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# Payments Study Consumer Survey

October 2019



# Consumer survey reveals significant differences within Europe

## Key Points Consumer Survey

### Payment methods overview

- **Cash most used payment methods in most countries**, except for NL, UK, SE (Debit cards) and FR (Credit cards)
- Accordingly, NL (26%), UK (29%) and SE (20%) with lowest cash preference – however, FR with cash as preferred payment method (47%)
- Usage of **cash** as payment method **differs strongly**: 76% in GER vs. 30% in SE
- Top **reason** for cash payments across in all countries that **only cash payments are accepted** (37%), except for FR: convenience (40%)
- **3<sup>rd</sup> party mobile wallets** (like Apple Pay) most frequently used in **SE (10%), UK and IT (9%)** – GER, FR (2%) at the lower end
- **(Mobile) bank wallets** most common **SE (11%), NL (8%), UK and PL (6%)**, least common in FR (2%), GER, AT, CH (3%)

### Smartphone payments

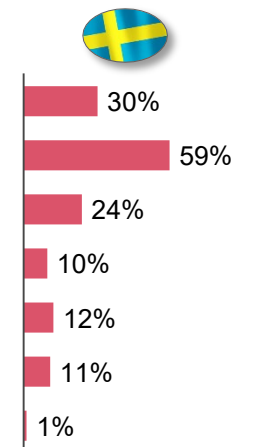
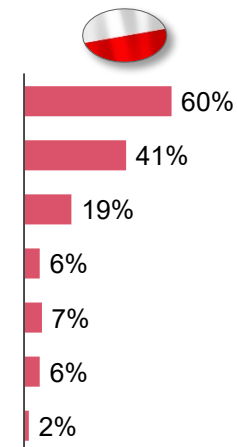
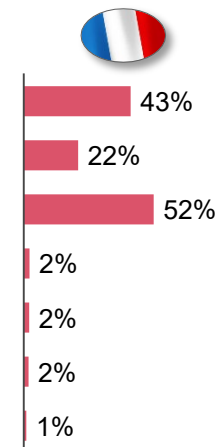
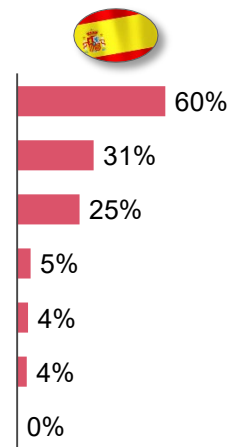
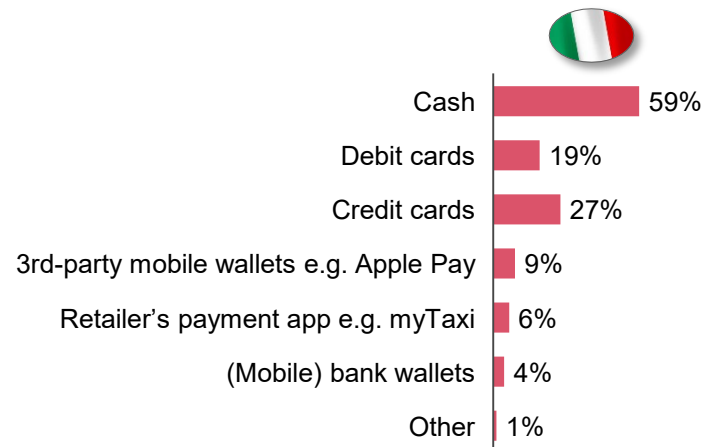
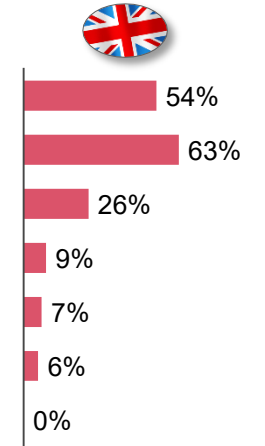
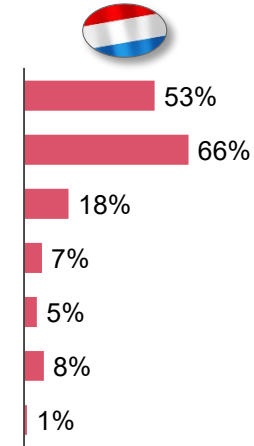
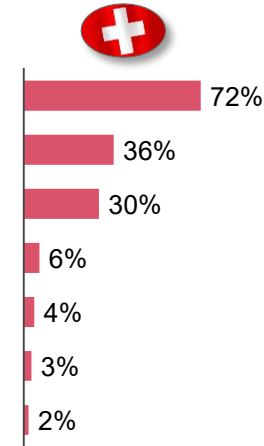
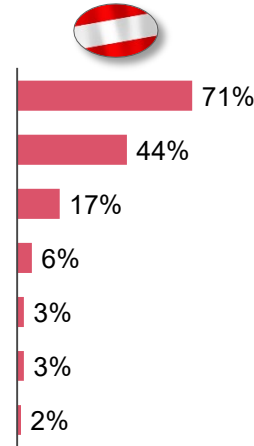
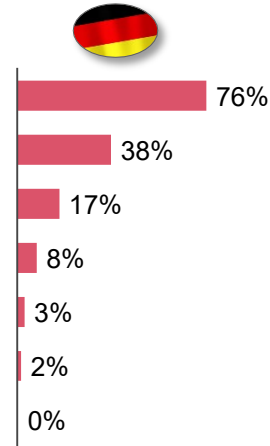
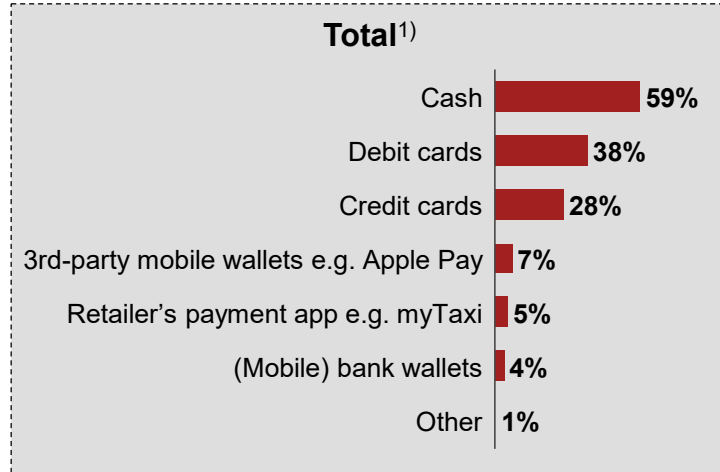
- Most people use **smartphones for payments** in **SE (33%) and IT (24%)**, fewest people in GER (5%) and FR (6%)
- AT (11%) and CH (15%) with significantly higher usage than GER (5%)
- **Convenience** as most named clearly as top **reason to increase usage of smartphones** as payment method further across all countries, followed by **monetary rewards, acceptance and value-added services** on a similar level

