



ATTITUDES TOWARD **PAYMENT METHODS**

INTERNATIONAL SURVEY - MAY 2022



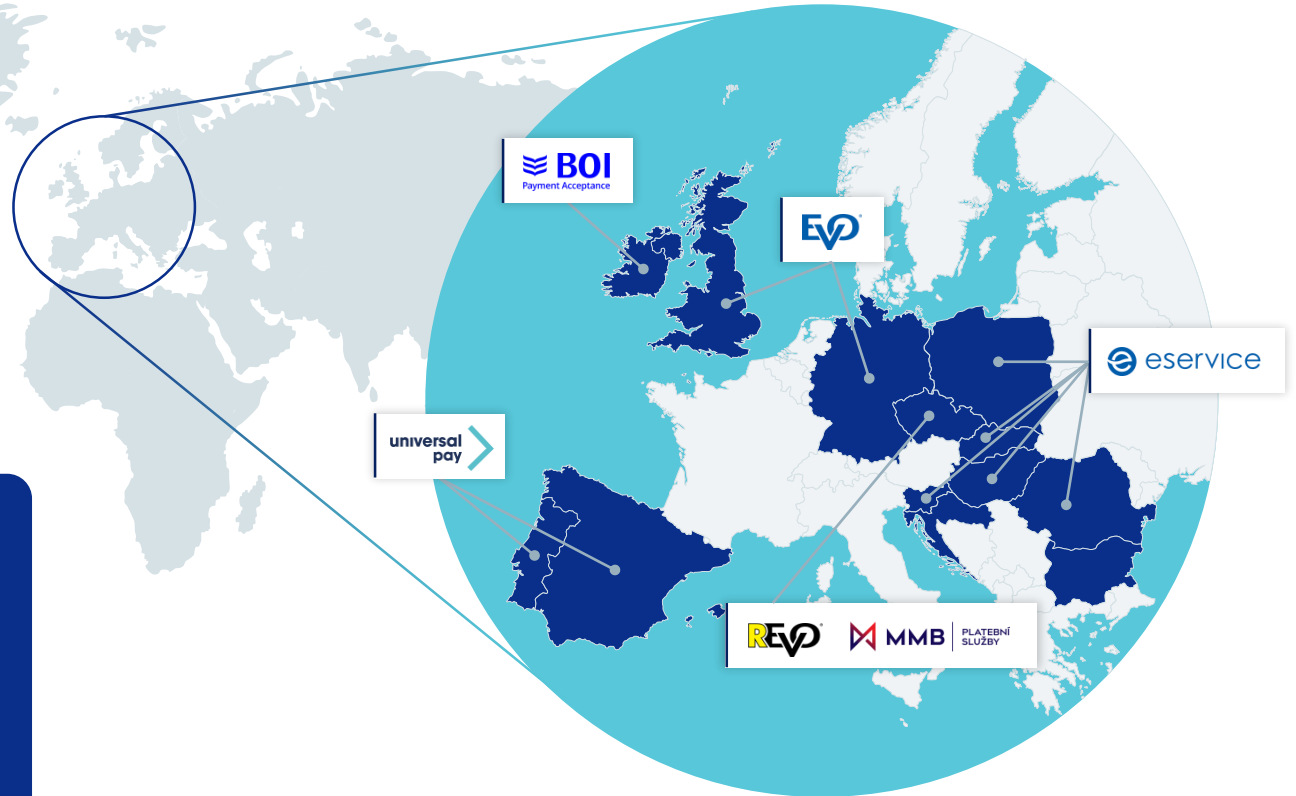
THE AIM OF THE STUDY



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).



ABOUT THE STUDY

RESPONDENTS

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

PERIOD OF THE STUDY

March 2022



RESEARCH METHOD

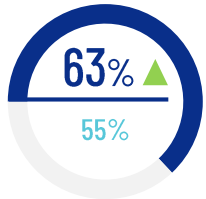
The study was conducted using CAWI methodology
– respondents were invited to take part in an internet survey.

COUNTRIES IN THE STUDY AND SAMPLE SIZES

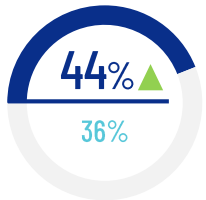
POLAND		1004	CZECHIA		605	SLOVAKIA		600	HUNGARY		600	ROMANIA		600	CROATIA		629	BULGARIA		600	SLOVENIA		601	GERMANY		600	IRELAND		600	UNITED KINGDOM		624	MEXICO		625	SPAIN		634	PORTUGAL		609
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VISA

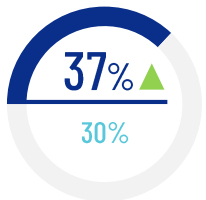
KEY FINDINGS

ALMOST
2/3

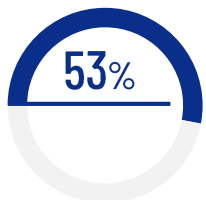
of Slovenes **choose cash payments, even if other options are available at least 2-3 times per month**

MORE THAN
2/5

paid by card during their last offline purchases

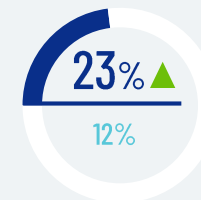
MORE THAN
1/3

could not pay by card when they wanted to, because there was no terminal at the place of purchase



1/2

choose card payment while paying more than 100 EUR

ALMOST
1/4

Slovenes, during their last online shopping choose cash or card payment on delivery

Slovenes, compared to other countries participating in the study, are somewhere in between cash and electronic payment methods.

In some situations, they just prefer to pay in cash. It also happens that card payment is not available, e.g. when they want to pay at markets and bazaars, hairdresser, for taxi trips or parking fees.

They choose card payment, mainly when making purchases for high amounts, above 100 EUR.

.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

SLOVENIA

For Slovenes, money is a Means of realizing values, ensuring a sense of independence and freedom of choice. They are quite interested in investing money and using Banking Services as a way to manage money. They carefully control and plan their expenses.

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

SLOVENIA - 15,8

OTHER COUNTRIES - 15,4

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



MEANS

SLOVENIA - 17,0 ▲

OTHER COUNTRIES - 16,1

In Slovenia, the treatment of money as a Means of achieving values is stronger than in other countries.



PLEASURE

SLOVENIA - 13,9 ▲

OTHER COUNTRIES - 13,2

Also the Pleasure that comes from dealing with money for Slovenes is stronger than for other nations.

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

SLOVENIA - 8,5

OTHER COUNTRIES - 8,5

Opinions about investing money do not differ from that observed in other countries.



INSURANCE

SLOVENIA - 7,0

OTHER COUNTRIES - 6,7

The belief in the need to insure oneself and one's property in Slovenia is similarly weak as in other countries.



BANKING SERVICES

SLOVENIA - 8,1 ▼

OTHER COUNTRIES - 8,8

Compared to other countries, in Slovenia the usage of and trust in Banking Services is lower.

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

SLOVENIA - 5,9 ▼

OTHER COUNTRIES - 6,5

Declared behaviours related to money management are weaker than these observed in other countries.



ACCOUNTING

SLOVENIA - 9,2

OTHER COUNTRIES - 8,9

Being focused on controlling the budget and planning expenses is the same for Slovenes as it is for other nations.



IMPULSE SPENDING

SLOVENIA - 5,7 ▼

OTHER COUNTRIES - 6,1

Impulse Spending is weaker in Slovenia than in other countries.

SLOVENES AND ATTITUDE TO MONEY



Slovenes treat money as a means of achieving value

- In their opinion, money provides a sense of independence
- Money enables a comfortable life, at the same time, they like to control their expenses and savings
- They are interested in investing money and try to avoid impulse spending



SLOVENIA

capital city: **Ljubljana**

currency: **Euro**

population: **2,1 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?

Plastic payment card, cash and traditional bank transfer are payment methods known by majority of Slovenes. Spontaneously they most often mention such forms of payment as: cards (87%), cash (76%) and digital wallets (39%).

SPONTANEOUS AWARENESS

TOP3
ANSWERS



87% ▲

vs. 77% other countries

PLASTIC PAYMENT CARD
e.g. credit, debit



76% ▲

vs. 60% other countries

CASH



39%

vs. 42% other countries

DIGITAL WALLETS
AND OTHER APPLICATIONS

TOP3
ANSWERS



100%

vs. 98% other countries

CASH



99%

vs. 97% other countries

PLASTIC PAYMENT CARD
e.g. credit, debit



97%

vs. 96% other countries

TRADITIONAL BANK TRANSFER
with entering the account number, etc.



INTERESTING FACT



CASH



76% ▲



CONTACTLESS PAYMENTS USING A MOBILE
PHONE, SMARTWATCH OR OTHER DEVICES

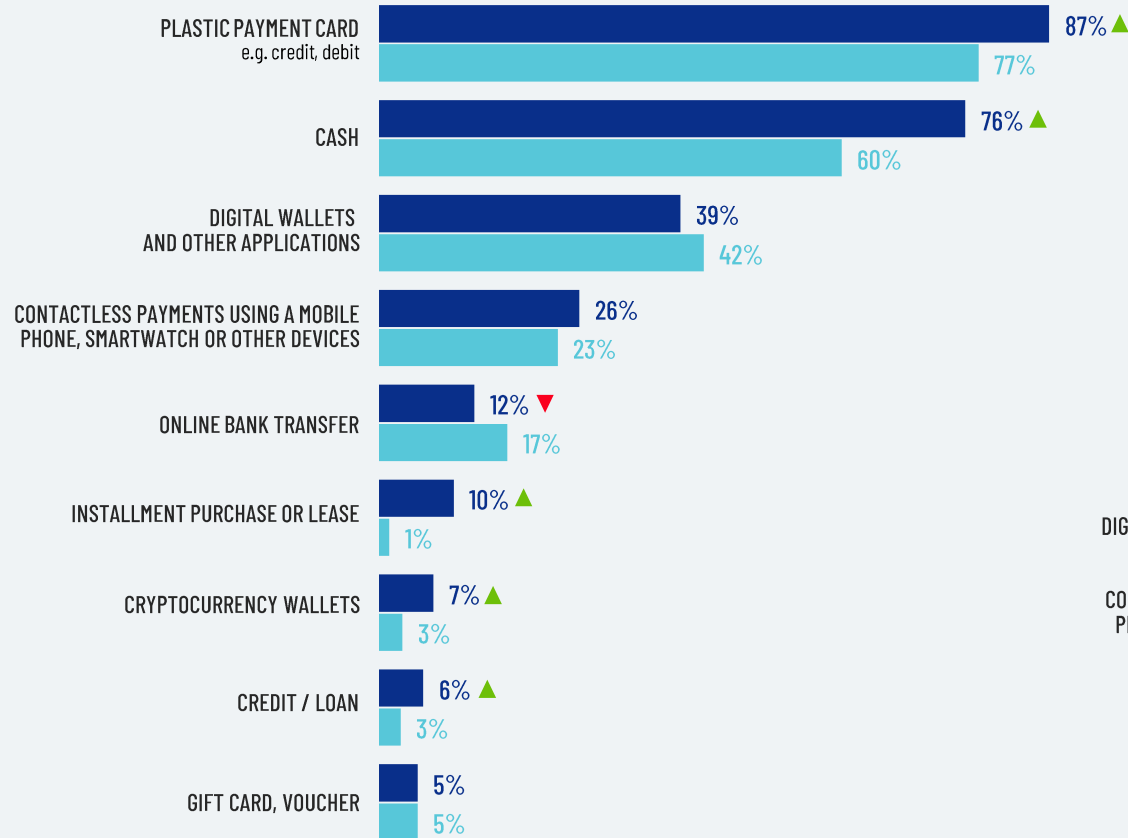


88% ▼

AWARENESS OF DIFFERENT FORMS OF PAYMENT

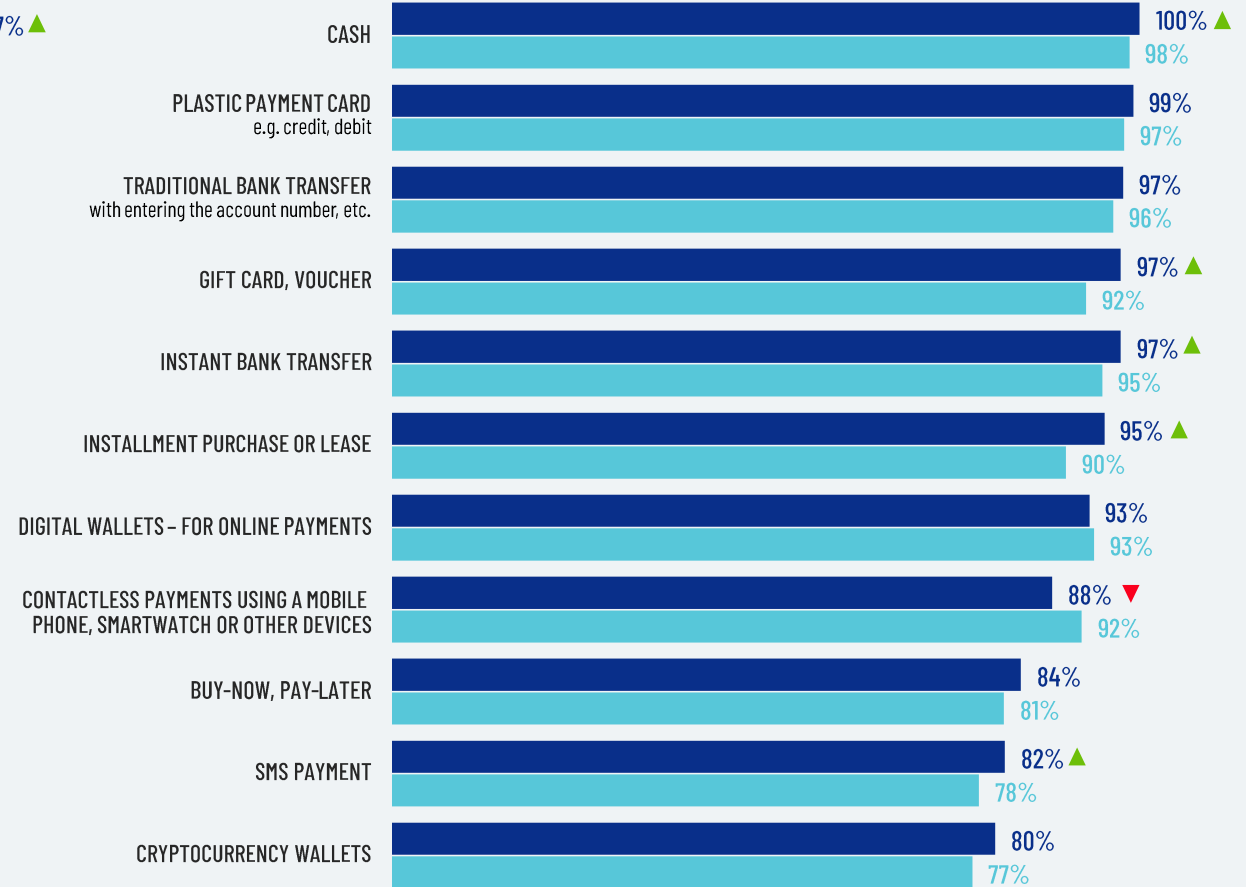
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

