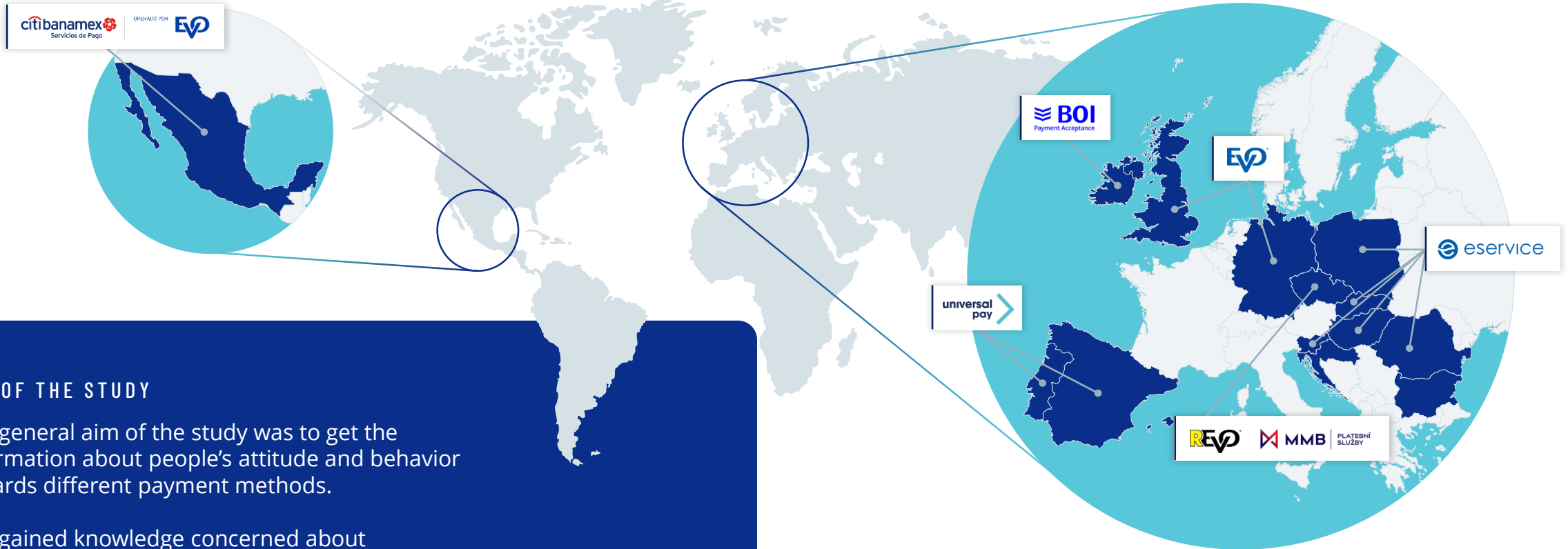




ATTITUDES TOWARD **PAYMENT METHODS**

INTERNATIONAL SURVEY - MAY 2022

THE AIM OF THE STUDY



AIM OF THE STUDY

The general aim of the study was to get the information about people's attitude and behavior 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

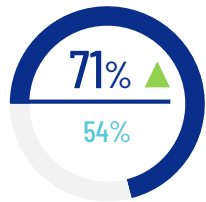
The study was conducted using CAWI methodology
– respondents were invited to take part in an internet survey.

COUNTRIES IN THE STUDY AND SAMPLE SIZES



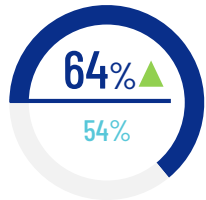
VISA

KEY FINDINGS

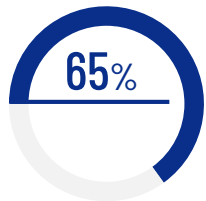


7/10

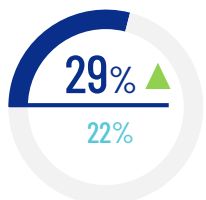
prefer using electronic payments
than cash while shopping offline

MORE THAN
3/5

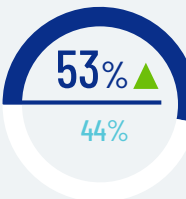
use contactless electronic payments with
mobile phone, smartwatch or other devices

ALMOST
2/3

choose electronic payments
for amounts over 100 GBP

ALMOST
3/10

have no problems with availability of card
payments – it is always available when they need it



1/2

The British strongly agree that
the number of places where you
can pay using electronic methods
has increased compared to before
the COVID-19 pandemic.

The UK, compared to other countries
participating in the survey, is definitely
more cashless.

The British are more likely to choose electronic
methods of payment. They pay more often with a
card as well as a phone, watch or other devices.
They also don't complain about the availability of
electronic payment methods as they usually have
access to them as needed.

.02

ATTITUDES TOWARDS MONEY



ATTITUDES TOWARDS MONEY

The research on Attitudes towards forms of payment was conducted using a standardized psychological tool consisting 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 realising 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
SPENDINGUNITED
KINGDOM

For the British, money is a means of realising values, ensuring a sense of independence and freedom of choice.

They use Banking Services as a way to manage money.

They control and plan their expenses, but without clearly focusing on increasing wealth.

ATTITUDES TOWARDS MONEY

LEVEL 1
ATTITUDE
TOWARDS
MONEY

In The Money Relationship Questionnaire, 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 Competencies from 0 up to 15 points. The results presented represent the mean value for each indicator.



CONTROL

UK - 14,4 ▼

OTHER COUNTRIES - 15,5

The British have a weaker money Control than residents of other countries participating in the study.



MEANS

UK - 16,2

OTHER COUNTRIES - 16,2

Level of Means component is high and does not differ from that observed in other countries.



PLEASURE

UK - 12,6 ▼

OTHER COUNTRIES - 13,3

For the British, the Pleasure that comes from dealing with money is less important than for other nations.

ATTITUDES TOWARDS MONEY

LEVEL 2

COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

In The Money Relationship Questionnaire, 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 Competencies from 0 up to 15 points. The results presented represent the mean value for each indicator.



INVESTMENT

UK - 7,8 ▼

OTHER COUNTRIES - 8,5

Investment is weaker in the UK than in other countries. It shows that the British feel a lesser need to invest money and to increase their wealth.



INSURANCE

UK - 6,9

OTHER COUNTRIES - 6,7

The competence of Insurance in the UK is similar to that observed in other countries.



BANKING SERVICES

UK - 9,9 ▲

OTHER COUNTRIES - 8,7

Compared to other countries, in the UK the use of and trust in Banking Services are higher. The British treat them as a good way to manage money.

ATTITUDES TOWARDS MONEY

LEVEL 2

COGNITIVE
BEHAVIOURAL
FINANCIAL
COMPETENCES

In The Money Relationship Questionnaire, 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 Competencies from 0 up to 15 points. The results presented represent the mean value for each indicator.



MANAGEMENT

UK - 6,0 ▼

OTHER COUNTRIES - 6,4

The result of Management is weaker in the UK than in other countries. It means that the British do not focus on expanding knowledge about finances.



ACCOUNTING

UK - 8,7 ▼

OTHER COUNTRIES - 9,0

Accounting is a strong feature of the British, but not as important as in other nations.



IMPULSE SPENDING

UK - 6,7 ▲

OTHER COUNTRIES - 6,1

Impulse Spending stands out from other countries. It shows that some British people spend their money with a little less reflection or plan.

THE BRITISH AND ATTITUDE TO MONEY



The British treat money mainly as a means of achieving value

- In their opinion, money provides a sense of independence
- Money enables a comfortable life
- The British control their expenses, but often based on the simple principle of not spending money impulsively
- They are not very interested in the subject of finance that allows for the increase of assets



UNITED KINGDOM

Capital city: **London**

Currency: **Pound sterling**

Population: **67,22 million**

.03

PAYMENT METHODS AWARENESS AND USAGE



AWARENESS OF DIFFERENT FORMS OF PAYMENT

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

The best-known payment methods in the UK are: cash, card, direct bank transfers and digital wallets and other applications – The British mention them spontaneously much more often than people from other countries (64% vs. 40%).

SPONTANEOUS AWARENESS

AIDED AWARENESS



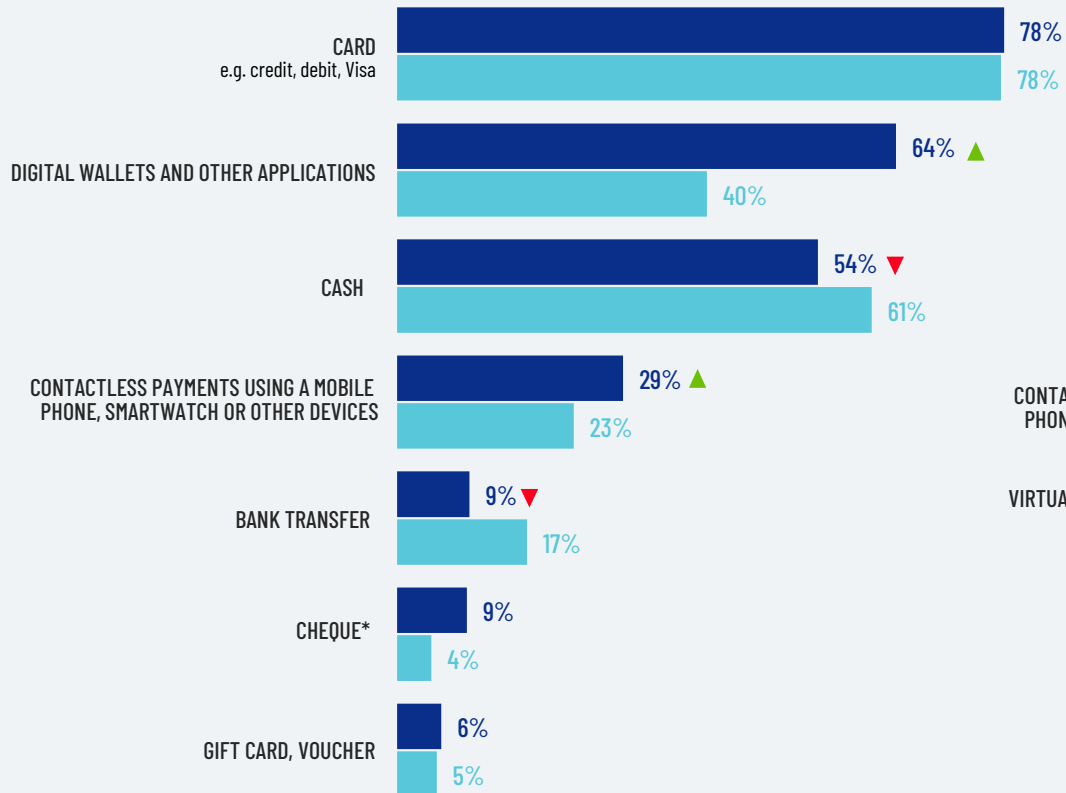
INTERESTING FACT



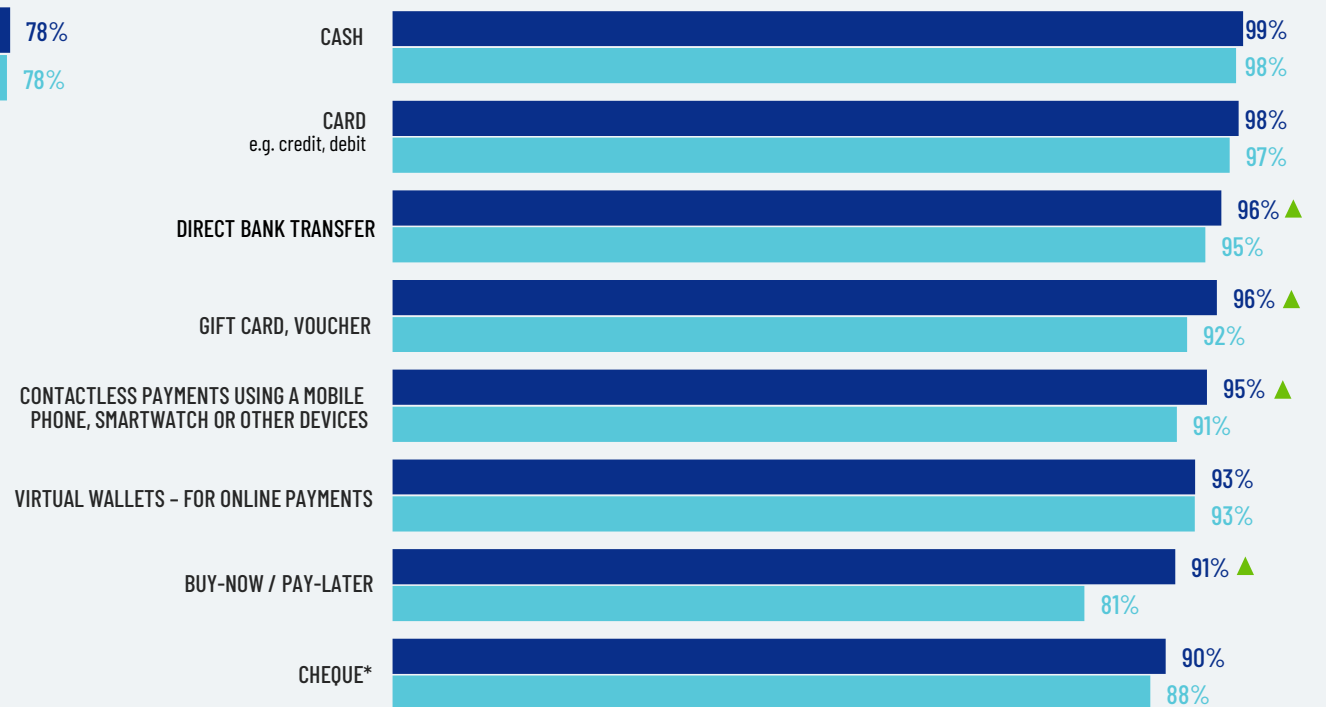
AWARENESS OF DIFFERENT FORMS OF PAYMENT

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

SPONTANEOUS AWARENESS



AIDED AWARENESS



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

*comparison with Ireland only

*comparison with Ireland only

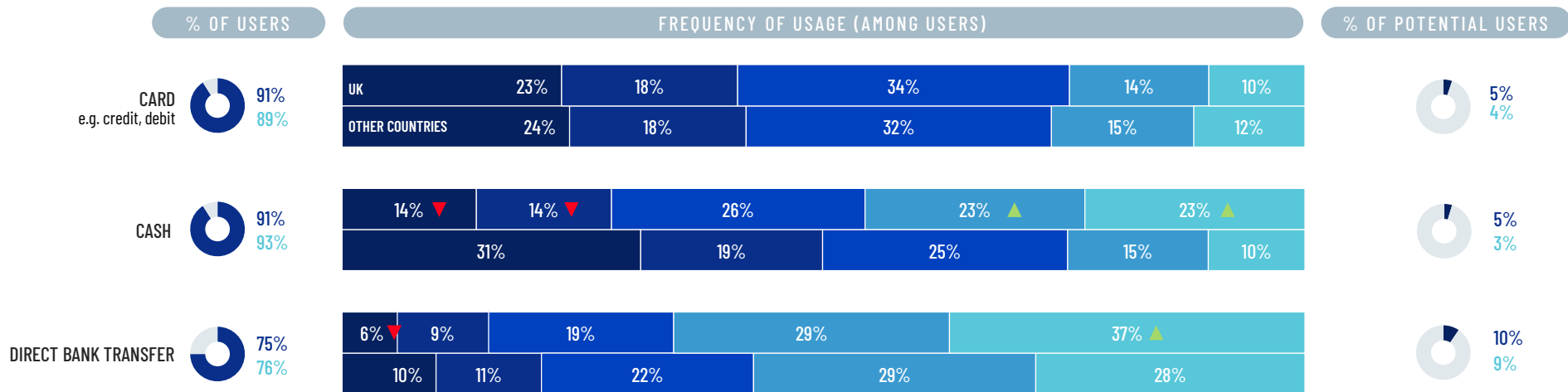
FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

The most often used payment methods in the UK are: card, cash and direct bank transfer. However, British people use both cash and bank transfers much less than people in other countries.