### Willingness to share data

- Overall, **majority (81%) not willing to share their data** (e.g. transactions) in exchange for rewards / benefits, **highest willingness to share in PL (31%), CH (29%) and SE (27%)**
- If at all, **traditional banks / credit card issuers** across all countries **most trusted to share data with (21%)**, followed by payment service providers (11%) – only 4% willing to share data with neobanks/ fintechs
- **Monetary benefits (47%)** as most desired benefit in exchange for data across all countries, followed by improved service and personalized information

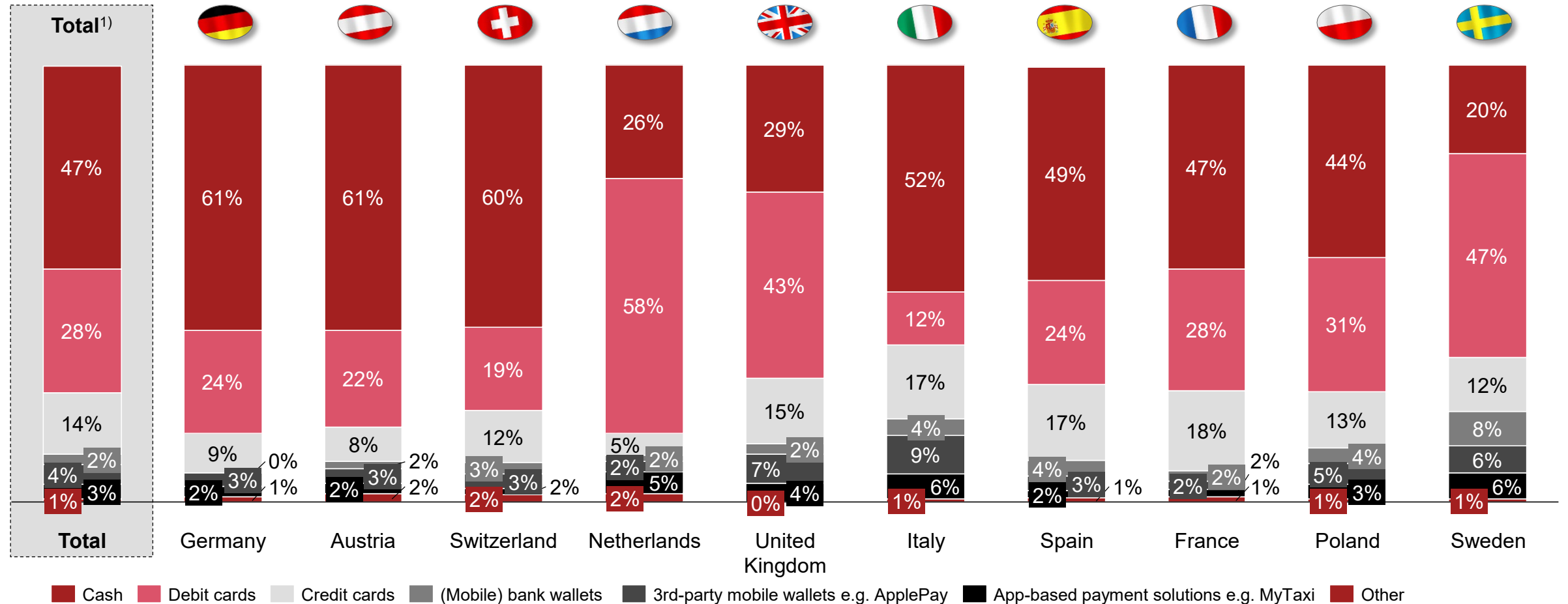
# 1. Which payment methods do you actually use when you are shopping or paying for services? *(multiple answers possible)*

## Payment methods



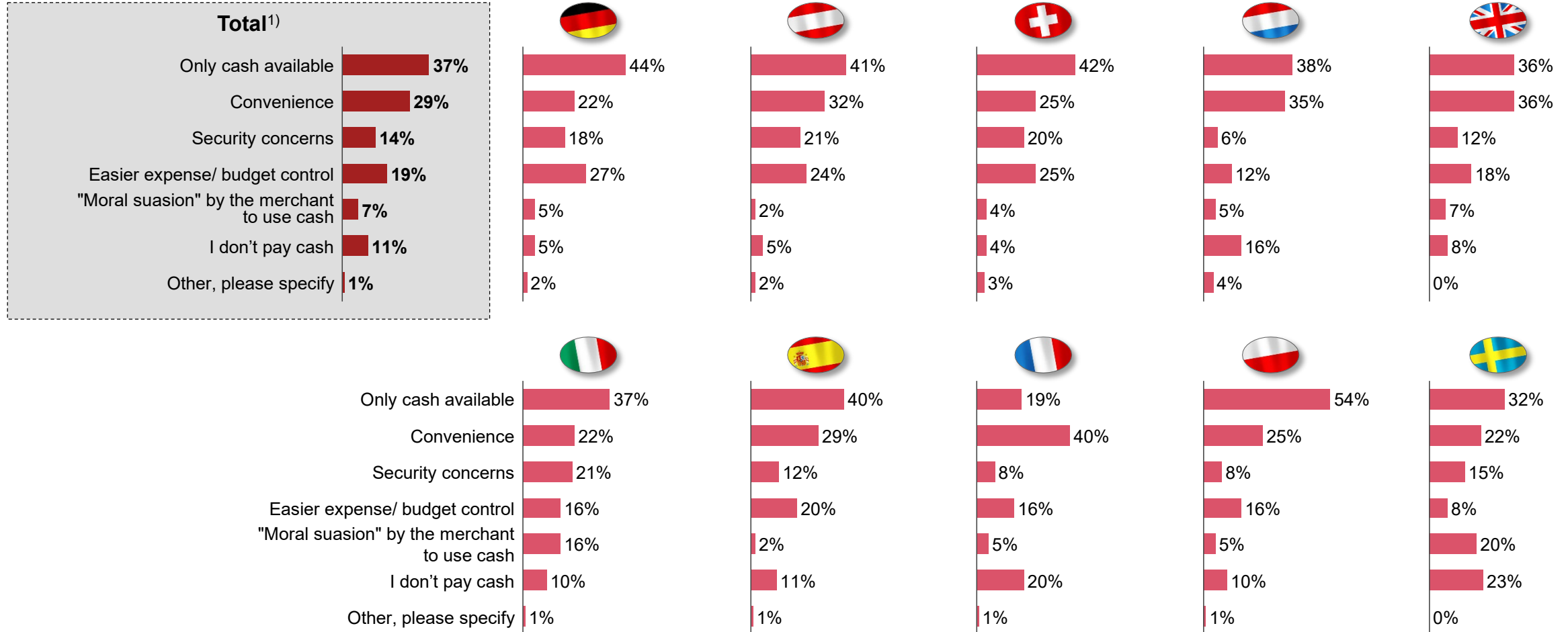
# 2. What is your general preference for payments when you are shopping or paying for services?