SPONTANEOUS AWARENESS



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

AIDED AWARENESS

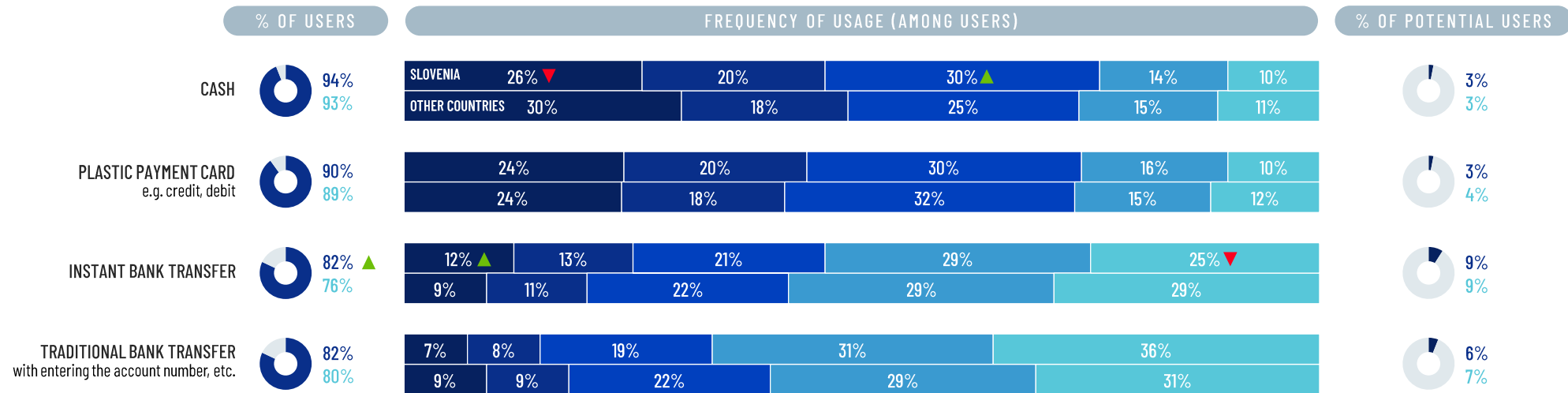


FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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

Payment methods used the most often in Slovenia are: cash, plastic payment card, instant and traditional bank transfer. At the same time, Spanish use contactless payments using a mobile phone, watch or other devices less often compared to other nations.

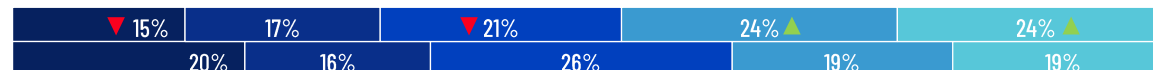
TOP4
ANSWERS



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

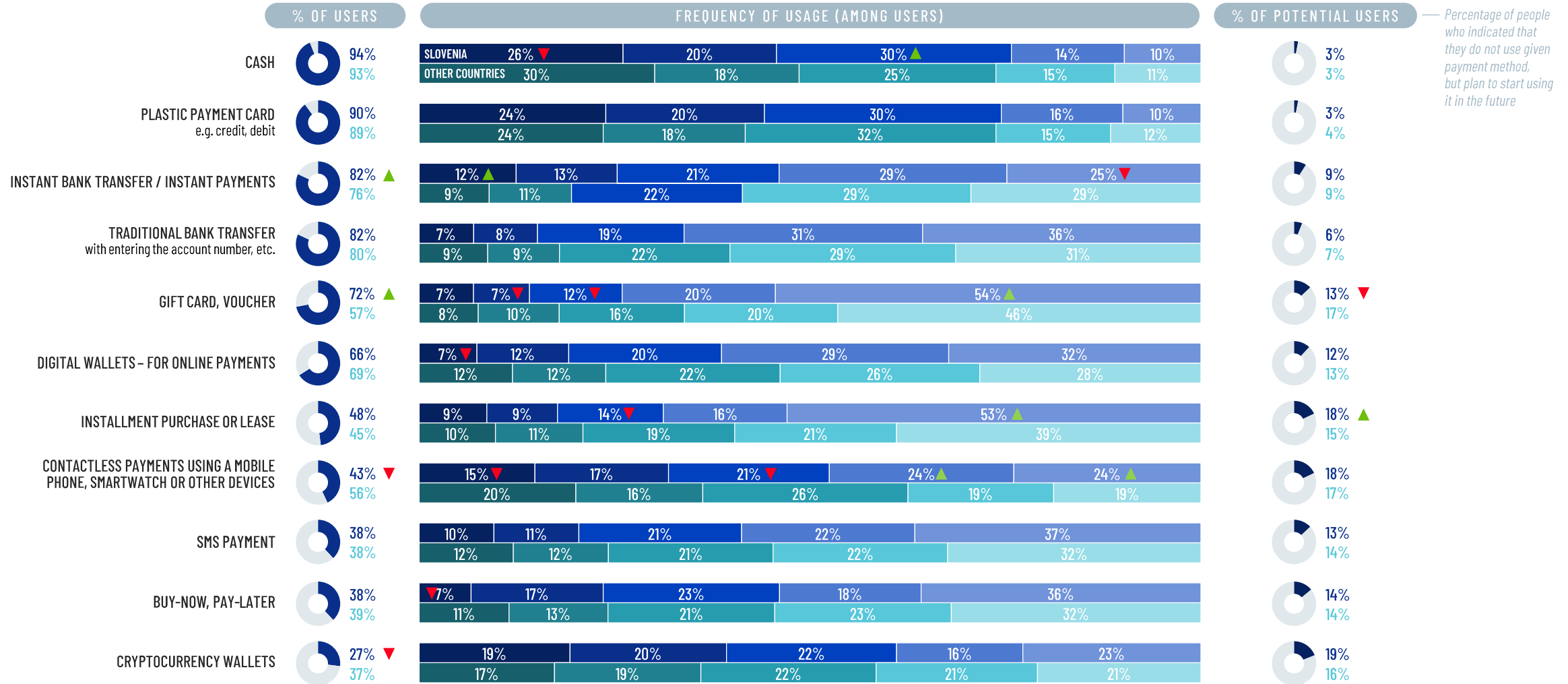
INTERESTING FACT

CONTACTLESS PAYMENTS USING A MOBILE PHONE, SMARTWATCH OR OTHER DEVICES



FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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



MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

Slovenes most often pay with card or cash. However, cash is chosen by even more people than in other countries (64% vs. 56%).

Cards are appreciated primary for ease of use, but also convenient and time saving they provide.

Cash is used while shopping for small amounts and when other methods are not available. It is also easy to use and allows to control spending.



6/10 MOST OFTEN CHOOSE PAYMENT BY CARD, BECAUSE IT IS CONVENIENT AND EASY TO USE

TOP 3 ANSWERS

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

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

MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



PLASTIC PAYMENT CARD
e.g. credit, debit

64% ▲

vs. 60% other countries

EASY TO USE
SLOVENIA 37% ▲
OTHER COUNTRIES 24%

COMFORT / CONVENIENCE
SLOVENIA 19% ▼
OTHER COUNTRIES 35%

SPEED, SAVING TIME
SLOVENIA 15%
OTHER COUNTRIES 13%

WHEN I HAVE NO OTHER MEANS OF PAYMENT
SLOVENIA 9% ▲
OTHER COUNTRIES 6%

SECURITY
SLOVENIA 6% ▼
OTHER COUNTRIES 11%

SLOVENIA n=387
OTHER COUNTRIES: n=5032



CASH

64% ▲

vs. 56% other countries

SHOPPING FOR SMALL AMOUNTS
SLOVENIA 19% ▲
OTHER COUNTRIES 9%

WHEN OTHER METHODS NOT AVAILABLE
SLOVENIA 15% ▼
OTHER COUNTRIES 20%

CONTROL/ MONITORING SPENDING
SLOVENIA 15%
OTHER COUNTRIES 12%

EASY TO USE
SLOVENIA 14%
OTHER COUNTRIES 11%

I LIKE IT
SLOVENIA 10%
OTHER COUNTRIES 8%

SLOVENIA n=386
OTHER COUNTRIES: n=4704



INSTANT BANK TRANSFER

12% ▲

vs. 7% other countries

EASY TO USE
SLOVENIA 18%
OTHER COUNTRIES 26%

SPEED, SAVING TIME
SLOVENIA 15% ▼
OTHER COUNTRIES 32%

WHEN OTHER METHODS NOT AVAILABLE
SLOVENIA 14% ▲
OTHER COUNTRIES 4%

CONTROL/ MONITORING SPENDING
SLOVENIA 14% ▲
OTHER COUNTRIES 3%

COMFORT / CONVENIENCE
SLOVENIA 7% ▼
OTHER COUNTRIES 26%

SLOVENIA n=74
OTHER COUNTRIES: n=592

MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

OTHER METHODS



TRADITIONAL BANK TRANSFER
with entering the account number, etc.

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

12%

vs. 11% other countries

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

MOST SPECIFIC ANSWERS
FOR GIVEN FORM OF
PAYMENT

WHEN OTHER METHODS NOT AVAILABLE

18% ▲

9%

EASY TO USE

17%

19%

PURCHASES FOR HIGHER AMOUNTS / PAYING BILLS

17% ▲

5%

COMFORT / CONVENIENCE

10% ▼

19%

SHOPPING FOR SMALL AMOUNTS

8% ▲

1%

SLOVENIA n=72
OTHER COUNTRIES: n=941

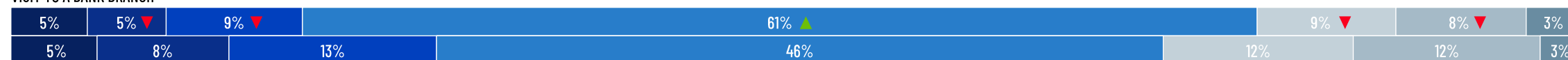
BANKING

**47%** USE MOBILE BANKING
AT LEAST 2-3 TIMES PER WEEK**72%** USE INTERNET BANKING AT
LEAST 2-3 TIMES PER MONTH**8%** DON'T USE AND DON'T PLAN
TO USE INTERNET BANKINGWHICH OF THE FOLLOWING CHANNELS
OF BANKING DO YOU USE, HOW OFTEN?

ATMs, Internet and mobile banking are the most popular channels of banking in Slovenia, but Slovenes use them less frequently than residents of other countries covered by the study.

On the other hand, more people visit bank branches at least once a month or less often.

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

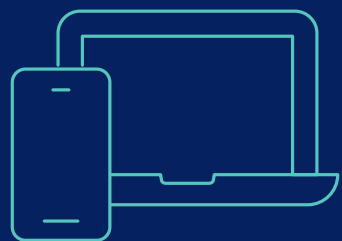
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PAYMENT METHODS

MY LAST PURCHASE



LAST PAYMENT - ONLINE OR OFFLINE?



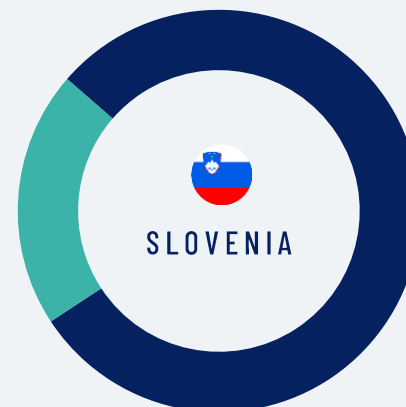
2/10

SLOVAKS MADE THEIR LAST
PAYMENT ONLINEPLEASE RECALL YOUR LAST PAYMENT.
WAS IT CARRIED OUT ONLINE OR OFFLINE?

