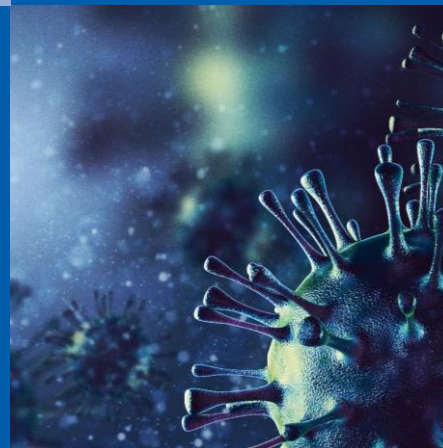
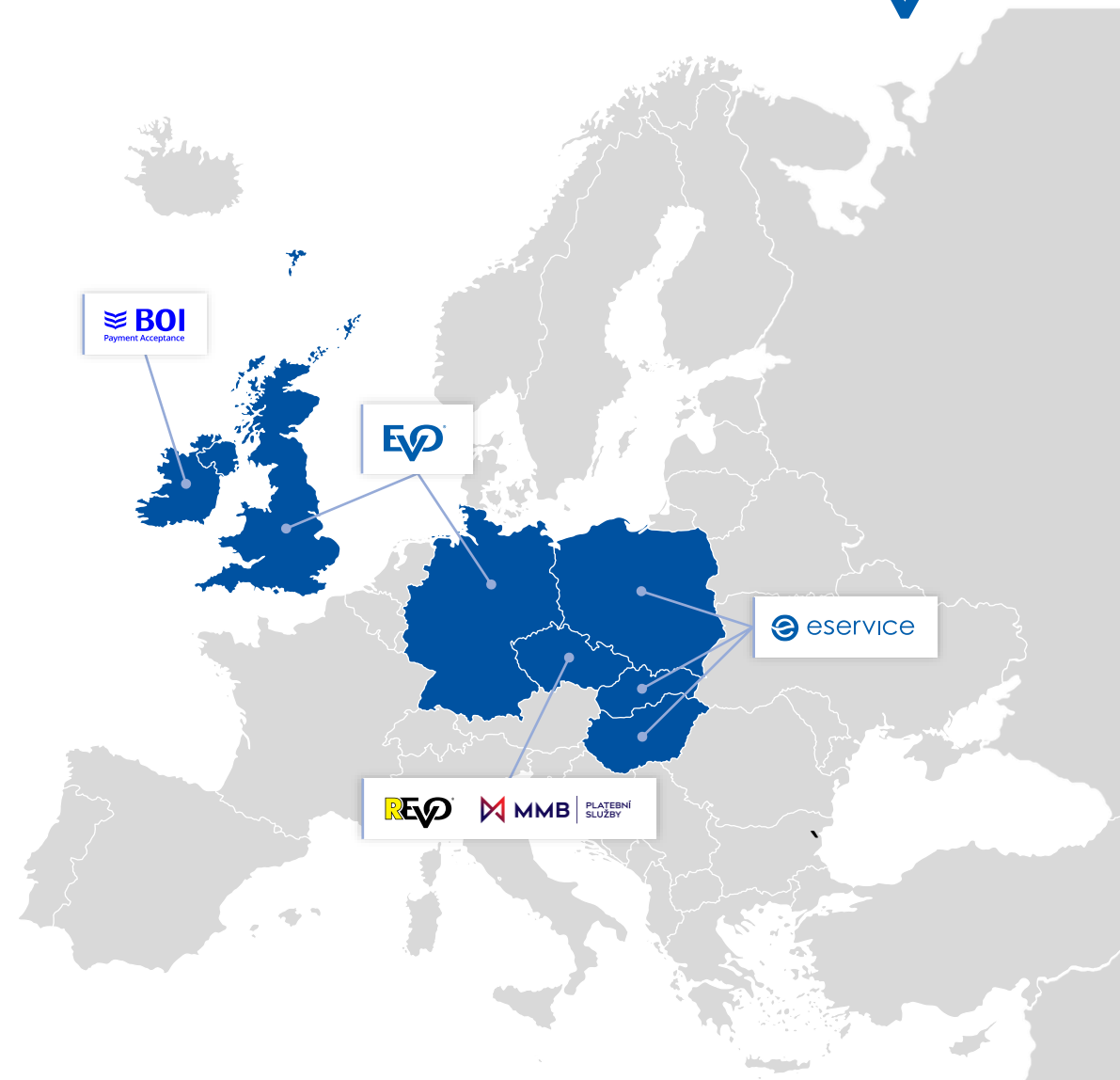