## Payment preferences



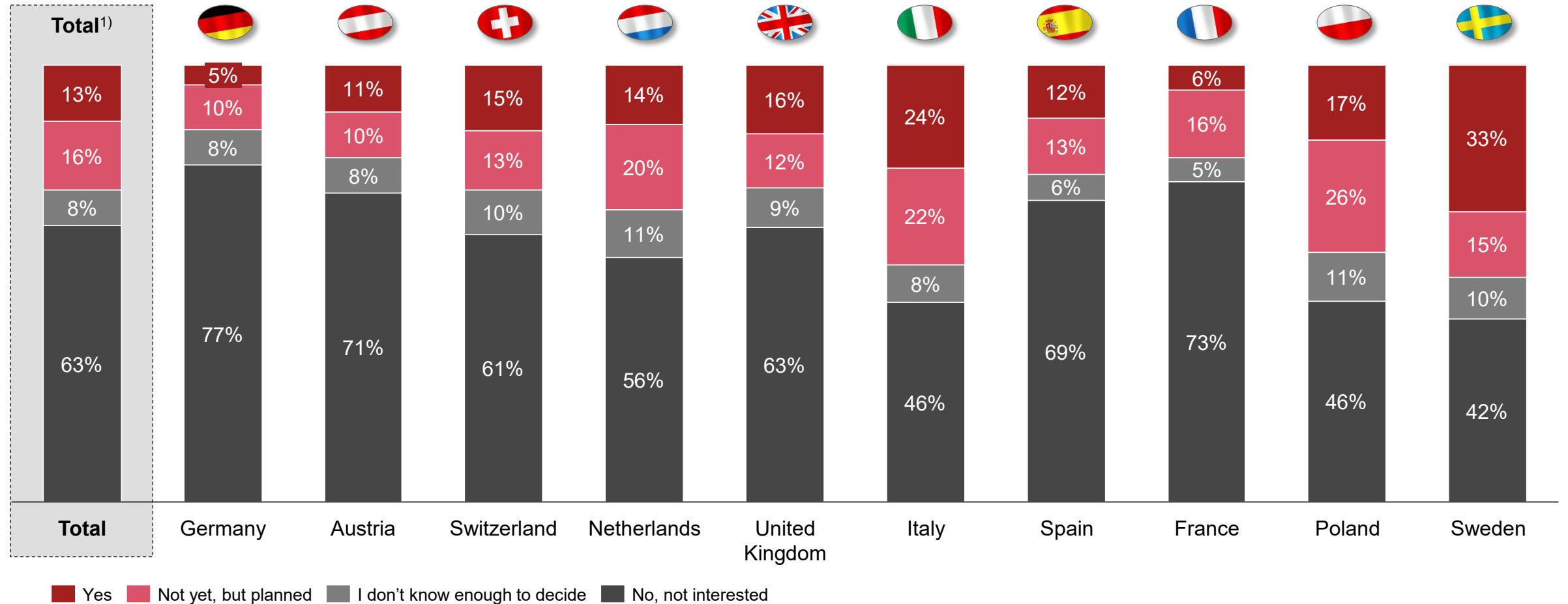
# 3. In situations where you pay with cash – what are the main reasons? *(multiple answers possible)*

## Cash payments



# 4. Are you paying with your smartphone?

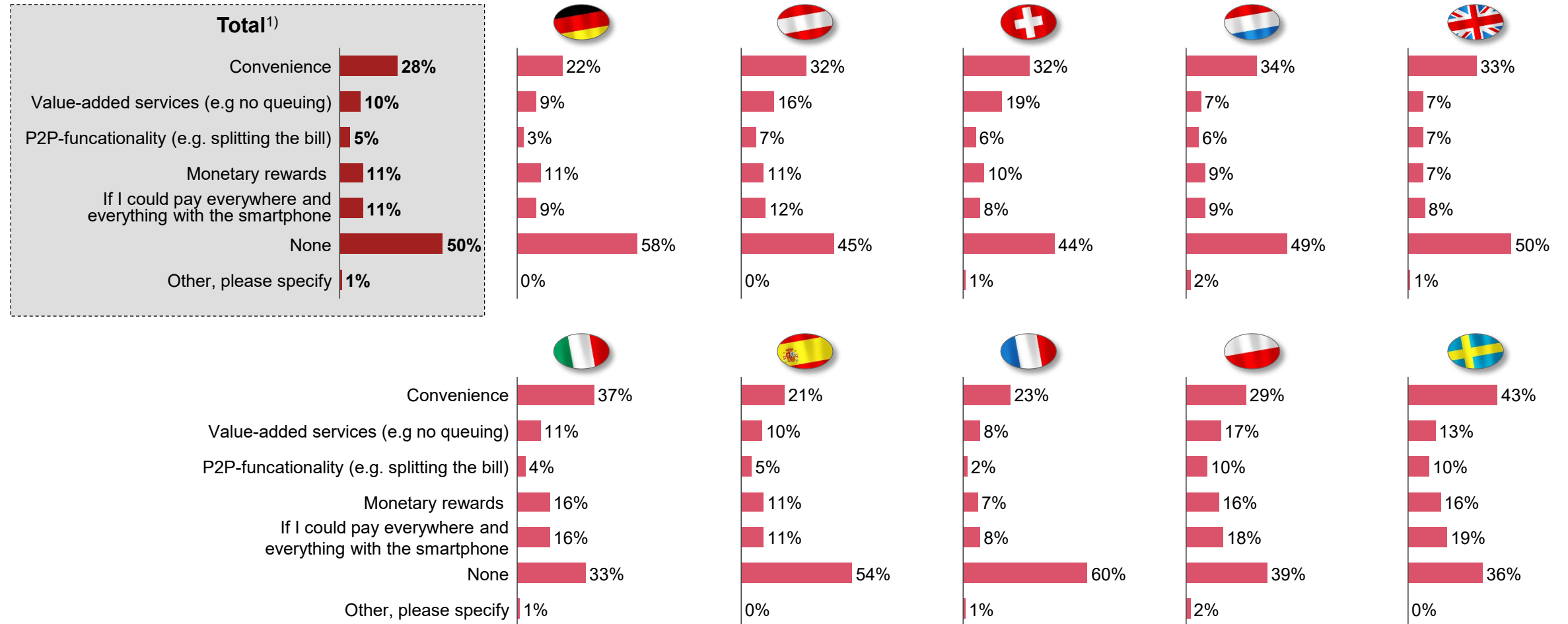
## Smartphone payments (1/2)





