



ATTITUDES TOWARD PAYMENT METHODS

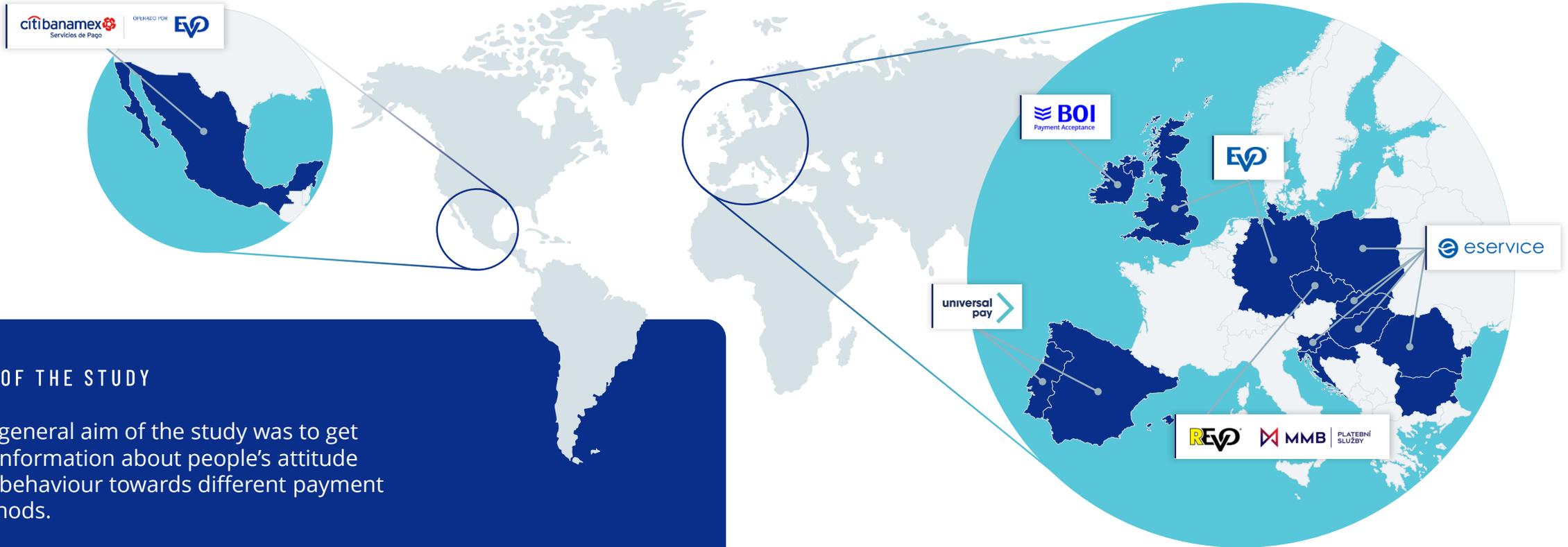
INTERNATIONAL SURVEY - MAY 2022



PLATEBNÍ
SLUŽBY



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
UNATED KINGDOM		624
MEXICO		625
SPAIN		634
PORTUGAL		609

VISA

KEY FINDINGS



2/3

of Czechs declare that **plastic card is the payment method which they use the most often (as first or second choice)**



6/10

Czechs prefer using electronic payments than cash while shopping offline

MORE THAN
1/2

While paying up to 50 CZK, almost 6 of 10 Czechs prefer cash payment. For more expensive purchase, Czechs prefer to pay using electronic methods, especially for those which cost above 1000 CZK.



1/4

know gift cards and vouchers, don't use it yet, but plan to use it in the future.

Czechs use both cash and plastic card payment very often.

Mostly they use cash when other methods are not available.

The most important reason of choosing card is comfort and time saving.

Cash is still the most popular method while shopping at markets and bazars, paying fines or for taxi trips, when visiting doctors or hairdressers.

.02

ATTITUDES TOWARDS MONEY



ATTITUDES TOWARDS MONEY

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

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

1. THREE SCALES MEASURE ATTITUDES TOWARDS MONEY



CONTROL

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



MEANS

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



PLEASURE

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

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

2A. THE FIRST GROUP IS CONVICTIONS REGARDING:



INVESTMENT

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



INSURANCE

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



USING BANKING SERVICES

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

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



MANAGEMENT

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



ACCOUNTING

related to planning and control of the expenditure plan



SPENDING IMPULSIVELY

without reflection or making financial plans

ATTITUDES TOWARDS MONEY

LEVEL 1

ATTITUDE
TOWARDS
MONEY

CONTROL



MEANS



PLEASURE

LEVEL 2

COGNITIVE
BEHAVIOURAL
FINANCIAL
COMPETENCES

INVESTMENT



INSURANCE

BANKING
SERVICES

MANAGEMENT



ACCOUNTING

IMPULSE
SPENDING

C Z E C H I A

For Czechs, money is a Means of realizing values, ensuring a sense of independence and freedom of choice. They are also characterized by a relatively strong money Control.

They believe that using Banking Services is a great way to manage their money.

They control and plan their expenses, based on the simple principle of not spending money impulsively – the Accounting behaviour dominates.

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

CZECHIA - 15,8

OTHER COUNTRIES - 15,4

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



MEANS

CZECHIA - 16,1

OTHER COUNTRIES - 16,2

Level of Means component of attitude is also similar among Czechs and other countries residents.



PLEASURE

CZECHIA - 12,6 ▼

OTHER COUNTRIES - 13,3

For Czechs, the Pleasure that comes from dealing with money is weaker than for other countries residents.

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
CZECHIA - 8,4

OTHER COUNTRIES - 8,5

Beliefs about investing money in Czechia do not differ from other countries.


INSURANCE
CZECHIA - 6,9 ▲

OTHER COUNTRIES - 6,7

Czechs are more convinced that the Insurance is important and necessary, both for them and for their property.


BANKING SERVICES
CZECHIA - 9,3 ▲

OTHER COUNTRIES - 8,7

Use of Banking Services is higher in Czechia than in other countries covered by the research.

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

CZECHIA - 6,6

OTHER COUNTRIES - 6,4

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



ACCOUNTING

CZECHIA - 8,8

OTHER COUNTRIES - 9,0

Accounting means being focused on controlling and planning expenses. This result for Czechs is similar to other countries.



IMPULSE SPENDING

CZECHIA - 5,5 ▼

OTHER COUNTRY - 6,2

Impulse Spending is weaker in Czechia than in other countries. It shows that Czechs are less likely to spend money without reflection or plan.

CZECHS AND ATTITUDE TO MONEY



For Czechs, among the main components of the attitude towards money, treating money as a means of realizing value and money controlling are similarly strong

- In their opinion, money provides a sense of independence
- At the same time, they like to control their expenses and savings
- Czechs plan and monitor their budget carefully
- They try not to spend money impulsively



CZECHIA

capital city: **Praha**

currency: **Czech Koruna**

population: **10,70 million**

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PAYMENT METHODS AWARENESS AND USAGE

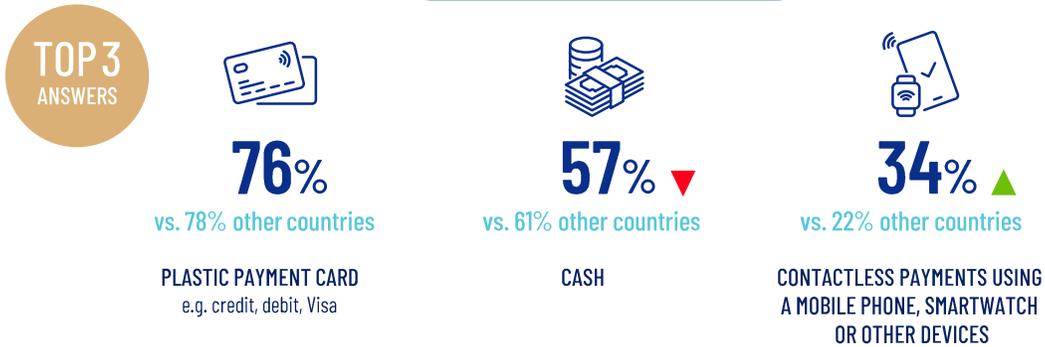


AWARENESS OF DIFFERENT FORMS OF PAYMENT

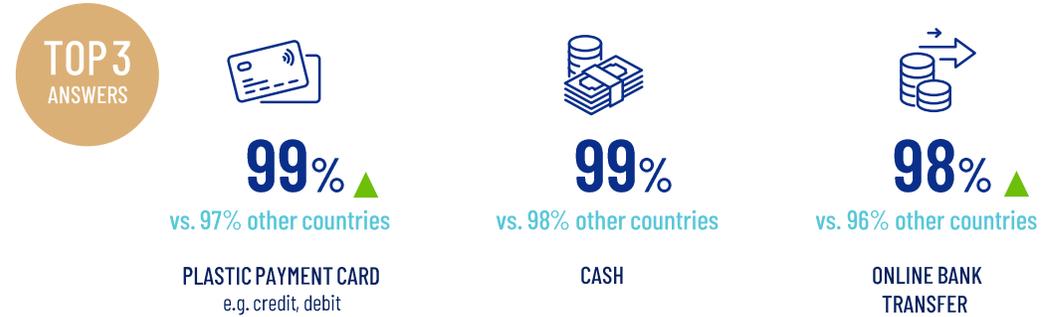
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

The most popular payment methods in Czechia are plastic payment card and cash, but contactless payments are also often mentioned – about 1/3 of respondents asked about known payment methods have indicated it.

