



ATTITUDES TOWARD **PAYMENT METHODS**

INTERNATIONAL SURVEY - MAY 2022



THE AIM OF THE STUDY



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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

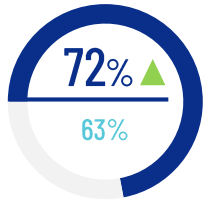
The study was conducted using CAWI methodology
– respondents were invited to take part in an internet survey.

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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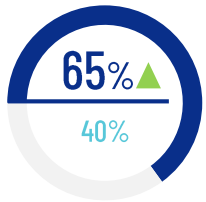
VISA

KEY FINDINGS



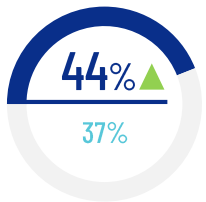
7/10

Spanish people **have made the last payment offline.**

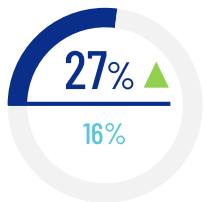


2/3

Indicate **digital wallets** as payment method **spontaneously.**

MORE THAN
2/5

Prefer cash in general while making payments **during shopping offline.**

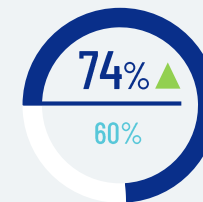


1/4

Do not agree that **possibility to pay cashless** makes a **business customer-centric.**

Spanish people, compared to other nations participating in the study, are somewhere in between cash and electronic payment methods, which for them are especially card and sometimes fast electronic payments.

They see advantages of both ways of payment and choose this which is more convenient for them at the moment of purchase.



ACCORDING TO

3/4

Spanish people, card is one of two most often used payment methods, next to cash.

.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

SPAIN

For Spanish, money is a Means of realizing values, ensuring a sense of independence and freedom of choice. They are generally sceptical about financial institutions. However, they believe in Investment – perceive it as an important element of managing money well. They control and plan their expenses and avoid impulse spending.

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

SPAIN - 15,6

OTHER COUNTRIES - 15,4

Spanish demonstrate similar money control to residents of other countries participating in the survey.



MEANS

SPAIN - 16,7▲

OTHER COUNTRIES - 16,1

The dominant component of attitude toward money is treating it as a Means of realizing values, ensuring a sense of independence and freedom of choice.



PLEASURE

SPAIN - 13,1

OTHER COUNTRIES - 13,2

In Spain, the Pleasure attitude that comes from dealing with money is on the similar level as among residents of other countries participating in the survey.

ATTITUDES TOWARDS MONEY

LEVEL 2

COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

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The results presented represent the mean value for each indicator.



INVESTMENT

SPAIN - 8,1 ▼

OTHER COUNTRIES - 8,5

Although the interest in investing money in Spain is the strongest component (compared to insurance and banking services), it is still lower than the average of other countries.



INSURANCE

SPAIN - 6,3 ▼

OTHER COUNTRIES - 6,8

In comparison to citizens from other countries Spanish are less convinced that the Insurance is important and necessary, both for them and for their property.



BANKING SERVICES

SPAIN - 7,4 ▼

OTHER COUNTRIES - 8,9

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

ATTITUDES TOWARDS MONEY

LEVEL 2

COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

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The results presented represent the mean value for each indicator.



MANAGEMENT

SPAIN - 5,9 ▼

OTHER COUNTRIES - 6,5

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



ACCOUNTING

SPAIN - 9,4 ▲

OTHER COUNTRIES - 8,9

Spanish are focused on controlling and planning expenses. This result for Spain is higher than in other countries.



IMPULSE SPENDING

SPAIN - 5,8 ▼

OTHER COUNTRIES - 6,1

Impulse Spending is weak in Spain and even lower compared to other countries participating in the study. It shows that Spanish do not spend money without reflection or without making financial plans.

SPANISH AND ATTITUDE TO MONEY



For Spanish, among the main components of the attitude towards money, treating money as a means of realizing value is the strongest

- In their opinion, money provides a sense of independence and freedom of choice
- They are generally sceptical about financial institutions
- Spanish control and plan their expenses and try not to spend money impulsively



SPAIN

Capital city: **Madrid**

Currency: **Euro**

Population: **47,35 million**

.03

PAYMENT METHODS AWARENESS AND USAGE

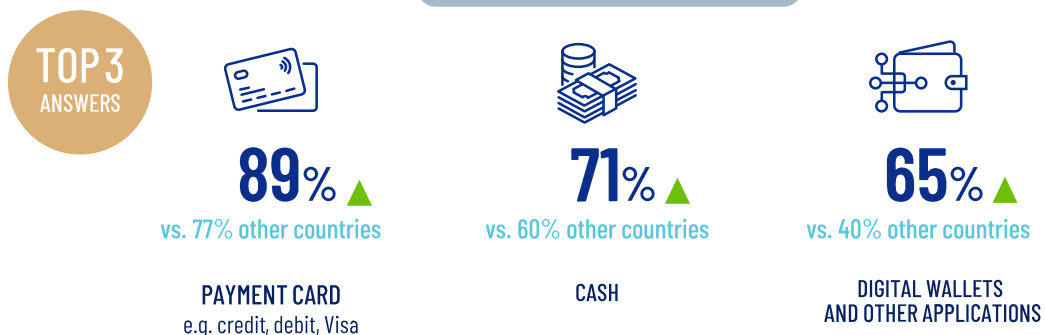


AWARENESS OF DIFFERENT FORMS OF PAYMENT

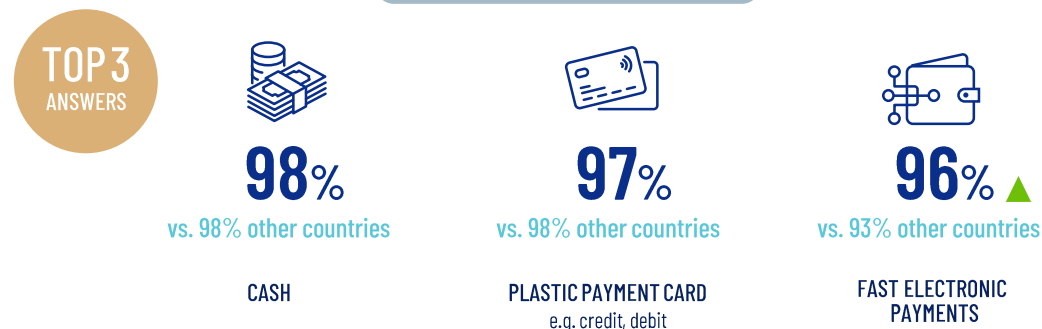
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

Cash, card and fast electronic payments are payment methods known by majority of Spanish. Moreover, 7/10 of them are familiar with fractional payments as well.
Spanish most often spontaneously mention such forms of payment as: cards (89%), cash (71%) and digital wallets (65%) – all of these methods are mentioned more often by Spanish than by citizens from other countries.
Aided awareness of digital wallets is also higher compared to other countries (96% vs. 93%).

SPONTANEOUS AWARENESS



AIDED AWARENESS



METHODS SPECIFIC FOR GIVEN COUNTRY



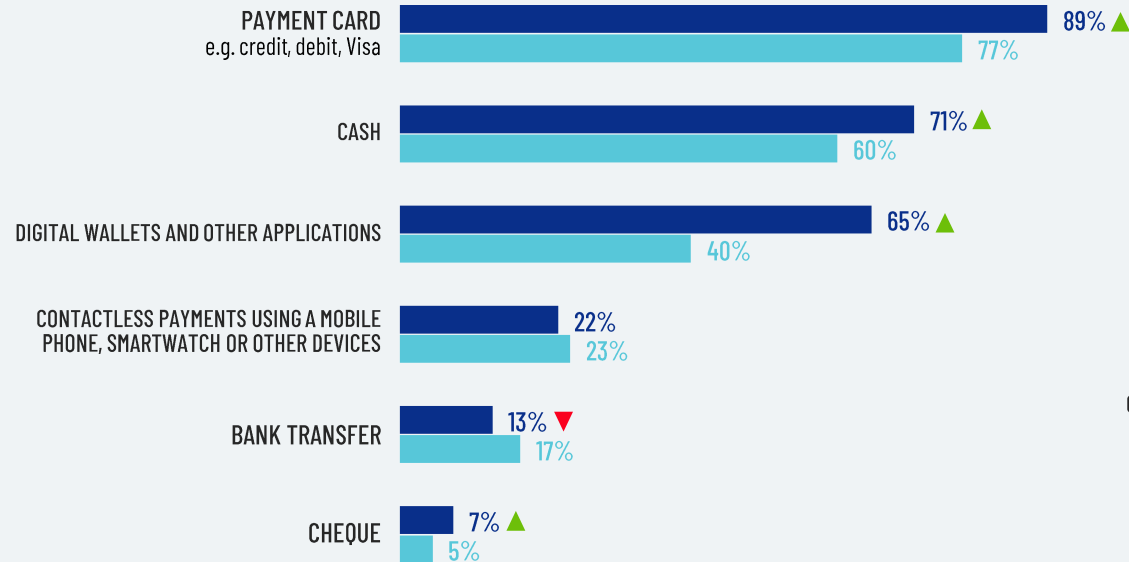
INTERESTING FACT



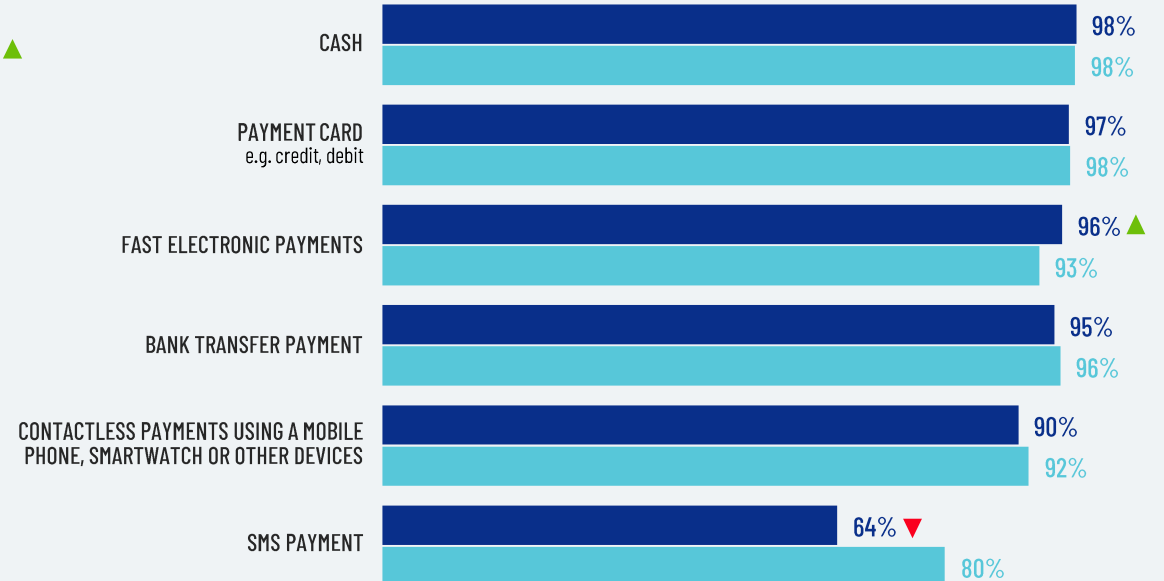
AWARENESS OF DIFFERENT FORMS OF PAYMENT

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SPONTANEOUS AWARENESS

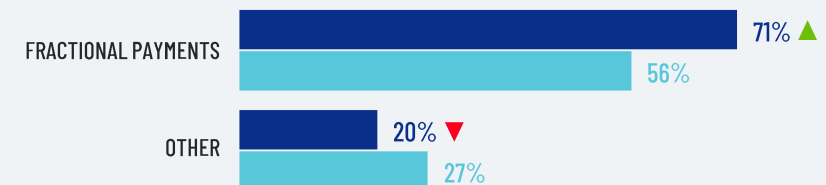


AIDED AWARENESS



METHODS SPECIFIC FOR GIVEN COUNTRY

comparison with Portugal only



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

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 Spain are: cash, plastic payment card and fast electronic payments – this last method is used more often by Spanish than citizens from other countries. At the same time, Spanish use traditional bank transfers less often compared to others. Almost 3/10 of Spanish have ever used fractional payments and 58% of them use it at least 2-3 times per month. However, they use this method less often than the Portuguese.