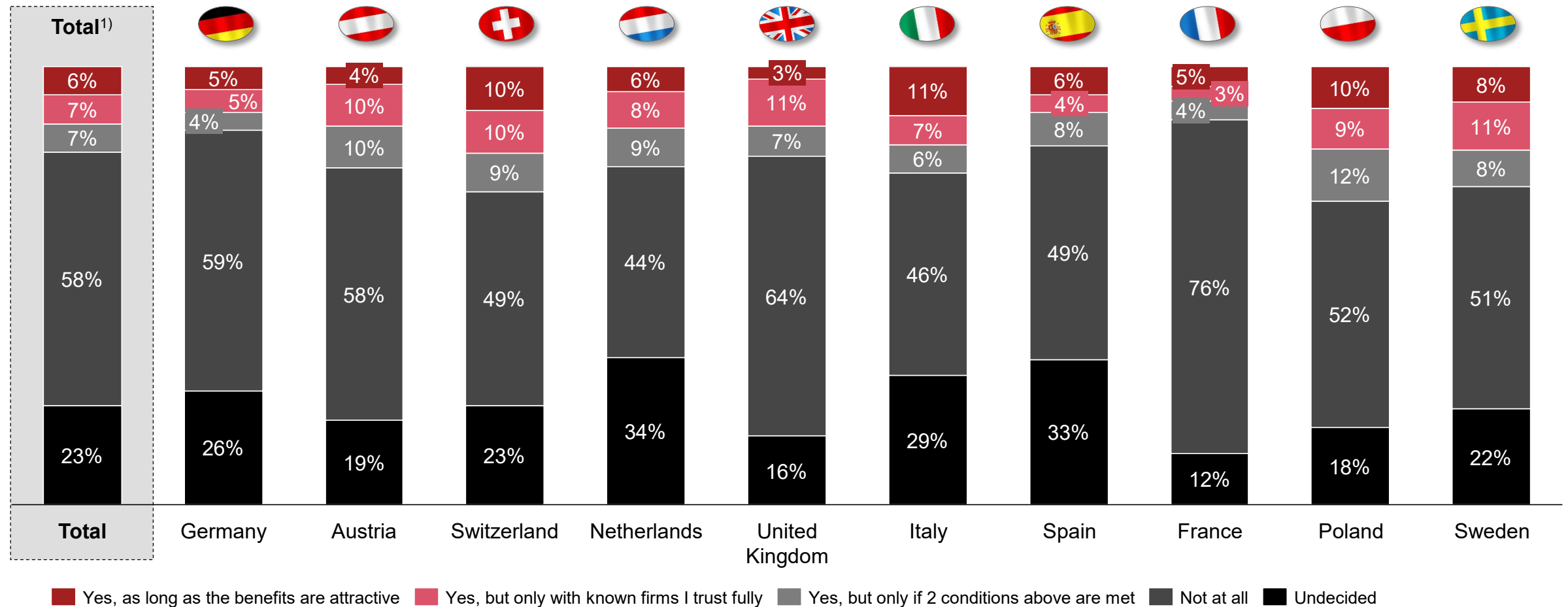
# 5. Which could be the reasons for paying with your smartphone more often? *(multiple answers possible)*

## Smartphone payments (2/2)



# 6. Would you be willing to share your data (e.g. transactions) in order to receive rewards/ benefits/ additional services?