At the same time, contactless payments using mobile phone, watch or other devices are very popular in the UK. 42% of users pay this way at least once a day.

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

TOP 3 ANSWERS



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

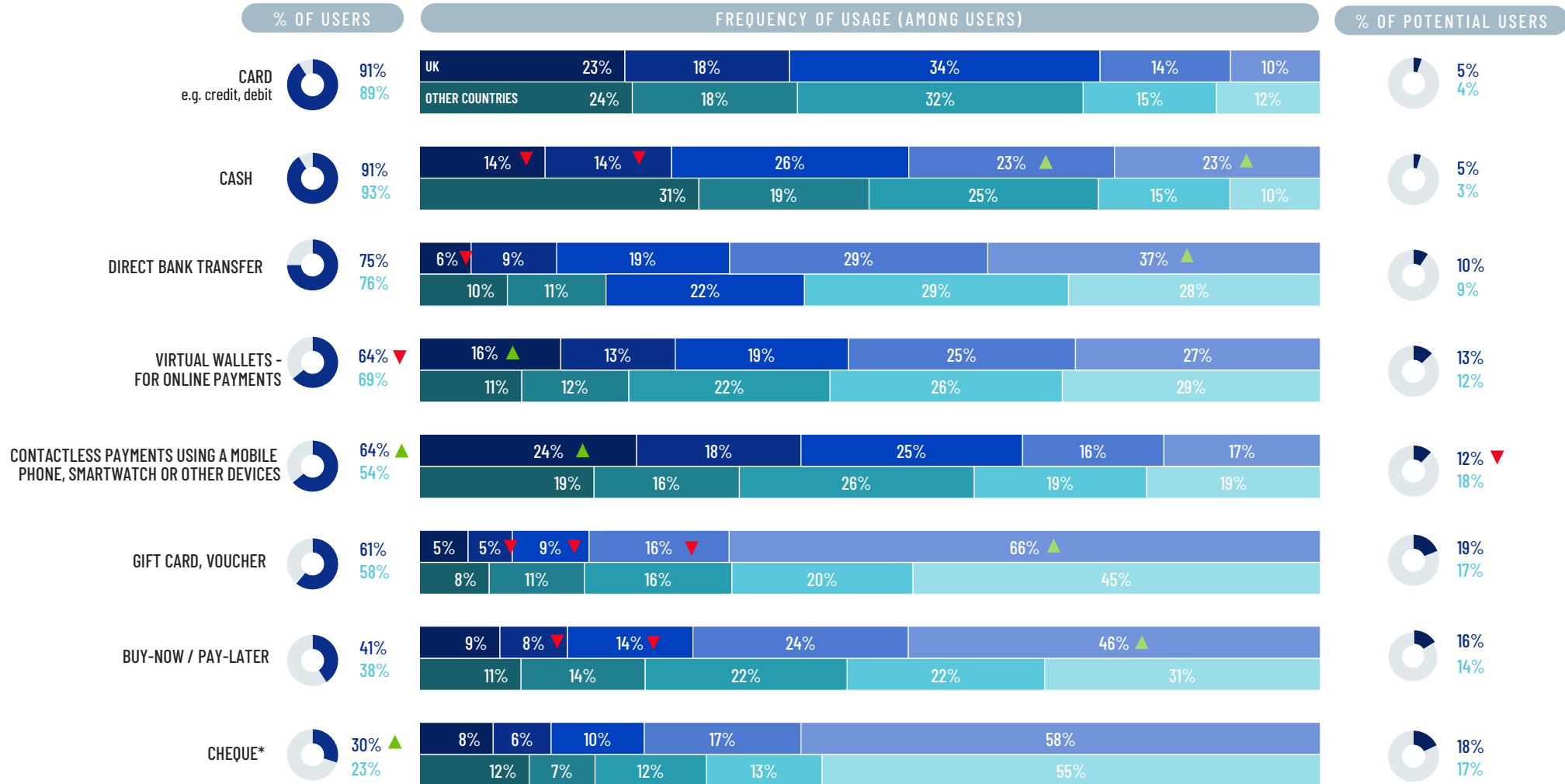
INTERESTING FACT



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

FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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



*comparison with Ireland only

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

MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

The British most often pay with card or cash – more often they even choose a card (69% vs. 43% for cash). This proportion is slightly different from that observed in other countries, where cash (58%) is indicated as often as card (60%).

Payment card is easy to use and convenient. Cash is chosen because for some people it is also easy to use. The other reason is simply the habit of using cash.

Contactless payment by phone, watch or other devices is the third most frequently used payment method, chosen by 36% of people in the UK. It is popular primarily for its ease of use.



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

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?

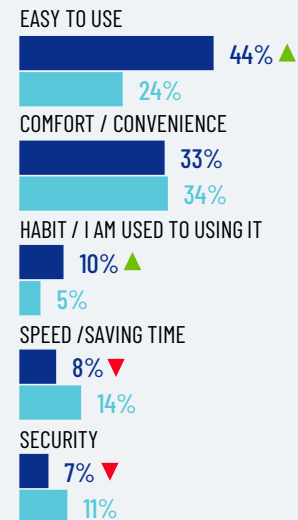
MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



CARD
e.g. credit, debit

69% ▲

vs. 60% other countries



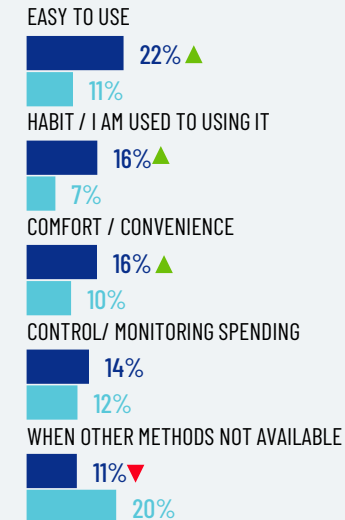
UK n=431
OTHER COUNTRIES: n=4988



CASH

43% ▼

vs. 58% other countries



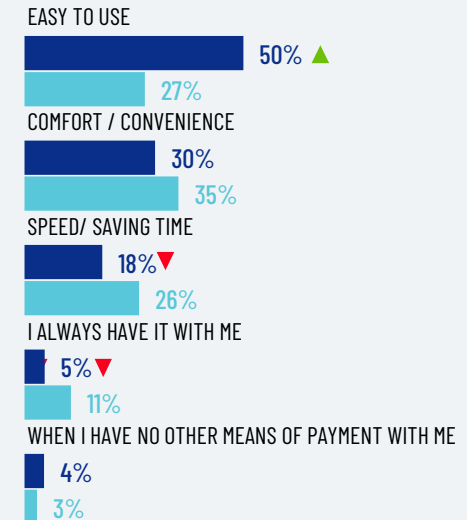
UK n=266
OTHER COUNTRIES: n=4823



CONTACTLESS PAYMENTS USING THE PHONE, SMARTWATCH OR OTHER DEVICES

36% ▲

vs. 15% other countries



UK n=277
OTHER COUNTRIES: n=1207

MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

OTHER METHODS

% 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?

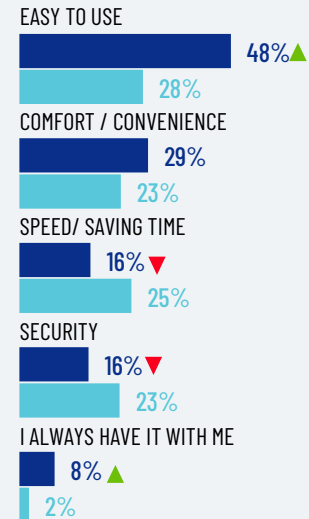
MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



DIGITAL WALLETS FOR ONLINE PAYMENTS

20% ▲

vs. 13% other countries



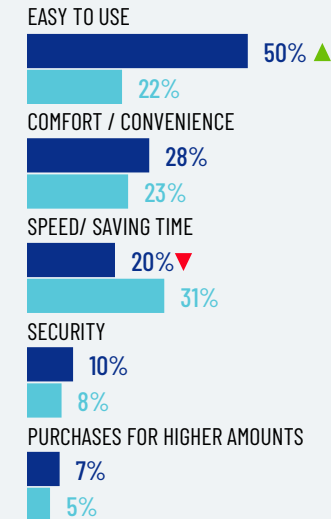
UK n=122
OTHER COUNTRIES: n=1112



DIRECT BANK TRANSFER

12% ▲

vs. 7% other countries



UK n=76
OTHER COUNTRIES: n=590

BANKING

30% USE MOBILE BANKING ONCE A DAY OR MORE OFTEN

39% WITHDRAW MONEY FROM AN ATM ONCE A MONTH OR LESS OFTEN

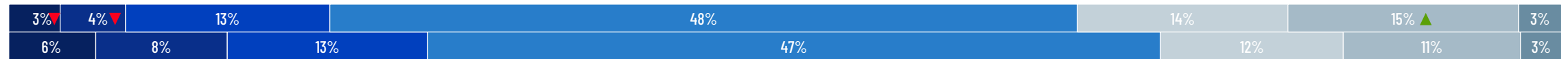
31% DON'T PLAN TO CONTACT THEIR BANK BY PHONE CHANNEL

ATMs, Internet and mobile banking are the most popular channels of banking in the UK. Mobile banking is used even more often than in other countries – 3 out of 10 use at least one of them once a day.

Although the general use of ATMs is similar, the British do it less frequently – only 20% withdraw money at least 2-3 times a week (in other countries 27%). People in the UK also contact their bank by phone and/or visit the bank's branch less often than people in other countries. 53% of them have never called their bank's phone channel.

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

VISIT TO A BANK BRANCH



TELEPHONE CONTACT



INTERNET BANKING



MOBILE BANKING (through the app)



USING AN ATM



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

.04

PAYMENT METHODS **MY LAST PURCHASE**



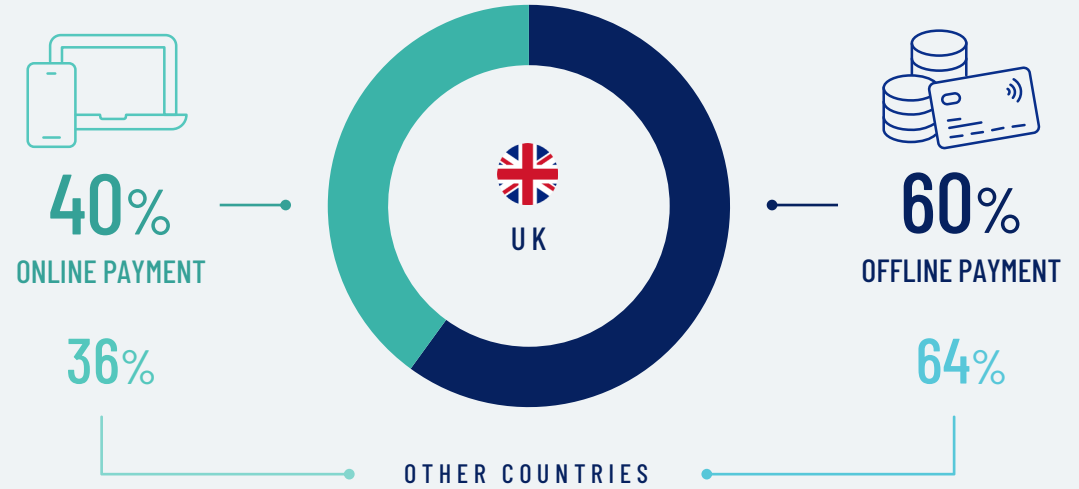
LAST PAYMENT - ONLINE OR OFFLINE?



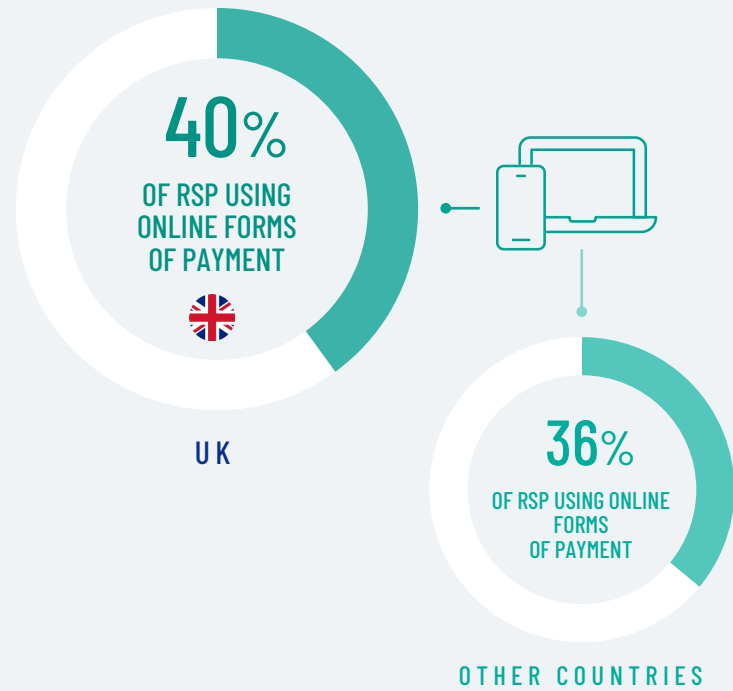
4/10

THE BRITISH MADE THEIR LAST PAYMENT ONLINE

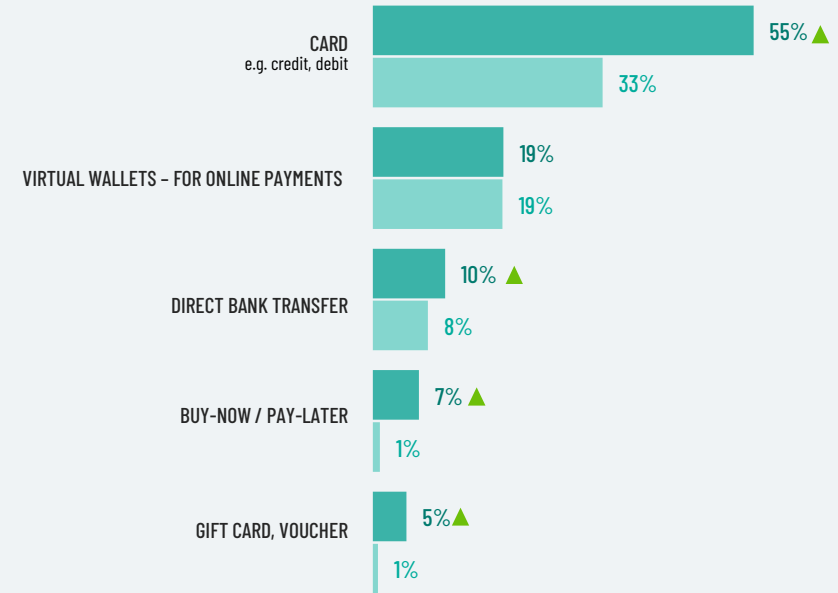
PLEASE RECALL YOUR LAST PAYMENT.
WAS IT CARRIED OUT ONLINE OR OFFLINE?



