



# ATTITUDES TOWARD **PAYMENT METHODS**

INTERNATIONAL SURVEY - MAY 2022



# THE AIM OF THE STUDY



## AIM OF THE STUDY

The aim of the study was to assess people's attitude and behaviour towards 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

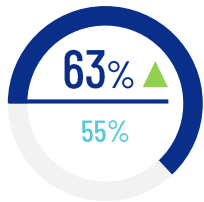
The study was conducted using CAWI methodology  
– respondents were invited to take part in an internet survey.

## 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
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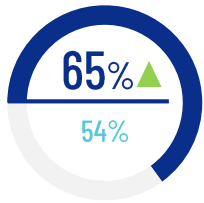


## KEY FINDINGS

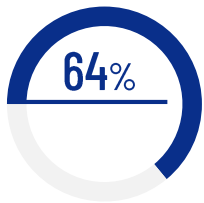


3/5

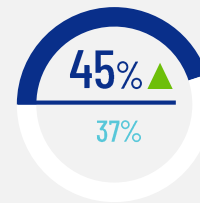
**prefer using electronic payments** over cash while shopping offline.

ALMOST  
2/3

**choose contactless payments using a mobile phone, smartwatch or other devices.** Additionally, 64% of users pay this way at least 2-3 times a week.

ALMOST  
2/3

**prefer electronic payment options while paying for items more than €100.**



4/10

**appreciate cashless electronic payments for the security** they provide.

**Ireland, compared to other countries participating in the survey, is definitely a more cashless society.**

The Irish are more likely to choose electronic methods of payment. They pay more often with a card as well as a phone, watch or other devices. For the Irish, electronic payment options are both safe and save time.

# .02

## ATTITUDES **TOWARDS MONEY**



# ATTITUDES TOWARDS MONEY

The method of research used on this report is a standardised questionnaire **consisting of 33 statements that allow measurement on 9 scales.**

## 1. THREE SCALES MEASURE ATTITUDES TOWARDS MONEY



### CONTROL

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



### MEANS

perceiving money as a means of 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 expenditure



### 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

IRELAND

For the Irish, money is a means of realising value, ensuring a sense of independence and freedom of choice. They use Banking Services as a way to manage money. They control and plan their expenses, but without clearly focusing on increasing wealth.

## ATTITUDES TOWARDS MONEY

## LEVEL 1

ATTITUDE  
TOWARDS  
MONEY

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

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

The results presented represent the mean value for each indicator.



## CONTROL

IRELAND – 15,5

OTHER COUNTRIES – 15,4

The Irish demonstrate similar money Control as residents of other countries participating in the survey.



## MEANS

IRELAND – 17,1▲

OTHER COUNTRIES – 16,1

The dominant component of attitude toward money is treating it as a Means of realizing values, ensuring a sense of independence and freedom of choice.



## PLEASURE

IRELAND – 13,3

OTHER COUNTRIES – 13,2

The Pleasure that comes from dealing with money does not differ from other countries.



## ATTITUDES TOWARDS MONEY

# LEVEL 2

## COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

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

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

The results presented represent the mean value for each indicator.



### INVESTMENT

IRELAND - 8,0 ▼

OTHER COUNTRIES - 8,5

Investment appetite is weaker in Ireland than in other countries. It shows that the Irish feel less need to invest money and to increase their wealth.



### INSURANCE

IRELAND - 6,8

OTHER COUNTRIES - 6,7

The belief in the need to insure oneself and one's property in Ireland is similar to that observed in other countries.



### BANKING SERVICES

IRELAND - 10,0 ▲

OTHER COUNTRIES - 8,7

Compared to other countries, in Ireland the use of and trust in Banking Services are very high.

## ATTITUDES TOWARDS MONEY

# LEVEL 2

## COGNITIVE BEHAVIOURAL FINANCIAL COMPETENCES

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

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

The results presented represent the mean value for each indicator.



### MANAGEMENT

IRELAND - 6,2

OTHER COUNTRIES - 6,4

Declared behaviours related to money management are similar to other countries. It means that the Irish do not stand out significantly in terms of acquiring and using knowledge about money management.



### ACCOUNTING

IRELAND - 9,4 ▲

OTHER COUNTRIES - 8,9

Accounting is a strong feature of the Irish, significantly stronger than other nations'. It means that they are focused on controlling and planning their expenses.



### IMPULSE SPENDING

IRELAND - 6,2

OTHER COUNTRIES - 6,1

The Irish have similar levels of Impulse Spending as residents of other countries participating in the survey.

# THE IRISH AND ATTITUDE TO MONEY



## The Irish treat money mainly as a means of achieving independence

- In their opinion, money provides a sense of independence
- Money enables a comfortable life
- They control their expenses, but often based on the simple principle of not spending money impulsively
- They are not very interested in investing money. It is not a very important way for them to increase their wealth.



### IRELAND

capital city: **Dublin**

currency: **Euro**

population: **4,99 million**

# .03

## PAYMENT METHODS AWARENESS AND USAGE



# AWARENESS OF DIFFERENT FORMS OF PAYMENT

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

The best-known payment methods in Ireland are: card, cash, direct bank transfers and digital wallets – The Irish mention them spontaneously much more often than people from other countries (55% vs. 41%). Almost everyone is also familiar with Revolut (91%), and every fourth person lists it spontaneously.

## SPONTANEOUS AWARENESS

TOP3  
ANSWERS



79%

vs. 78% other countries

CARD  
e.g. credit, debit



56%▼

vs. 61% other countries

CASH



55%▲

vs. 41% other countries

DIGITAL WALLETS  
AND OTHER APPLICATIONS

TOP3  
ANSWERS



99%▲

vs. 97% other countries

CARD  
e.g. credit, debit



99%

vs. 98% other countries

CASH



95%

vs. 95% other countries

DIRECT BANK  
TRANSFER

## METHODS SPECIFIC FOR GIVEN COUNTRY

REVOLUT 28%

## METHODS SPECIFIC FOR GIVEN COUNTRY

REVOLUT 91%



## INTERESTING FACT



DIGITAL WALLETS  
AND OTHER APPLICATIONS



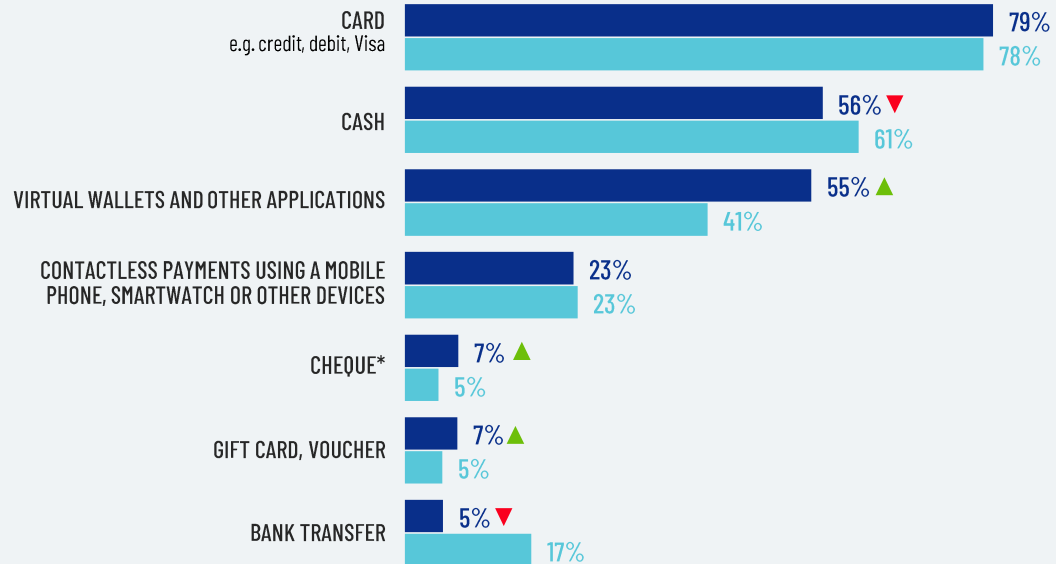
BUY-NOW, PAY-LATER



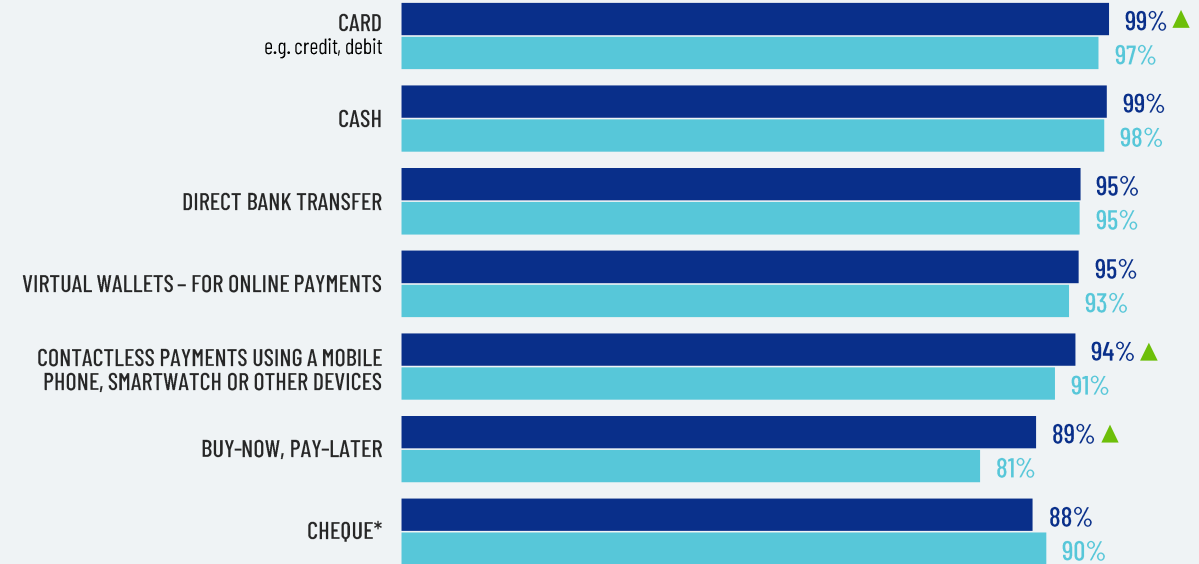
# AWARENESS OF DIFFERENT FORMS OF PAYMENT

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

## SPONTANEOUS AWARENESS



## AIDED AWARENESS



## METHODS SPECIFIC FOR GIVEN COUNTRY

REVOLUT 28%

## METHODS SPECIFIC FOR GIVEN COUNTRY

REVOLUT 91%

Spontaneous Awareness: presented answers are mentioned by at least 5% of the respondents  
\*comparison with the UK only

\*comparison with the UK only

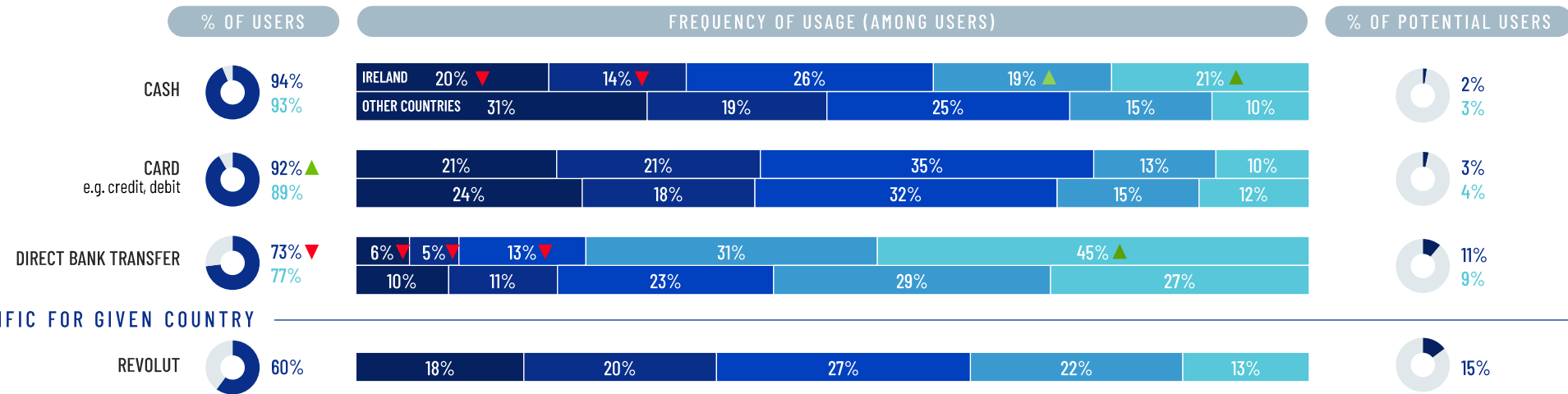
## FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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

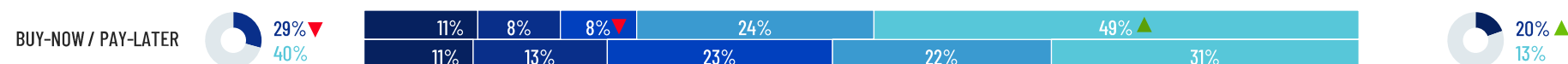
The most often used payment methods in Ireland are: cash, card and direct bank transfer. However, Irish people use both cash and bank transfers much less often than people in other countries.

What's interesting, although the awareness of Buy-now/Pay-later payment option is slightly higher in Ireland than in other countries, it is still used less often. Only 29% of Irish people pay this way (vs. 40% in other Countries). At the same time, this method has a lot of potential – every fifth resident of Ireland declares a willingness to use it in the future.