21%▼

ONLINE PAYMENT

38%



OTHER COUNTRIES

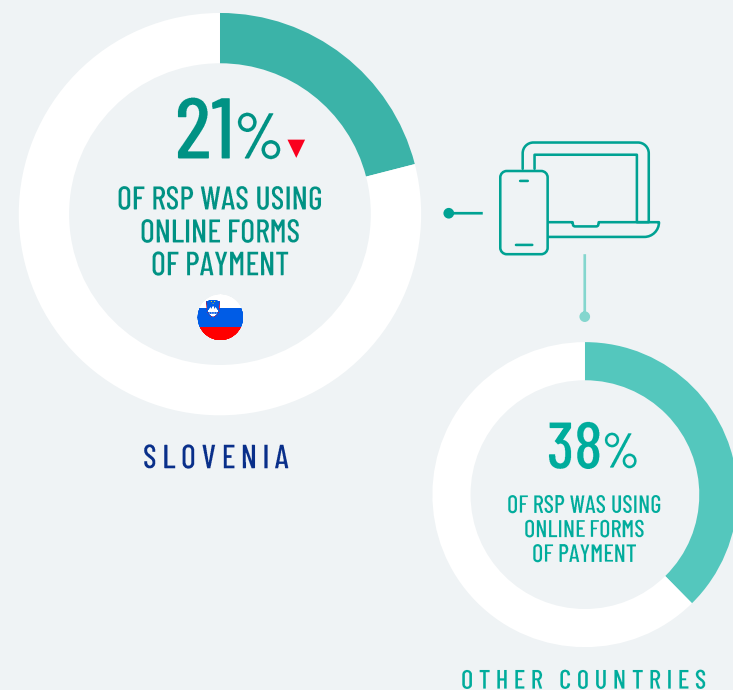


79%▲

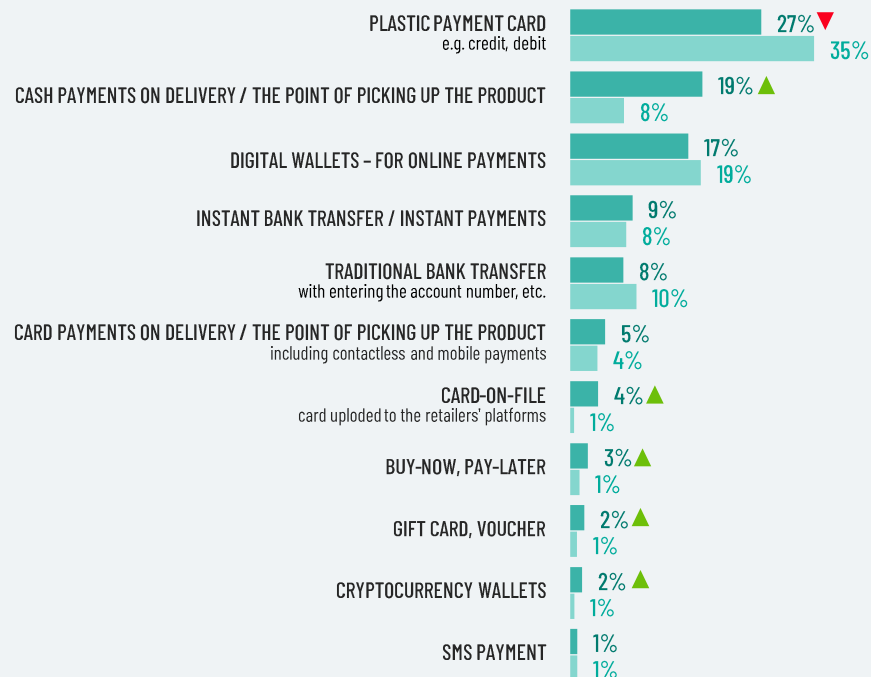
OFFLINE PAYMENT

62%

LAST ONLINE PAYMENT TYPES



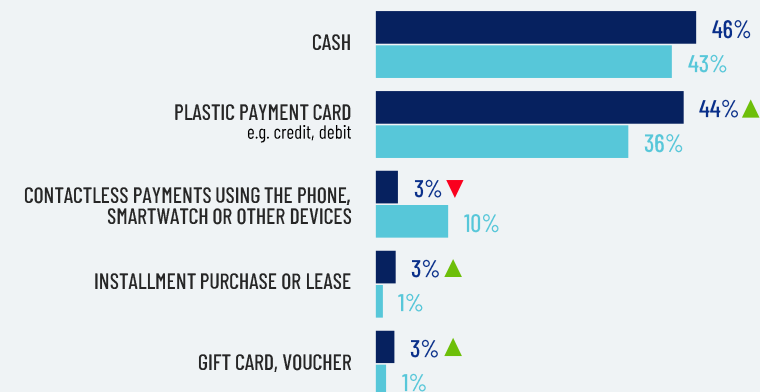
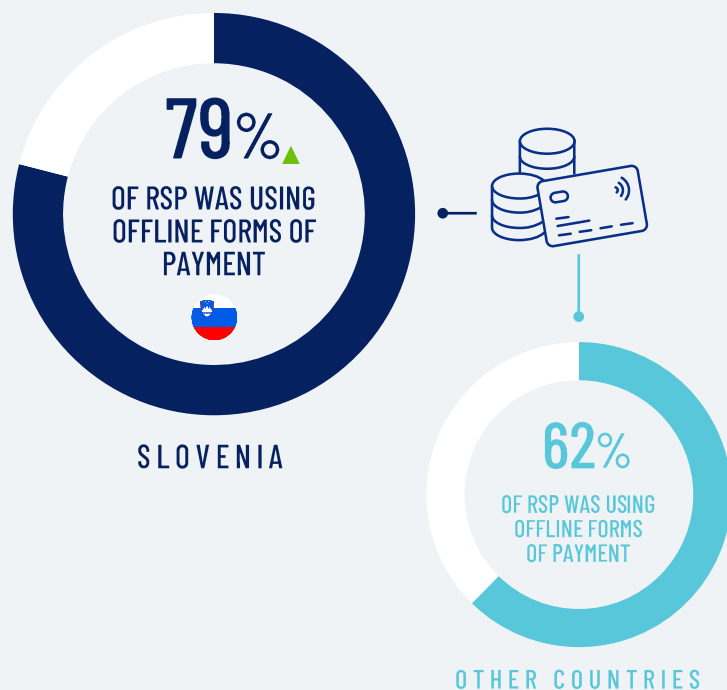
WHICH PAYMENT FORM
DID YOU USE DURING
YOUR LAST ONLINE
PAYMENT?



Only 1/5 Slovenes made their last payment online.

The most often used method of payment while shopping online was card (e.g. credit, debit), but Slovenes choose it less often than other countries residents. However, they more often pay when receiving the order especially in cash.

LAST OFFLINE PAYMENT TYPES



Almost 4/5 respondents in Slovenia made their last payment offline. 46% paid by cash and 44% use plastic payment card than. Only 3% decided to pay with a phone or other device, what shows that it is a very rarely used payment method in Slovenia vs. other countries.

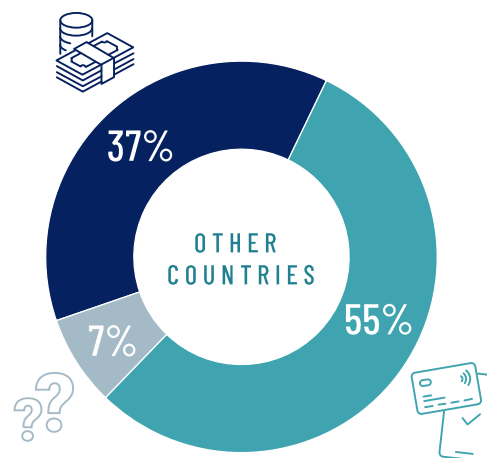
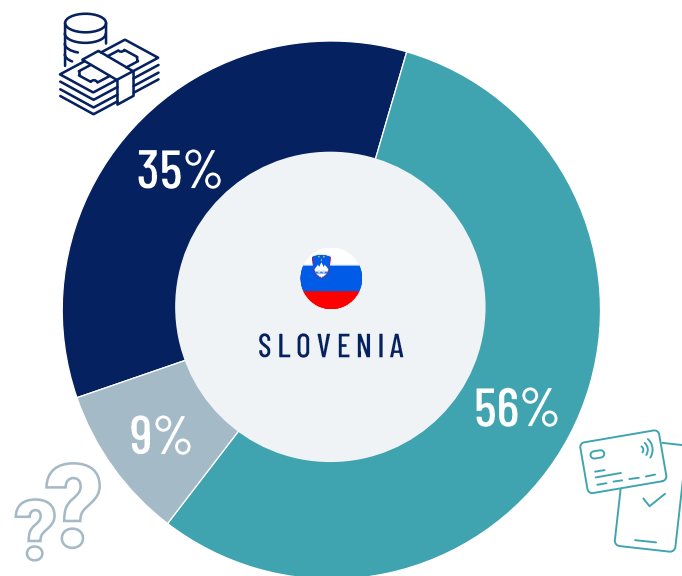
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PAYMENT METHODS **PREFERENCES**



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?



56% OF SLOVENES PREFER TO PAY USING ELECTRONIC METHODS WHILE SHOPPING OFFLINE

More than 1 out of 2 Slovenes prefer using electronic payments than cash.

At the same time, only 35% of people in Slovenia choose cash – this is similar result as among residents of other countries.

AMOUNT VS PREFERRED PAYMENT METHOD



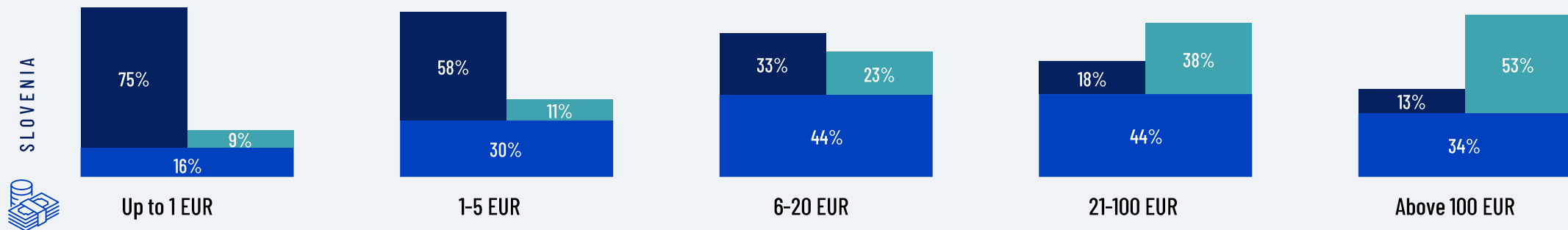
MORE THAN
100 EUR

WITH SUCH HIGH AMOUNTS HALF
OF SLOVENES DEFINITELY PREFER
TO MAKE ELECTRONIC PAYMENTS

While paying up to 1 EUR, 3 out of 4 Slovenes choose cash. In case of expenses worth 1-5 EUR, almost 6 out of 10 still prefer cash.

On the other hand, the amounts of more than 100 EUR would be paid using electronic methods by half of Slovenes. The visible trend is that the higher the price, the larger group of those who prefer digital payments.

WHICH METHOD OF PAYMENT WOULD YOU CHOOSE IF SOMETHING COST:



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

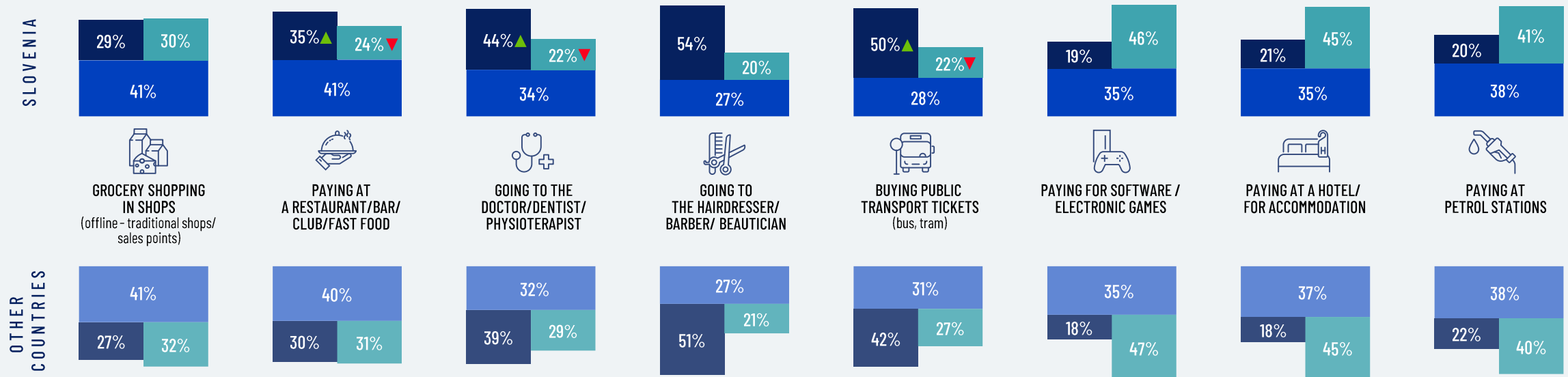


50%

PAY IN CASH WHILE BUYING
PUBLIC TRANSPORT TICKETS

In some situations, cash as a payment method is more popular in Slovenia than in other countries. Slovenes more often pay in cash when visiting a doctor, buying public transport tickets and paying at restaurants. More than a half of them choose cash also in case of visiting hairdresser or beautician.

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)



74%

CHOOSE CASH TO PAY FOR SHOPPING AT MARKETS AND BAZAARS

Slovenes also choose cash payments during shopping at markets or bazaars, paying for cultural events, paying parking fees. Electronic payments are preferred during online shopping, especially in foreign shops, making payments for school and buying goods other than groceries.

