

# Cashing-in Globally

## About the Study

### Overview

Organizations around the world are heading toward a cashless future increasingly driven by mobile payments. This report utilizes data from Denmark, Sweden, Germany, the US, the UK, China, and Indonesia to show how often individuals in each country use cash. Furthermore, it demonstrates that many individuals across the globe believe a fully cashless society will be in place within 20 years. This information is valuable to brands as it can help them target cashless consumers and understand the expectations of this demographic.

### Method

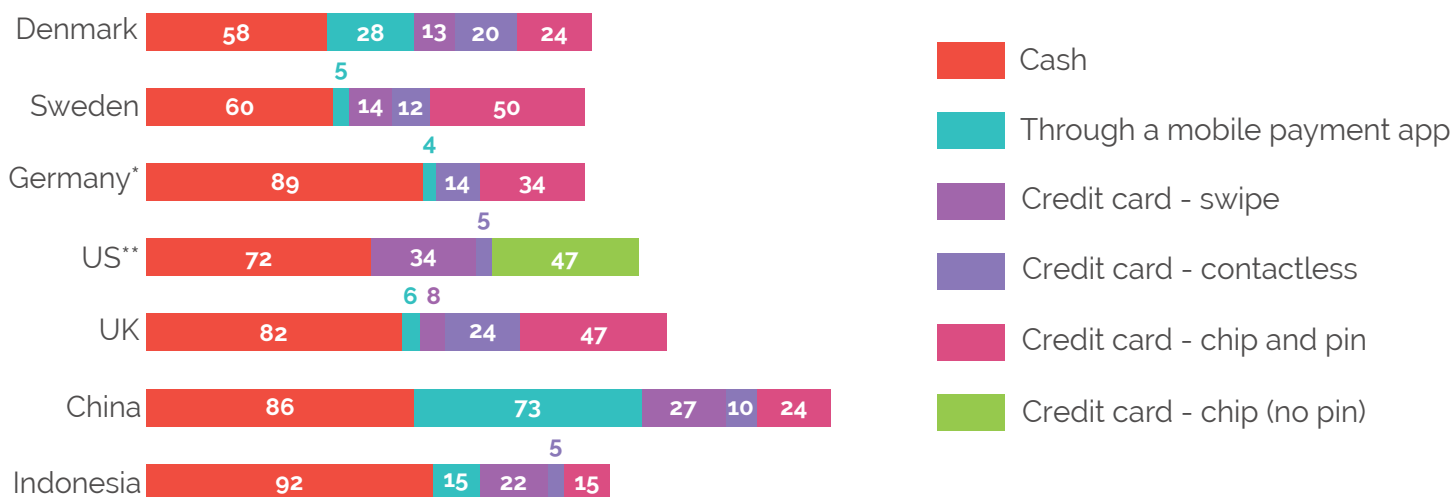
This report pulls data from YouGov Profiles and YouGov Omnibus surveys. Survey information by country is broken down as follows:

- Denmark n= 1,006 adults aged 18+ between 8th - 15th May 2017
- Sweden n= 1,013 adults aged 18+ between 8th - 20th May 2017
- Germany n= 2,044 adults aged 18+ between 21st - 24th April 2017
- US n= 2,276 adults aged 18+ between 27th April - 1st May 2017
- UK n= 2,010 nationally representative 18+ respondents
- China n= 1,006 18+ respondents representative of the online population
- Indonesia n= 1,048 adults aged 18+ between 21st April - 12th May 2017



# Cash, Credit Card, or Mobile Payment Data

Which, if any do you use when making purchases in-store?