TOP 3
ANSWERS

% OF USERS

FREQUENCY OF USAGE (AMONG USERS)

% OF POTENTIAL USERS

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

CASH

PAYMENT CARD
e.g. credit, debit

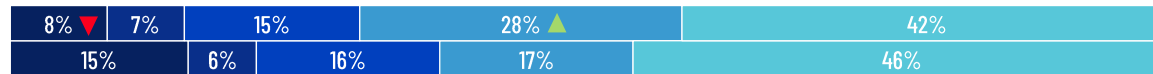
FAST ELECTRONIC PAYMENTS



METHOD SPECIFIC FOR GIVEN COUNTRY

comparison with Portugal only

FRACTIONAL PAYMENTS



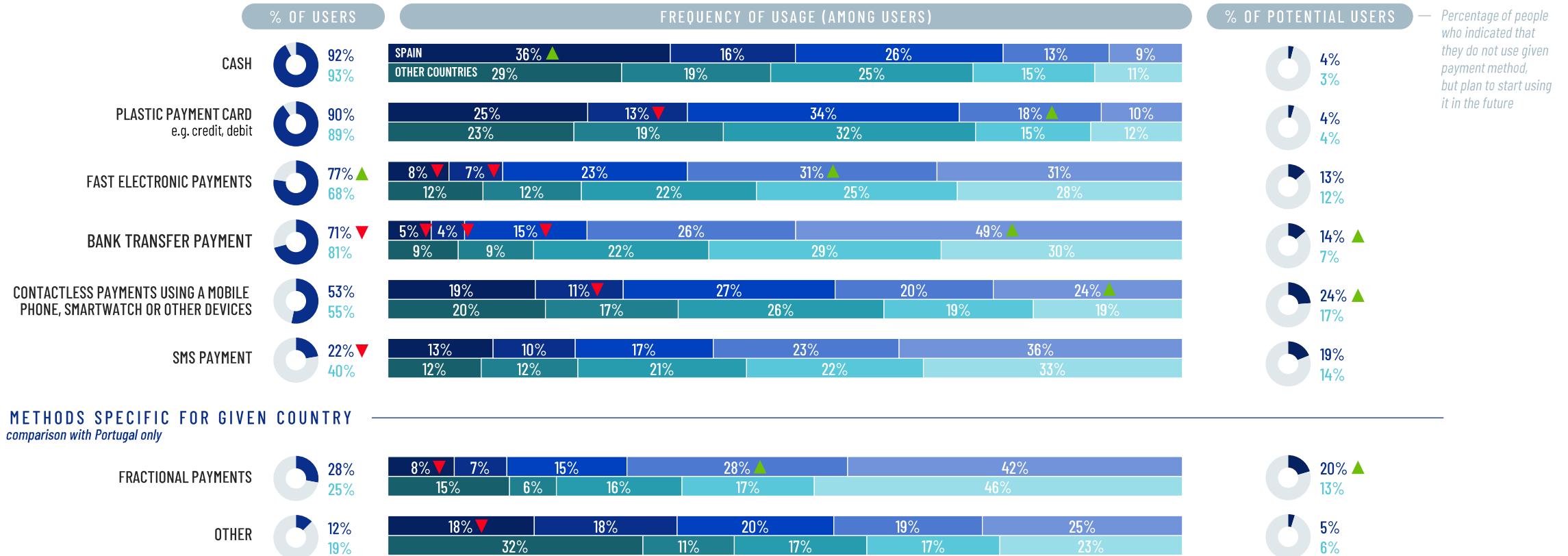
INTERESTING FACT

BANK TRANSFER PAYMENT



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

Spanish most often pay with a plastic card or cash – more often they even choose a card (74% vs. 65% for cash). This proportion is slightly different from that observed in other countries, where cash (56%) is indicated almost as often as card (60%). Payment card is convenient and secure. Cash is often used for small expenses and it is also perceived as convenient. Fast electronic payment is the third most frequently used method, chosen by almost 1/5 of people in Spain. It is appreciated primarily for the security it provides.



7/10 MOST OFTEN CHOOSE PAYMENT BY CARD, BECAUSE IT IS CONVENIENT AND SECURE

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?

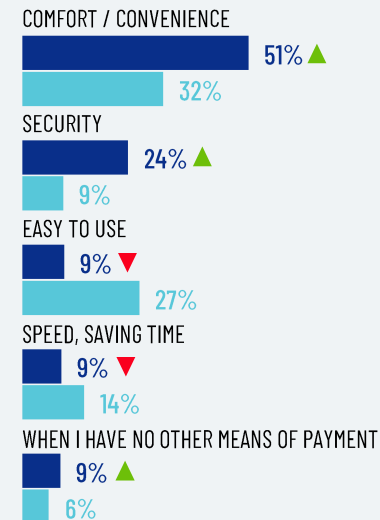
MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



PAYMENT CARD

74% ▲

vs. 60% other countries



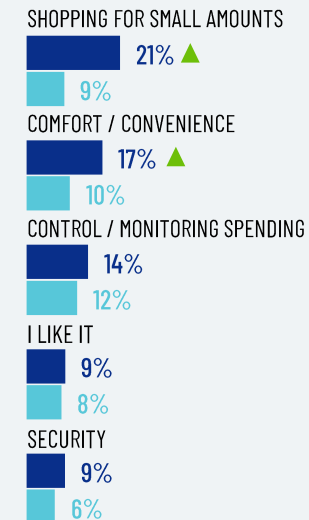
SPAIN n=471
OTHER COUNTRIES: n=4948



CASH

65% ▲

vs. 56% other countries



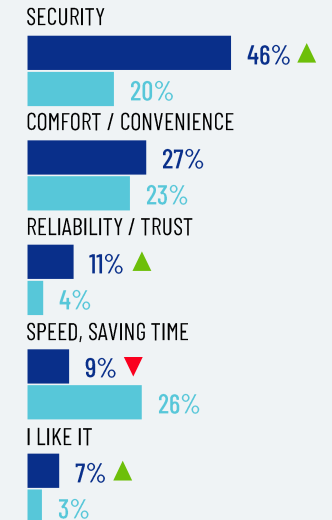
SPAIN n=412
OTHER COUNTRIES: n=4678



FAST ELECTRONIC PAYMENTS

18% ▲

vs. 14% other countries



SPAIN n=111
OTHER COUNTRIES: n=1123

MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

OTHER METHODS



CONTACTLESS PAYMENTS USING
A MOBILE PHONE, SMARTWATCH
OR OTHER DEVICES

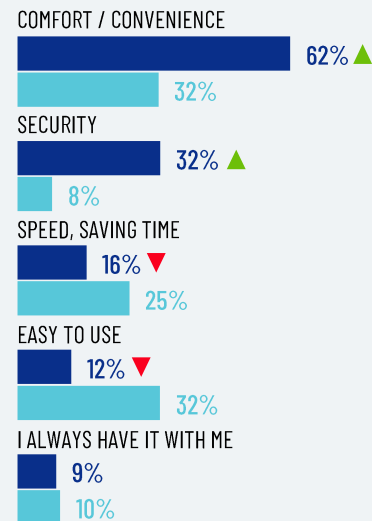
% OF RESPONDENTS WHO USES
GIVEN METHOD MOST OFTEN
AND WHICH PAYMENT FORMS
DO YOU USE MOST OFTEN?
(AS FIRST OR SECOND CHOICE)

16%

vs. 16% other countries

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

MOST SPECIFIC ANSWERS
FOR GIVEN FORM OF
PAYMENT



SPAIN n=105
OTHER COUNTRIES: n=1331

BANKING

WHICH OF THE FOLLOWING CHANNELS OF BANKING DO YOU USE, HOW OFTEN?



29% USE MOBILE BANKING
ONCE A DAY OR MORE OFTEN



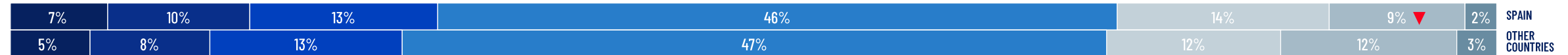
23% USE INTERNET BANKING
ONCE A DAY OR MORE OFTEN



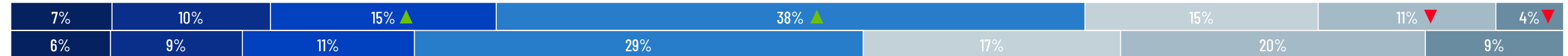
15% CONTACT BY TELEPHONE
2-3 TIMES PER MONTH

ATMs, mobile and Internet banking are the most popular channels of banking in Spain. Almost 3/10 of Spanish use mobile banking once a day or more often – it is higher percentage compared to other countries (23%). They also use Internet banking more often than other nations – 23% use it once a day or more often (compared to 18% among others). Also, Spanish more often than others contact with bank by telephone with 2-3 times per month or once a month or less frequency.

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?



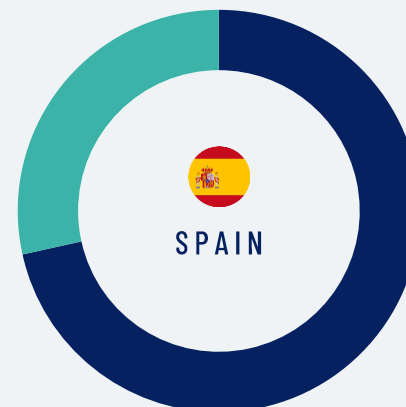
7/10

SPANISH MADE THEIR LAST
PAYMENT OFFLINEPLEASE RECALL YOUR LAST PAYMENT.
WAS IT CARRIED OUT ONLINE OR OFFLINE?

28%▼

ONLINE PAYMENT

37%



OTHER COUNTRIES

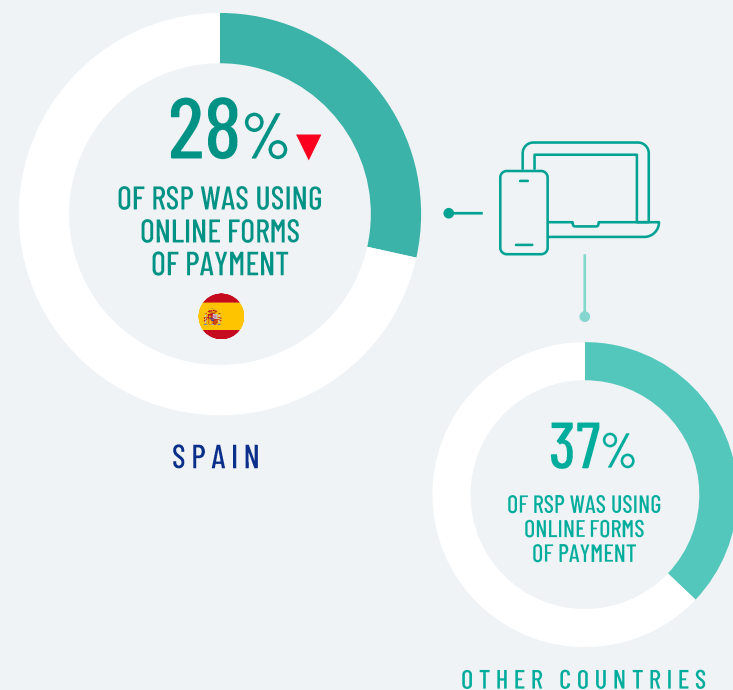


72%▲

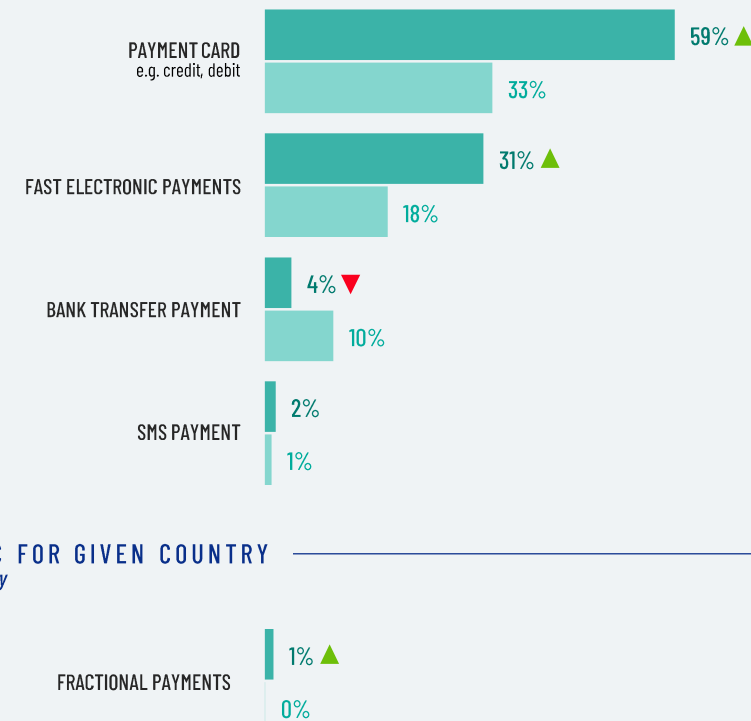
OFFLINE PAYMENT

63%

LAST ONLINE PAYMENT TYPES

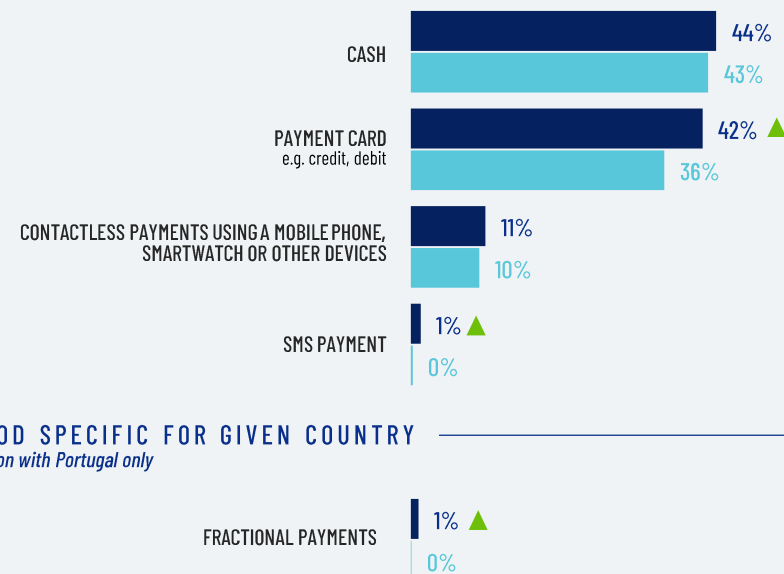
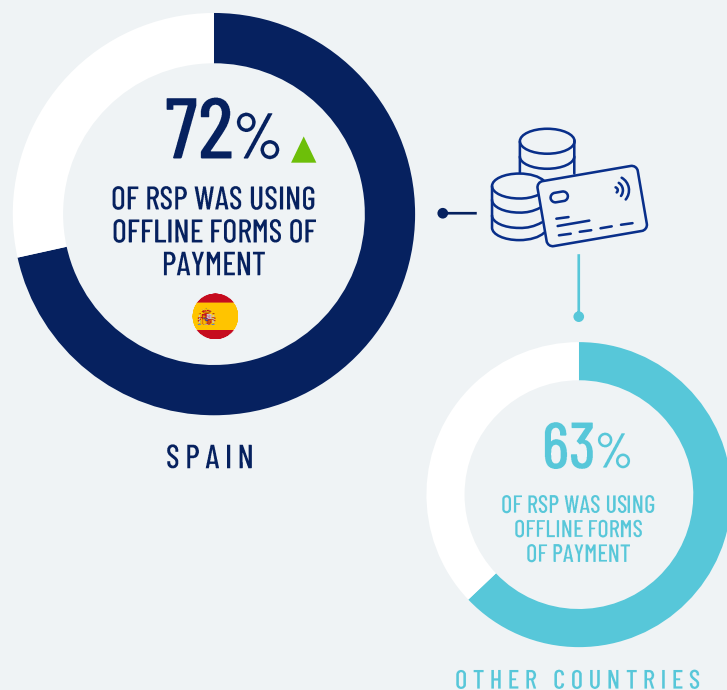


WHICH PAYMENT FORM
DID YOU USE DURING
YOUR LAST ONLINE
PAYMENT?



