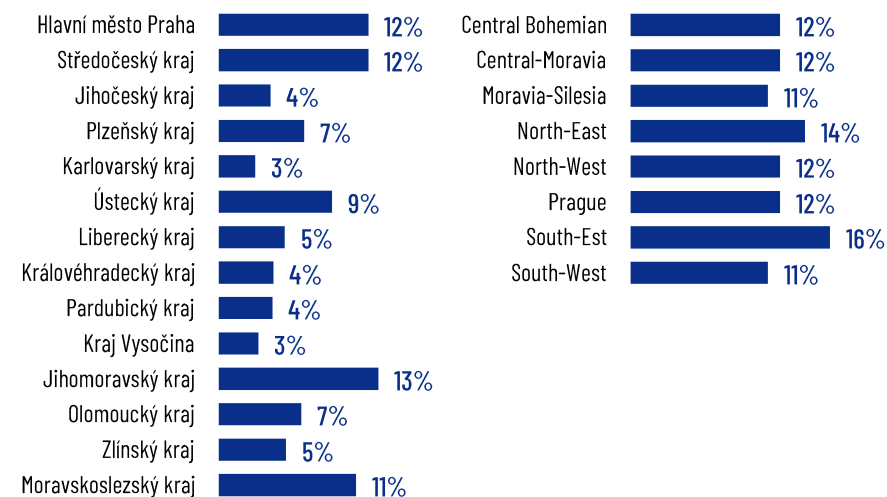
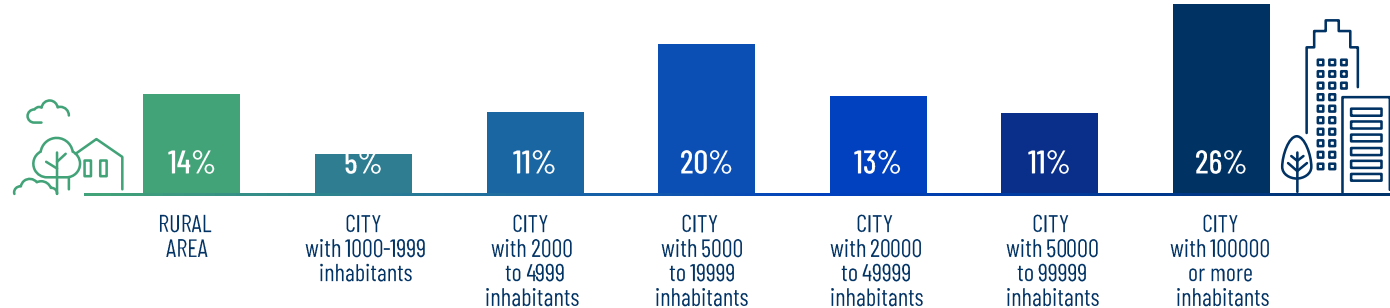
SECONDARY