TOP 3  
ANSWERS

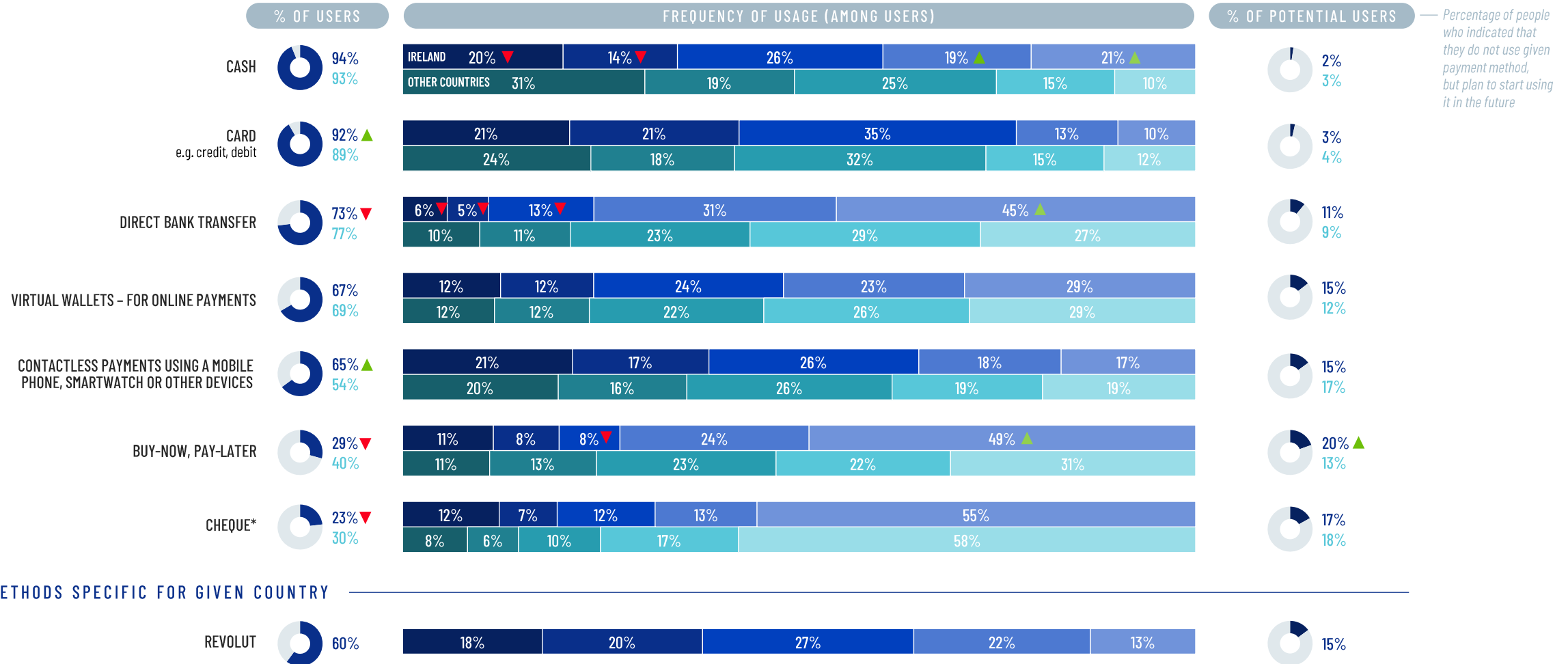


INTERESTING FACT



## FREQUENCY OF USAGE OF DIFFERENT FORMS OF PAYMENT

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



\*comparison with the UK only



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

The Irish most often pay with card or cash – more often they choose a card (65% vs. 47% for cash). This proportion is slightly different from that observed in other countries, where cash (58%) is indicated as often as card (60%).

Payment card is convenient and easy to use. Cash is chosen because it allows to control spending.

Contactless payment by phone, watch or other devices is the third most frequently used payment method, chosen by 1/4 of people in Ireland. It is used primarily for ease and convenience.



## 6/10

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

### TOP 3 ANSWERS

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

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

MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



**CARD**  
e.g. credit, debit

## 65%

vs. 60% other countries

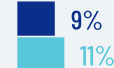
COMFORT / CONVENIENCE



EASY TO USE



SECURITY



HABIT / I AM USED TO USING IT



SPEED, SAVING TIME



IRELAND n=389  
OTHER COUNTRIES n=5030

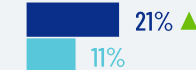


**CASH**

## 47%

vs. 58% other countries

CONTROL / MONITORING SPENDING



HABIT / I AM USED TO USING IT



COMFORT / CONVENIENCE



EASY TO USE



WHEN OTHER METHODS NOT AVAILABLE



IRELAND n=283  
OTHER COUNTRIES n=4806



**CONTACTLESS PAYMENTS USING THE PHONE, SMARTWATCH OR OTHER DEVICES**

## 25%

vs. 15% other countries

EASY TO USE



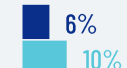
COMFORT / CONVENIENCE



SPEED, SAVING TIME



SECURITY



I ALWAYS HAVE IT WITH ME



IRELAND n=151  
OTHER COUNTRIES n=1284

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

## OTHER METHODS

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

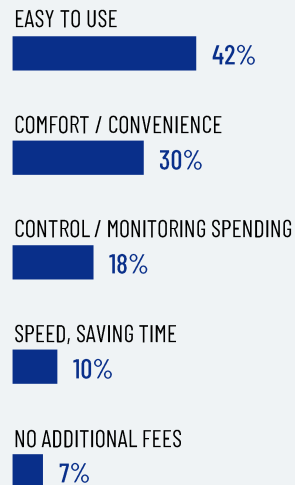
REASONS OF CHOOSING GIVEN FORMS OF PAYMENT  
WHY DO YOU USE THIS METHOD?

MOST SPECIFIC ANSWERS FOR GIVEN FORM OF PAYMENT



### REVOLUT

23%



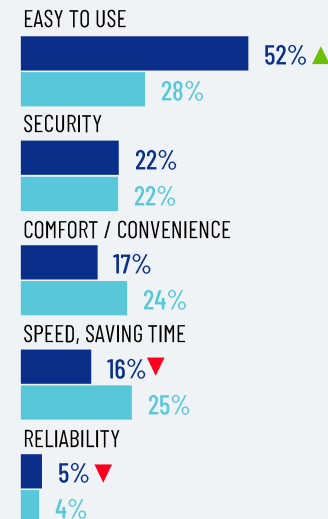
IRELAND n=141



### VIRTUAL WALLETS FOR ONLINE PAYMENTS

16%

vs. 14% other countries



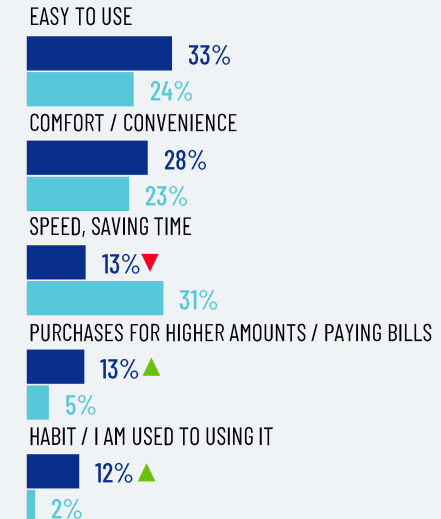
IRELAND n=95  
OTHER COUNTRIES n=1139



### DIRECT BANK TRANSFER

7%

vs. 7% other countries



IRELAND n=43  
OTHER COUNTRIES n=623

## BANKING

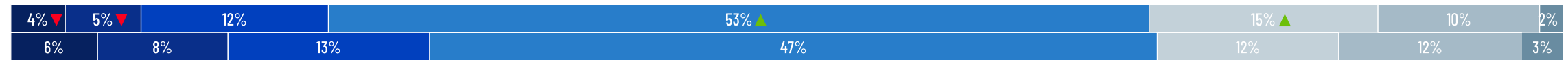
**71%** USE INTERNET BANKING  
AT LEAST 2-3 TIMES PER MONTH**74%** USE MOBILE BANKING  
AT LEAST 2-3 TIMES PER MONTH**22%** PLAN TO CONTACT WITH  
THEIR BANK BY PHONEWHICH OF THE FOLLOWING CHANNELS  
OF BANKING DO YOU USE, HOW OFTEN?

Internet and mobile banking are the most popular channels of banking in Ireland.

They are used even more often than in other countries – every fourth person uses at least one of them once a day.

Although the general use of ATMs is similar, the Irish do it less frequently – only 17% withdraw money at least 2-3 times a week (in other countries 27%). People in Ireland contact the bank by phone and visit the bank's branch also less often than people in other countries. 52% of them have never used their bank's phone banking channel.

## VISIT TO A BANK BRANCH



## TELEPHONE CONTACT, HOTLINE



## INTERNET BANKING



## MOBILE BANKING (through the app)



## USING AN ATM



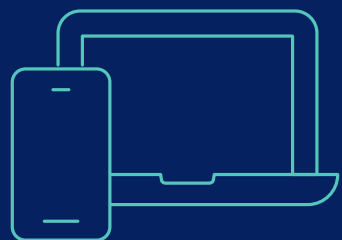
● ONCE A DAY OR MORE OFTEN   ● 2 - 3 TIMES PER WEEK   ● 2 - 3 TIMES PER MONTH   ● ONCE A MONTH OR LESS  
 ● I KNOW THIS CHANNEL, I DON'T USE IT YET, BUT I PLAN TO USE IT IN THE FUTURE   ● I KNOW THIS CHANNEL, BUT I DON'T USE IT AND I DON'T PLAN TO USE IT IN THE FUTURE   ● I DON'T KNOW THIS CHANNEL

# .04

## PAYMENT METHODS MY LAST PURCHASE



## LAST PAYMENT - ONLINE OR OFFLINE?



**3/10** THE IRISH MADE THEIR  
LAST PAYMENT ONLINE

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



**31%**▼  
ONLINE PAYMENT



**69%**▲  
OFFLINE PAYMENT

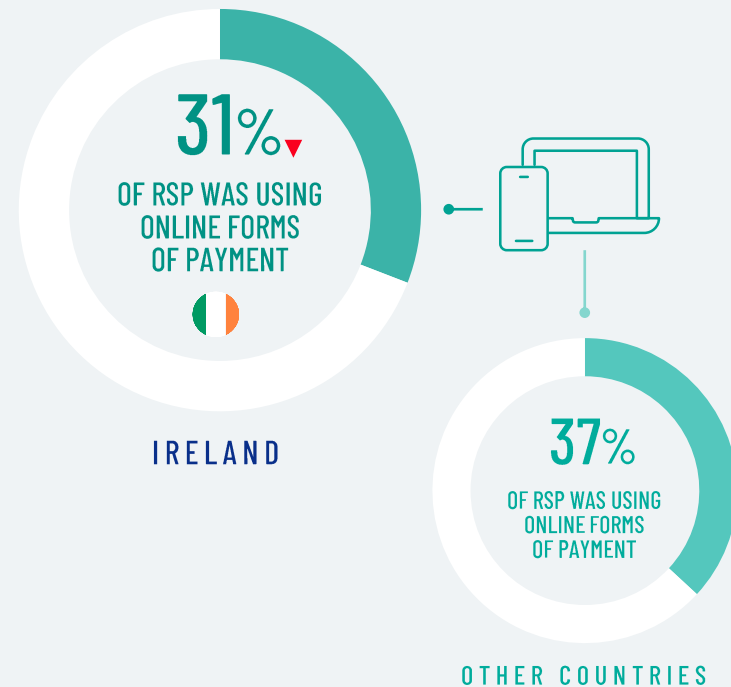


**37%**

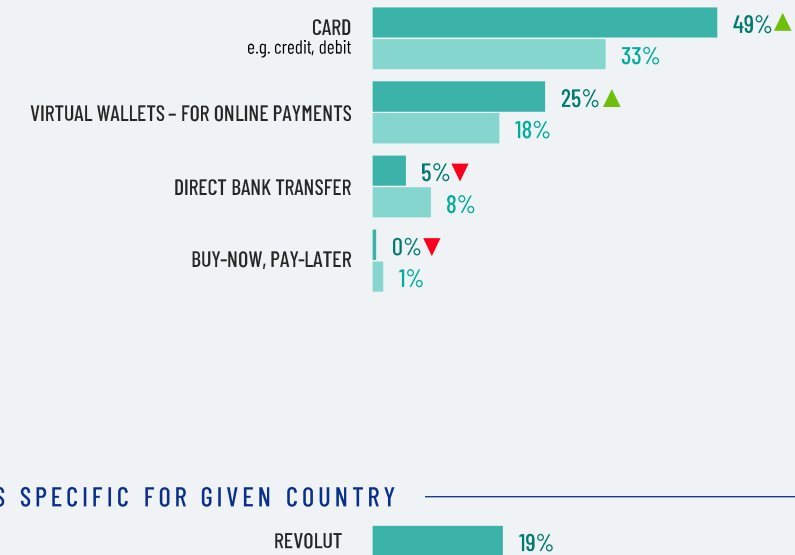
OTHER COUNTRIES

**63%**

## LAST ONLINE PAYMENT TYPES



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

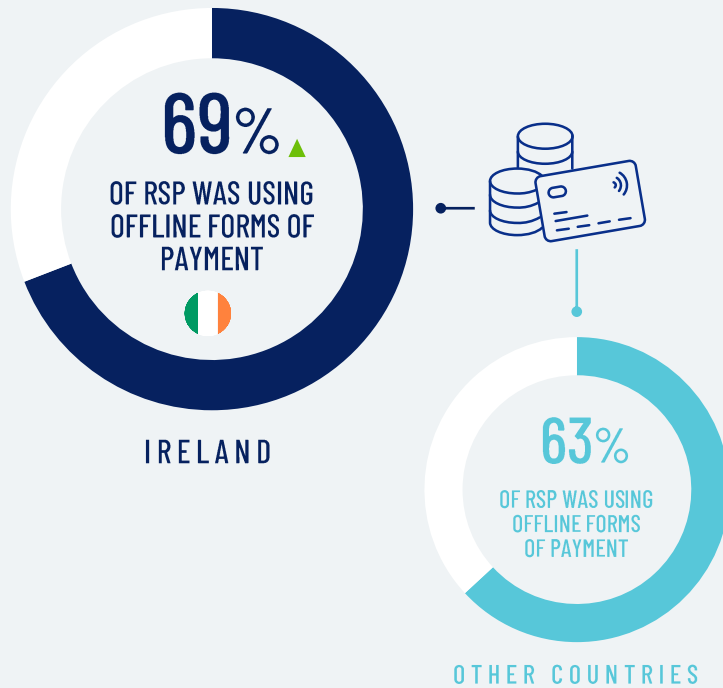


31% of Irish people made their last payment online.

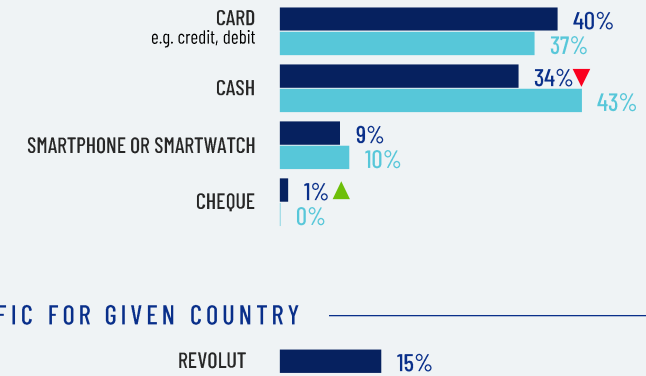
The most commonly used payment method while shopping online is card (e.g. credit, debit) – the Irish use it even more often than residents of other countries. Another payment method which is also used more often in Ireland than in other countries is virtual wallet.

19% of Irish people use Revolut when paying online.