Almost 3/10 of Spanish made their last payment online. It is lower percentage compared to other nations participating in the study. They most often used card payment or – in the second place – they paid using fast electronic payments. Both of those payment methods are more often choose in Spain compared to other countries.

LAST OFFLINE PAYMENT TYPES



72% of Spanish made their last payment offline – it is higher percentage compared to other nations (63%). They primarily used cash, followed by plastic payment card – this order is similar to results obtained in other countries. Contactless payments were used by 11% of Spanish during the last offline payment. Only 1% of Spanish paid for offline purchase using fractional payments or SMS.

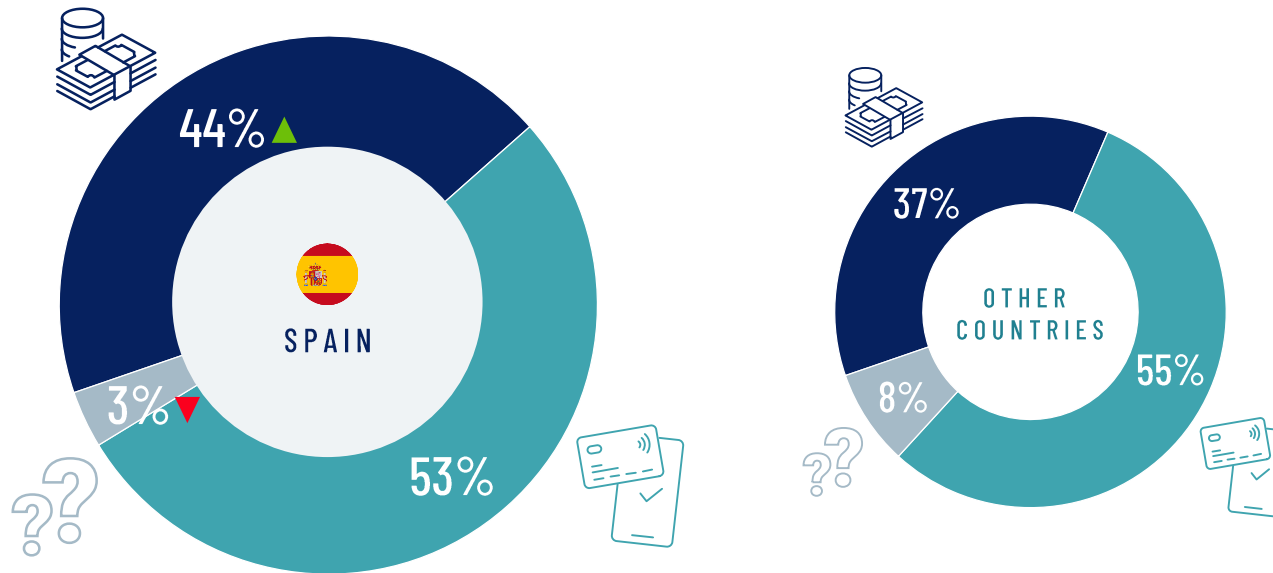
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PAYMENT METHODS **PREFERENCES**



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?



53% OF SPANISH PREFER ELECTRONIC PAYMENTS THAN CASH WHILE SHOPPING OFFLINE

More than half of Spanish prefer using cashless electronic payments than cash.

At the same time, as much as 44% of people in Spain choose cash – this is a stronger cash preference than in other countries (37%).

AMOUNT VS PREFERRED PAYMENT METHOD

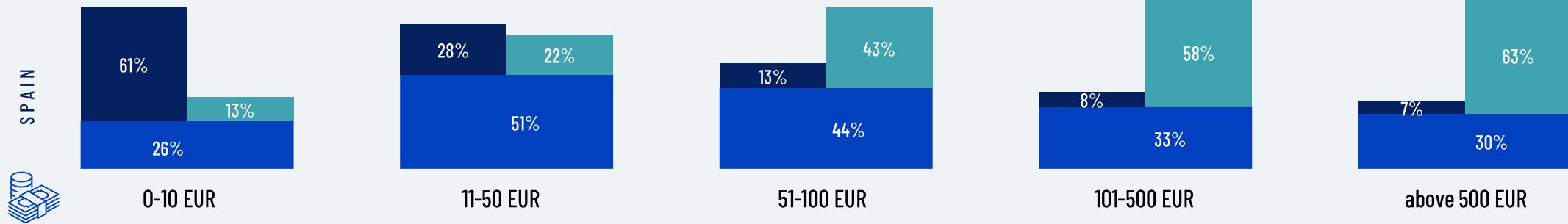


MORE THAN
100 EUR

WITH SUCH HIGH AMOUNTS MORE THAN
HALF OF SPANISH DEFINITELY PREFER
TO MAKE ELECTRONIC PAYMENTS

While paying up to 10 EUR, 6 of 10 Spanish choose cash. In case of higher expenses, the preference for cash drops sharply. The amounts of more than 100 EUR would be paid using cashless electronic methods by more than half of Spanish. The visible trend is that the higher the price, the larger group of those who prefer cashless payments. However, even in the case of the highest amounts above 500 EUR, almost 1/3 of Spanish are undecided and would sometimes choose cash, and sometimes electronic form of payment.

WHICH METHOD OF PAYMENT WOULD YOU CHOOSE IF SOMETHING COST:



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

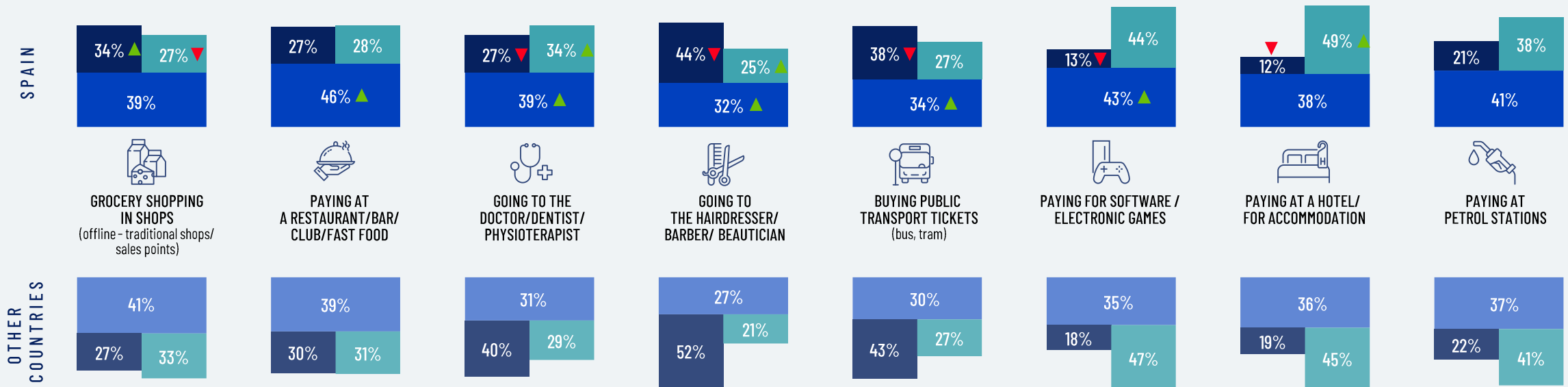


49%

CHOOSE ELECTRONIC PAYMENT
METHODS WHEN PAYING AT A HOTEL/
FOR ACCOMMODATION

Spanish switch both cashless and cash payment methods more often than residents of other countries when they pay at the restaurant, go to the doctor or to the hairdresser, buy public transport tickets or pay for electronic games. Almost half of them use cashless electronic payments while paying for accommodation – it is higher percentage than among other respondents. Also, more Spanish than citizens of other countries pay cashless while going to the doctor or hairdresser. On the other hand, in Spain paying with cash for grocery shopping is more popular compared to other nations.

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)



41%

PAY CASHLESS
AT PUBLIC INSTITUTIONS

Spanish also switch both cashless and cash payment methods more often than the others while shopping in foreign online shops, shopping at markets and bazaars, paying for entertainment and at public institutions as well as paying parking fees. Compared to residents from other countries, Spanish more often choose cashless electronic payments while shopping at markets and paying charges at public institutions.

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)

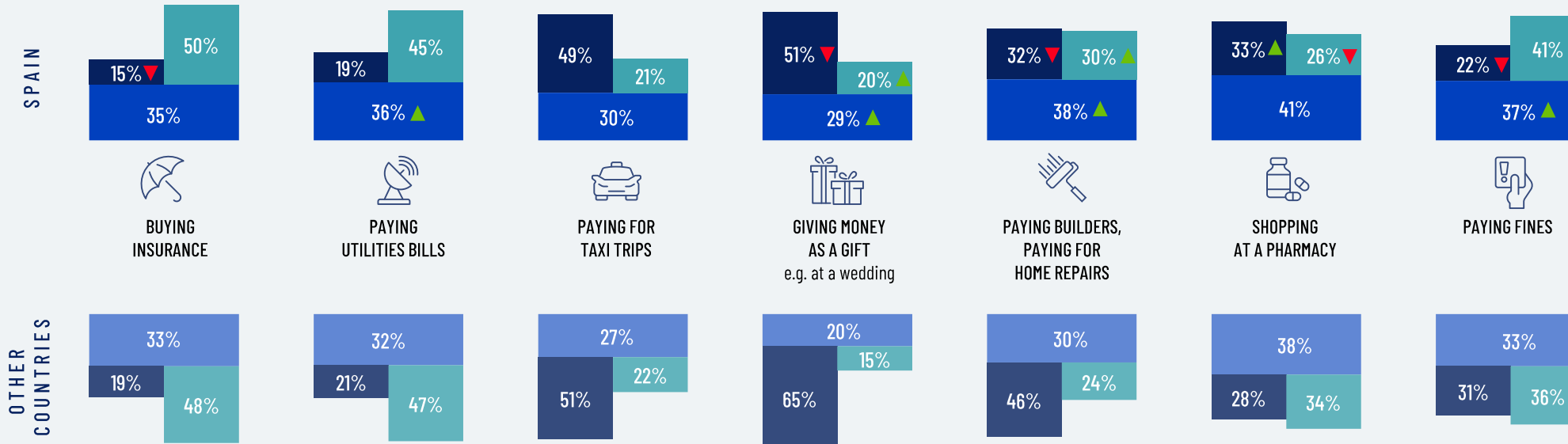


30%

PAY CASHLESS
FOR HOME REPAIRS

Switching between cashless and cash payment methods is also more popular among Spanish (compared to other nations) while paying utilities bills, giving money as a gift, paying for home repairs and paying fines. Also, in Spain paying with cash is less popular while buying insurance than in other countries participating in the study. However, cash is a slightly more common form of payment at a pharmacy (33% vs. 28% in other countries).

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

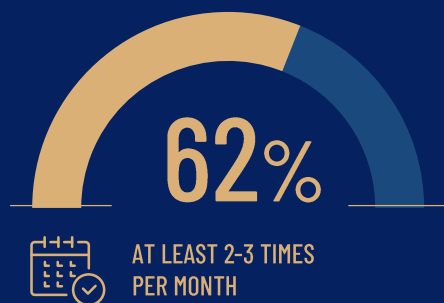


● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS

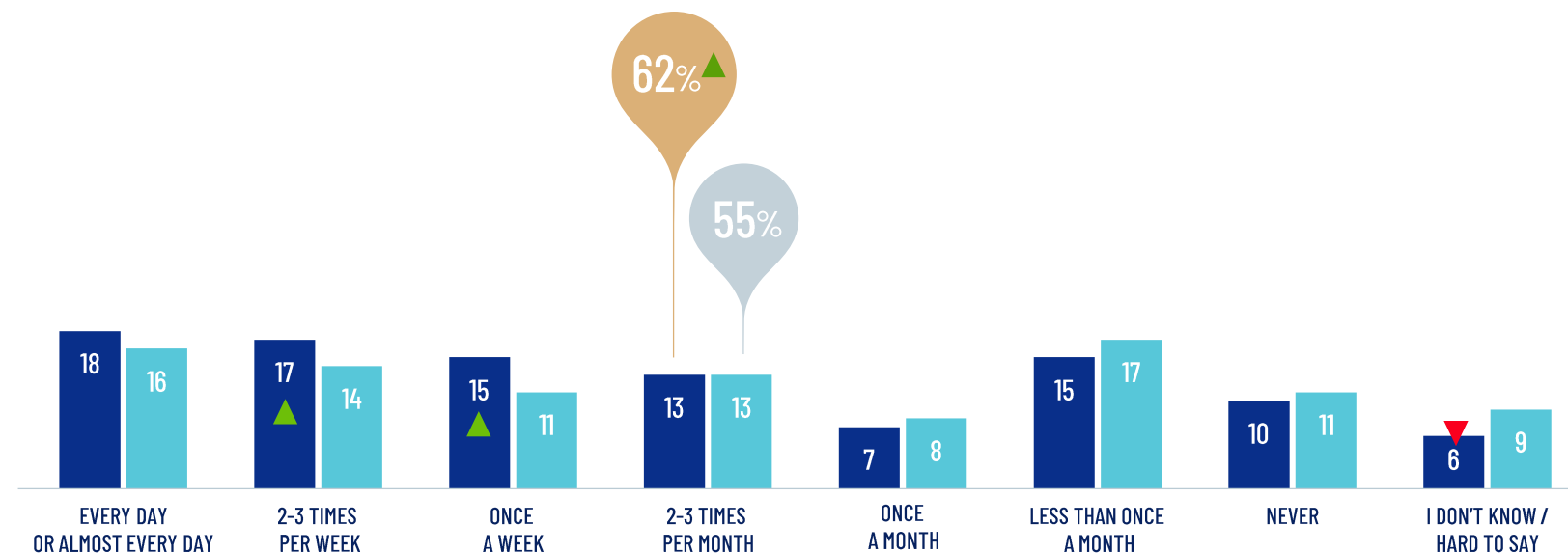
FREQUENCY OF SITUATIONS IN WHICH SPANISH PREFERRED CASH PAYMENTS

More than 6/10 of Spanish find themselves in a situation where they want to pay with cash at least 2-3 times per month – it is higher percentage compared to residents of other countries (55%).