LAST ONLINE PAYMENT TYPES



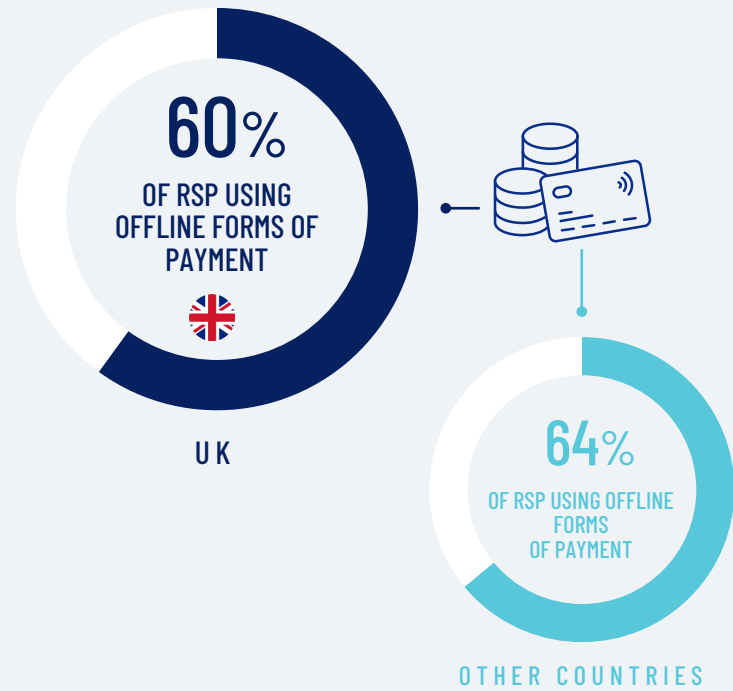
WHICH PAYMENT FORM DID YOU USE DURING YOUR LAST ONLINE PAYMENT?



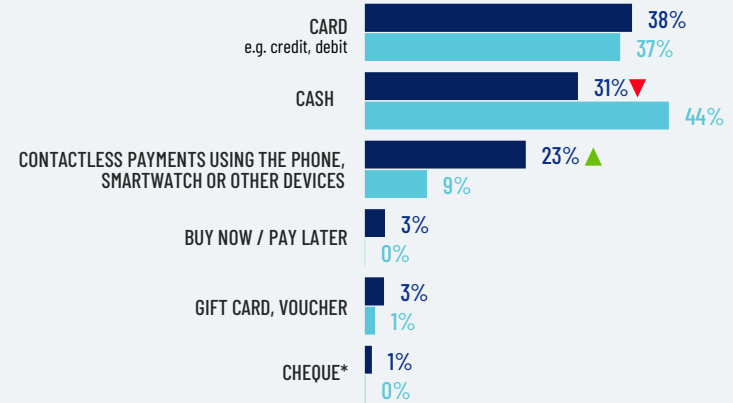
2 out of 5 British made their last payment online. They most often used card, even more often than residents of other countries. In second place, they chose a virtual wallet.

In the UK, more often than in other countries, people pay with the Buy-Now /Pay-Later option or with a gift card or voucher.

LAST OFFLINE PAYMENT TYPES



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



*comparison with Ireland only

60% of the British made their last payment offline. They primarily used a card, followed by cash – this order is the opposite to that observed in other countries, where cash was more UK residents also more often chose contactless payments using phone, smartwatch or other devices during their last offline purchase.

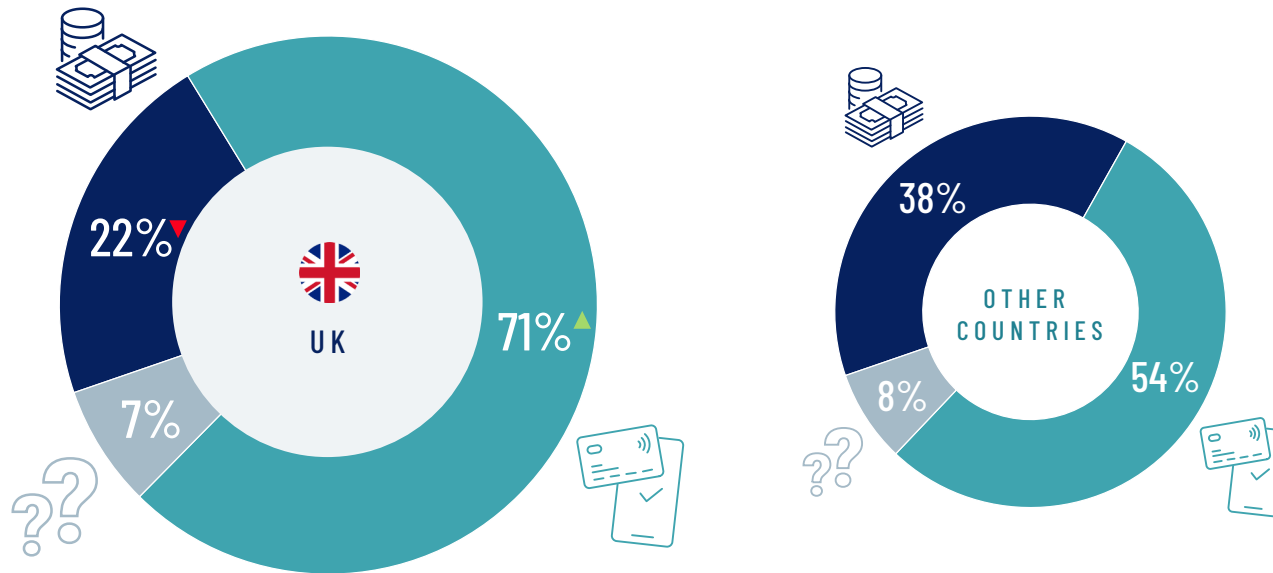
.05

PAYMENT METHODS **PREFERENCES**



PREFERRED METHOD OF PAYMENT WHILE SHOPPING OFFLINE

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



ONLY 2/10 OF THE BRITISH PREFER USING CASH THAN ELECTRONIC PAYMENTS.

7 out of 10 British people prefer using electronic payments over cash. This is more than in other countries covered by the research.

AMOUNT VS PREFERRED PAYMENT METHOD



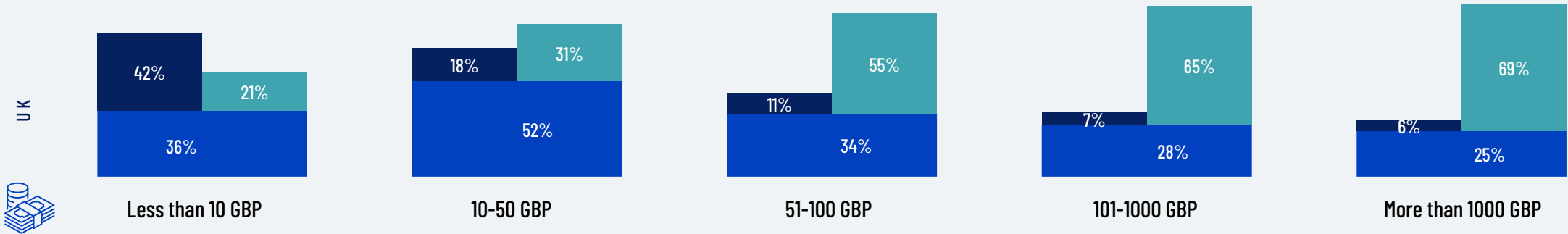
MORE THAN
100 GBP

2/3 OF THE BRITISH CHOOSE TO PAY BY CARD, PHONE OR OTHER DEVICES

While paying up to 10 GBP, 4 out of 10 British people prefer cash payment. With prices from 10 to 50 GBP, opinions are divided – half of them sometimes choose cash and sometimes electronic payments.

The higher the price, the larger group of those who prefer electronic payment – for more expensive things, the British prefer to pay using electronic payments, especially for those who cost above 100 GBP.

WHICH METHOD OF PAYMENT WOULD YOU CHOOSE IF SOMETHING COST:



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

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

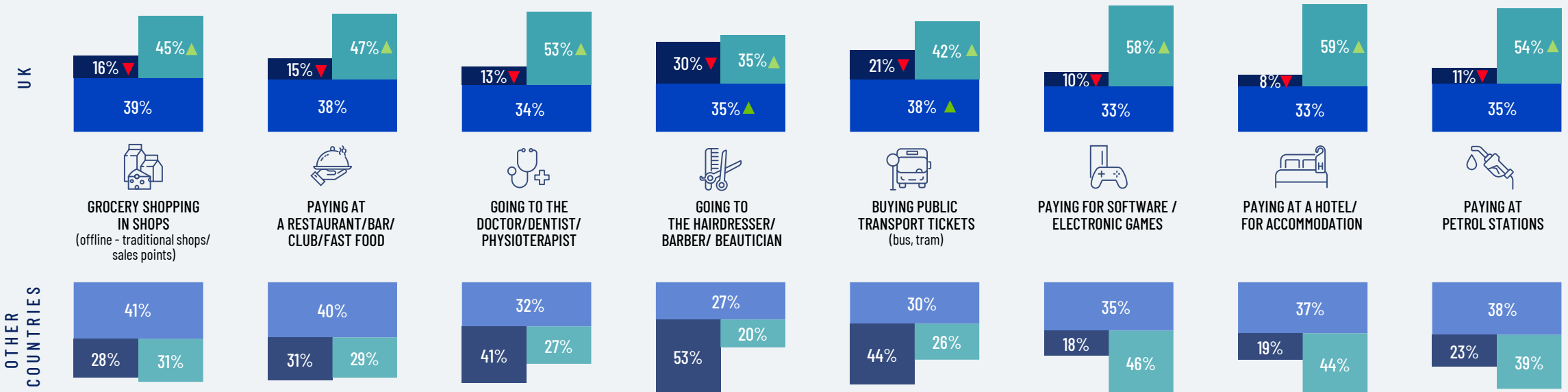


59%

CHOOSE ELECTRONIC PAYMENTS AT HOTELS

Compared to residents of other countries, the British very rarely decide to pay in cash - in the case of most products and services, only a few of them prefer this method of payment. More than half of them choose electronic payments when paying for accommodation, buying software or games, paying at a petrol station, for medical or dental advice.

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)

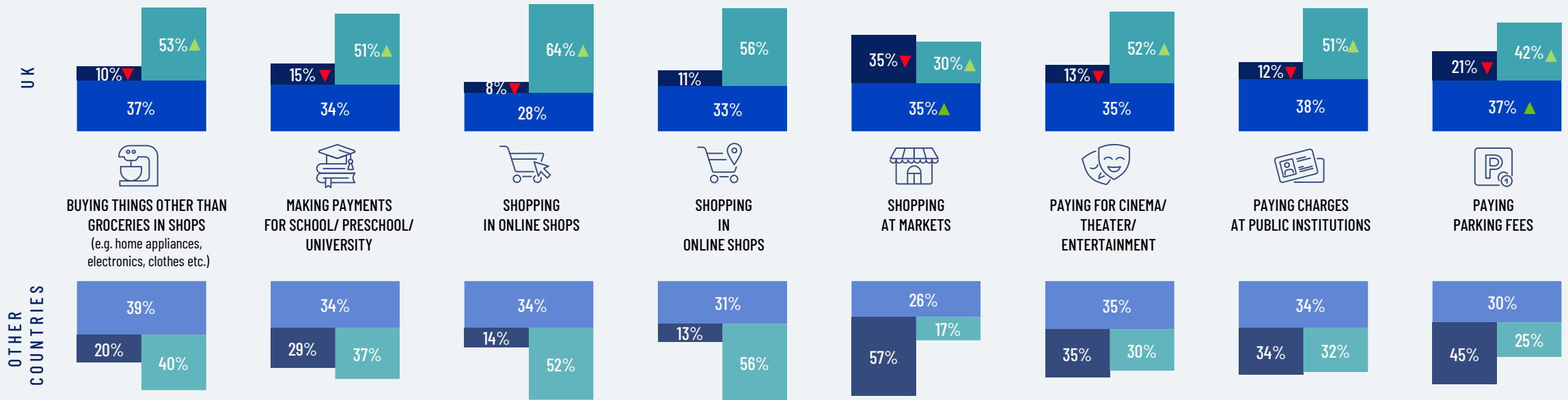


52%

PAY IN CINEMA AND THEATER USING ELECTRONIC METHODS

Cash is chosen very rarely by the British. One of the exceptions is shopping at markets. Cashless payments are used by at least half of the British also when they make non grocery retail purchases and pay for entertainment.

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)

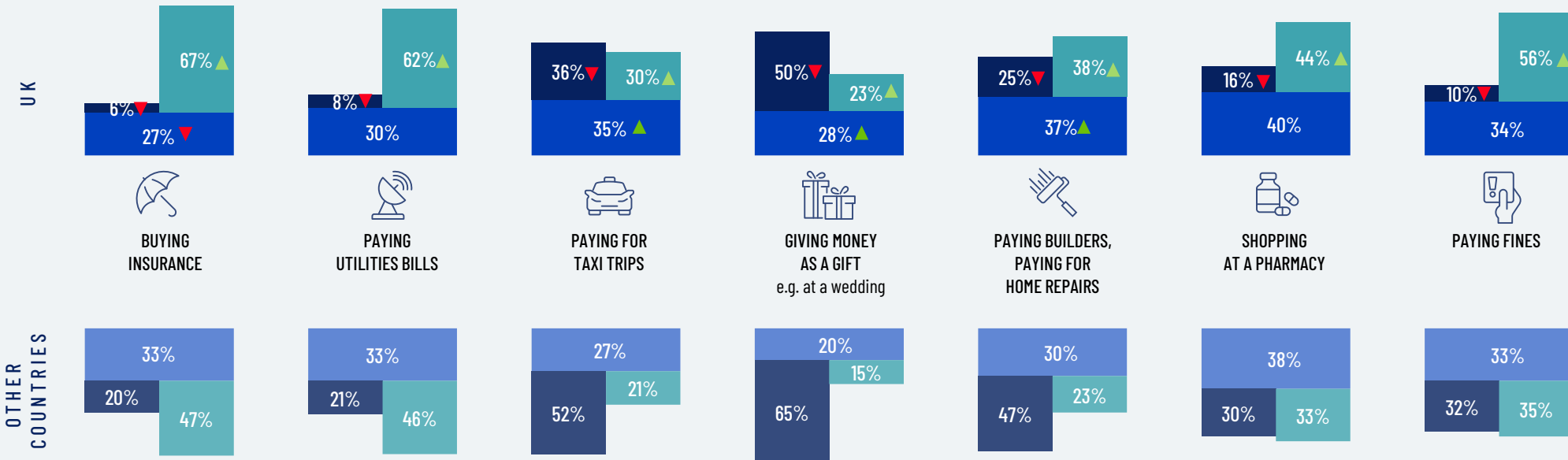


62%

THE BRITISH PREFER TO PAY USING ELECTRONIC METHODS WHILE PAYING UTILITIES BILLS

In the UK, only 1/4 of respondents use cash to pay builders for home repairs. Almost 2/5 of them use electronic methods in these situations. It is different than in other countries covered by the research, where almost half of residents prefer using cash to pay for such services. All bill payments, charges to public institutions (previous slide), school fees (previous slide), fines are made by the British using electronic forms of payment.