## Willingness to share data (1/6)

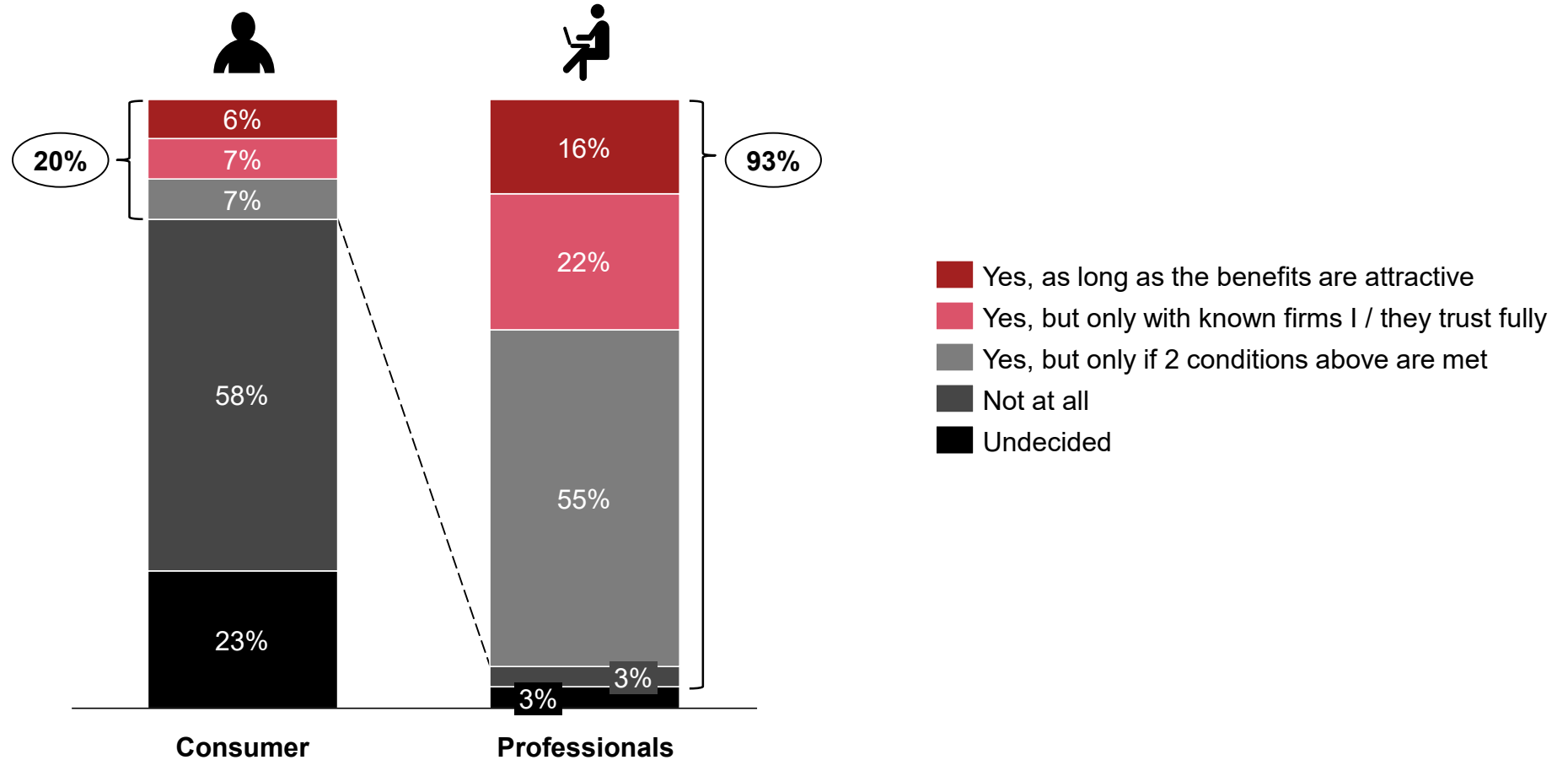




# *Excursus:* Professionals clearly overestimate the willingness to share data of consumers

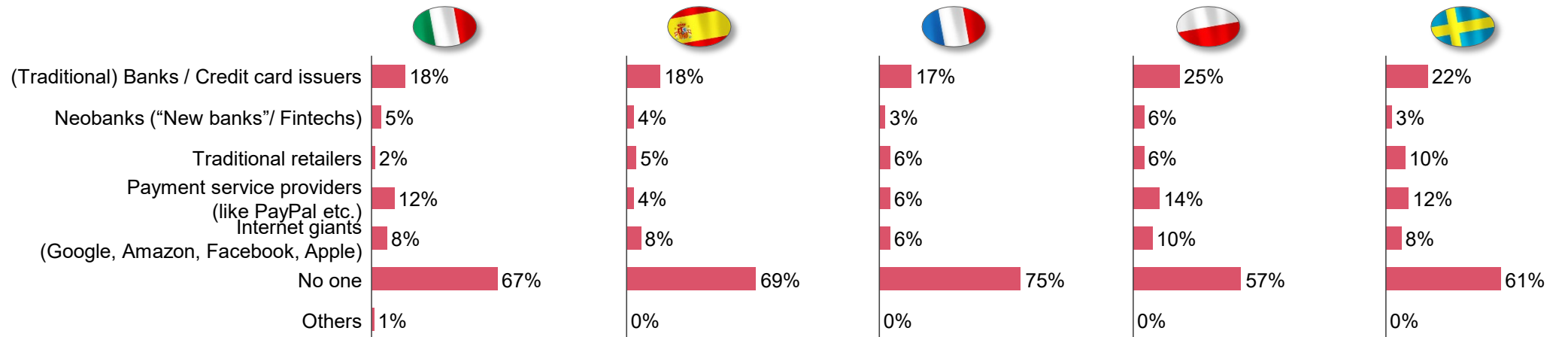
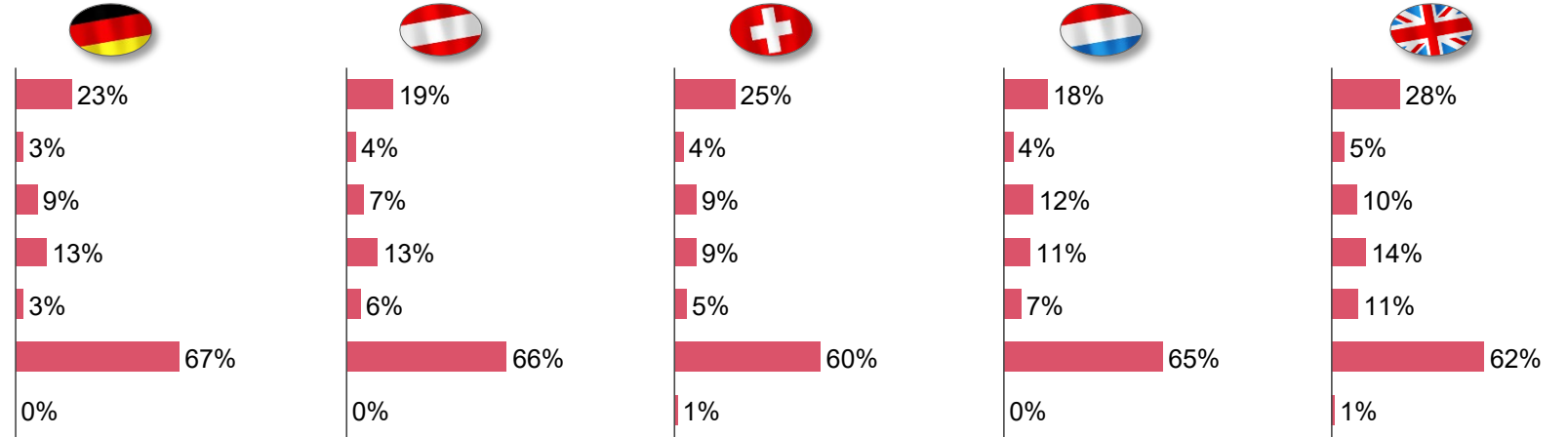
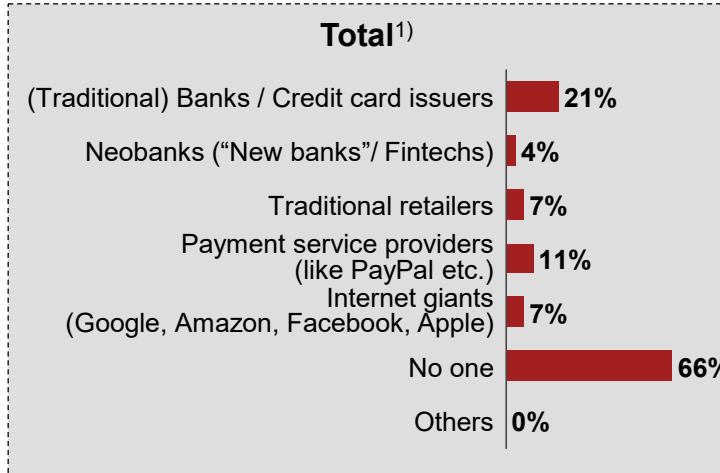
## Willingness to share data (2/6): Consumer survey vs. Professional survey