35% of Spanish choose to pay with cash at least 2-3 times per week, despite the fact that they could pay using other methods. This result is higher than in other countries. At the same time, 10% of Spanish say that this kind of situation never occurs to them.



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



.06

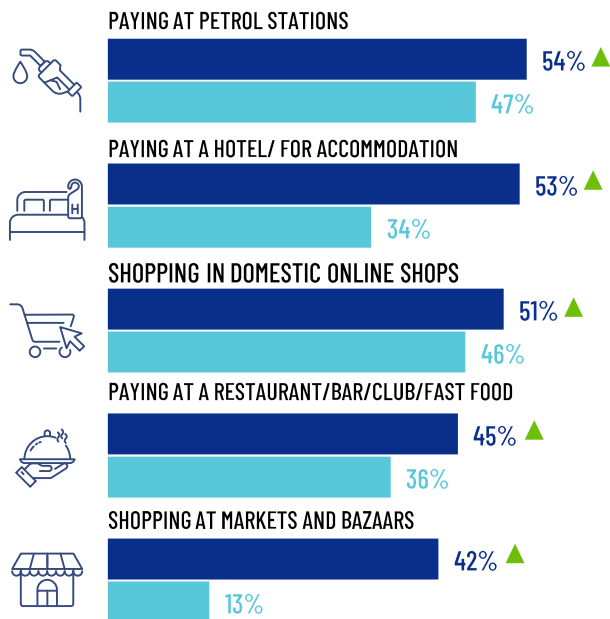
DIGITAL PAYMENTS



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

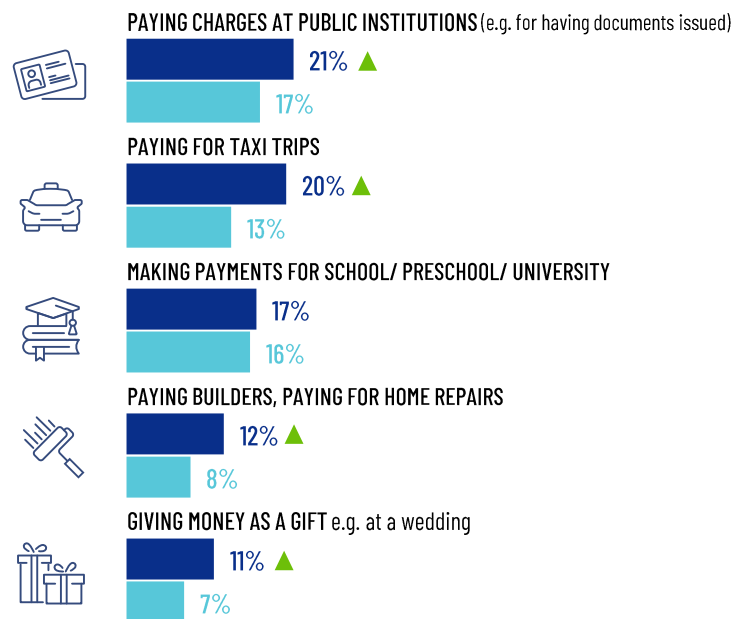
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

MOST COMMON PRODUCTS AND SERVICES



▼ 3% NONE OF THE ABOVE / vs. 6% OTHER COUNTRIES

RAREST PRODUCTS AND SERVICES



Spanish most often use cash-free payments when paying at petrol stations, for accommodation, at restaurants, shopping in domestic online shops and at bazaars. These results are significantly higher than in other countries.

Situations in which they usually do not choose cash-free methods are: paying at public institutions, for taxi trips, for home repairs, making payments for school and giving money as a gift.

42% SPANISH USE CASH-FREE METHODS WHEN PAYING AT MARKETS AND BAZAARS

3% ONLY THIS PERCENTAGE OF PEOPLE IN SPAIN DO NOT USE ELECTRONIC PAYMENTS IN ANY SITUATION

PRODUCTS AND SERVICES FOR WHICH POLES 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.):

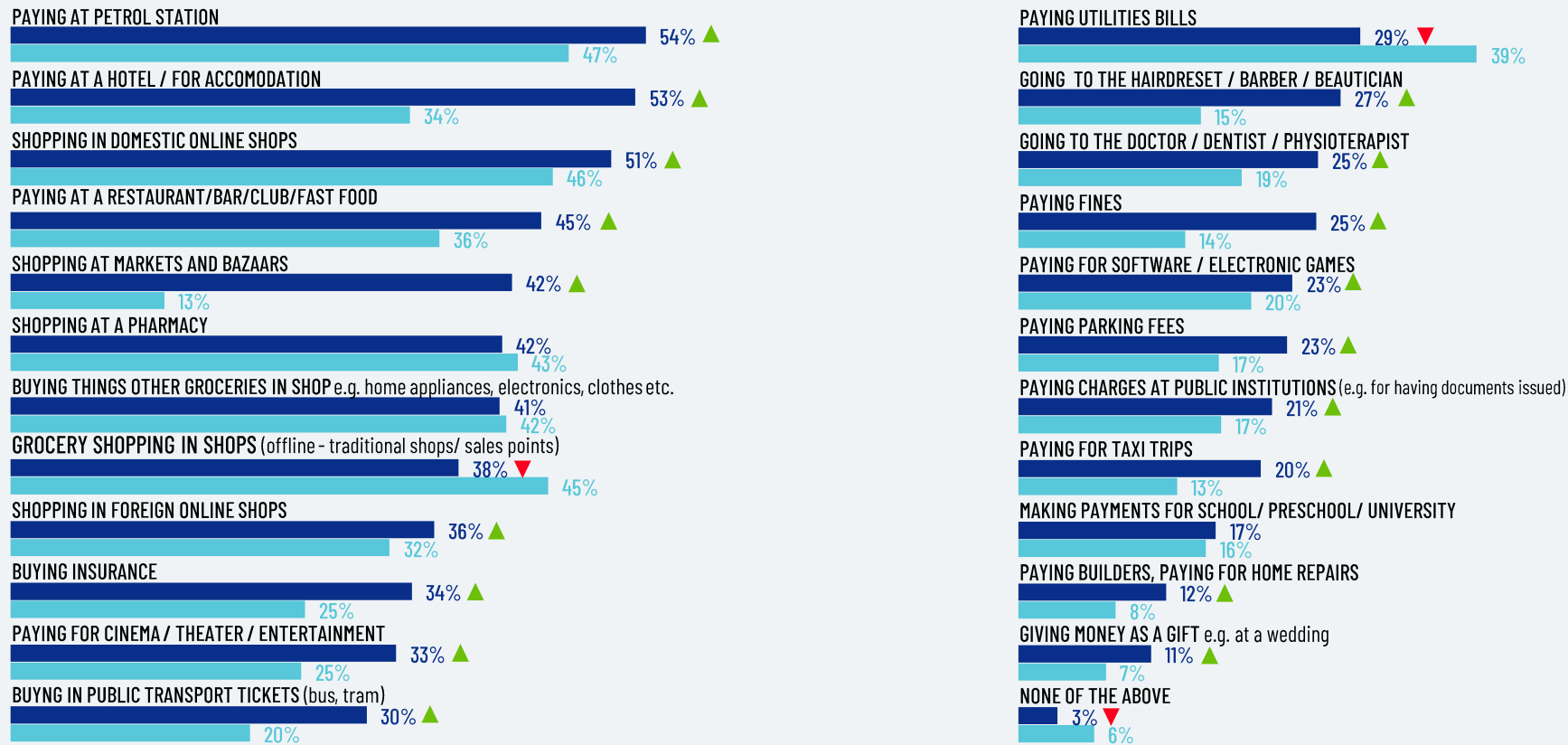


IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS

+ thumbs up **83%**

SPANISH PERCEIVE A PLACE WHERE
ELECTRONIC PAYMENTS ARE
AVAILABLE AS MODERN

27% thumbs down

SPANISH DO NOT THINK THAT
POSSIBILITY TO PAY
CASHLESS MAKES A BUSINESS
CUSTOMER-CENTRIC

Offering cashless payment methods has a definitely positive effect on the perception of the place of purchase among Spanish, as well as among residents of other countries.

8 out of 10 respondents in Spain perceive a place where cashless electronic payments are available as modern. 75% believe that places offering cashless payments are safer for hygienic reasons – both those results are similar to other countries. 70% of Spanish think that this payment method makes a business customer-centric – it is lower compared to other nations (75%).

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

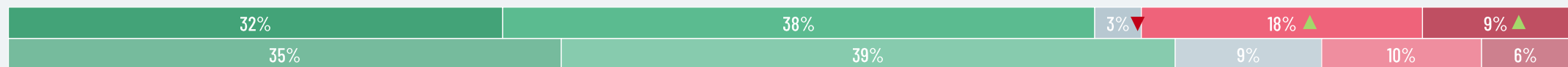
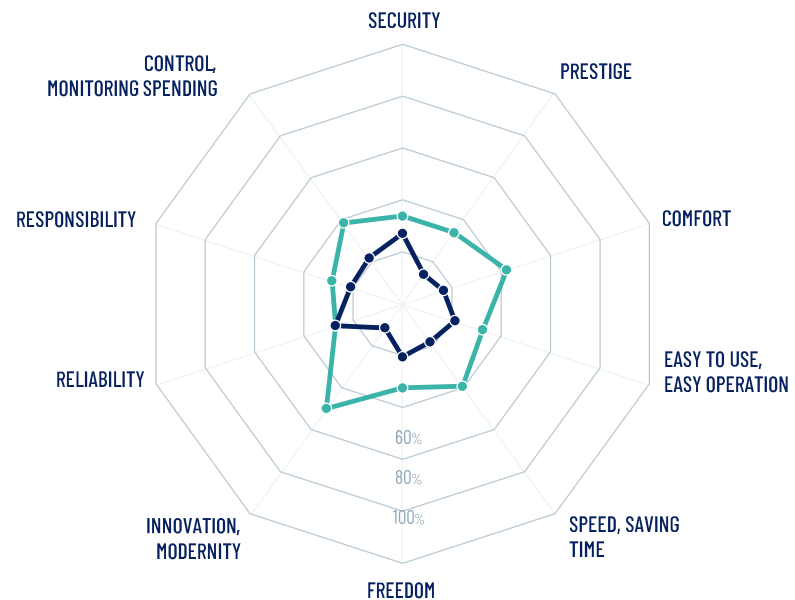


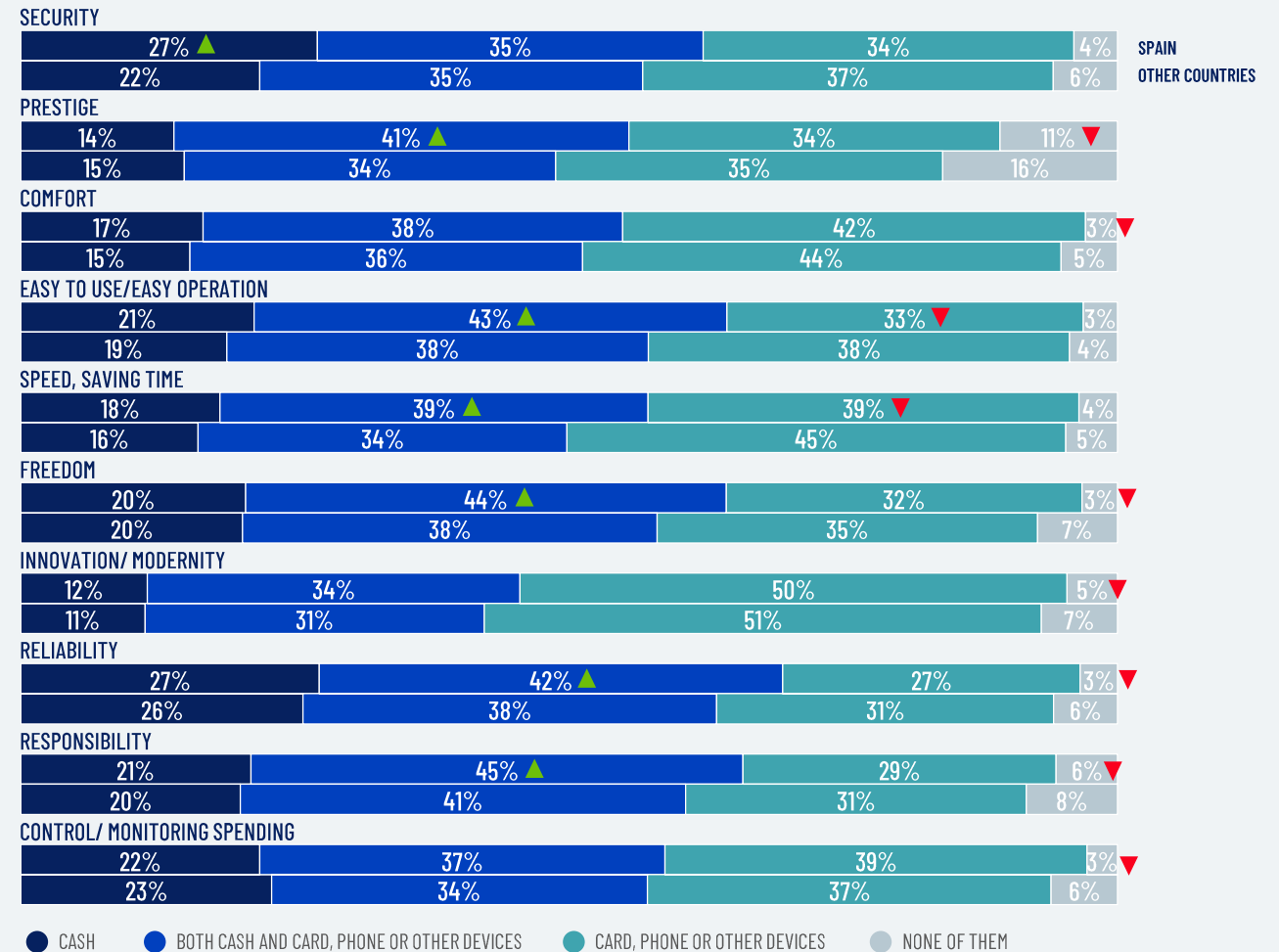
IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

In Spain, the image of cashless payments by card, phone or other devices and image of cash have similar perception – both methods are associated with prestige, being easy to use, saving time, freedom, reliability and responsibility. Among Spanish, compared to other countries, cash is perceived as more secure – but still cashless payments are more fit to this attribute.