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

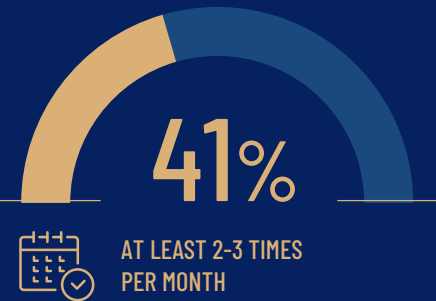
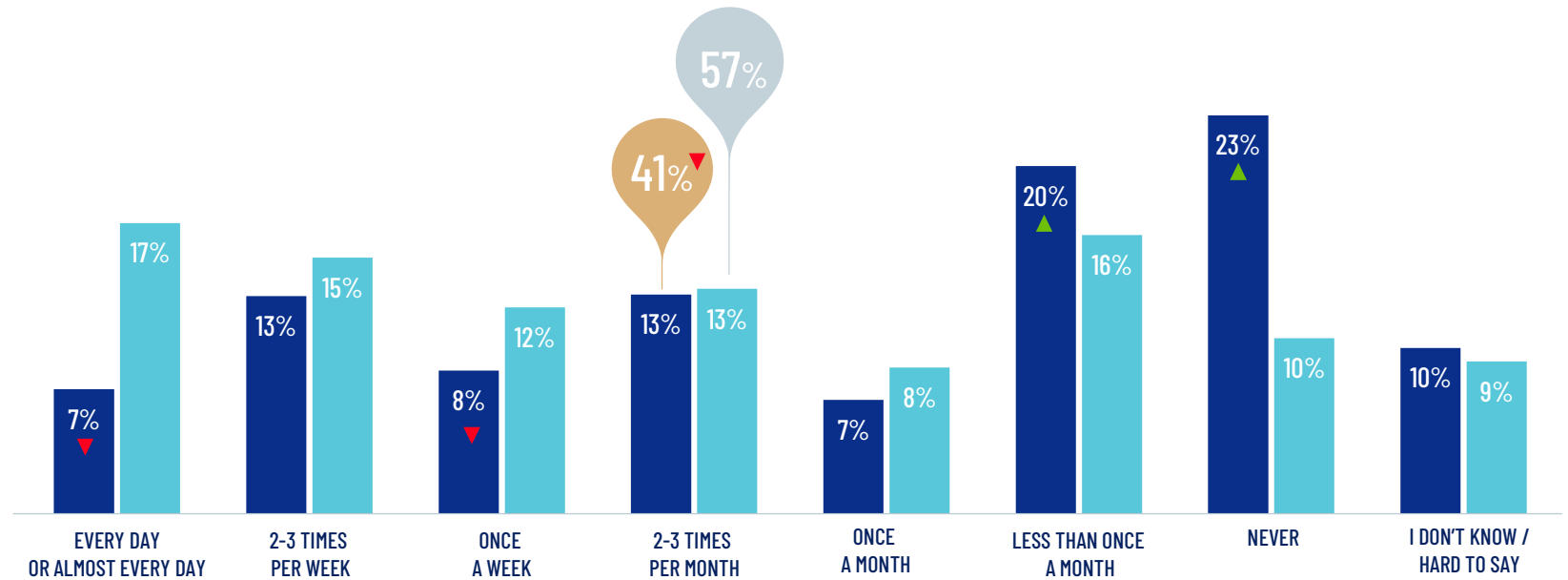


● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS

FREQUENCY OF SITUATIONS IN WHICH THE BRITISH PREFERRED CASH PAYMENTS

Although the British generally prefer to pay cashless, there are still situations when they are determined to use cash, even if other options are available. 1/5 choose to pay with cash at least 2-3 times per week. However, this percentage is lower than in other countries where cash preferences are stronger. At the same time, 20% is in such a situation very rarely (less than once a month) or never – 23%.

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



06

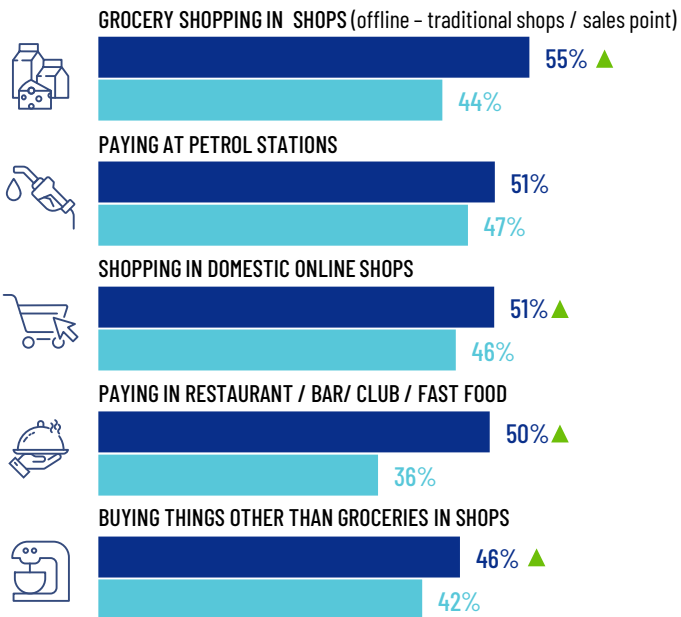
DIGITAL PAYMENTS



PRODUCTS AND SERVICES FOR WHICH THE BRITISH PAY USING CASHLESS METHODS

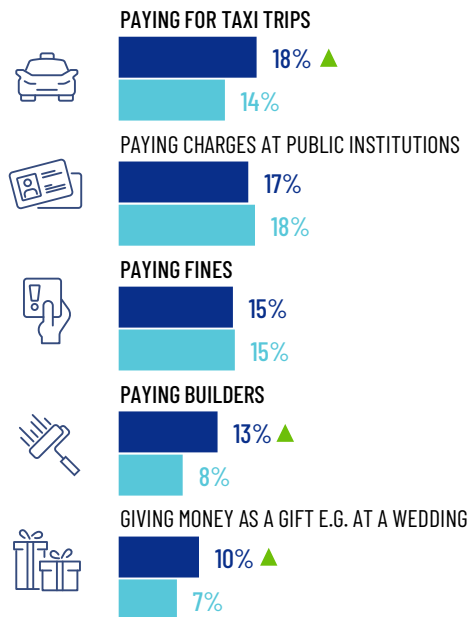
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASHLESS METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

MOST COMMON PRODUCTS AND SERVICES



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

RAREST PRODUCTS AND SERVICES



● UK ● OTHER COUNTRIES

The British most often use electronic payments when they do grocery shopping, making purchases in domestic online shops, paying at restaurants and buying things other than groceries – significantly more often than in other countries.

Situations in which they usually do not choose electronic methods are: paying builders and for home repairs, giving money as gift, shopping at markets and paying fines.

51% THE BRITISH USE ELECTRONIC PAYMENTS WHEN SHOPPING AT A PETROL STATION

5% ONLY THIS PERCENTAGE OF PEOPLE IN THE UK DO NOT USE ELECTRONIC PAYMENTS IN ANY SITUATION

PRODUCTS AND SERVICES FOR WHICH THE BRITISH PAY USING CASHLESS METHODS

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

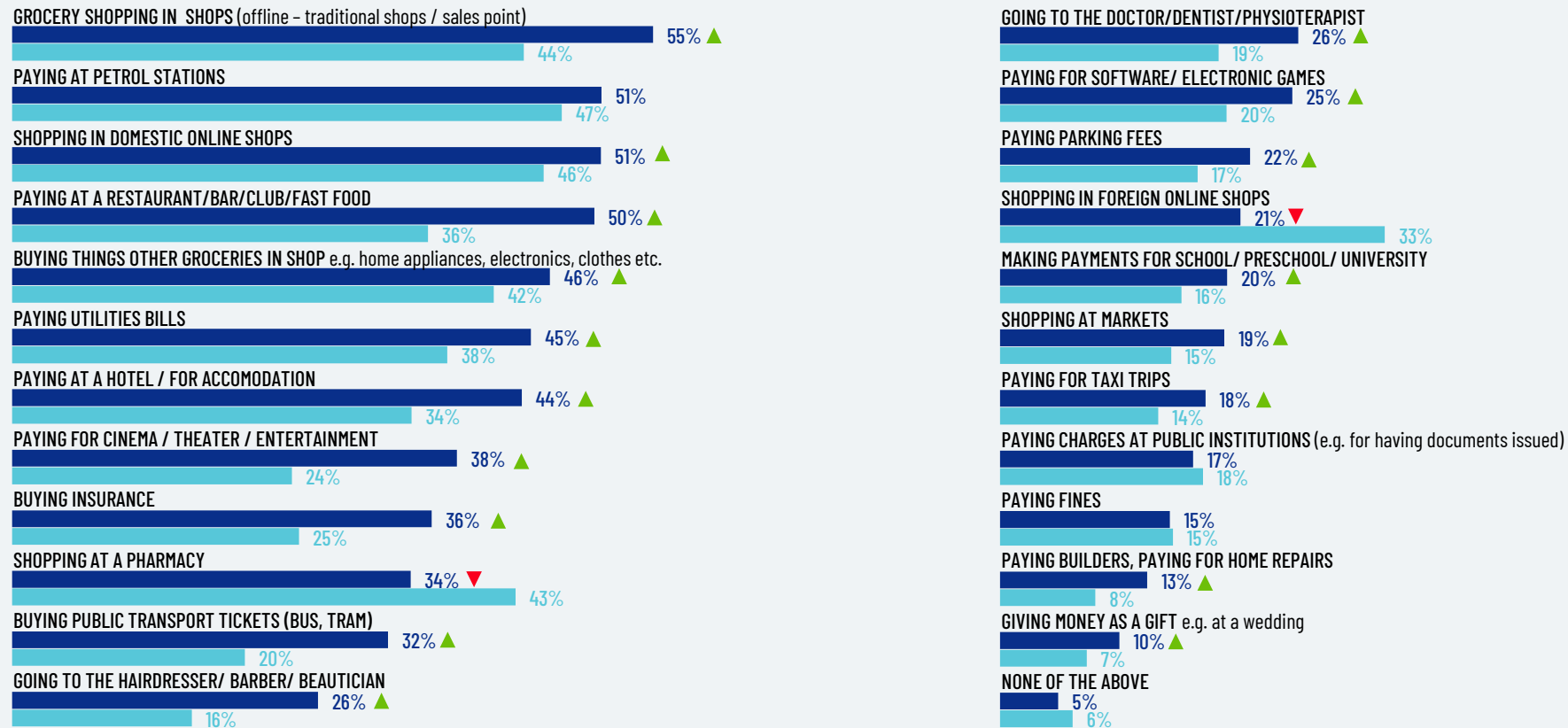


IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS



77%

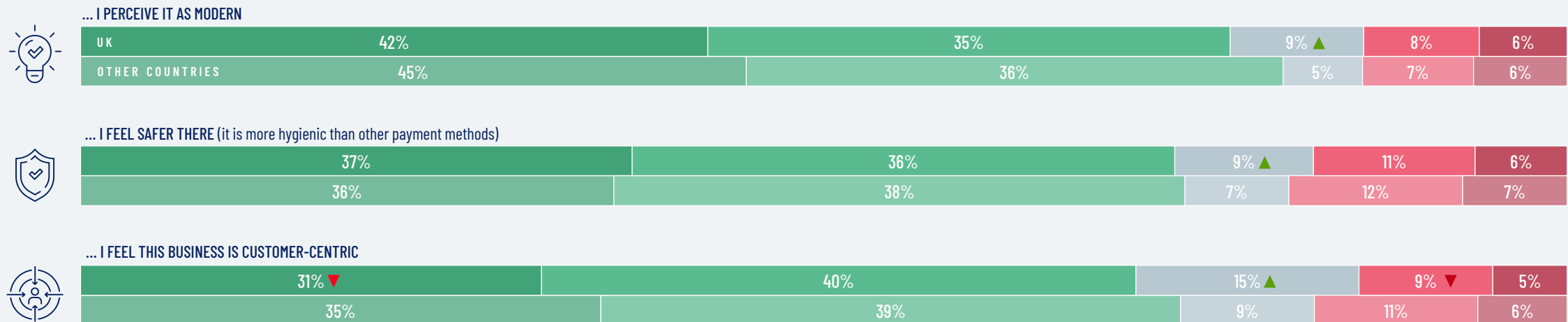
BRITISH PEOPLE PERCEIVE A PLACE WHERE ELECTRONIC PAYMENTS ARE AVAILABLE AS MODERN

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

Almost 8 out of 10 British people perceive a place where electronic payments are available as modern. 71% believe that places offering electronic payments is customer-centric and 73% that it is safer for hygienic reasons.

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.) ...