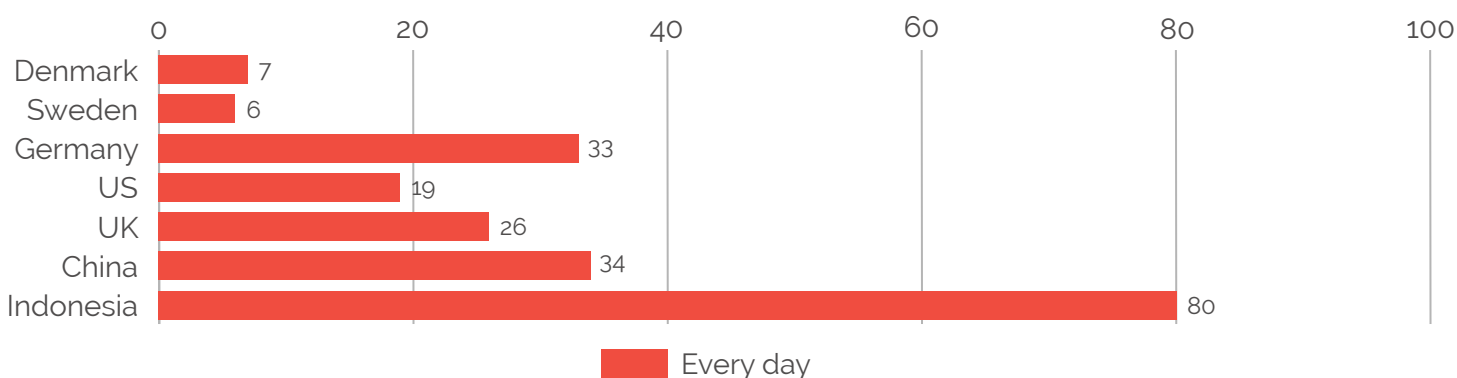


\*No data for swipe credit card use

\*\*No US data for "through a mobile payment app". Credit card with chip does not include pin.

While cash and credit card use is still more prevalent in many of the countries surveyed than payment through mobile apps, mobile app use for payment is on the rise. In China, only 13% more individuals use cash than mobile payment apps. In Denmark, almost 3 in 10 people use mobile payment apps while just under 6 in 10 use cash, less than in any other country analyzed.

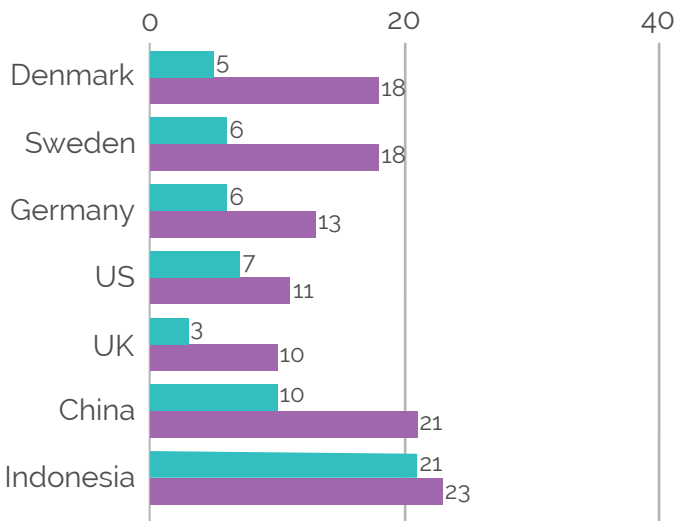
How often do you use cash?



With the exception of Indonesia, all of the countries reported that less than 4 in 10 individuals use cash daily. Nordic countries Denmark and Sweden reported that less than 1 in 10 used cash each day. Indonesia showed significantly higher daily cash use at 80%.

# Could Countries Become Fully Cashless?

Do you believe that your country will be a fully cashless society?