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?

SPAIN



OTHER COUNTRIES



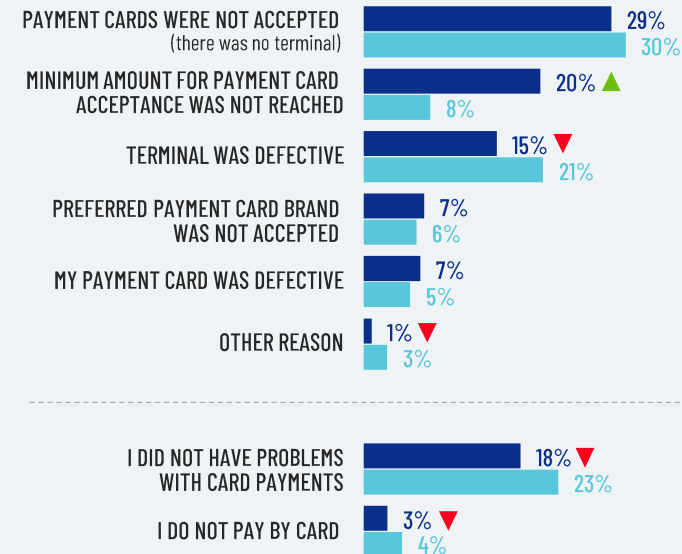
● EVERY DAY OR ALMOST EVERY DAY ● 2-3 TIMES PER WEEK ● ONCE A WEEK ● SEVERAL TIMES A MONTH
 ● ONCE A MONTH OR LESS OFTEN ● NEVER ● I DON'T KNOW / HARD TO SAY

ALMOST
2/10

SPANISH HAVE NO PROBLEMS
WITH CARD PAYMENTS.



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?



Spanish – more often than residents from other countries – find themselves having trouble paying by card several times a month (20% vs. 14%). 18% of Spanish have no problems with card payments.

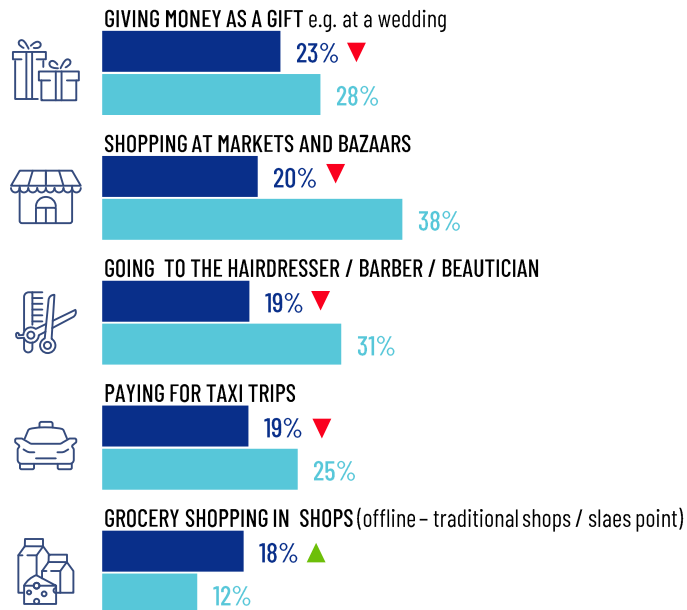
If they have such difficulties, it is because cards are not accepted or the minimum amount of payment was not reached – the second situation happens in Spain more often compared to other countries (20% vs. 8%).

● SPAIN ● OTHER COUNTRIES

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

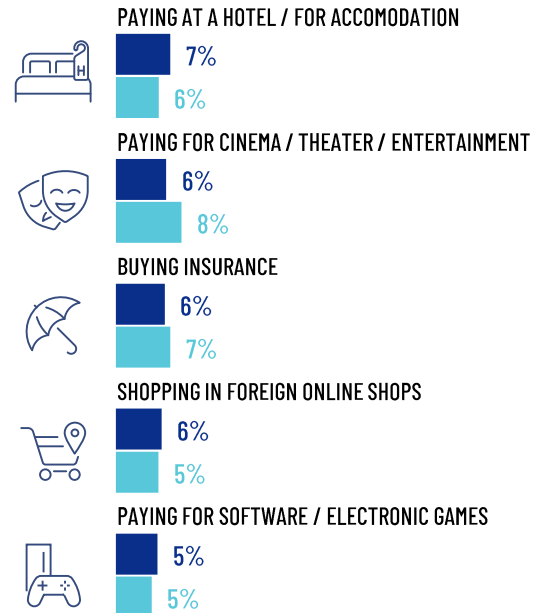
IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

MOST COMMON PRODUCTS AND SERVICES



▲ 22% NONE OF THE ABOVE / vs. 17% OTHER COUNTRIES

RAREST PRODUCTS AND SERVICES



2/10

SPANISH DO NOT FIND ANY SITUATION
IN WHICH CARD PAYMENT IS UNAVAILABLE

In Spain, a situation when card payment is unavailable occurs less frequently than in other countries.

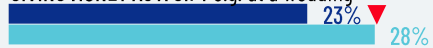
Most often, Spanish cannot pay by card while giving money as a gift, shopping at bazaars, going to the hairdresser and paying for taxi trips – those results are lower compared to other countries. In addition, it sometimes happens that a card option is not available in Spain when shopping in groceries – it is higher percentage compared to others.

The least frequent problems with card payments appear when buying electronic games, insurance, shopping in foreign online shops, paying for entertainment and for accommodation.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

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

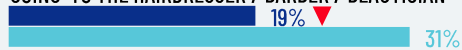
GIVING MONEY AS A GIFT e.g. at a wedding



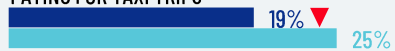
SHOPPING AT MARKETS AND BAZAARS



GOING TO THE HAIRDRESSER / BARBER / BEAUTICIAN



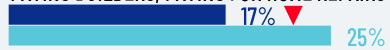
PAYING FOR TAXI TRIPS



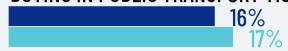
GROCERY SHOPPING IN SHOPS (offline – traditional shops / sales point)



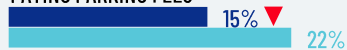
PAYING BUILDERS, PAYING FOR HOME REPAIRS



BUYING IN PUBLIC TRANSPORT TICKETS (bus, tram)



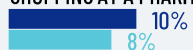
PAYING PARKING FEES



PAYING IN RESTAURANT / BAR / CLUB / FAST FOOD



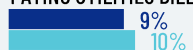
SHOPPING AT A PHARMACY



GOING TO THE DOCTOR / DENTIST / PHYSIOTHERAPIST



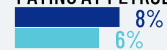
PAYING UTILITIES BILLS



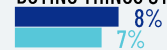
PAYING FINES



PAYING AT PETROL STATION



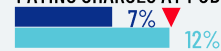
BUYING THINGS OTHER GROceries IN SHOP e.g. home appliances, electronics, clothes etc.



MAKING PAYMENTS FOR SCHOOL / PRESCHOOL / UNIVERSITY



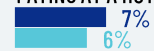
PAYING CHARGES AT PUBLIC INSTITUTIONS (e.g. for having documents issued)



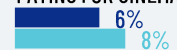
SHOPPING IN DOMESTIC ONLINE SHOPS



PAYING AT A HOTEL / FOR ACCOMMODATION



PAYING FOR CINEMA / THEATER / ENTERTAINMENT



BUYING INSURANCE



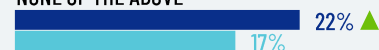
SHOPPING IN FOREIGN ONLINE SHOPS



PAYING FOR SOFTWARE / ELECTRONIC GAMES



NONE OF THE ABOVE



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

Spanish are more likely to resign from purchasing products or using a service because they do not have enough cash with them – it seems a problem regardless of the industry.

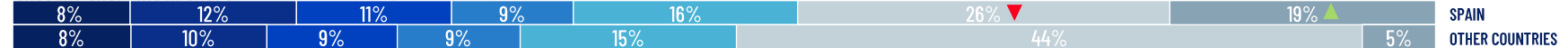
What is interesting, Spanish more often, compared to others, declare that they to not use the industry – no matter what industry they were asked about.

30% OF SPANISH RESIGN FROM SHOPPING AT MARKETS AND BAZAARS DUE TO THE LACK OF CASH AT LEAST 2-3 TIMES PER MONTH

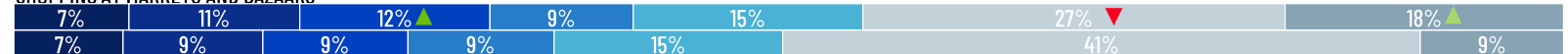
19% OF SPANISH RESIGN FROM GOING TO A RESTAURANT DUE TO THE SAME REASON AT LEAST ONCE A WEEK

MOST COMMON PRODUCTS AND SERVICES

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



SHOPPING AT MARKETS AND BAZAARS



PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



RAREST PRODUCTS AND SERVICES

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



PAYING UTILITIES BILLS



PAYING FINES



MAKING PAYMENTS FOR SCHOOL / PRESCHOOL / UNIVERSITY



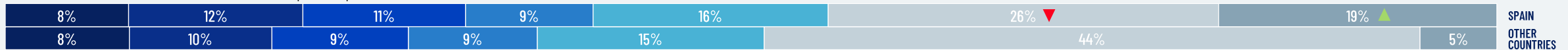
PAYING FOR SOFTWARE / ELECTRONIC GAMES



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)



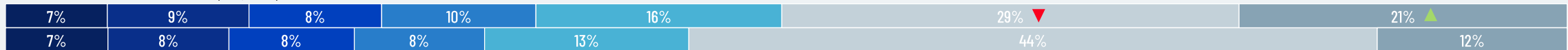
SHOPPING AT MARKETS AND BAZAARS



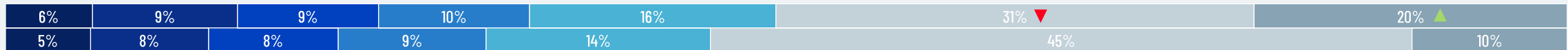
PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



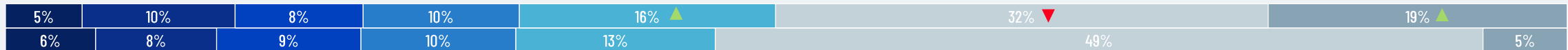
BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



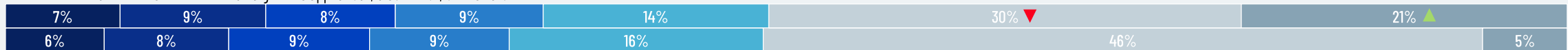
GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



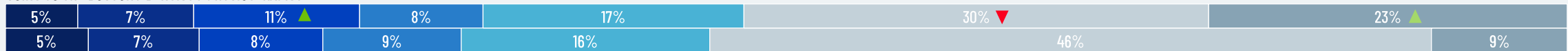
SHOPPING AT A PHARMACY



BUYING THINGS OTHER GROCERIES IN SHOP e.g. home appliances, electronics, clothes etc.



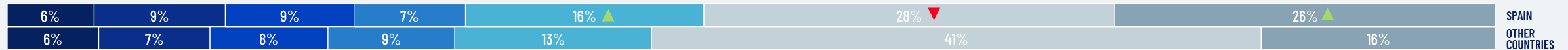
GOING TO THE DOCTOR / DENTIST / PHYSIOTHERAPIST



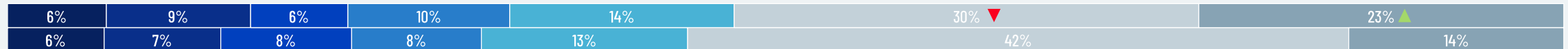
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(2/3)

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?