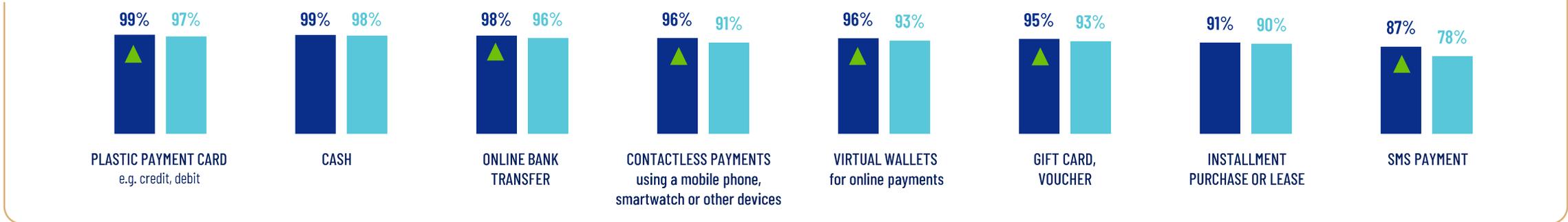
SPONTANEOUS AWARENESS



AIDED AWARENESS



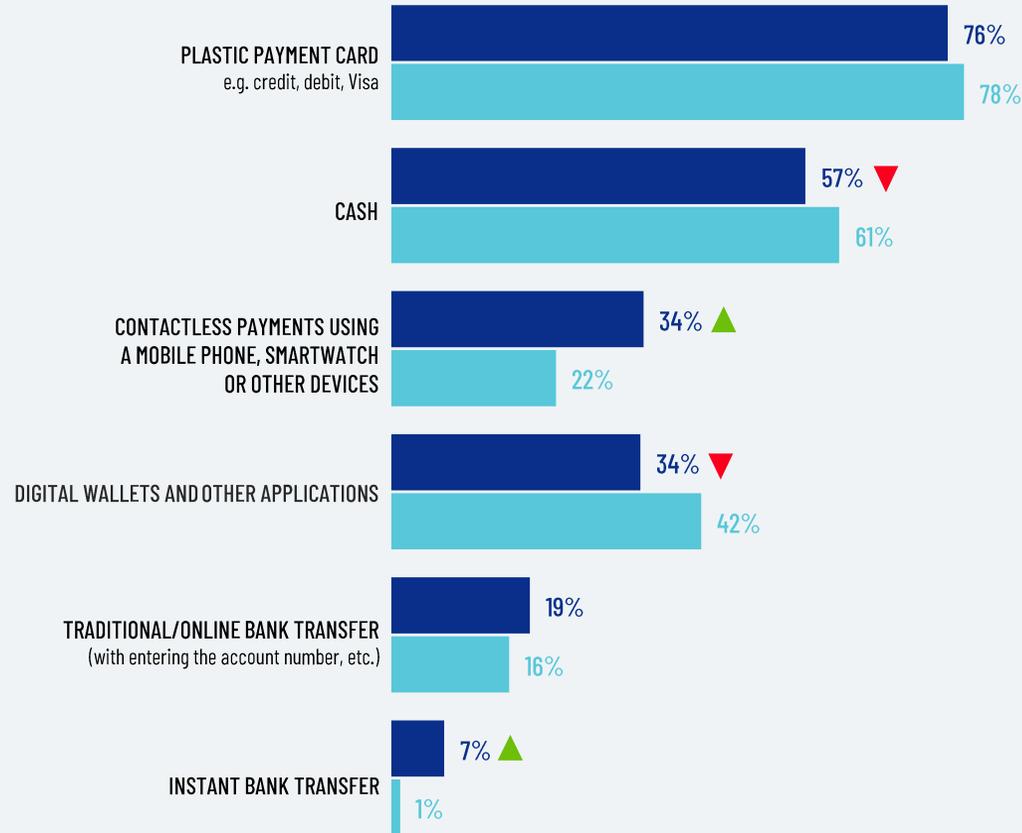
INTERESTING FACT



AWARENESS OF DIFFERENT FORMS OF PAYMENT

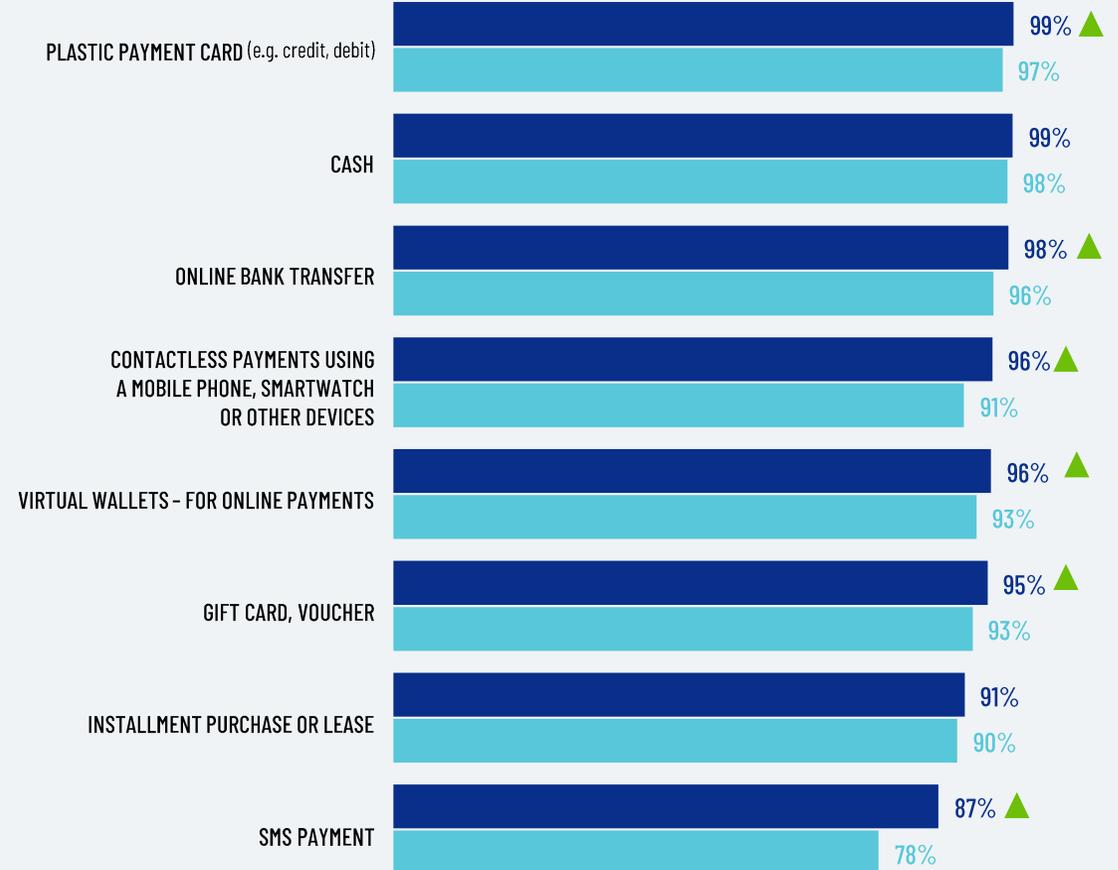
WHAT METHODS/TYPES OF PAYMENTS DO YOU KNOW OF, EVEN IF YOU HAVE ONLY HEARD ABOUT THEM?

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

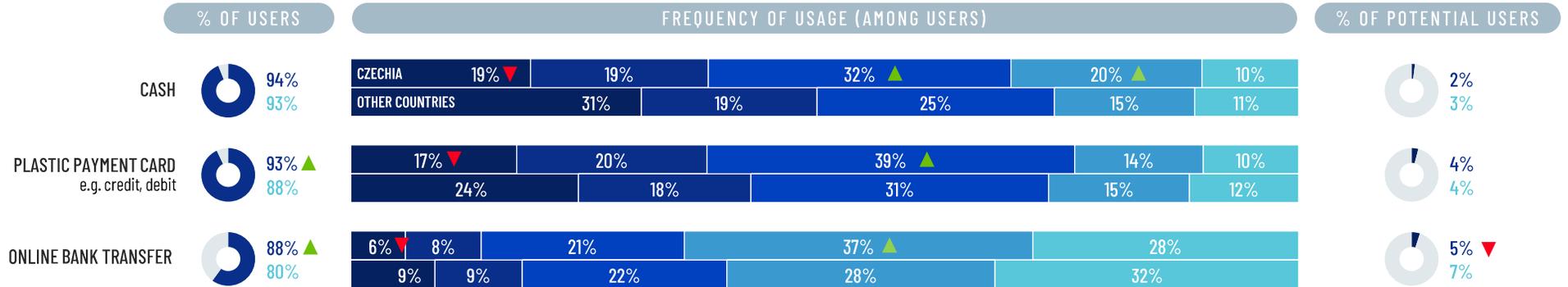
The most often used payment methods in Czechia are: cash, plastic payment card and online bank transfer. These top 3 answers are the same as in other countries covered by the research.

Czechs use these methods less often than other countries residents.

What's interesting, gift cards in Czech are used less often than in other countries, but there is quite large group which know this method, don't use it yet, but plan to use it in the future.

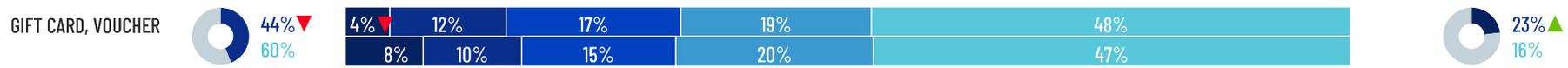
WHICH OF THE FOLLOWING FORMS OF PAYMENT DO YOU USE, HOW OFTEN?

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

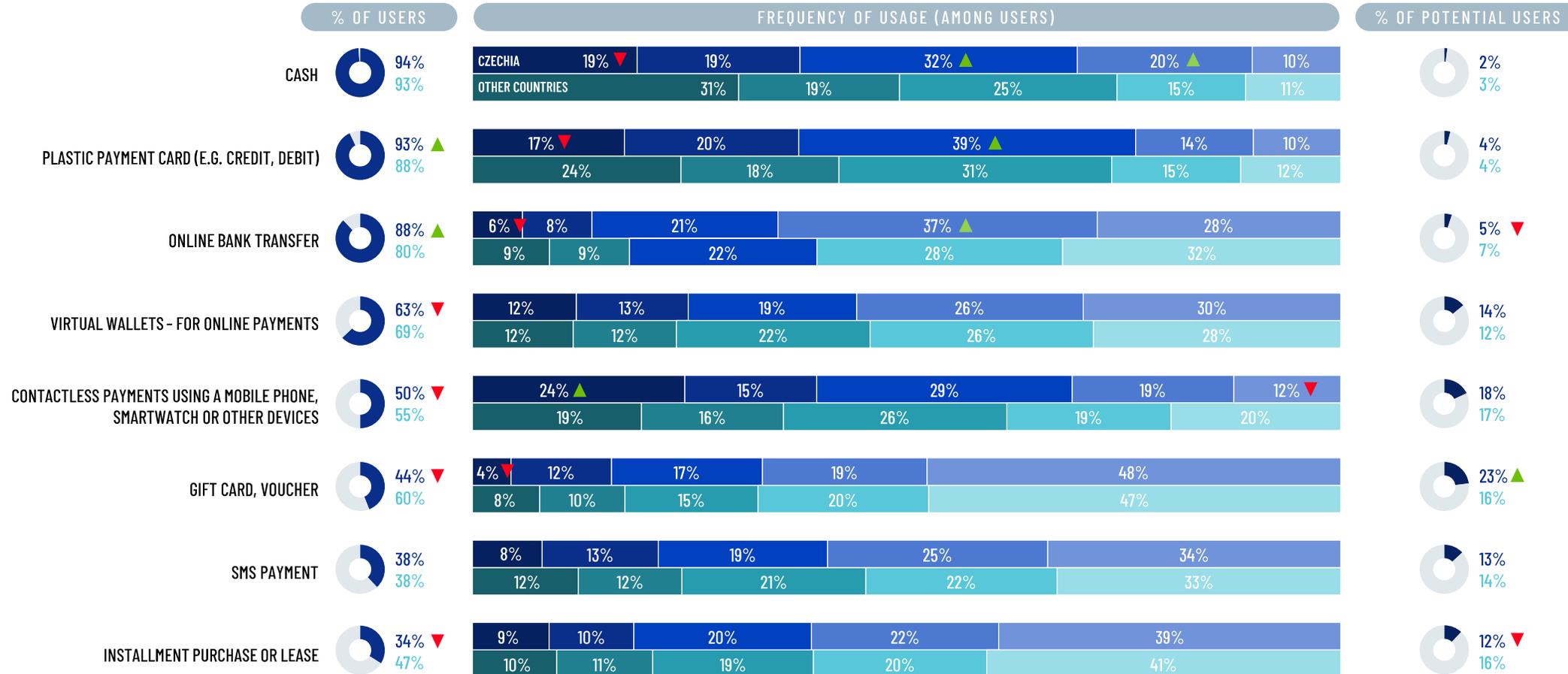


● SEVERAL TIMES A DAY ● ONCE A DAY ● 2-3 TIMES PER WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH OR LESS



FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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



● 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

2/3 of Czechs declare that plastic card is the payment method which they use the most often (as first or second choice). Reasons of choosing this method are comfort and time saving.

6 of 10 Czechs use cash more often than other payment methods. 1/3 of them declare that they use cash when other methods are not available.



TOP 3 ANSWERS

% OF RESPONDENTS WHO USE 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



PLASTIC PAYMENT CARD
e.g. credit, debit

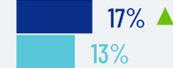
66% ▲

vs. 60% other countries

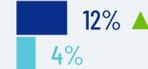
COMFORT / CONVENIENCE



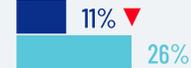
SPEED, SAVING TIME



I LIKE IT



EASY TO USE



HABIT / I AM USED TO USING IT



CZECHIA n=397
OTHER COUNTRIES n=5022

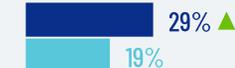


CASH

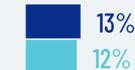
61%

vs. 57% other countries

WHEN OTHER METHODS NOT AVAILABLE



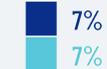
CONTROL / MONITORING SPENDING



I LIKE IT



HABIT / I AM USED TO USING IT



SHOPPING FOR SMALL AMOUNTS



CZECHIA n=367
OTHER COUNTRIES n=4722

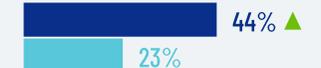


CONTACTLESS PAYMENTS USING THE PHONE, SMARTWATCH OR OTHER DEVICES

23% ▲

vs. 16% other countries

SPEED, SAVING TIME



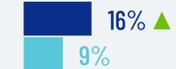
COMFORT / CONVENIENCE



EASY TO USE



I ALWAYS HAVE IT WITH ME



SECURITY



CZECHIA n=142
OTHER COUNTRIES n=1298

MOST OFTEN USED FORMS OF PAYMENT AND REASONS OF CHOOSING THEM

OTHER METHODS

% OF RESPONDENTS WHO USE 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

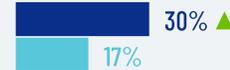


ONLINE BANK TRANSFER

20% ▲

vs. 11% other countries

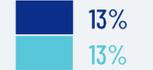
SPEED, SAVING TIME



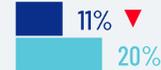
COMFORT / CONVENIENCE



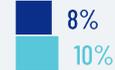
SECURITY



EASY TO USE



WHEN OTHER METHODS NOT AVAILABLE



CZECHIA n=122
OTHER COUNTRIES n=891

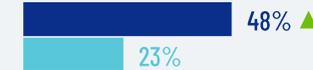


VIRTUAL WALLET FOR ONLINE PAYMENTS

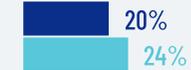
14%

vs. 14% other countries

SPEED, SAVING TIME



COMFORT / CONVENIENCE



EASY TO USE



SECURITY



I LIKE IT



CZECHIA n=83
OTHER COUNTRIES n=1151

BANKING

79% USE INTERNET BANKING AT LEAST 2-3 TIMES PER MONTH

26% DON'T PLAN TO USE TELEPHONE CONTACT WITH BANK

19% DON'T PLAN PERSONAL VISITS IN BANK BRANCHES

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

Internet and mobile banking are the most popular channels of banking in Czechia.
1/3 of Czechs don't visit bank branches.
More than 4/10 don't use telephone channel of banking.

VISIT TO A BANK BRANCH



TELEPHONE CONTACT, HOTLINE



INTERNET BANKING



MOBILE BANKING (through the app)



USING AN ATM



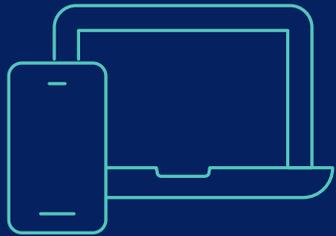
● ONCE A DAY OR MORE OFTEN
 ● 2 - 3 TIMES PER WEEK
 ● 2 - 3 TIMES PER MONTH
 ● ONCE A MONTH OR LESS
● I KNOW THIS CHANNEL, I DON'T USE IT YET, BUT I PLAN TO USE IT IN THE FUTURE
 ● I KNOW THIS CHANNEL, BUT I DON'T USE IT AND I DON'T PLAN TO USE IT IN THE FUTURE
 ● I DON'T KNOW THIS CHANNEL



.04

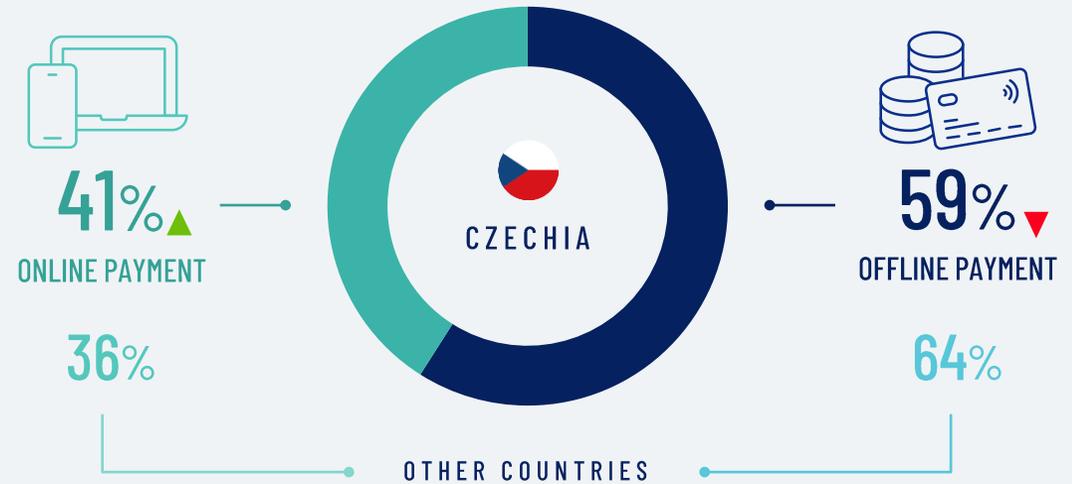
PAYMENT METHODS
MY LAST PURCHASE

LAST PAYMENT - ONLINE OR OFFLINE?

