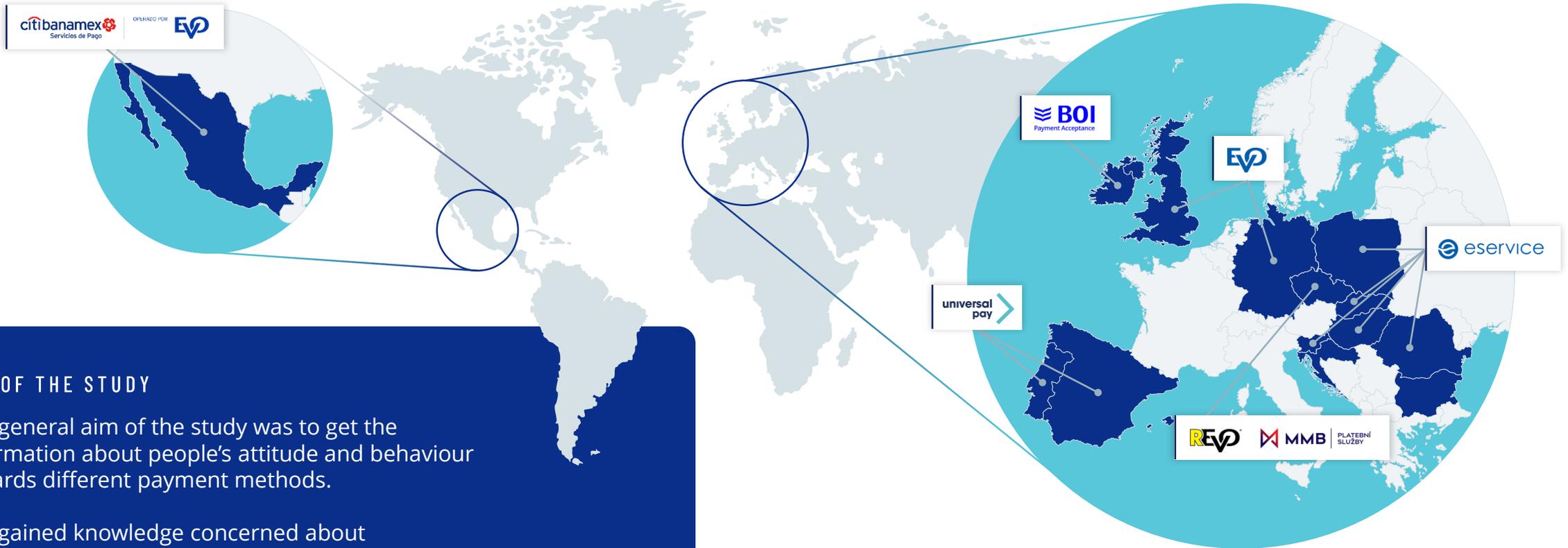




# ATTITUDES TOWARD **PAYMENT METHODS**

INTERNATIONAL SURVEY - MAY 2022

# THE AIM OF THE STUDY



## AIM OF THE STUDY

The general aim of the study was to get the information about people's attitude and behaviour towards different payment methods.

The gained knowledge concerned about awareness, usage and preferences of different payment methods (both online and offline).

# ABOUT THE STUDY

## RESPONDENTS

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

## PERIOD OF THE STUDY

March 2022



## RESEARCH METHOD

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

## COUNTRIES IN THE STUDY AND SAMPLE SIZES

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

VISA

## KEY FINDINGS

ALMOST  
**2/3**

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

MORE THAN  
**2/5**

**paid by card during their last offline purchases**

MORE THAN  
**1/3**

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

**1/2**

**choose card payment while paying more than 100 EUR**

ALMOST  
**1/4**

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

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

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

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

# .02

## ATTITUDES TOWARDS MONEY

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# ATTITUDES TOWARDS MONEY

The basic module of our research on Attitudes towards forms of payment is a standardized psychological tool created by Professor Grażyna Wąsowicz, who specializes in the field of economic psychology, in particular the psychology of money.

**The Money Relationship Questionnaire (KSP-33) (Wąsowicz-Kiryło, 2013) is a standardized tool with proven reliability and validity. It consists of 33 statements that allow measurement on 9 scales.**

## 1. THREE SCALES MEASURE ATTITUDES TOWARDS MONEY



### CONTROL

behaviour related to money control, no difficulties with saving and controlling expenses



### MEANS

perceiving money as a means of realizing values, ensuring a sense of independence and freedom of choice



### PLEASURE

the pleasure of carrying out activities related to money: thinking about money, dealing with it, talking about it

## 2. THE NEXT 6 SCALES ARE USED TO MEASURE COGNITIVE-BEHAVIOURAL FINANCIAL COMPETENCES, DIVIDED INTO TWO GROUPS:

### 2A. THE FIRST GROUP IS CONVICTIONS REGARDING:



### INVESTMENT

beliefs about the need and importance of investing money, perceiving investing as an important element of managing money well



### INSURANCE

convictions about insuring yourself and your property (needed or unnecessary)



### USING BANKING SERVICES

attitudes about the use of banking services, treating them as a good way to manage money

### 2B. THE SECOND GROUP IS BEHAVIOURS RELATED TO MONEY:



### MANAGEMENT

behaviours that are associated with expanding knowledge about finances and having appropriate knowledge to increase wealth



### ACCOUNTING

related to planning and control of the expenditure plan



### SPENDING IMPULSIVELY

without reflection or making financial plans

## ATTITUDES TOWARDS MONEY



SLOVENIA

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

## ATTITUDES TOWARDS MONEY

LEVEL 1  
ATTITUDE  
TOWARDS  
MONEY

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



## CONTROL

SLOVENIA - 15,8

OTHER COUNTRIES - 15,4

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



## MEANS

SLOVENIA - 17,0 ▲

OTHER COUNTRIES - 16,1

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



## PLEASURE

SLOVENIA - 13,9 ▲

OTHER COUNTRIES - 13,2

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

## ATTITUDES TOWARDS MONEY

**LEVEL 2**  
 COGNITIVE  
 BEHAVIOURAL  
 FINANCIAL  
 COMPETENCES

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.


**INVESTMENT**
**SLOVENIA - 8,5**

OTHER COUNTRIES - 8,5

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


**INSURANCE**
**SLOVENIA - 7,0**

OTHER COUNTRIES - 6,7

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


**BANKING SERVICES**
**SLOVENIA - 8,1 ▼**

OTHER COUNTRIES - 8,8

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

## ATTITUDES TOWARDS MONEY

# LEVEL 2

COGNITIVE  
BEHAVIOURAL  
FINANCIAL  
COMPETENCES

In The Money Relationship Questionnaire (KSP-33), each respondent was asked to respond to all statements on a 6-point scale from 0 to 5.

The results for each indicator on the level of Attitudes Towards Money range from 0 to 25 points, and for indicators from the level of Cognitive Behavioural Financial Competences from 0 up to 15 points.

The results presented represent the mean value for each indicator.



## MANAGEMENT

SLOVENIA - 5,9 ▼

OTHER COUNTRIES - 6,5

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



## ACCOUNTING

SLOVENIA - 9,2

OTHER COUNTRIES - 8,9

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



## IMPULSE SPENDING

SLOVENIA - 5,7 ▼

OTHER COUNTRIES - 6,1

Impulse Spending is weaker in Slovenia than in other countries.

## SLOVENES AND ATTITUDE TO MONEY



## Slovenes treat money as a means of achieving value

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



## SLOVENIA

capital city: **Ljubljana**currency: **Euro**population: **2,1 million**

# .03

## PAYMENT METHODS AWARENESS AND USAGE

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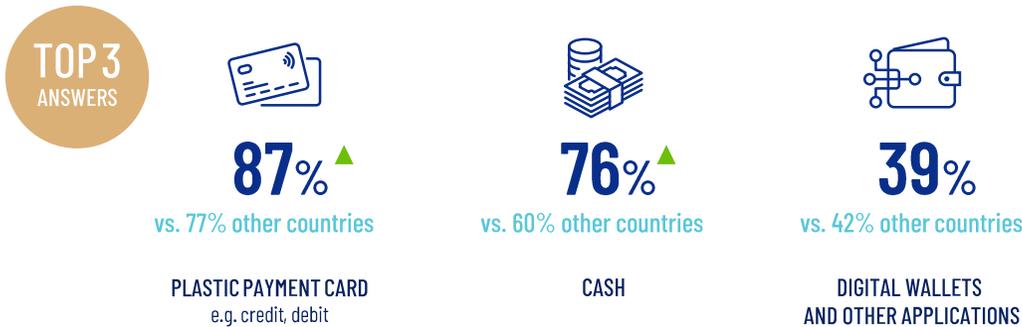


# AWARENESS OF DIFFERENT FORMS OF PAYMENT

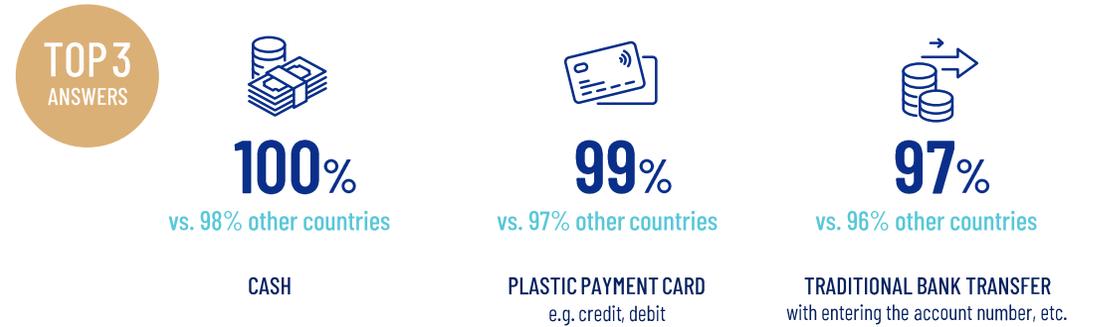
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