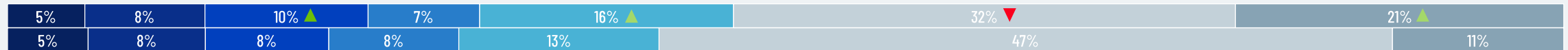
PAYING FOR TAXI TRIPS



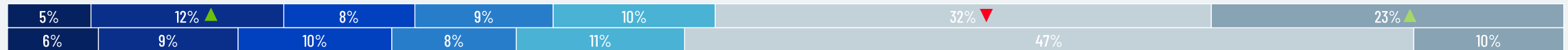
PAYING PARKING FEES



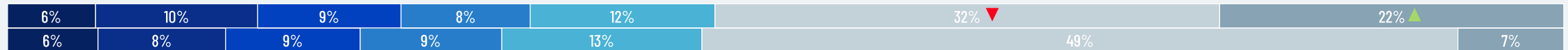
PAYING FOR CINEMA / THEATER / ENTERTAINMENT



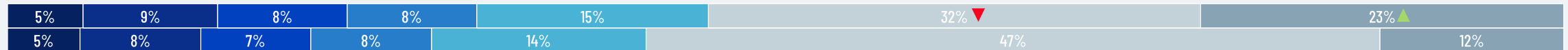
PAYING AT PETROL STATION



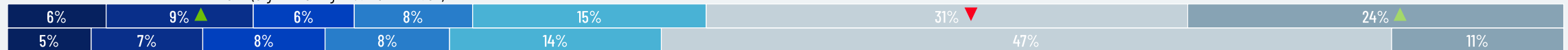
SHOPPING IN DOMESTIC ONLINE SHOPS



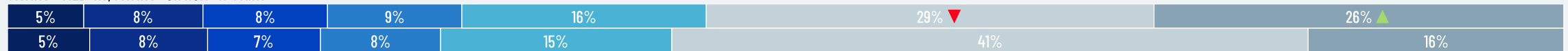
PAYING AT A HOTEL / FOR ACCOMMODATION



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



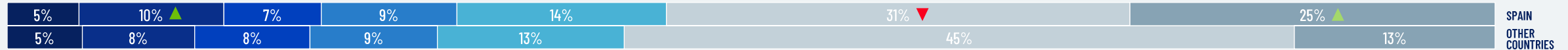
PAYING BUILDERS, PAYING FOR HOME REPAIRS



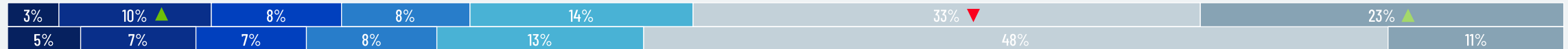
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(3/3)

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?

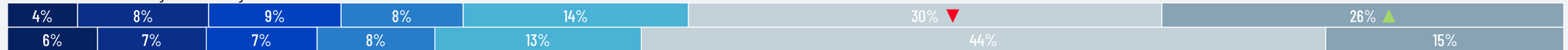
SHOPPING IN FOREIGN ONLINE SHOPS



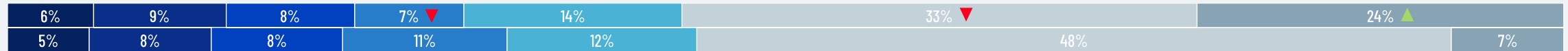
BUYING INSURANCE



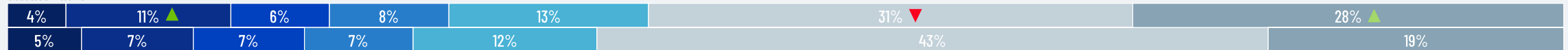
GIVING MONEY AS A GIFT e.g. at a wedding



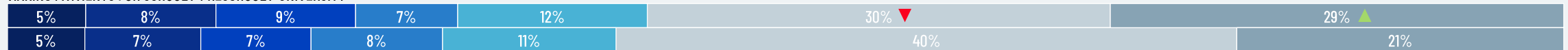
PAYING UTILITIES BILLS



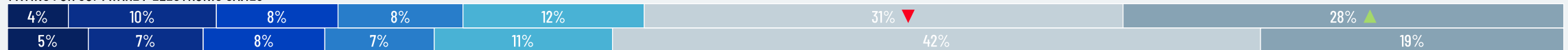
PAYING FINES



MAKING PAYMENTS FOR SCHOOL / PRESCHOOL / UNIVERSITY



PAYING FOR SOFTWARE / ELECTRONIC GAMES



.07

PAYMENTS **WHILE TRAVELLING**



PAYMENTS ABROAD

When traveling, Spanish choose both cashless payments (60%) and cash (59%).
 When they pay by card abroad, almost 7/10 of them prefer to pay in their country's currency
 – it is more compared to other countries (52%); only 31% choose local currency.
 More than 2/3 of Spanish respondents choose their own currency also while withdrawing cash from an ATM
 – it is higher percentage compared to other countries (55%).

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



59%

CASH



60%

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

1%▲

OTHER FORM
OF PAYMENT

59%

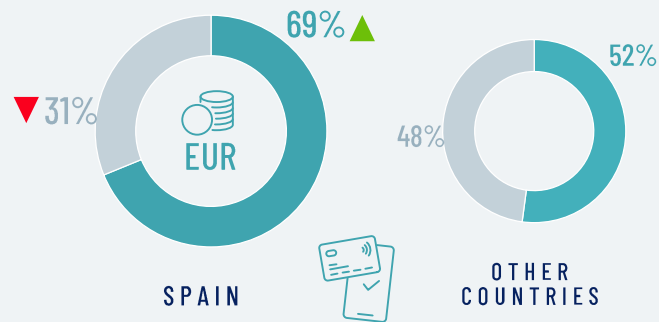
61%

0%

OTHER COUNTRIES

SPAIN n=590; OTHER COUNTRIES n=7249

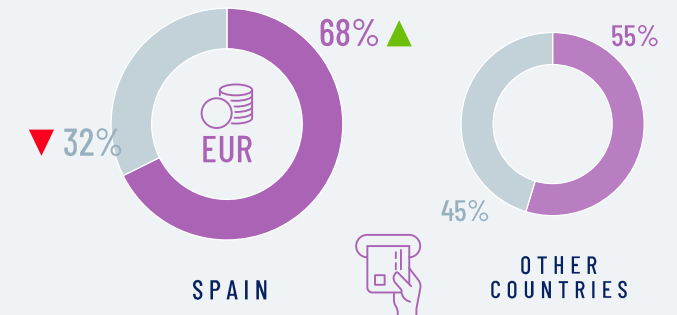
WHILE ABROAD, IN WHAT CURRENCY WOULD
 YOU LIKE TO PAY WITH BY CARD, PHONE
 OR OTHER DEVICES?



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

SPAIN n=353; OTHER COUNTRIES n=4402

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)?

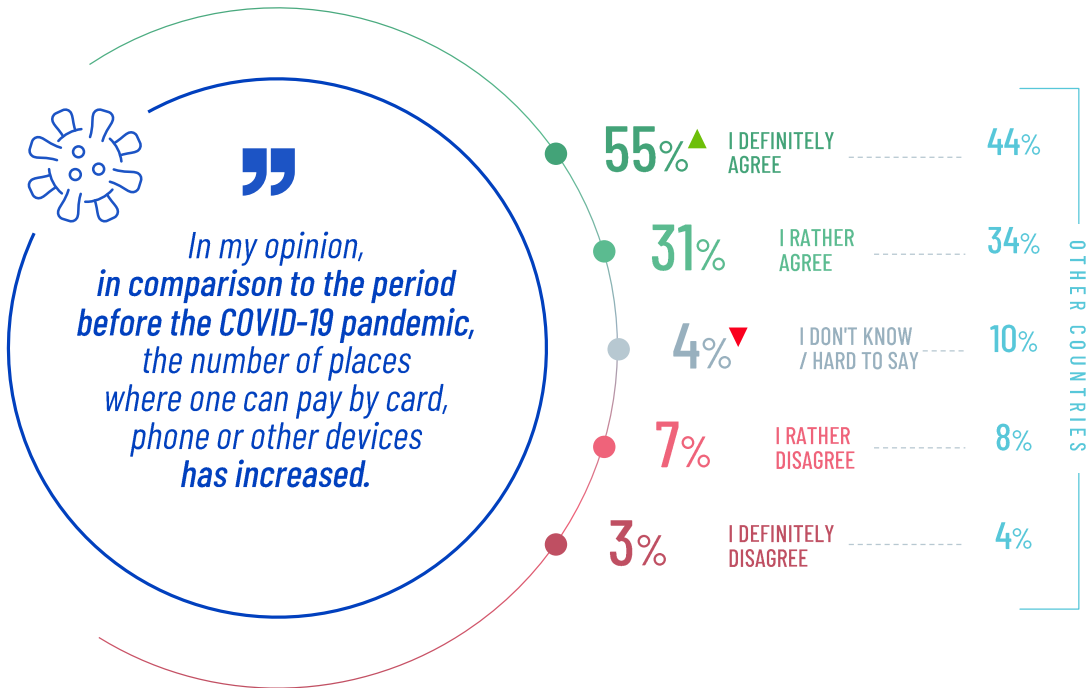


● MY OWN CURRENCY (my country's currency)
 ● LOCAL CURRENCY (the currency of the country that I'm visiting)

SPAIN n=590; OTHER COUNTRIES n=7249

CASH-FREE PAYMENTS AND COVID-19 PANDEMIC

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



According to 86% of Spanish, it is true that after the COVID-19 pandemic, there are more places where you can pay by card, telephone or other devices.

This belief is even more common than in other countries (78%).

.08

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

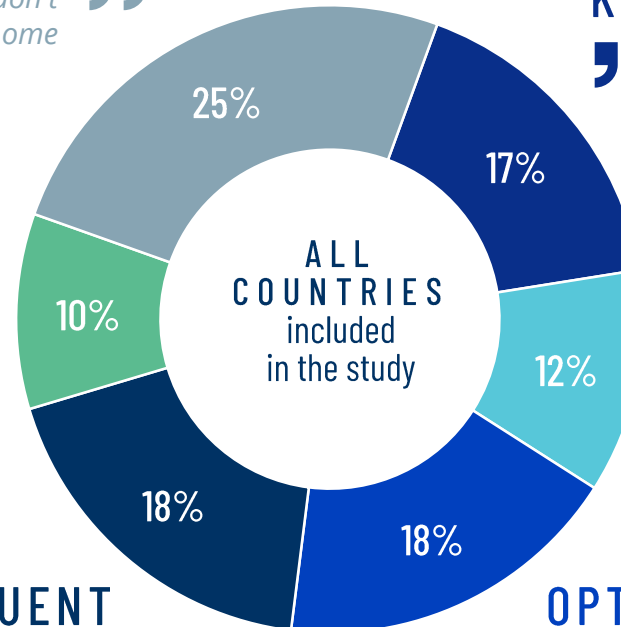


I would like to have a lot, but so far I don't have much, I don't yet manage money seriously

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



ALL COUNTRIES
included
in the study



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

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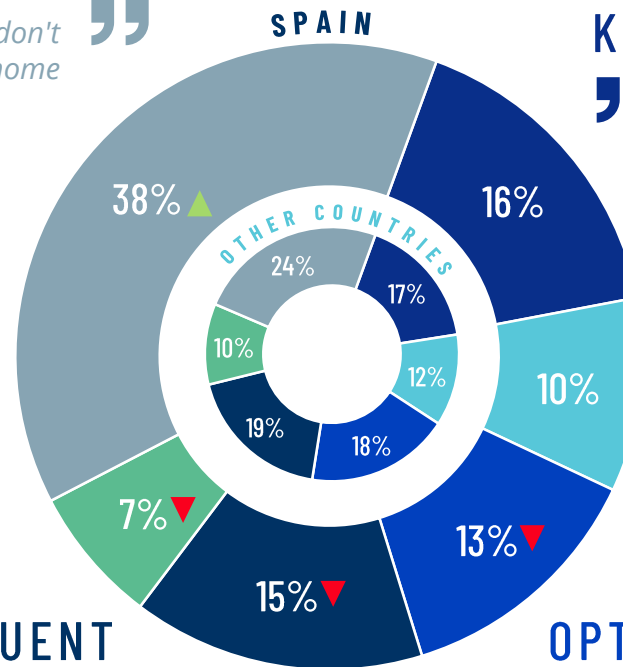


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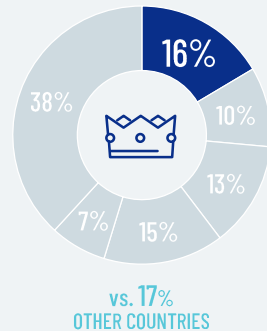
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SEGMENTATION - KINGS OF LIFE



KINGS OF LIFE

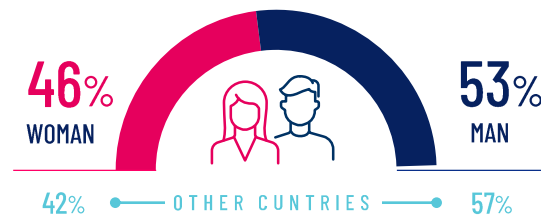
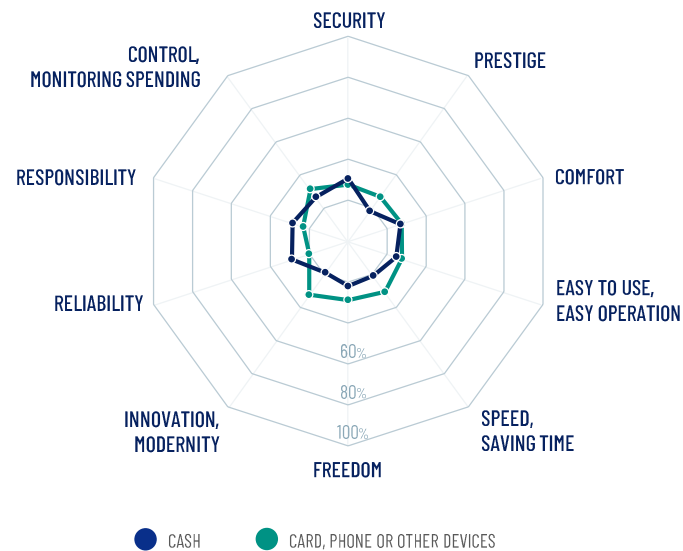
I spend cash quickly on what I want, without control - after all, I am the king of life