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)

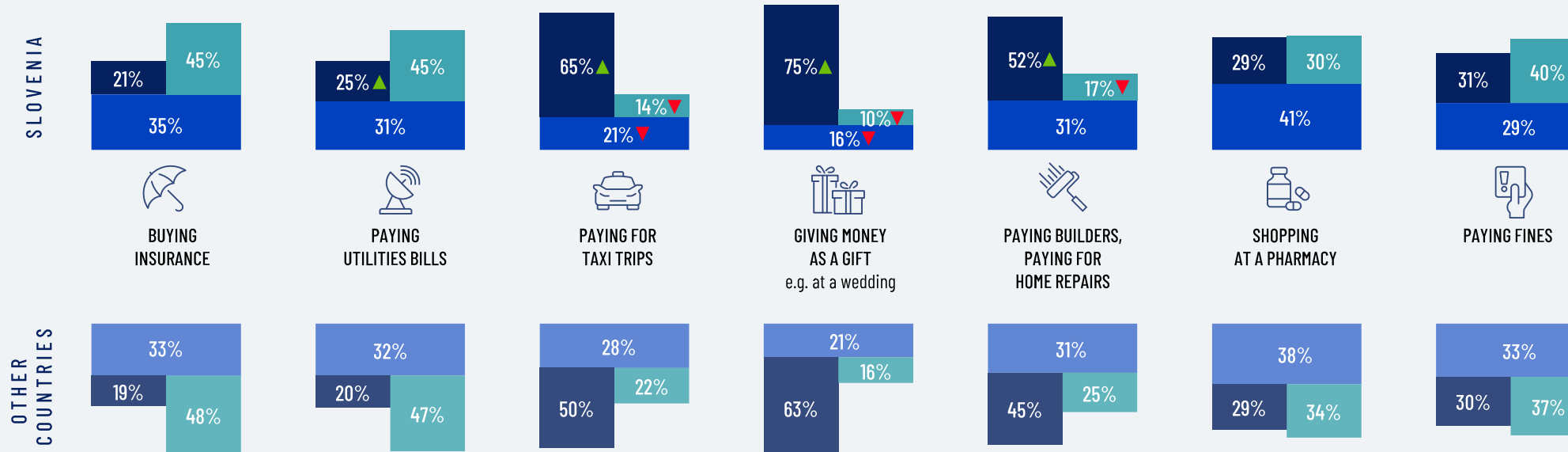


65%

PAY IN CASH
FOR TAXI TRIPS

2/3 of the taxi payments in Slovenia are made in cash.
Cash is also preferred when Slovenes give money as a gift and pay builders.
On the other hand, Slovenes pay for insurance and utility bills using electronic methods,
but still more often than other nations choose cash.

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



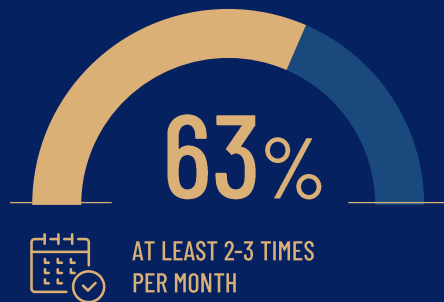
● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS

FREQUENCY OF SITUATIONS IN WHICH SLOVENES PREFERRED CASH PAYMENTS

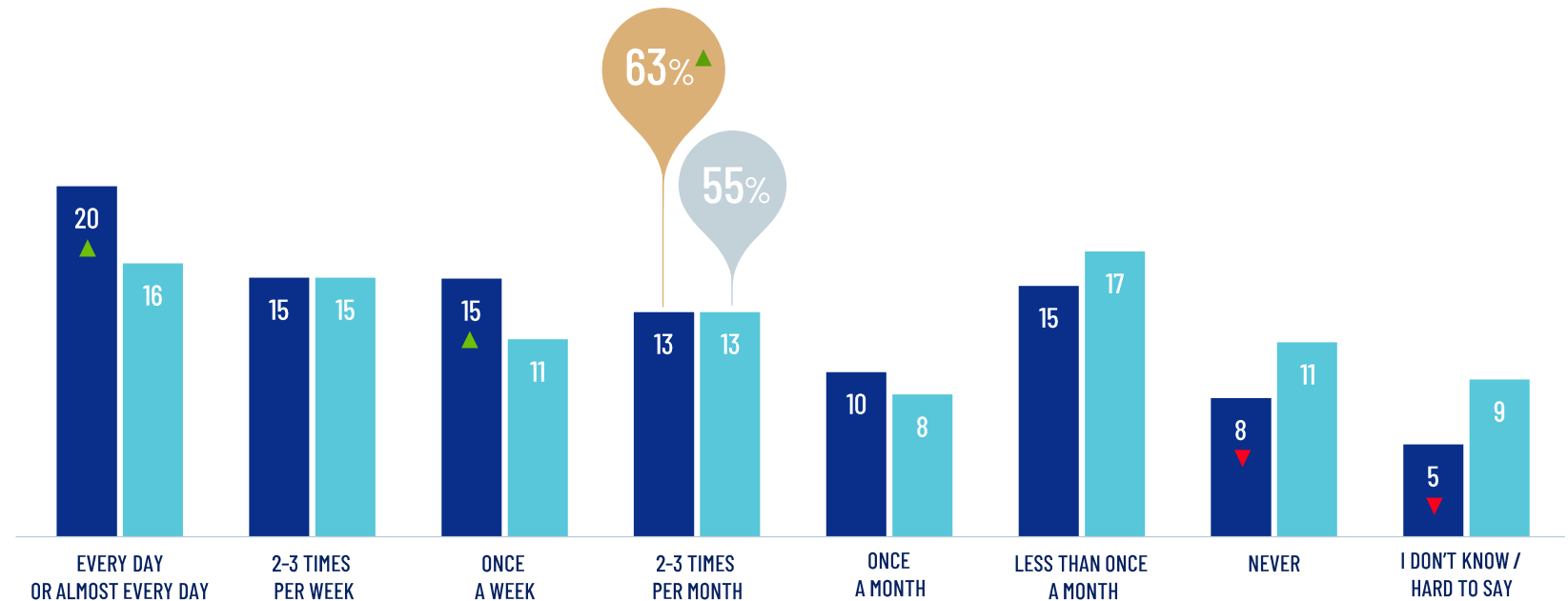
Slovenes generally prefer to pay with cash. 63% of them choose cash payments, even if other options are available at least 2-3 times per month.

1/5 are using cash payments on daily basis and this score is significantly higher than other countries.

At the same time, only 8% of Slovenes never choose cash if other methods are available – this result is significantly lower than in other countries, where it is 11%.



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



.06

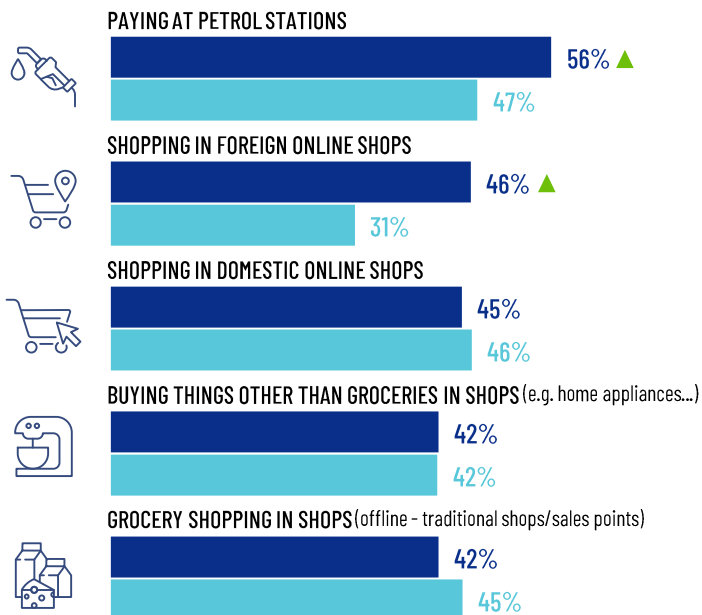
DIGITAL PAYMENTS



PRODUCTS AND SERVICES FOR WHICH SLOVENES PAY USING CASH-FREE METHODS

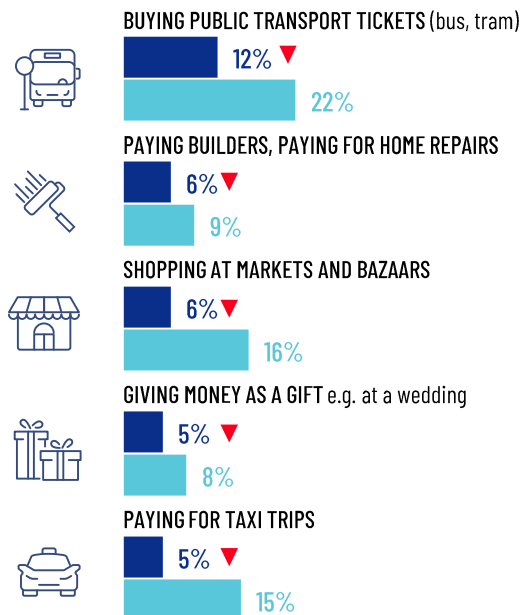
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

MOST COMMON PRODUCTS AND SERVICES



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

RAREST PRODUCTS AND SERVICES



Slovenes most often use cash-free payments when paying at petrol stations – significantly more often than in other countries, shopping in online shops, buying goods e.g. electronics, home appliances and doing grocery shopping.

Situations in which they usually do not choose cash-free methods are: buying public transport tickets, paying builders and for home repairs, shopping at markets, giving money as a gift, paying for taxi trips.

56% SLOVENES USE CASH-FREE PAYMENTS WHEN PAYING AT PETROL STATIONS

6% SLOVENES DO NOT USE CASHLESS PAYMENTS IN ANY SITUATION

PRODUCTS AND SERVICES FOR WHICH SLOVENES 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.):

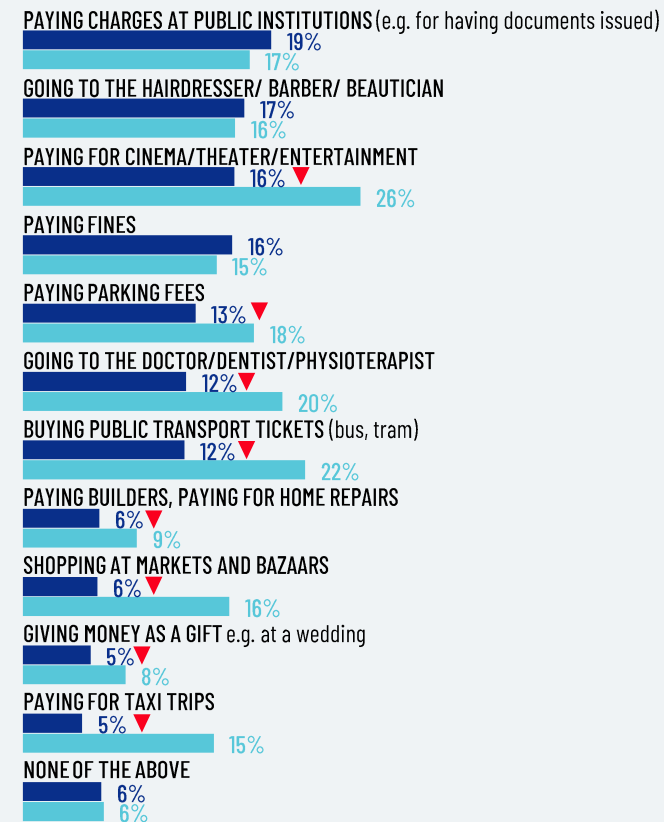
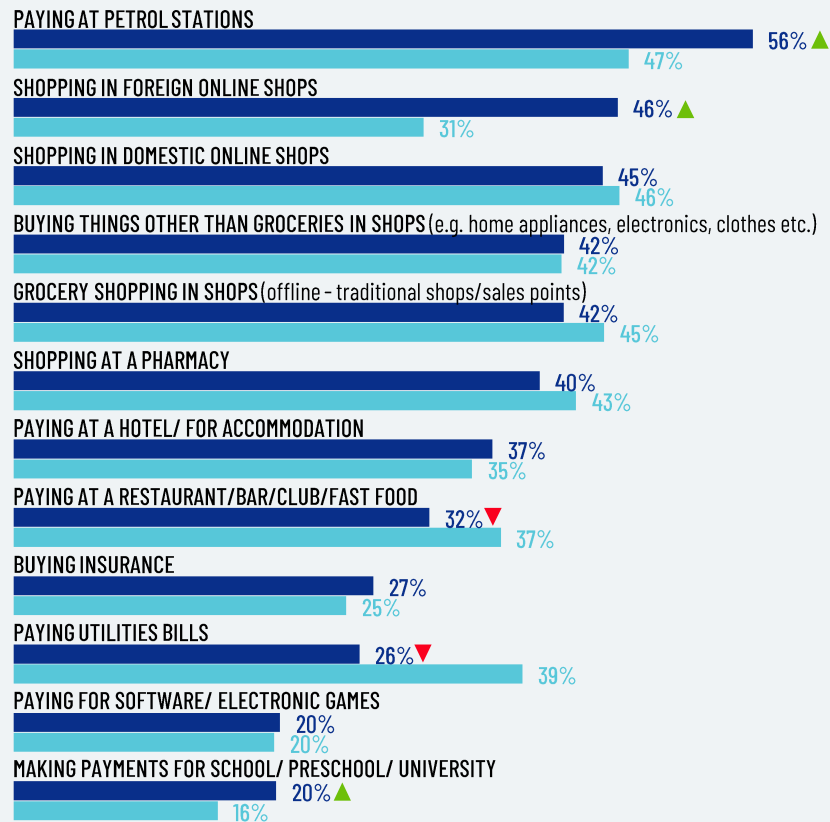


IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS



84%

SLOVENES PERCEIVE A PLACE
WHERE ELECTRONIC PAYMENTS
ARE AVAILABLE AS MODERN

23%



DO NOT AGREE THAT A PLACE
OFFERING ELECTRONIC PAYMENTS
IS SAFER OR CUSTOMER-CENTRIC

Offering electronic payment methods has a definitely positive effect on the perception of the place of purchase among Slovenes, as among residents of other countries. Possibility of electronic payments causes that a place is seen as modern (84%), safe (71%) and customer-centric (68%). However, Slovenes are less convinced of these statements. Moreover, larger groups of people do not perceive places with available electronic payment methods as safer or customer-centric.