## LAST OFFLINE PAYMENT TYPES



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



METHODS SPECIFIC FOR GIVEN COUNTRY

REVOLUT 15%

More than 2/3 respondents in Ireland made their last payment offline. 4/10 of them paid by card and only 1/3 use cash – it's lower than in other countries.

15% of Irish people use Revolut when paying offline.

# .05

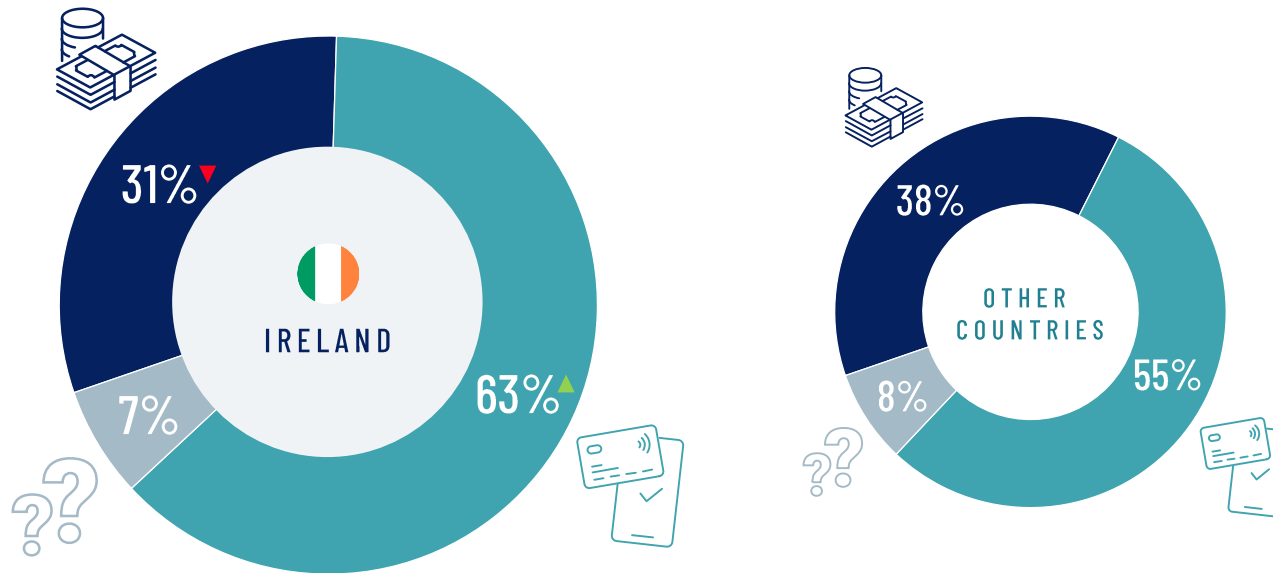
## PAYMENT METHODS **PREFERENCES**





# PREFERRED METHOD OF PAYMENT WHILE SHOPPING OFFLINE

IN SCENARIOS WHERE YOU MAKE PAYMENTS WHILE SHOPPING OFFLINE (TRADITIONAL SHOP/SALES POINT), WHICH IS YOUR PREFERRED METHOD?



Only 3/10 of the Irish prefer using cash than electronic payments.

**More than 6 out of 10 Irish people prefer using cashless payments options while shopping offline.**

At the same time, 31% of them choose cash – this is less than in other countries, where this percentage is 38%.

## AMOUNT VS PREFERRED PAYMENT METHOD

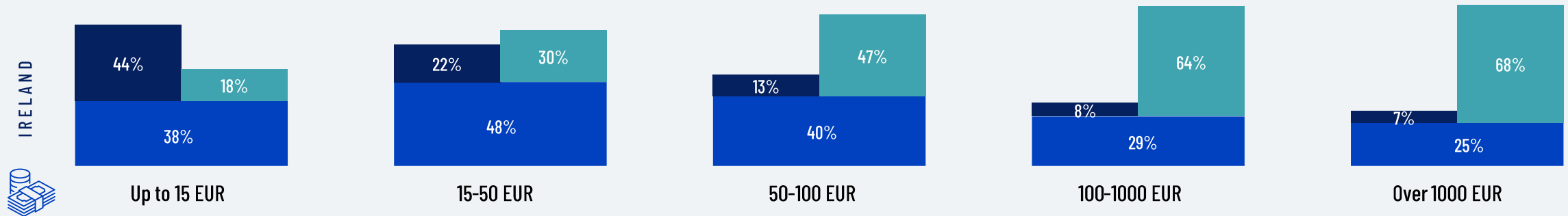


MORE THAN  
**100 EUR**  
2/3 OF THE IRISH  
CHOOSE TO PAY BY CARD

While paying up to 15 EUR, more than 4 of 10 the Irish prefer cash payment. With prices of 15-50 EUR, about half of respondents do not have specific preferences – sometimes they choose cash, sometimes payment by card.

The higher the price, the larger group of those who prefer cashless payment. For more expensive things, Irish people prefer to pay cashless, especially for those that cost above 100 EUR.

WHICH METHOD OF PAYMENT WOULD YOU CHOOSE IF SOMETHING COST:



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



## 57%

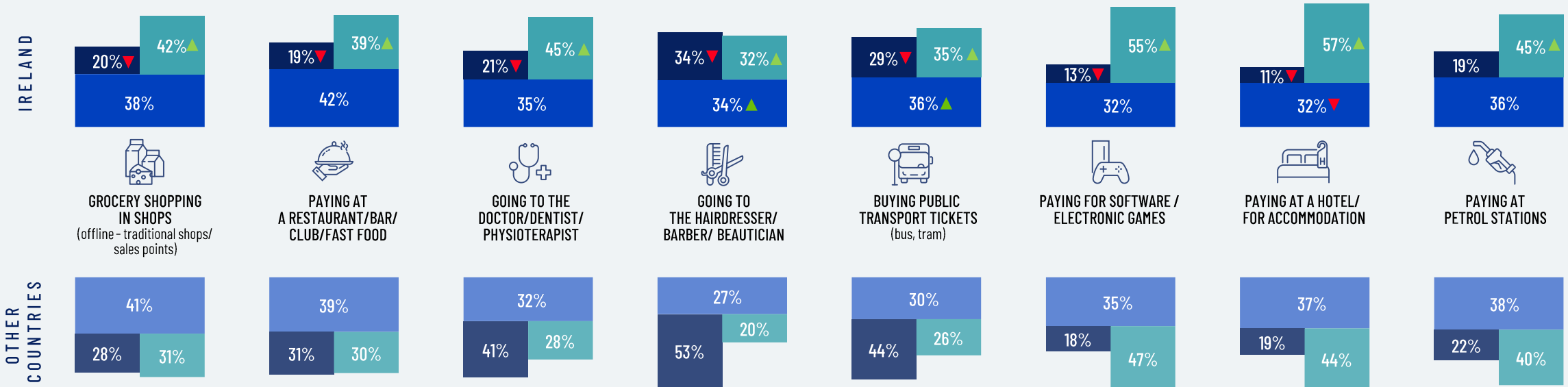
CHOOSE ELECTRONIC PAYMENT  
METHODS AT HOTELS

The Irish pay cashless for most products and services more often than other nations.

Every second person paying for accommodation or buying software or games uses cashless electronic payments, and only 11-13% use cash in these situations.

Cashless payments are also more often chosen when people do grocery shopping, pay at a petrol station or visit a doctor.

### 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)



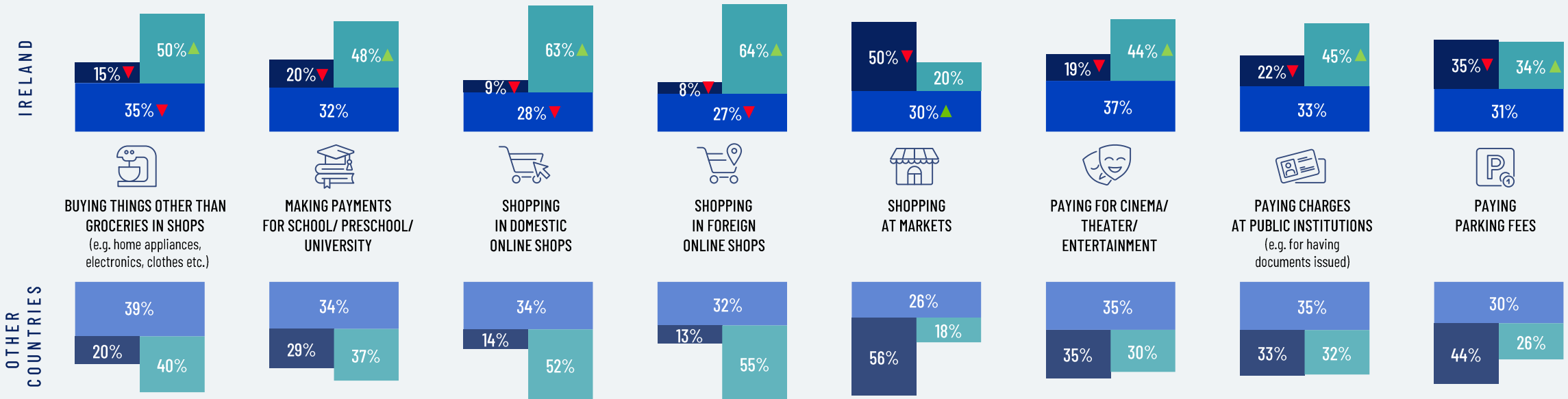
## 50%

USE ELECTRONIC PAYMENT  
METHODS WHEN BUYING  
THINGS OTHER THAN GROCERIES

About half of respondents in Ireland prefer using cashless 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.

What is more, they more often decide to use cashless payments when they pay for cinema and other entertainment, parking or fees in public institutions.

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)



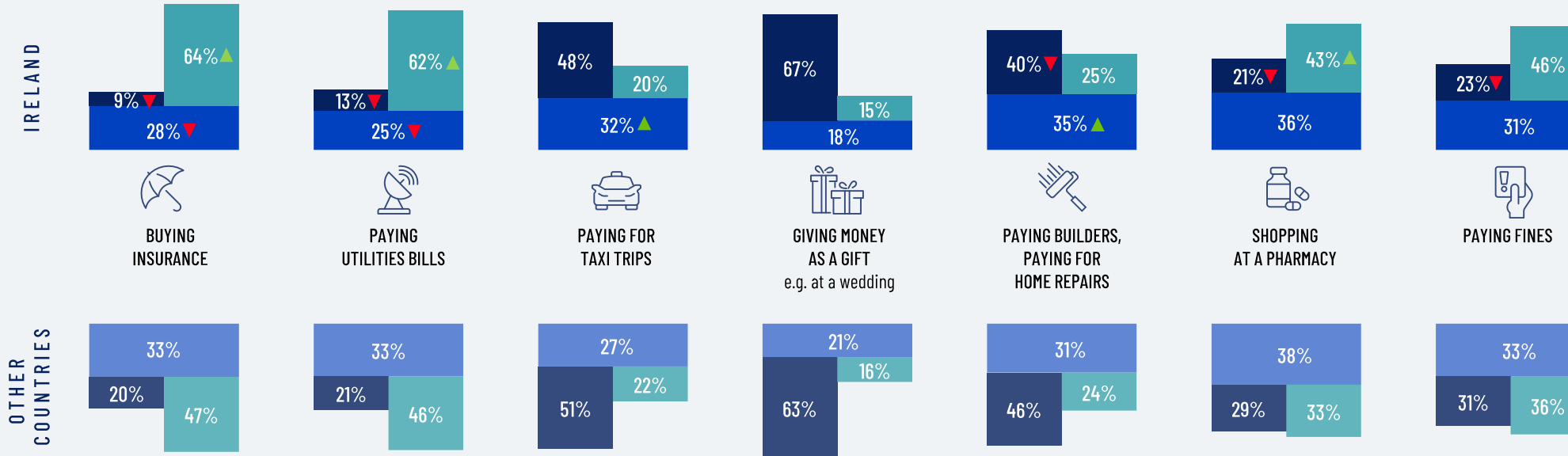
## 48%

PAY IN CASH  
FOR TAXI TRIPS

In Ireland, only 1/10 of respondents use cash to buy insurance. 2/3 of them use cashless methods in these situations. This proportion is similar in case of paying bills.

Also, while shopping in pharmacies or paying fines the Irish prefer to use cashless methods more than residents of other countries. However, when traveling by taxi, almost half of them pay in cash.

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

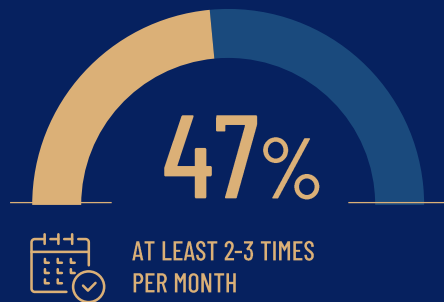


## FREQUENCY OF SITUATIONS IN WHICH THE IRISH PREFERRED CASH PAYMENTS

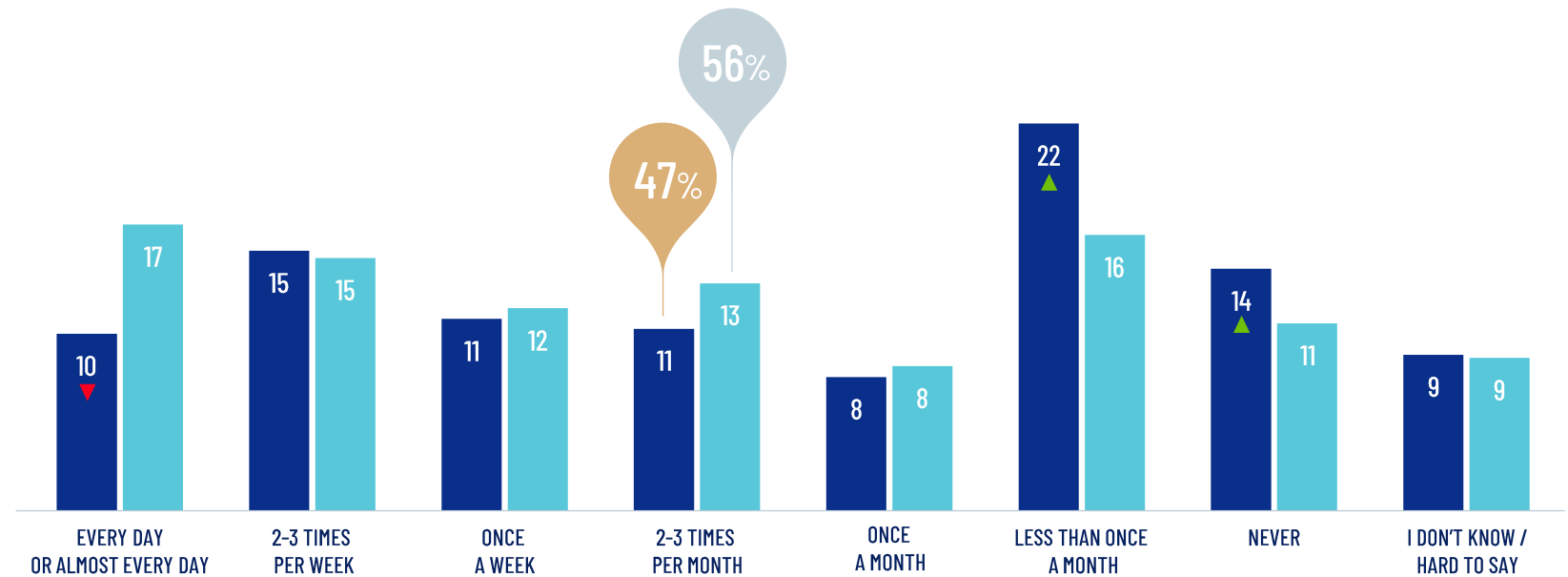
Although the Irish generally prefer to pay using a cashless option, there are still situations when they are determined to use cash, even if other options are available.