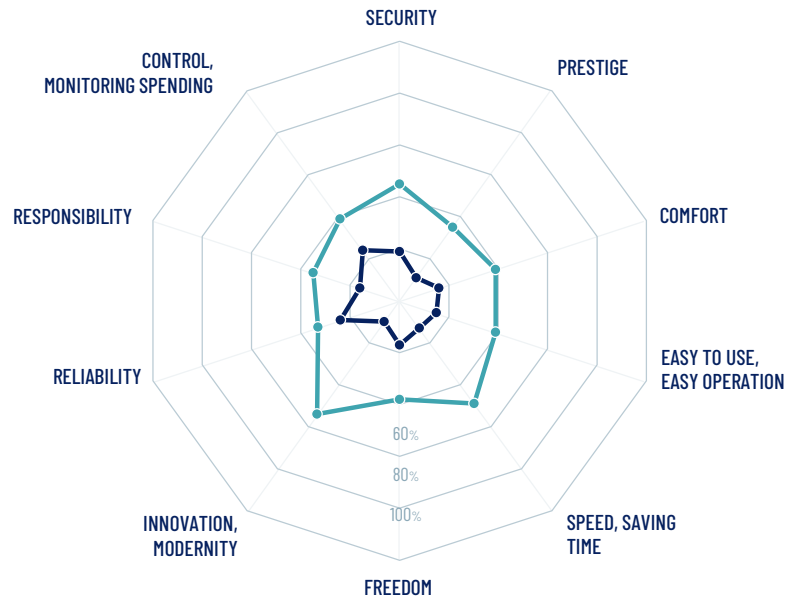
● I DEFINITELY AGREE ● I RATHER AGREE ● I DON'T KNOW/HARD TO SAY ● I RATHER DISAGREE ● I DEFINITELY DISAGREE

PERCEPTION (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

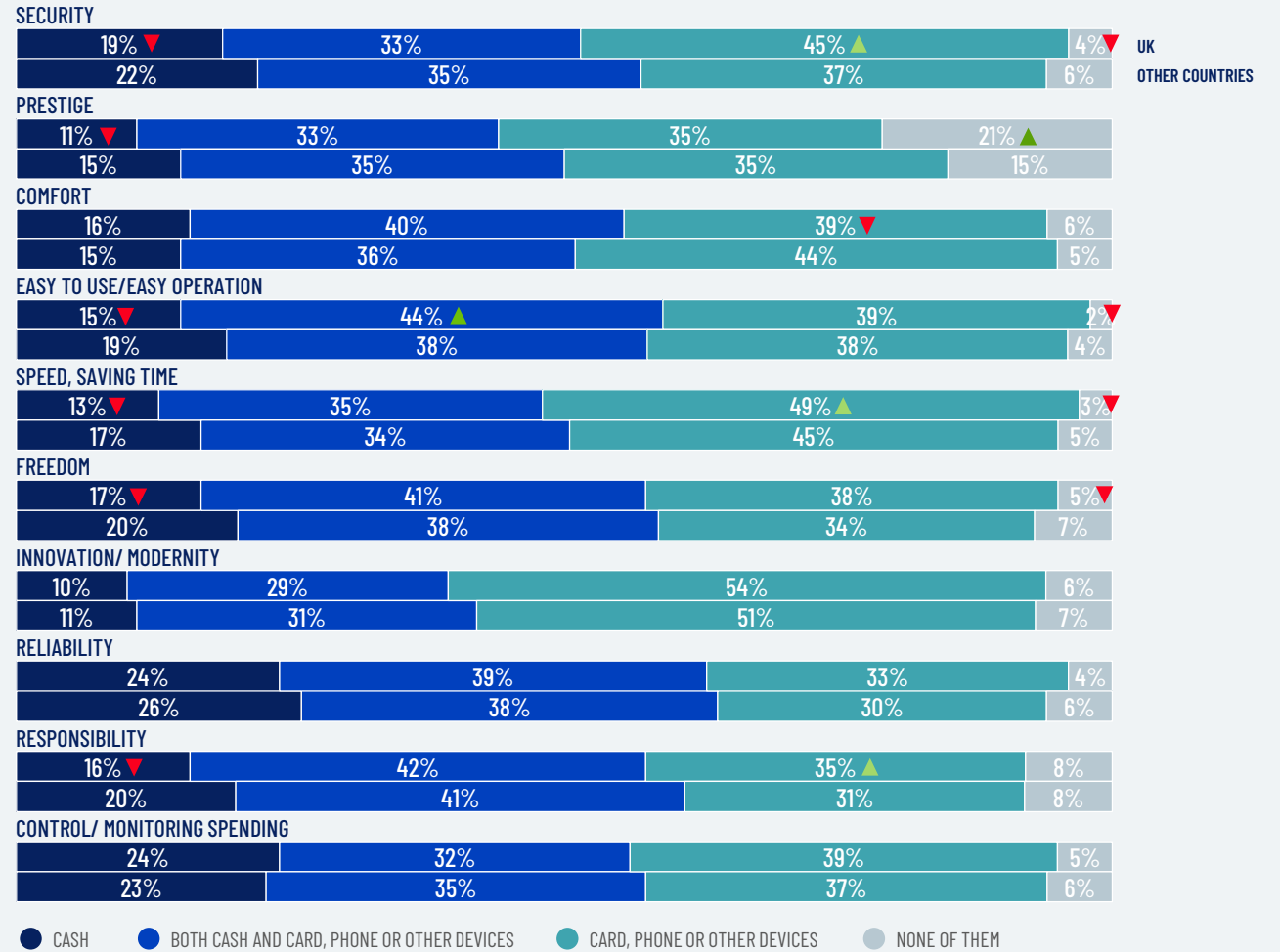
Electronic payments by card, telephone or other devices have a much better perception in the UK than cash. The most important features that distinguish electronic payment methods are innovation, time saving and security.

Cash, as in other countries, is most strongly associated with reliability and spending control.

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.)

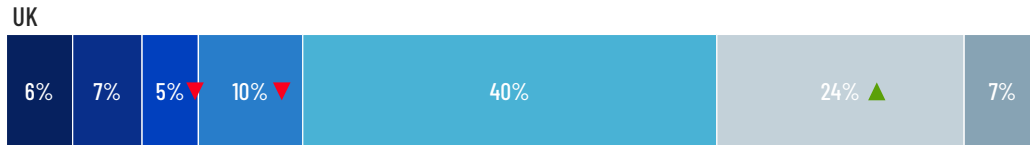


● CASH ● CARD, PHONE OR OTHER DEVICES



NO POSSIBILITY TO PAY BY CARD HOW OFTEN, WHAT REASONS

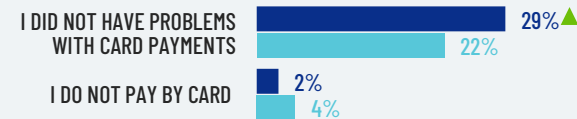
HOW OFTEN DO YOU FIND YOURSELF IN SITUATIONS WHERE YOU WANT TO PAY BY CARD (e.g. plastic payment card, payment card connected to phone) BUT CAN'T?



● 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 I DON'T KNOW / HARD TO SAY

ALMOST **3/10** BRITISH 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?



It is much less likely than for residents of other countries that the British will find themselves in a position where they want to but cannot pay by card.

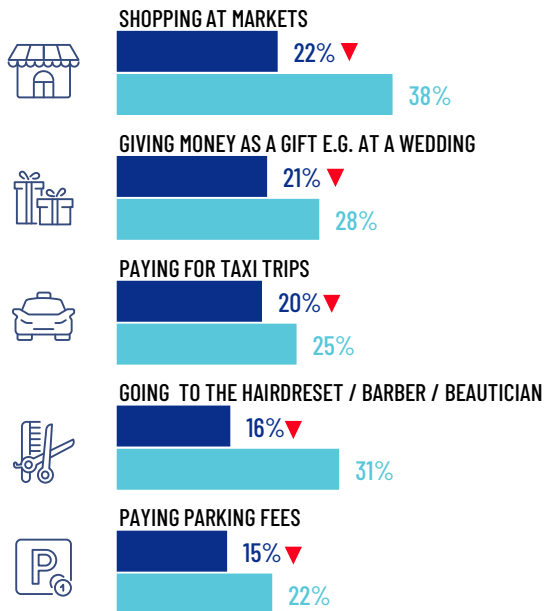
Almost 3 out of 10 of them have no problems with card payments. If they have such difficulties, it is because cards are not accepted, terminal is broken or too low payment amount.

● UK
 ● OTHER COUNTRIES

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

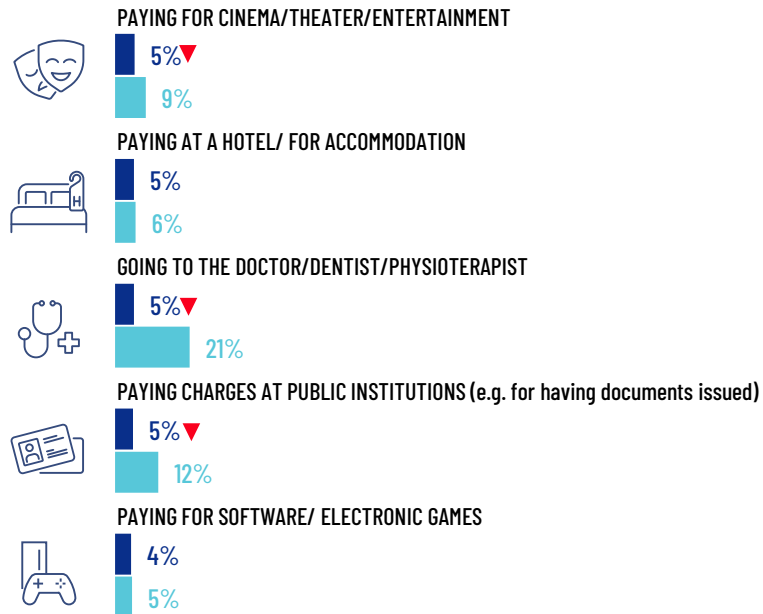
IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

MOST COMMON PRODUCTS AND SERVICES



32% ▲ NONE OF THE ABOVE / vs. 16% OTHER COUNTRIES

RAREST PRODUCTS AND SERVICES



32%

THE BRITISH DO NOT FIND ANY SITUATION
IN WHICH CARD PAYMENT IS UNAVAILABLE

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

Most often, the British cannot pay by card at markets, but this result is lower than observed in other countries. In addition, it sometimes happens that a card option is not available when giving money as a gift, paying at taxi, hairdresser, beautician and in a car park.

The least frequent problems with card payments appear when paying for software or games, charges at public institutions, at hotels, cinemas, theaters and when going to the doctor or dentist.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

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

SHOPPING AT MARKETS



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



PAYING FOR TAXI TRIPS



GOING TO THE HAIRDRESSET / BARBER / BEAUTICIAN



PAYING PARKING FEES



PAYING BUILDERS, PAYING FOR HOME REPAIRS



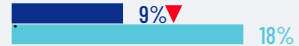
PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



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



BUYING PUBLIC TRANSPORT TICKETS (BUS, TRAM)



PAYING AT PETROL STATIONS



MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



SHOPPING AT A PHARMACY



SHOPPING IN FOREIGN ONLINE SHOPS



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



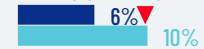
BUYING INSURANCE



SHOPPING IN DOMESTIC ONLINE SHOPS



PAYING UTILITIES BILLS



PAYING FINES



PAYING FOR CINEMA/THEATER/ENTERTAINMENT



PAYING AT A HOTEL/ FOR ACCOMMODATION



GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



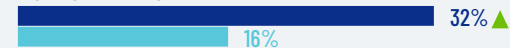
PAYING CHARGES AT PUBLIC INSTITUTIONS (e.g. for having documents issued)



PAYING FOR SOFTWARE/ ELECTRONIC GAMES



NONE OF THE ABOVE

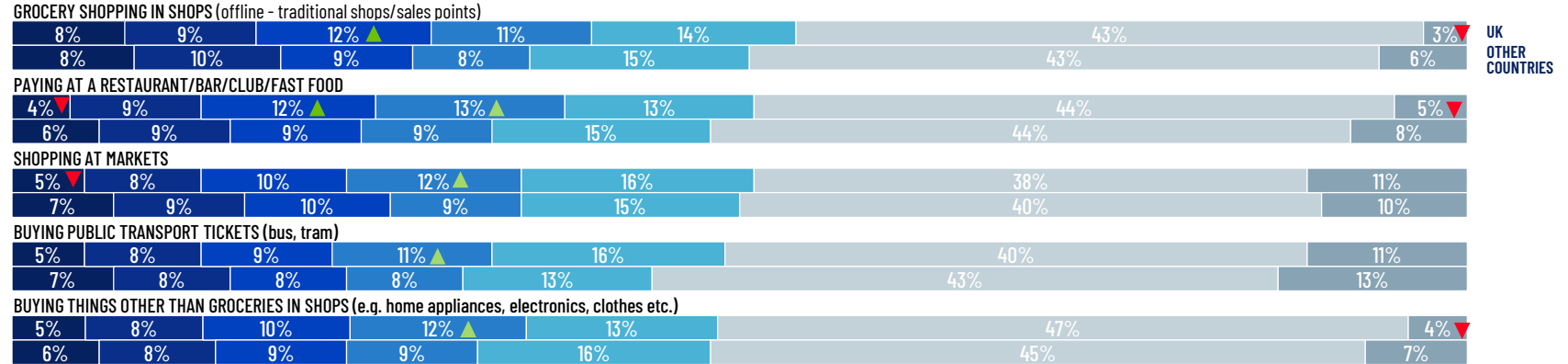


NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASHLESS PAYMENT

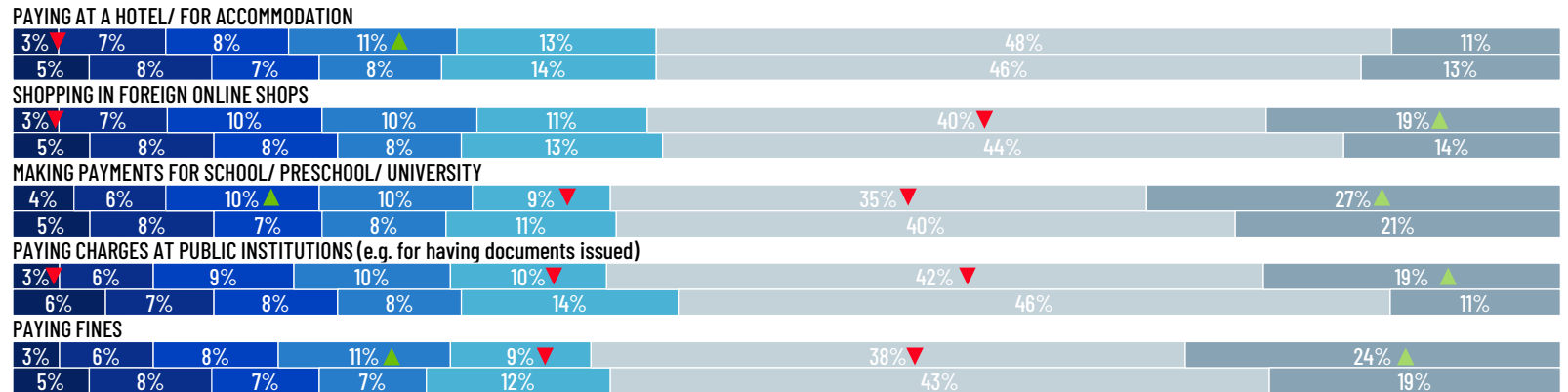
It happens that the British choose not to buy or use a service because they do not have enough cash with them. It is mainly in the sectors they use most often: grocery shopping, other shopping, paying at restaurants, shopping at a pharmacy, buying public transport tickets.

They least often indicate such difficulties in case of services that they do not use at all or they use rarely, such as paying charges at public institutions or fines, shopping in online foreign shops, paying school fees. It is different in the case of payments in hotels, which they use often, but there are no problems with the payment.