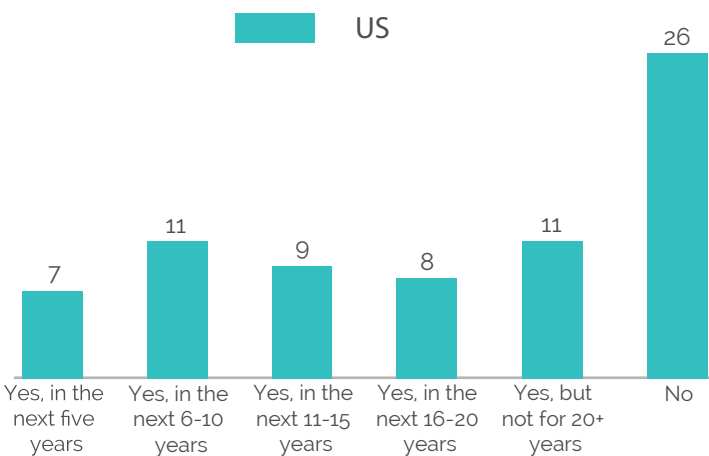
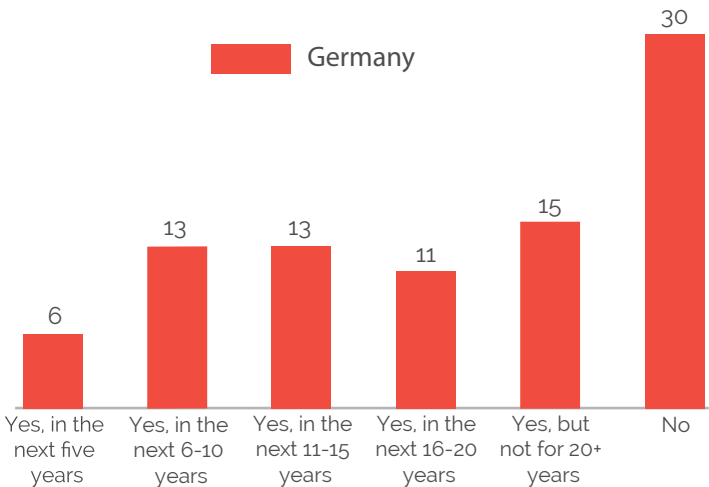
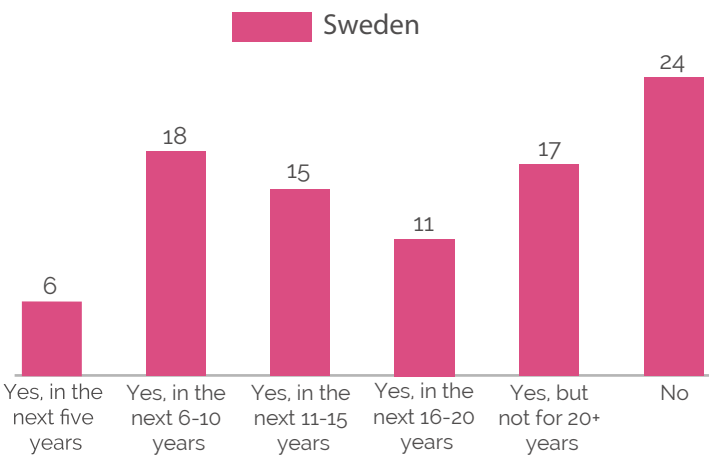
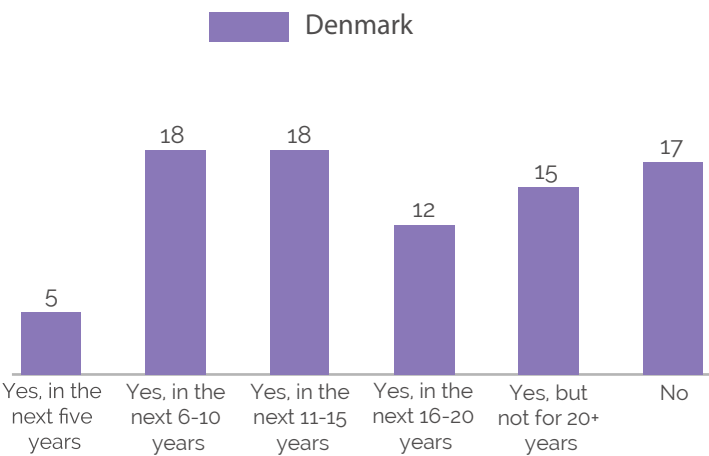