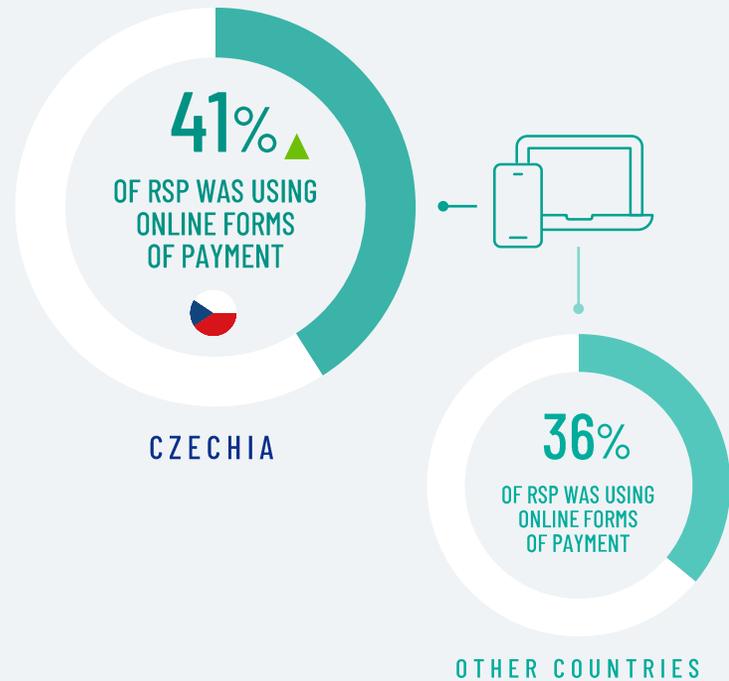


4/10 CZECHS MADE THEIR LAST PAYMENT ONLINE

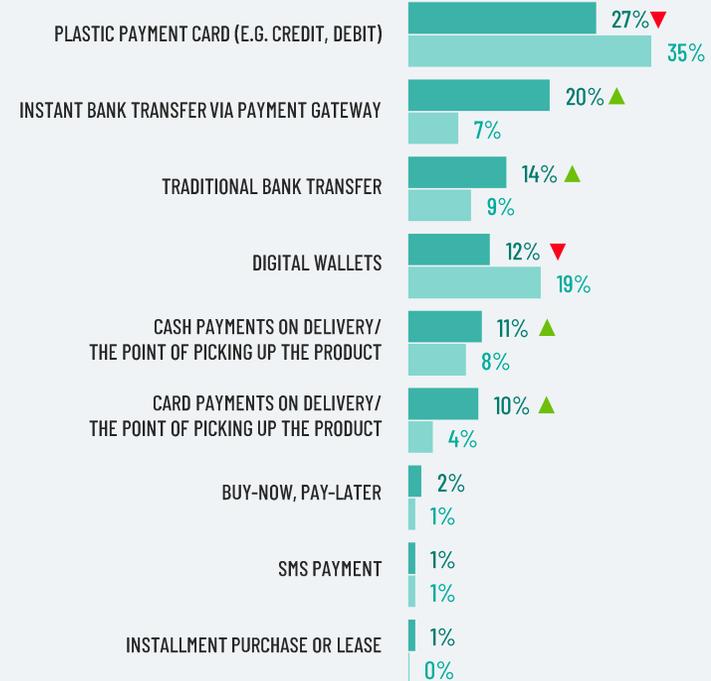
PLEASE RECALL YOUR LAST PAYMENT.
WAS IT CARRIED OUT ONLINE OR OFFLINE?



LAST ONLINE PAYMENT TYPES



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

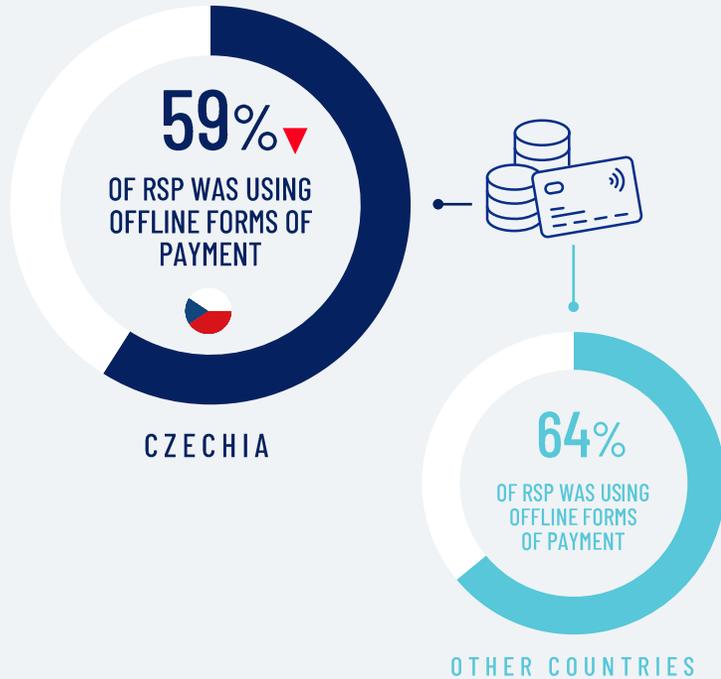


4/10

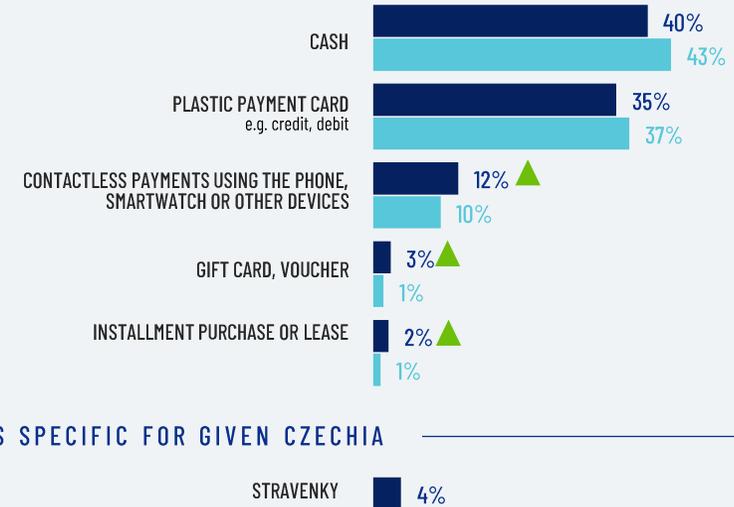
CZECHS MADE THEIR LAST PAYMENT ONLINE

The most often used method of payment while shopping online is card, but Czechs use it less often than other countries residents. Payment method which is used more often in Czechia than in other countries covered by the research is instant bank transfer via payment gateway and traditional bank transfer. What is more, Czechs more often choose payment by card on delivery than other nations (10% vs. 4% in other countries).

LAST OFFLINE PAYMENT TYPES



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



METHODS SPECIFIC FOR GIVEN CZECHIA

NEARLY
6/10
RESPONDENTS IN CZECH MADE
THEIR LAST PAYMENT OFFLINE

4/10 of them paid by cash and more than 1/3 used plastic payment card.

In Czechia, more often than in other countries, during last offline payment were used: contactless payments using the phone, smartwatch or other device, gift cards and installment purchase or lease.

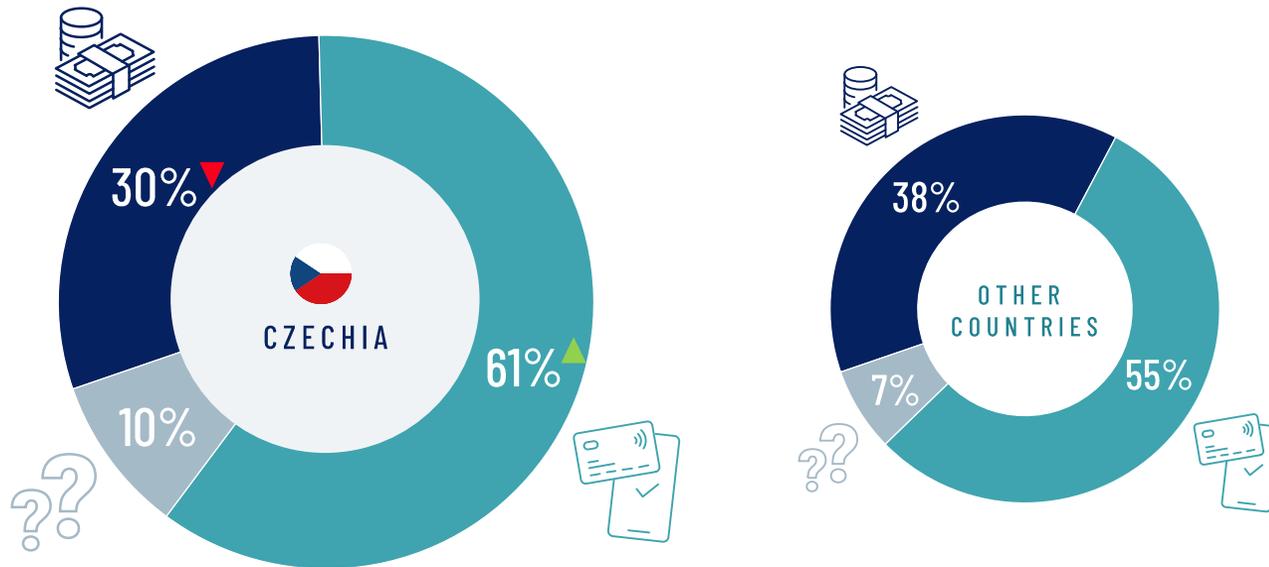
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PAYMENT METHODS **PREFERENCES**



PREFERRED METHOD OF PAYMENT WHILE SHOPPING OFFLINE

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



ONLY
3/10

OF CZECHS PREFER USING CASH THAN ELECTRONIC PAYMENTS

6 of 10 Czechs prefer using electronic payments than cash. It's more than in other countries covered by the research.

At the same time, only 30% of people in Czech choose cash – this is definitely less than in other countries, where this percentage is 38%.

● CASH ● electronic payments (card, phone other devices, virtual wallet etc.)

● I DON'T KNOW/ HARD TO SAY



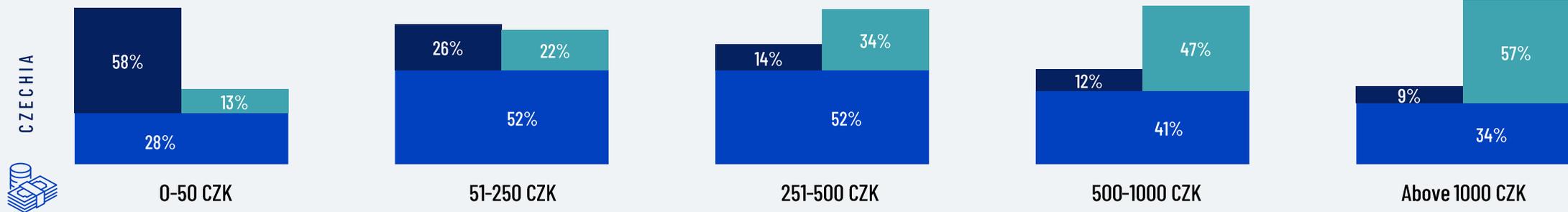
AMOUNT VS PREFERRED PAYMENT METHOD



UP TO **50 CZK**
ONLY SUCH SMALL AMOUNTS
CZECHS WANT TO PAY CASH

While paying up to 50 CZK, almost 6 of 10 Czechs prefer cash payment. The higher the price, the larger group of those who prefer electronic payment – for more expensive purchase, Czechs prefer to pay using electronic methods, especially for those who cost above 1000 CZK.

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)



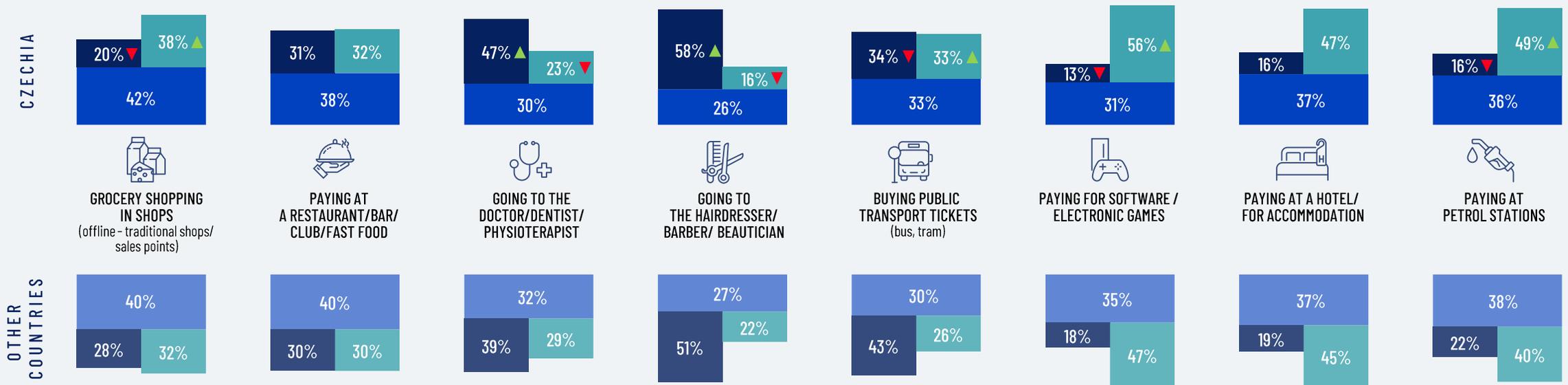
38%

CZECHS PREFER TO PAY USING ELECTRONIC METHODS WHILE SHOPPING IN GROCERIES

Electronic methods are more popular in Czechia than in other countries when people pay for groceries, public transport tickets, software/ electronic games or fuel.

While visiting a doctor or a hairdresser/ barber/ beautician Czechs prefer to use 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



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



61%

CZECHS PREFER TO PAY USING ELECTRONIC METHODS WHILE SHOPPING IN FOREIGN ONLINE SHOPS

About half of respondents in Czechia prefer using electronic methods while making payments for school/ preschool/ university, or when they buy things other than groceries. These results are higher than in other countries covered by the research. Also, in case of shopping online electronic payment methods are more popular in Czechia than in other countries – 6/10 of Czech prefer using these methods when buying something online.