How COVID-19 changed European shopping and payments behaviour



The aim of the study
was to assess how
the COVID-19 pandemic
affected shopping habits
and payment behaviour
in different European
countries.

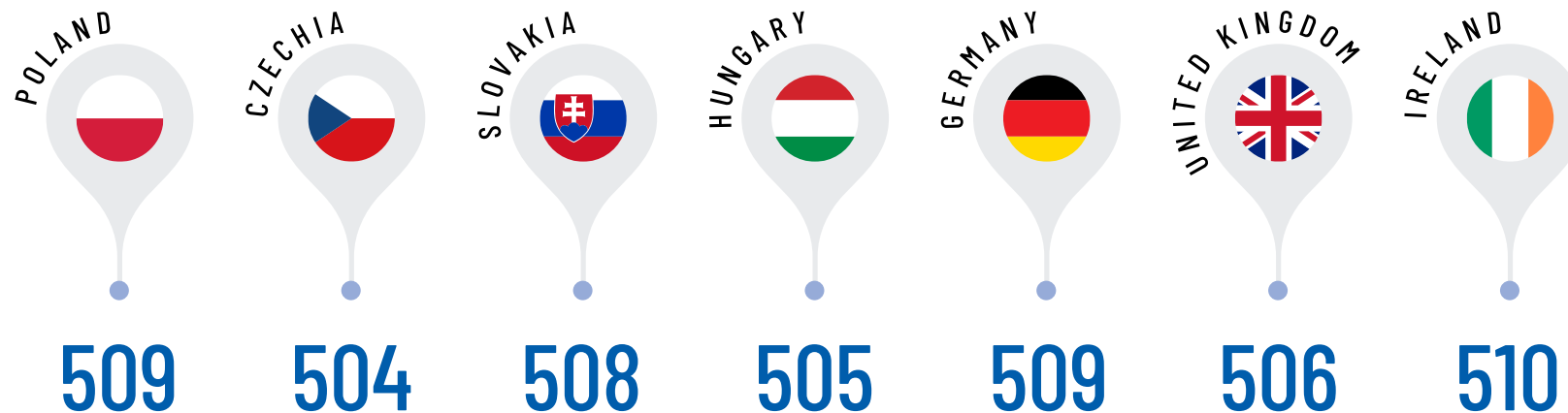


About the study



COUNTRIES IN THE STUDY

SAMPLE SIZE



survey realised in cooperation with **VISA**



RESPONDENTS

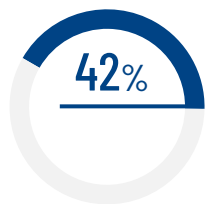
Each country is represented by a sample group aged 18-65.

RESEARCH METHOD

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

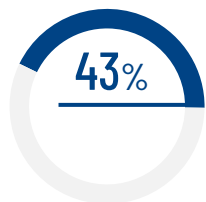


COVID-19 pandemic – how did it affect Europeans?



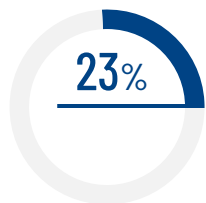
more than
4/10

Europeans declare that the pandemic **encouraged them to buy online.**



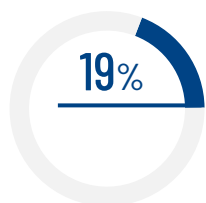
more than
4/10

Europeans started to **pay by card/cashlessly more often** due to the pandemic.