Yes, in the next five years

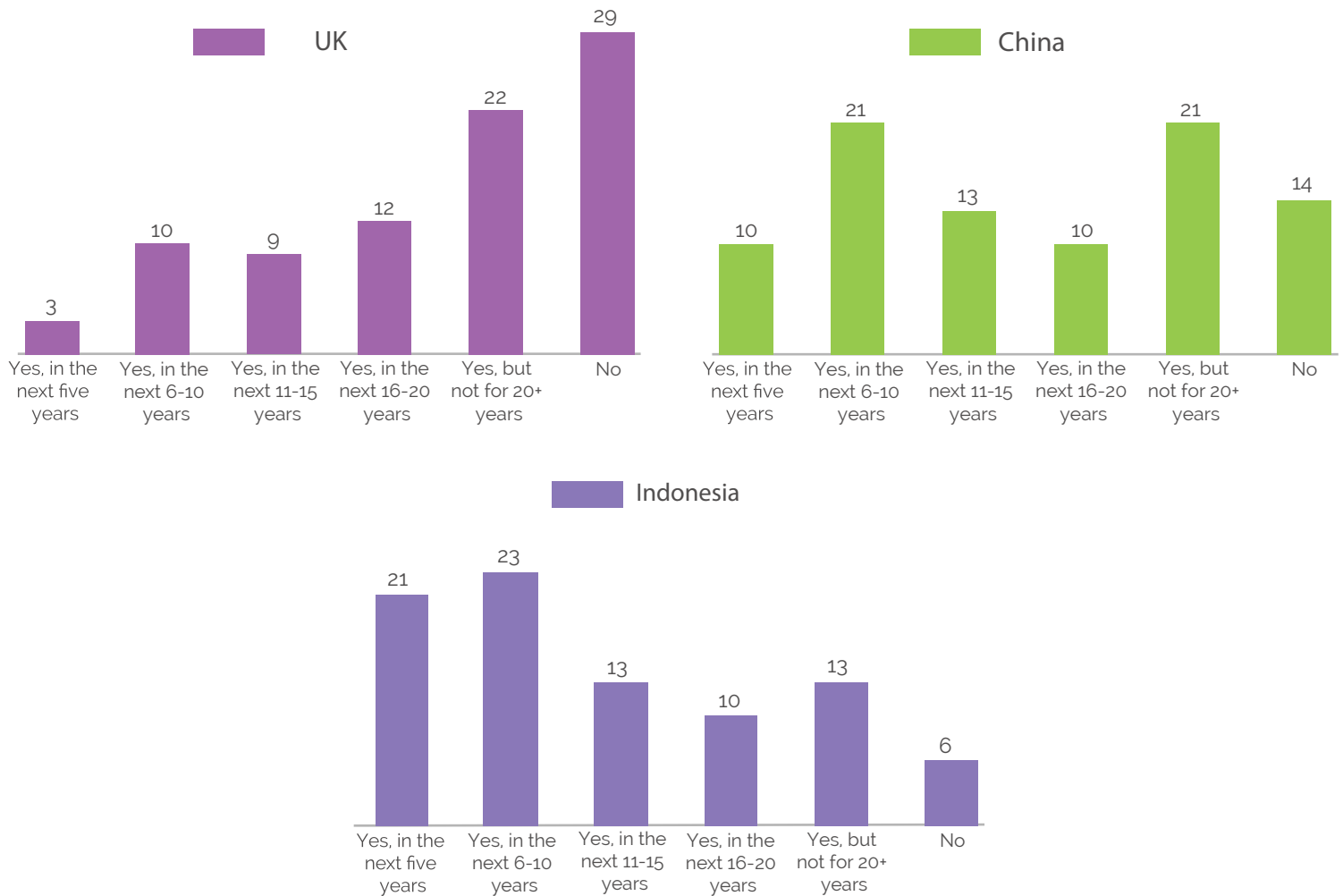
Yes, in the next 6-10 years

Even though Indonesia reported 8 in 10 individuals using cash daily, 44% of Indonesians surveyed believe that Indonesia could be fully cashless in the next 10 years. Other countries ranged from 13% in the UK to 31% in China believing that their country could be fully cashless within 10 years.

Do you believe that your country will be a fully cashless society? by country



## Do you believe that your country will be a fully cashless society? by country



At 46%, the US had the lowest percentage of belief that their country would someday be fully cashless. On the opposite end, Indonesia showed that 80% of those surveyed believe the country will be fully cashless at some point.

### About YouGov

YouGov is an international data and analytics group. Our core offering of consumer data is derived from our highly participative panel of 5 million people worldwide. For each panelist we have tens of thousands of connected data points so can answer the vast majority of research questions by interrogating existing data. Where we don't have the answers already, we can perform quick turn-around re-contact surveys for client specific research.