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)



41%

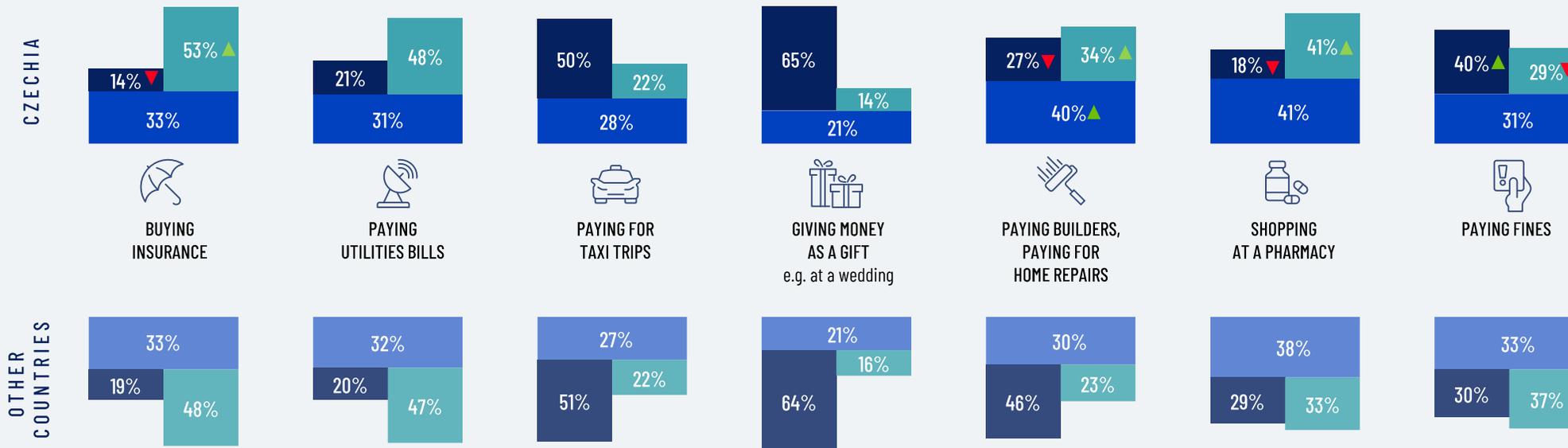
CZECHS PREFER TO PAY USING ELECTRONIC METHODS WHILE SHOPPING AT A PHARMACY

In Czechia, only 1/4 of respondents use cash to pay builders for home repairs. 1/3 of them use electronic methods in these situations. It is different than in other countries covered by the research, where almost half of residents use cash to pay for such services.

Also, while paying for insurance or shopping in pharmacies Czechs prefer using electronic methods more often than residents of other countries.

It's different in case of paying fines – 4/10 of them choose cash to pay in such situations.

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



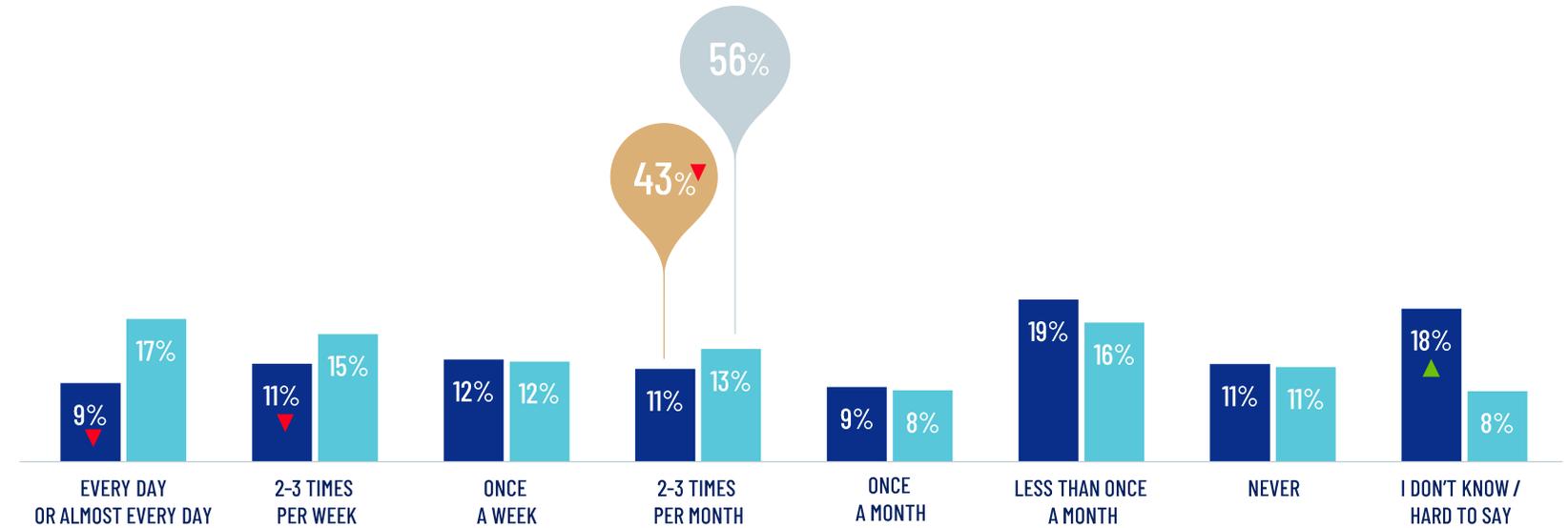
● CASH ● ELECTRONIC PAYMENTS (card, phone other devices, virtual wallet etc.) ● SOMETIMES CASH, SOMETIMES ELECTRONIC PAYMENTS



FREQUENCY OF SITUATIONS IN WHICH CZECHS PREFERRED CASH PAYMENTS

Situation where there are several payment choices, but one wants to pay cash doesn't occur very often in Czech, although more than 4/10 of Czechs are in such situation at least 2-3 times per month.

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



.06

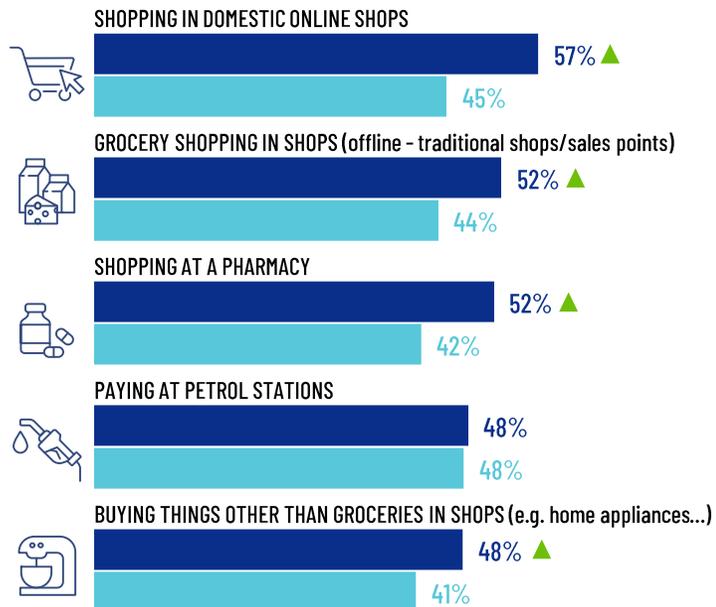
DIGITAL PAYMENTS



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

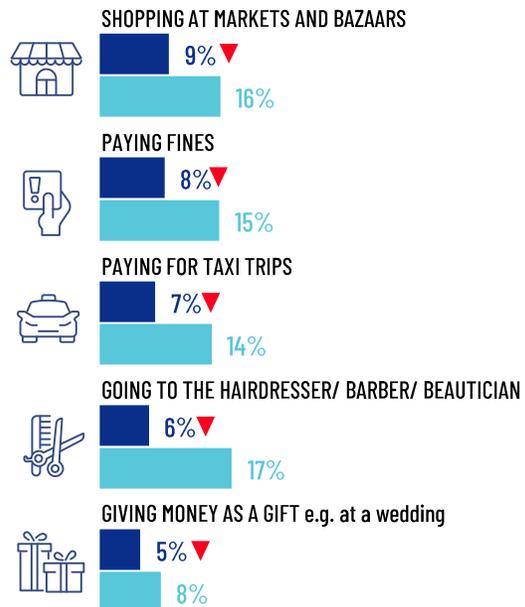
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASH-FREE METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

MOST COMMON PRODUCTS AND SERVICES



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

RAREST PRODUCTS AND SERVICES



More than a half of respondents in Czechia declare that they always or almost always use electronic methods while shopping in domestic online shops, grocery shopping and buying something in pharmacy and these results are higher than in other countries covered by the research.

Czechs rarely – and even less often than other countries citizens covered by the research – pay using electronic methods while shopping at markets and bazars, paying fines or for taxi trips, going to a hairdresser and while giving money as a gift.

57% USE ELECTRONIC METHODS WHILE SHOPPING ONLINE

52% USE ELECTRONIC METHODS WHILE SHOPPING IN GROCERIES OR PHARMACIES

PRODUCTS AND SERVICES FOR WHICH CZECHS 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.):

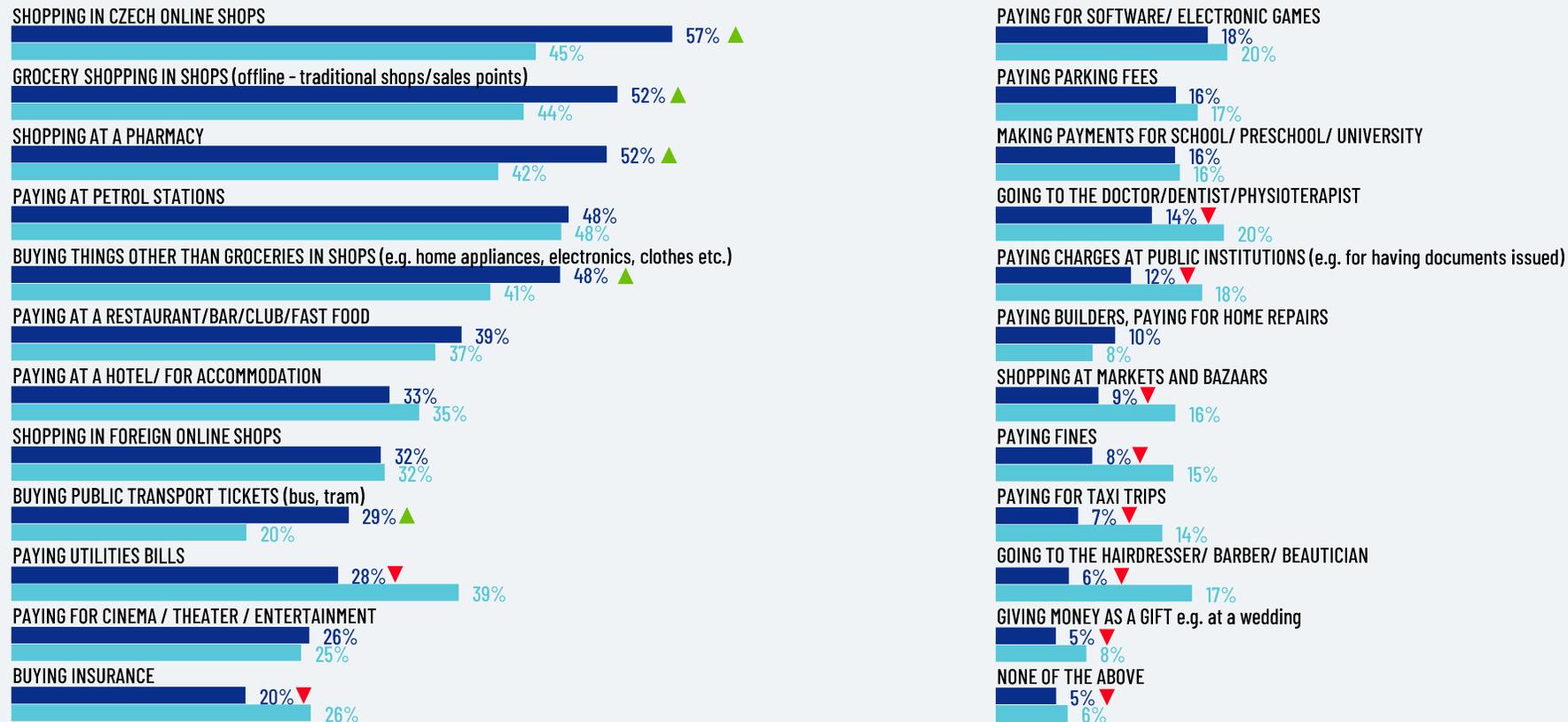


IMAGE OF PLACES OFFERING ELECTRONIC PAYMENTS

If a place offers the possibility of electronic payments...



81%

I PERCEIVE IT AS MODERN

70%

I FEEL SAFER THERE (IT IS MORE HYGIENIC)

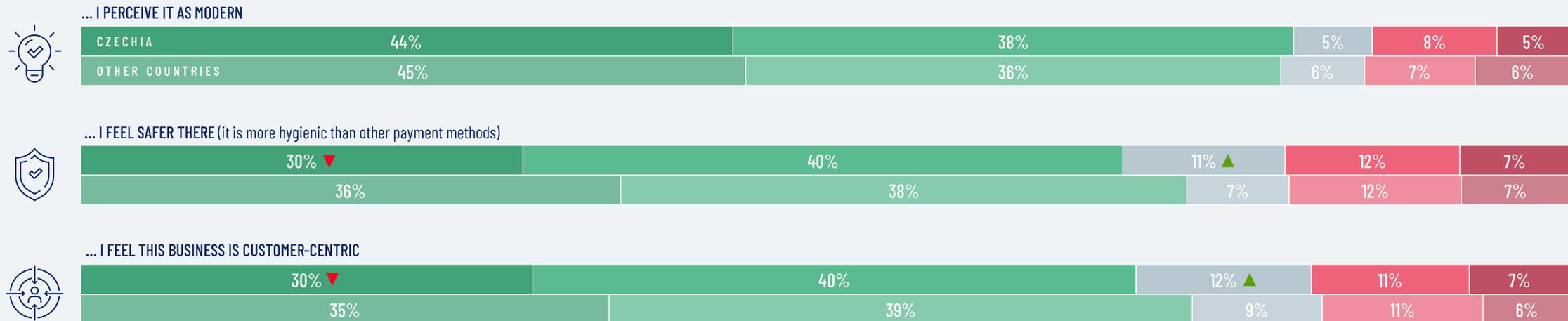
71%

I FEEL THIS BUSINESS IS CUSTOMER-CENTRIC.

Places offering possibility of electronic payments are perceived as modern, safe (perceived as more hygienic than cash) and customer centric. Among Czechs this perception is a little weaker than in other countries covered by the research.

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.) ...