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

## SPONTANEOUS AWARENESS



## AIDED AWARENESS



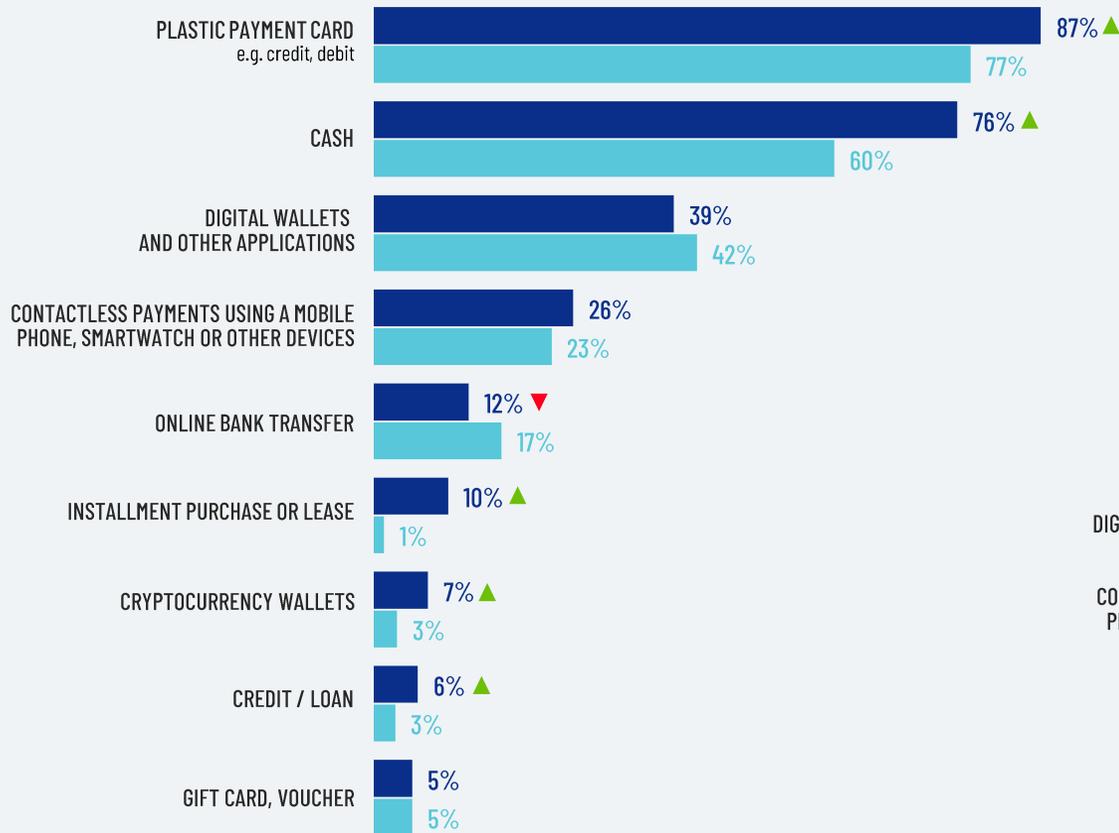
## INTERESTING FACT



# AWARENESS OF DIFFERENT FORMS OF PAYMENT

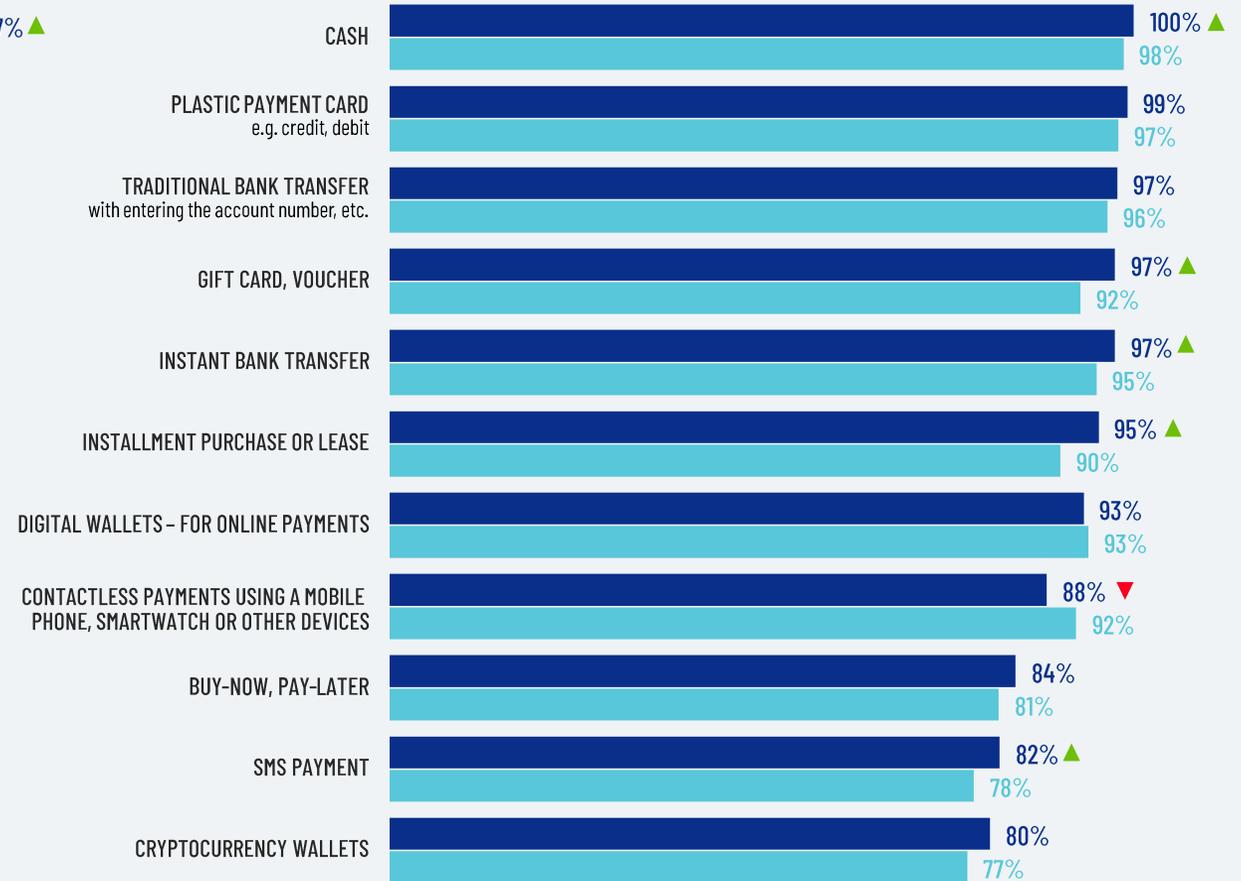
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

## SPONTANEOUS AWARENESS



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

## AIDED AWARENESS

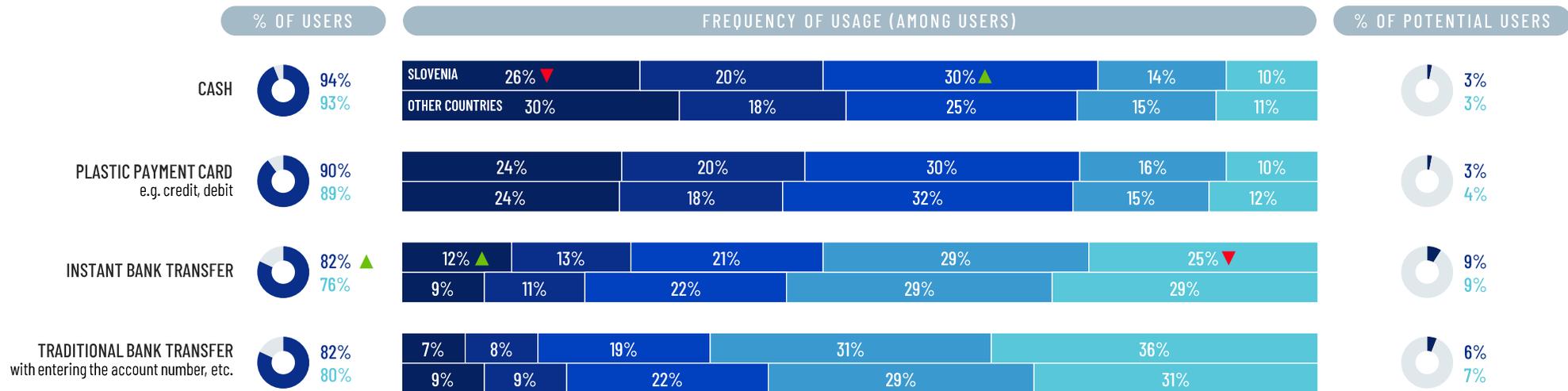


# FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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

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

TOP 4 ANSWERS



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

## INTERESTING FACT

CONTACTLESS PAYMENTS USING A MOBILE PHONE, SMARTWATCH OR OTHER DEVICES



● 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?



● 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

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

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

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



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

## TOP 3 ANSWERS



### PLASTIC PAYMENT CARD e.g. credit, debit

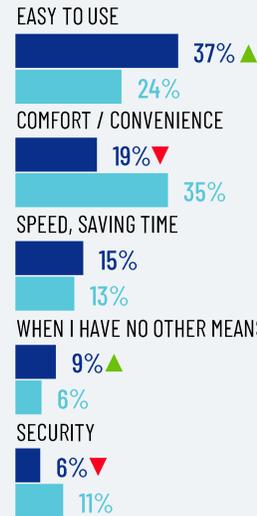
% OF RESPONDENTS WHO USES GIVEN METHOD MOST OFTEN AND WHICH PAYMENT FORMS DO YOU USE MOST OFTEN? (AS FIRST OR SECOND CHOICE)

**64%** ▲

vs. 60% other countries

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

MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



SLOVENIA n=387  
OTHER COUNTRIES: n=5032



### CASH

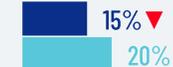
**64%** ▲

vs. 56% other countries

SHOPPING FOR SMALL AMOUNTS



WHEN OTHER METHODS NOT AVAILABLE



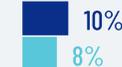
CONTROL/ MONITORING SPENDING



EASY TO USE



I LIKE IT



SLOVENIA n=386  
OTHER COUNTRIES: n=4704

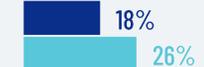


### INSTANT BANK TRANSFER

**12%** ▲

vs. 7% other countries

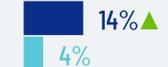
EASY TO USE



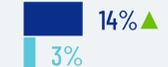
SPEED, SAVING TIME



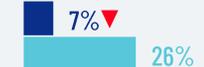
WHEN OTHER METHODS NOT AVAILABLE



CONTROL/ MONITORING SPENDING



COMFORT / CONVENIENCE



SLOVENIA n=74  
OTHER COUNTRIES: n=592

# MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

## OTHER METHODS



**TRADITIONAL BANK TRANSFER**  
with entering the account number, etc.

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

**12%**

vs. 11% other countries

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

MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT

WHEN OTHER METHODS NOT AVAILABLE

18% ▲

9%

EASY TO USE

17%

19%

PURCHASES FOR HIGHER AMOUNTS / PAYING BILLS

17% ▲

5%

COMFORT / CONVENIENCE

10% ▼

19%

SHOPPING FOR SMALL AMOUNTS

8% ▲

1%

SLOVENIA n=72  
OTHER COUNTRIES: n=941

# BANKING



**47%** USE MOBILE BANKING AT LEAST 2-3 TIMES PER WEEK



**72%** USE INTERNET BANKING AT LEAST 2-3 TIMES PER MONTH

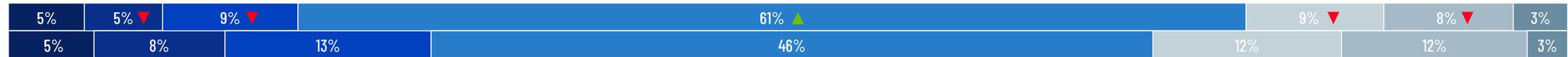


**8%** DON'T USE AND DON'T PLAN TO USE INTERNET BANKING

ATMs, Internet and mobile banking are the most popular channels of banking in Slovenia, but Slovenes use them less frequently than residents of other countries covered by the study. On the other hand, more people visit bank branches at least once a month or less often.

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

### VISIT TO A BANK BRANCH



### TELEPHONE CONTACT, HOTLINE



### INTERNET BANKING



### MOBILE BANKING (through the app)



### USING AN ATM



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

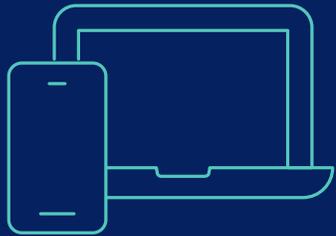
# .04

## PAYMENT METHODS MY LAST PURCHASE

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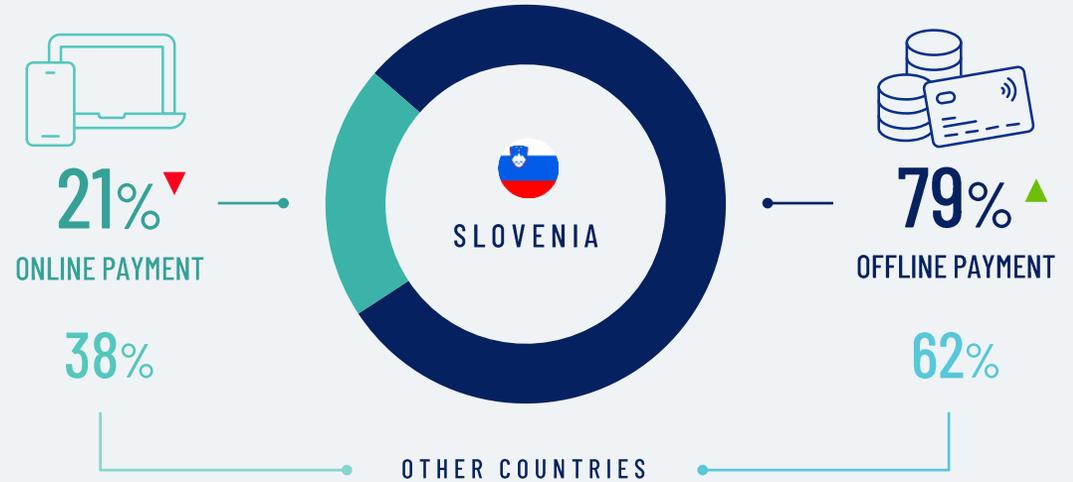


