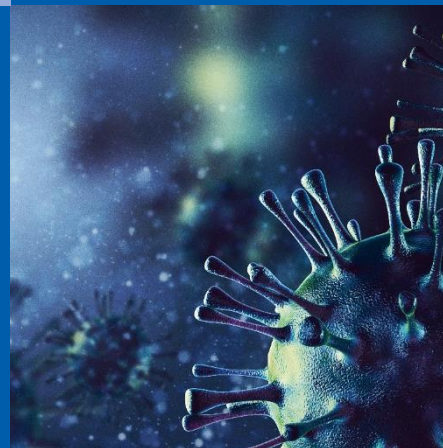
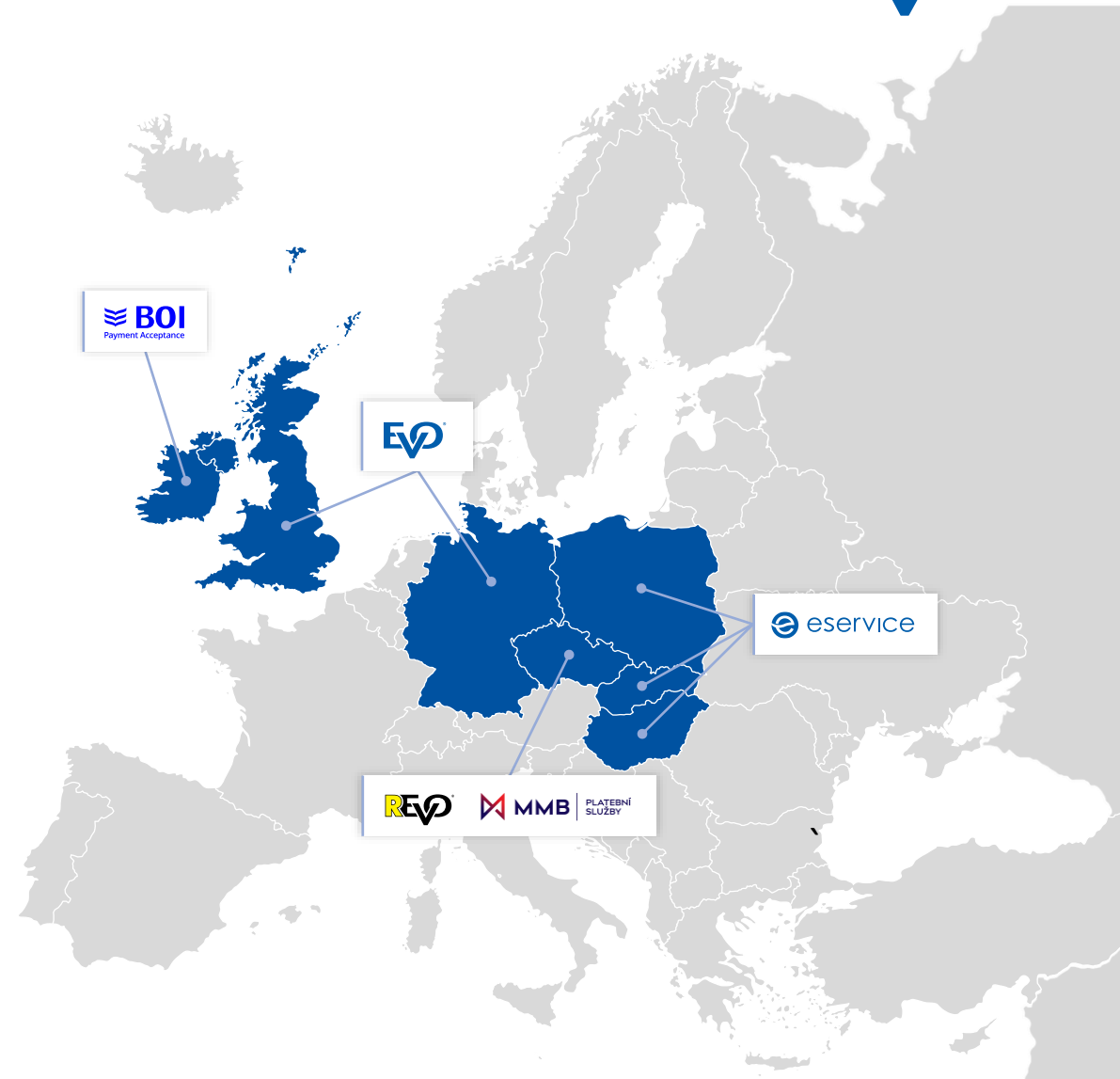




How COVID-19 changed European shopping and payments behaviour



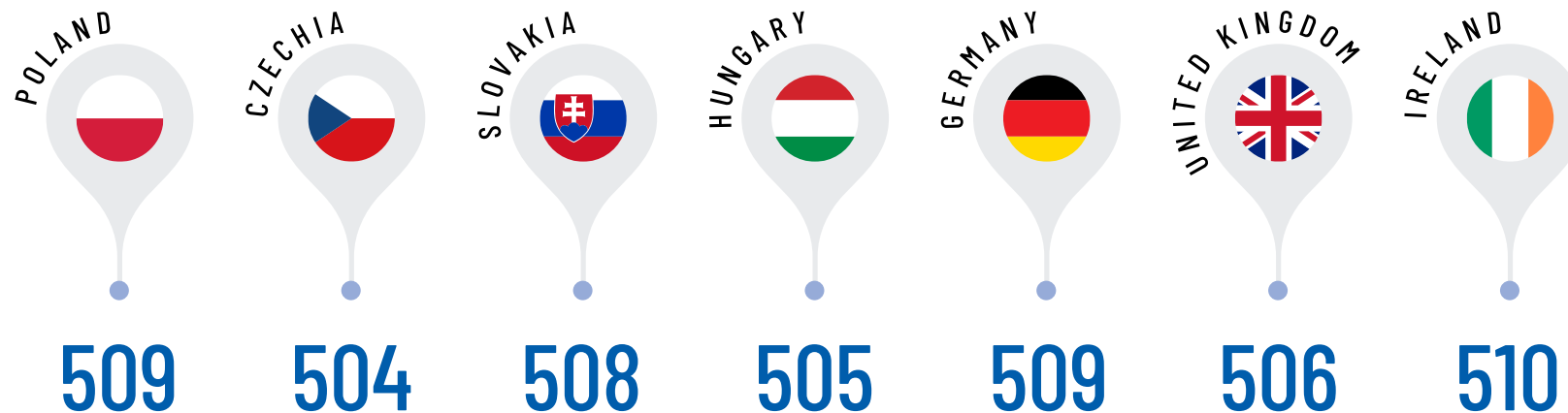
The aim of the study
was to assess how
the COVID-19 pandemic
affected shopping habits
and payment behaviour
in different European
countries.



About the study

COUNTRIES IN THE STUDY

SAMPLE SIZE



survey realised in cooperation with **VISA**

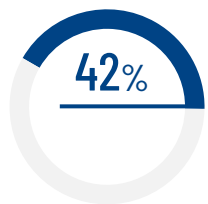
RESPONDENTS

Each country is represented by a sample group aged 18-65.

RESEARCH METHOD

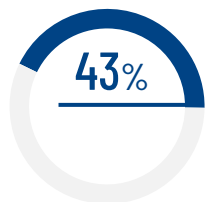
The study was conducted with CAWI method
– respondents were invited to take part in an internet survey.

COVID-19 pandemic – how did it affect Europeans?



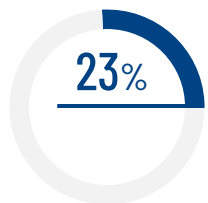
more than
4/10

Europeans declare that the pandemic **encouraged them to buy online.**



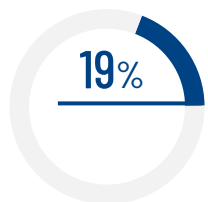
more than
4/10

Europeans started to **pay by card/cashlessly more often** due to the pandemic.



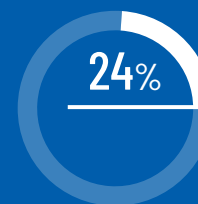
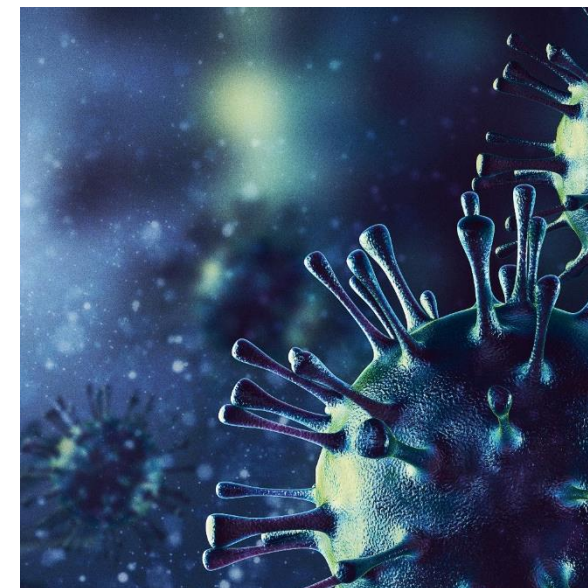
almost
1/4

Europeans plan to use **traditional card payment while shopping offline more often** than before pandemic.



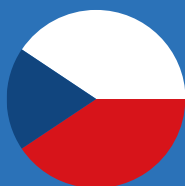
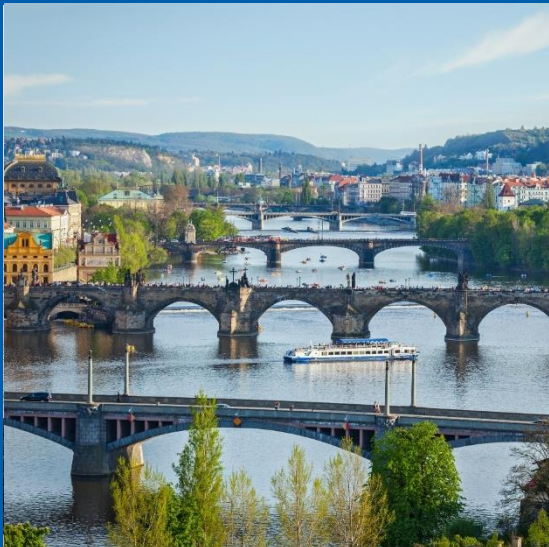
almost
1/5

Europeans plan to use **traditional card payment while shopping online more often** than before pandemic.



almost
1/4

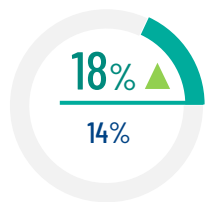
Europeans think that the COVID-19 **pandemic will end in 1st half of 2022.**



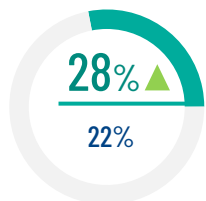
The Czech Republic vs Europe

how COVID-19 pandemic
changed Czech shopping

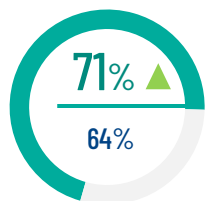
COVID-19 pandemic – how did it affect the Czechs?



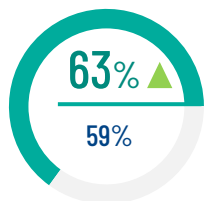
almost **2/10** of the Czechs **declare that they are not able to predict when the restrictions will end.**



almost **3/10** of the Czechs **miss sports activities.**



7/10 of the Czechs **want to pay by card for online purchases as often as before** the pandemic.

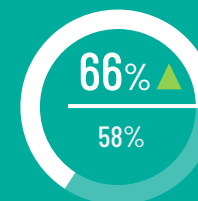


almost **2/3** of the Czechs **want to pay with cash for offline purchases as often as before** the pandemic.



In the Czech Republic, the pandemic has accelerated changes in shopping and paying behaviours that were already visible pre-COVID. The Czechs mostly declare that they don't want to change their current habits. However, some uncertainty and difficulty in finding their way in the new world are evident.