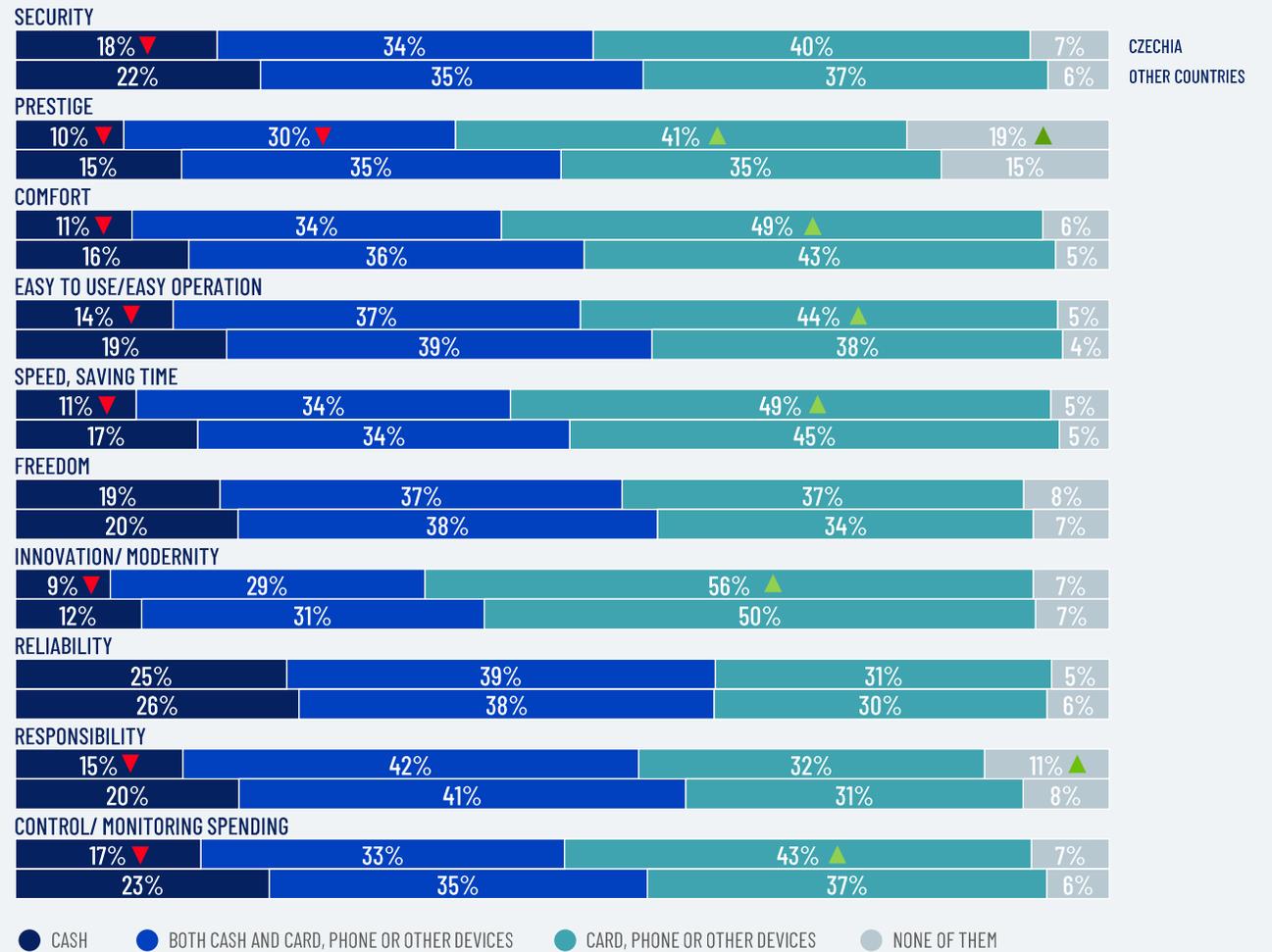
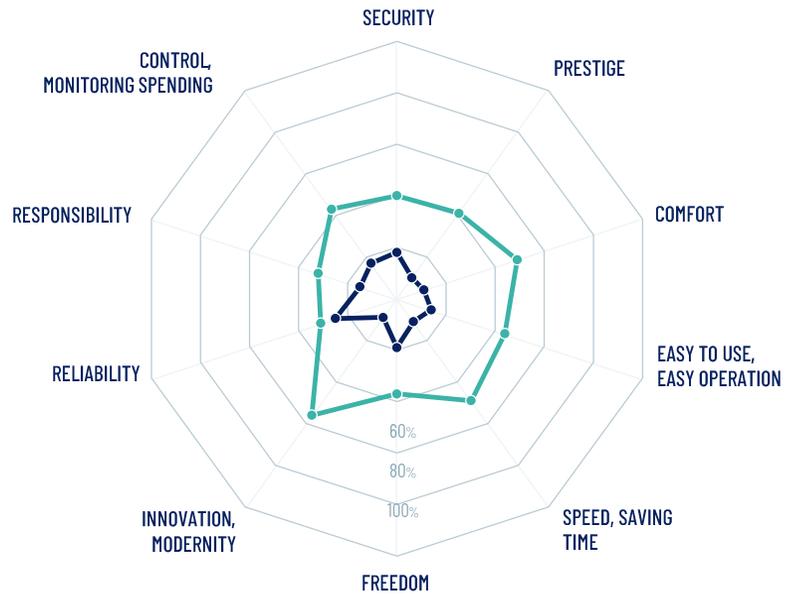
● I DEFINITELY AGREE
 ● I RATHER AGREE
 ● I DON'T KNOW/HARD TO SAY
 ● I RATHER DISAGREE
 ● I DEFINITELY DISAGREE



IMAGE (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

All features evaluated by respondents, in their opinion, fit better to electronic (by card, phone or other device) payments than to cash. The smallest difference was observed in case of reliability. Czechs more often than other countries residents perceive electronic payment methods as prestige, comfortable, easy to use, enable to save time and monitor spending as well as modern.

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.)



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?

CZECHIA



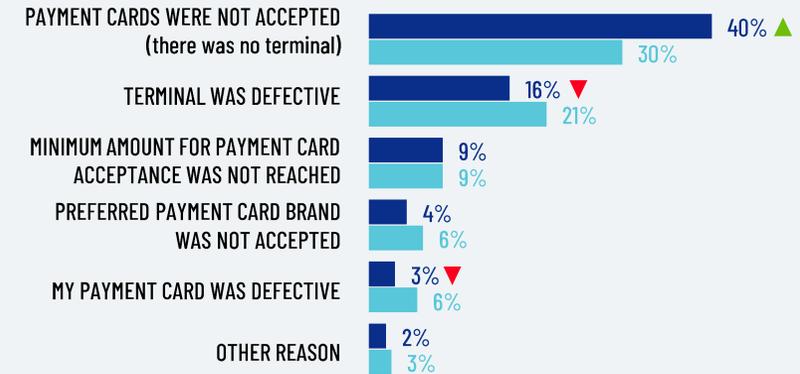
OTHER COUNTRIES



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

● CZECHIA ● 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?



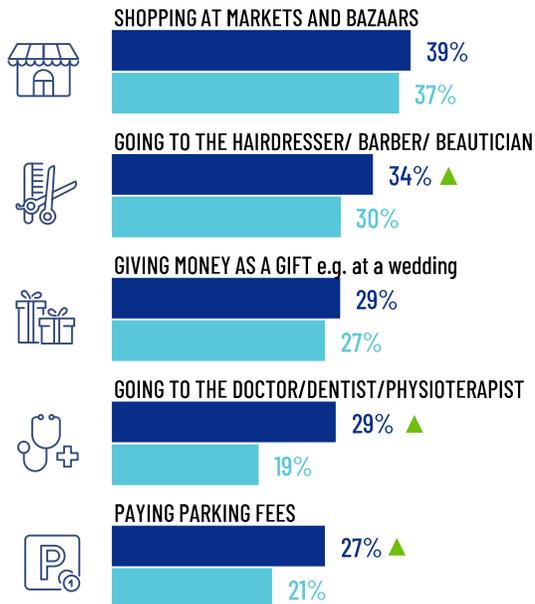
Situations where there is no possibility to pay by card is almost as often in Czechia as in other countries covered by the research – little more Czechs declare that such situations happen about once a week.

The main reason for these situations is that payment cards were not accepted – it is higher percentage compared to other countries (40% vs. 30%).

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

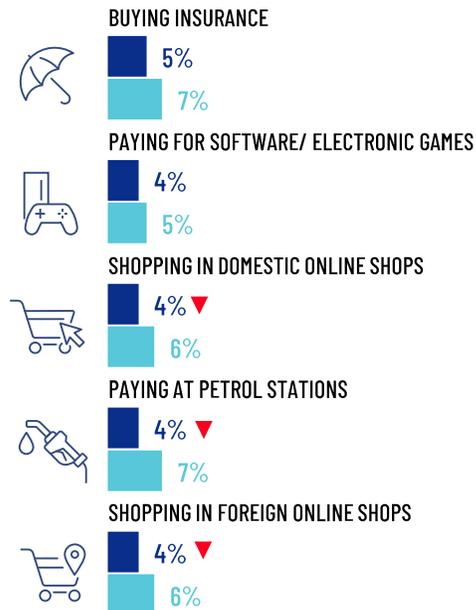
IN WHICH SITUATIONS DO REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

MOST COMMON PRODUCTS AND SERVICES



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

RAREST PRODUCTS AND SERVICES



4/10

CZECHS REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE WHILE SHOPPING AT MARKETS AND BAZAARS

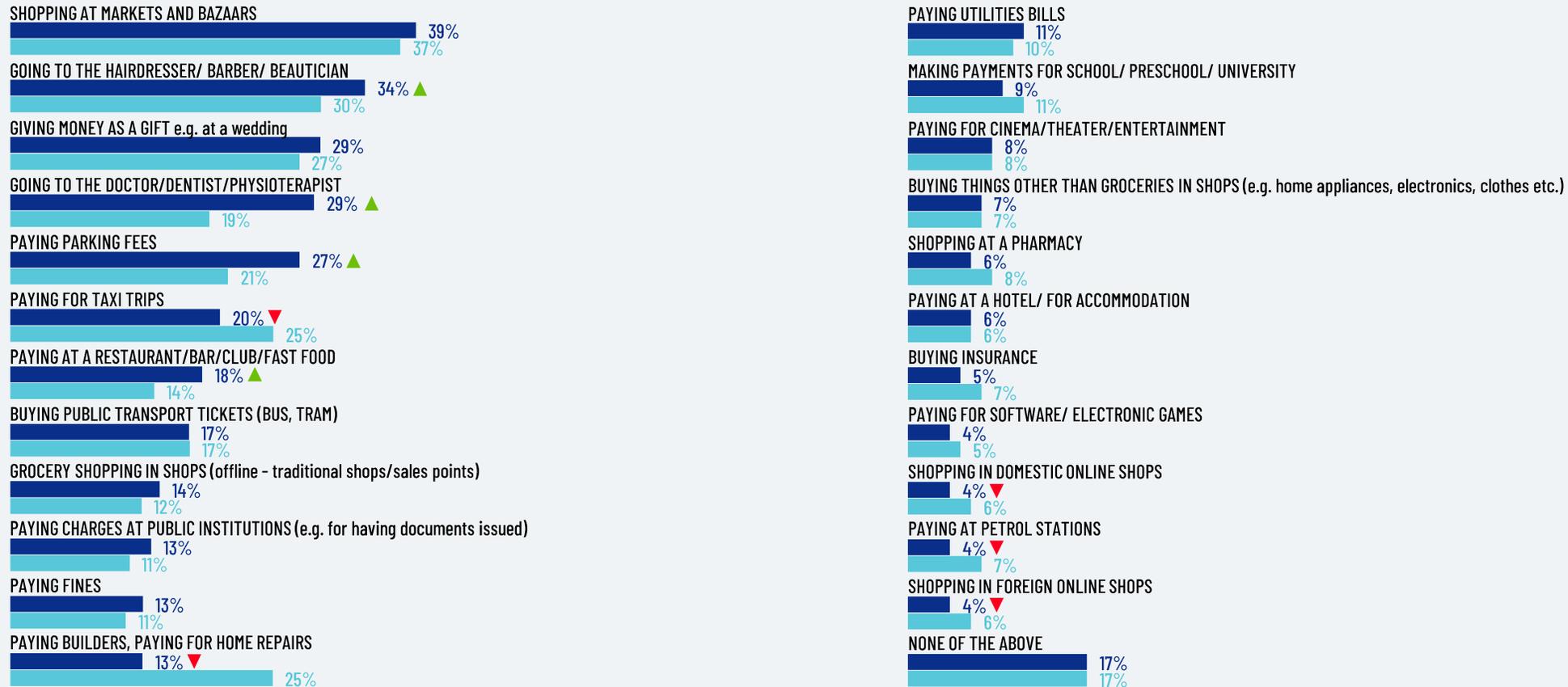
Most often, Czechs cannot pay by card at markets and bazaars – this result is as high as in other countries.

About 1/3 of Czechs regularly find the option of card payment unavailable when paying hairdresser, barber, beautician, doctor, dentist, physiotherapist, when they want to give money as a gift or pay parking fee.

The least frequent problems with card payments appear when shopping online, paying for software/ electronic games, at petrol stations and when buying insurance.

NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

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



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

Czechs most often have problems with shopping or using a service because they do not have enough cash with them when they do grocery or other shopping, at restaurants, at markets and bazaars, paying parking fee.

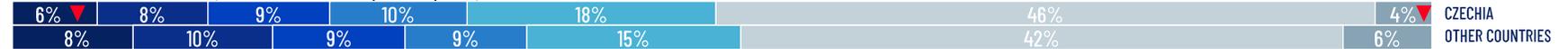
They least often indicate such difficulties in case of services that they do not use at all or they use rarely, such as home repairs, purchase of software or electronic games, school fees.