MOST COMMON PRODUCTS AND SERVICES



RAREST PRODUCTS AND SERVICES

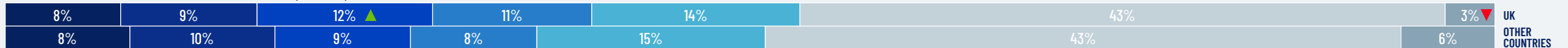


● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY

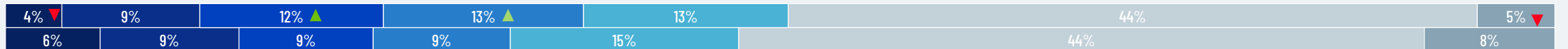
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASHLESS PAYMENT(1/3)

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

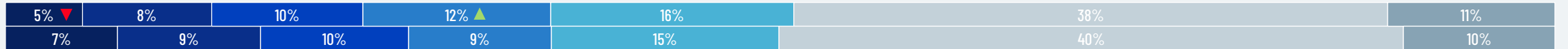
GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



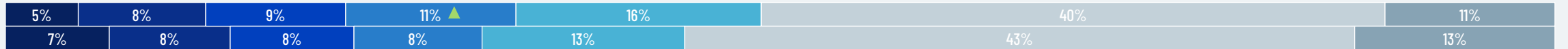
PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



SHOPPING AT MARKETS AND BAZAARS



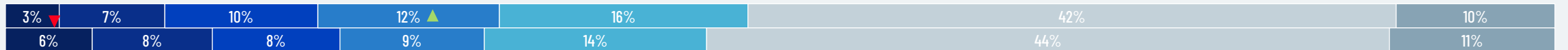
BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



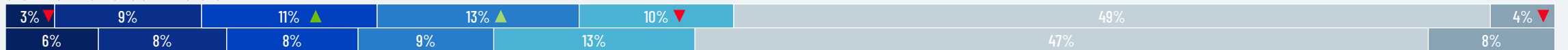
BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)



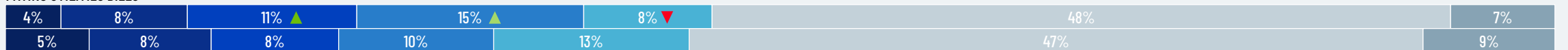
GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



SHOPPING IN DOMESTIC ONLINE SHOPS



PAYING UTILITIES BILLS

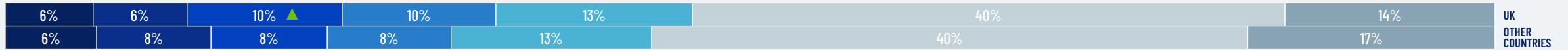


● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY

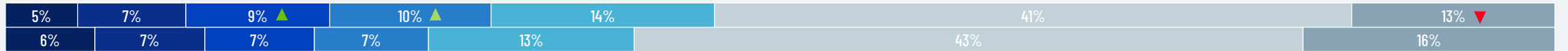
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASHLESS PAYMENT(2/3)

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?

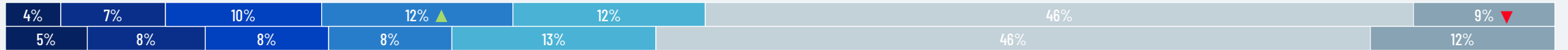
PAYING FOR TAXI TRIPS



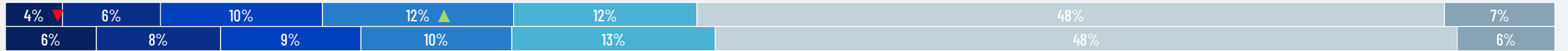
GIVING MONEY AS A GIFT E.G. AT A WEDDING



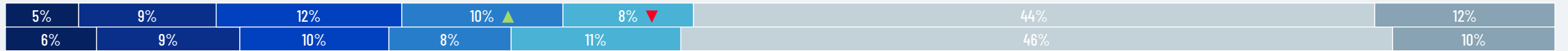
PAYING FOR CINEMA/THEATER/ENTERTAINMENT



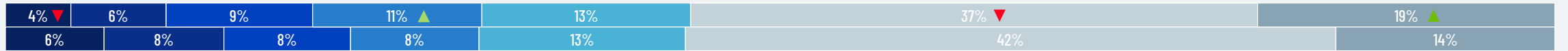
SHOPPING AT A PHARMACY



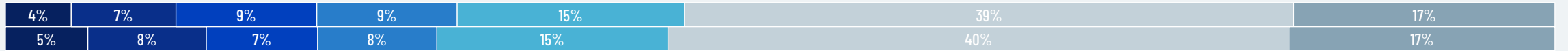
PAYING AT PETROL STATIONS



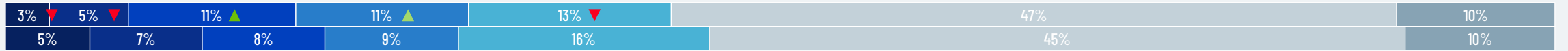
PAYING PARKING FEES



PAYING BUILDERS, PAYING FOR HOME REPAIRS



GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST

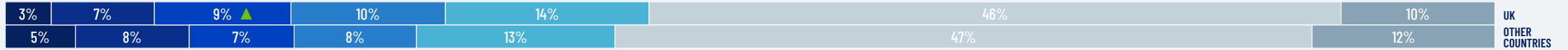


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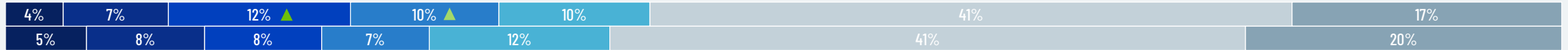
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASHLESS PAYMENT(3/3)

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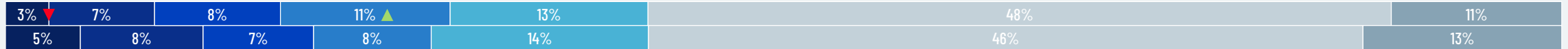
BUYING INSURANCE



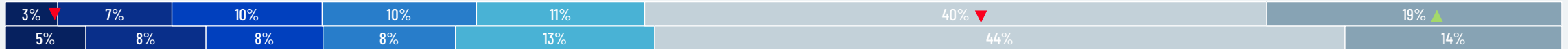
PAYING FOR SOFTWARE/ ELECTRONIC GAMES



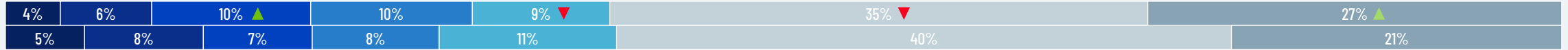
PAYING AT A HOTEL/ FOR ACCOMMODATION



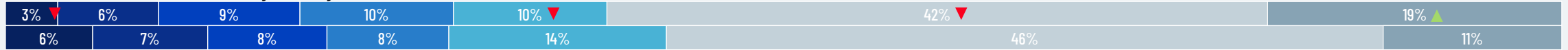
SHOPPING IN FOREIGN ONLINE SHOPS



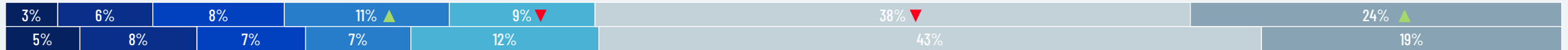
MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



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



PAYING FINES



● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY

.07

PAYMENTS **WHILE TRAVELLING**



PAYMENTS ABROAD

When traveling, the British decide to use a card, phone or other device more often than cash (67% vs. 55%).

Compared to other countries, when they pay by card abroad, they prefer to pay in local currency more, but still 45% choose their country's currency.

Opinions on charging the account when withdrawing cash from an ATM are divided.

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



55%

CASH



67%▲

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



0%

OTHER FORM
OF PAYMENT

59%

60%

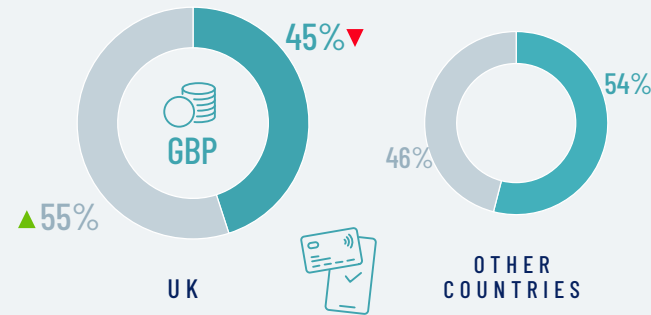
0%

OTHER COUNTRIES

UK n=560; OTHER COUNTRIES n=7278

● UK ● OTHER COUNTRIES

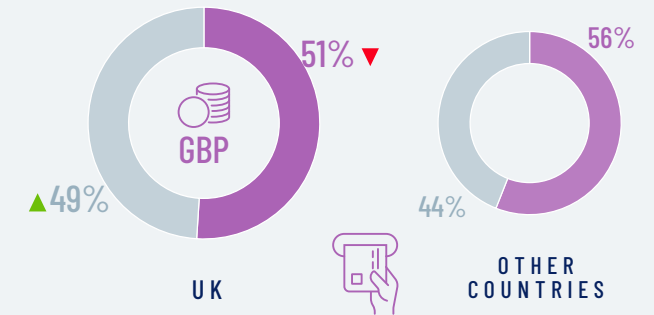
WHILE ABROAD, IN WHAT CURRENCY WOULD YOU LIKE TO PAY WITH BY CARD, PHONE OR OTHER DEVICES?



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

UK n=375; OTHER COUNTRIES n=4379

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)?

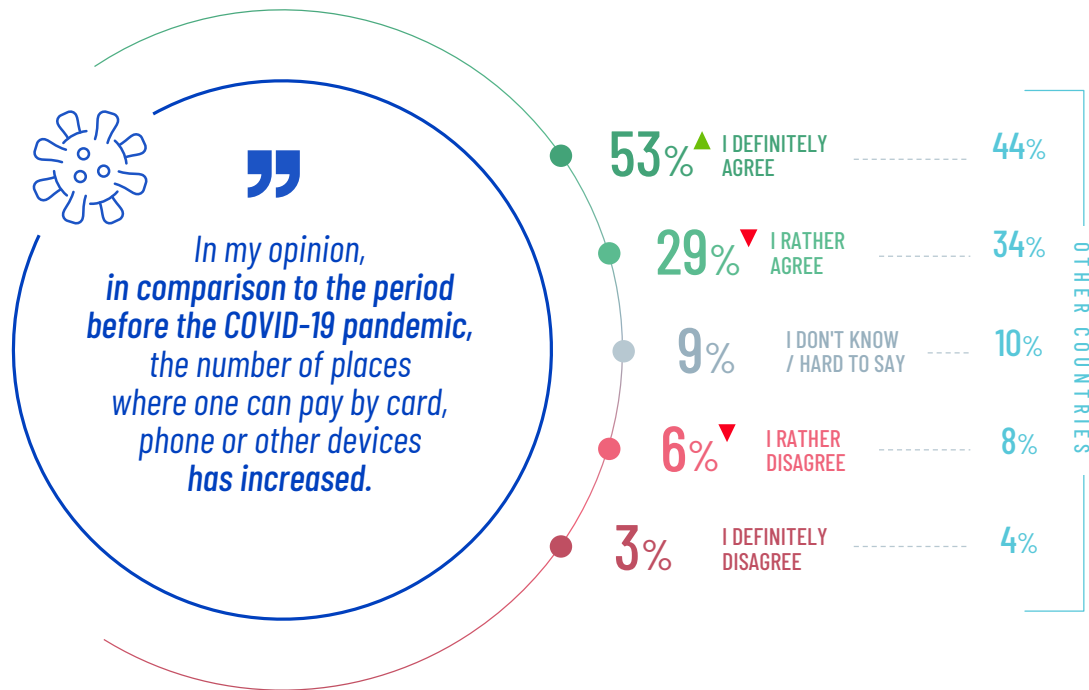


● MY OWN CURRENCY (my country's currency)
● LOCAL CURRENCY (the currency of the country that I'm visiting)

UK n=560; OTHER COUNTRIES n=7278

CASHLESS PAYMENTS AND COVID-19 PANDEMIC

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



According to 82% of the British, it is true that after the COVID-19 pandemic, there are more places where you can pay with a card, phone or other devices.

They agree with this statement even more than people in other countries.

● I DEFINITELY AGREE ● I RATHER AGREE ● I DON'T KNOW / HARD TO SAY ● I RATHER DISAGREE ● I DEFINITELY DISAGREE

.08

SEGMENTATION




SCEPTICS

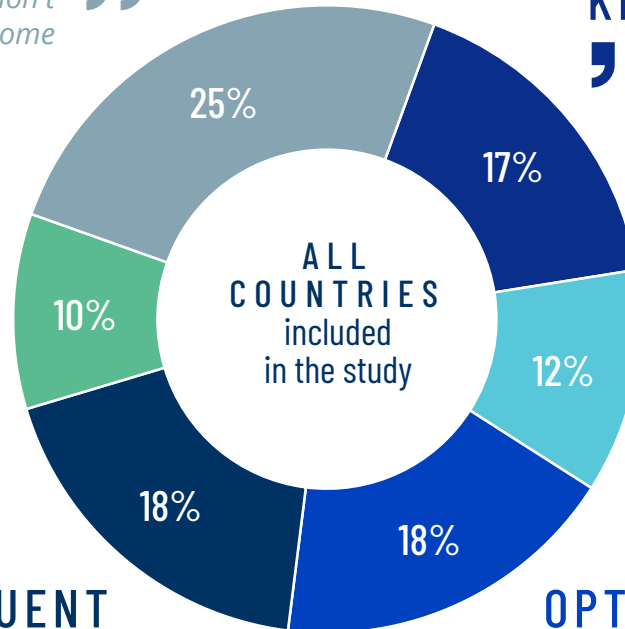
I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home


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 use all forms of payment

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

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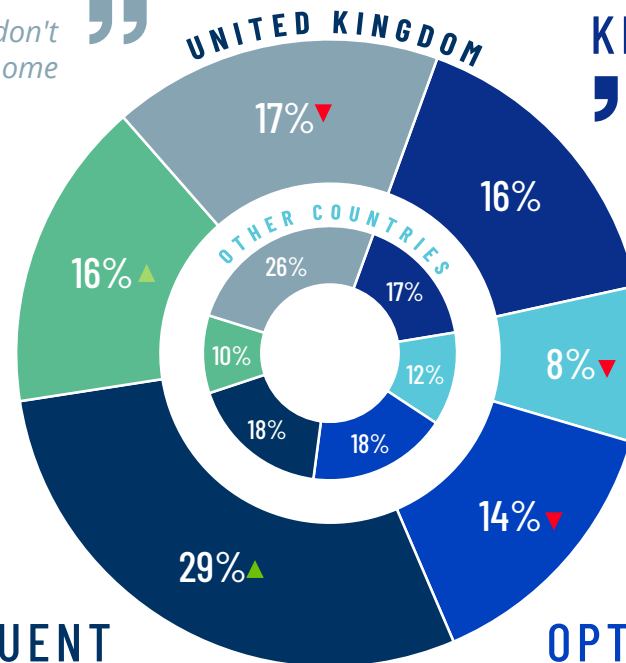
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DREAMERS