1/4 choose to pay with cash at least 2-3 times per week. However, this percentage is lower than in other countries where cash preferences are stronger.

At the same time, 22% is in such a situation very rarely (less than once a month) or never – 14%.



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



06

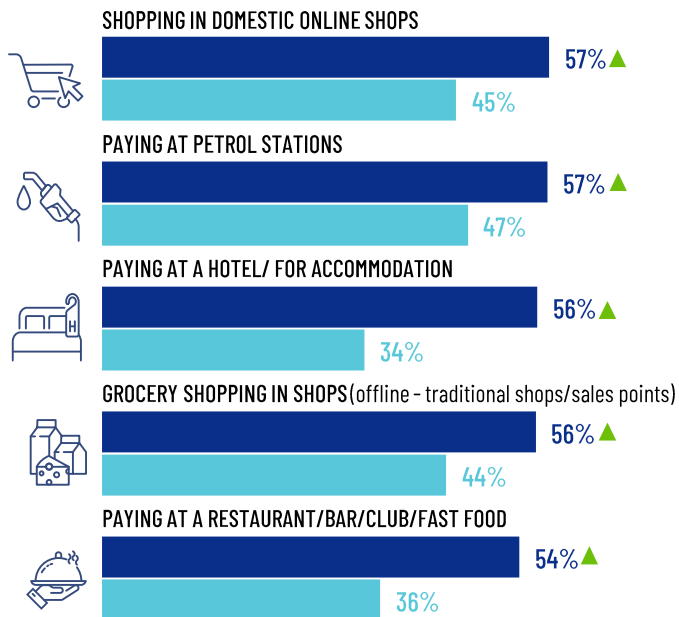
## DIGITAL PAYMENTS



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

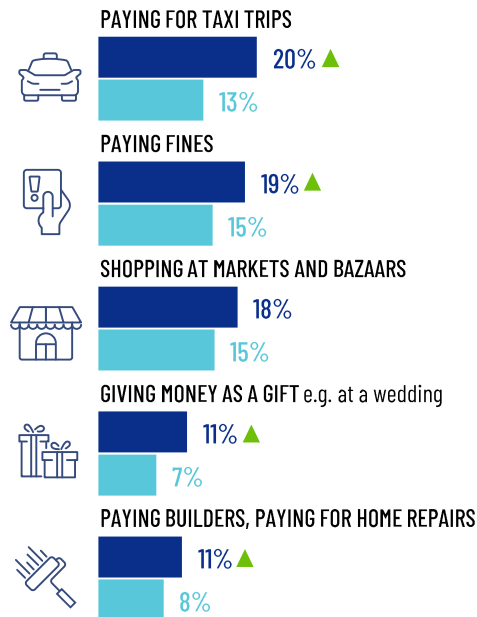
WHICH OF THESE GROUPS OF PRODUCTS AND SERVICES DO YOU ALWAYS OR ALMOST ALWAYS PAY FOR USING CASHLESS METHODS (card, phone, smartwatch or other device, virtual wallet etc.):

## MOST COMMON PRODUCTS AND SERVICES



▼ 3% NONE OF THE ABOVE / vs. 6% OTHER COUNTRIES

## RAREST PRODUCTS AND SERVICES



The Irish most often use cashless payments when shopping in domestic online shops, paying at petrol stations, for accommodation, for groceries and at restaurants – significantly more often than in other countries.

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

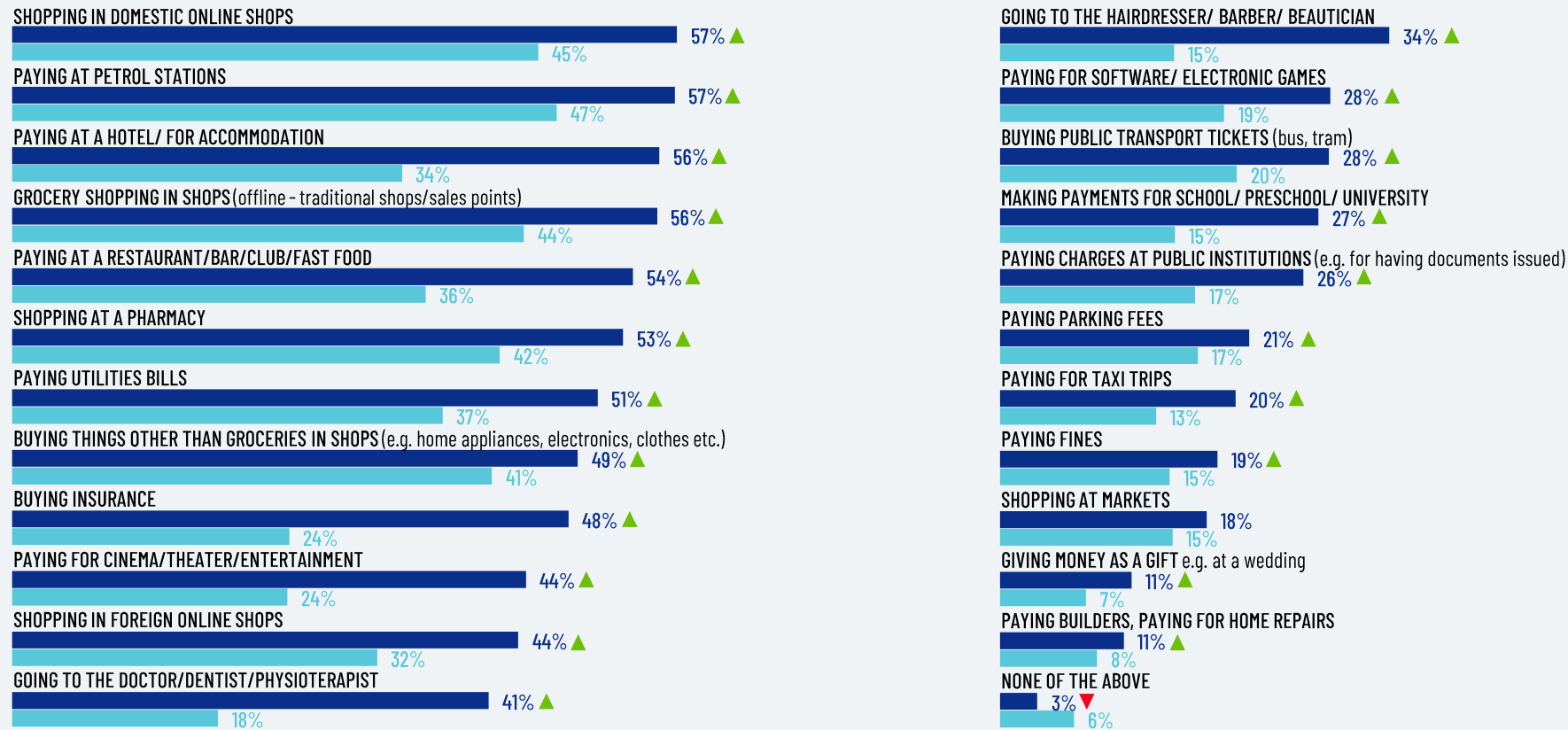
**57%** THE IRISH USE CASH-FREE PAYMENTS WHEN PAYING AT PETROL STATIONS

**3%** ONLY THIS PERCENTAGE OF PEOPLE IN IRELAND DO NOT USE ELECTRONIC PAYMENTS IN ANY SITUATION



# PRODUCTS AND SERVICES FOR WHICH THE IRISH PAY USING CASHLESS METHODS

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



## PERCEPTION OF PLACES OFFERING ELECTRONIC PAYMENTS



82%

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

Offering cashless payment methods has a positive effect on the perception of a place of purchase.

8 out of 10 people living in Ireland perceive a place where cashless electronic payments are available as modern. This is a similar percentage to one achieved in other countries. 74% believe that places offering cashless payments is customer-centric and 73% that it is safer for hygienic reasons.

How much do you agree or disagree with the following statement?

IF A PLACE OFFERS THE POSSIBILITY OF ELECTRONIC PAYMENTS (card, phone or other devices payments, virtual wallets etc.) ...

... I PERCEIVE IT AS MODERN



... I FEEL SAFER THERE (it is more hygienic than other payment methods)



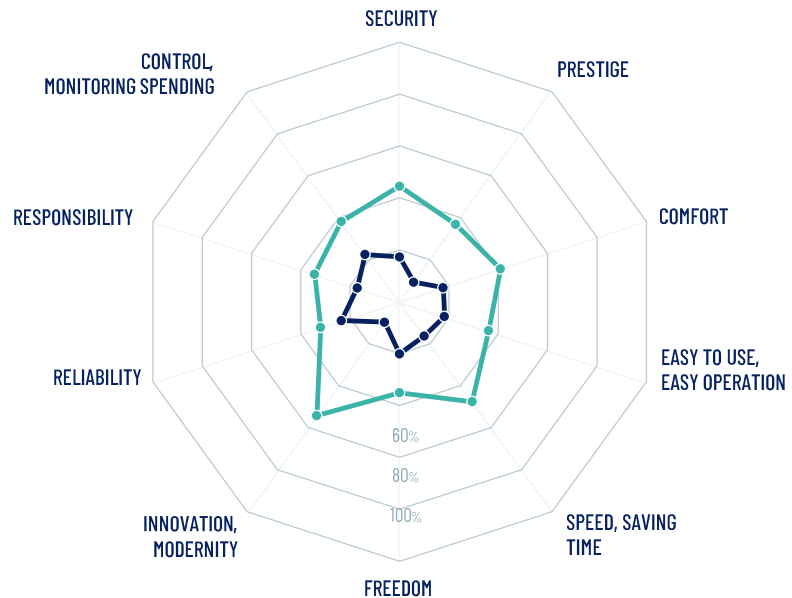
... I FEEL THIS BUSINESS IS CUSTOMER-CENTRIC



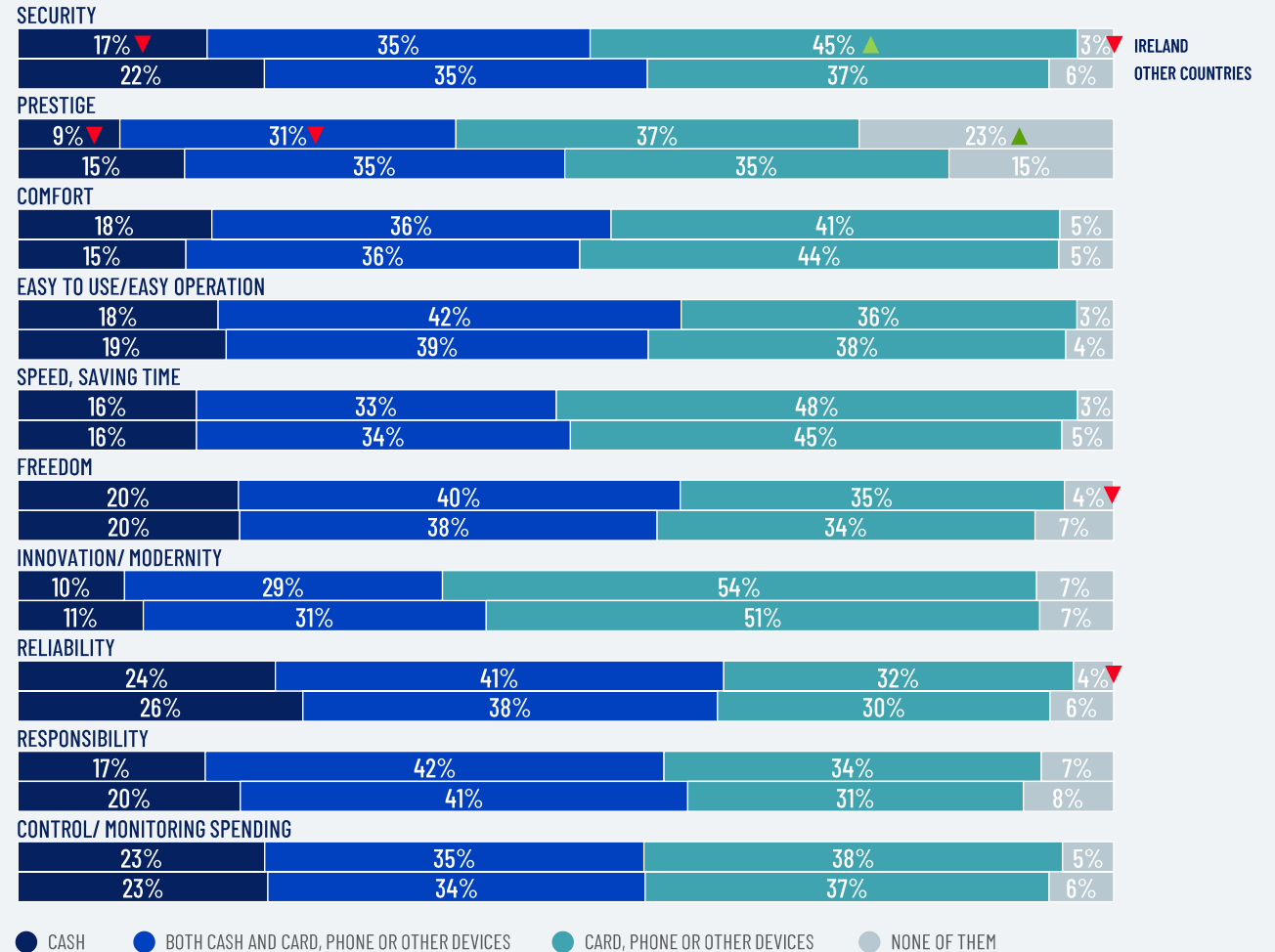
# PERCEPTION (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

The most important features that distinguish cashless payment methods are innovation, time saving, security and comfort. Cash, as in other countries, is most strongly associated with reliability and spending control.