*Would you / they be willing to share your data (e.g. transactions) in order to receive rewards/ benefits/ additional services?*



# 7. With whom would you share such data? (multiple answers possible)

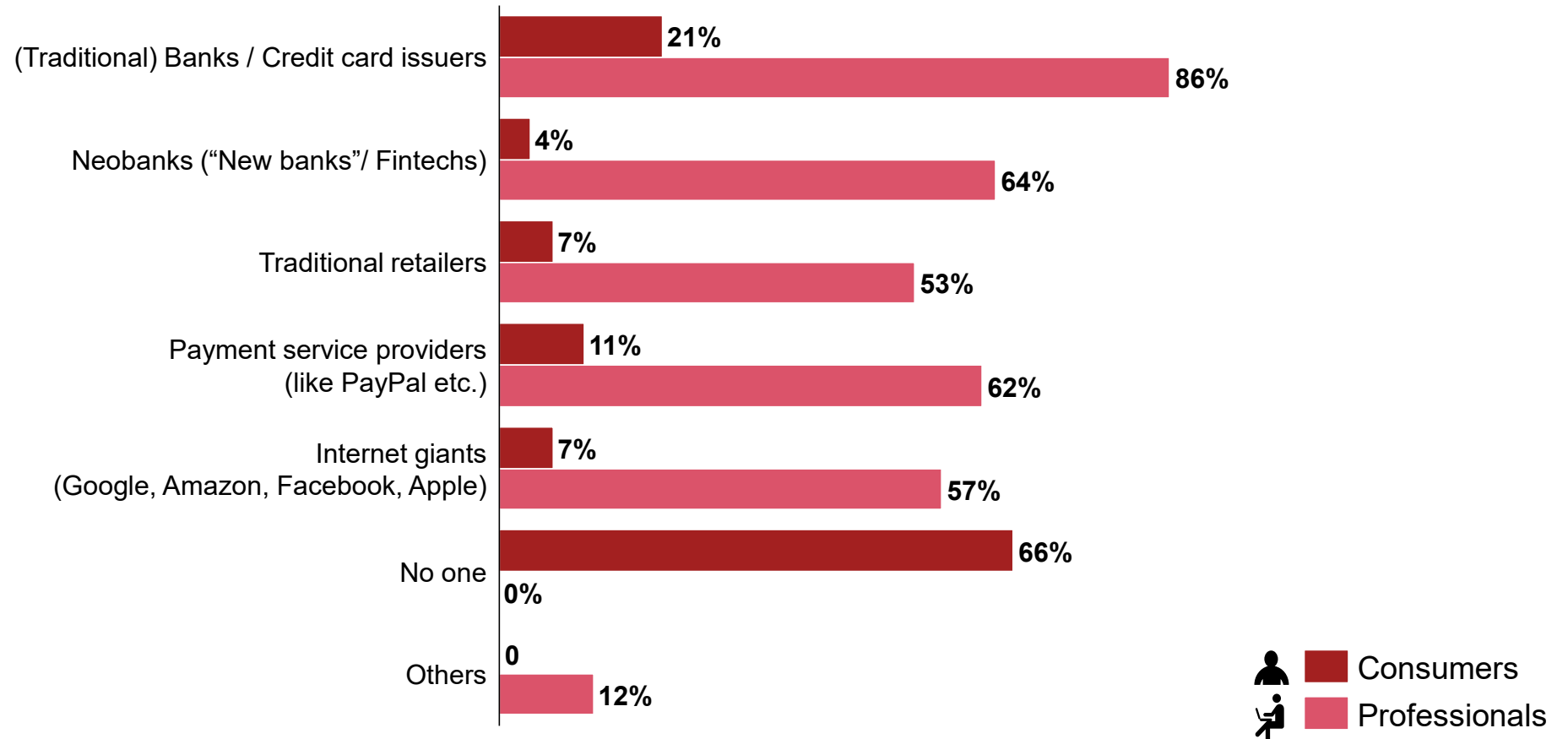
## Willingness to share data (3/6)



# ***Excursus:*** Professionals clearly overestimate the willingness to share data– most significantly on non-bank players