# LAST PAYMENT - ONLINE OR OFFLINE?

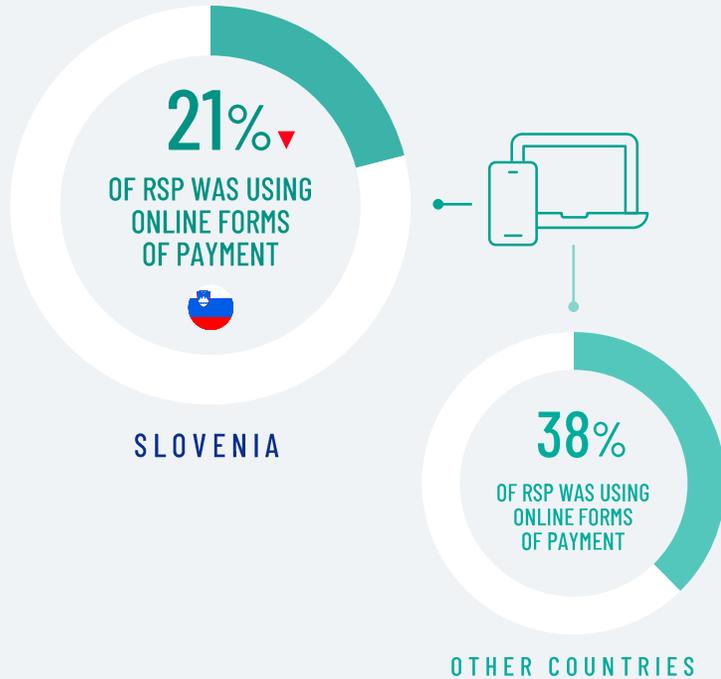


**2/10** SLOVAKS MADE THEIR LAST PAYMENT ONLINE

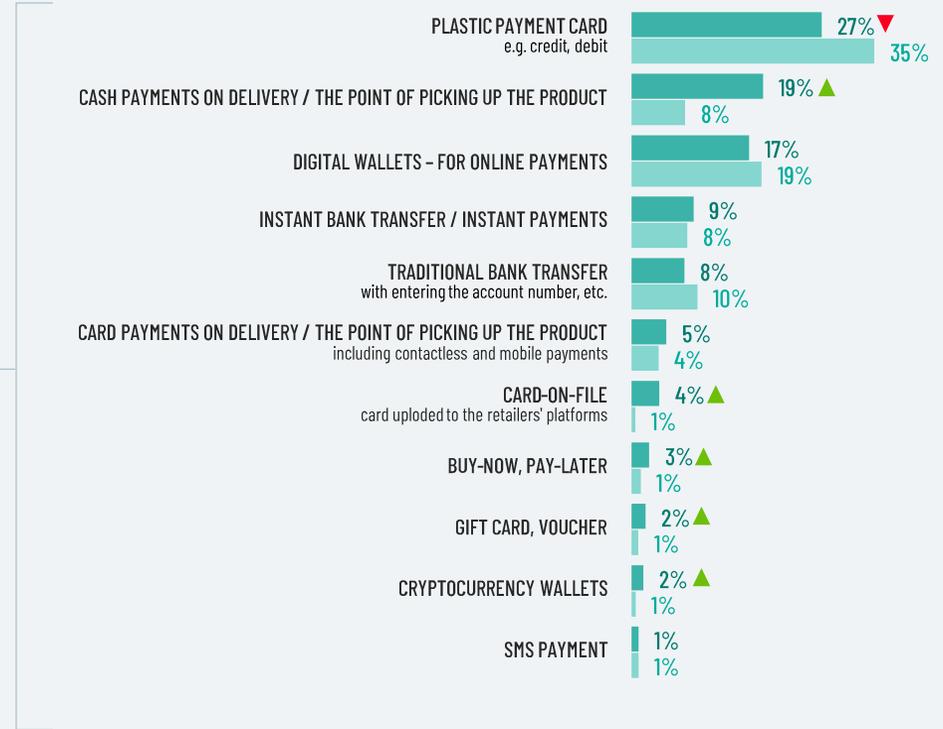
PLEASE RECALL YOUR LAST PAYMENT.  
WAS IT CARRIED OUT ONLINE OR OFFLINE?



# LAST ONLINE PAYMENT TYPES



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

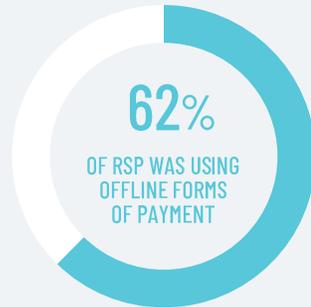


Only 1/5 Slovenes made their last payment online. The most often used method of payment while shopping online was card (e.g.credit, debit), but Slovenes choose it less often than other countries residents. However, they more often pay when receiving the order especially in cash.

# LAST OFFLINE PAYMENT TYPES

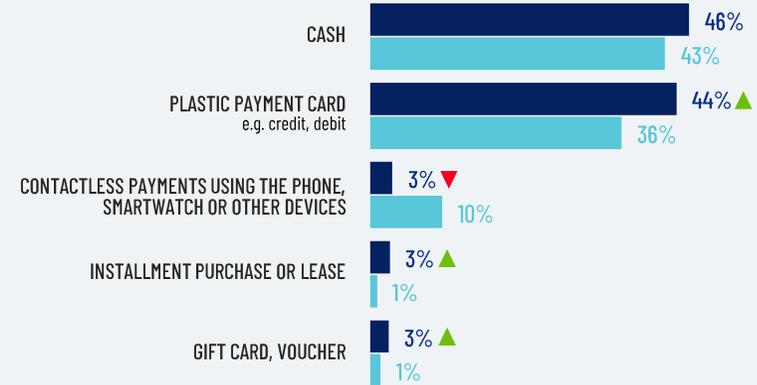


SLOVENIA



OTHER COUNTRIES

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



Almost 4/5 respondents in Slovenia made their last payment offline.

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

# .05

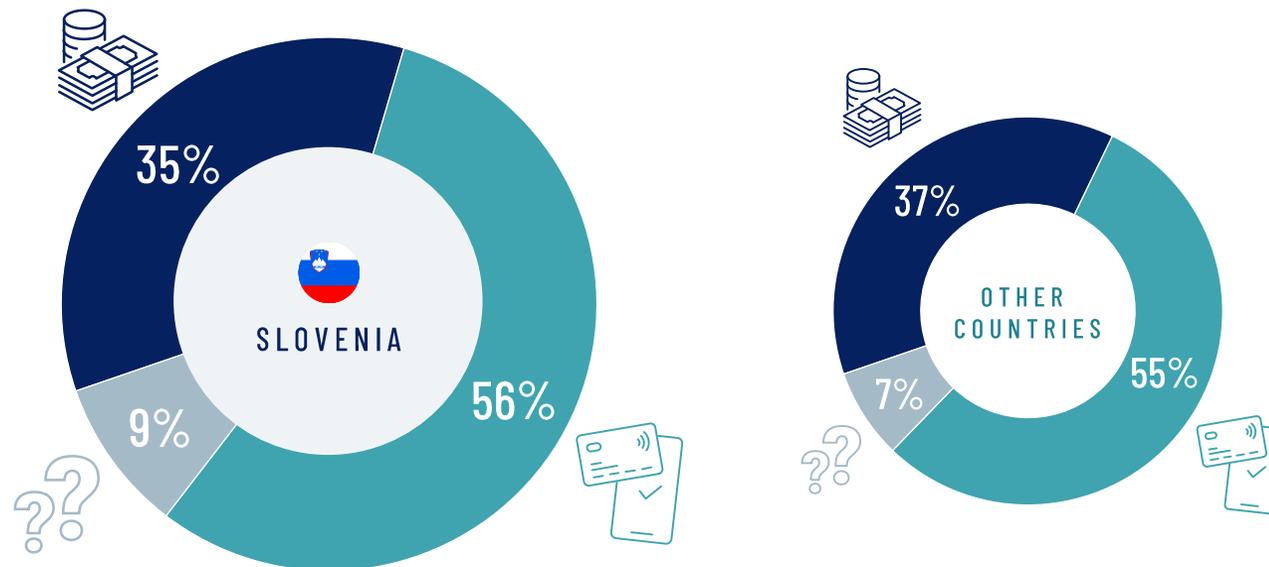
## PAYMENT METHODS **PREFERENCES**

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# PREFERRED METHOD OF PAYMENT WHILE SHOPPING OFFLINE

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



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

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

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

# AMOUNT VS PREFERRED PAYMENT METHOD



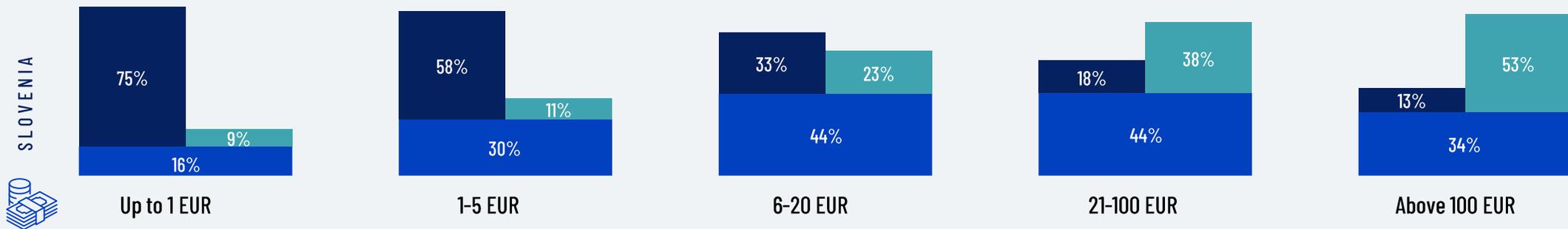
MORE THAN  
**100 EUR**

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

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

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

## 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)

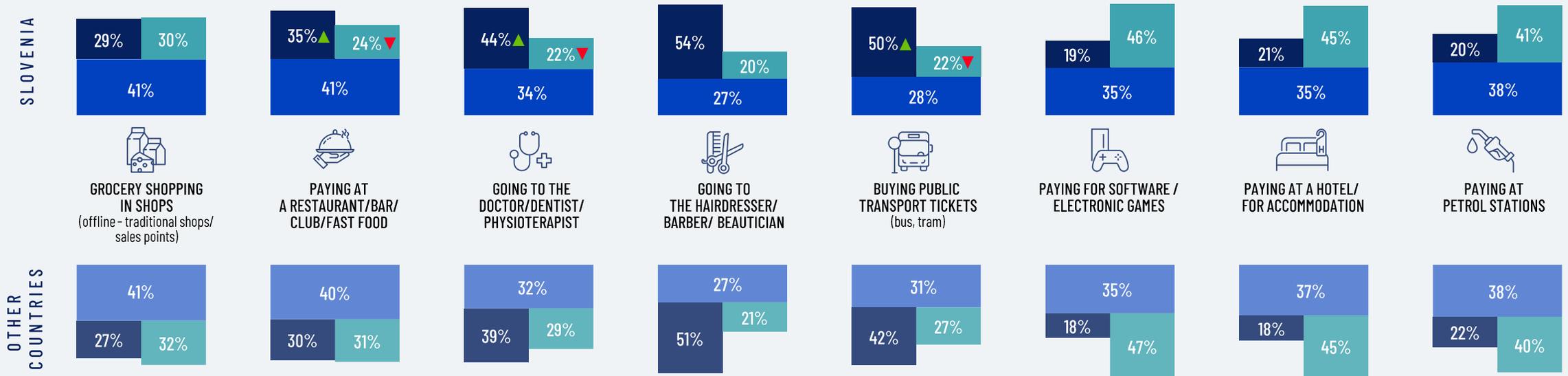


50%

PAY IN CASH WHILE BUYING PUBLIC TRANSPORT TICKETS

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

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



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

# PREFERRED METHODS OF PAYMENT WHILE SHOPPING OFFLINE IN DIFFERENT SITUATIONS (2/3)



74%

CHOOSE CASH TO PAY FOR SHOPPING AT MARKETS AND BAZAARS

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

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



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

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

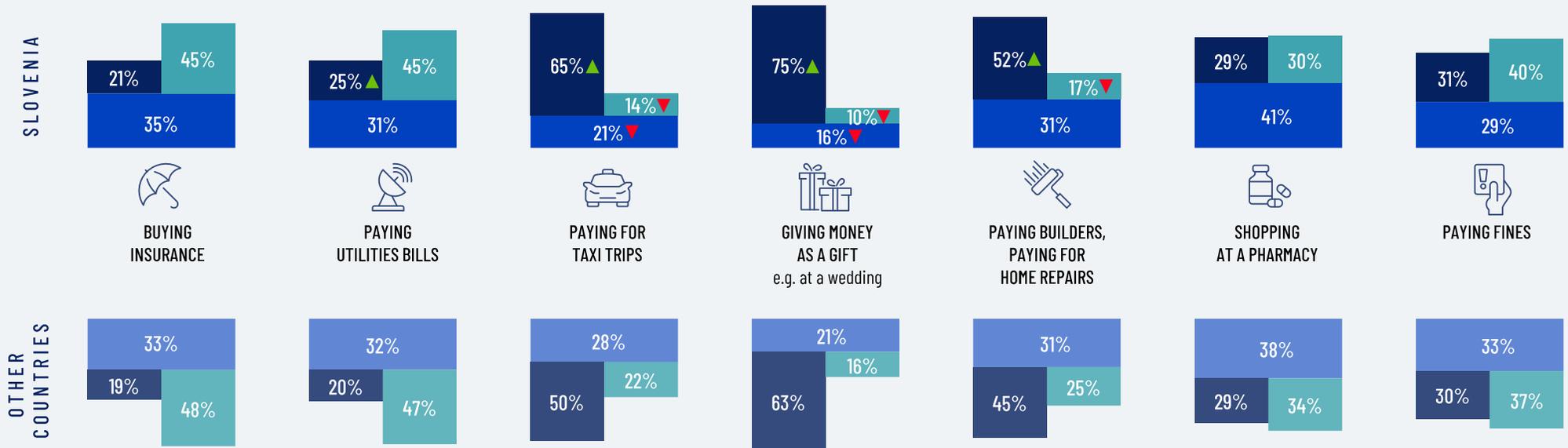


65%

PAY IN CASH FOR TAXI TRIPS

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

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



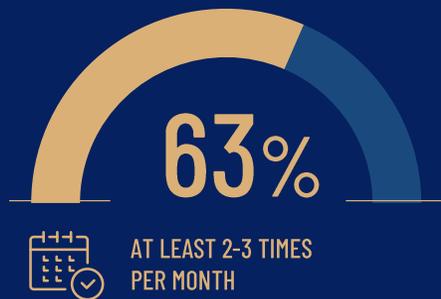
● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS

## FREQUENCY OF SITUATIONS IN WHICH SLOVENES PREFERRED CASH PAYMENTS

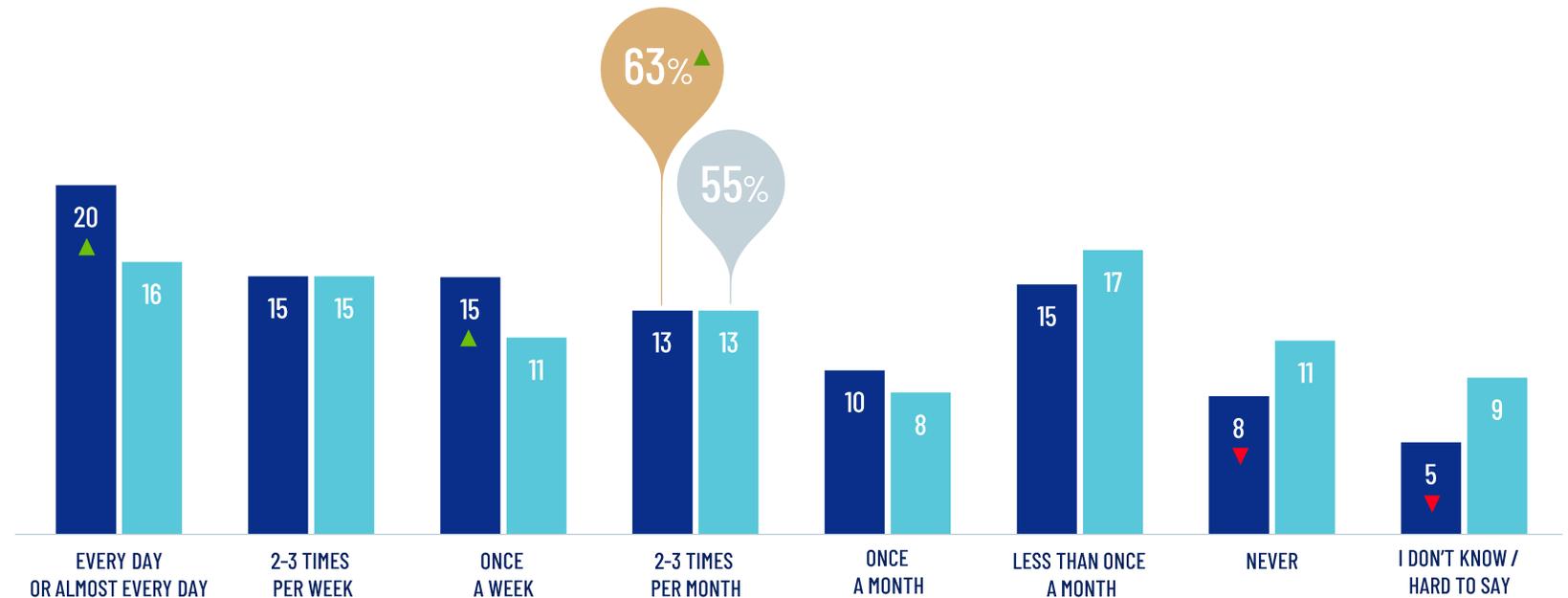
Slovenes generally prefer to pay with cash. 63% of them choose cash payments, even if other options are available at least 2-3 times per month.

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

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



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



# .06

## DIGITAL PAYMENTS

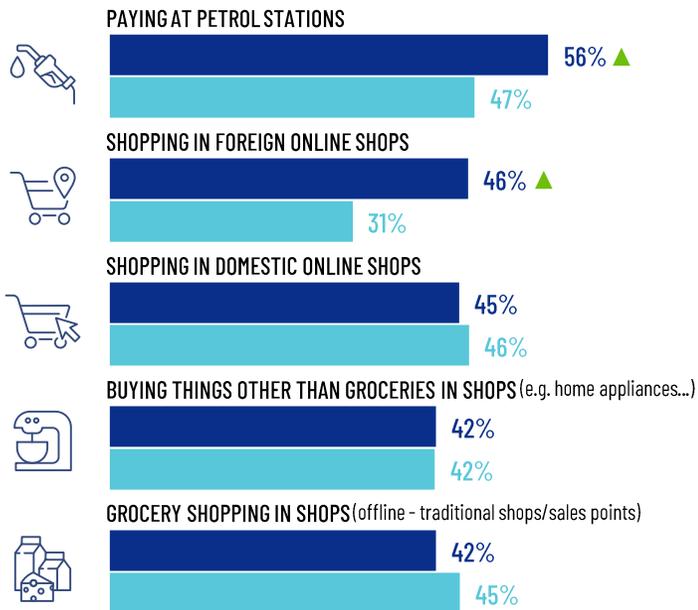
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# PRODUCTS AND SERVICES FOR WHICH SLOVENES PAY USING CASH-FREE METHODS

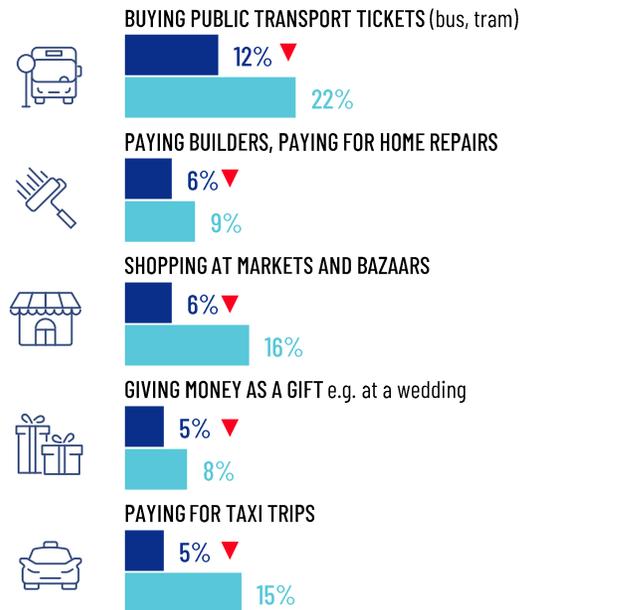
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

## MOST COMMON PRODUCTS AND SERVICES



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

## RAREST PRODUCTS AND SERVICES



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

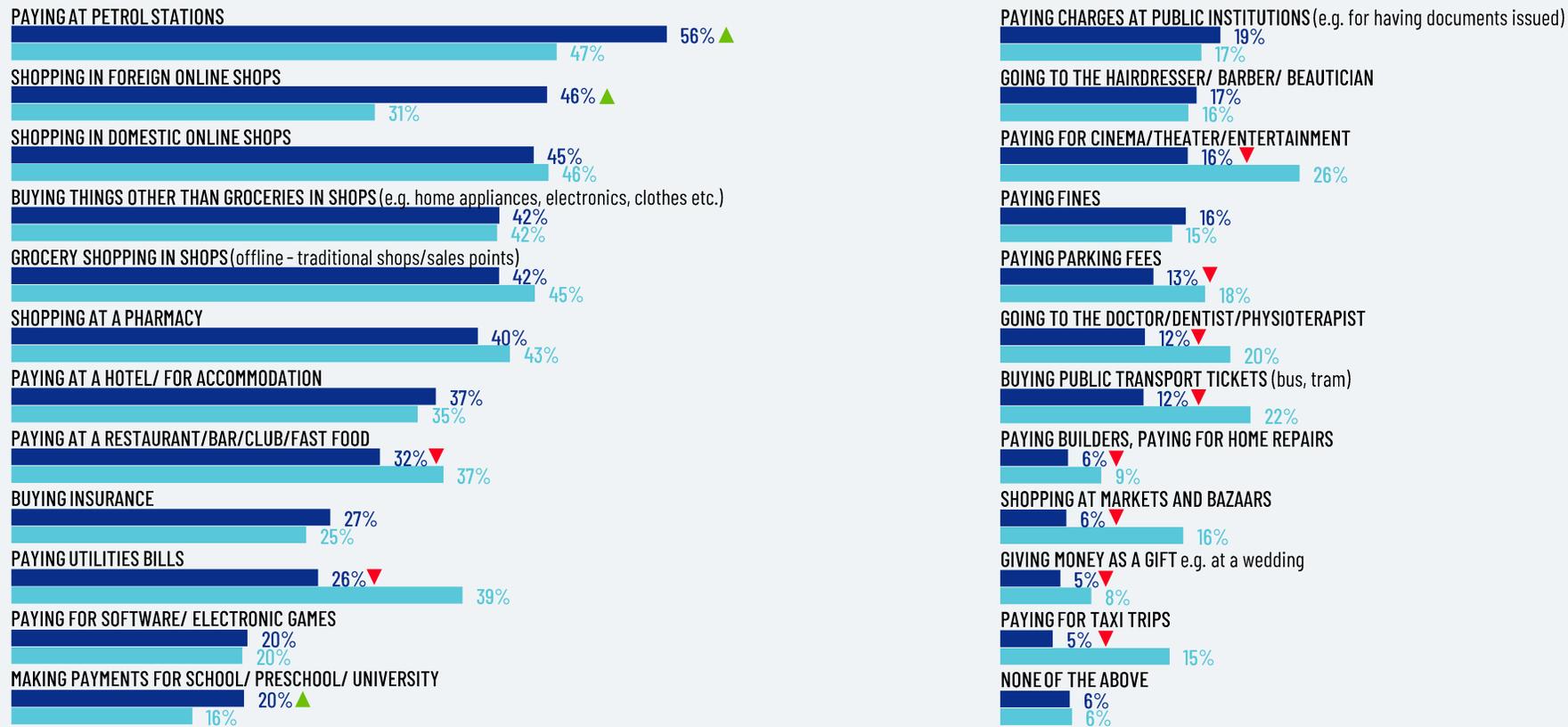
Situations in which they usually do not choose cash-free methods are: buying public transport tickets, paying builders and for home repairs, shopping at markets, giving money as a gift, paying for taxi trips.

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

**6%** SLOVENES DO NOT USE CASHLESS PAYMENTS IN ANY SITUATION

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

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



# IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS

**+ 84%**

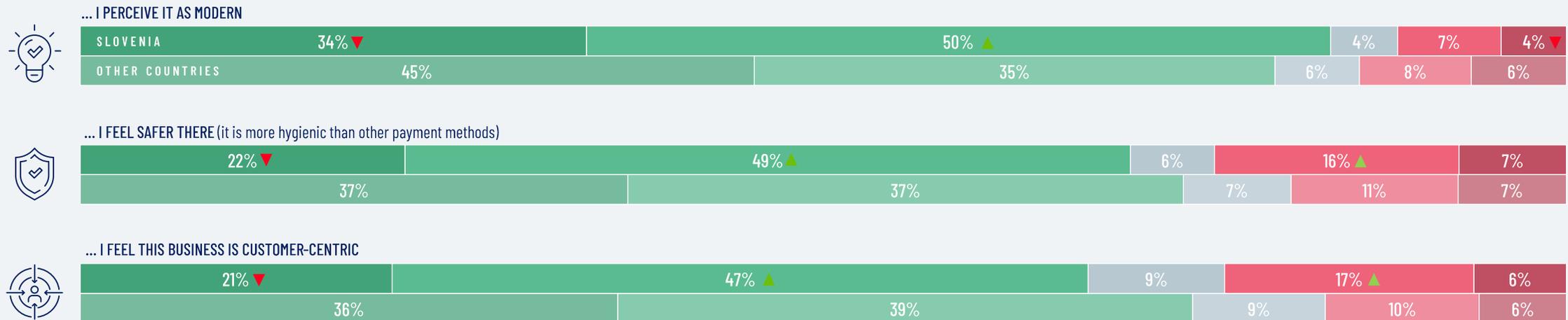
SLOVENES PERCEIVE A PLACE WHERE ELECTRONIC PAYMENTS ARE AVAILABLE AS MODERN

**23%**

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

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

How much do you agree or disagree with the following statement?  
IF A PLACE OFFERS THE POSSIBILITY OF ELECTRONIC PAYMENTS (card, phone or other devices payments, virtual wallets etc.) ...