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



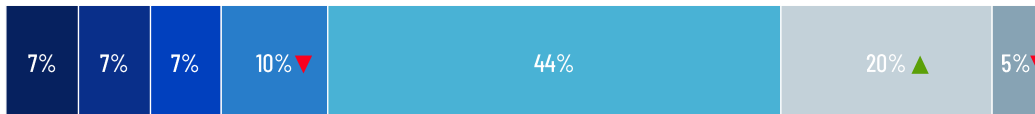
● CASH ● CARD, PHONE OR OTHER DEVICES



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

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

## IRELAND



## OTHER COUNTRIES



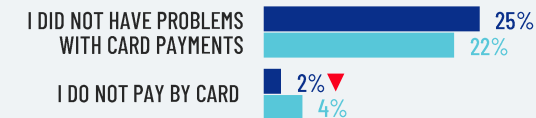
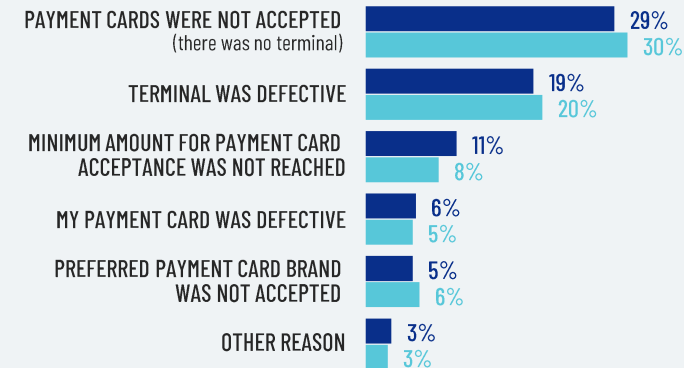
● EVERY DAY OR ALMOST EVERY DAY   ● 2-3 TIMES PER WEEK   ● ONCE A WEEK   ● SEVERAL TIMES A MONTH  
 ● ONCE A MONTH OR LESS OFTEN   ● NEVER   ● I DON'T KNOW / HARD TO SAY

1/4

THE IRISH HAVE NO PROBLEMS  
WITH CARD PAYMENTS



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



Situations where there is no possibility to pay by card is seen almost as often in Ireland as in other countries covered by the research – Irish people declare that such situations happen several times a month.

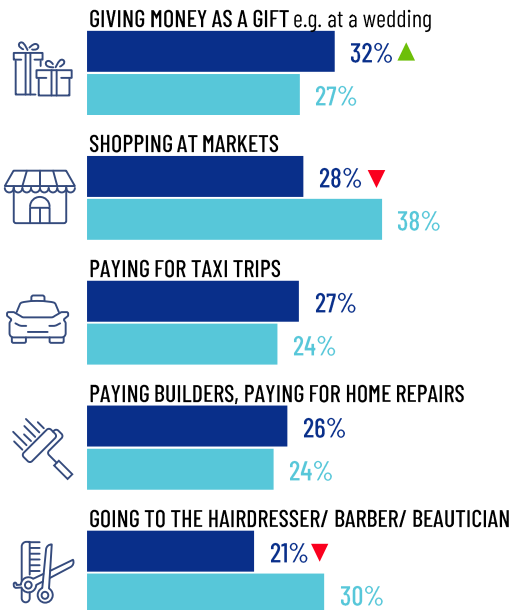
1/4 the Irish have no problems with card payments. If they have such difficulties, it is because cards are not accepted or the terminal is broken – same as in other countries.

# NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS



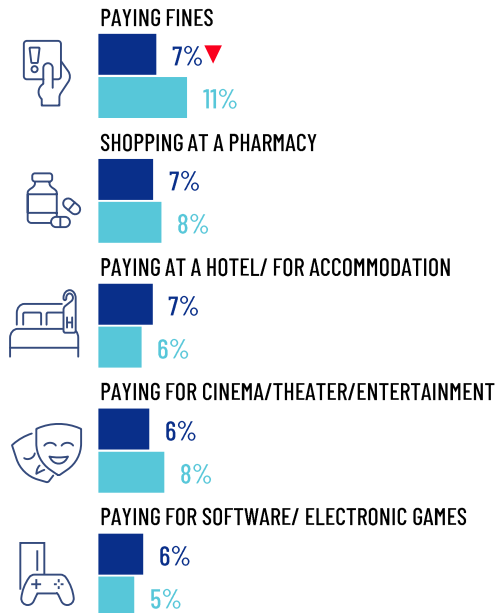
## IN WHICH SITUATIONS DO YOU REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE?

### MOST COMMON PRODUCTS AND SERVICES



20% NONE OF THE ABOVE / vs. 17% OTHER COUNTRIES

### RAREST PRODUCTS AND SERVICES



## 3/10

THE IRISH REGULARLY FIND THE OPTION TO PAY BY CARD UNAVAILABLE WHILE GIVING MONEY AS A GIFT

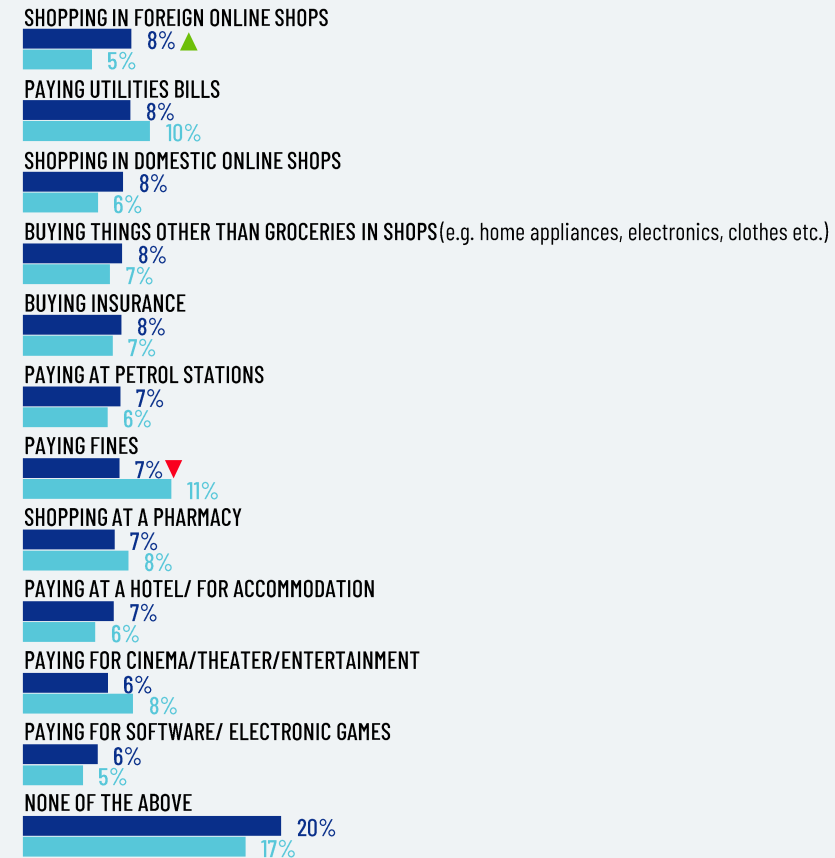
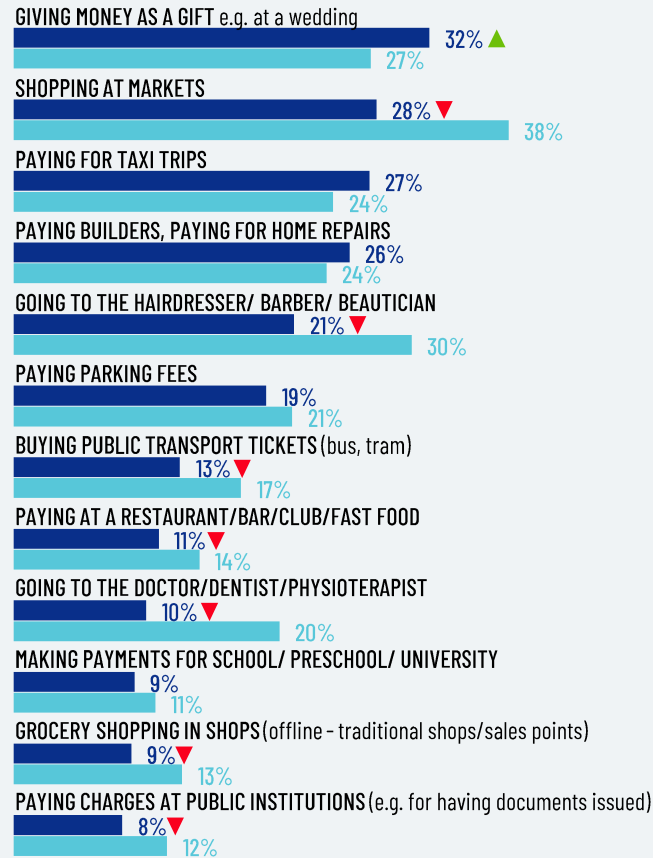
Most often, the Irish cannot use card when they want to give money as a gift – this result is even higher than in other countries.

Although markets are the second most common places in Ireland where card payment problems occur, they are much less often indicated than in other countries (28% vs. 38%).

The least frequent problems with card payments appear when paying fines, for software/ electronic games, entertainment, accommodation and at a pharmacy.

# NO POSSIBILITY TO PAY BY CARD IN WHICH SITUATIONS

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



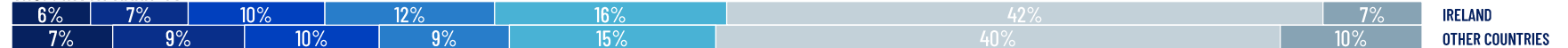
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO ELECTRONIC PAYMENT

The Irish most often have problems with shopping or using a service because they do not have enough cash with them when they do grocery shopping, at markets and when they pay hairdresser or beautician, or at restaurants.

They least often indicate such difficulties paying charges at public institutions or fines, purchase of software or electronic games, paying school fees.

## MOST COMMON PRODUCTS AND SERVICES

### SHOPPING AT MARKETS



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



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



### GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN

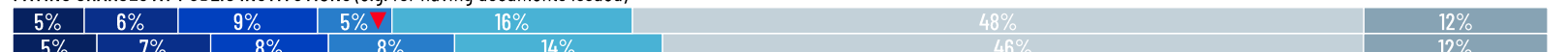


### PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



## RAREST PRODUCTS AND SERVICES

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



### SHOPPING IN FOREIGN ONLINE SHOPS



### MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



### PAYING FOR SOFTWARE/ ELECTRONIC GAMES



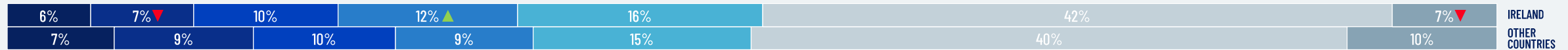
### PAYING FINES



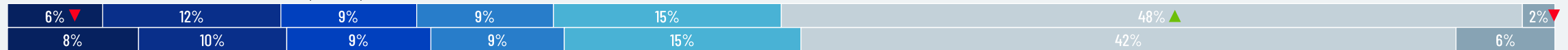
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO ELECTRONIC PAYMENT(1/3)

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?

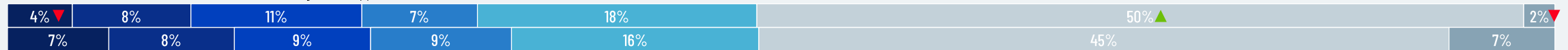
## SHOPPING AT MARKETS



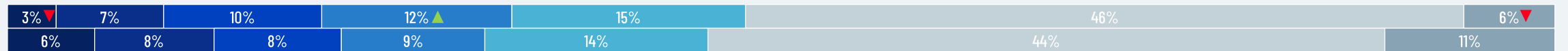
## GROCERY SHOPPING IN SHOPS (offline - traditional shops/sales points)



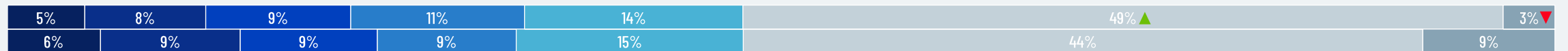
## BUYING THINGS OTHER THAN GROCERIES IN SHOPS (e.g. home appliances, electronics, clothes etc.)



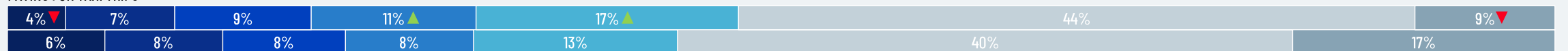
## GOING TO THE HAIRDRESSER/ BARBER/ BEAUTICIAN



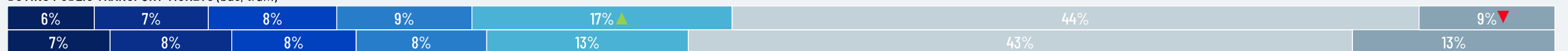
## PAYING AT A RESTAURANT/BAR/CLUB/FAST FOOD