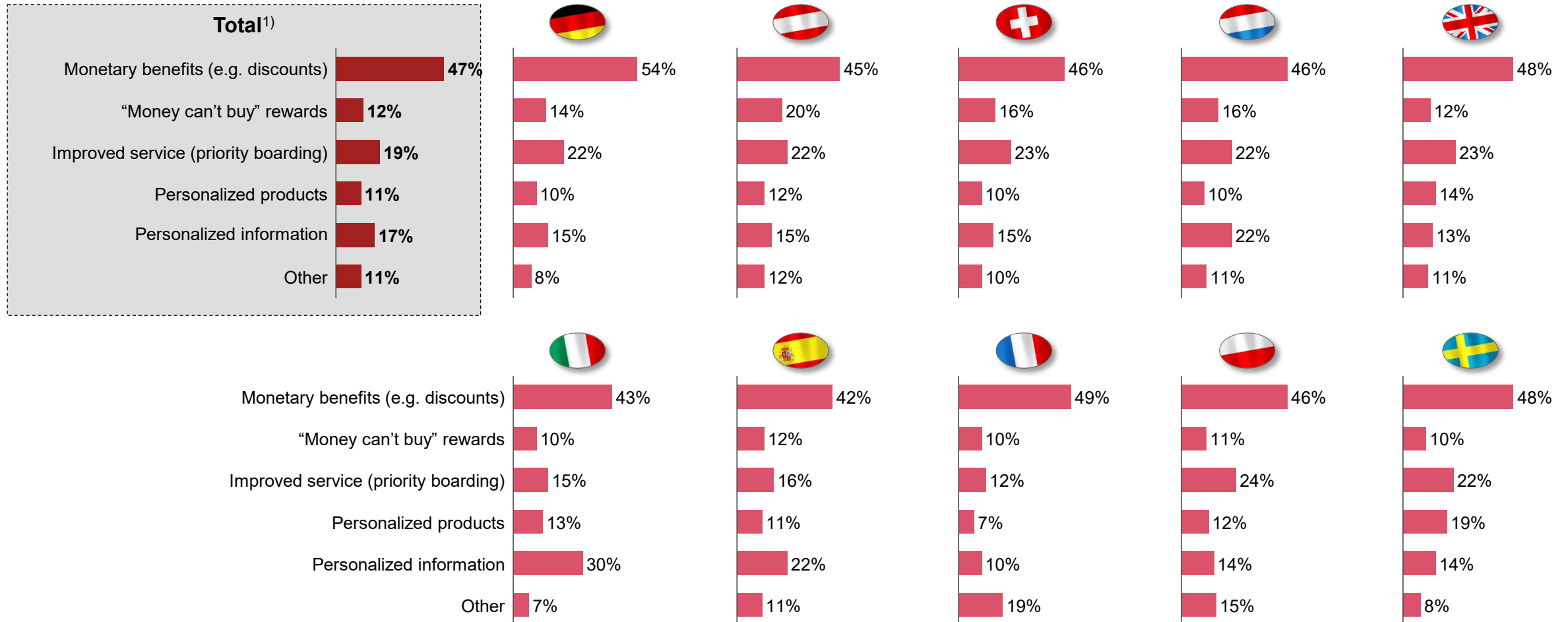
## Willingness to share data (4/6): Consumer survey vs. Professional survey

*With whom would you / they share such data?  
(multiple answers possible)*



# 8. Which type of benefits would you like to receive in exchange for your data? *(multiple answers possible)*

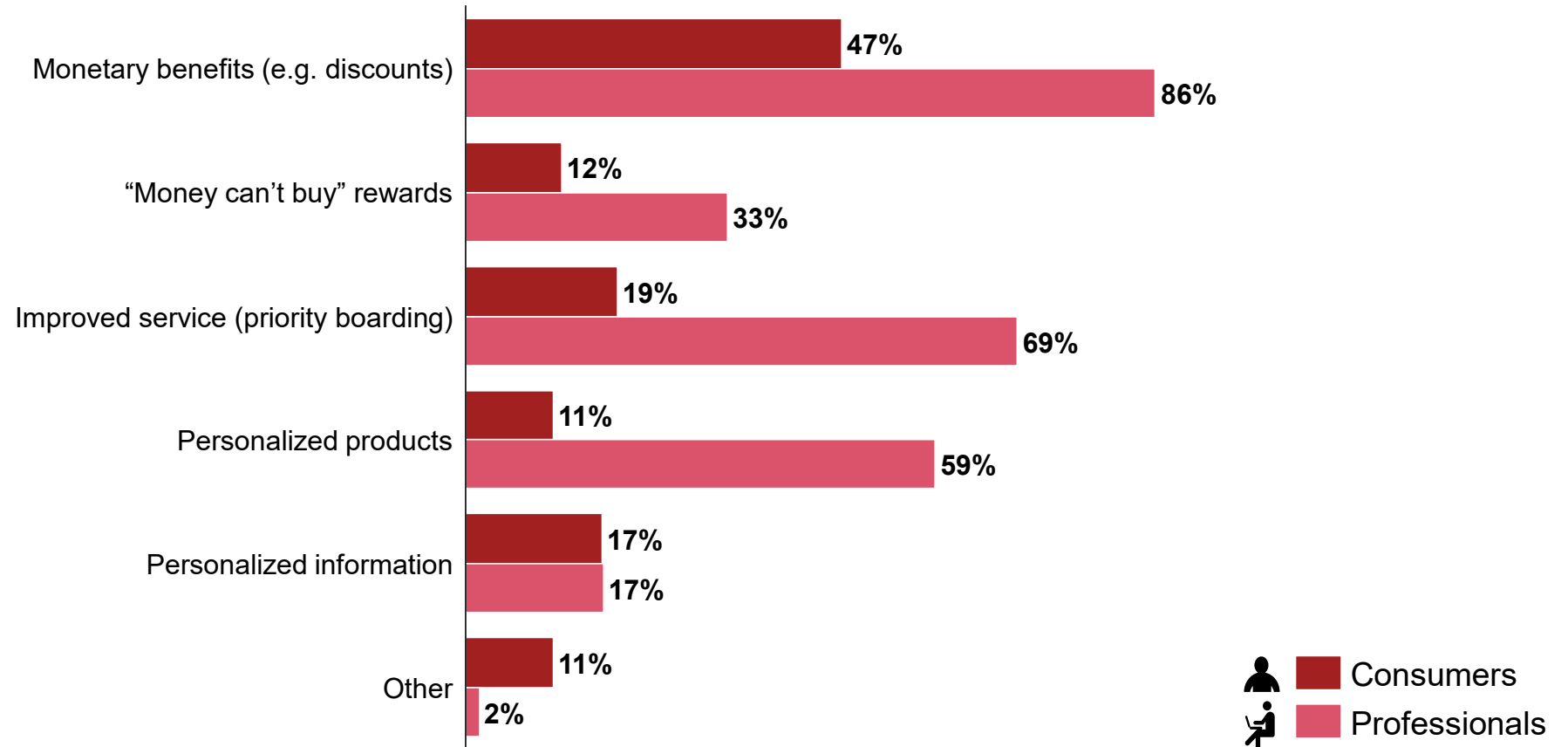
## Willingness to share data (5/6)