2/3

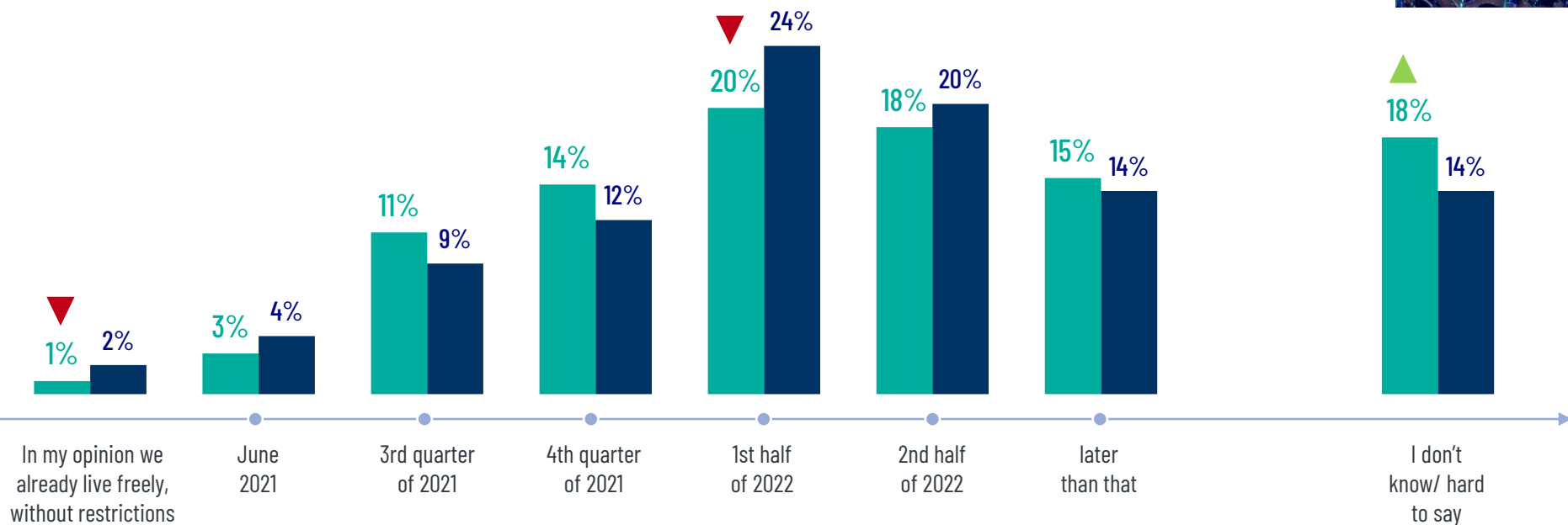


of the Czechs want to pay with fast transfer carried out via the payment gateway for online purchases as often as before the pandemic.

The Czechs – pandemic optimists or pessimists?

WHEN DO YOU THINK WE WILL LIVE NORMALLY IN THE CZECH REPUBLIC, WITHOUT RESTRICTIONS?

Czechia
Europe



1/5

of the Czechs think that "normal life" – life without restrictions will return during the 1st half of 2022.

This is significantly less than in the rest of Europe.

Economic situation and optimism



HOW DO YOU ASSESS THE FINANCIAL STATUS OF YOUR HOUSEHOLD?

WE HAVE A VERY HIGH STANDARD OF LIVING

we can afford a high degree of luxury



WE HAVE A GOOD STANDARD OF LIVING

we can afford a lot without really saving



WE HAVE AN AVERAGE STANDARD OF LIVING

we have enough for the everyday needs, but have to save for bigger purchases



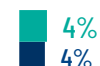
WE HAVE A MODEST STANDARD OF LIVING

we have to seriously economize on a daily basis



WE ARE VERY POOR

we don't have enough even for the basic needs



HOW DID THE COVID-19 PANDEMIC AFFECT THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

MY SITUATION HAS DETERIORATED



MY SITUATION HAS IMPROVED



MY SITUATION DID NOT CHANGE



I DON'T KNOW/HARD TO SAY



REFUSED TO ANSWER



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

MY SITUATION WILL DETERIORATE



MY SITUATION WILL IMPROVE



MY SITUATION WILL NOT CHANGE



I DON'T KNOW/HARD TO SAY



REFUSED TO ANSWER



The Czechs are quite a reserved nation.

About
50%



of them assess their living status as average and 3/10 as high. More than half claim that the COVID-19 pandemic has not changed their situation.

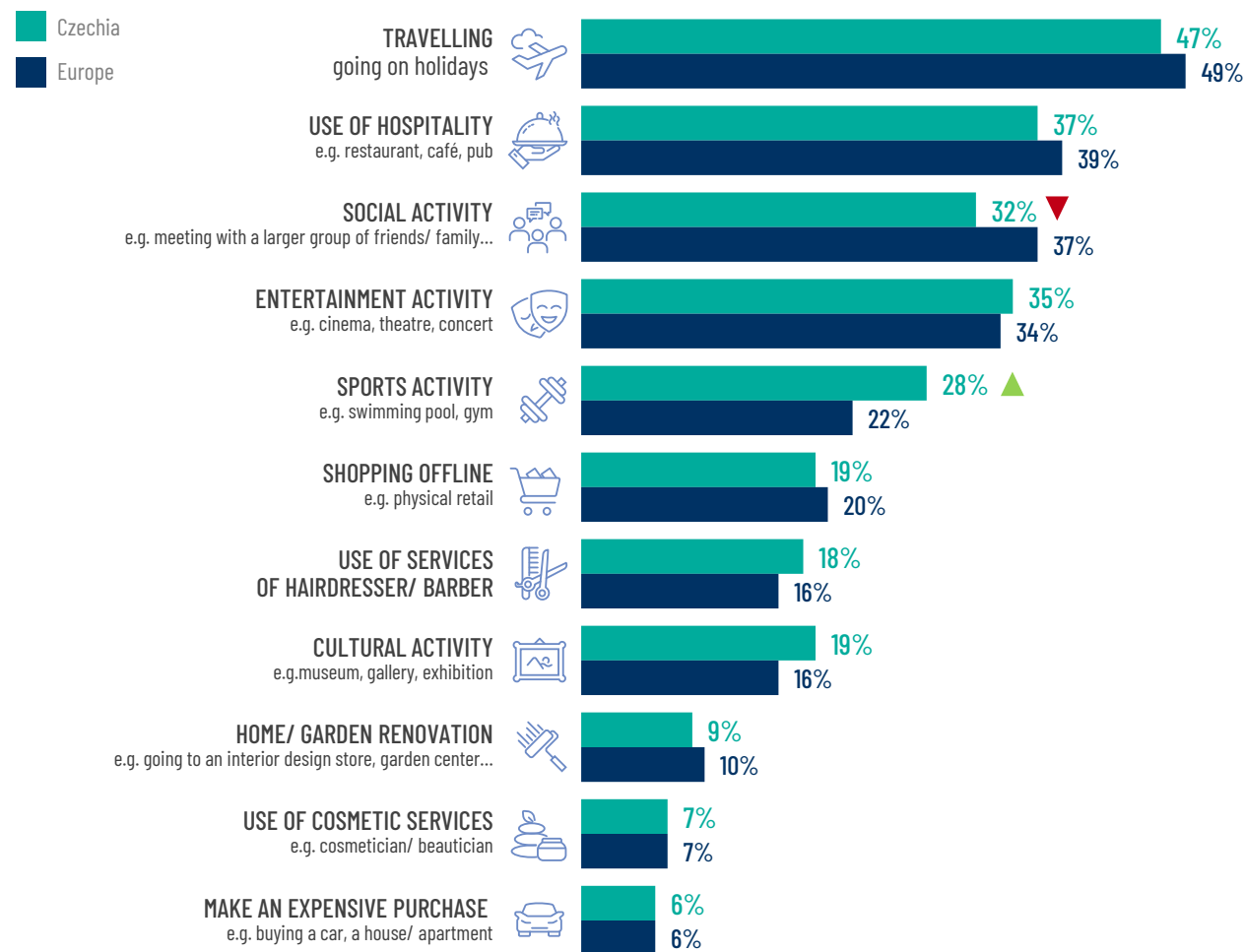
About 4/10 believe that their financial situation will not change during the next 12 months and 1/5 don't want to make anticipations about it.



What are Czechs waiting for the most?

WHICH OF THE FOLLOWING DO YOU WANT TO DO NOW SINCE THE RESTRICTIONS HAVE BEEN LIFTED IN THE CZECH REPUBLIC?

Choose max. 3 answers.



Travelling, use of hospitality services, and social activity are the most frequently indicated activities the Europeans want to do immediately after the restrictions are lifted. The Czechs indicate social activity less often than other Europeans.

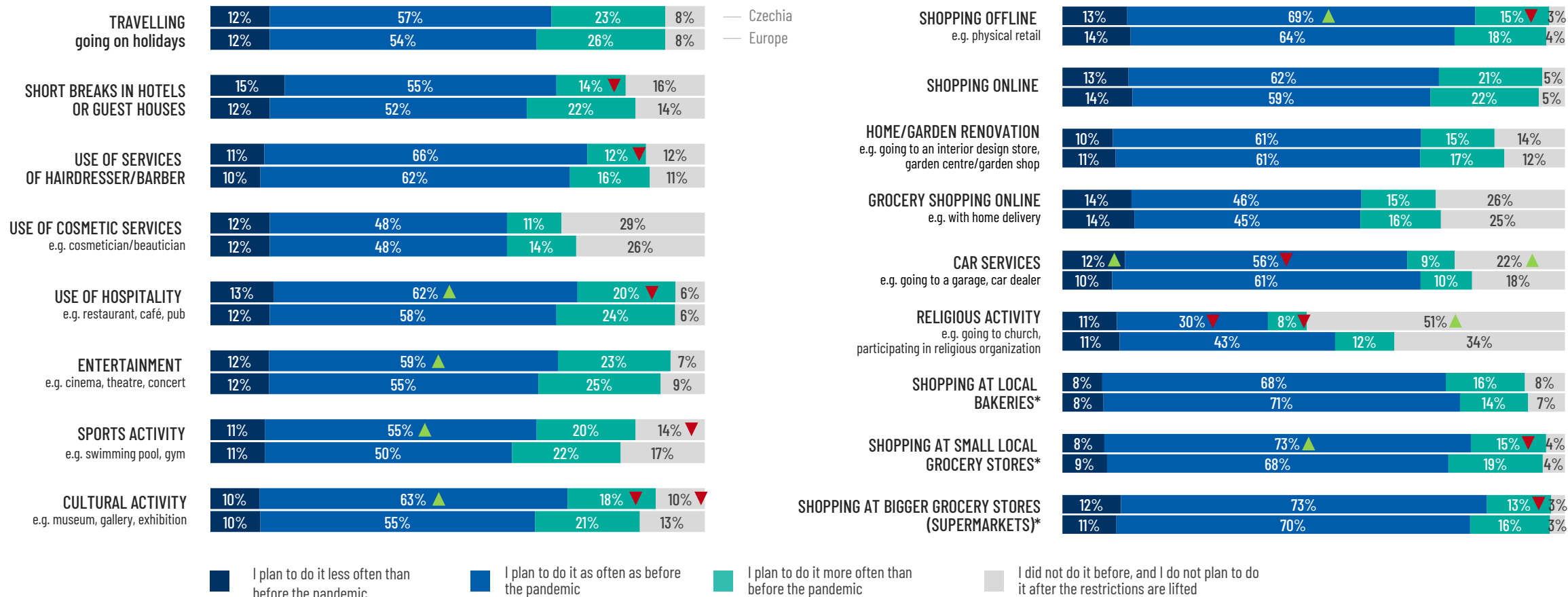
They also, compared to other nations, more often indicate sports activities.



Pandemic freedom – what will the Czechs do when it comes?