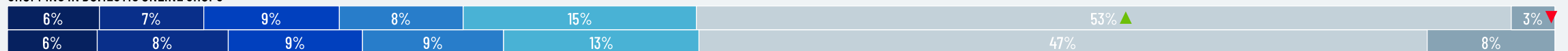
## PAYING FOR TAXI TRIPS



## BUYING PUBLIC TRANSPORT TICKETS (bus, tram)



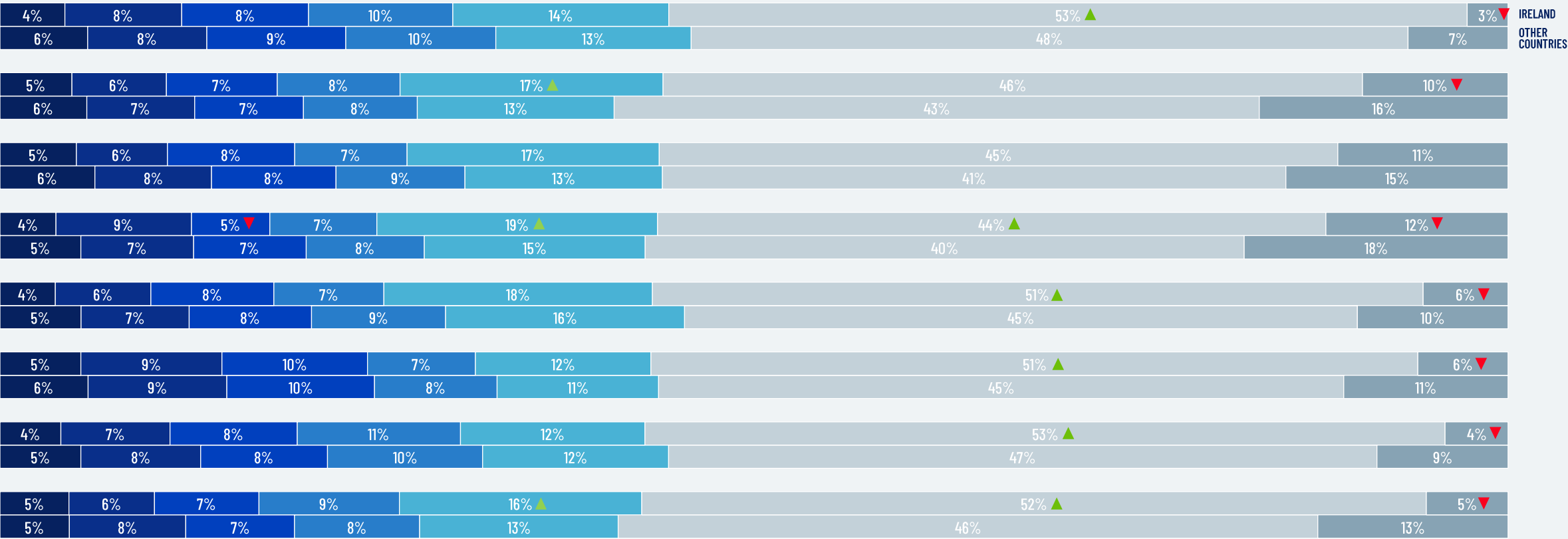
## SHOPPING IN DOMESTIC ONLINE SHOPS





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

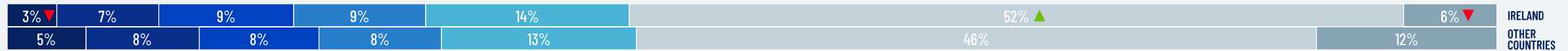
SOMETIMES PEOPLE CANNOT BUY ALL OF THE PRODUCTS OR SERVICES THEY WOULD LIKE TO PURCHASE BECAUSE THEY DO NOT HAVE ENOUGH CASH ON HAND.  
HAVE YOU EVER BEEN IN THIS KIND OF SITUATION?



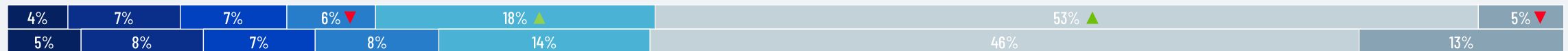
# NO POSSIBILITY OF PAYMENT DUE TO LACK OF CASH AND NO POSSIBILITY TO ELECTRONIC PAYMENT(3/3)

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?

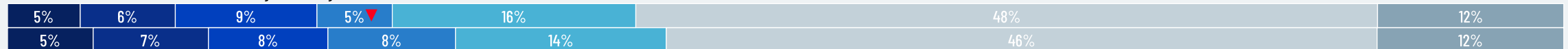
## PAYING FOR CINEMA/THEATER/ENTERTAINMENT



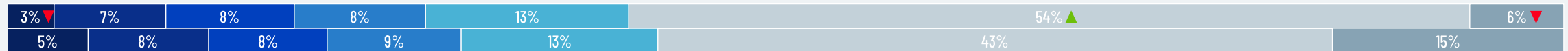
## PAYING AT A HOTEL/ FOR ACCOMMODATION



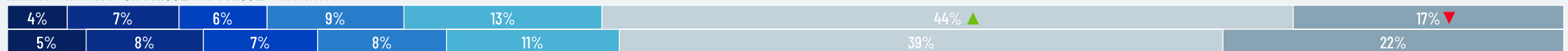
## PAYING CHARGES AT PUBLIC INSTITUTIONS(e.g. for having documents issued)



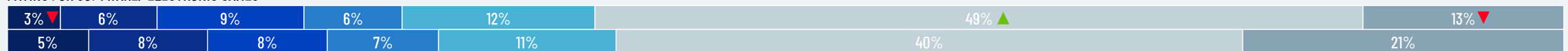
## SHOPPING IN FOREIGN ONLINE SHOPS



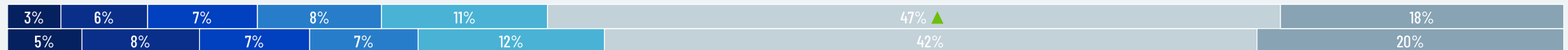
## MAKING PAYMENTS FOR SCHOOL/ PRESCHOOL/ UNIVERSITY



## PAYING FOR SOFTWARE/ ELECTRONIC GAMES



## PAYING FINES



# .07

## PAYMENTS **WHILE TRAVELLING**



## PAYMENTS ABROAD

When traveling, the Irish use a card, phone or other device more often than cash (70% vs. 56%).

When they pay by card abroad, as in other countries, more than half (55%) prefer to pay in their own currency with 45% choosing the local currency.

Opinions on charging the account when withdrawing cash from an ATM are divided, as in other countries, with a slight predominance of own country's currency (55%).

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



56%

CASH



70%▲

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

0%

OTHER FORM  
OF PAYMENT

59%

60%

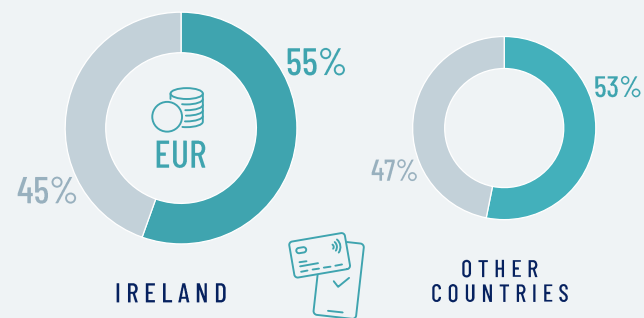
0%

OTHER COUNTRIES

IRELAND n=581; OTHER COUNTRIES n=7257

● IRELAND ● OTHER COUNTRIES

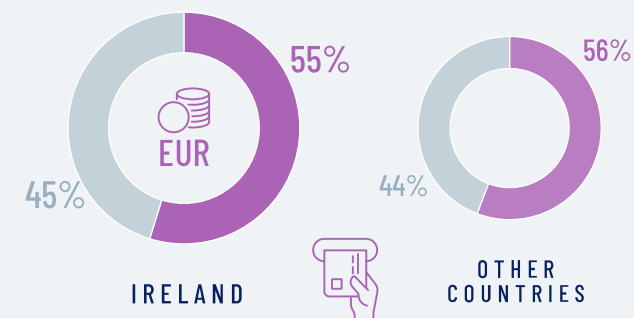
WHILE ABROAD, IN WHAT CURRENCY WOULD  
YOU LIKE TO PAY WITH BY CARD, PHONE  
OR OTHER DEVICES?



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

IRELAND n=409; OTHER COUNTRIES n=4345

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)?

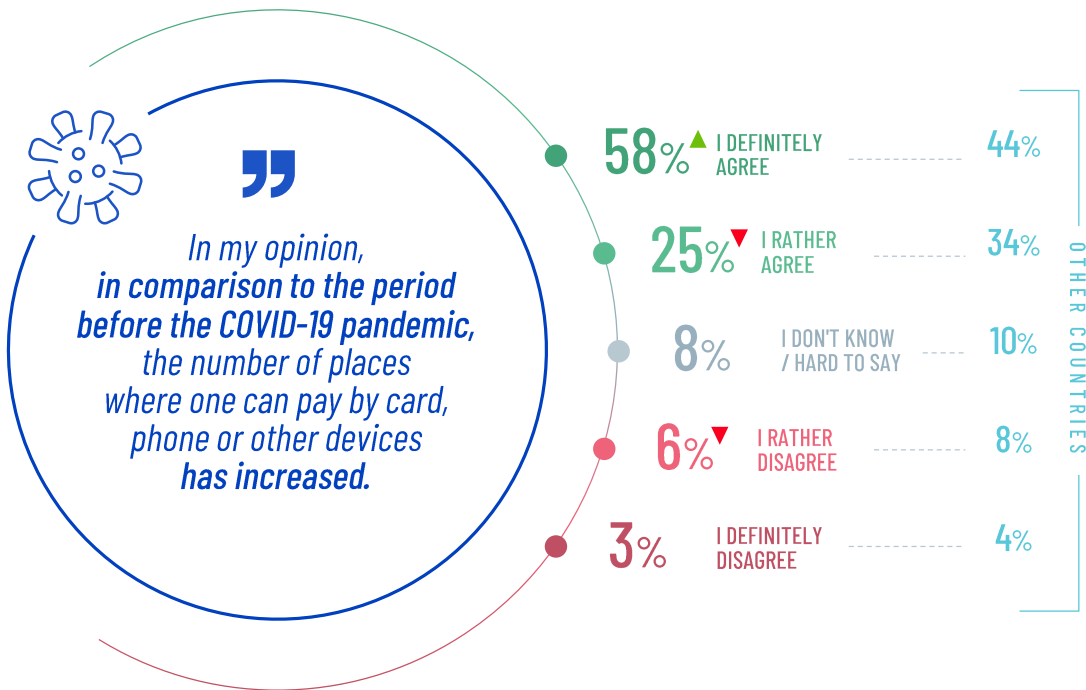


● MY OWN CURRENCY (my country's currency)  
● LOCAL CURRENCY (the currency of the country that I'm visiting)

IRELAND n=581; OTHER COUNTRIES n=7257

## ELECTRONIC PAYMENTS AND COVID-19 PANDEMIC

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



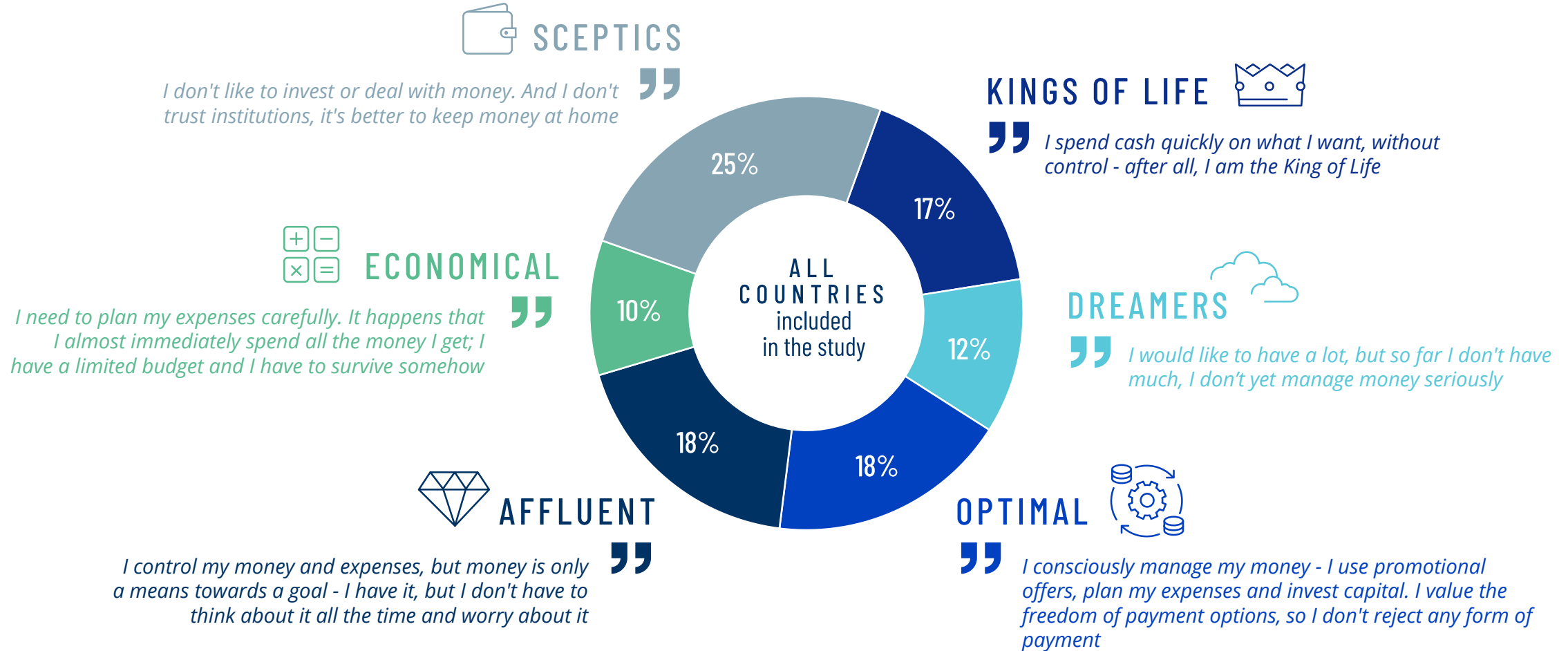
According to 83% of the Irish, it is true that after the COVID-19 pandemic, there are more places where you can pay with a card, phone or other devices.