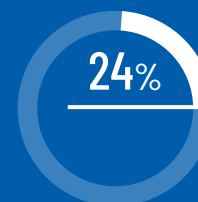
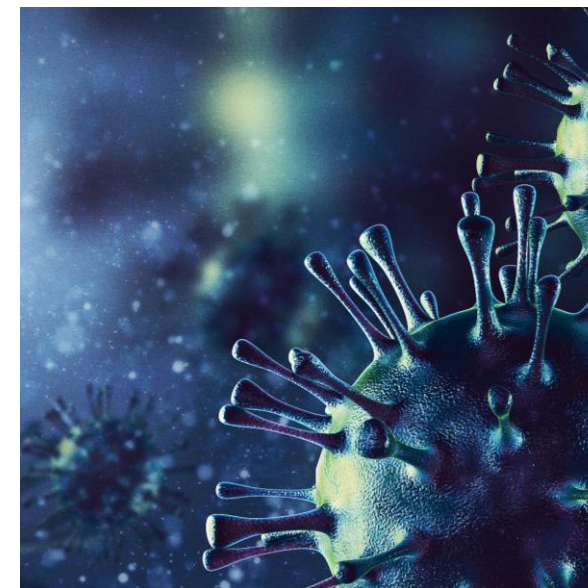
almost
1/4

Europeans plan to use **traditional card payment while shopping offline more often** than before pandemic.



almost
1/5

Europeans plan to use **traditional card payment while shopping online more often** than before pandemic.



almost
1/4

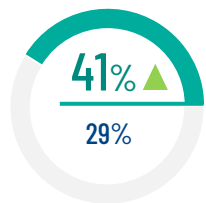
Europeans think that the COVID-19 **pandemic will end in 1st half of 2022.**



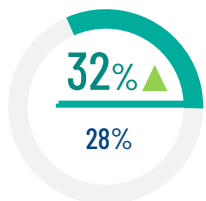
Slovakia vs Europe

how COVID-19 pandemic
changed Slovak shopping

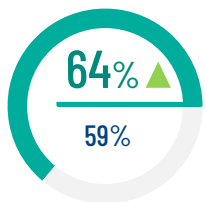
COVID-19 pandemic – how did it affect Slovaks?



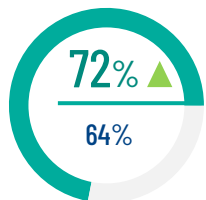
2/5 of Slovaks **admit that the COVID-19 pandemic deteriorated their financial situation.**



1/3 of Slovaks **think that their financial situation will improve in the next 12 months.**



almost 2/3 of Slovaks **want to pay with cash as often as before the pandemic.**



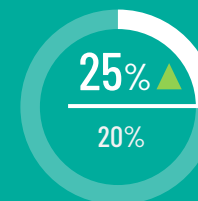
7/10 of Slovaks **plan to use traditional card payments as often as before the pandemic while shopping online.**



In Slovakia, the pandemic has accelerated changes in shopping and paying behaviours that were already visible pre-COVID.

However, uncertainty and difficulty – but also optimism – are present in Slovaks in this „pandemic world“.