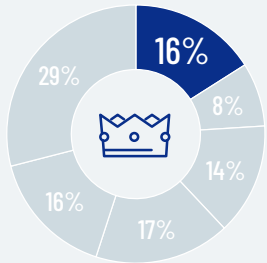
I would like to have a lot, but so far I don't have much, I don't yet manage money seriously

OPTIMAL

I consciously manage my money - I use promotional offers, plan my expenses and invest capital. I value the freedom of choice, so I use all forms of payment



SEGMENTATION - KINGS OF LIFE



vs. 17% OTHER COUNTRIES

KINGS OF LIFE

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



ATTITUDES

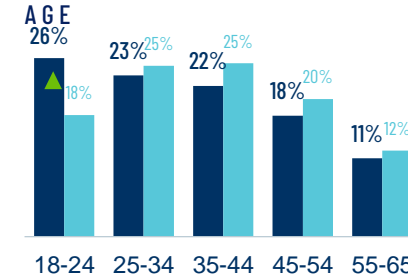
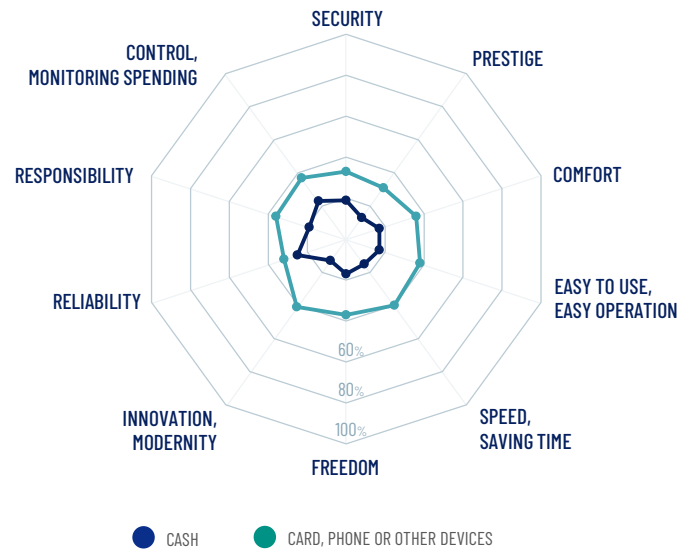
- They have **some difficulty with saving money** - if they have any savings, **they spend it without much thought, almost immediately**
- This is the segment that **spends money the fastest**
- **They like to talk about money** - counting money makes them happy
- Of all the segments **they least know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

● UK ● OTHER COUNTRIES

GENDER



PERCEPTION (ASSOCIATIONS) OF CASH AND electronic payments



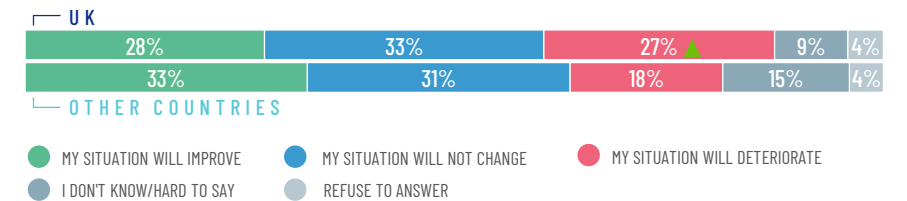
PREFERRED METHOD OF PAYMENT while shopping offline



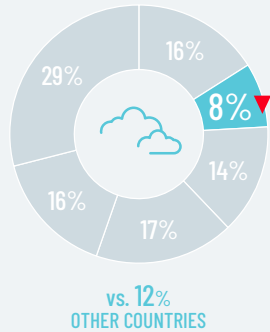
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

10%	WE ARE VERY POOR we don't have enough even for basic needs	8%	OTHER COUNTRIES
27%	WE ARE MODEST we have to seriously economize on a daily basis	27%	
50%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	46%	
10%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	15%	
3%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	5%	

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

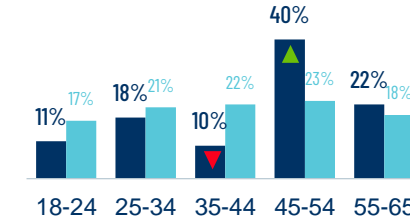
- It is rather unlikely that they save money - even if they have enough of it
- They like to deal with money - dealing with money gives them pleasure
- It is unlikely that they are knowledgeable about personal finance, but they are convinced that one should use banking services
- They are reluctant to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

● UK ● OTHER COUNTRIES

GENDER



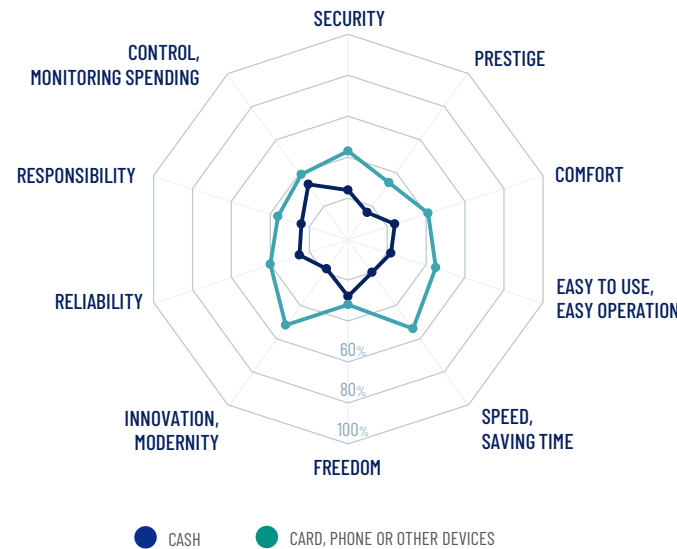
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



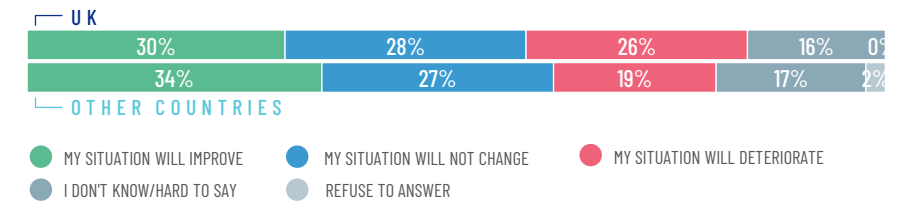
PERCEPTION (ASSOCIATIONS) OF CASH AND electronic payments



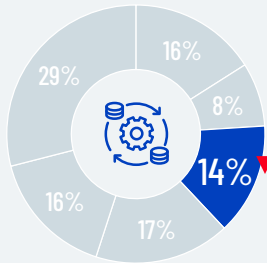
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

UK	OTHER COUNTRIES
14% ▲ WE ARE VERY POOR we don't have enough even for basic needs	3%
21% WE ARE MODEST we have to seriously economize on a daily basis	19%
46% WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	56%
16% WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	19%
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 - 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 use all forms of payment

vs. 18% OTHER COUNTRIES

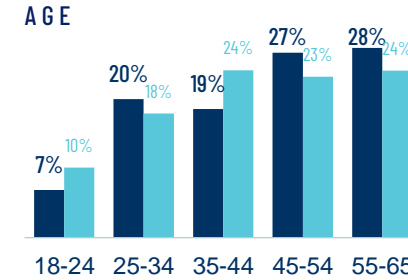
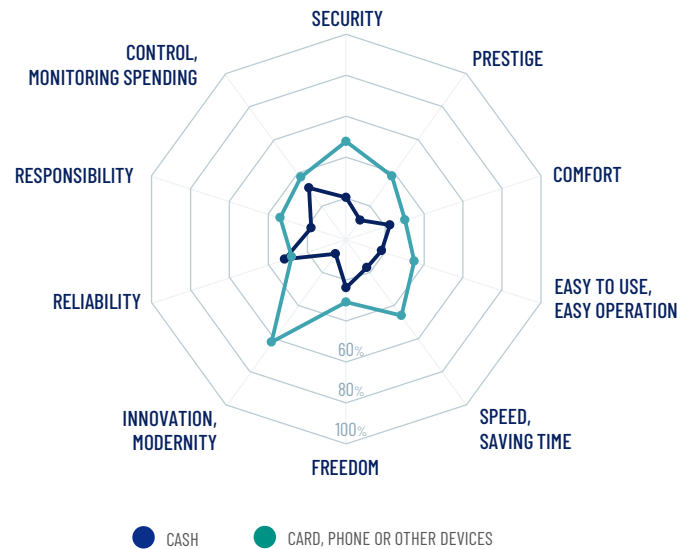
ATTITUDES

- **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**

● UK ● OTHER COUNTRIES



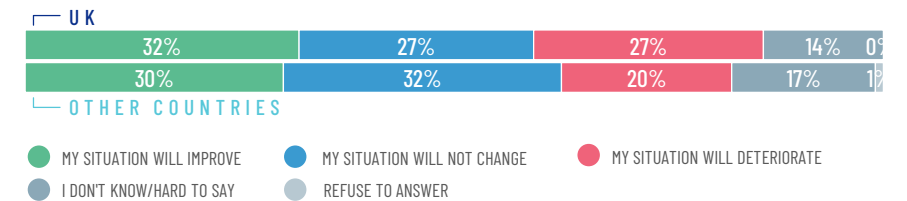
PERCEPTION (ASSOCIATIONS) OF CASH AND electronic payments



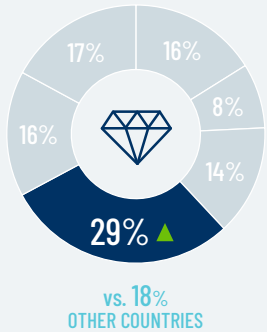
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

Assessment	UK	Other Countries
5% WE ARE VERY POOR (we don't have enough even for basic needs)	5%	2%
23% WE ARE MODEST (we have to seriously economize on a daily basis)	23%	17%
56% WE LIVE ON A MEDIUM LEVEL (we have enough for everyday needs but have to save for bigger purchases)	56%	62%
15% WE LIVE ON A GOOD LEVEL (we can afford a lot without really saving)	15%	17%
1% WE LIVE ON A VERY GOOD LEVEL (we can afford a certain level of luxury)	1%	2%

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



SEGMENTATION - AFFLUENT



AFFLUENT

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

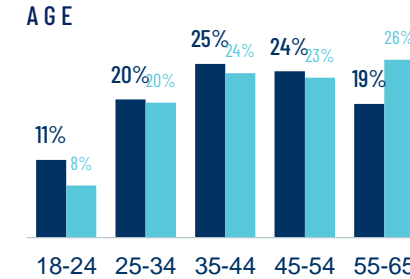
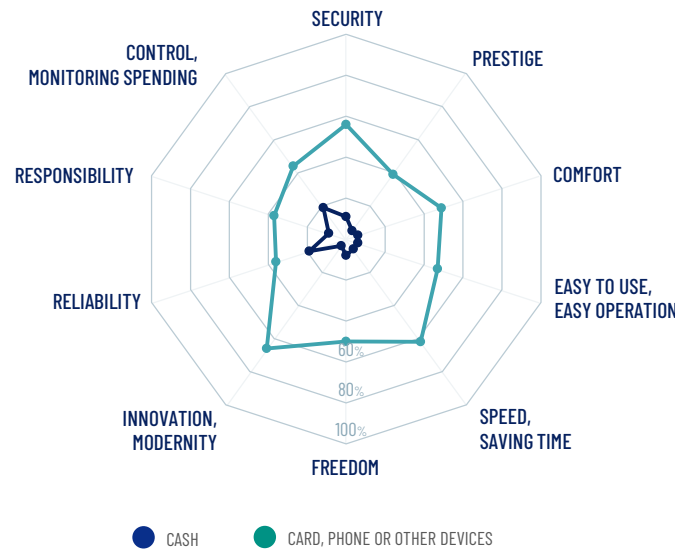
ATTITUDES

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

● UK ● OTHER COUNTRIES



PERCEPTION (ASSOCIATIONS) OF CASH AND electronic payments



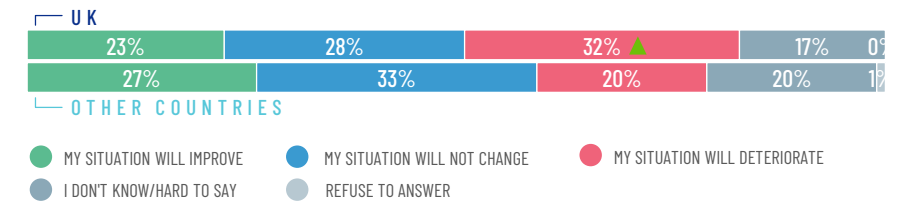
PREFERRED METHOD OF PAYMENT while shopping offline



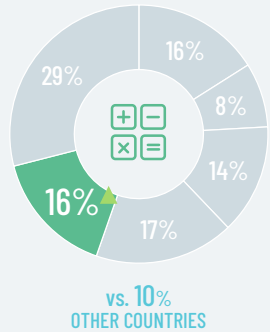
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

UK	OTHER COUNTRIES
3% WE ARE VERY POOR we don't have enough even for basic needs	2%
19% WE ARE MODEST we have to seriously economize on a daily basis	15%
60% WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	63%
13% WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	18%
5%▲ 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



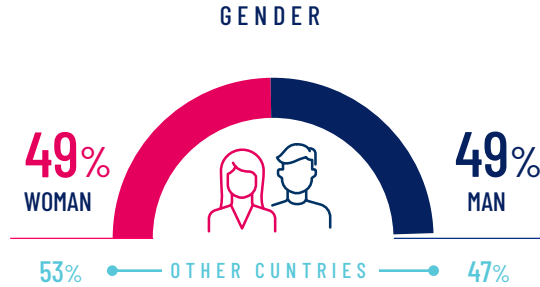
ECONOMICAL

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.