BELOW IS A LIST OF VARIOUS THINGS TO DO. FOR EACH ACTIVITY, PLEASE SPECIFY HOW OFTEN YOU PLAN TO DO IT AFTER THE RESTRICTIONS ARE LIFTED COMPARING TO HOW OFTEN YOU DID IT BEFORE THE PANDEMIC.



When asked about things they want to do more often than before the pandemic, the Czechs indicate that, in most cases, they do not want to change their habits.

Base: Europe: N=3551; Czechia N=504

*Not asked in every country



Result statistically lower than the average result among all countries



Result statistically higher than the average result among all countries



How card/cashless payments affect consumers perception of a business



THINK ABOUT THE TIME WHEN WE WILL LIVE IN THE CZECH REPUBLIC WITHOUT COVID-19 RESTRICTIONS. IMAGINE YOU ARE USING THE SERVICE BELOW THAT ALLOWS YOU TO PAY BY CARD/CASHLESS. WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH?



The Czechs more often than other Europeans think that if can pay with card or cashless, they may spend more, regardless of the service. The only exceptions are: use of services of hairdresser/ barber, use of cosmetic services, and car services.

Base: Europa: N=3551; Czechia N=504

*Not asked in every country



Result statistically lower than the average result among all countries

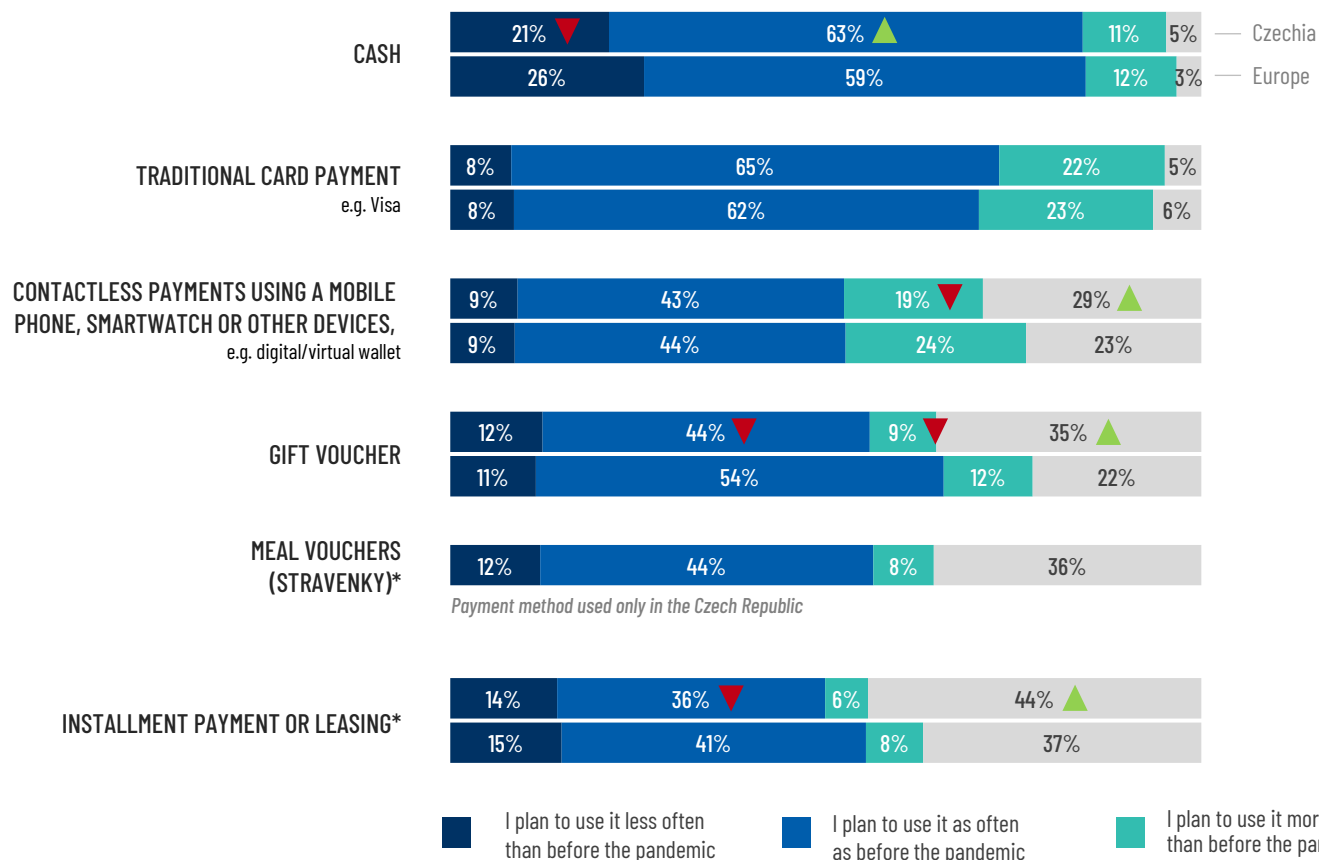


Result statistically higher than the average result among all countries



Payment methods while shopping offline

BELOW IS A LIST OF PAYMENT METHODS THAT YOU CAN USE WHILE SHOPPING OFFLINE
FOR EACH METHOD, PLEASE SPECIFY HOW OFTEN YOU PLAN TO USE IT (...)

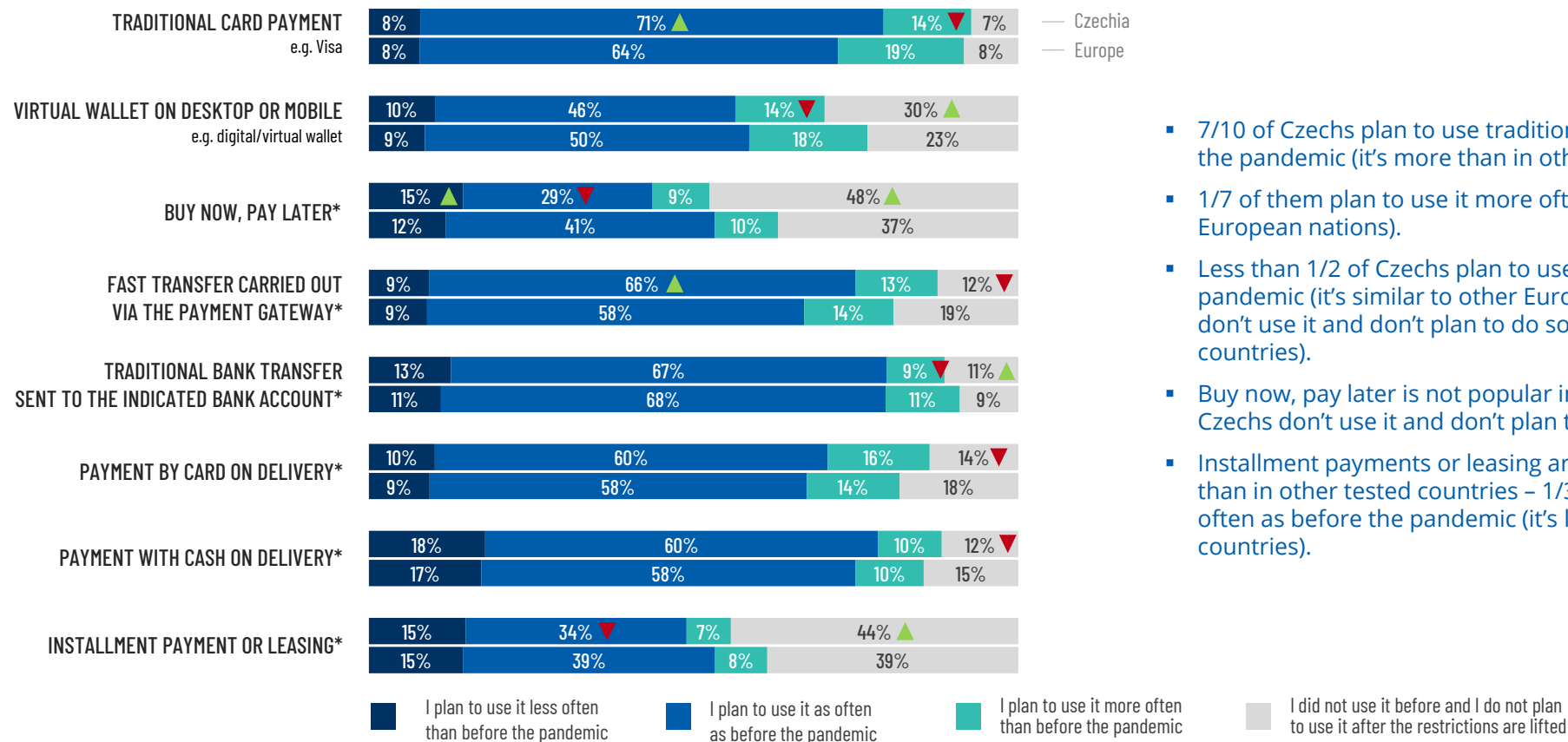


- Almost 2/3 of the Czechs declare that they plan to use cash as often as before the pandemic - that's more than in all surveyed European countries.
- 2/10 plan to use it less often than before.
- 2/3 of the Czechs (ratio similar to one observed in all surveyed European countries) admit that they plan to use card payments as often as before the pandemic.
- More than 1/5 of the Czechs want to use them more often.
- 1/5 of the Czechs (less than in all surveyed countries) plan to use modern contactless payments more often than before the pandemic.
- About 2/5 of the Czechs (less than in all surveyed countries) plan to use gift vouchers as often as before the pandemic. But about 1/3 do not use them and do not plan to do it (it is more than in all surveyed countries).
- Installment payment or leasing is not very popular payment method in the Czech Republic – more than 4/10 of respondents don't use it and don't plan to.

The popularity of traditional card payments and modern contactless payments while shopping offline has a big chance to grow post-pandemic.

Payment methods while shopping online

BELOW IS A LIST OF PAYMENT METHODS THAT YOU CAN USE WHILE SHOPPING ONLINE.
FOR EACH METHOD, PLEASE SPECIFY HOW OFTEN YOU PLAN TO USE IT (...)



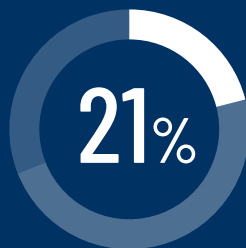
- 7/10 of Czechs plan to use traditional card payment as often as before the pandemic (it's more than in other European countries).
- 1/7 of them plan to use it more often (it's less compared to other European nations).
- Less than 1/2 of Czechs plan to use virtual wallet as often as before the pandemic (it's similar to other European nations). Almost 1/3 of them don't use it and don't plan to do so (it's more than in other surveyed countries).
- Buy now, pay later is not popular in the Czech Republic – almost 1/2 of Czechs don't use it and don't plan to do it after the pandemic.
- Installment payments or leasing are less popular in the Czech Republic than in other tested countries – 1/3 of the Czechs plan to use them as often as before the pandemic (it's less than in other European countries).

It seems that Czechs do not plan to change their habits connected to payment while shopping online. They use and plan to use mainly traditional card payment, fast transfers via the payment gateway and traditional bank transfers. Virtual wallets and but now, pay later method are less popular comparing to other surveyed countries.