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

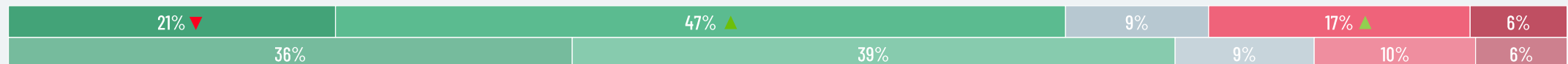
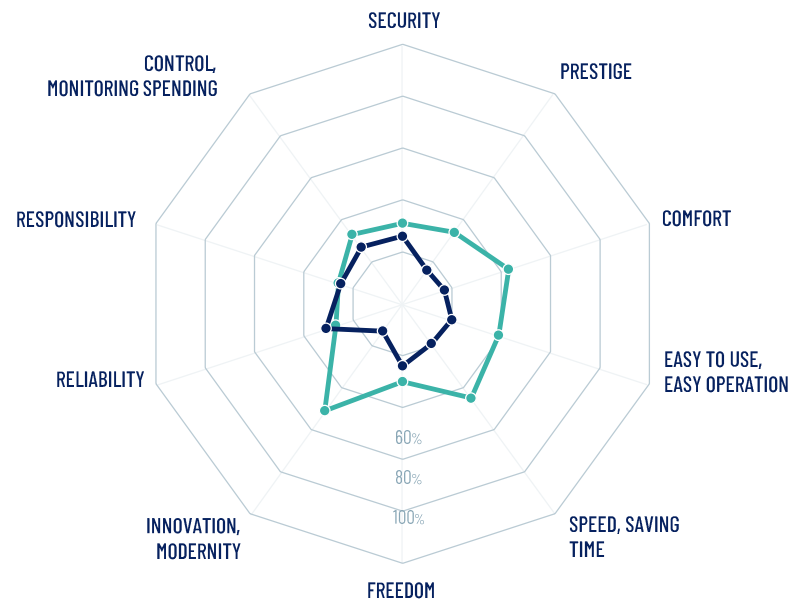


IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

In Slovenia, the image of electronic payments by card, phone or other devices and image of cash partly have similar perception – both methods are associated with reliability, responsibility, control spending, security and freedom.

However, electronic payments stand out as being more innovative, fast, comfortable and easy to use.

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

SECURITY



SLOVENIA
OTHER COUNTRIES

PRESTIGE



COMFORT



EASY TO USE/EASY OPERATION



SPEED, SAVING TIME



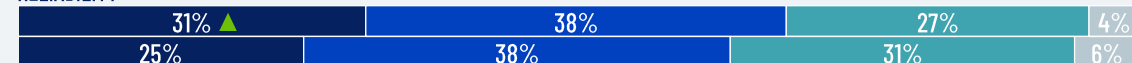
FREEDOM



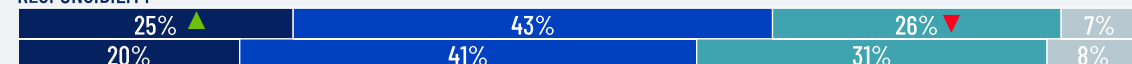
INNOVATION/ MODERNITY



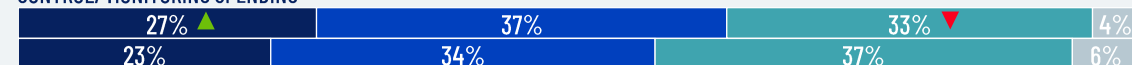
RELIABILITY



RESPONSIBILITY



CONTROL/ MONITORING SPENDING



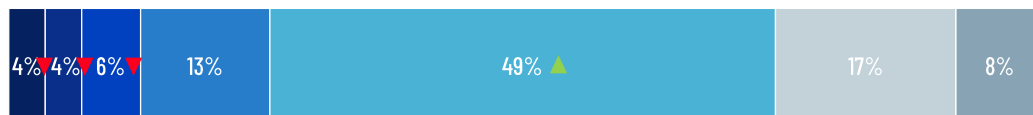
● CASH ● BOTH CASH AND CARD, PHONE OR OTHER DEVICES ● CARD, PHONE OR OTHER DEVICES ● NONE OF THEM

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?

SLOVENIA



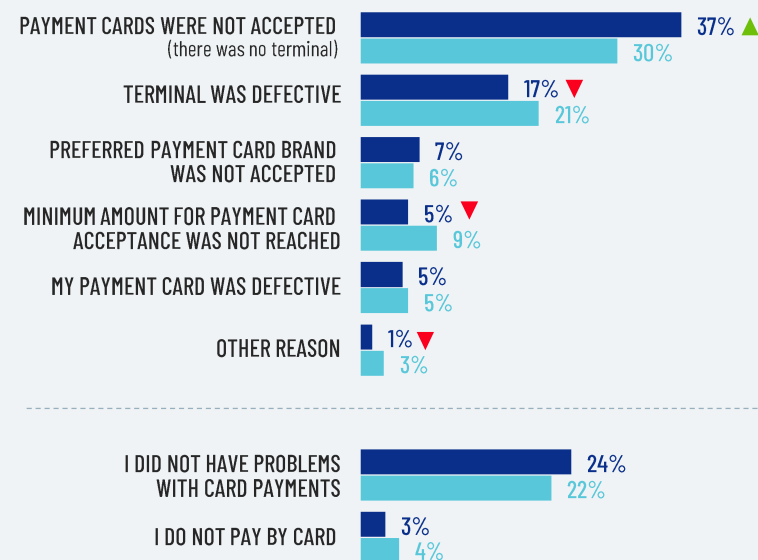
OTHER COUNTRIES



● 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

● SLOVENIA ● OTHER COUNTRIES

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?

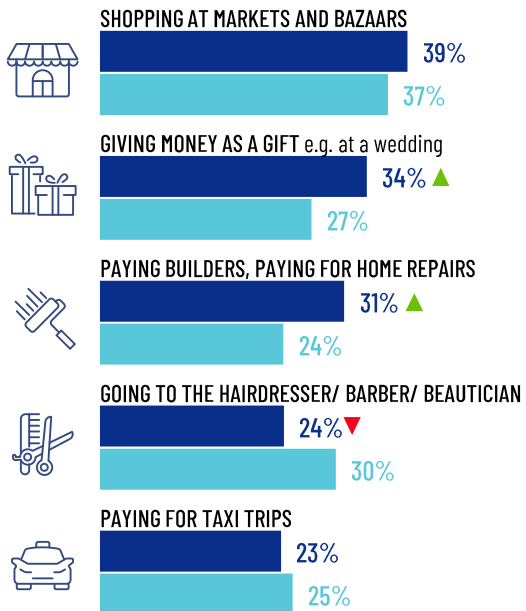


There are situations in Slovenia that it is not possible to pay by card. This problem is similar to other countries, but occurs with a slightly less frequently – almost half of Slovenes are willing but unable to pay by card once a month or even less often. The most common reason is simply that there is no terminal at the point of purchase. It also happens that the terminal is broken.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

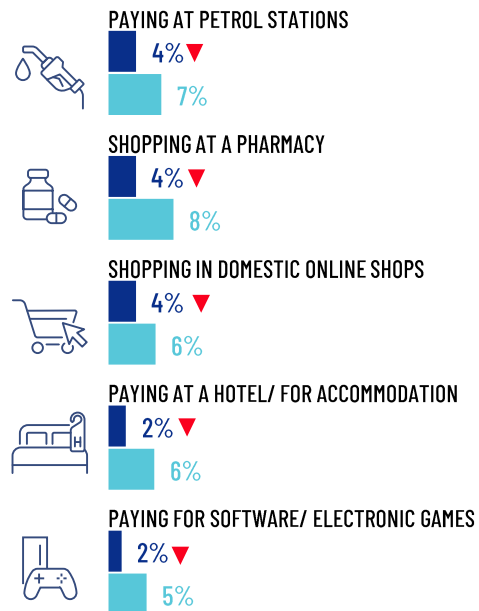
IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

MOST COMMON PRODUCTS AND SERVICES



16% NONE OF THE ABOVE / vs. 17% OTHER COUNTRIES

RAREST PRODUCTS AND SERVICES



39%

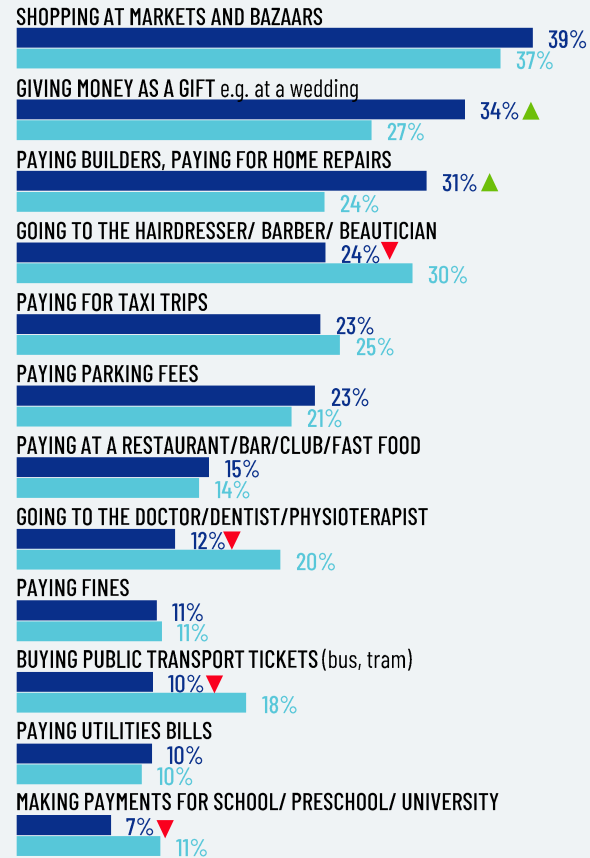
SLOVENES CANNOT PAY WITH CARD DURING
SHOPPING AT MARKETS AND BAZAARS

Most often, Slovenes cannot pay by card at markets and bazaars. In addition, it also happens that a card option is not available when giving money as a gift, paying builder, hairdresser, beautician and paying for taxi trips.

The least frequent problems with card payments appear when shopping online, buying software or games, at pharmacy, petrol stations and in hotels.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

IN WHICH SITUATIONS DO 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

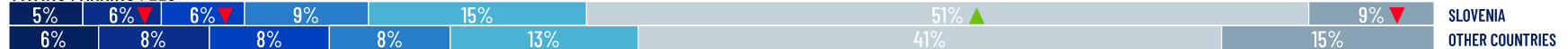
Slovenes are less likely to resign from purchasing products or using a service because they do not have enough cash with them – this is not a big problem in Slovenia.

And if they do it, it is mainly while paying parking fees, shopping at markets and bazaars, paying at restaurants, doing grocery shopping or paying builders.

17% OF SLOVENES RESIGN FROM PAYING PARKING FEES DUE TO THE LACK OF CASH AT LEAST 2-3 TIMES PER MONTH

MOST COMMON PRODUCTS AND SERVICES

PAYING PARKING FEES



SHOPPING AT MARKETS AND BAZAARS



PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



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



PAYING BUILDERS, PAYING FOR HOME REPAIRS



RAREST PRODUCTS AND SERVICES

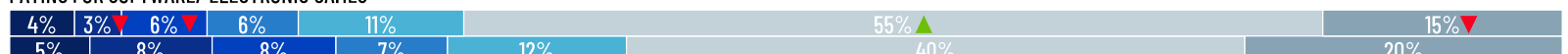
PAYING FOR CINEMA/THEATER/ENTERTAINMENT



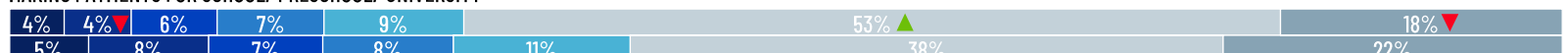
GIVING MONEY AS A GIFT E.G. AT A WEDDING



PAYING FOR SOFTWARE/ ELECTRONIC GAMES



MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



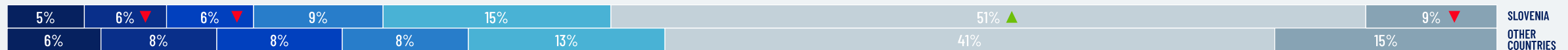
PAYING FINES



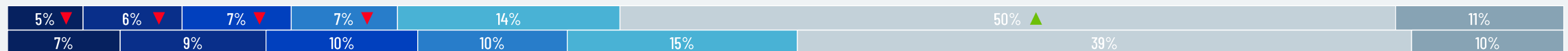
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(1/3)

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?

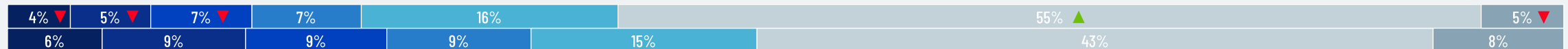
PAYING PARKING FEES



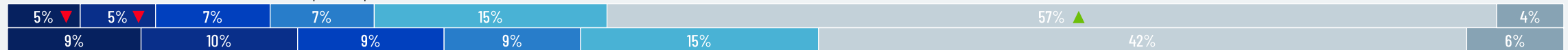
SHOPPING AT MARKETS AND BAZAARS



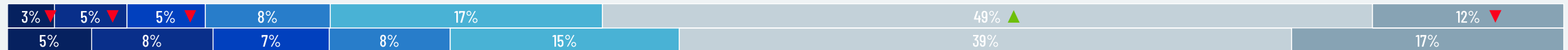
PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



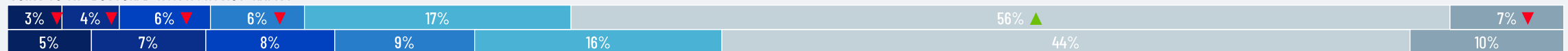
GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



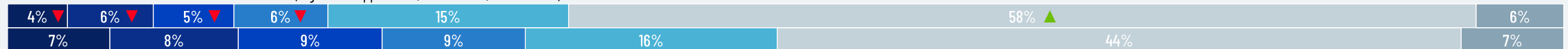
PAYING BUILDERS, PAYING FOR HOME REPAIRS



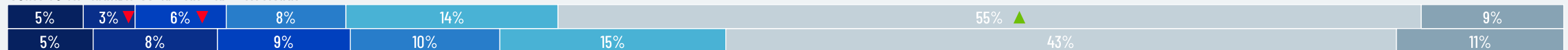
GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



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



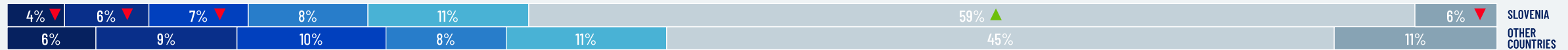
GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



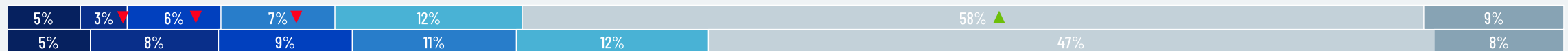
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(2/3)

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?