23%

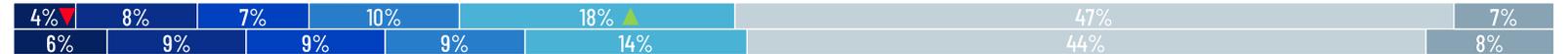
OF CZECHS RESIGN FROM GROCERY SHOPPING DUE TO THE LACK OF CASH AT LEAST 2-3 TIMES PER MONTH

MOST COMMON PRODUCTS AND SERVICES

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



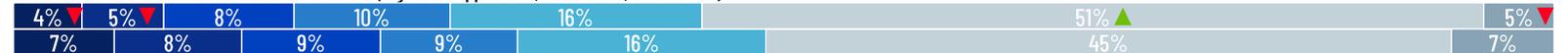
PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



SHOPPING AT MARKETS AND BAZAARS



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



PAYING PARKING FEES

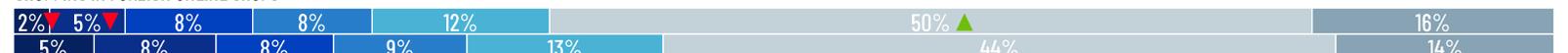


RAREST PRODUCTS AND SERVICES

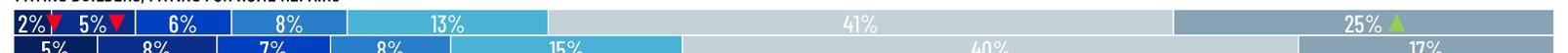
PAYING FINES



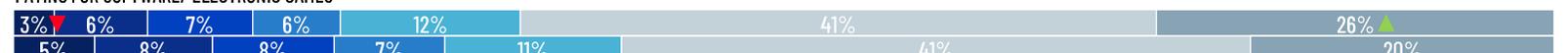
SHOPPING IN FOREIGN ONLINE SHOPS



PAYING BUILDERS, PAYING FOR HOME REPAIRS



PAYING FOR SOFTWARE/ ELECTRONIC GAMES



MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



● 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



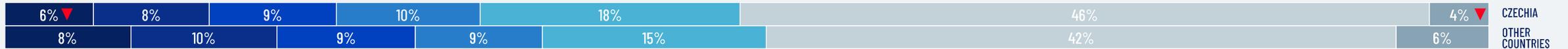
PLATEBNÍ SLUŽBY



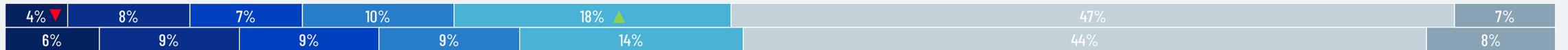
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(1/3)

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

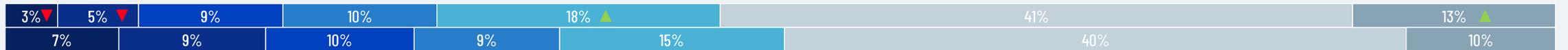
GROCERY SHOPPING IN SHOPS (OFFLINE - TRADITIONAL SHOPS/SALES POINTS)



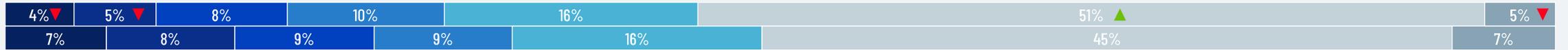
PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



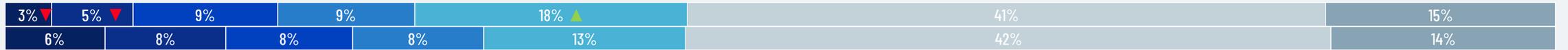
SHOPPING AT MARKETS AND BAZAARS



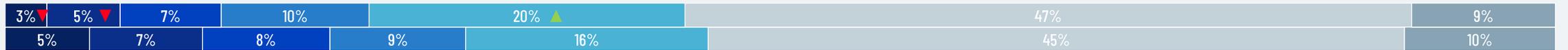
BUYING THINGS OTHER THAN GROCERIES IN SHOPS (E.G. HOME APPLIANCES, ELECTRONICS, CLOTHES ETC.)



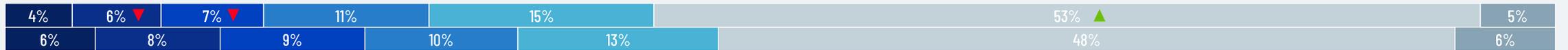
PAYING PARKING FEES



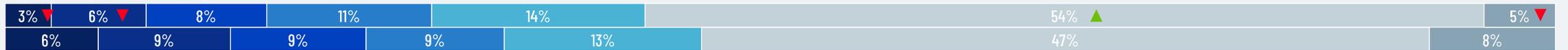
GOING TO THE DOCTOR/DENTIST/PHYSIOTHERAPIST



SHOPPING AT A PHARMACY



SHOPPING IN DOMESTIC ONLINE SHOPS



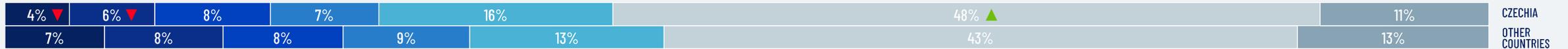
● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY



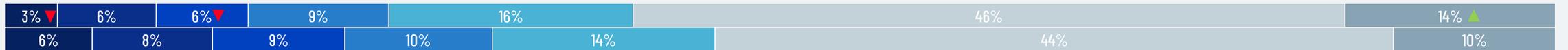
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(2/3)

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?

BUYING PUBLIC TRANSPORT TICKETS (BUS, TRAM)



GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



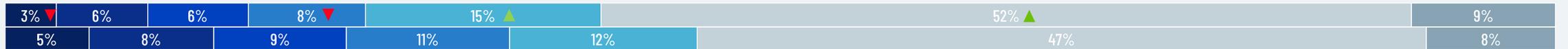
PAYING AT PETROL STATIONS



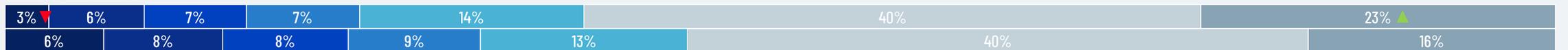
PAYING CHARGES AT PUBLIC INSTITUTIONS (E.G. FOR HAVING DOCUMENTS ISSUED)



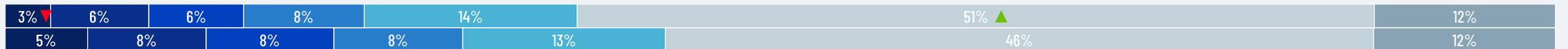
PAYING UTILITIES BILLS



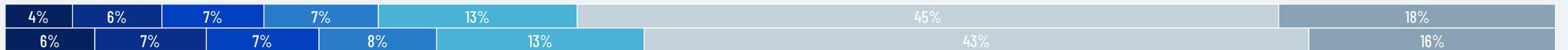
PAYING FOR TAXI TRIPS



PAYING FOR CINEMA/THEATER/ENTERTAINMENT



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



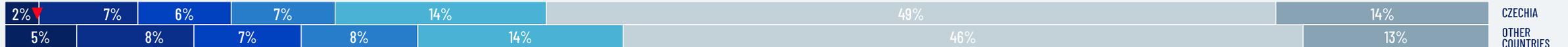
● 2-3 TIMES PER WEEK OR MORE OFTEN ● ONCE A WEEK ● 2-3 TIMES PER MONTH ● ONCE A MONTH ● LESS THAN ONCE A MONTH ● NEVER ● I DON'T USE THIS INDUSTRY



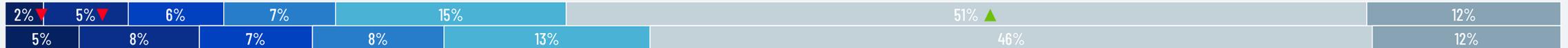
NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO CASH-FREE PAYMENT(3/3)

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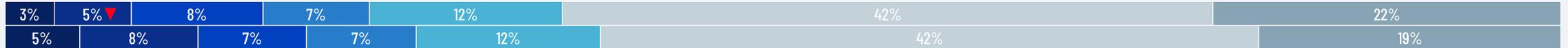
PAYING AT A HOTEL/ FOR ACCOMMODATION



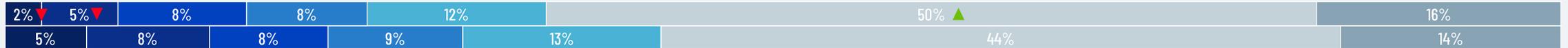
BUYING INSURANCE



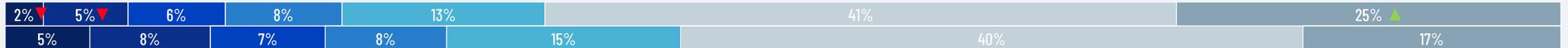
PAYING FINES



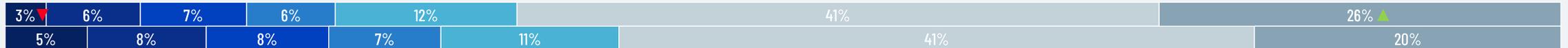
SHOPPING IN FOREIGN ONLINE SHOPS



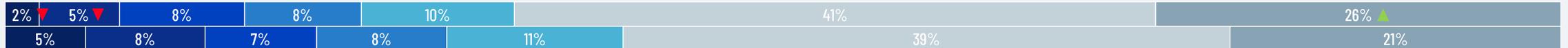
PAYING BUILDERS, PAYING FOR HOME REPAIRS



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.07

PAYMENTS WHILE TRAVELLING



PAYMENTS ABROAD

When traveling, Czechs decide to use a card, phone or other device more often than cash (70% vs. 53%).

When they pay by card abroad, they prefer to pay in local currency more than other nations, but still 48% choose their country's currency.

Opinions on charging the account when withdrawing cash from an ATM are divided with a slight predominance of local currency (55%).

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



53% ▼

CASH



70% ▲

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



0%

OTHER FORM
OF PAYMENT

60%

60%

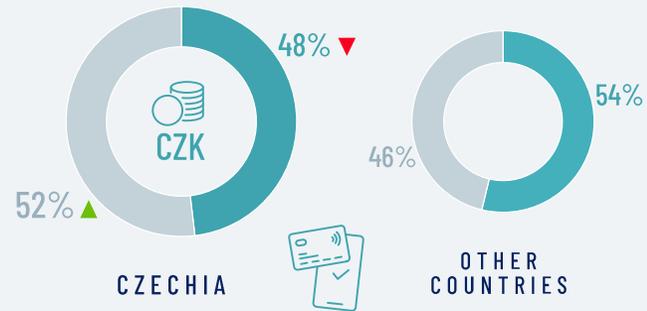
0%

OTHER COUNTRIES

CZECHIA n=494; OTHER COUNTRIES n=7345

● CZECHIA ● OTHER COUNTRIES

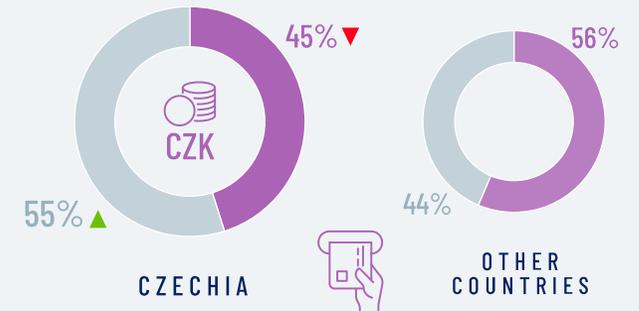
WHILE ABROAD, IN WHAT CURRENCY WOULD YOU LIKE TO PAY WITH BY CARD, PHONE OR OTHER DEVICES?



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

CZECHIA n=345; OTHER COUNTRIES n=4410

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)?

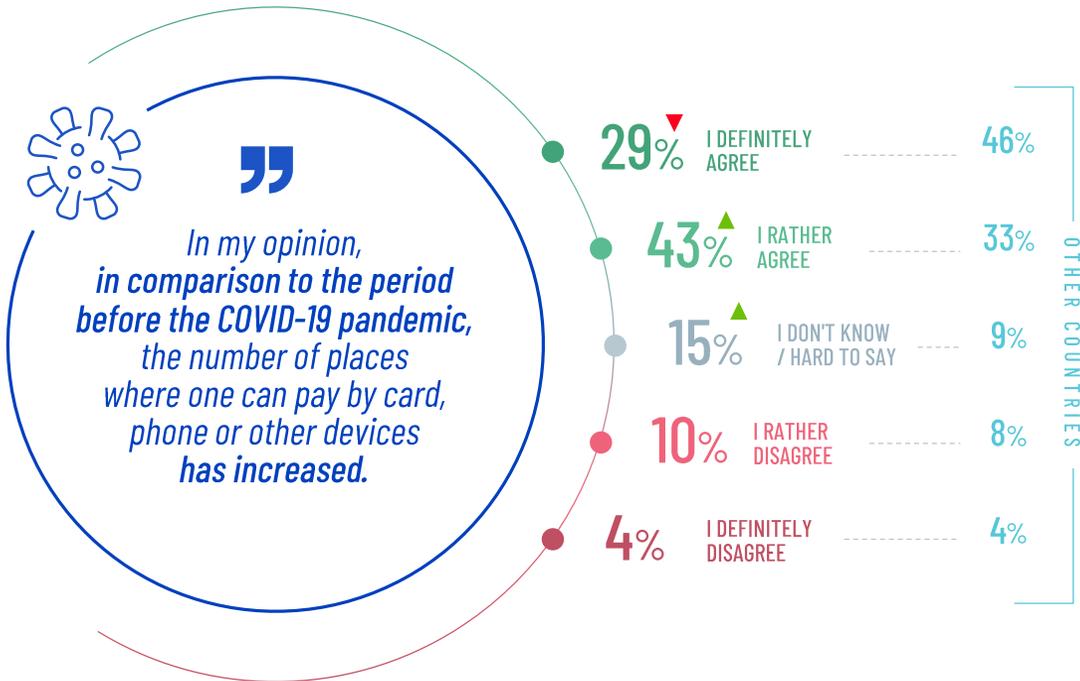


● MY OWN CURRENCY (my country's currency)
● LOCAL CURRENCY (the currency of the country that I'm visiting)

CZECHIA n=494; OTHER COUNTRIES n=7345

electronic payments AND COVID-19 PANDEMIC

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



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

.08

SEGMENTATION




SCEPTICS

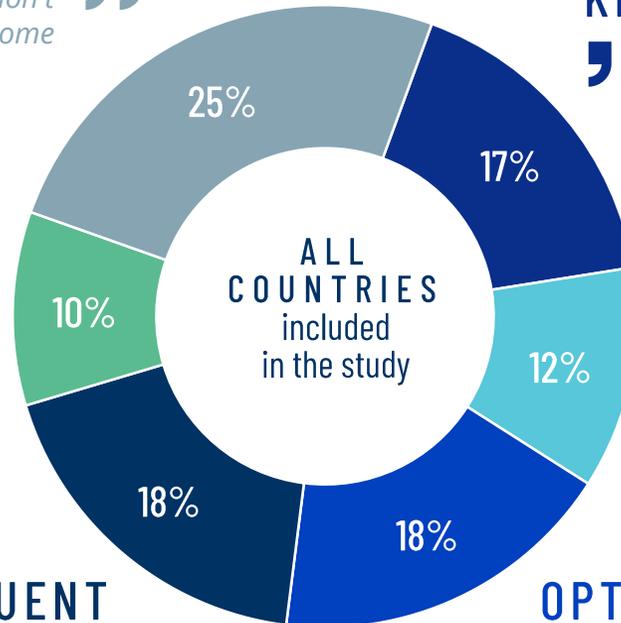
I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home