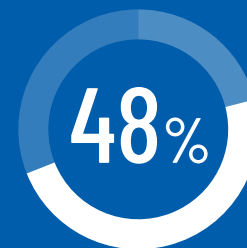
Segmentation

3 segments of Europeans



SEGMENT 1 CASH-ORIENTED TRADITIONALISTS

- Group most oriented towards cash
- They reject cashless payments as the only method in the future
- Not very optimistic about the future in terms of their assessment of the pandemic situation
- Only 1/3 of them agree that the pandemic encouraged them to shop online
- They don't reject cash-only services/venues - this is a natural situation for them



SEGMENT 2 PAYMENT SWITCHERS

- They switch between payment methods - pay both using cash and cashless payment methods
- They don't believe that cash will stop being used in the future
- They are neither optimists, nor pessimists
- 1/3 of them agree that the pandemic encouraged them to shop online
- More often than Cash-Oriented Traditionalists they reject cash-only services/venues, but not as often as Modern Contactless Payers



SEGMENT 3 MODERN CONTACTLESS PAYERS

- They strongly prefer paying cashlessly
- They think that cashless methods of payment will be the only ones used in the future
- The most optimistic segment in terms of their assessment of the pandemic situation
- Pandemic encouraged them to shop online
- After lifting the restrictions, they plan to buy online more often
- Some Modern Contactless Payers reject businesses and services that do not accept cashless payment methods

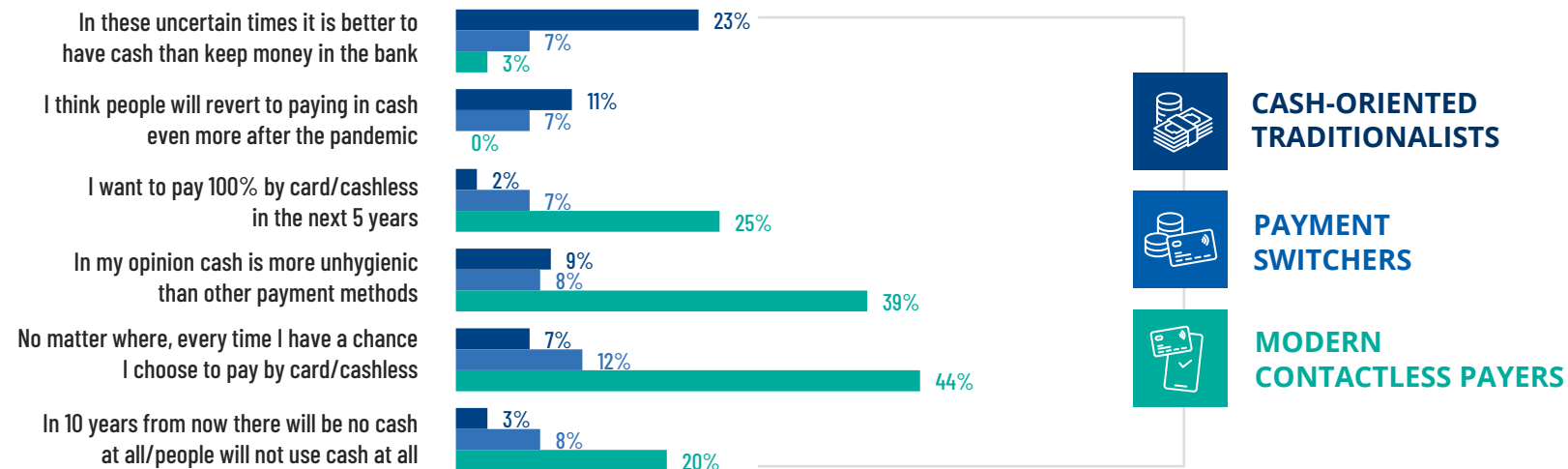
3 segments of Europeans



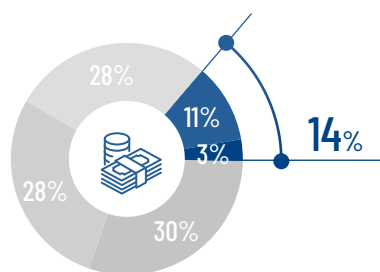
01

Main difference between segments is their attitude towards payment methods

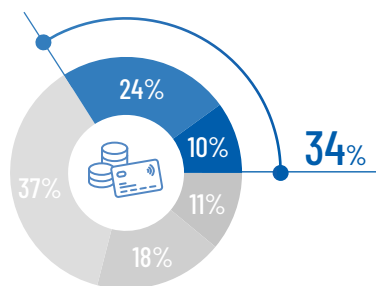
Below there is a list of statements. For each statement mark your answer on the scale 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".
% OF ANSWERS "I strongly agree"



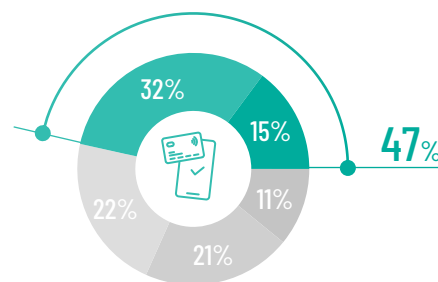
SOMETIMES I CANNOT BUY CERTAIN PRODUCTS/SERVICES BECAUSE CARD/CASHLESS PAYMENTS ARE NOT AVAILABLE



CASH-ORIENTED TRADITIONALISTS



PAYMENT SWITCHERS



MODERN CONTACTLESS PAYERS

4/10 of Modern Contactless Payers think that cash is unhygienic, and this aspect is very important to them – that's one of the reasons why they prefer cashless methods.

1/4 of Cash-Oriented Traditionalists prefer to have cash at home rather than to keep money in the bank.

1/5 of Modern Contactless Payers think that in 10 years there will be no cash and 1/4 want to pay by card only in the next 5 years.

1 - I strongly disagree 2 - I disagree 3 - Neither I agree, nor disagree 4 - I agree 5 - I strongly agree

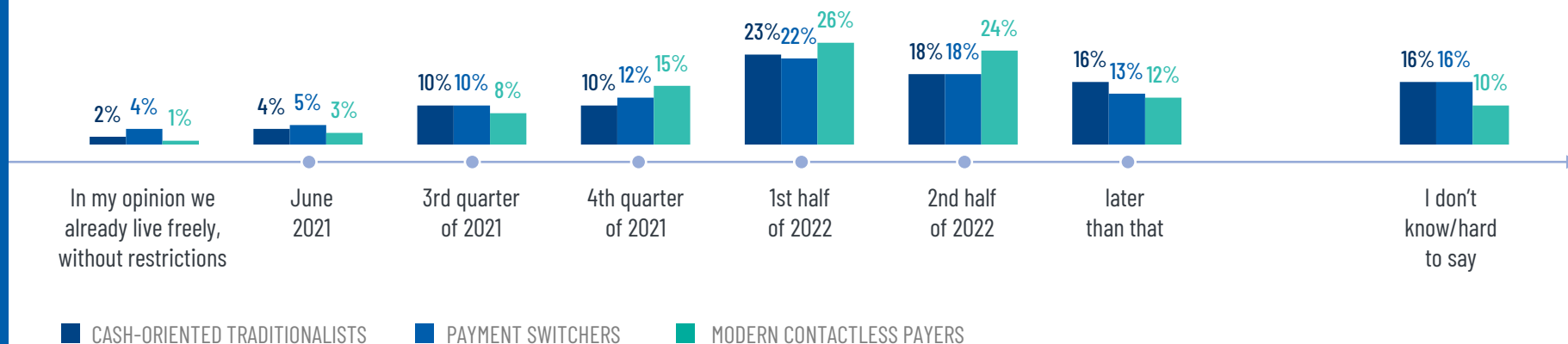
3 segments of Europeans



02

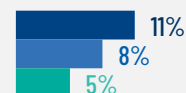
There are also differences between segments in their optimism about the future

WHEN DO YOU THINK WE WILL LIVE NORMALLY IN THE CZECH REPUBLIC, WITHOUT RESTRICTIONS?

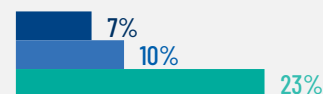


Below is a list of statements. For each statement mark your answer on a scale from 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".
% OF ANSWERS: I STRONGLY AGREE

I think that the worst time is yet to come, I am fearful of the future



The pandemic encouraged me to buy online



Modern Contactless Payers are little more optimistic about the future in terms of assessment of the pandemic situation than other segments.

1/4 of Modern Contactless Payers strongly agree that the pandemic encouraged them to buy online.

Almost 1/3 Europeans believe that their financial situation will improve in the next 12 months.

HOW WOULD YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?
MY SITUATION WILL DETERIORATE



MY SITUATION WILL IMPROVE





Segments in the Czech Republic

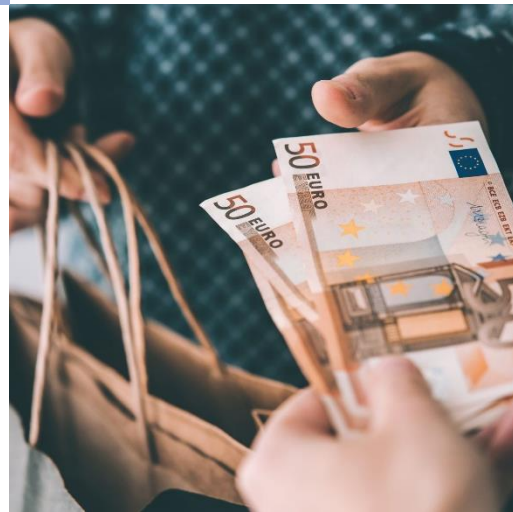
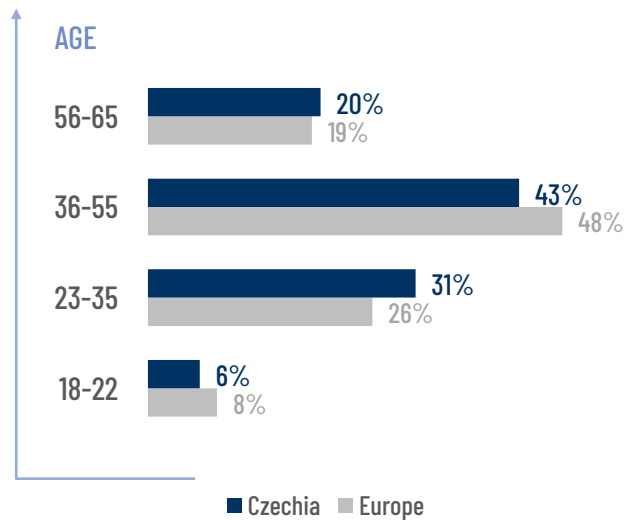
CASH-ORIENTED TRADITIONALISTS



19%
Czechs

21% Europeans

- They prefer cash
- They think it is better to have cash rather than keep money in the bank in these uncertain times
- They don't want to pay only cashless in the future
- They think people will still use cash in 10 years
- 1/3 of them think that worst of the pandemic is yet to come
- They are slightly more pessimistic than Payment Switchers
- Only 1/3 of them agree that the pandemic encouraged them to shop online
- They don't reject cash-only services/venues - this is a natural situation for them



ECONOMIC SITUATION OF HOUSEHOLD



We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases

58% 59%

ECONOMIC OPTIMISM

40% 42%

My situation will not change



23% 25%

My situation will improve



11% 15%

My situation will deteriorate



■ Czechia ■ Europe

CASH-ORIENTED TRADITIONALISTS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN THE CZECH REPUBLIC?
Choose max. 3 answers



40%

TRAVELLING GOING ON HOLIDAYS

vs. 47% EUROPE



36%

USE OF HOSPITALITY

vs. 39% EUROPE



34%

ENTERTAINMENT ACTIVITY

vs. 35% EUROPE



30%

SPORTS ACTIVITY

vs. 23% EUROPE

What is common for all the countries and all the segments is that people want to travel, use hospitality and entertainment services. Apart from that, the Czechs also focus on sports activities.

These are the most important things to do after the restrictions are lifted for more than

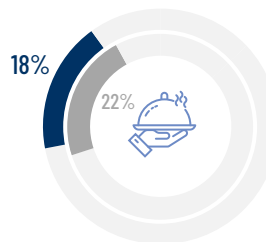
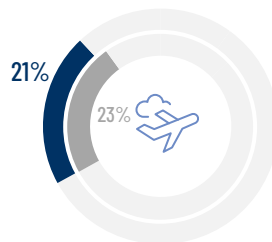
3/10



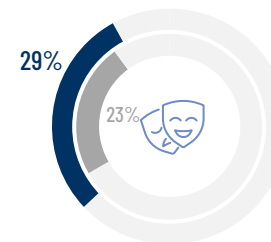
of Cash-Oriented Traditionalists.

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



■ Czechia ■ Europe



1/5



Want to travel, use hospitality services, and do sports activities more often than before the pandemic.