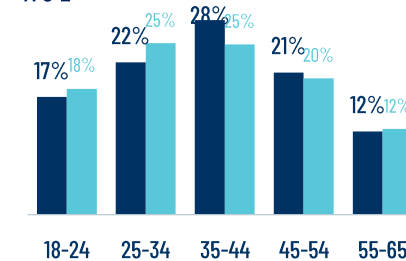
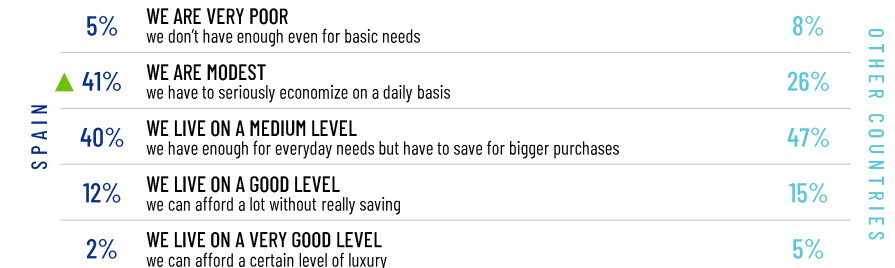
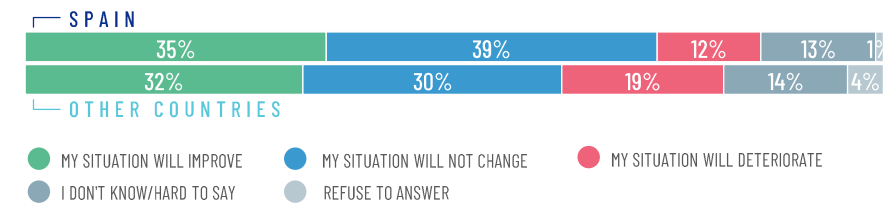
ATTITUDES

- 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**

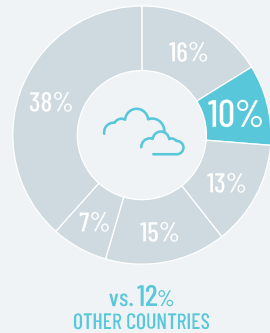
GENDER

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

● SPAIN ● OTHER COUNTRIES

GENDER

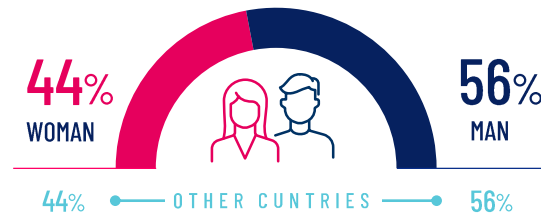
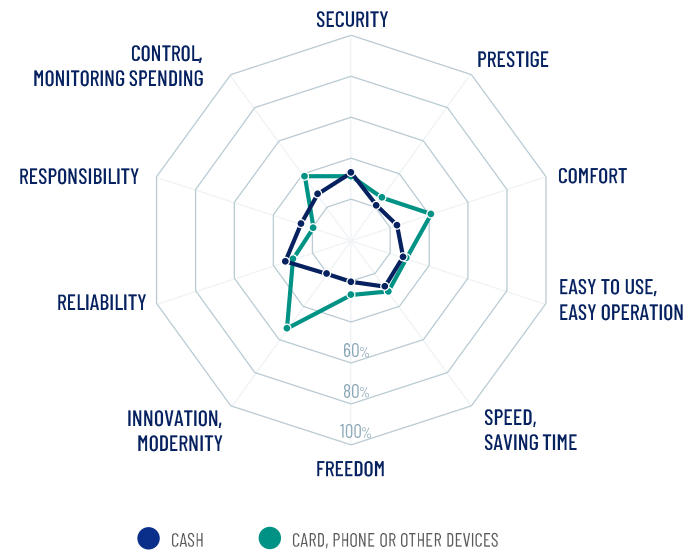
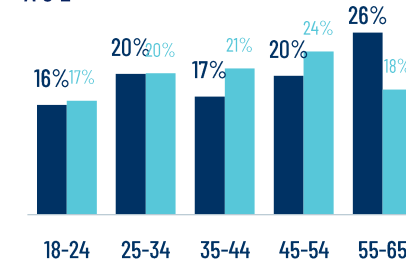


IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



AGE



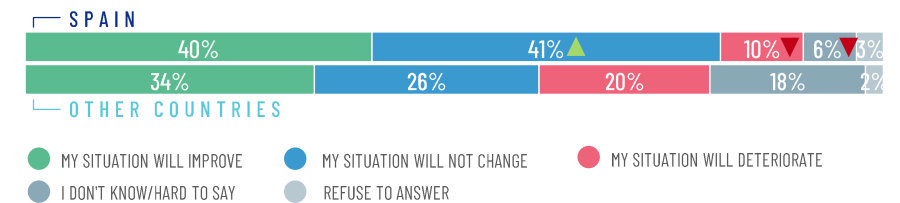
PREFERRED METHOD OF PAYMENT while shopping offline



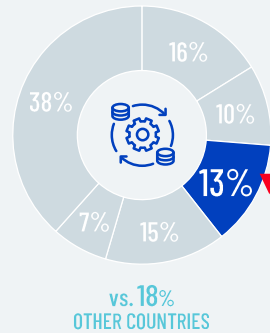
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

5%	WE ARE VERY POOR we don't have enough even for basic needs	3%
28%	WE ARE MODEST we have to seriously economize on a daily basis	19%
55%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	56%
12%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	19%
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 - OPTIMAL



OPTIMAL

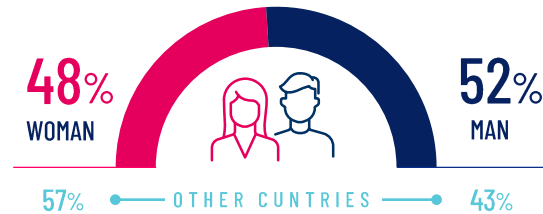
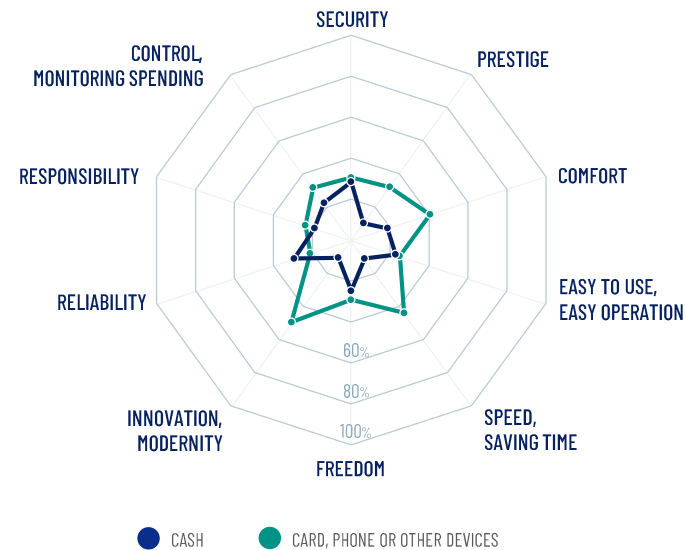
I consciously manage my money
- I use promotional offers, plan my expenses and invest capital. I value the freedom of choice, so I don't reject any form of payment

ATTITUDES

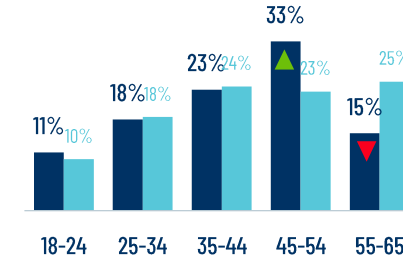
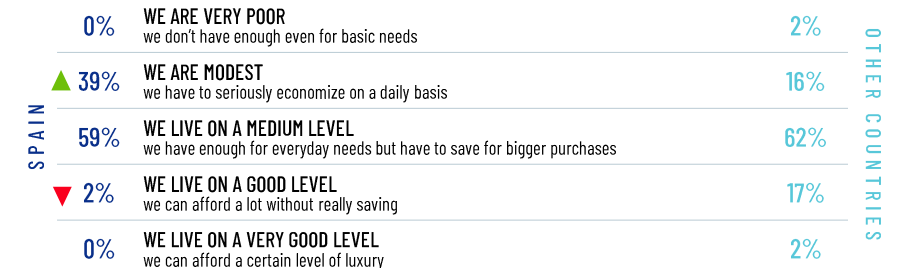
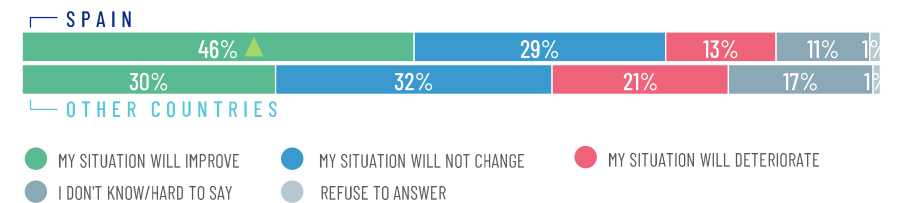
- **Money is important to them** - they like to think about it, talk about it, deal with it; **dealing with it gives them the greatest pleasure** compared to other segments
- **They save money, make financial plans** - they don't spend their money immediately
- They know perfectly well **how much money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

● SPAIN ● OTHER COUNTRIES

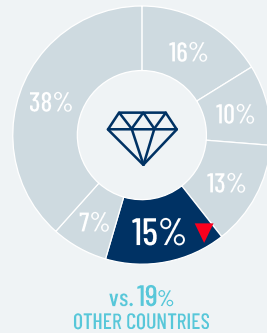
GENDER

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 - 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

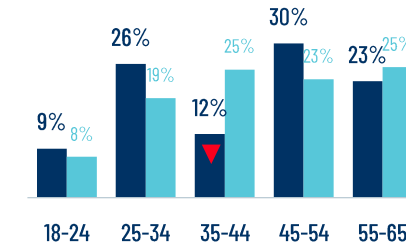
ATTITUDES

- **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



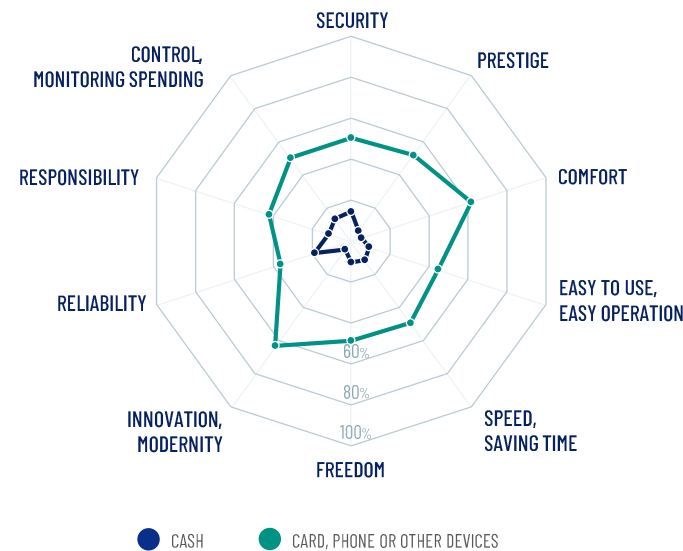
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



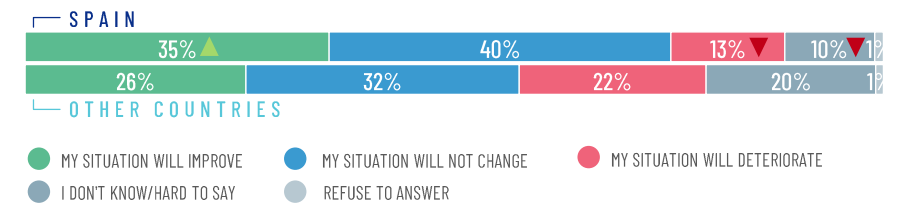
IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



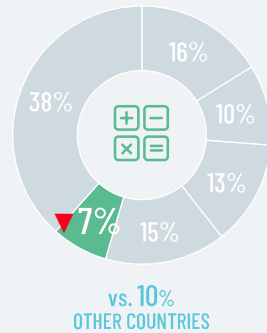
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

5%	WE ARE VERY POOR we don't have enough even for basic needs	2%	OTHER COUNTRIES
18%	WE ARE MODEST we have to seriously economize on a daily basis	15%	
61%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	63%	
14%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	18%	
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?



SEGMENTATION - ECONOMICAL



ECONOMICAL

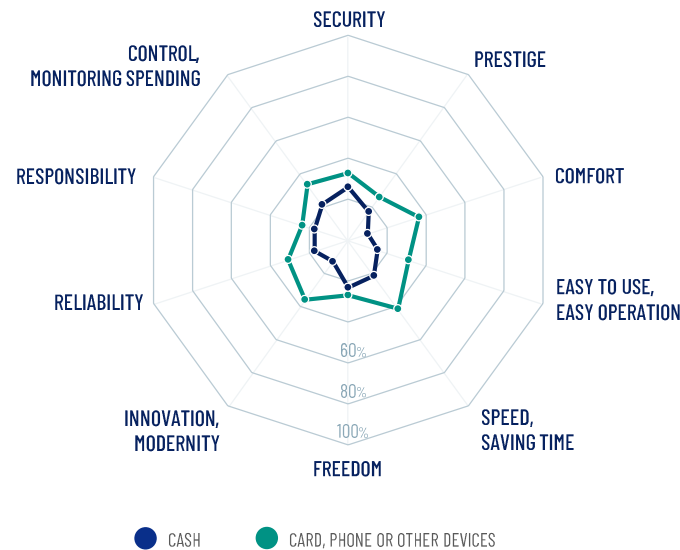
I need to plan my expenses carefully. It happens that I almost immediately spend all the money I get; I have a limited budget and I have to survive somehow.