25%

HIGHER

## THE SIZE OF THE TOWN WHERE YOU LIVE AND IN WHICH REGION DO YOU LIVE?



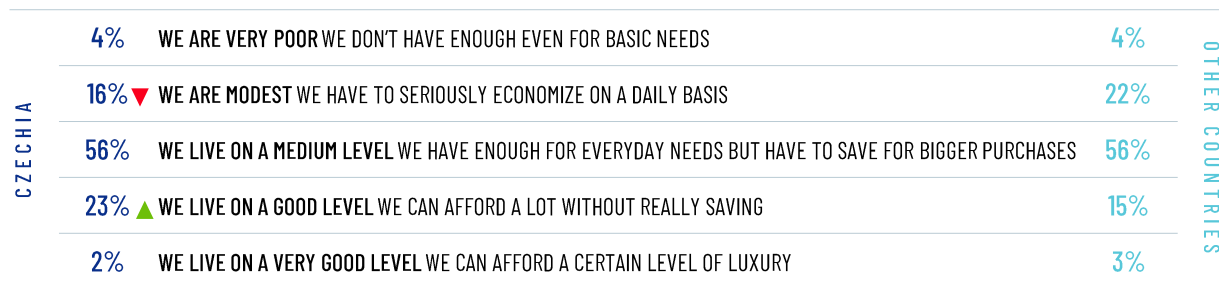


## ABOUT RESPONDENTS

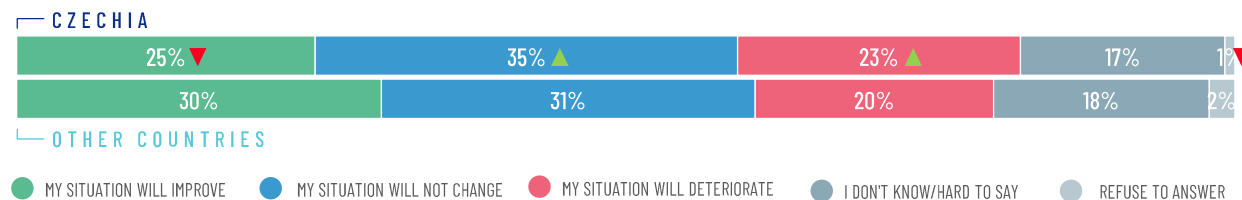
## YOUR CURRENT WORK SITUATION



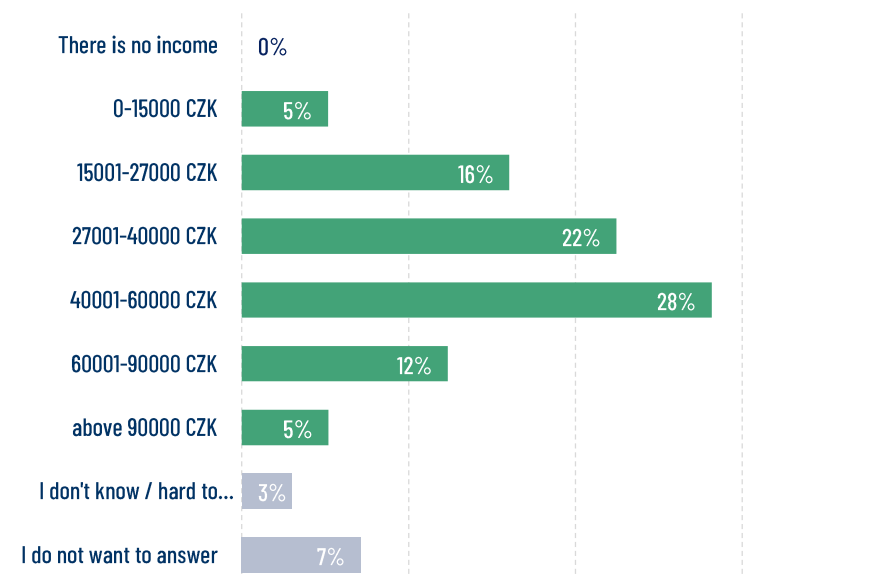
## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

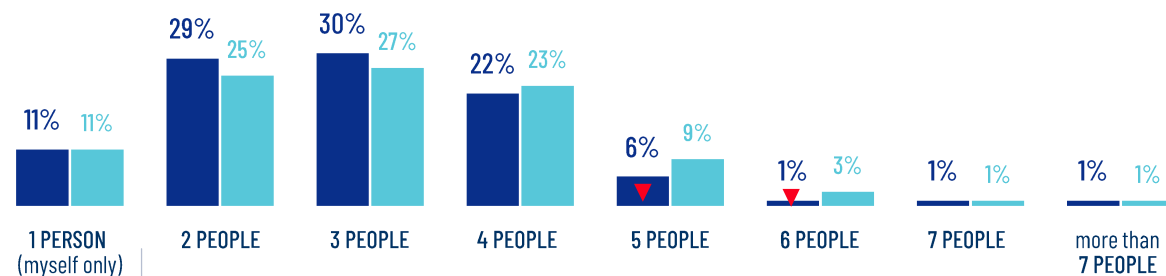


## WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

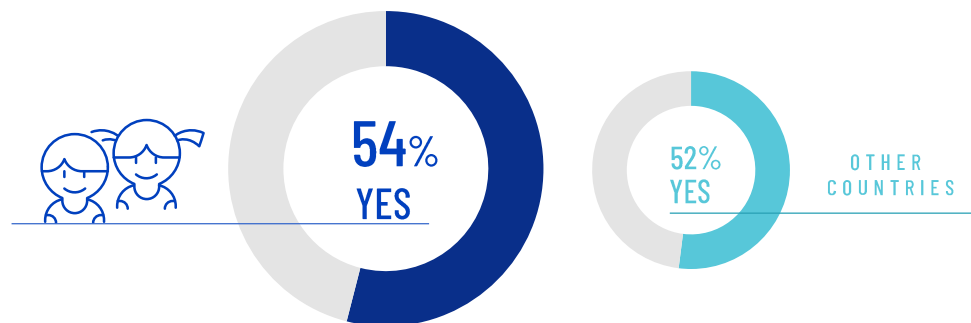


# ABOUT RESPONDENTS

HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?  
include all the people who subsist on your household's income, including children.



ARE THERE CHILDREN UNDER 18  
IN YOUR HOUSEHOLD?



.THANK YOU

---



PLATEBNÍ  
SLUŽBY