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

# IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

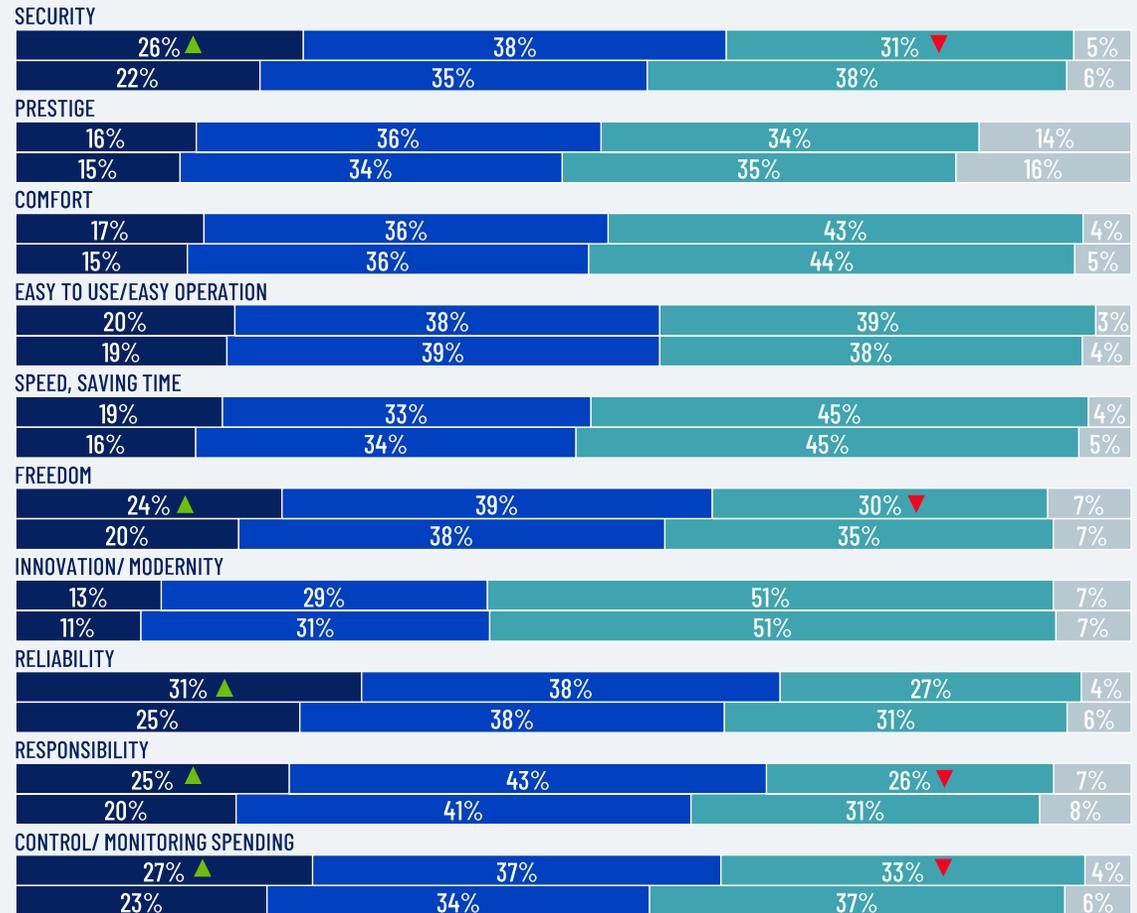
In Slovenia, the image of electronic payments by card, phone or other devices and image of cash partly have similar perception – both methods are associated with reliability, responsibility, control spending, security and freedom.

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

WE ARE ABOUT TO SHOW YOU SOME DESCRIPTIONS. SAY WHICH OF THEM FIT CASH PAYMENTS BETTER AND WHICH FIT ELECTRONIC PAYMENTS BETTER (card, phone or other devices, virtual wallet etc.)



● CASH ● CARD, PHONE OR OTHER DEVICES

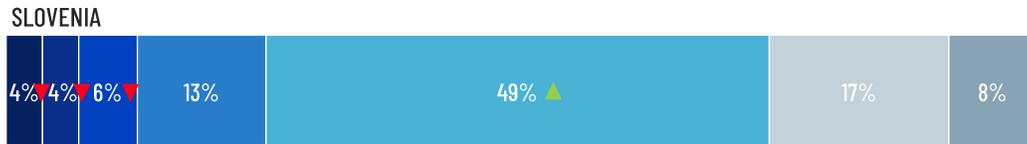


SLOVENIA  
OTHER COUNTRIES

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

# NO POSSIBILITY TO PAY BY CARD HOW OFTEN, WHAT REASONS

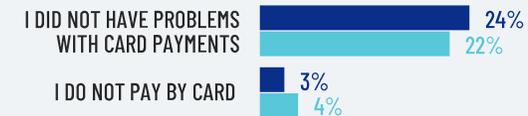
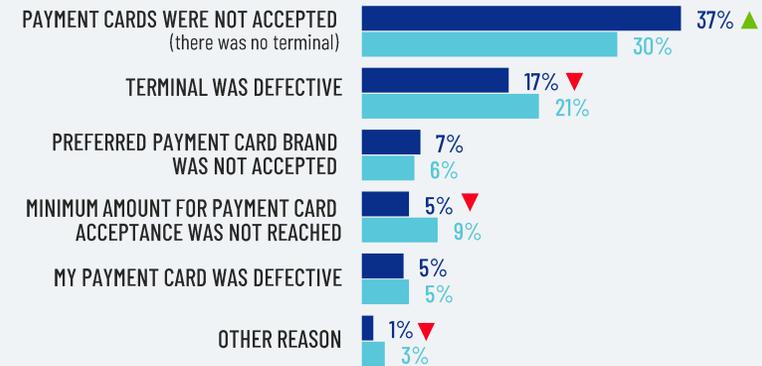
HOW OFTEN DO YOU FIND YOURSELF IN SITUATIONS WHERE YOU WANT TO PAY BY CARD (e.g. plastic payment card, payment card connected to phone) BUT CAN'T?



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

● SLOVENIA 
 ● OTHER COUNTRIES

RECALL THE LAST SITUATION WHEN YOU WANTED TO PAY BY CARD BUT COULDN'T. WHAT WAS THE REASON WHY YOU COULDN'T PAY BY CARD?

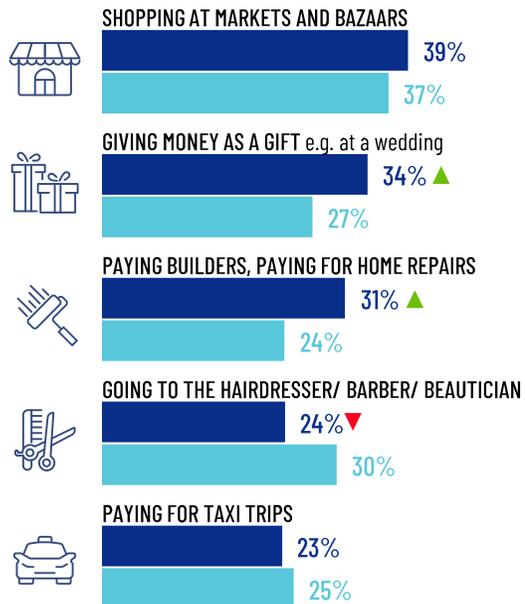


There are situations in Slovenia that it is not possible to pay by card. This problem is similar to other countries, but occurs with a slightly less frequently – almost half of Slovenes are willing but unable to pay by card once a month or even less often. The most common reason is simply that there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

# NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

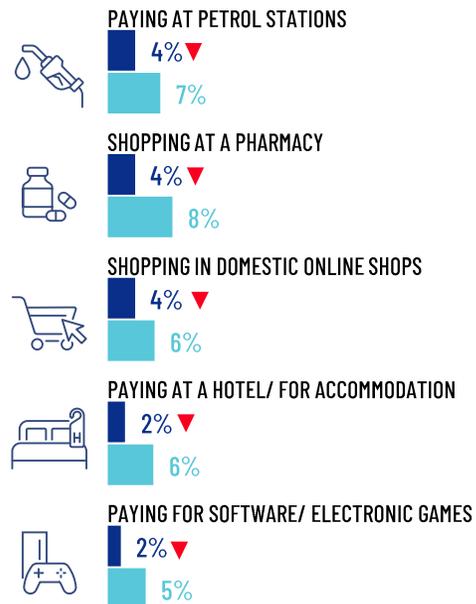
## IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

### MOST COMMON PRODUCTS AND SERVICES



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

### RAREST PRODUCTS AND SERVICES



# 39%

SLOVENES CANNOT PAY WITH CARD DURING  
SHOPPING AT MARKETS AND BAZAARS

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

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

# NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

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

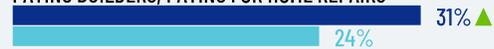
### SHOPPING AT MARKETS AND BAZAARS



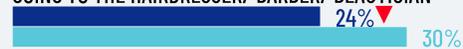
### GIVING MONEY AS A GIFT e.g. at a wedding



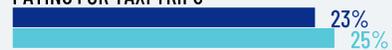
### PAYING BUILDERS, PAYING FOR HOME REPAIRS



### GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



### PAYING FOR TAXI TRIPS



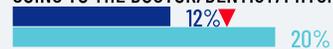
### PAYING PARKING FEES



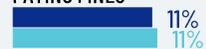
### PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



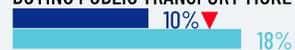
### GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



### PAYING FINES



### BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



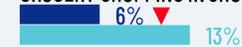
### PAYING UTILITIES BILLS



### MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



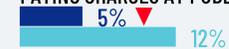
### GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



### BUYING INSURANCE



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



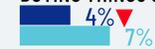
### PAYING FOR CINEMA/THEATER/ENTERTAINMENT



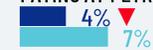
### SHOPPING IN FOREIGN ONLINE SHOPS



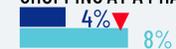
### BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)



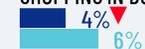
### PAYING AT PETROL STATIONS



### SHOPPING AT A PHARMACY



### SHOPPING IN DOMESTIC ONLINE SHOPS



### PAYING AT A HOTEL/ FOR ACCOMMODATION



### PAYING FOR SOFTWARE/ ELECTRONIC GAMES



### NONE OF THE ABOVE



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

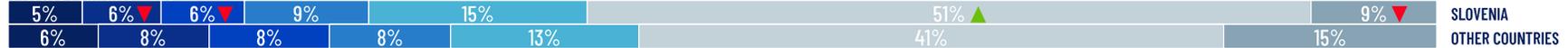
Slovenes are less likely to resign from purchasing products or using a service because they do not have enough cash with them – this is not a big problem in Slovenia.

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

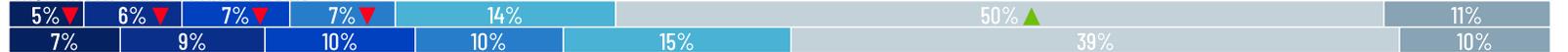
**17%** OF SLOVENES RESIGN FROM PAYING PARKING FEES DUE TO THE LACK OF CASH AT LEAST 2-3 TIMES PER MONTH

## MOST COMMON PRODUCTS AND SERVICES

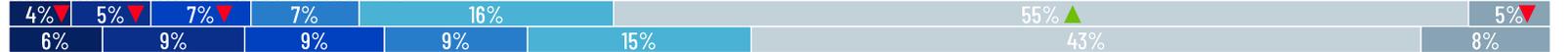
### PAYING PARKING FEES



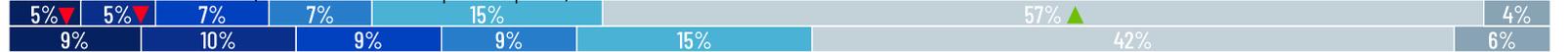
### SHOPPING AT MARKETS AND BAZAARS



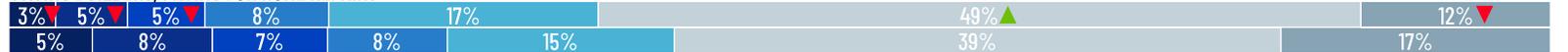
### PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



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



### PAYING BUILDERS, PAYING FOR HOME REPAIRS



## RAREST PRODUCTS AND SERVICES

### PAYING FOR CINEMA/THEATER/ENTERTAINMENT



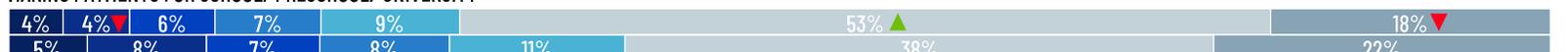
### GIVING MONEY AS A GIFT E.G. AT A WEDDING



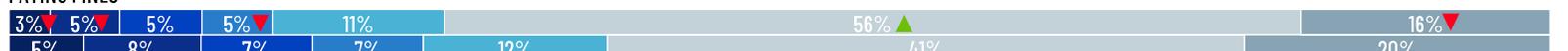
### PAYING FOR SOFTWARE/ ELECTRONIC GAMES



### MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



### PAYING FINES

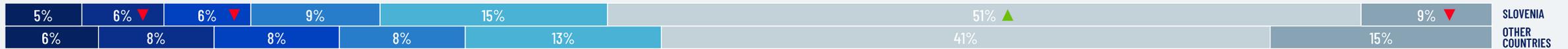


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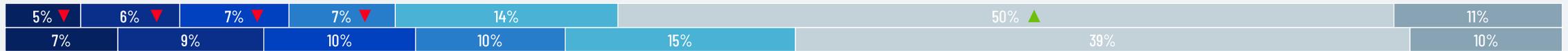
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(1/3)

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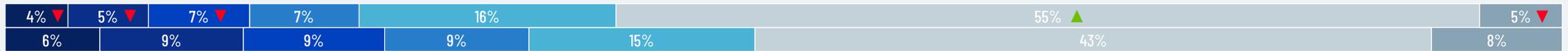
## PAYING PARKING FEES



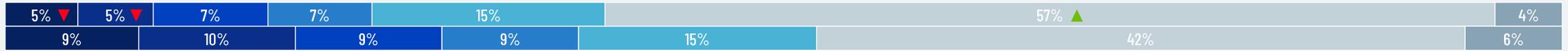
## SHOPPING AT MARKETS AND BAZAARS



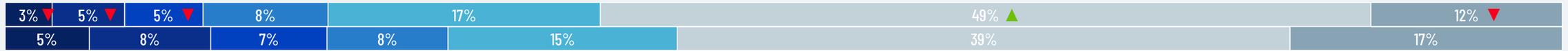
## PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