ECONOMICAL

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


AFFLUENT

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


KINGS OF LIFE


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

DREAMERS


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

OPTIMAL


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

SCEPTICS

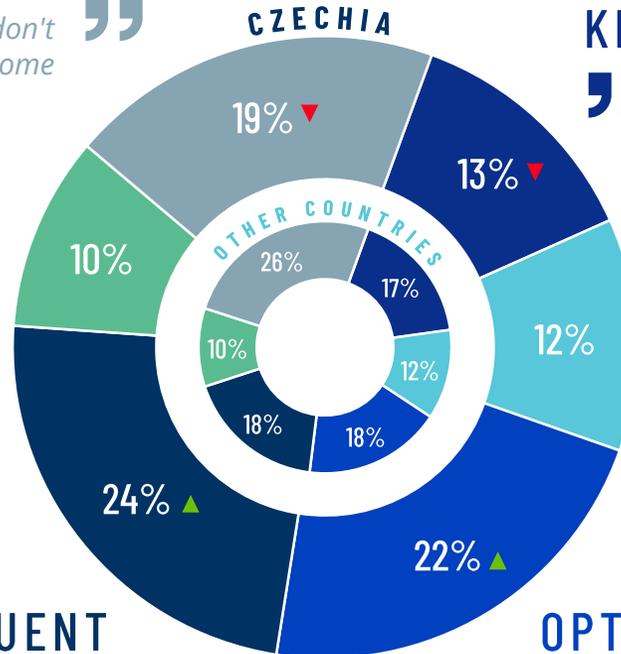
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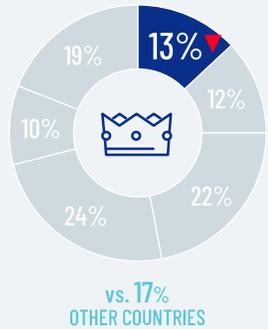
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SEGMENTATION - KINGS OF LIFE



KINGS OF LIFE

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

ATTITUDES

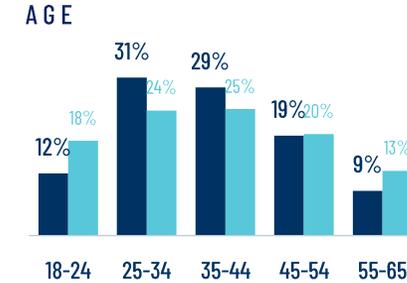
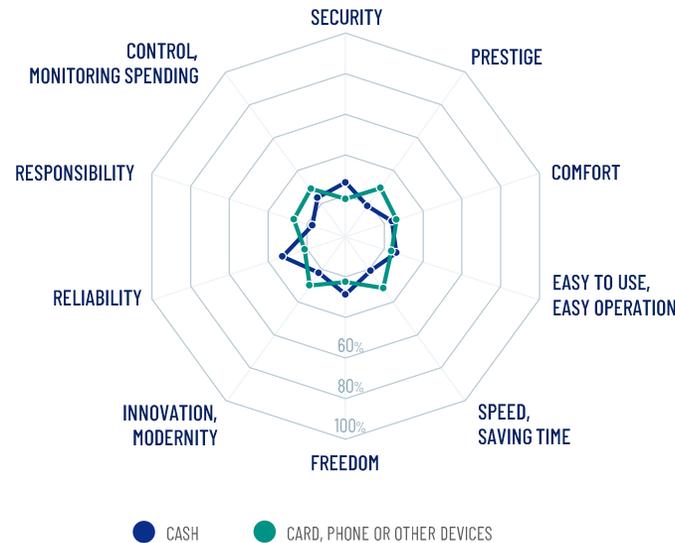
- They have **some difficulty with saving money** - if they have any savings, they spend it without much thought, almost immediately
- This is the segment that **spends money the fastest**
- **They like to talk about money** - counting money makes them happy
- Of all the segments **they know how much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

● CZECHIA ● OTHER COUNTRIES

BASE: CZECHIA n=605; OTHER COUNTRIES: n=8326



IMAGE (ASSOCIATIONS) OF CASH AND electronic payments



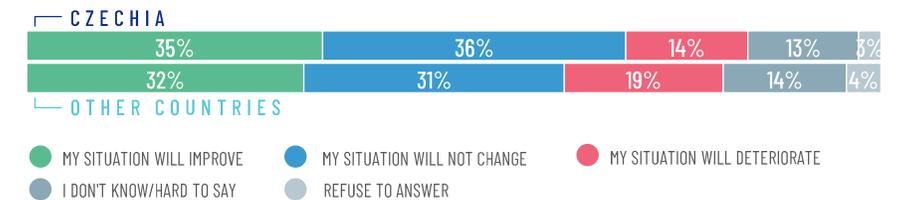
PREFERRED METHOD OF PAYMENT while shopping offline



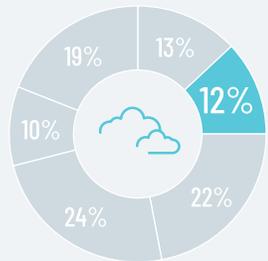
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

ASSESSMENT	CZECHIA	OTHER COUNTRIES
WE ARE VERY POOR we don't have enough even for basic needs	7%	8%
WE ARE MODEST we have to seriously economize on a daily basis	16%	27%
WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	46%	47%
WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	25%	14%
WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	7%	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

● CZECHIA ● OTHER COUNTRIES

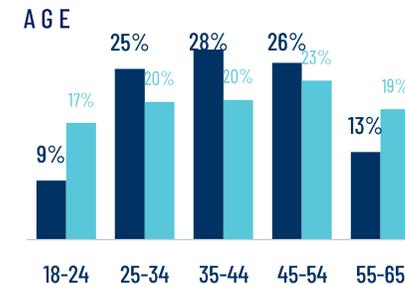
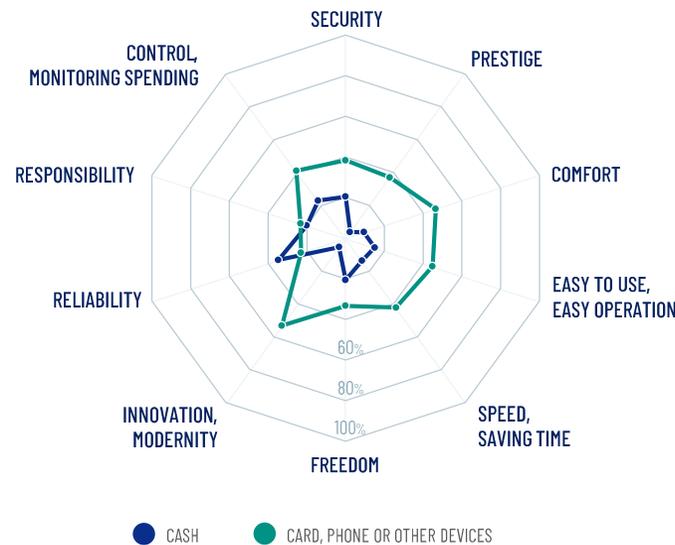
BASE: CZECHIA n=605; OTHER COUNTRIES: n=8326

▼ 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



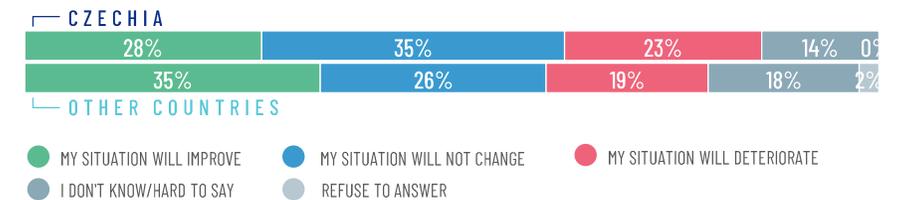
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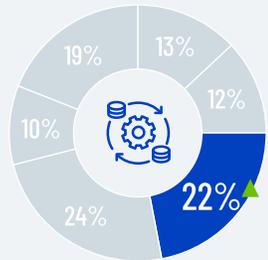
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

CZECHIA	DESCRIPTION	OTHER COUNTRIES
6%	WE ARE VERY POOR we don't have enough even for basic needs	3%
14%	WE ARE MODEST we have to seriously economize on a daily basis	20%
45%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	57%
▲ 34%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	17%
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 - 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

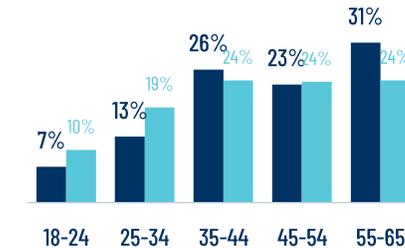
ATTITUDES

- **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**

GENDER



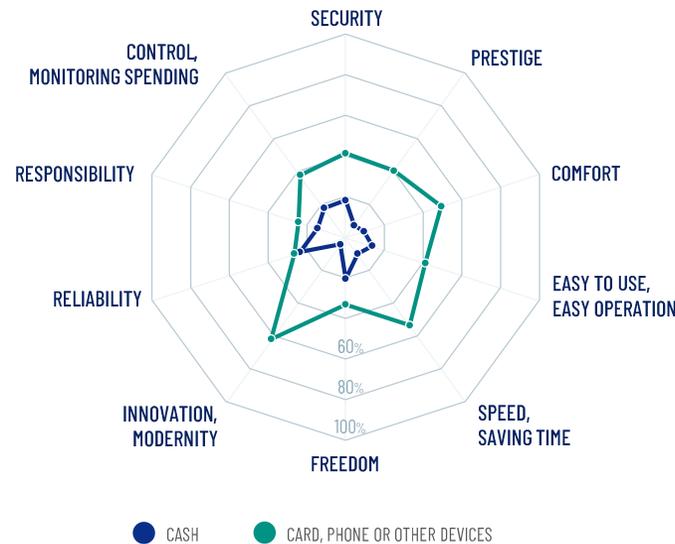
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



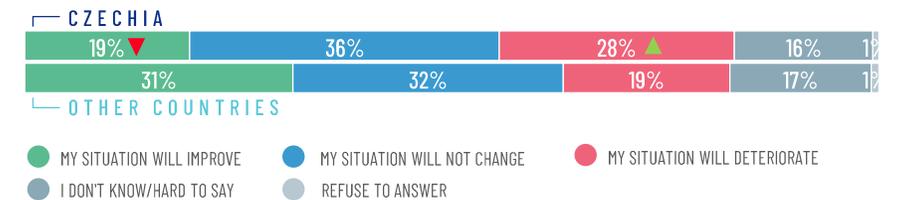
IMAGE (ASSOCIATIONS) OF CASH AND electronic payments



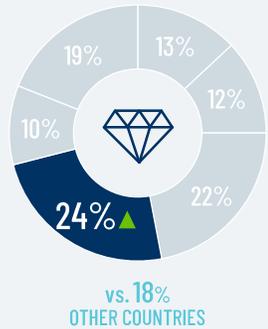
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

ASSESSMENT	CZECHIA	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%	18%
WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	58%	62%
WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	30%	15%
WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	0%	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

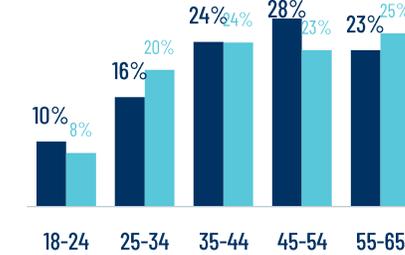
ATTITUDES

- **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**

GENDER



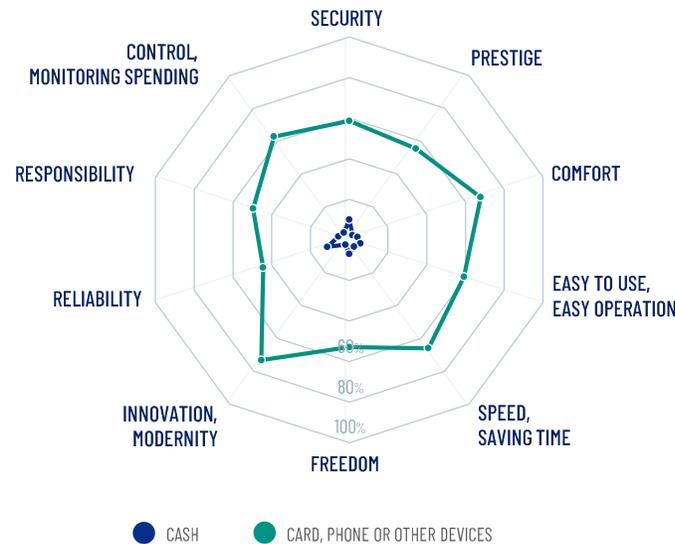
AGE



PREFERRED METHOD OF PAYMENT while shopping offline



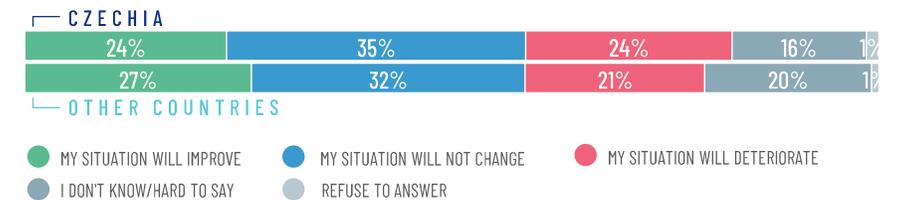
IMAGE (ASSOCIATIONS) OF CASH AND electronic payments



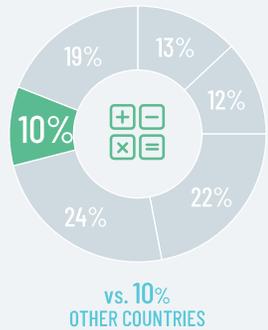
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

ASSESSMENT	CZECHIA	OTHER COUNTRIES
WE ARE VERY POOR we don't have enough even for basic needs	3%	2%
WE ARE MODEST we have to seriously economize on a daily basis	12%	15%
WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	65%	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	1%	2%