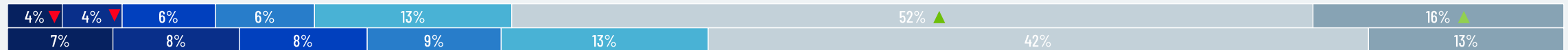
PAYING AT PETROL STATIONS



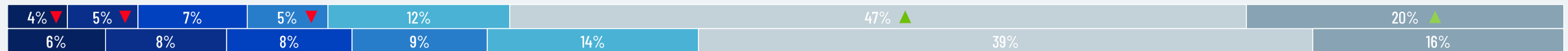
PAYING UTILITIES BILLS



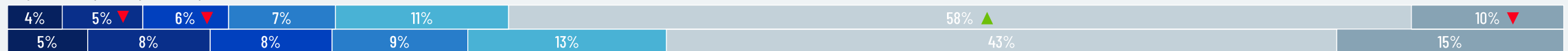
BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



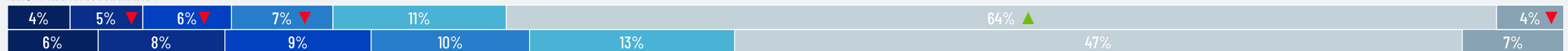
PAYING FOR TAXI TRIPS



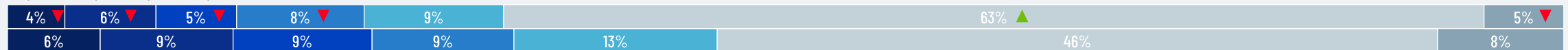
SHOPPING IN FOREIGN ONLINE SHOPS



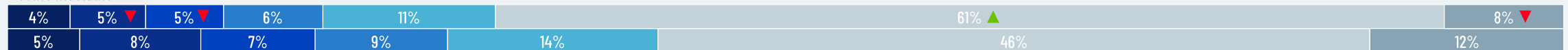
SHOPPING AT A PHARMACY



SHOPPING IN DOMESTIC ONLINE SHOPS



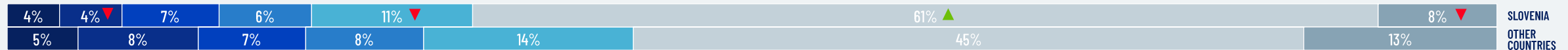
BUYING INSURANCE



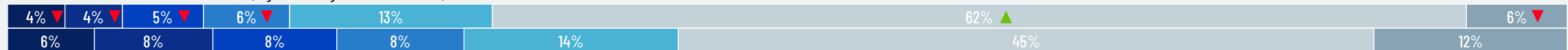
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(3/3)

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?

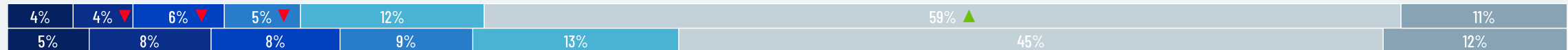
PAYING AT A HOTEL/ FOR ACCOMMODATION



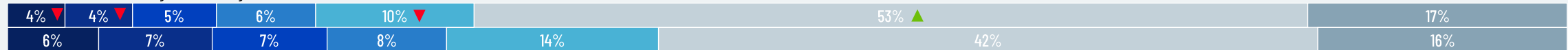
PAYING CHARGES AT PUBLIC INSTITUTIONS (e.g. for having documents issued)



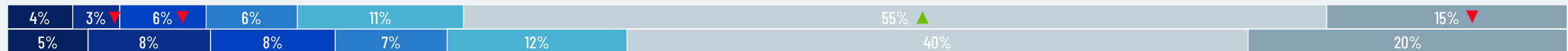
PAYING FOR CINEMA/THEATER/ENTERTAINMENT



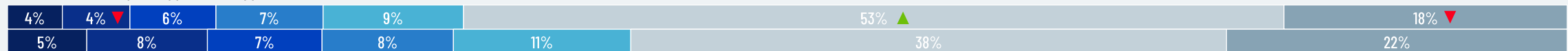
GIVING MONEY AS A GIFT e.g. at a wedding



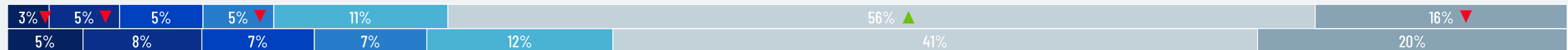
PAYING FOR SOFTWARE/ ELECTRONIC GAMES



MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



PAYING FINES



.07

PAYMENTS **WHILE TRAVELLING**



PAYMENTS ABROAD

When travelling, Slovenes choose both cash (59%) and electronic payments (65%). What's interesting, they pay abroad with electronic methods slightly more often than residents of other countries.

When they pay by card abroad, 7/10 of them prefer to pay in their country's currency – it is more compared to other countries (52%); only 29% choose local currency. 3/4 of Slovenian respondents choose their own currency also while withdrawing cash from an ATM – it is higher percentage compared to other countries (54%).

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



65%▲

CASH



59%

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

0%

OTHER FORM
OF PAYMENT

59%

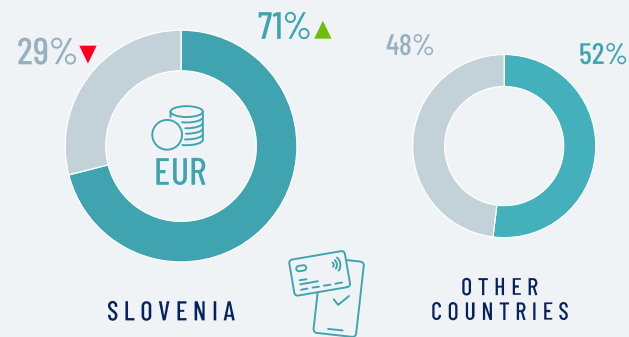
61%

0%

OTHER COUNTRIES

SLOVENIA n=571; OTHER COUNTRIES n=7275

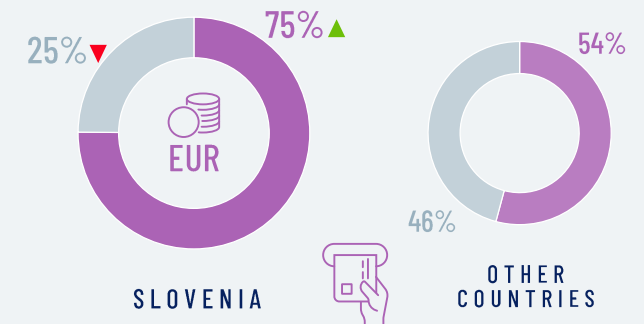
WHILE ABROAD, IN WHAT CURRENCY WOULD YOU LIKE TO PAY WITH BY CARD, PHONE OR OTHER DEVICES?



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

SLOVENIA n=337; OTHER COUNTRIES n=4426

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)?

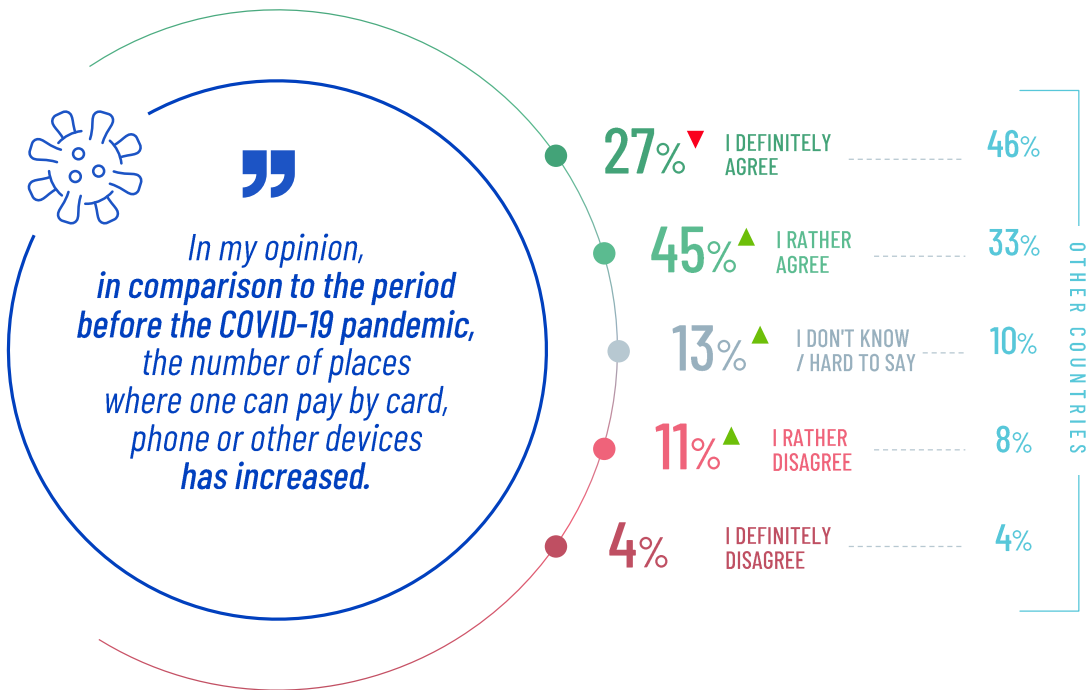


● MY OWN CURRENCY (my country's currency)
● LOCAL CURRENCY (the currency of the country that I'm visiting)

SLOVENIA n=571; OTHER COUNTRIES n=7275

CASH-FREE PAYMENTS AND COVID-19 PANDEMIC

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



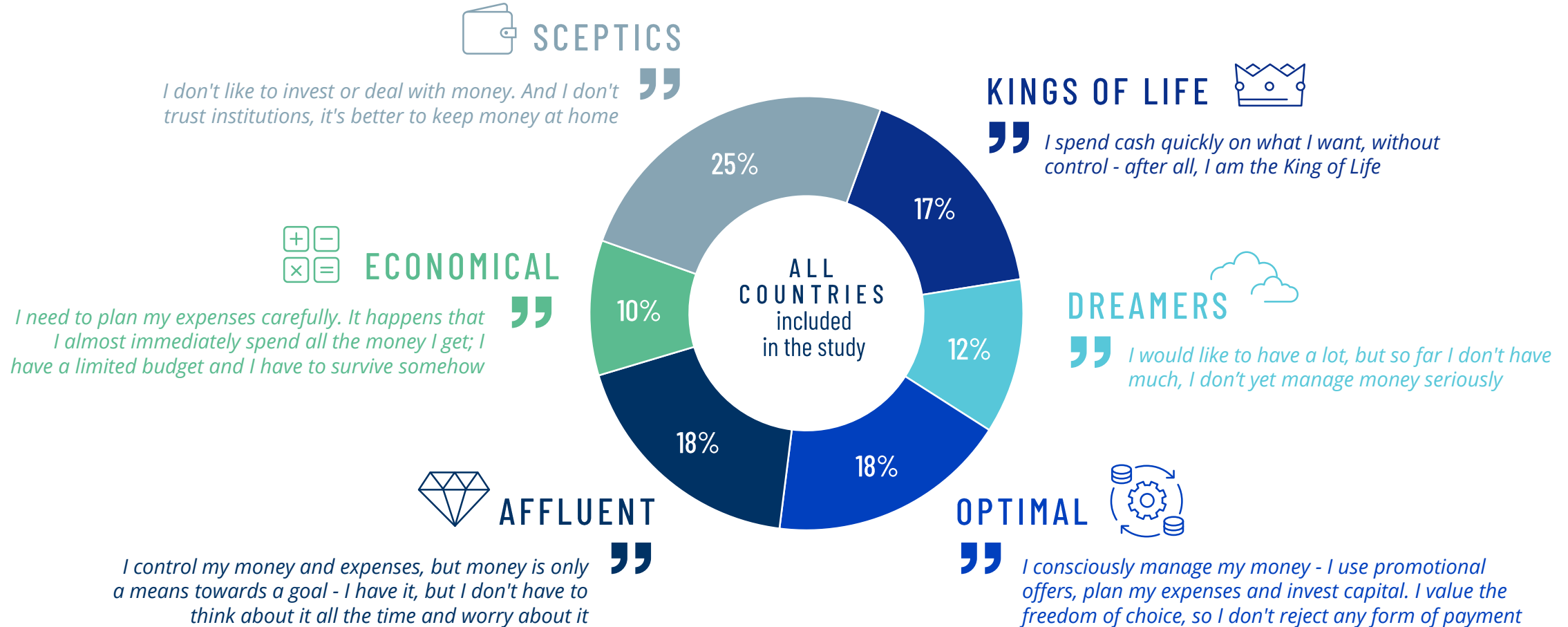
According to 72% of Slovenes, it is true that after the COVID-19 pandemic, there are more places where you can pay with a card, phone or other devices.

However, a slightly smaller number of people than in other countries are definitely convinced of this (27% vs. 46%).