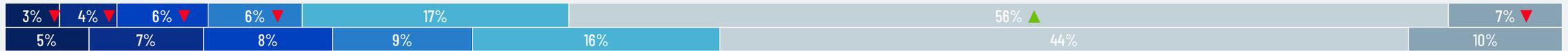
## GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



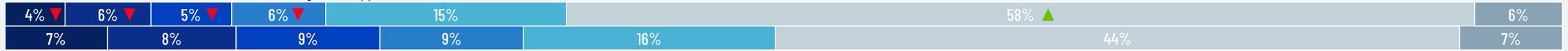
## PAYING BUILDERS, PAYING FOR HOME REPAIRS



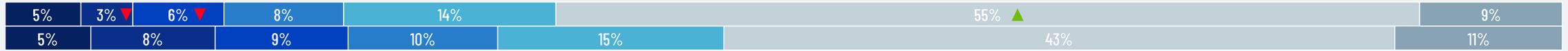
## GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



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



## GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN

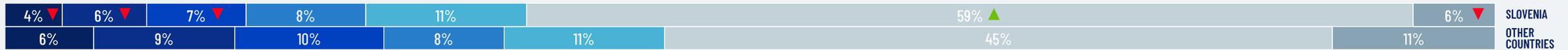


● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY

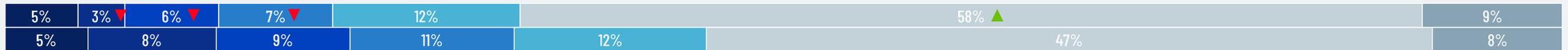
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(2/3)

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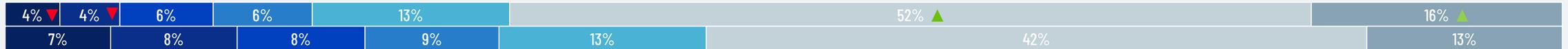
## PAYING AT PETROL STATIONS



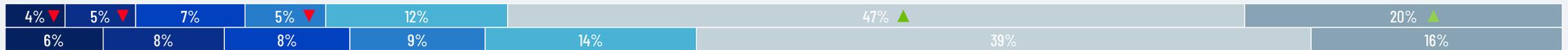
## PAYING UTILITIES BILLS



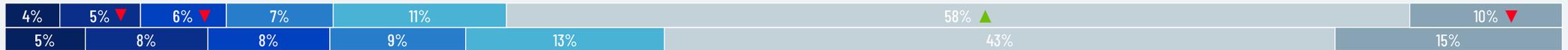
## BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



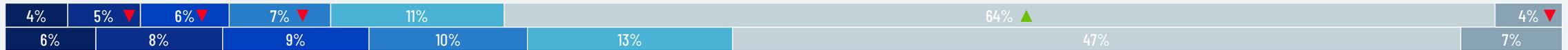
## PAYING FOR TAXI TRIPS



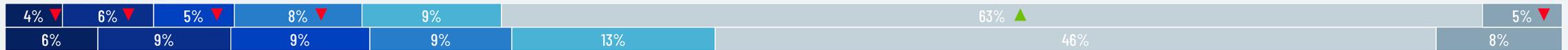
## SHOPPING IN FOREIGN ONLINE SHOPS



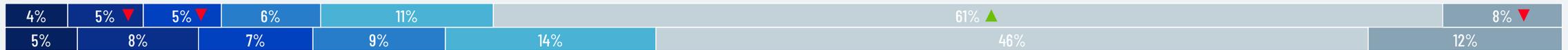
## SHOPPING AT A PHARMACY



## SHOPPING IN DOMESTIC ONLINE SHOPS



## BUYING INSURANCE

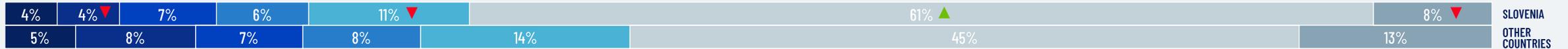


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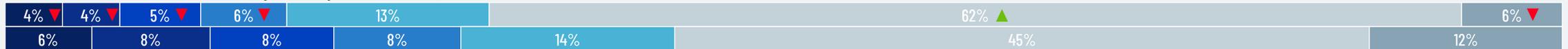
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(3/3)

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

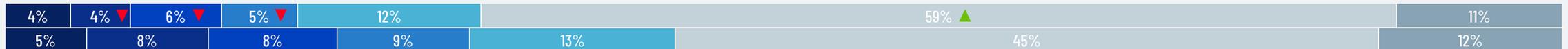
## PAYING AT A HOTEL/ FOR ACCOMMODATION



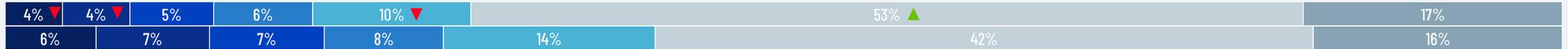
## PAYING CHARGES AT PUBLIC INSTITUTIONS (e.g. for having documents issued)



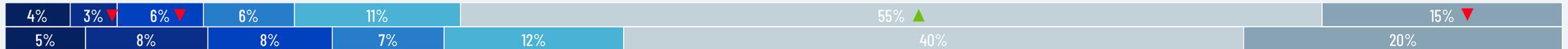
## PAYING FOR CINEMA/THEATER/ENTERTAINMENT



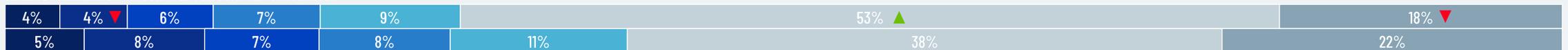
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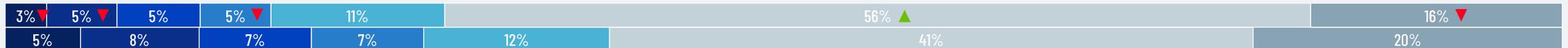
## PAYING FOR SOFTWARE/ ELECTRONIC GAMES



## MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



## PAYING FINES



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# .07

## PAYMENTS **WHILE TRAVELLING**



# PAYMENTS ABROAD

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

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

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



65%▲

CASH



59%

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



0%

OTHER FORM  
OF PAYMENT

59%

61%

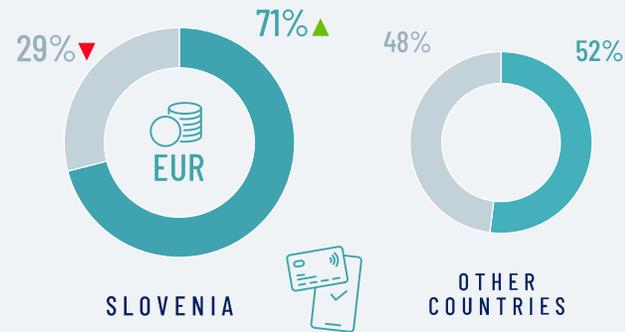
0%

OTHER COUNTRIES

SLOVENIA n=571; OTHER COUNTRIES n=7275

● SLOVENIA ● OTHER COUNTRIES

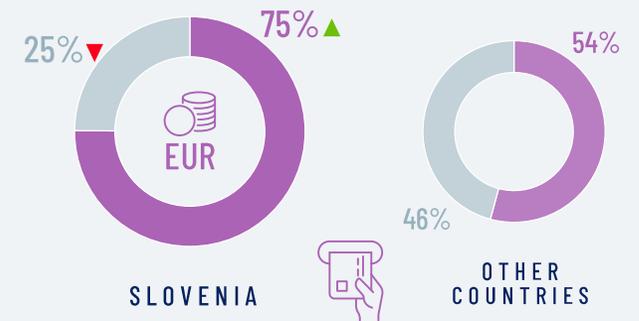
WHILE ABROAD, IN WHAT CURRENCY WOULD YOU LIKE TO PAY WITH BY CARD, PHONE OR OTHER DEVICES?



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

SLOVENIA n=337; OTHER COUNTRIES n=4426

WHILE YOU ARE ABROAD AND NEED TO WITHDRAW CASH FROM AN ATM, IN WHICH CURRENCY WOULD YOU PREFER YOUR ACCOUNT WAS CHARGED (the account connected to the payment card used for a withdrawal)?

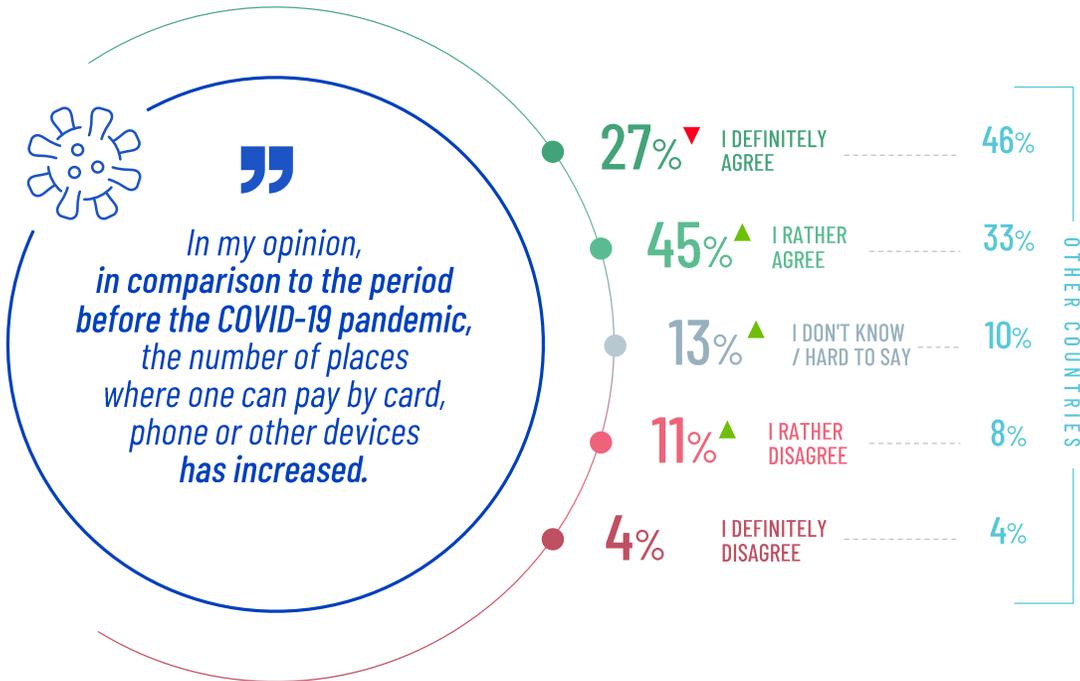


● MY OWN CURRENCY (my country's currency)  
● LOCAL CURRENCY (the currency of the country that I'm visiting)

SLOVENIA n=571; OTHER COUNTRIES n=7275

## CASH-FREE PAYMENTS AND COVID-19 PANDEMIC

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



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

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

# .08

## SEGMENTATION

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**SCEPTICS**

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


**ECONOMICAL**

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


**AFFLUENT**

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


**KINGS OF LIFE**

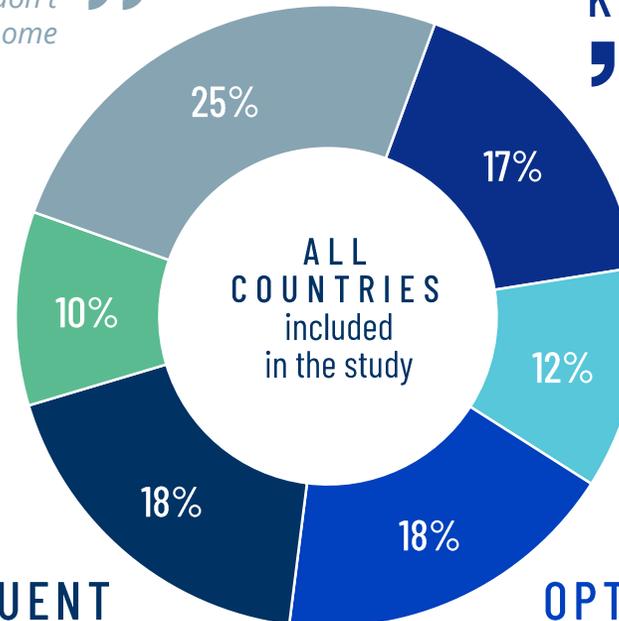

*I spend cash quickly on what I want, without control - after all, I am the King of Life*