# *Excursus:* Professionals and Consumers on ranking of most valued benefits mostly in line

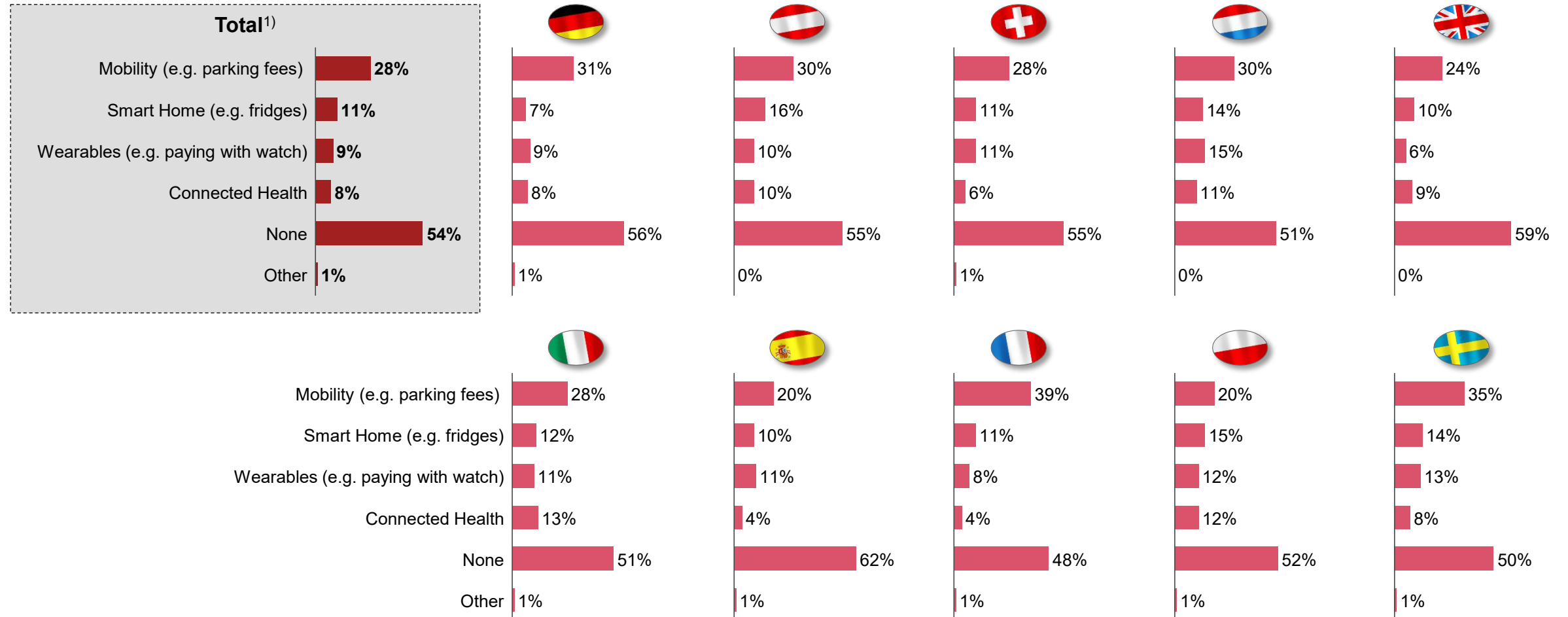
## Willingness to share data (6/6): Consumer survey vs. Professional survey

*Which type of benefits would you / they like to receive in exchange for your data? (multiple answers possible)*



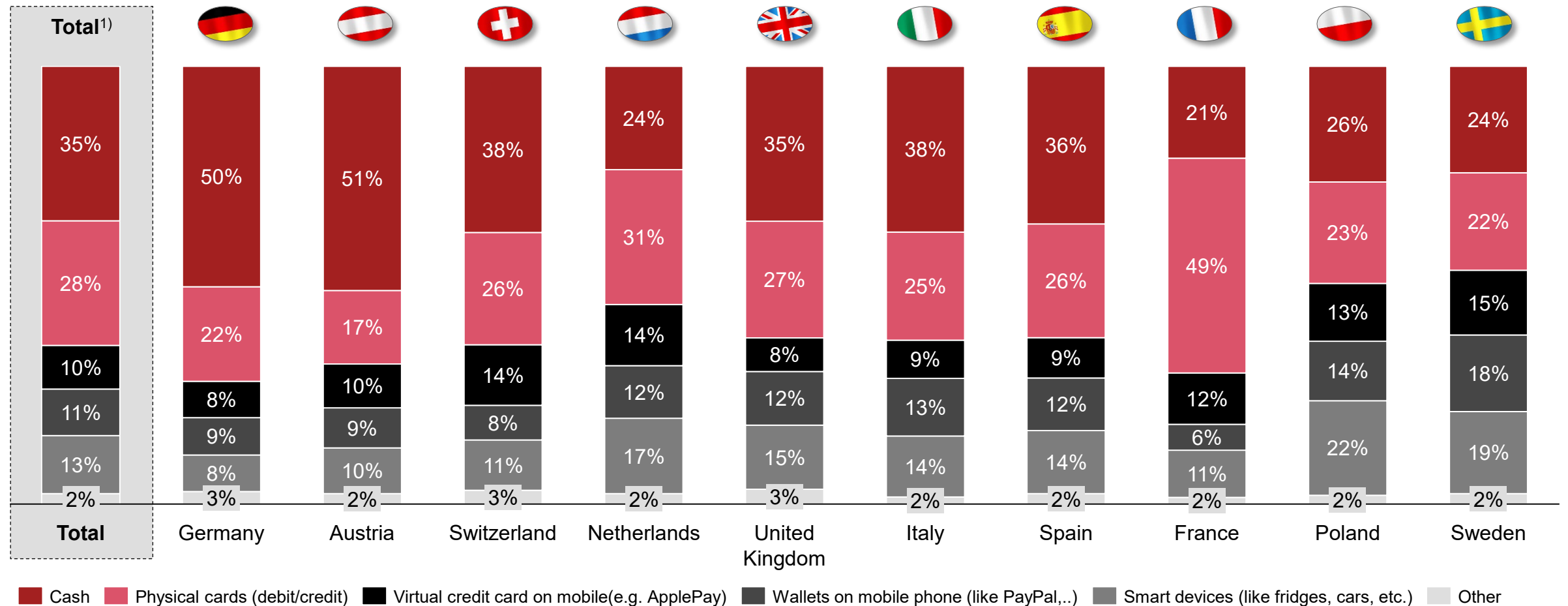
# 9. In which smart devices that are able to initiate purchase resp. to pay are you interested in? *(multiple answers possible)*

## Smart devices



# 10. In an ideal future, when you're shopping or paying for services – how would you do the majority of your payments?<sup>1)</sup>

## Ideal payment methods





# Consumer survey was conducted across 10 countries

## Methodology & sample

### Methodology



2,500 participants



10 countries



Online questionnaire via Google Survey



October / November 18



10 questions

### Countries



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