.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

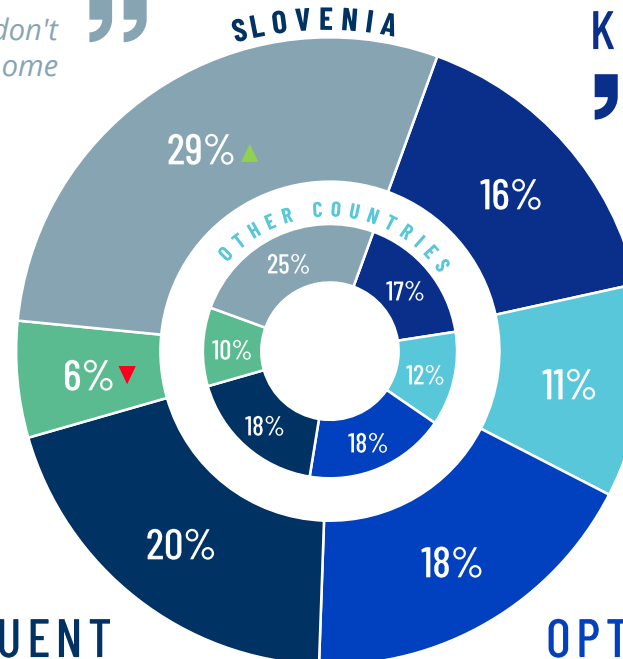


I would like to have a lot, but so far I don't have much, I don't yet manage money seriously

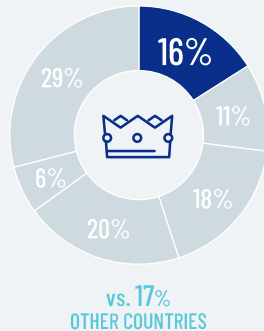
OPTIMAL



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

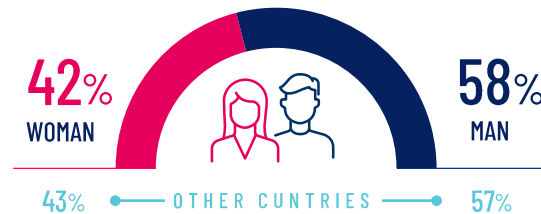
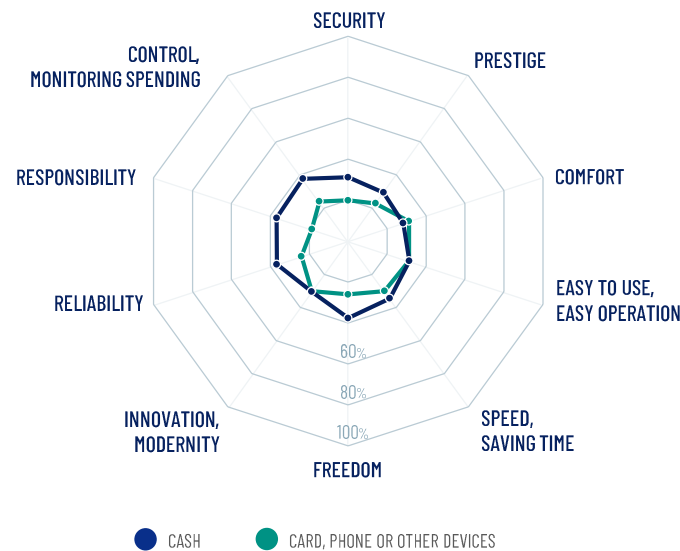
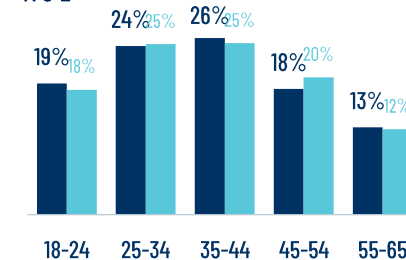


IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



AGE



PREFERRED METHOD OF PAYMENT while shopping offline

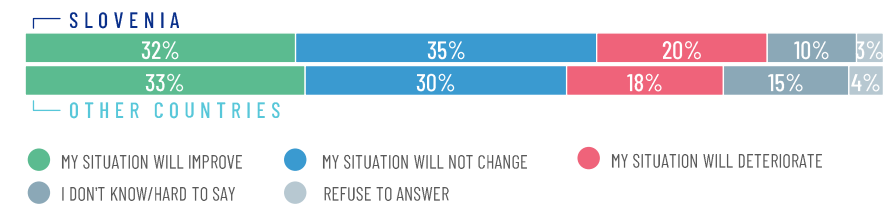


HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

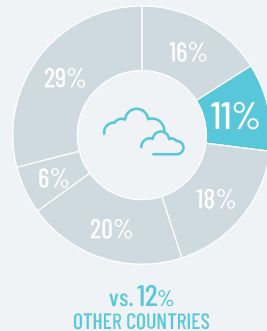
8%	WE ARE VERY POOR we don't have enough even for basic needs	8%
23%	WE ARE MODEST we have to seriously economize on a daily basis	27%
42%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	47%
20%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	14%
6%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	4%

OTHER COUNTRIES

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



SEGMENTATION - DREAMERS



DREAMERS

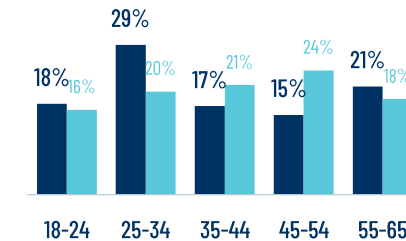
I would like to have a lot, but so far I don't have much, I don't yet manage money seriously



GENDER



AGE



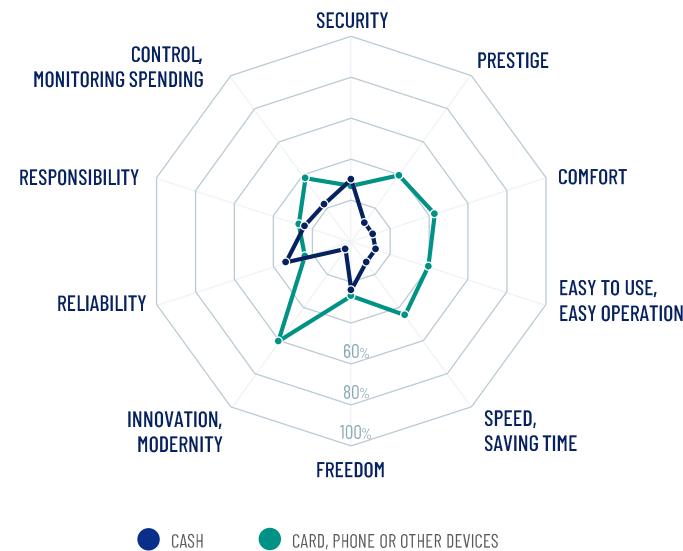
PREFERRED METHOD OF PAYMENT while shopping offline



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

IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

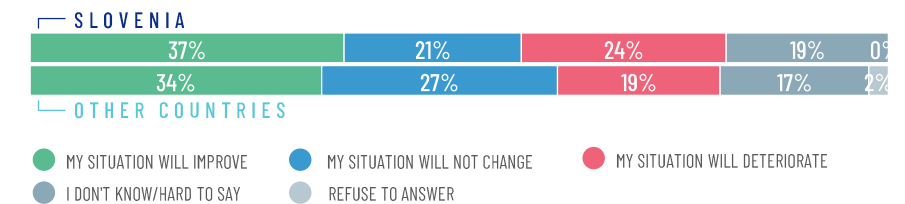


HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

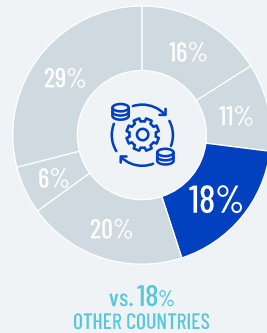
3%	WE ARE VERY POOR we don't have enough even for basic needs	3%
13%	WE ARE MODEST we have to seriously economize on a daily basis	20%
51%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	56%
27%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	18%
6%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	3%

SLOVENIA 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

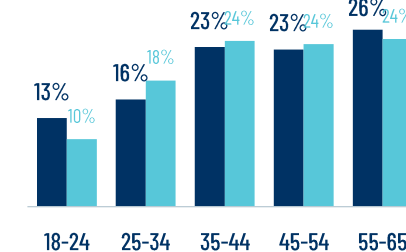
ATTITUDES

- **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



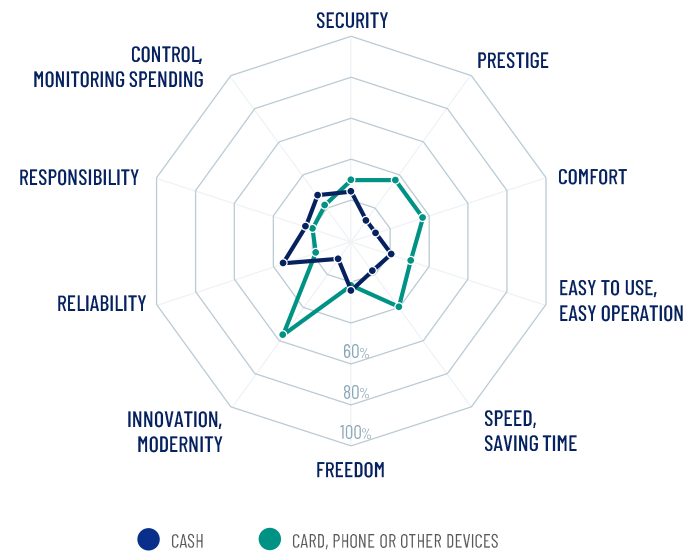
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

1%	WE ARE VERY POOR we don't have enough even for basic needs	2%
16%	WE ARE MODEST we have to seriously economize on a daily basis	18%
60%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	62%
17%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	16%
▲ 5%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%

SLOVENIA OTHER COUNTRIES

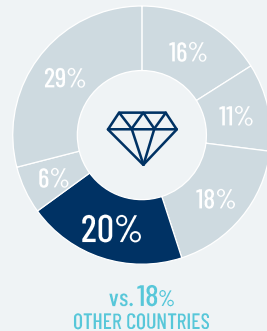
HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

SLOVENIA	30%	32%	21%	15%	2%
OTHER COUNTRIES	30%	32%	20%	17%	1%

● 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



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

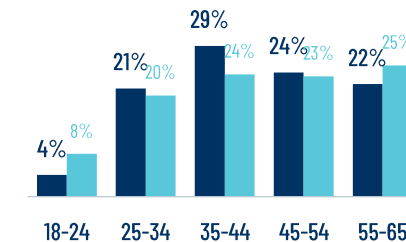
ATTITUDES

- **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



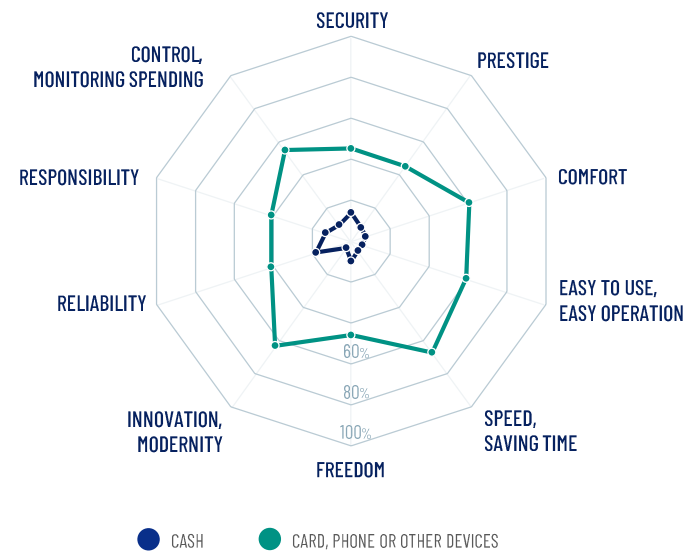
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

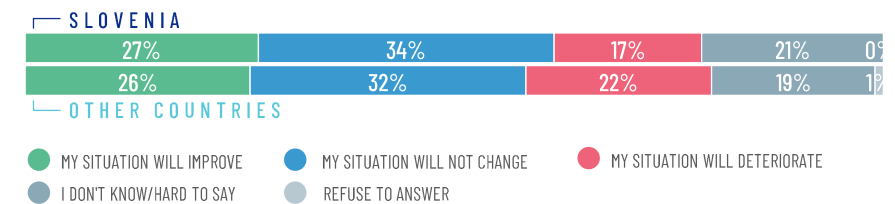


HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

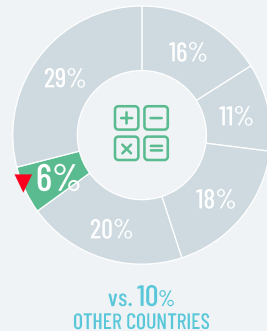
1%	WE ARE VERY POOR we don't have enough even for basic needs	2%
11%	WE ARE MODEST we have to seriously economize on a daily basis	15%
66%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	63%
20%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	17%
2%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%

SLOVENIA OTHER COUNTRIES

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



SEGMENTATION - ECONOMICAL

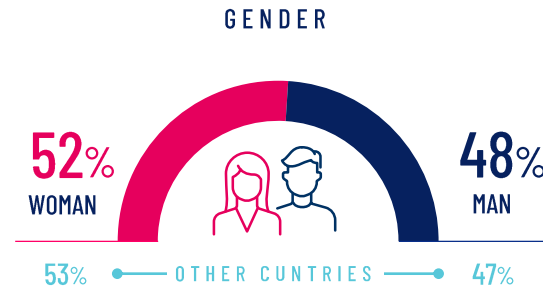
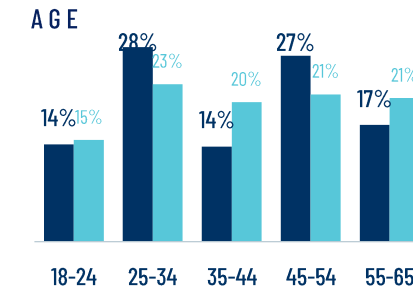
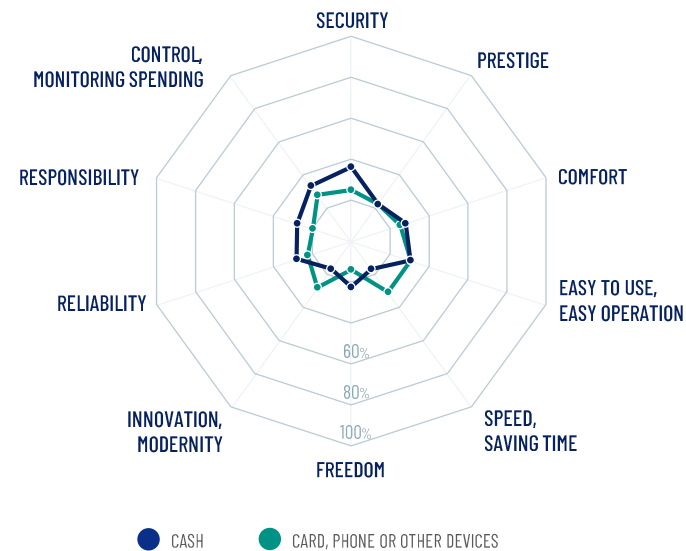


ECONOMICAL

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.