**DREAMERS**


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

**OPTIMAL**


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



ALL COUNTRIES  
included  
in the study

## SCEPTICS

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

## ECONOMICAL

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

## AFFLUENT

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

## KINGS OF LIFE

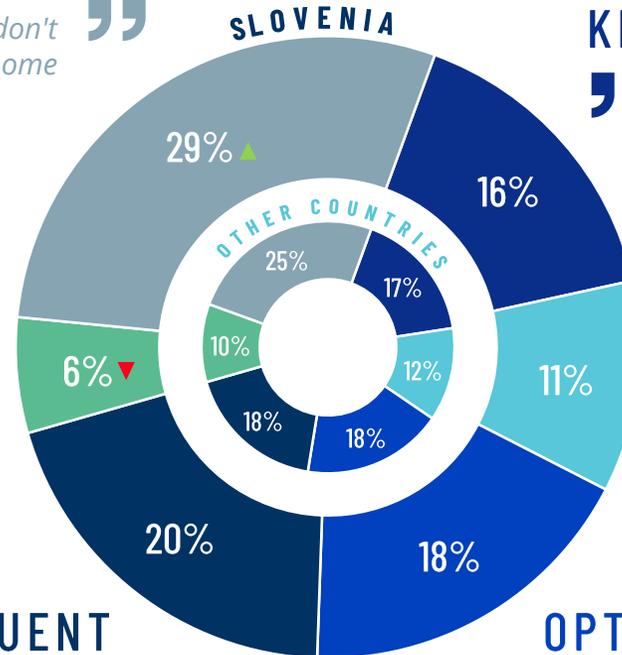
*I spend cash quickly on what I want, without control - after all, I am the King of Life*

## DREAMERS

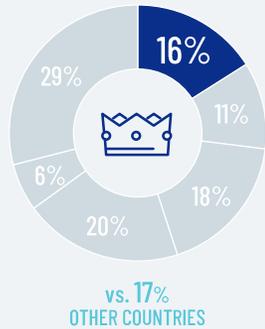
*I would like to have a lot, but so far I don't have much, I don't yet manage money seriously*

## OPTIMAL

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



# SEGMENTATION - KINGS OF LIFE



## KINGS OF LIFE

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



### ATTITUDES

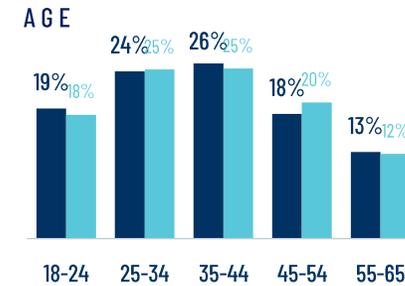
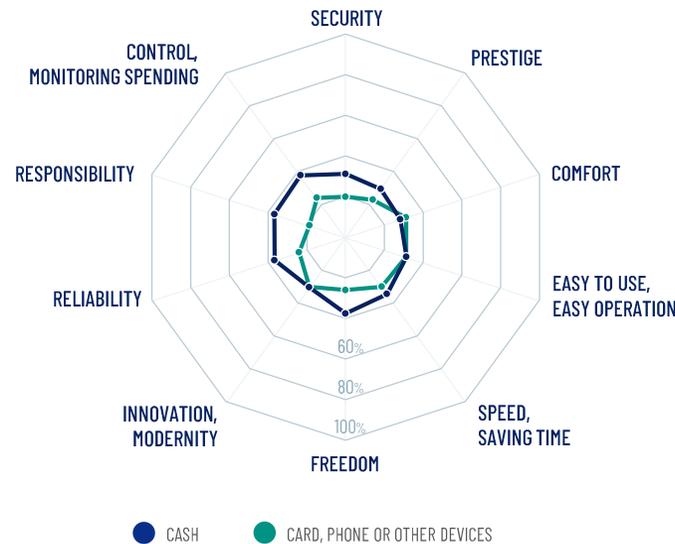
- They have **some difficulty with saving money** - if they have any savings, **they spend it without much thought, almost immediately**
- This is the segment that **spends money the fastest**
- **They like to talk about money** - counting money makes them happy
- Of all the segments **they know how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

● SLOVENIA ● OTHER COUNTRIES

BASE: SLOVENIA n=96; OTHER COUNTRIES: n=1415



### IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



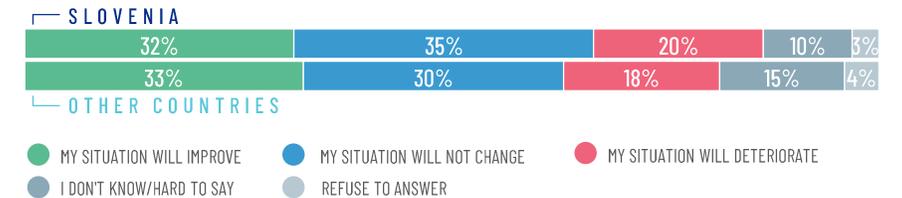
### PREFERRED METHOD OF PAYMENT while shopping offline



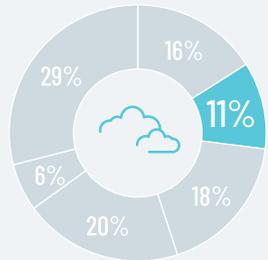
### HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

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

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



# SEGMENTATION - DREAMERS



vs. 12% OTHER COUNTRIES

## DREAMERS

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



### ATTITUDES

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

● SLOVENIA ● OTHER COUNTRIES

BASE: SLOVENIA n=64; OTHER COUNTRIES: n=969

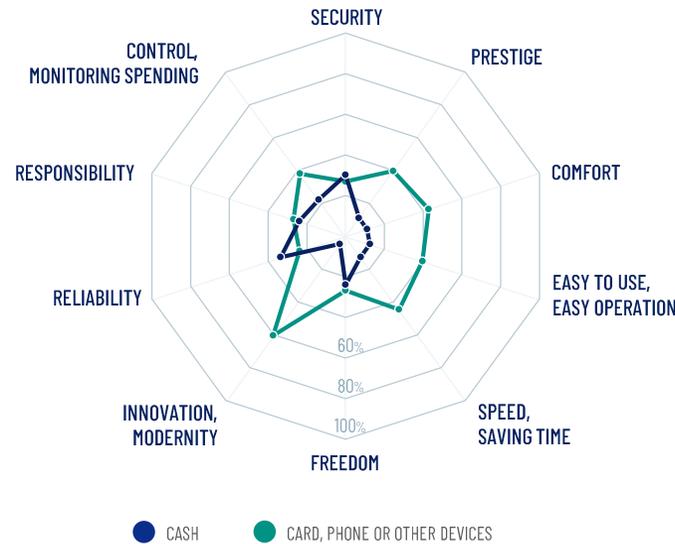
▼ Result statistically lower than the average result among all countries

▲ Result statistically higher than the average result among all countries

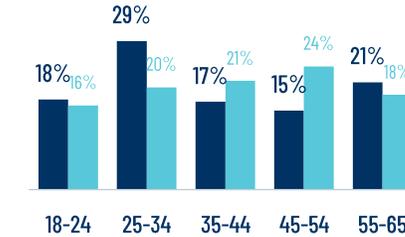
### GENDER



### IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



### AGE



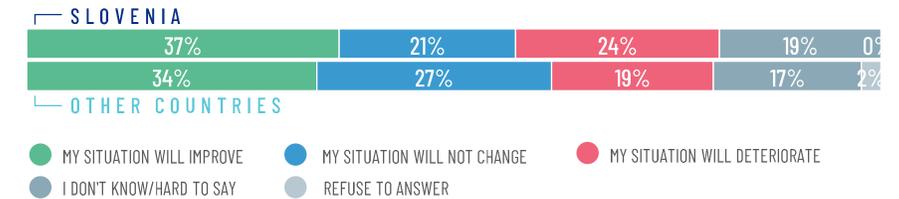
### PREFERRED METHOD OF PAYMENT while shopping offline



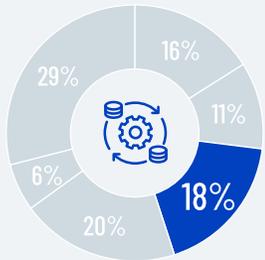
### HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

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

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



# SEGMENTATION - OPTIMAL



vs. 18%  
OTHER COUNTRIES

## OPTIMAL

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

### ATTITUDES

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

● SLOVENIA ● OTHER COUNTRIES

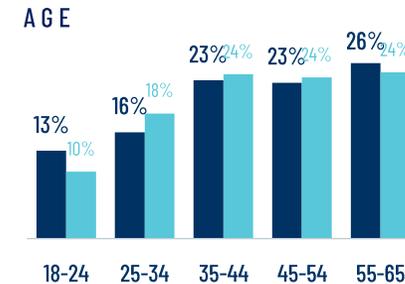
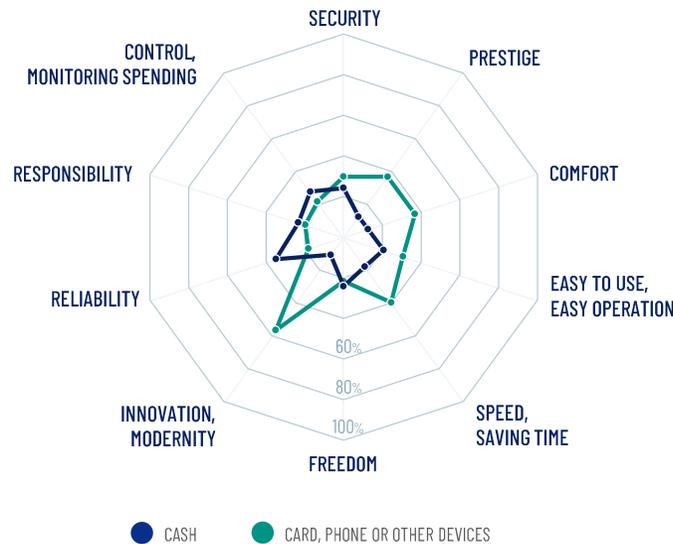
BASE: SLOVENIA n=111; OTHER COUNTRIES: n=1492

▼ Result statistically lower than the average result among all countries

▲ Result statistically higher than the average result among all countries



### IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



### PREFERRED METHOD OF PAYMENT while shopping offline



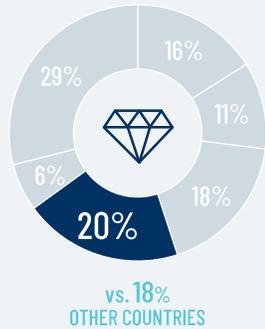
### HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

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

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

Forecast	Slovenia (%)	Other Countries (%)
MY SITUATION WILL IMPROVE	30%	32%
MY SITUATION WILL NOT CHANGE	32%	21%
MY SITUATION WILL DETERIORATE	21%	15%
I DON'T KNOW/HARD TO SAY	15%	2%
REFUSE TO ANSWER	2%	1%

# 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

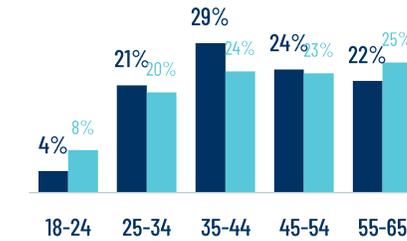
### ATTITUDES

- **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**

● SLOVENIA ● OTHER COUNTRIES



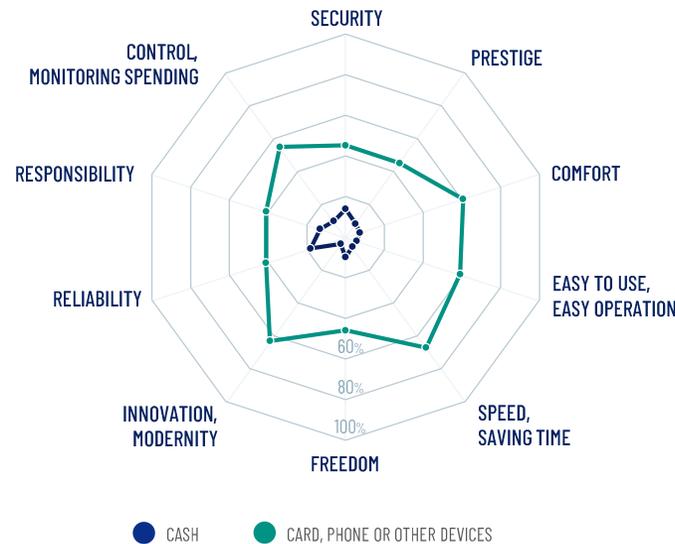
### AGE



### PREFERRED METHOD OF PAYMENT while shopping offline



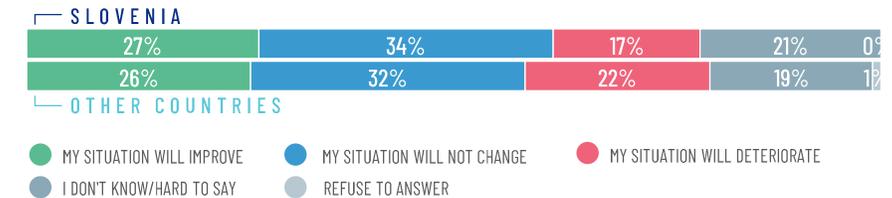
### IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



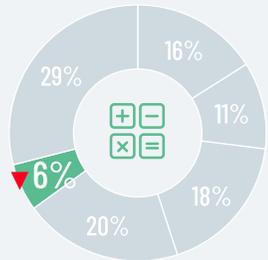
### HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