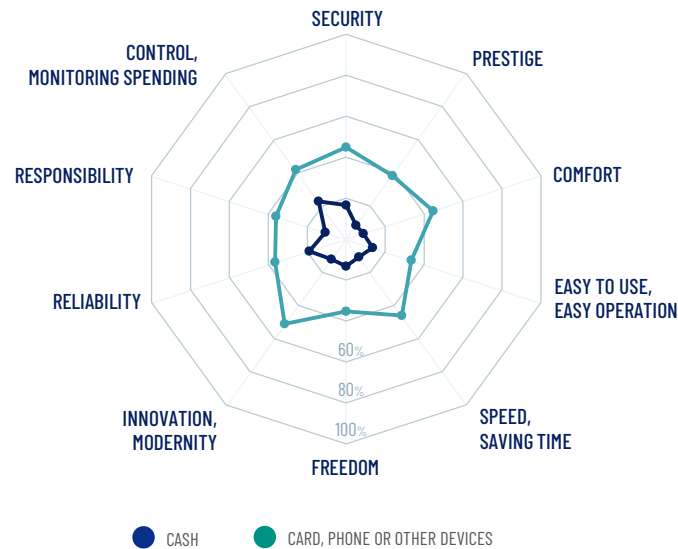
ATTITUDES

- It is **unlikely** that they think much 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

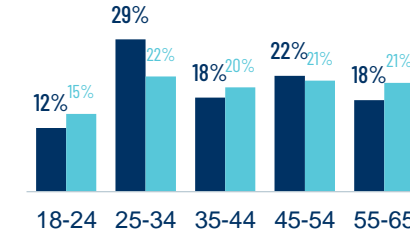
● UK ● OTHER COUNTRIES



PERCEPTION (ASSOCIATIONS) OF CASH AND electronic payments



AGE



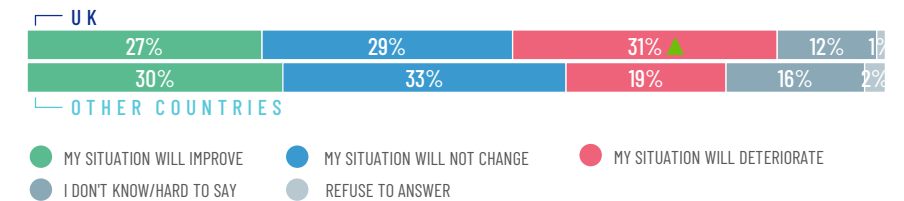
PREFERRED METHOD OF PAYMENT while shopping offline



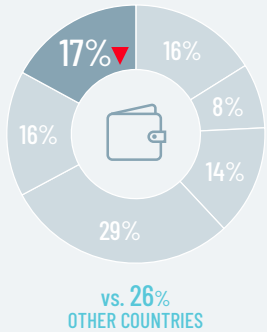
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

UK	OTHER COUNTRIES
2% WE ARE VERY POOR we don't have enough even for basic needs	6%
30% WE ARE MODEST we have to seriously economize on a daily basis	25%
57% WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	54%
10% WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	12%
1% 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?

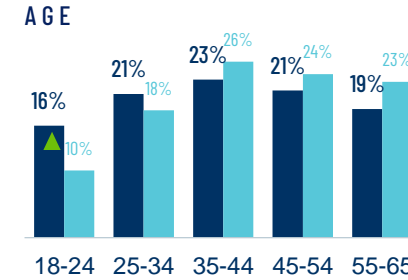
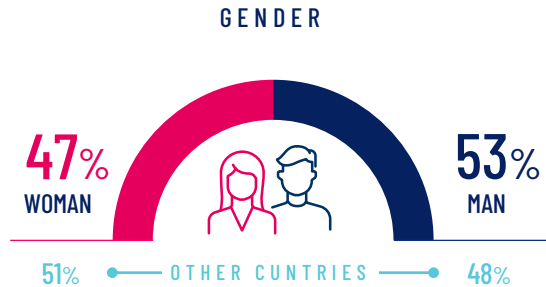


SEGMENTATION - SKEPTICS



SKEPTICS

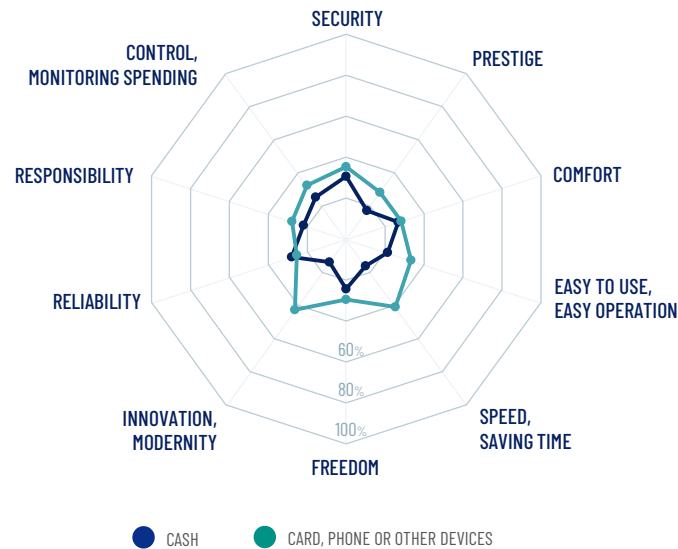
I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home



ATTITUDES

- Spending money **does not give them much pleasure** - they try **not to spend money quickly**
- It is also 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**

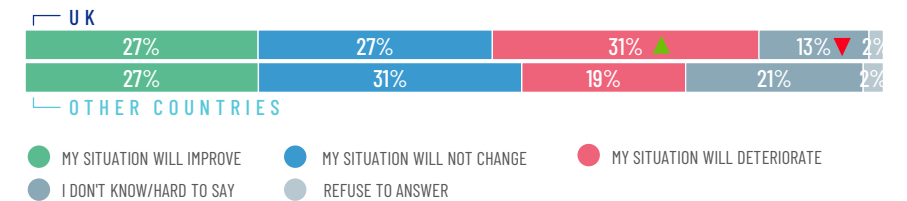
PERCEPTION (ASSOCIATIONS) OF CASH AND electronic payments



HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

Assessment	UK	Other Countries
WE ARE VERY POOR (we don't have enough even for basic needs)	11%	4%
WE ARE MODEST (we have to seriously economize on a daily basis)	30%	25%
WE LIVE ON A MEDIUM LEVEL (we have enough for everyday needs but have to save for bigger purchases)	47%	56%
WE LIVE ON A GOOD LEVEL (we can afford a lot without really saving)	10%	13%
WE LIVE ON A VERY GOOD LEVEL (we can afford a certain level of luxury)	2%	2%

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

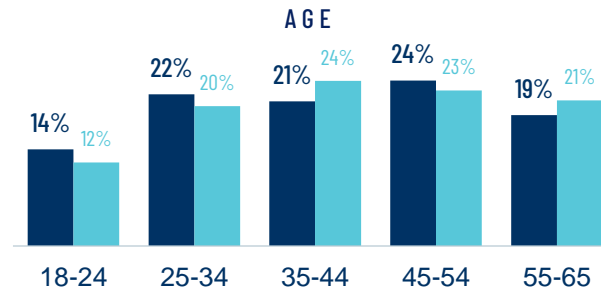
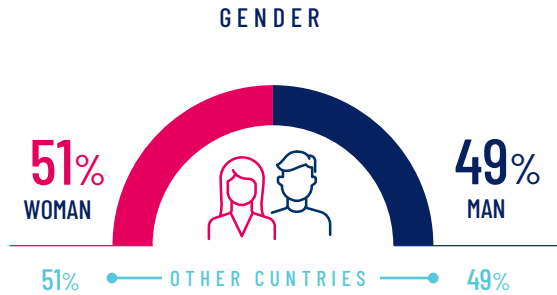


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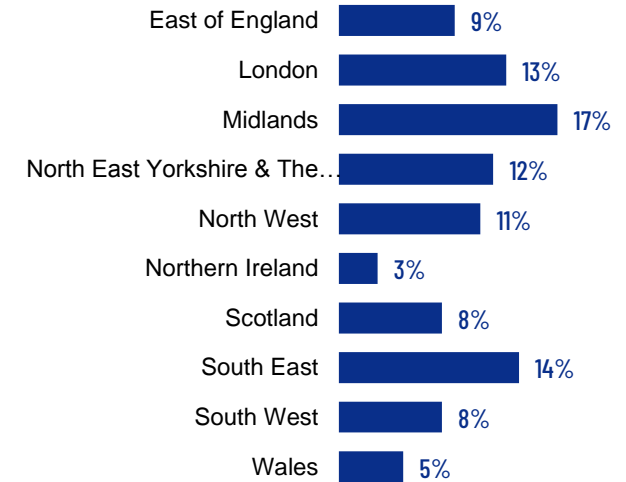
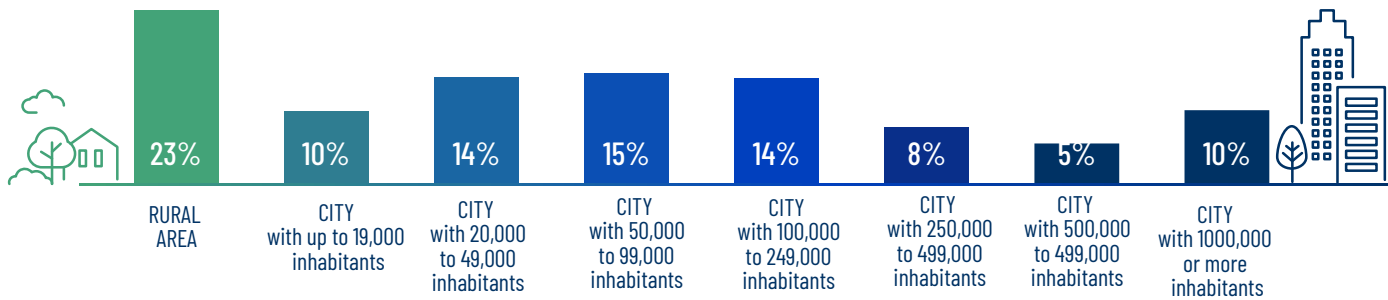
ABOUT **RESPONDENTS**



ABOUT RESPONDENTS



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



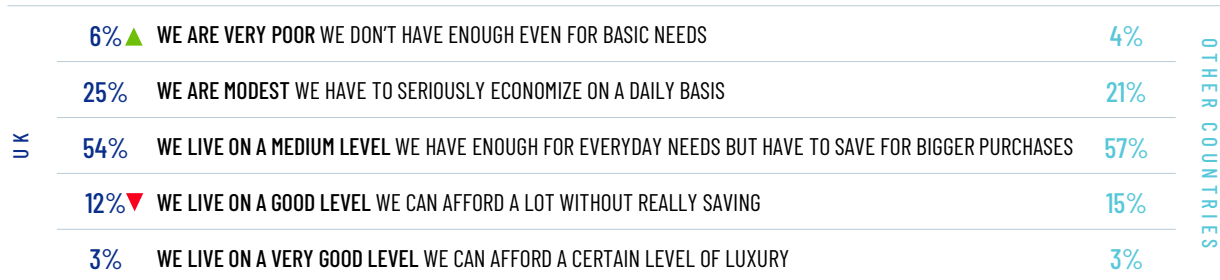
● UK ● OTHER COUNTRIES

ABOUT RESPONDENTS

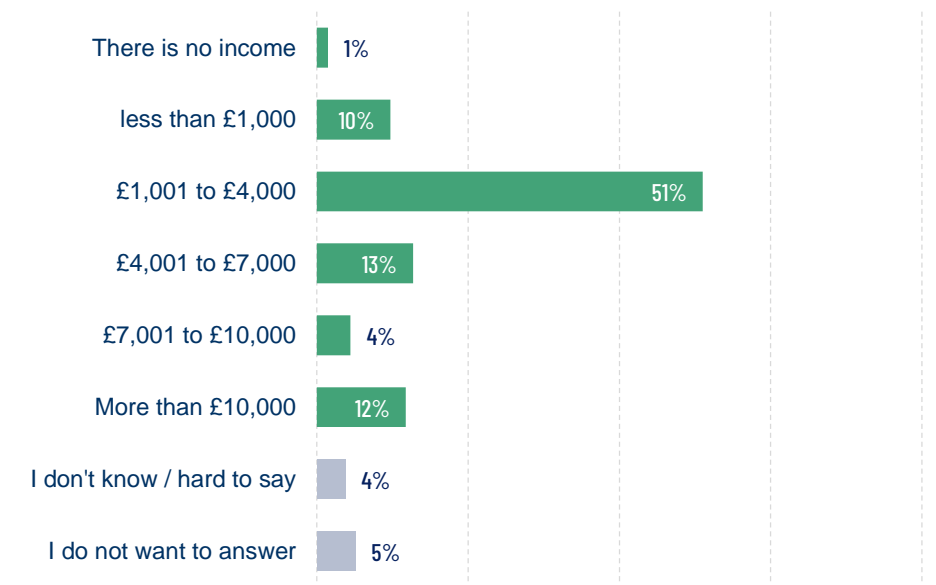
YOUR CURRENT WORK SITUATION



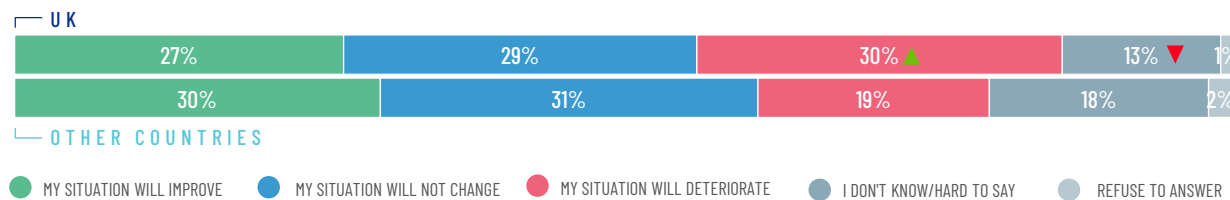
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

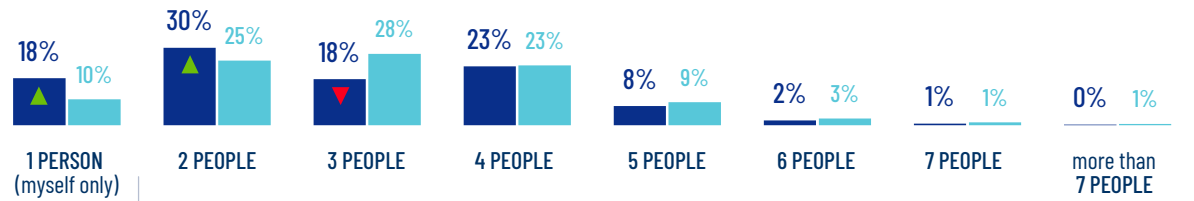


HOW DO YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

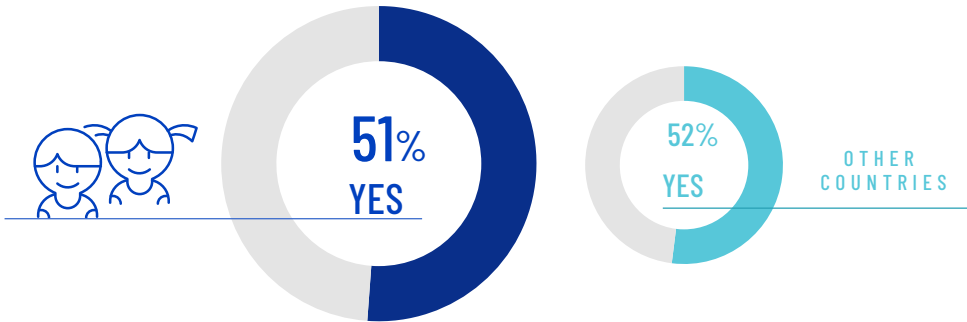


ABOUT RESPONDENTS

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