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

# .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

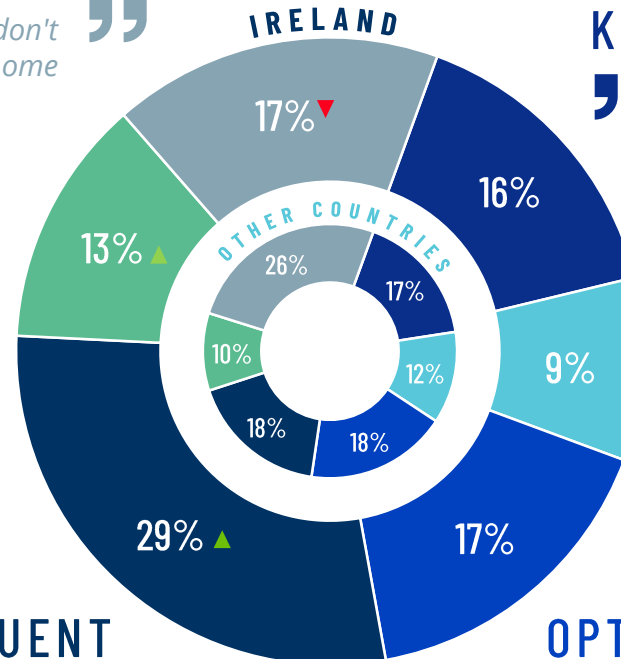


*I would like to have a lot, but so far I don't have much, I don't yet manage money seriously*

## OPTIMAL

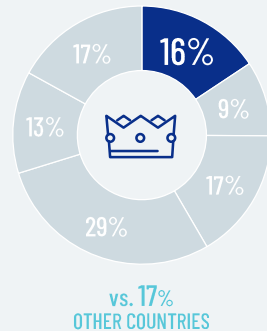


*I consciously manage my money - I use promotional offers, plan my expenses and invest capital. I value the freedom of payment options, so I don't reject any form of payment*





## 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



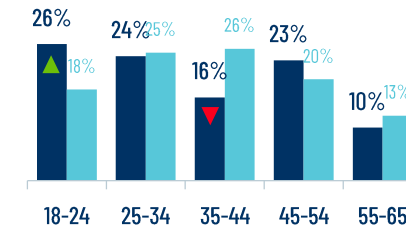
## ATTITUDES

- 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 least know how much money they have in their accounts**

## GENDER



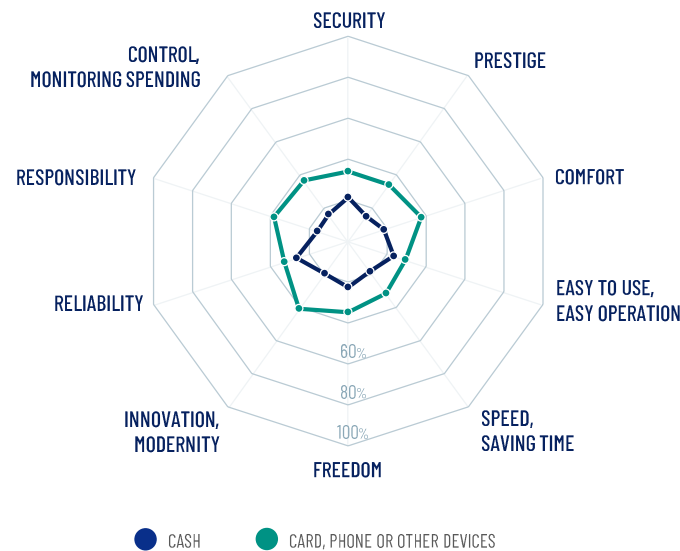
## AGE



## PREFERRED METHOD OF PAYMENT while shopping offline



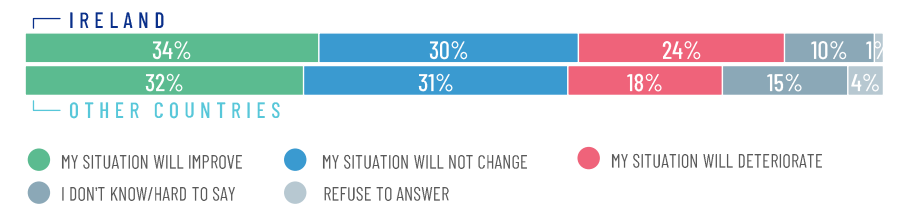
## PERCEPTION (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



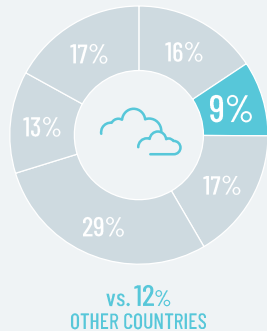
## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

IRELAND	5%	WE ARE VERY POOR we don't have enough even for basic needs	8%	OTHER COUNTRIES
	22%	WE ARE MODEST we have to seriously economize on a daily basis	27%	
	47%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	47%	
	16%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	14%	
	9%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	4%	

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



## SEGMENTATION - DREAMERS



## DREAMERS

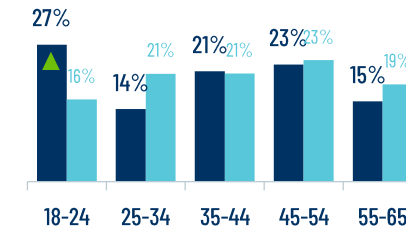
I would like to have a lot, but so far I don't have much, I don't yet manage money seriously



## GENDER



## AGE



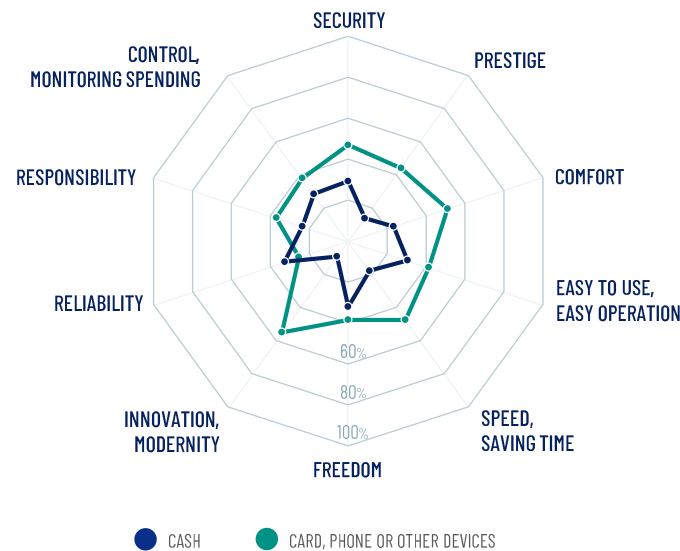
## PREFERRED METHOD OF PAYMENT while shopping offline



## 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

## PERCEPTION (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS

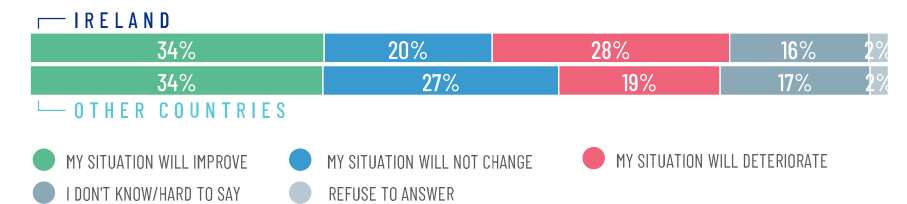


## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

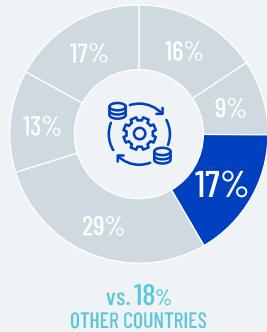
2%	WE ARE VERY POOR we don't have enough even for basic needs	4%
15%	WE ARE MODEST we have to seriously economize on a daily basis	19%
63%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	55%
15%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	19%
5%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	3%

IRELAND OTHER COUNTRIES

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



## SEGMENTATION - OPTIMAL



## OPTIMAL

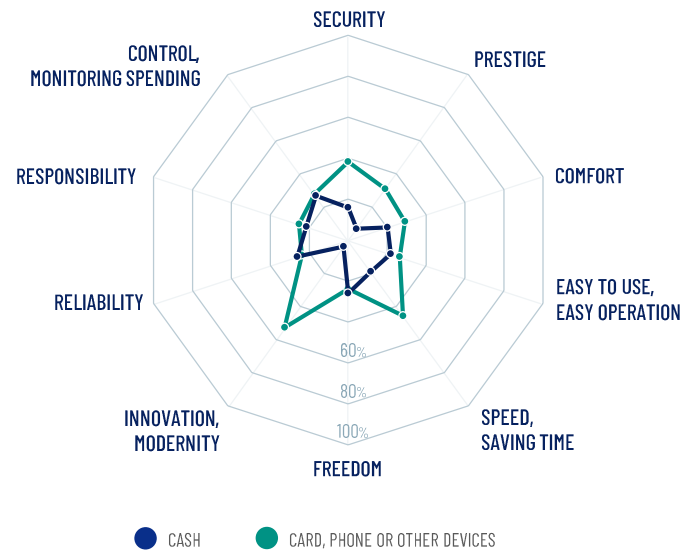
I consciously manage my money - I use promotional offers, plan my expenses and invest capital. I value the freedom of payment options, so I don't reject any form of payment

## ATTITUDES

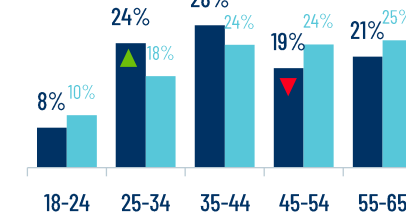
- **Money is important to them** - they like to think about it, talk about it, deal with it; **dealing with it gives them the greatest pleasure** compared to other segments
- **They save money, make financial plans** - they don't spend their money immediately
- They know perfectly well **how much money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

● IRELAND ● OTHER COUNTRIES

## GENDER

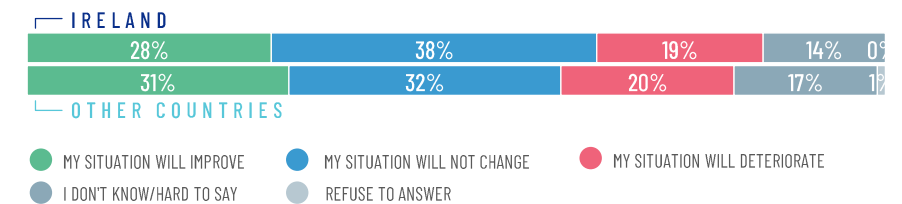
PERCEPTION (ASSOCIATIONS)  
OF CASH AND ELECTRONIC PAYMENTS

## AGE

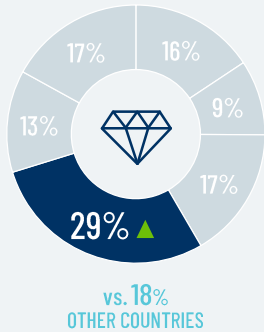
PREFERRED METHOD  
OF PAYMENT  
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL  
SITUATION OF YOUR HOUSEHOLD?

1%	WE ARE VERY POOR we don't have enough even for basic needs	2%
15%	WE ARE MODEST we have to seriously economize on a daily basis	18%
65%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	62%
12%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	17%
7%	WE LIVE ON A VERY GOOD LEVEL we can afford a certain level of luxury	2%

IRELAND OTHER COUNTRIES

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

vs. 18%  
OTHER COUNTRIES

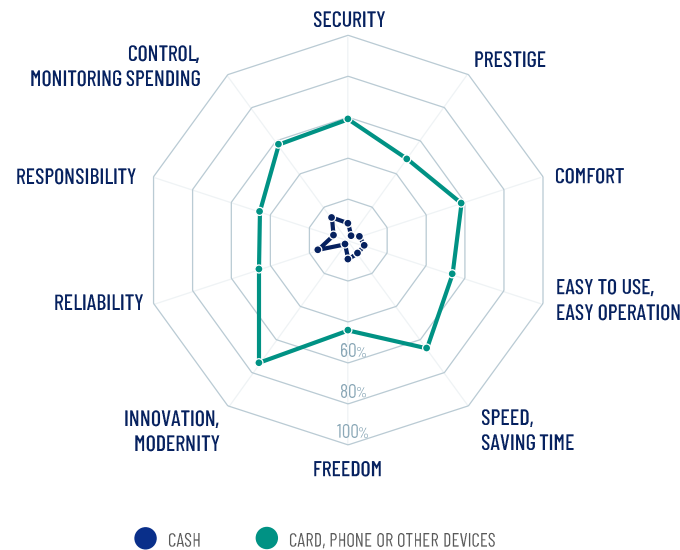
## ATTITUDES

- **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**

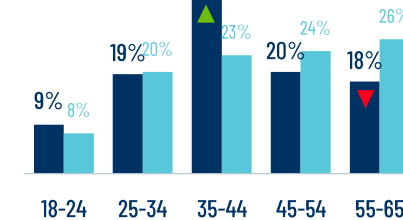
## GENDER



## PERCEPTION (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



## AGE



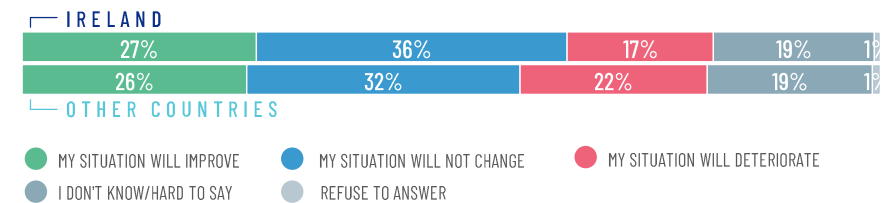
## PREFERRED METHOD OF PAYMENT while shopping offline



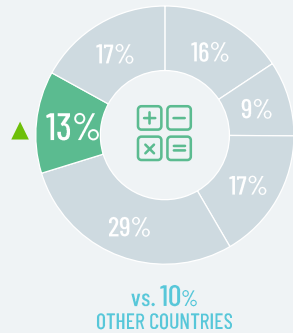
## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

1%	WE ARE VERY POOR we don't have enough even for basic needs	2%
21%	WE ARE MODEST we have to seriously economize on a daily basis	14%
59%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	63%
17%	WE LIVE ON A GOOD LEVEL we can afford a lot without really saving	18%
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?