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



# SEGMENTATION - ECONOMICAL



vs. 10% OTHER COUNTRIES

## ECONOMICAL

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

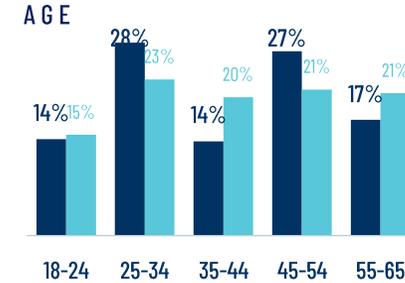
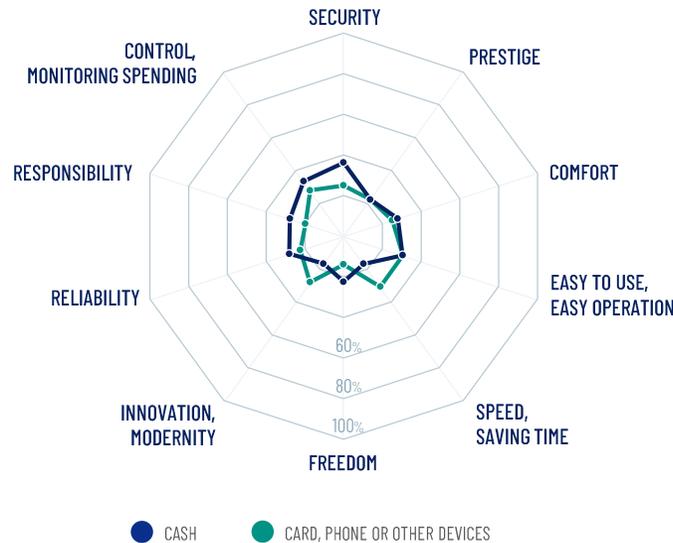
### ATTITUDES

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

● SLOVENIA ● OTHER COUNTRIES



### IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



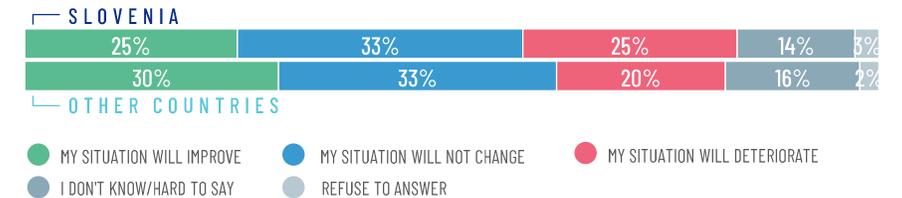
### PREFERRED METHOD OF PAYMENT while shopping offline



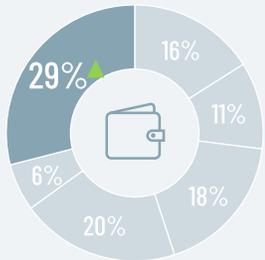
### HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

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

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



# SEGMENTATION - SCEPTICS



vs. 25% OTHER COUNTRIES

## SCEPTICS

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

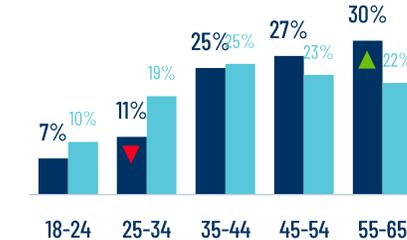
### ATTITUDES

- Spending money **does not give them much pleasure** - they try **not to spend money quickly**
- It is rather unlikely that they create financial plans - **the money does not serve to develop their interests, nor do they put aside money for unexpected expenses**
- **They are not convinced that it's worth using banking services**

### GENDER



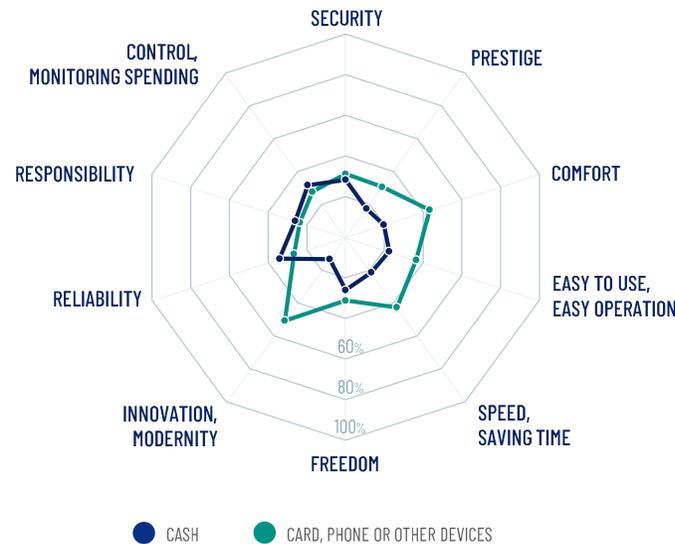
### AGE



### PREFERRED METHOD OF PAYMENT while shopping offline



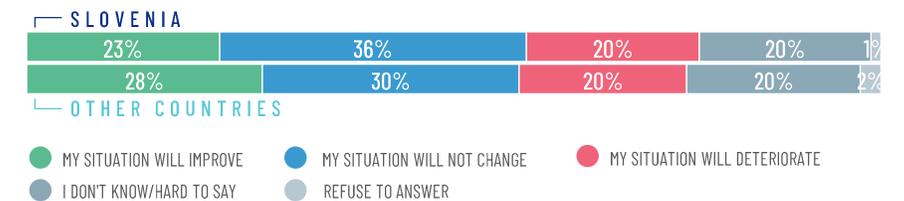
### IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



### HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

ASSESSMENT	SLOVENIA	OTHER COUNTRIES
WE ARE VERY POOR we don't have enough even for basic needs	3%	5%
WE ARE MODEST we have to seriously economize on a daily basis	18%	26%
WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	57%	55%
WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	21%	12%
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?



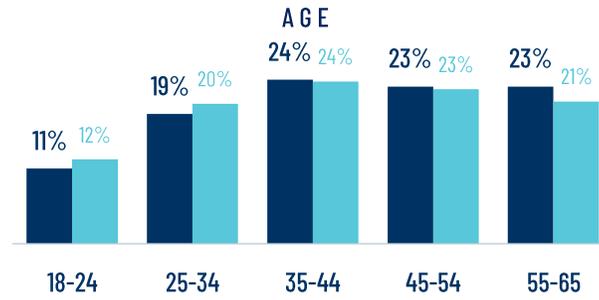
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## ABOUT RESPONDENTS

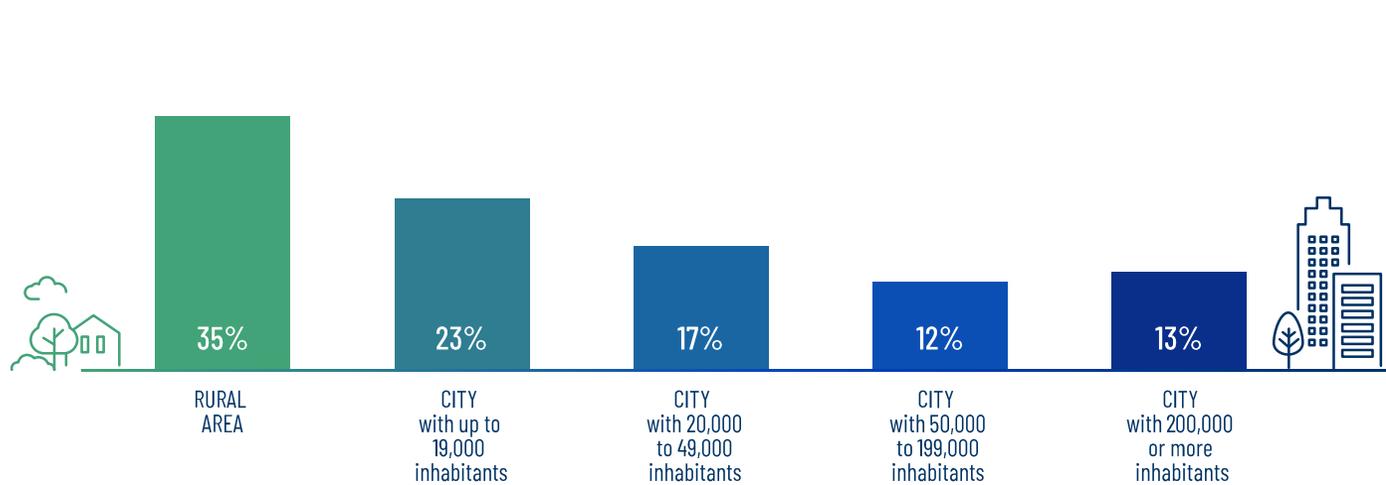
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# ABOUT RESPONDENTS



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



# ABOUT RESPONDENTS

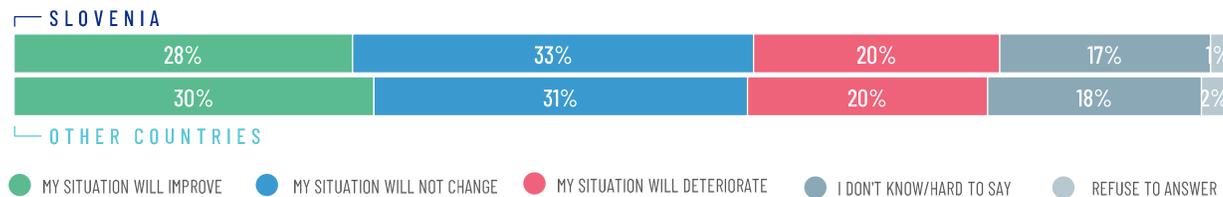
## YOUR CURRENT WORK SITUATION



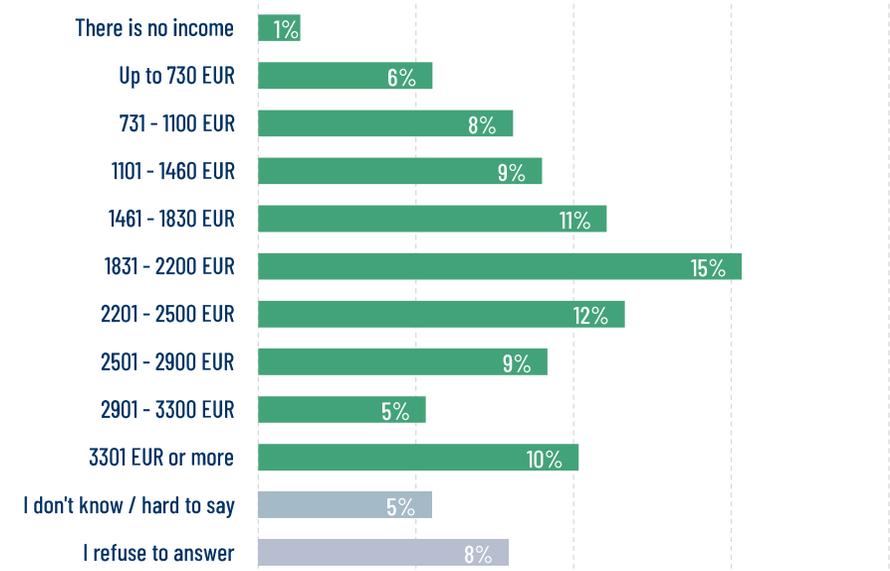
## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

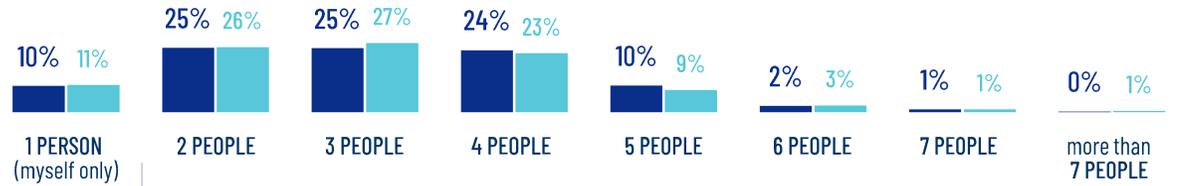


## WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

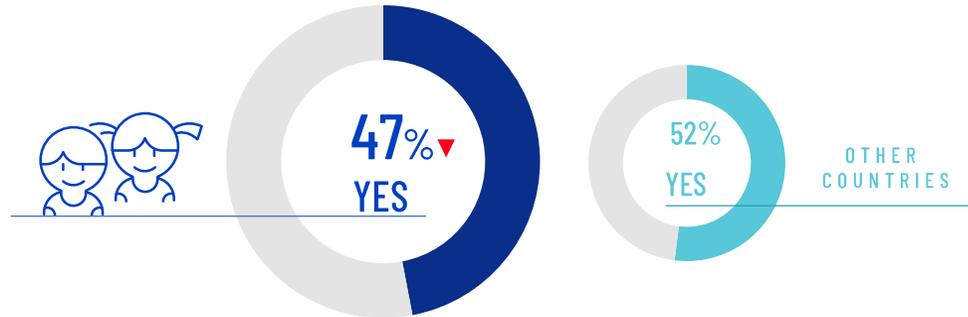


# ABOUT RESPONDENTS

**HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?**  
include all the people who subsist on your household's income, including children.



**ARE THERE CHILDREN UNDER 18 IN YOUR HOUSEHOLD?**



.THANK YOU \_\_\_\_\_