3/10

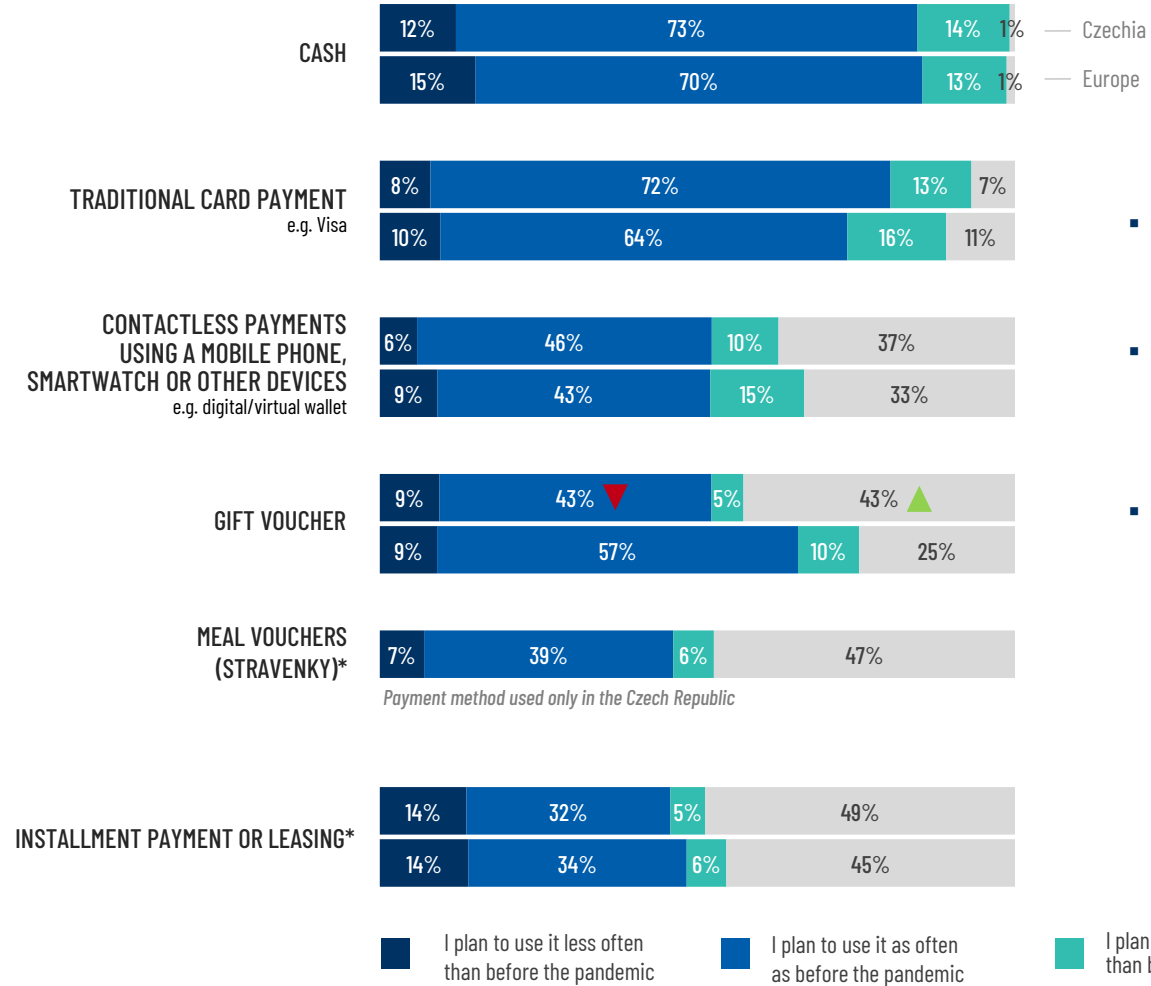
Plan to do entertainment activities more often than before the pandemic.

CASH-ORIENTED TRADITIONALISTS



USE OF PAYMENT METHODS

SHOPPING OFFLINE



- Cash-Oriented Traditionalists in the Czech Republic do not differ significantly from people from this segment in other countries when it comes to shopping offline.
- About 1/10 of them plan to use traditional card payments and contactless payments using mobile devices more often than before the pandemic (it's similar to other surveyed European countries).
- 7/10 of Cash-Oriented Traditionalists in the Czech Republic plan to use traditional card payments as often as before the pandemic (result similar to other countries).

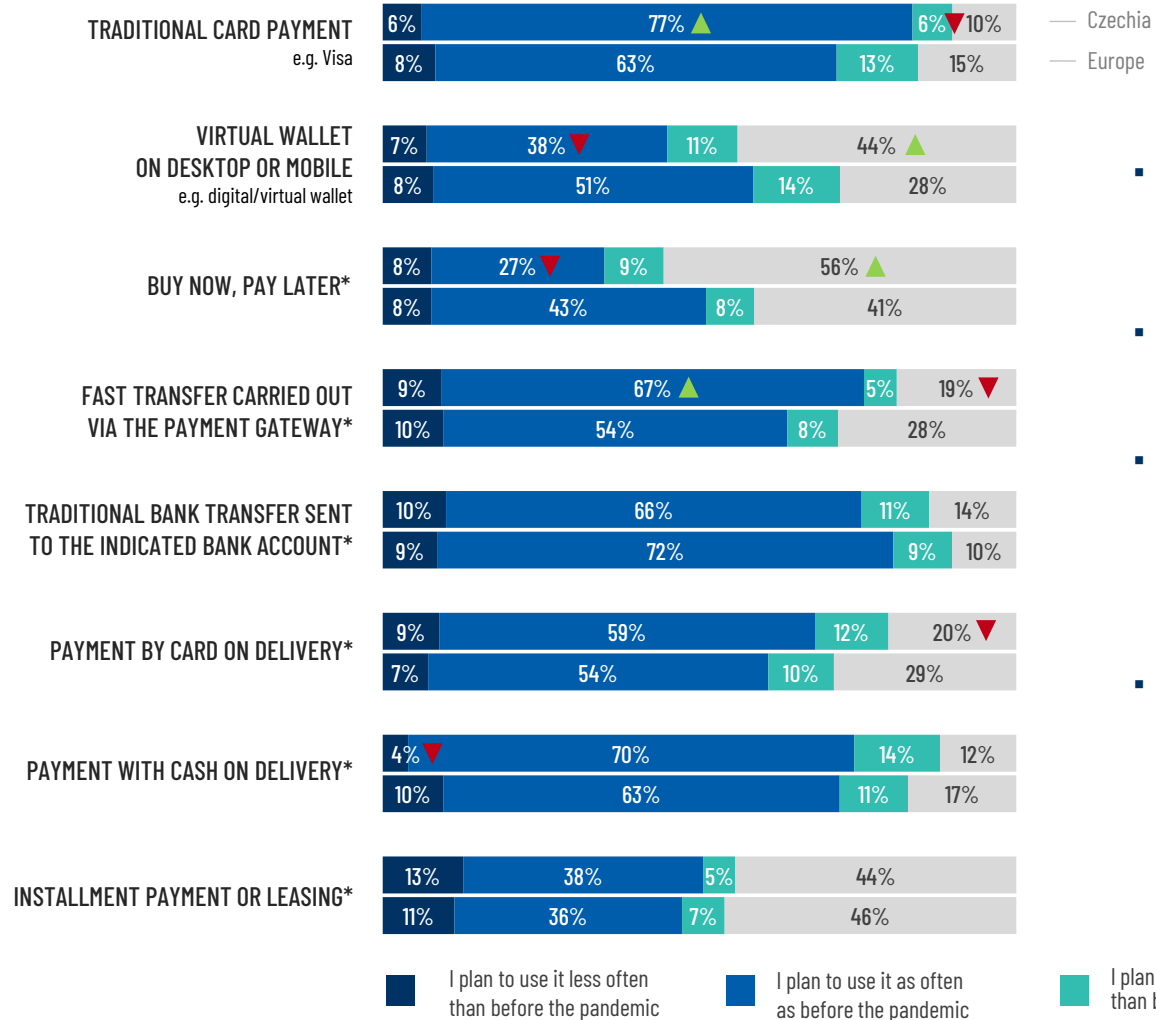


CASH-ORIENTED TRADITIONALISTS



USE OF PAYMENT METHODS

SHOPPING ONLINE



- Cash-Oriented Traditionalists in the Czech Republic less often than people from this segment in other countries plan to increase their usage of traditional card payments while shopping online.
- More than 2/5 of them don't use virtual wallet payments while shopping online (it's more than in other tested countries for this group).
- Less than 3/10 of them plan to use the buy now, pay later method as often as before the pandemic while shopping online (it's less compared to other tested countries for this segment). The majority of the Czechs from this segment (more than a half) do not use this method and do not plan to do it.
- 2/3 of Cash-Oriented Traditionalists in the Czech Republic plan to use fast transfer via the payment gateway as often as before the pandemic (it's more than in other countries for this segment).



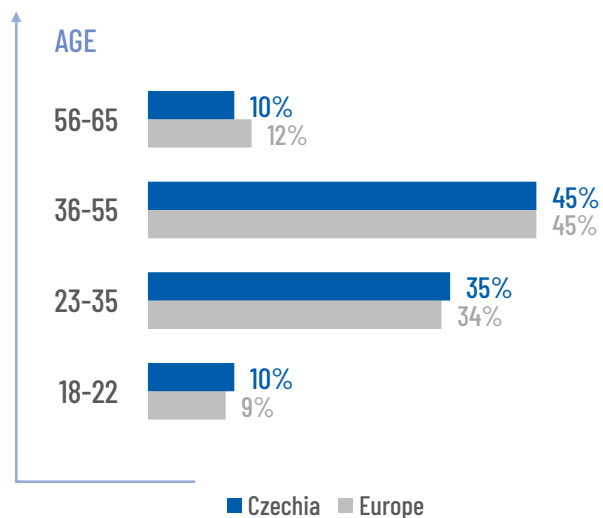
PAYMENT SWITCHERS



51%
Czechs

48% Europeans

- They pay both with cash and cashless
- Most of them think that people will still use cash in 10 years
- They don't pay much attention to hygiene while shopping
- They are neither optimists nor pessimists - they are in between
- 1/3 of them agree that the pandemic encouraged them to shop online
- More often than Cash-Oriented Traditionalists they reject cash-only services/venues but not as often as Modern Contactless Payers



51% 47%  53% 49%

ECONOMIC SITUATION OF HOUSEHOLD




We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases

48%  55%

ECONOMIC OPTIMISM

38% 39%

My situation will not change 

28% 29%

My situation will improve 

13% 13%

My situation will deteriorate 

■ Czechia ■ Europe

PAYMENT SWITCHERS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC



5/10

of Payment Switchers in the Czech Republic
want to travel as soon as possible.

1/3

miss using hospitality and entertainment
services and social activity.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN THE CZECH REPUBLIC?