## 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.

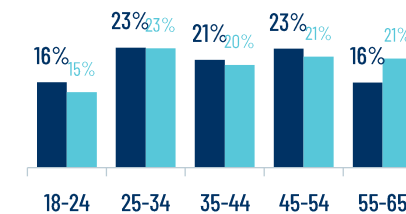
## ATTITUDES

- 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 **unlikely that they make financial plans**

## GENDER



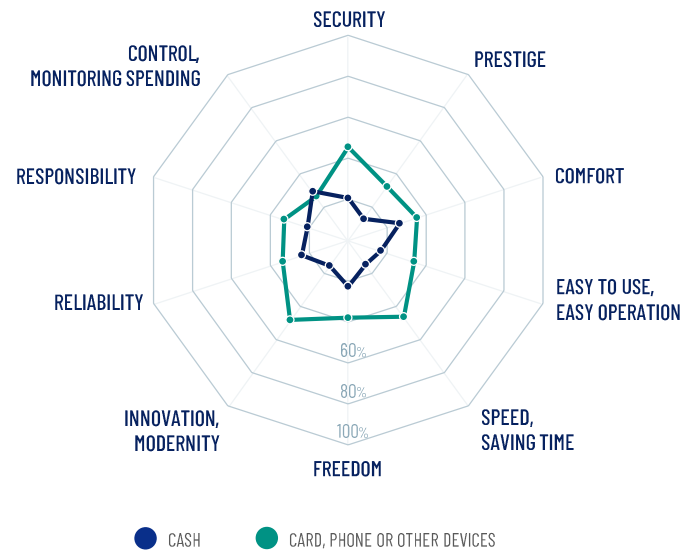
## AGE



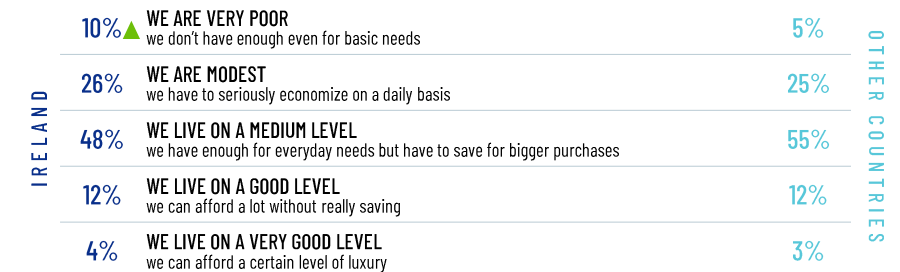
## PREFERRED METHOD OF PAYMENT while shopping offline



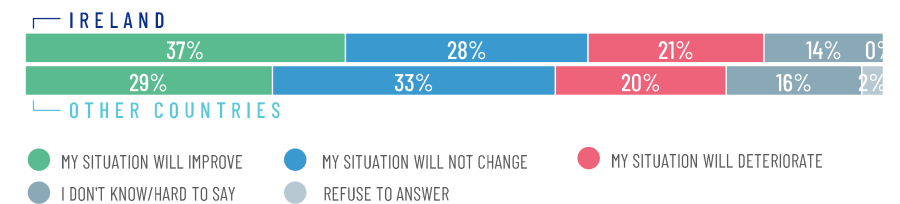
## PERCEPTION (ASSOCIATIONS) OF CASH AND ELECTRONIC PAYMENTS



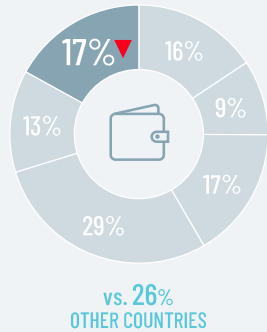
## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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



## SEGMENTATION - SCEPTICS

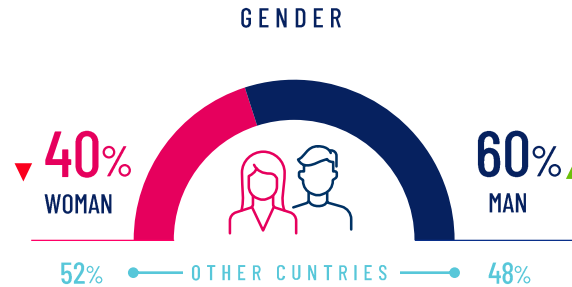
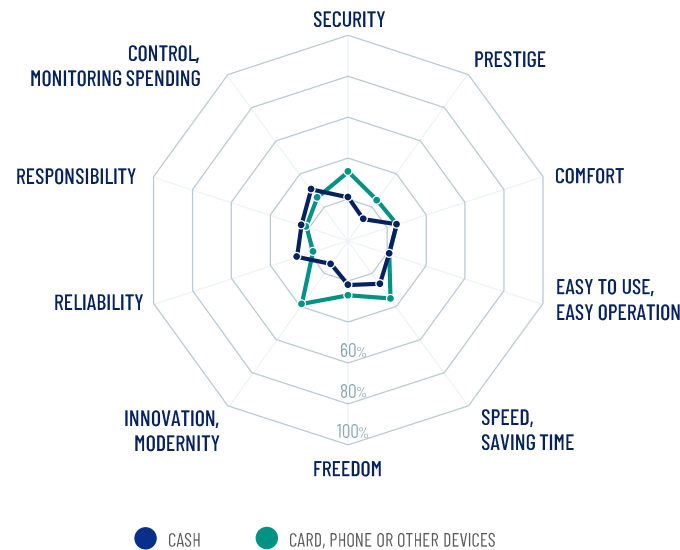


## SCEPTICS

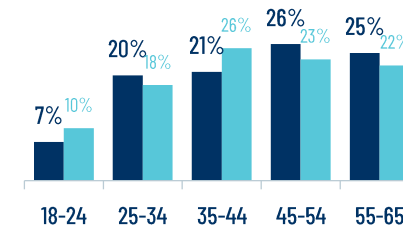
I don't like to invest or deal with money. And I don't trust institutions, it's better to keep money at home

## ATTITUDES

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

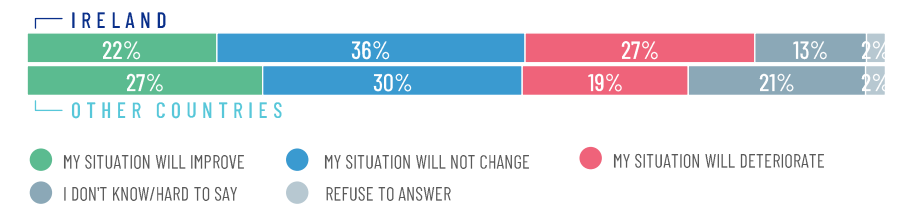
PERCEPTION (ASSOCIATIONS)  
OF CASH AND ELECTRONIC PAYMENTS

## AGE

PREFERRED METHOD  
OF PAYMENT  
while shopping offlineHOW DO YOU ASSESS THE FINANCIAL  
SITUATION OF YOUR HOUSEHOLD?

1%	WE ARE VERY POOR we don't have enough even for basic needs	5%
33%	WE ARE MODEST we have to seriously economize on a daily basis	25%
47%	WE LIVE ON A MEDIUM LEVEL we have enough for everyday needs but have to save for bigger purchases	56%
17%	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%

IRELAND OTHER COUNTRIES

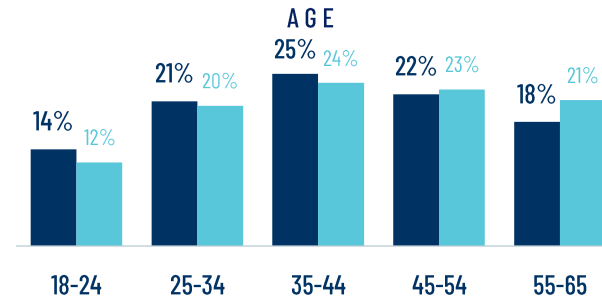
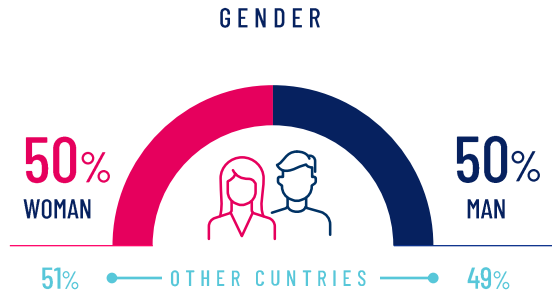
HOW DO YOU PICTURE YOUR HOUSEHOLD'S  
FINANCIAL SITUATION IN THE NEXT 12 MONTHS?

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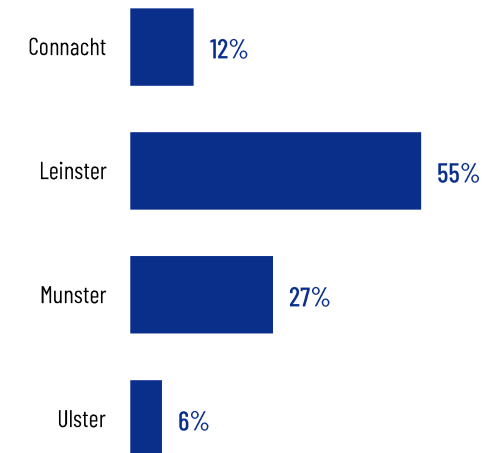
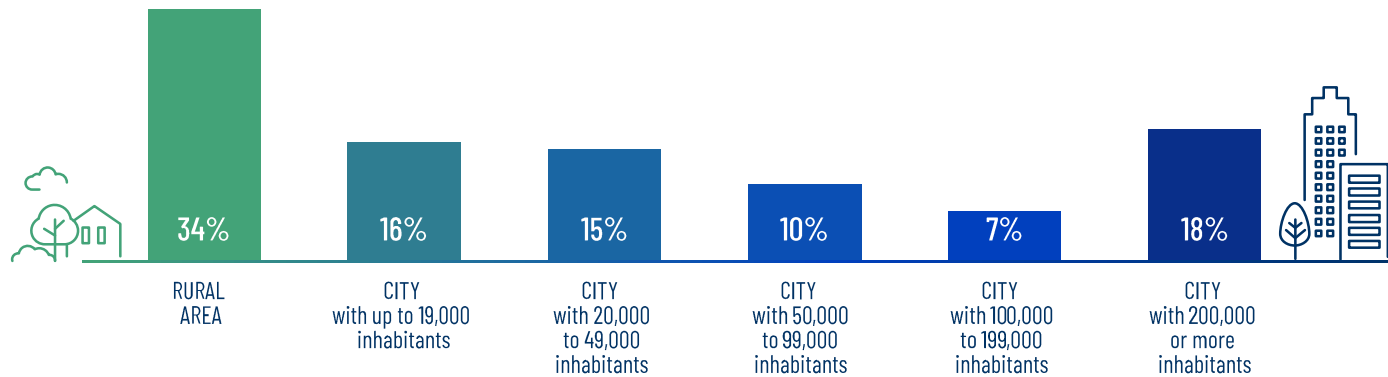
## ABOUT RESPONDENTS



## ABOUT RESPONDENTS



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



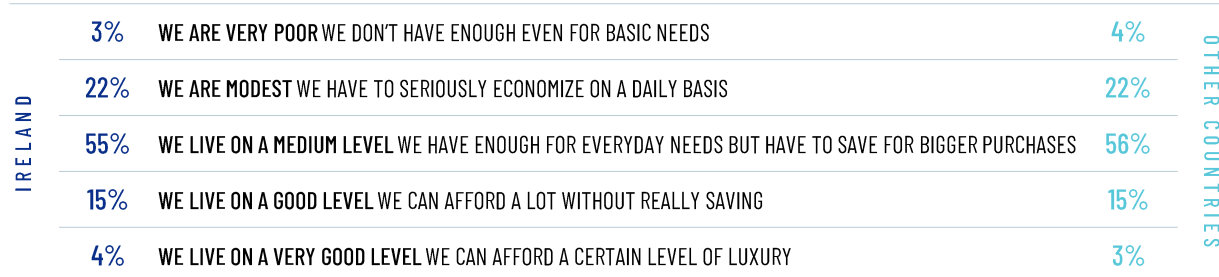


# ABOUT RESPONDENTS

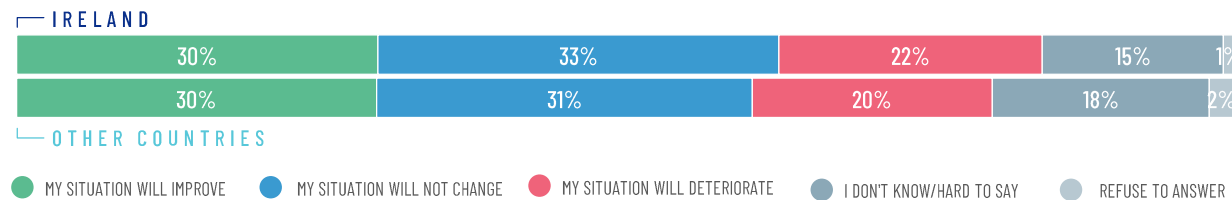
## YOUR CURRENT WORK SITUATION



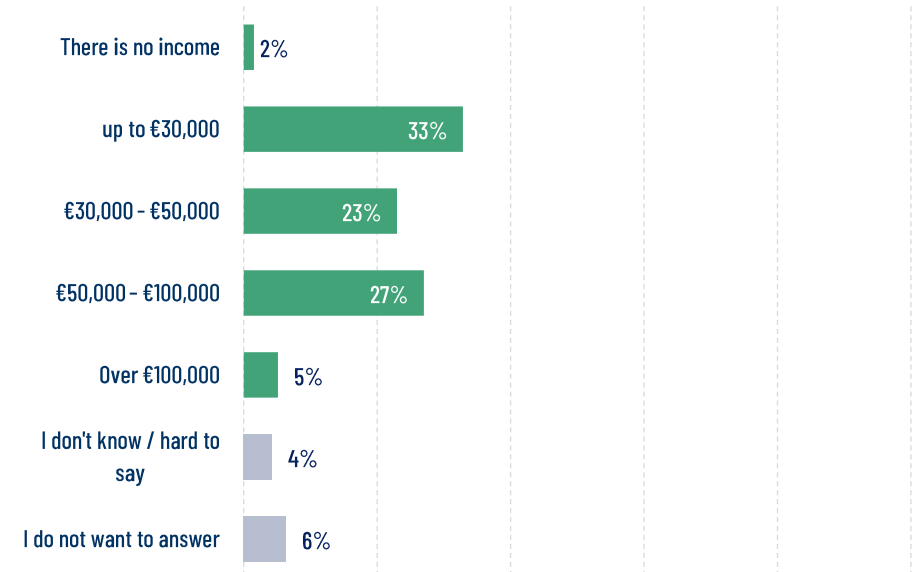
## HOW DO YOU ASSESS THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?



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

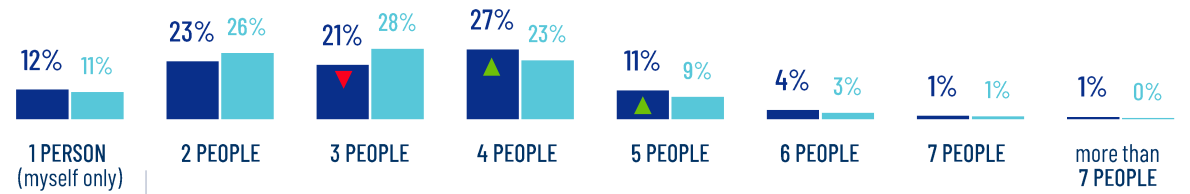


## WHAT IS THE TOTAL MONTHLY NET INCOME OF ALL THE PEOPLE LIVING IN YOUR HOUSEHOLD, FROM ALL SOURCES

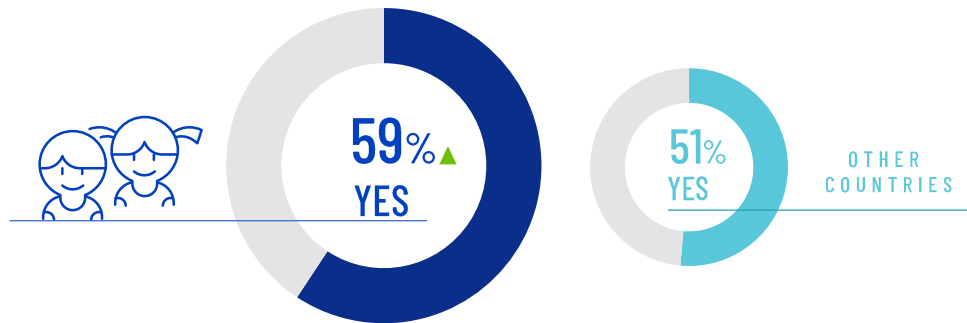


# ABOUT RESPONDENTS

**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

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