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



SEGMENTATION - ECONOMICAL



ECONOMICAL

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

ATTITUDES

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

● CZECHIA ● OTHER COUNTRIES

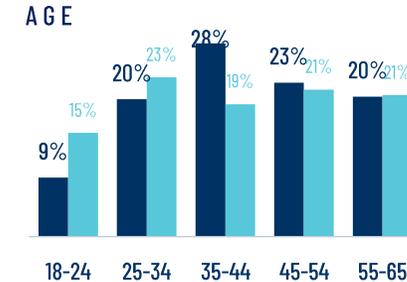
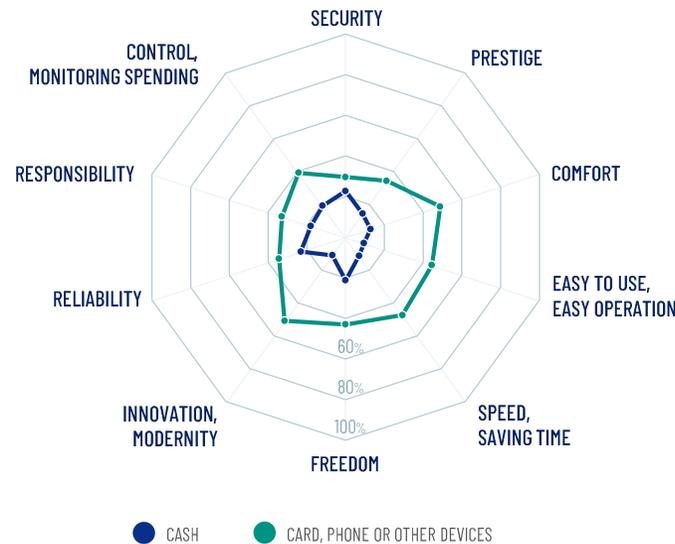
BASE: CZECHIA n=605; OTHER COUNTRIES: n=8326

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IMAGE (ASSOCIATIONS) OF CASH AND electronic payments



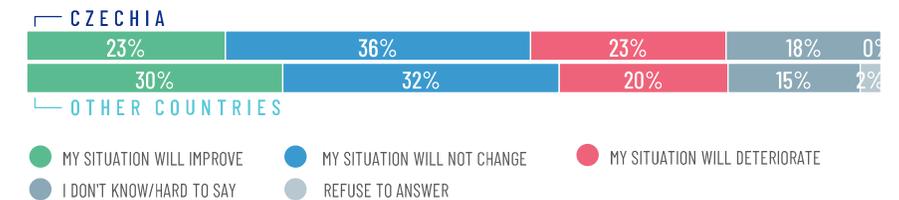
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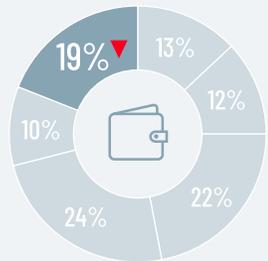
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

Assessment	Czechia	Other Countries
WE ARE VERY POOR we don't have enough even for basic needs	8%	5%
WE ARE MODEST we have to seriously economize on a daily basis	28%	25%
WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	50%	55%
WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	13%	12%
WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	0%	3%

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



SEGMENTATION - SCEPTICS



vs. 26% 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

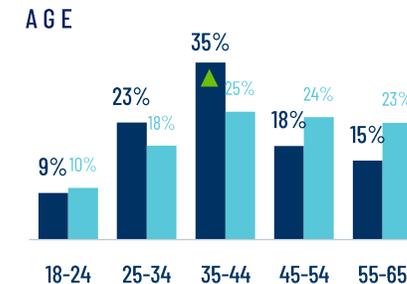
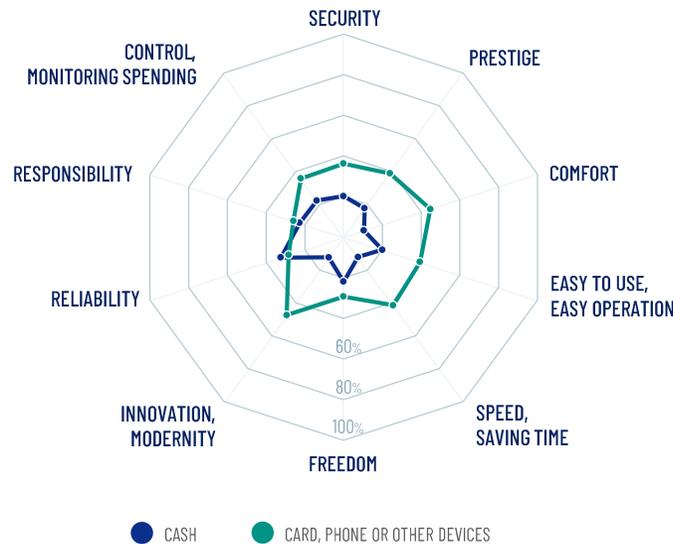
ATTITUDES

- 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**

● CZECHIA ● OTHER COUNTRIES



IMAGE (ASSOCIATIONS) OF CASH AND electronic payments



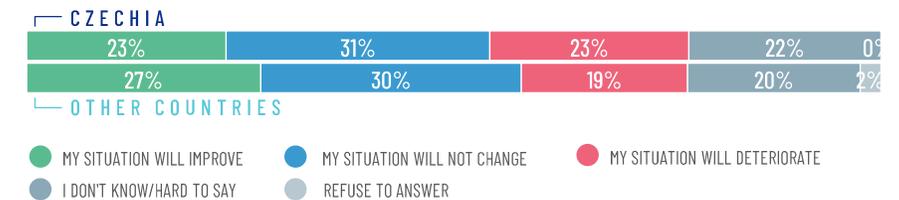
PREFERRED METHOD OF PAYMENT while shopping offline



HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

CZECHIA	OTHER COUNTRIES
3% WE ARE VERY POOR we don't have enough even for basic needs	5%
23% WE ARE MODEST we have to seriously economize on a daily basis	26%
58% WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%
14% WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	12%
2% WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%

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



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ABOUT RESPONDENTS

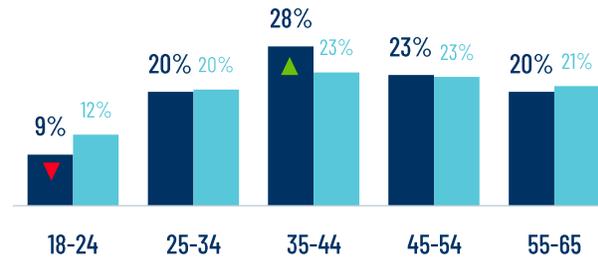


ABOUT RESPONDENTS

GENDER



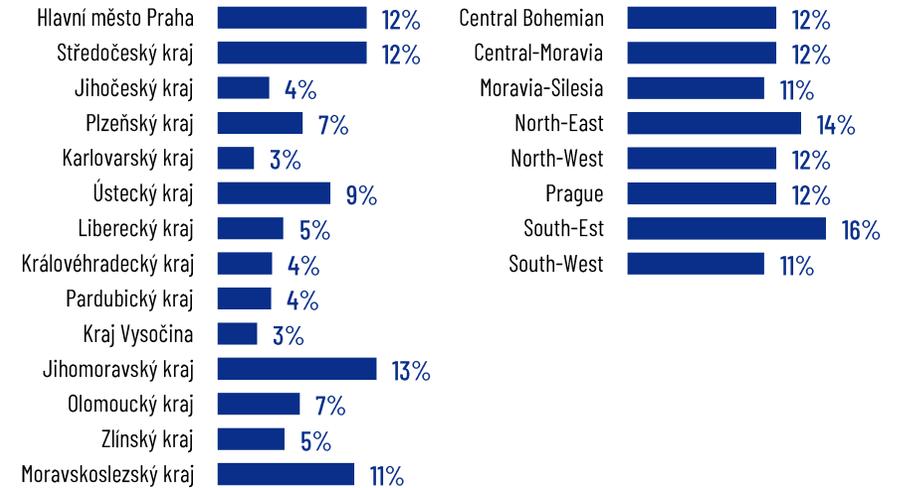
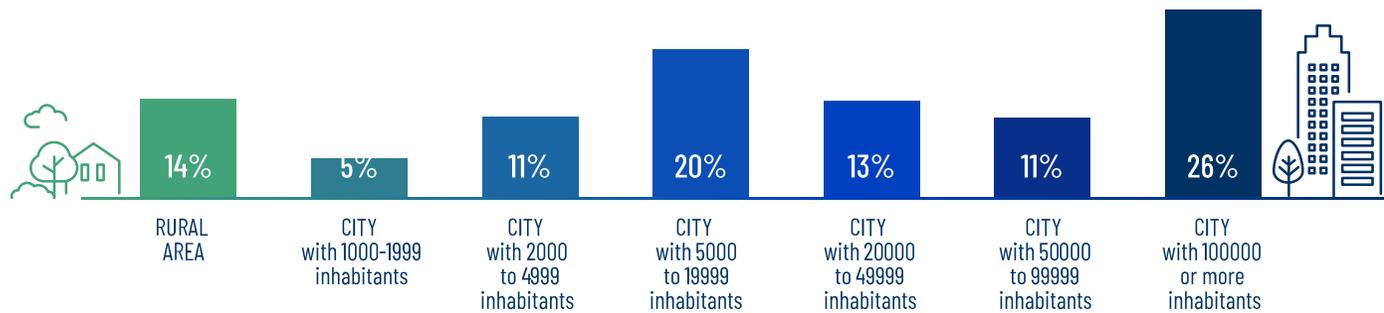
AGE



LEVEL OF EDUCATION



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



ABOUT RESPONDENTS

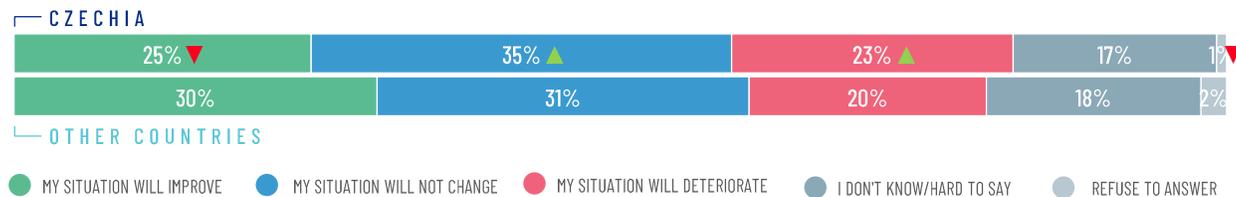
YOUR CURRENT WORK SITUATION



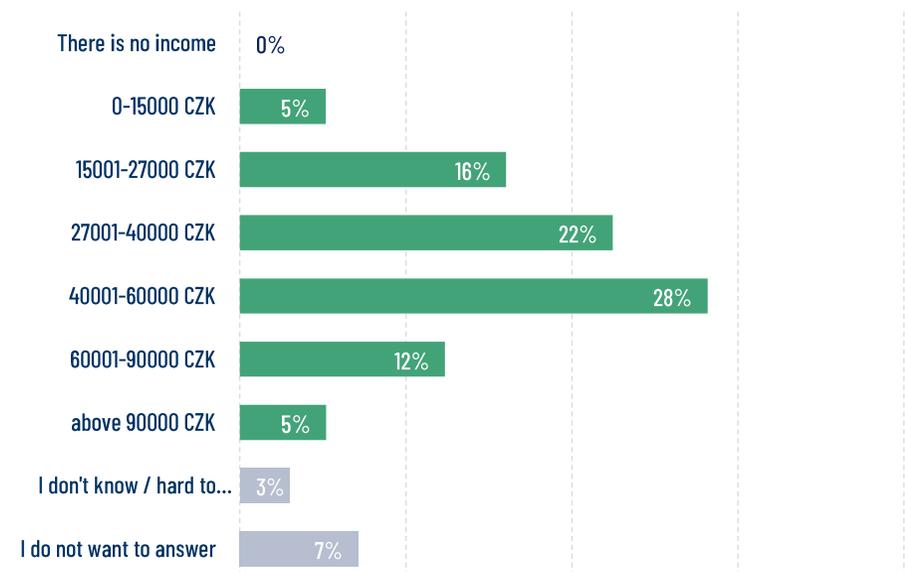
HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

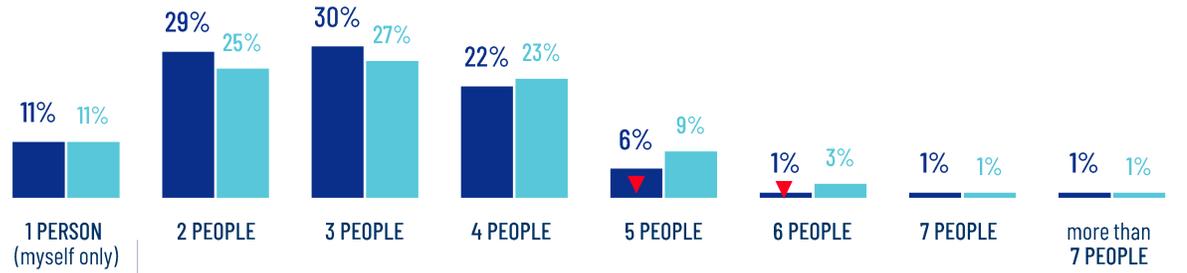


WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

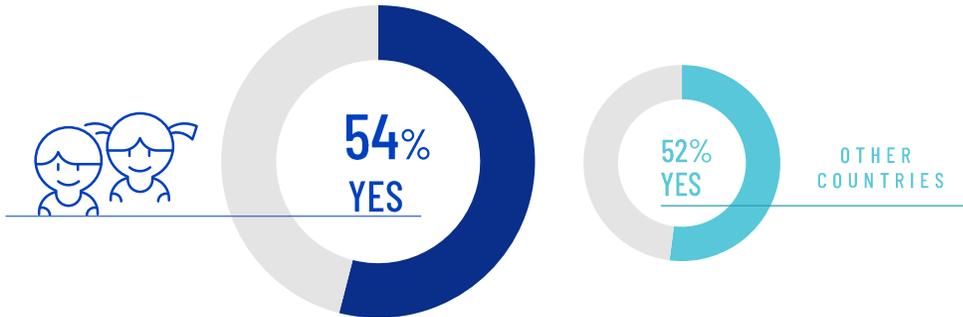


ABOUT RESPONDENTS

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



ARE THERE CHILDREN UNDER 18 IN YOUR HOUSEHOLD?



.THANK YOU



PLATEBNÍ
SLUŽBY