Choose max. 3 answers



49%

TRAVELLING GOING ON HOLIDAYS

vs. 46% EUROPE



35%

USE OF HOSPITALITY

vs. 35% EUROPE



35%

ENTERTAINMENT ACTIVITY

vs. 32% EUROPE



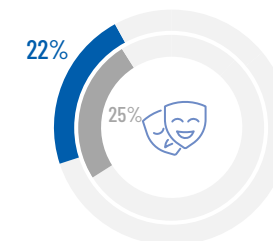
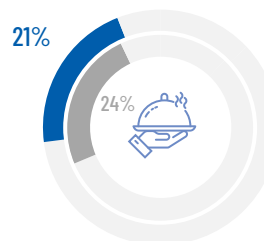
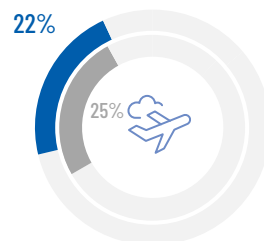
36%

SOCIAL ACTIVITY

vs. 36% EUROPE

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



■ Czechia ■ Europe



1/5

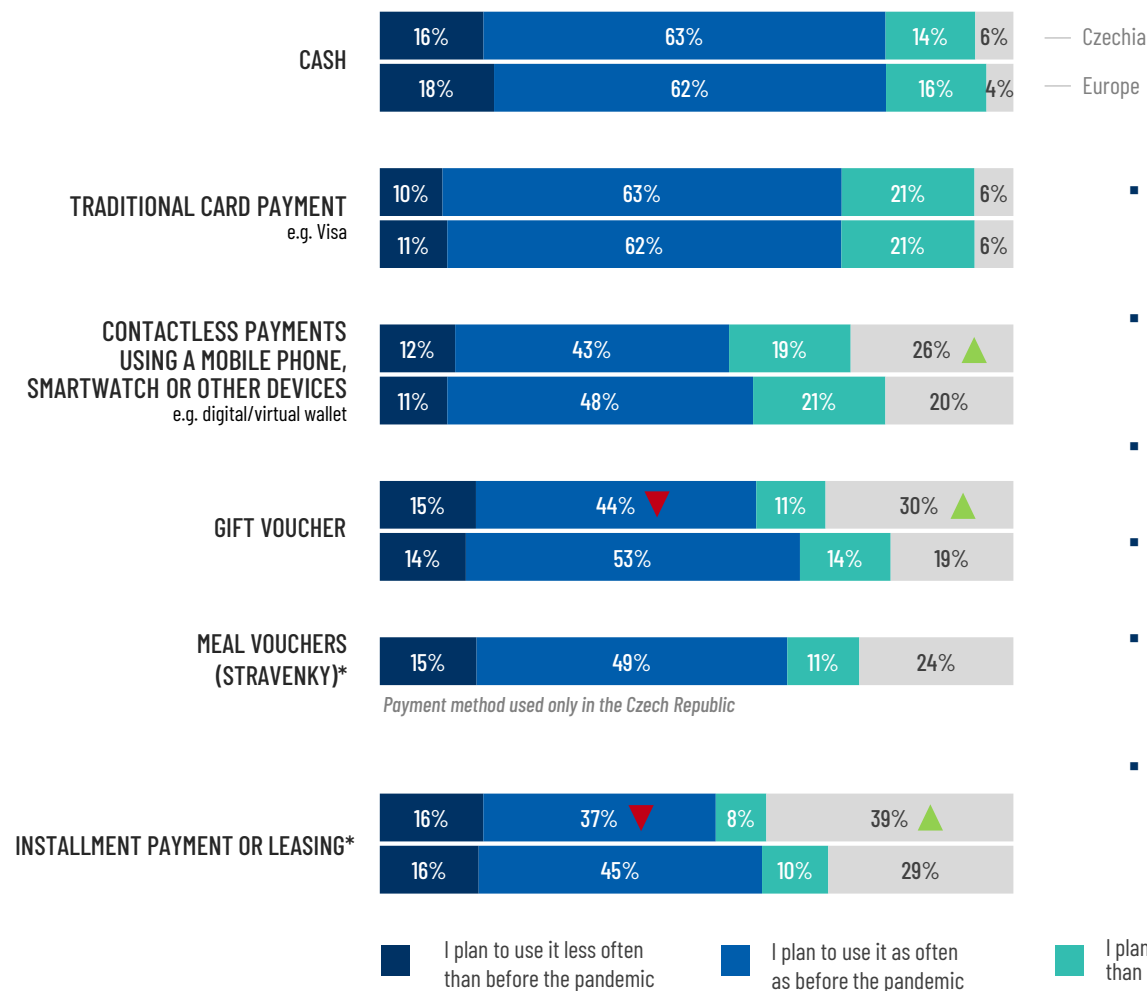
Plan to travel, use
hospitality services and do
entertainment activities
more often than before
the pandemic.

PAYMENT SWITCHERS



USE OF PAYMENT METHODS

SHOPPING OFFLINE



- Payment Switchers in the Czech Republic in general do not want to change their habits a lot while shopping offline.
- More than 3/5 of them plan to use cash and traditional card payments while shopping offline as often as before (results similar to other countries).
- But at the same time, 1/5 of them plan to use traditional card payment more often.
- 1/4 of them don't use contactless payments (it's more than in other tested countries for this segment).
- 3/10 of them do not use gift vouchers and do not plan to do so (it's more compared to other European countries).
- 2/5 of them do not use installment payments or leasing (similar to other surveyed countries).

Base: Europe: N=1695; Czechia N=255

*Not asked in every country



Result statistically lower than the average result among all countries



Result statistically higher than the average result among all countries

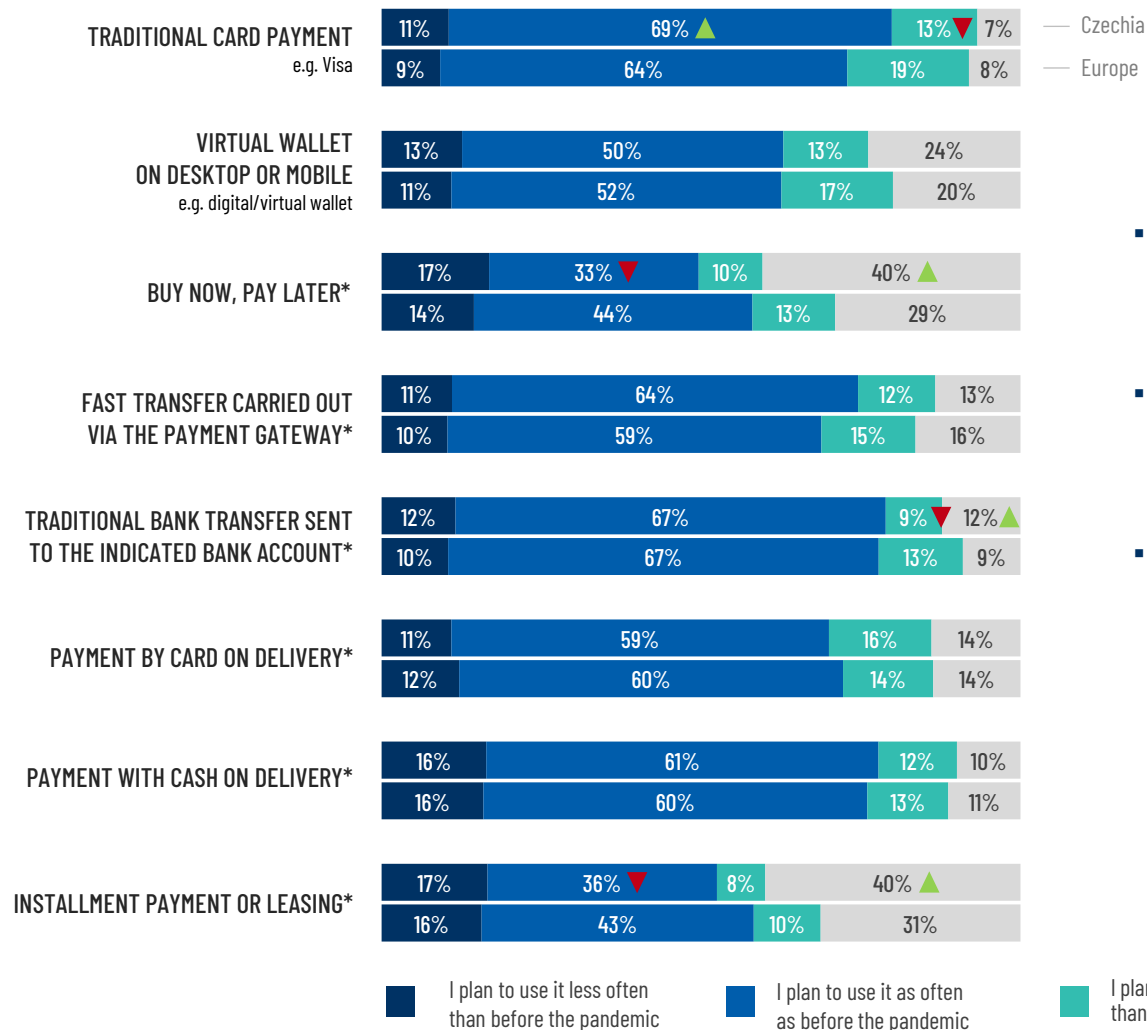


PAYMENT SWITCHERS



USE OF PAYMENT METHODS

SHOPPING ONLINE



- Payment Switchers in the Czech Republic in general less often than people from this segment in other countries use the buy now, pay later method and installment payments or leasing.
- About 2/3 of them plan to use traditional card payments, traditional bank transfers, and fast transfers via the payment gateway as often as before the pandemic.
- About 1/8 of them plan to use traditional card payments more often than before (it's less compared to other tested countries).

Base: Europe: N=1695; Czechia N=255

*Not asked in every country



Result statistically lower than the average result among all countries



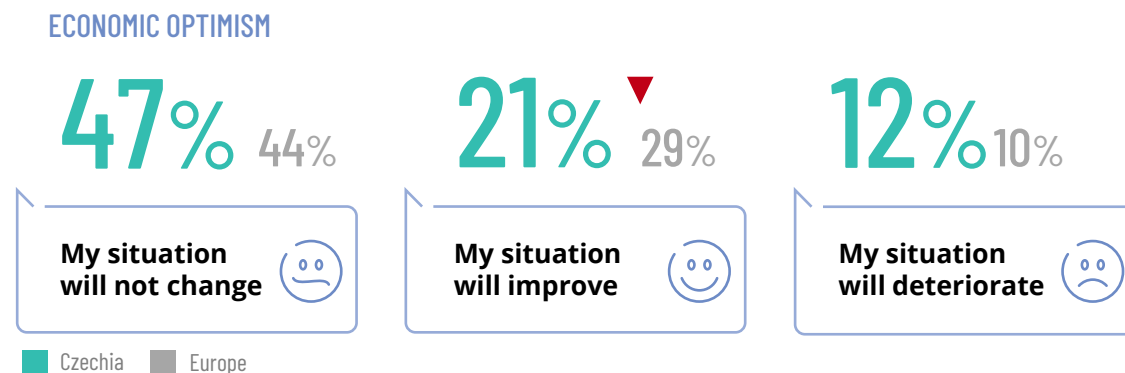
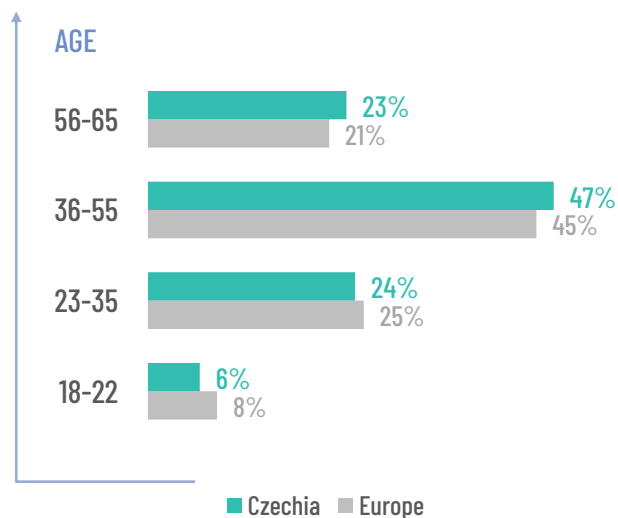
Result statistically higher than the average result among all countries



MODERN CONTACTLESS PAYERS



- They strongly prefer cashless payment methods
- Most of them want to pay cashlessly only and they think that it will happen in the future
- Hygiene while shopping is important to them, they strongly agree that cash is unhygienic
- The most optimistic segment - they agree that the worst is already over
- Right now, they are planning what to do in the near future
- The pandemic encouraged them to shop online
- More than half of respondents plan to buy online more often after restrictions lift
- Some choose not to purchase from a business or service if they can't pay using cashless payment methods



MODERN CONTACTLESS PAYERS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC

The largest group among Modern Contactless Payers are people who can't wait to travel.



5/10

The Czech Modern Contactless Payers also can't wait to do sports activities. Although important, social activities seem to be less significant for them than for people from other European countries.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN THE CZECH REPUBLIC?