ATTITUDES

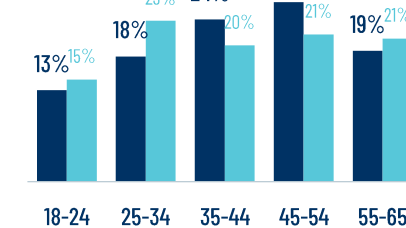
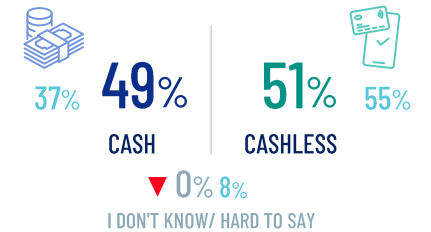
- It is rather **unlikely that they think about money, they don't like to deal with it** - dealing with money doesn't give them pleasure, they don't like talking about money
- In comparison with other segments **money is the least important to them**
- It is rather **unlikely that they make financial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

● SPAIN ● OTHER COUNTRIES

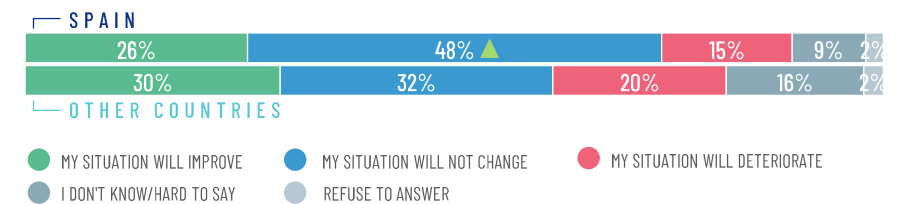
GENDER

IMAGE (ASSOCIATIONS)
OF CASH AND ELECTRONIC PAYMENTS

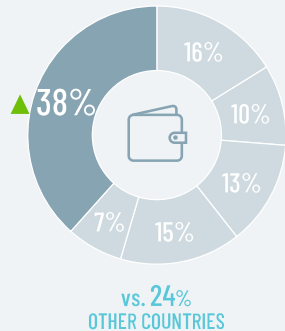
AGE

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

7%	WE ARE VERY POOR we don't have enough even for basic needs	5%	OTHER COUNTRIES
36%	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%	
9%	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	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

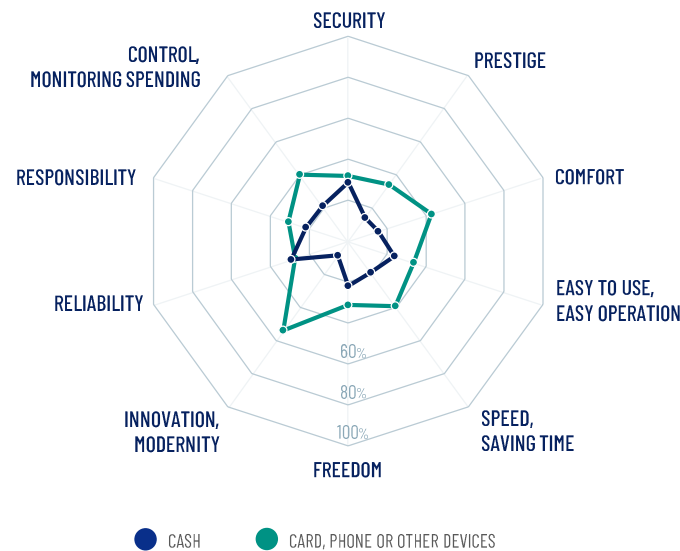
ATTITUDES

- 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**

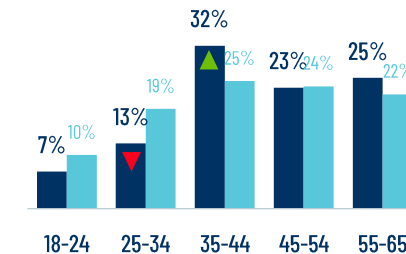
GENDER



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



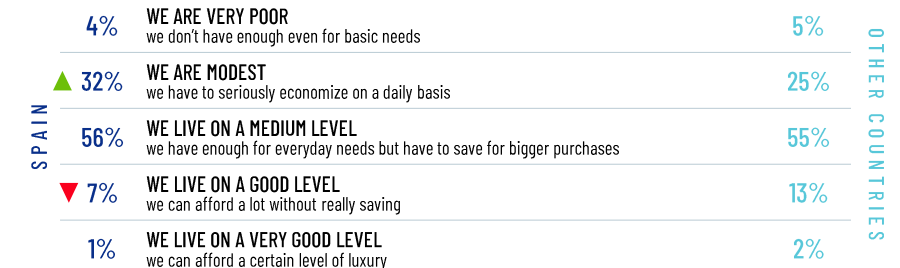
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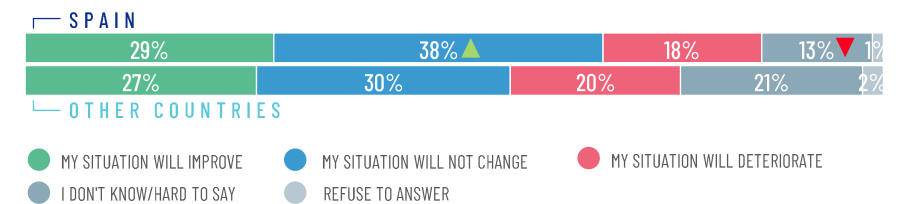
PREFERRED METHOD OF PAYMENT while shopping offline



HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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



09

ABOUT RESPONDENTS

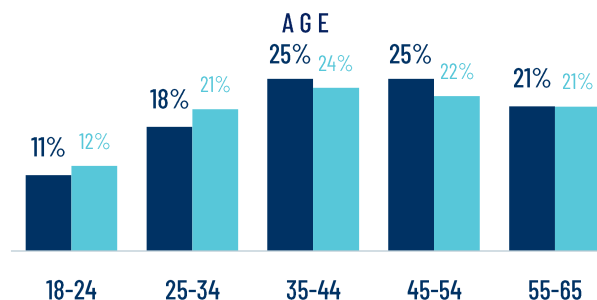


ABOUT RESPONDENTS

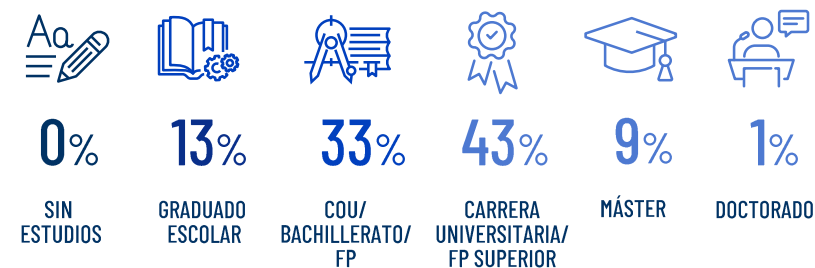
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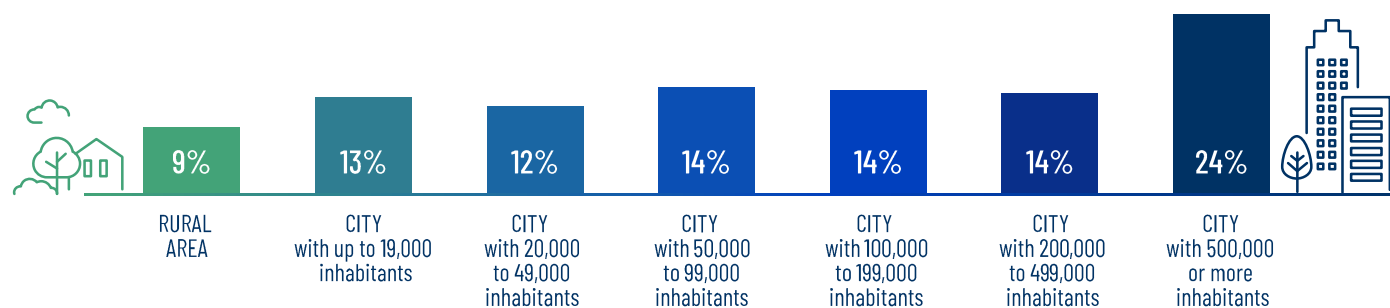
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LEVEL OF EDUCATION



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

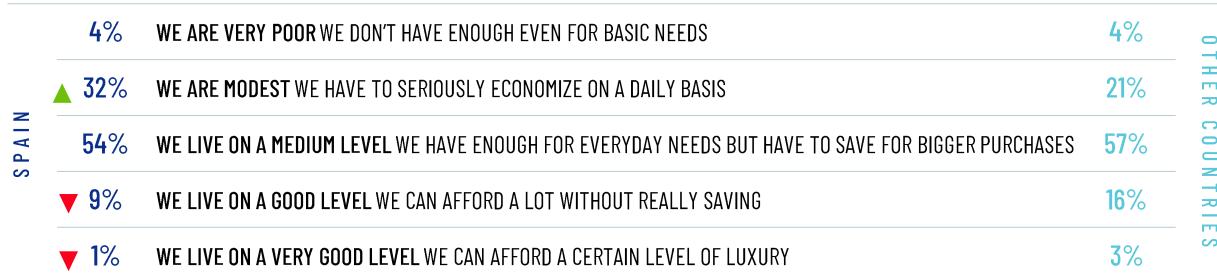


ABOUT RESPONDENTS

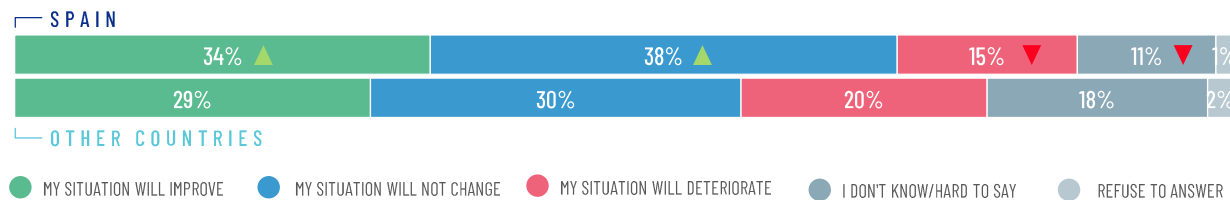
YOUR CURRENT WORK SITUATION



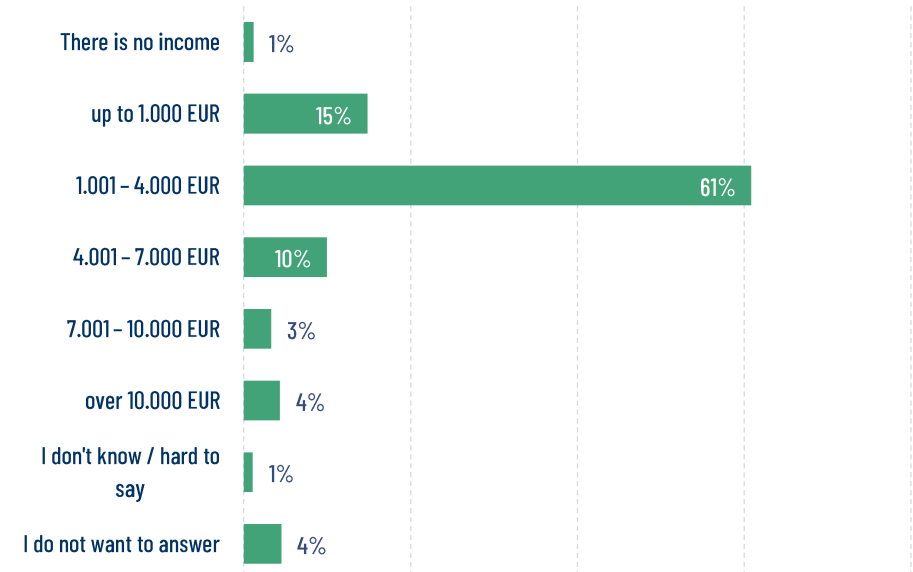
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

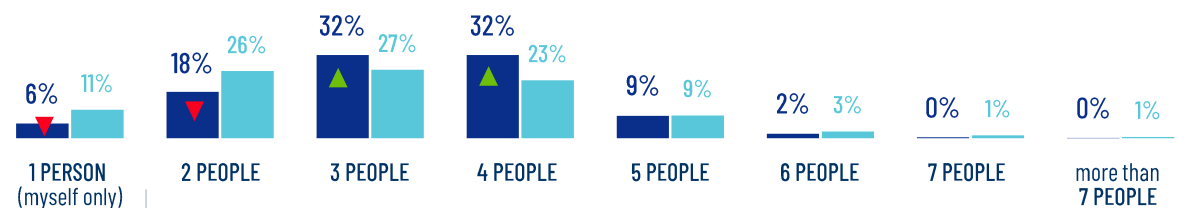


WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

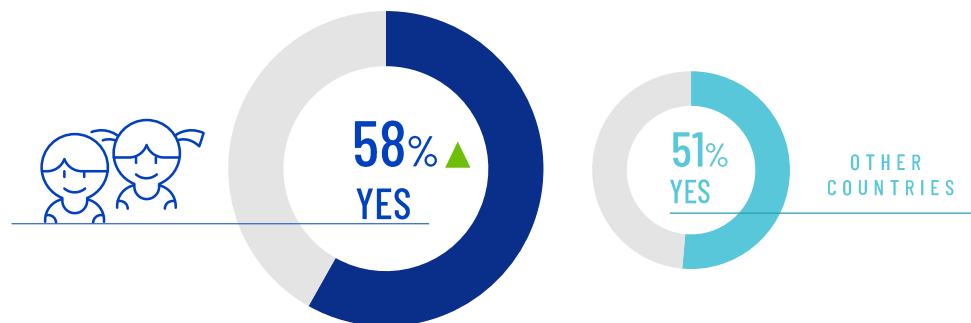


ABOUT RESPONDENTS

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 _____