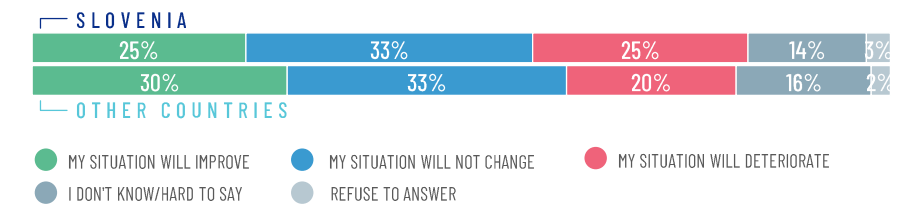
ATTITUDES

- 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**

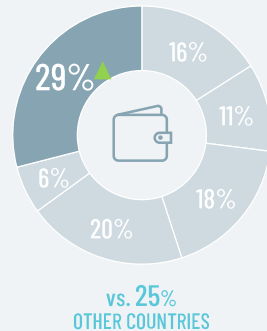
IMAGE (ASSOCIATIONS)
OF CASH AND ELECTRONIC PAYMENTSPREFERRED METHOD
OF PAYMENT
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL
SITUATION OF YOUR HOUSEHOLD?

3%	WE ARE VERY POOR we don't have enough even for basic needs	5%
27%	WE ARE MODEST we have to seriously economize on a daily basis	25%
47%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%
20%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	12%
3%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	3%

SLOVENIA OTHER COUNTRIES

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

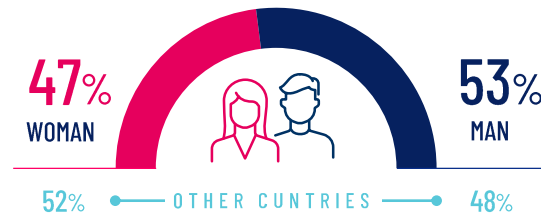
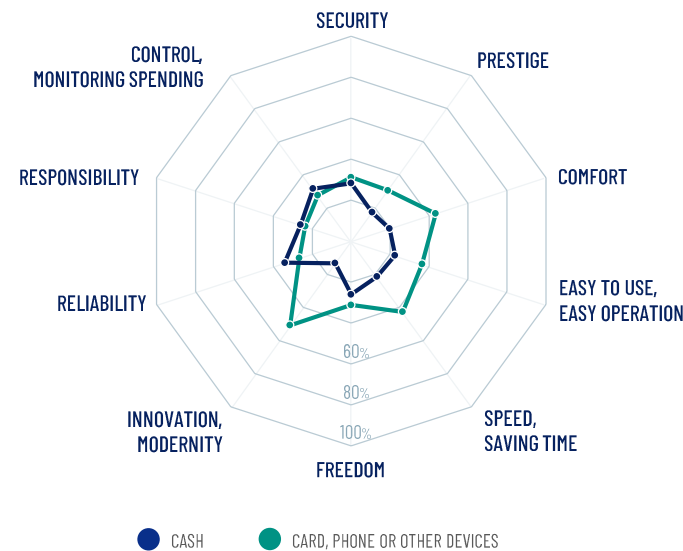
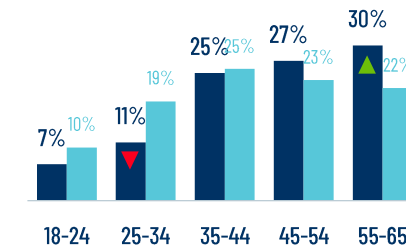


IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



AGE



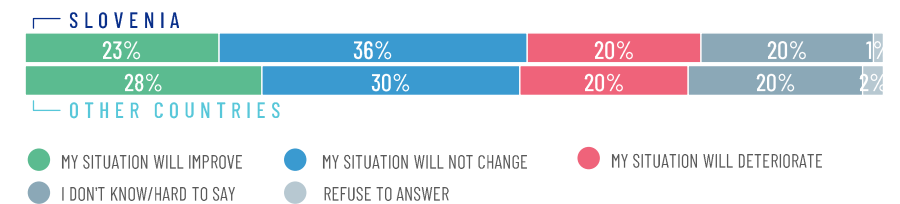
PREFERRED METHOD OF PAYMENT while shopping offline



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%
18%	WE ARE MODEST we have to seriously economize on a daily basis	26%
57%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%
21%	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

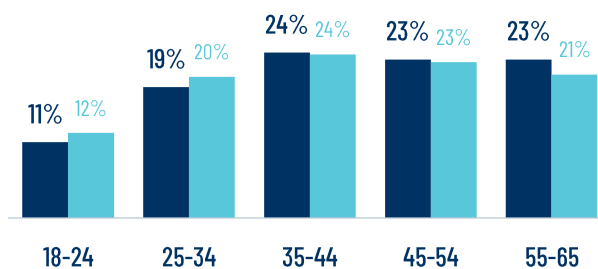


ABOUT RESPONDENTS

GENDER



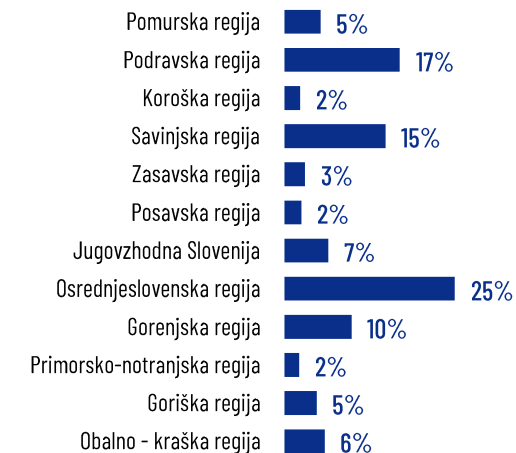
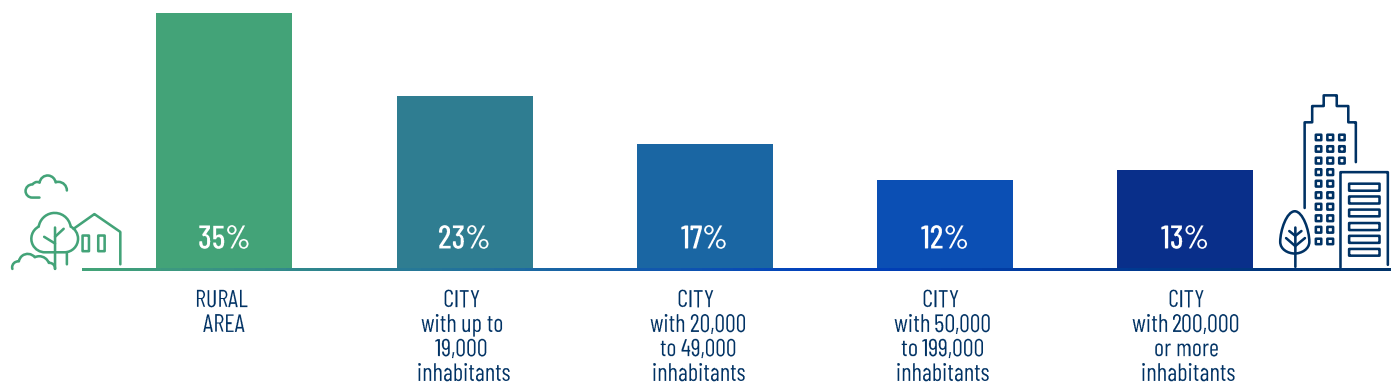
AGE



LEVEL OF EDUCATION



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

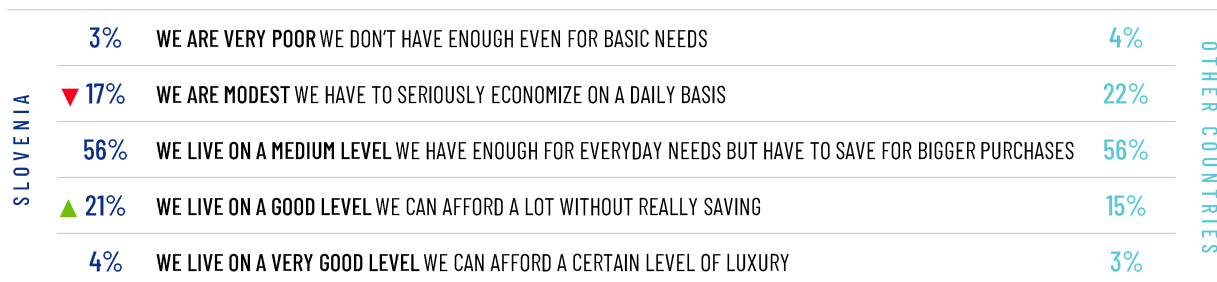


ABOUT RESPONDENTS

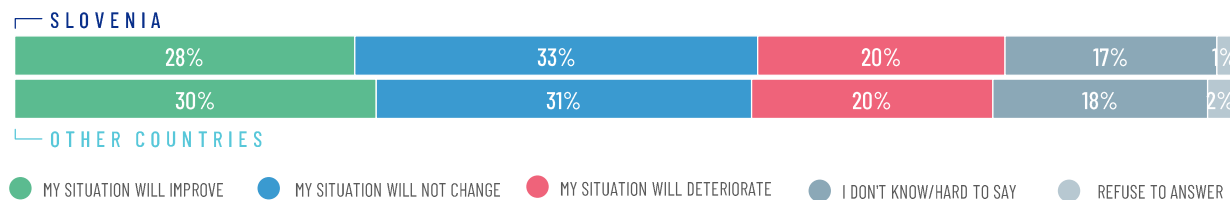
YOUR CURRENT WORK SITUATION



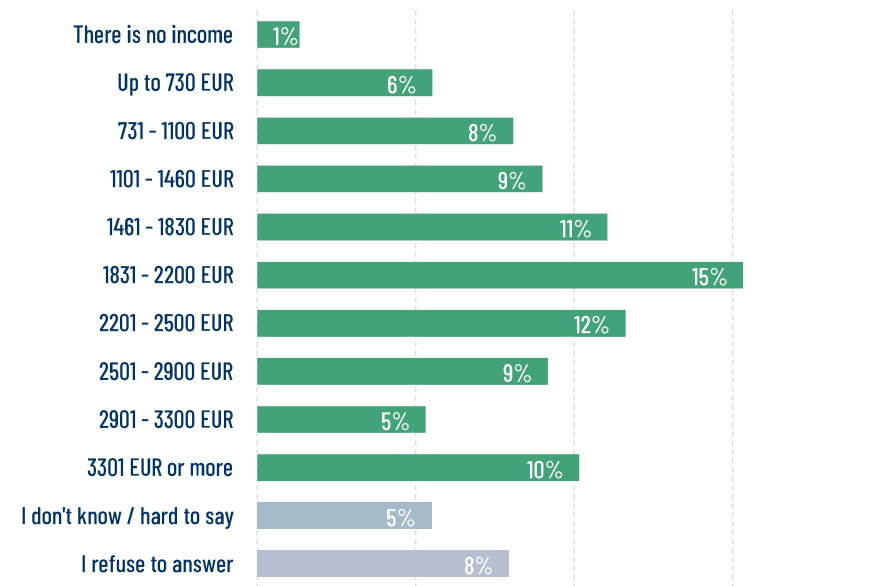
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

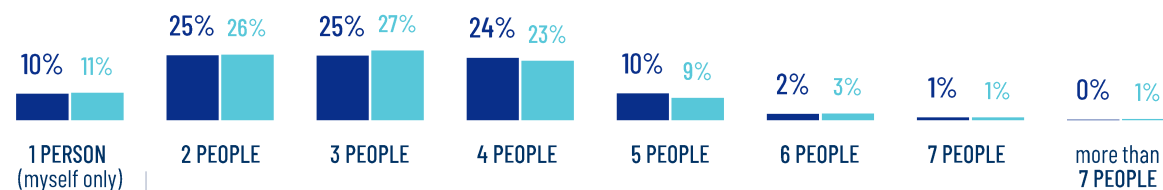


WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

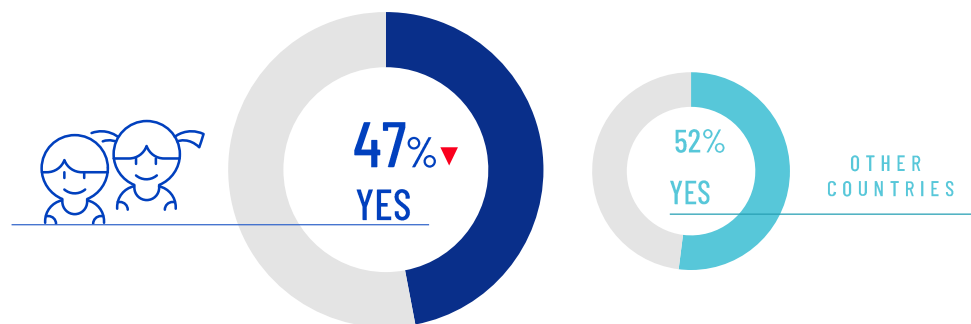


ABOUT RESPONDENTS

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 _____