Choose max. 3 answers



49%

TRAVELLING GOING ON HOLIDAYS

vs. 55% EUROPE



42%

USE OF HOSPITALITY

vs. 45% EUROPE



35%

ENTERTAINMENT ACTIVITY

vs. 37% EUROPE



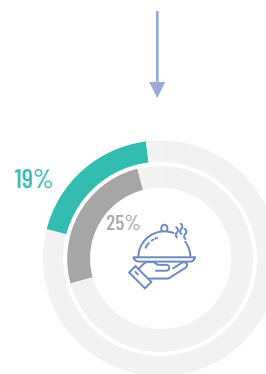
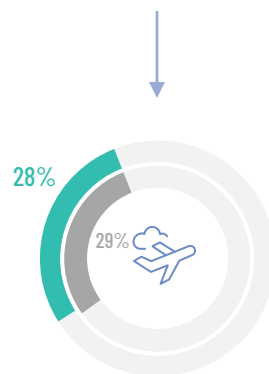
32%▲

SPORTS ACTIVITY

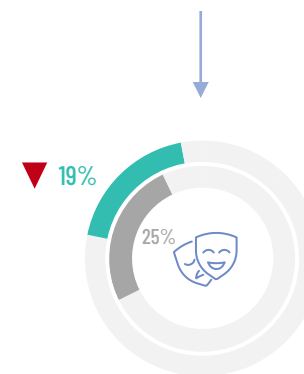
vs. 21% EUROPE

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



■ Czechia ■ Europe



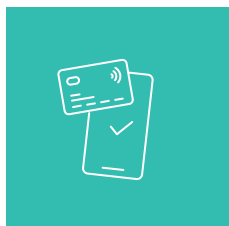
1/5



Plan to use hospitality and entertainment services and do sports activities more often than before the pandemic.

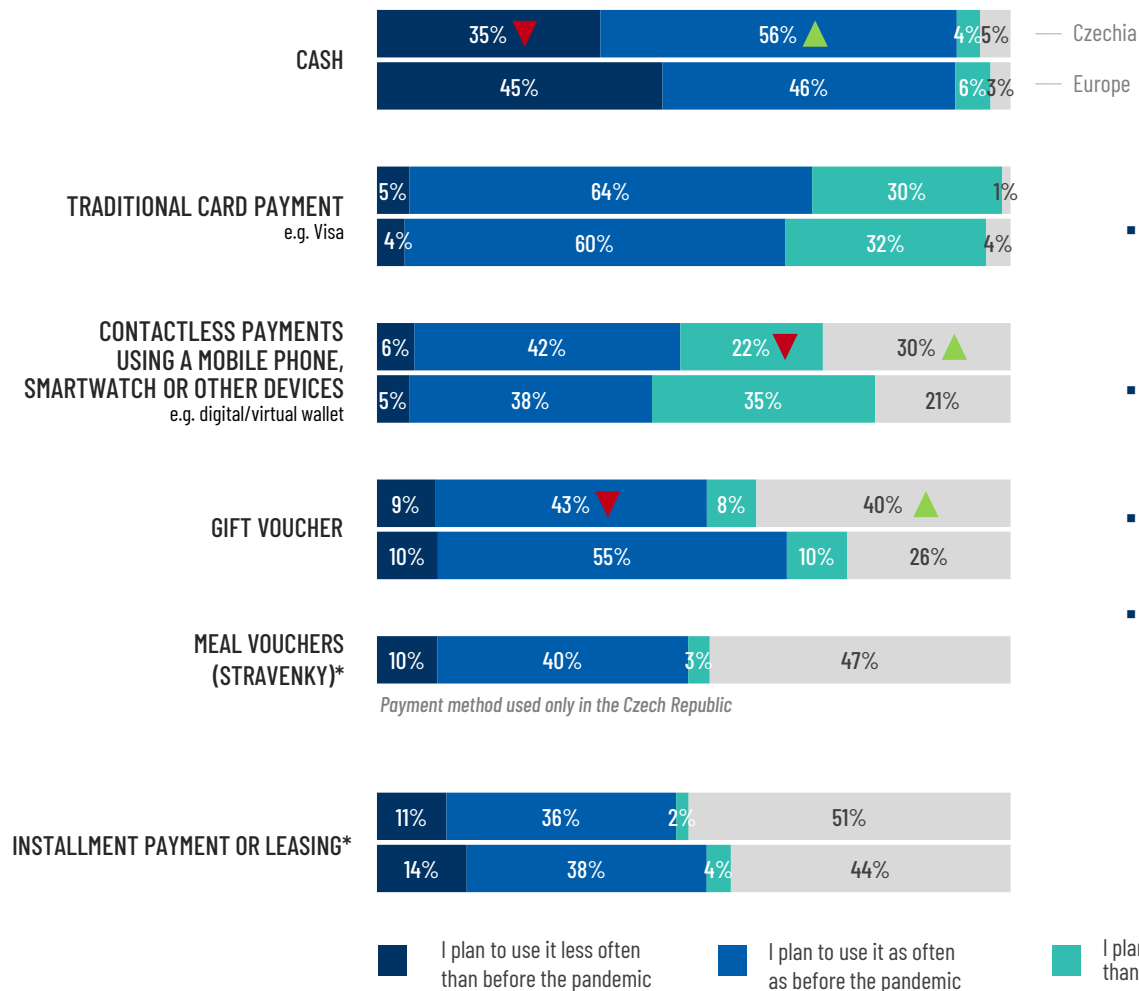
3/10 Plan to travel more often than before the pandemic.

MODERN CONTACTLESS PAYERS



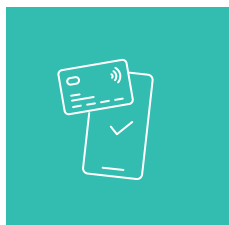
USE OF PAYMENT METHODS

SHOPPING OFFLINE



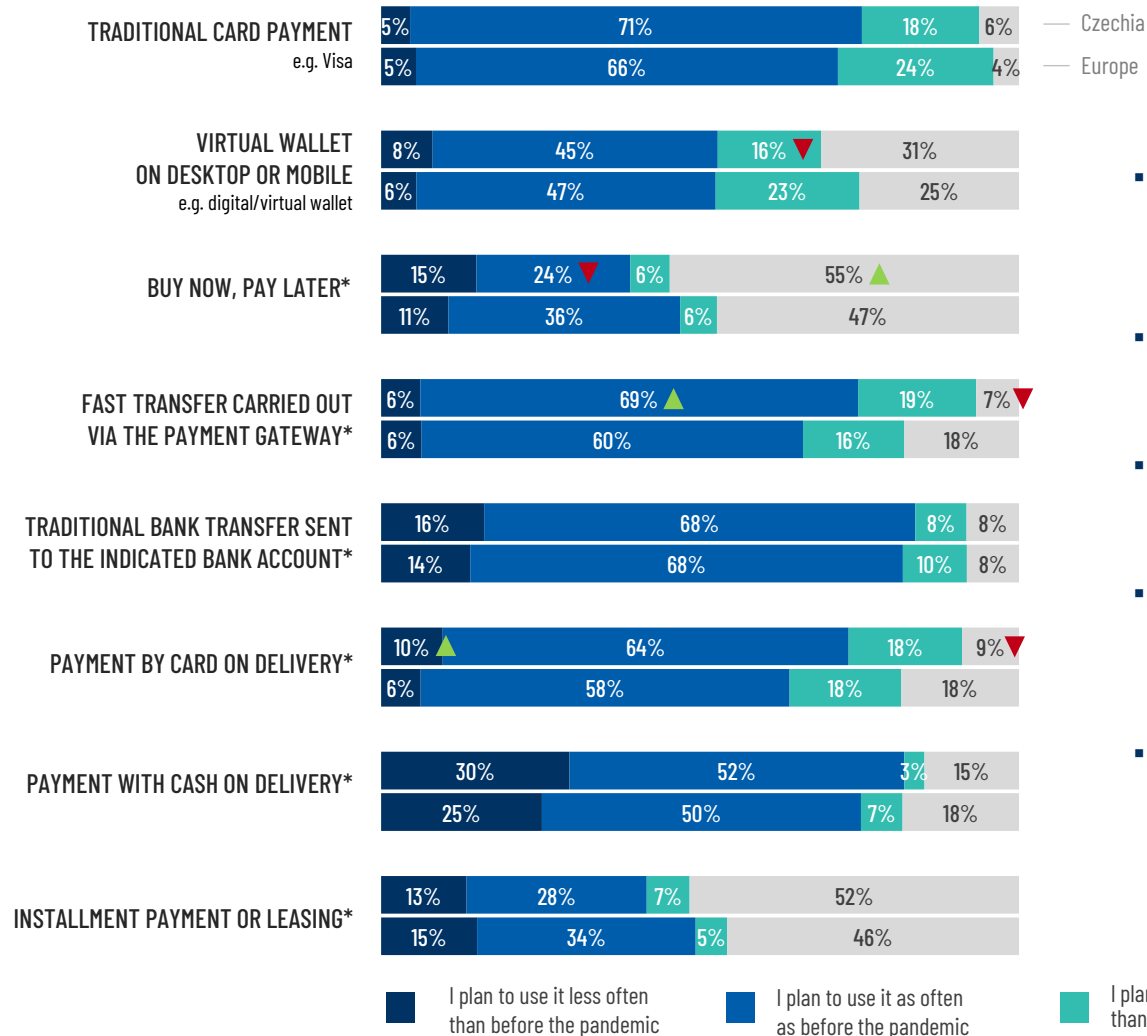
- Modern Contactless Payers in the Czech Republic less often than people from this segment in other countries plan to decrease their usage of cash while shopping offline.
- 3/10 want to pay with traditional card payments more often than before the pandemic (result similar compared to other countries).
- 1/3 of them don't use contactless payments (it's more than in other tested countries for this segment).
- Also, 2/5 of Modern Contactless Payers in the Czech Republic do not use gift vouchers and do not plan to do so (it's more than in other European countries for this group).

MODERN CONTACTLESS PAYERS



USE OF PAYMENT METHODS

SHOPPING ONLINE



- Modern Contactless Payers in the Czech Republic less often than people from this segment in other surveyed countries plan to increase the usage of virtual wallets during shopping online.
- 7/10 of them plan to use fast transfer as often as before the pandemic – it's more compared to other European countries for this segment.
- 1/10 of them plan to use card payment on delivery less often than before (it is more compared to other countries).
- At the same time, 7/10 of them plan to use traditional card payments as often as before the pandemic while shopping online – this is similar compared to other European countries for this group.
- About half of them do not use installment payments or leasing and the buy now, pay later method and do not plan to do so.

Base: Europe: N=1101; Czechia N=151

*Not asked in every country

▼ Result statistically lower than the average result among all countries

▲ Result statistically higher than the average result among all countries





Summary of results

BACK TO NORMAL



WHEN WILL IT HAPPEN?

1/5



of the Czechs think that „normal life” – life without restrictions will come back during **the 1st half of 2022.**

It's significantly less than in the rest of Europe. The Czechs more often than inhabitants of other surveyed countries are not able to predict when we will back to „normal life”.

WHAT WILL HAPPEN?

Immediately after lifting of restrictions, Europeans mainly want to **travel, enjoy restaurants, cafés, pubs, social life and entertainment.**

The Czechs display this desire to a similar degree as inhabitants of other countries. They are less eager for social interactions and more eager for sports than the rest of Europe.



DOES "NORMALCY" MEAN RETURN TO OLD HABITS? OR MAYBE SOMETHING WILL CHANGE? - POST-PANDEMIC PAYMENTS



APPROX.

60%

of the people in the countries participating in the survey say they will not change the frequency with which they use cash and a payment card when shopping in traditional shops (not online).

More than 1/4 plan to pay less often in cash, the same number declares that they want to pay more often by card.

In the Czech Republic, these trends are similar to the rest of Europe – about 1/5 of the respondents want to reduce cash payments while shopping offline (significantly less than in the rest of Europe) and about 6/10 (more than in the rest of Europe) do not want to change their habits regarding cash payments. Regarding card payments while shopping offline, there are no significant differences between the Czech Republic and the rest of Europe.

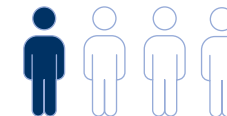
When it comes to online shopping, the Czechs also mostly want to keep their old habits – out of three most popular methods of payment (traditional card, fast transfer, traditional bank transfer), for two of them (traditional card payment, fast transfer) they declare that they will use it as often as before the pandemic (higher result compared to inhabitants of the rest of surveyed countries).

CONTACTLESS PAYMENT - HOW DOES THIS FORM OF PAYMENT AFFECT THE SHOPPING PATTERNS OF EUROPEANS?



ABOUT

1/4



of respondents say that the ability to pay by card/ cashless would primarily affect more frequent use of grocery stores, retail outlets, but also restaurants/ pubs/ cafés.

The Czechs are slightly less likely than residents of other surveyed countries to identify hotels/ guest houses, and hairdressers/ barbers as places where the ability to pay by card would attract them to visit these facilities more often.

The ability to spend more when paying by card/ cashless is mainly predicted by Europeans for retail outlets and supermarkets. The Czechs are significantly more likely than other Europeans to indicate hotels, gastronomy (pubs, cafes, restaurants), shopping offline (in general), places connected with home and garden renovation shopping, grocery stores (both small and bigger) and local bakeries.

ABOUT

1/3

OF EUROPEANS

- think that the possibility to pay by card/ cashless shows that a venue is meeting the expectations of its customers. The Czechs share this belief to a similar degree, regardless of the service (the only exception are local bakeries indicated significantly less often by the Czechs compared to other nations).
- say that using cashless payments is more hygienic. Among the Czechs, this feeling is similar, regardless of the service.

MORE
THAN 1/4
OF EUROPEANS

perceive venues where it is possible to pay by card/ cashless as being up-to-date with modern technology. The Czechs agree with that, regardless of the venue.

Summary of results



Almost half of the population of the surveyed countries are Payment Switchers

- people who use both cash and cashless methods of payment. They are mostly young people. As for their attitude towards the pandemic, they are quite but not overly optimistic.

The group of Modern Contactless Payers is slightly smaller - in the surveyed European countries it is about 1/3 of the population. This group would mostly like to pay exclusively cashless; they are optimistic about the pandemic - they think the worst is over; however, they are cautious about hygiene, which is why they think cash payments are less secure. 1/4 of them have started shopping online more often, and more than half of them intend to use this form of shopping more often than before the pandemic. Not being able to pay cashless discourages them from shopping at a venue.

The smallest, yet still quite numerous group are Cash-Oriented Traditionalists

- among the residents of the surveyed countries they constitute 1/5 of their population. They are focused on cash payments so the lack of cashless payment option is not a barrier to purchase for them. They are skeptical about the pandemic - they think the worst is yet to come. Influenced by the pandemic situation, 1/3 of them started shopping online.

Compared to the European countries as a whole, there are no significant differences in the size of these groups in the Czech Republic.



The group of Payment Switchers accounts for half of the population, Modern Contactless Payers are 3/10 and 1/5 are Cash-Oriented Traditionalists.

Summary of results



When asked what they want to do immediately after the restrictions are lifted, representatives of the Payment Switchers group even more often than others (although these are generally the most frequently mentioned aspects) indicate answers related to travel and social life.

All the groups focus on travelling, use of gastronomy and entertainment activities. Social activities are the fourth most often indicated category by Payment Switchers. For both remaining groups, sports activities are more missed than social life.

6/10 of Payment Switchers plan to pay with cash and by card as often as they did before the pandemic when shopping offline. These are similar scores compared to the general population of the countries surveyed.

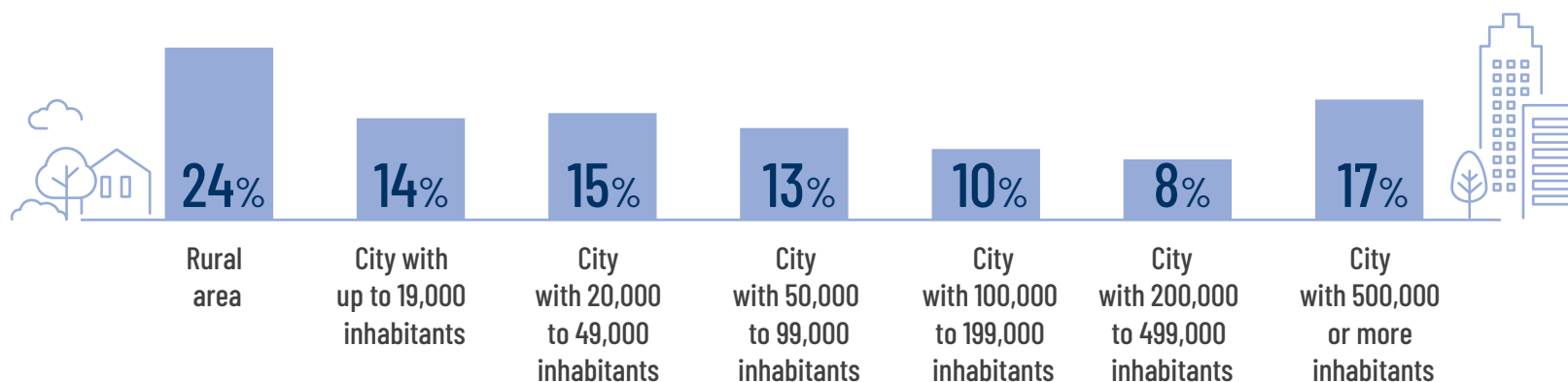
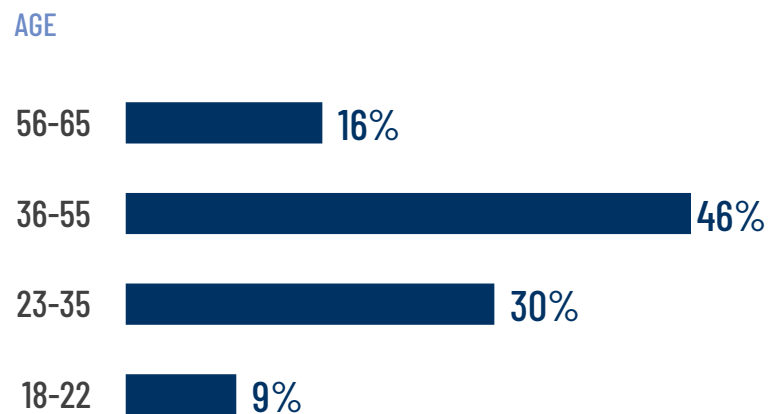
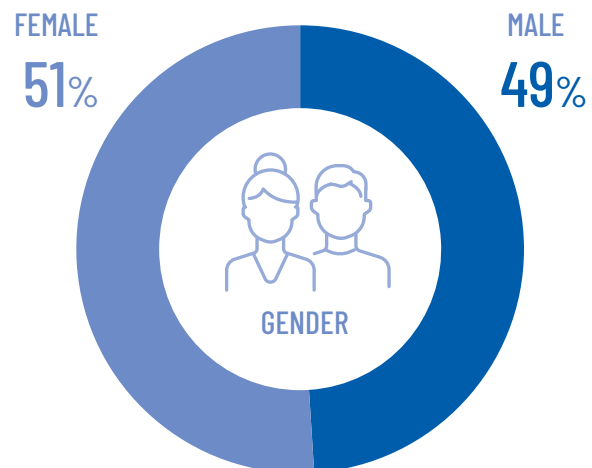
1/3 of Modern Contactless Payers want to pay with cash less often than before the pandemic (significantly less than in other countries).

3/4 of Cash-Oriented Traditionalists plan to pay by card and 2/3 plan to use fast transfers via the payment gateway as often as they did before the pandemic when shopping online. These are higher scores than among the same segments in other countries.

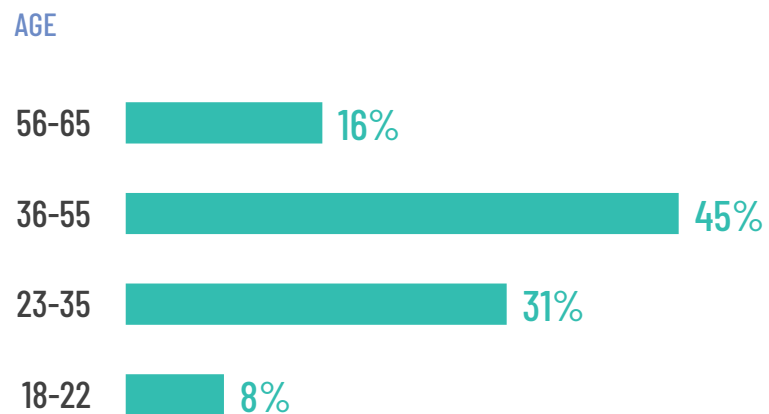
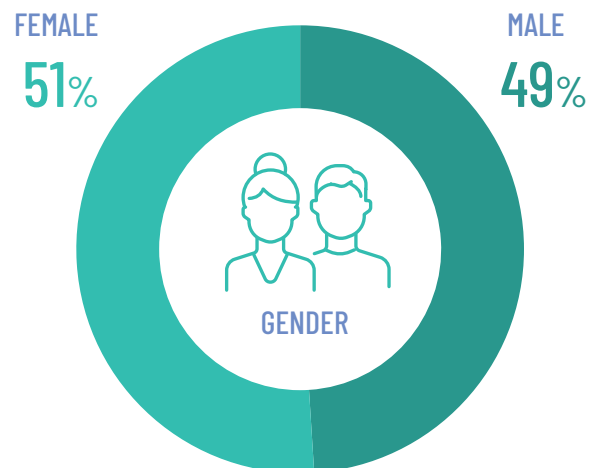


Profile of respondents

Profile of respondents - Europe



Profile of respondents - the Czech Republic



EDUCATION



PRIMARY

8%



SECONDARY

63%

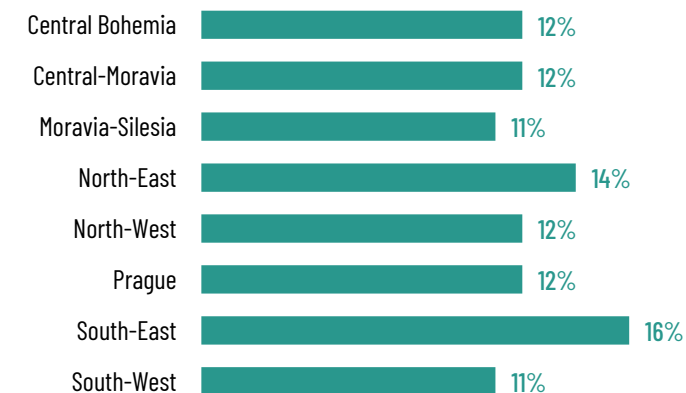


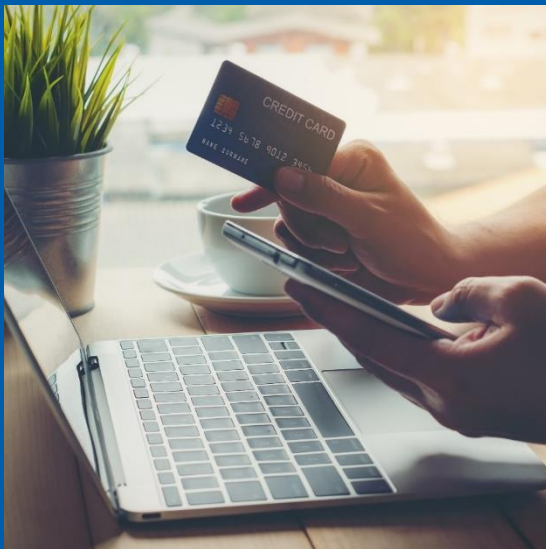
HIGHER

29%



REGION











Thank you