1/4

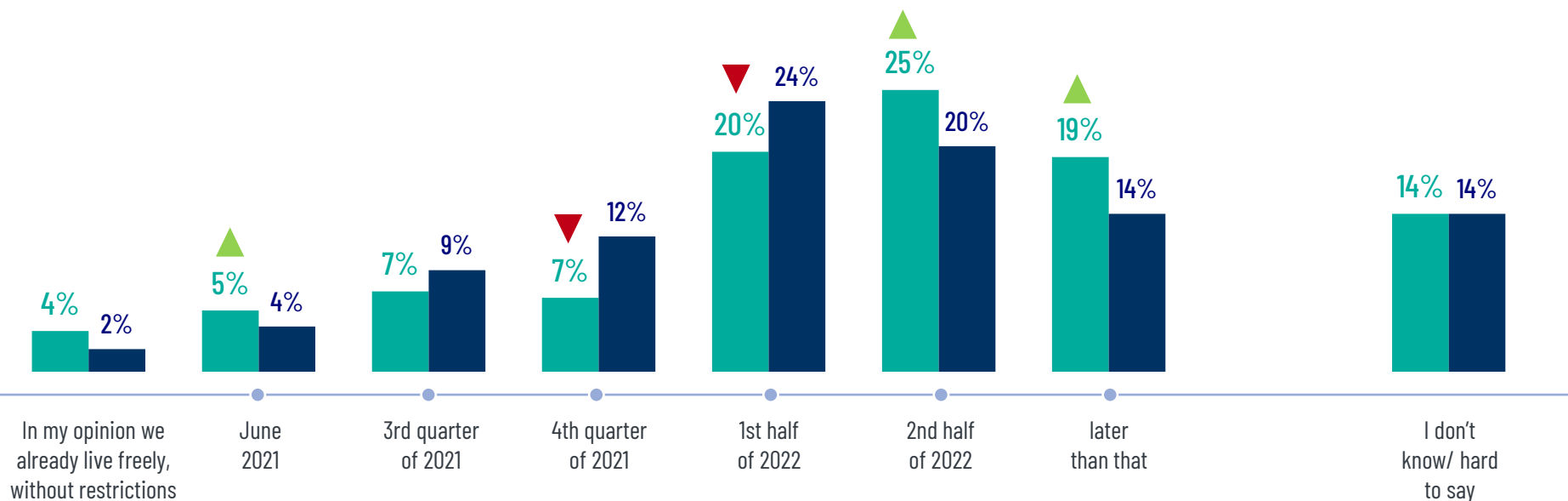


of Slovaks think that the return to „normal life“ will be possible in **the 2nd half of 2022.**

Slovaks – pandemic optimists or pessimists?

WHEN DO YOU THINK WE WILL LIVE NORMALLY IN SLOVAKIA, WITHOUT RESTRICTIONS?

■ Slovakia
■ Europe



1/4



of Slovaks think that **"normal life"** – life without restrictions – **will return during the 2nd half of 2022.**

1/5 claim that restrictions will be lifted later than that. It's significantly more than in the rest of Europe.

Economic situation and optimism



HOW DO YOU ASSESS THE FINANCIAL STATUS OF YOUR HOUSEHOLD?

WE HAVE A VERY HIGH STANDARD OF LIVING

we can afford a high degree of luxury



WE HAVE A GOOD STANDARD OF LIVING

we can afford a lot without really saving



WE HAVE AN AVERAGE STANDARD OF LIVING

we have enough for the everyday needs, but have to save for bigger purchases



WE HAVE A MODEST STANDARD OF LIVING

we have to seriously economize on a daily basis



WE ARE VERY POOR

we don't have enough even for the basic needs



HOW DID THE COVID-19 PANDEMIC AFFECT THE FINANCIAL SITUATION OF YOUR HOUSEHOLD?

MY SITUATION HAS DETERIORATED



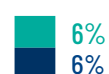
MY SITUATION HAS IMPROVED



MY SITUATION DID NOT CHANGE



I DON'T KNOW/HARD TO SAY



REFUSED TO ANSWER



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

MY SITUATION WILL DETERIORATE



MY SITUATION WILL IMPROVE



MY SITUATION WILL NOT CHANGE



I DON'T KNOW/HARD TO SAY



REFUSED TO ANSWER



The pandemic strongly affected Slovaks but a large group of them look into the future with optimism.

2/3

of them assess their living status as average and 1/8 as high. 2/5 claim that the COVID-19 pandemic has deteriorated their financial situation (it's a higher result compared to other European countries).

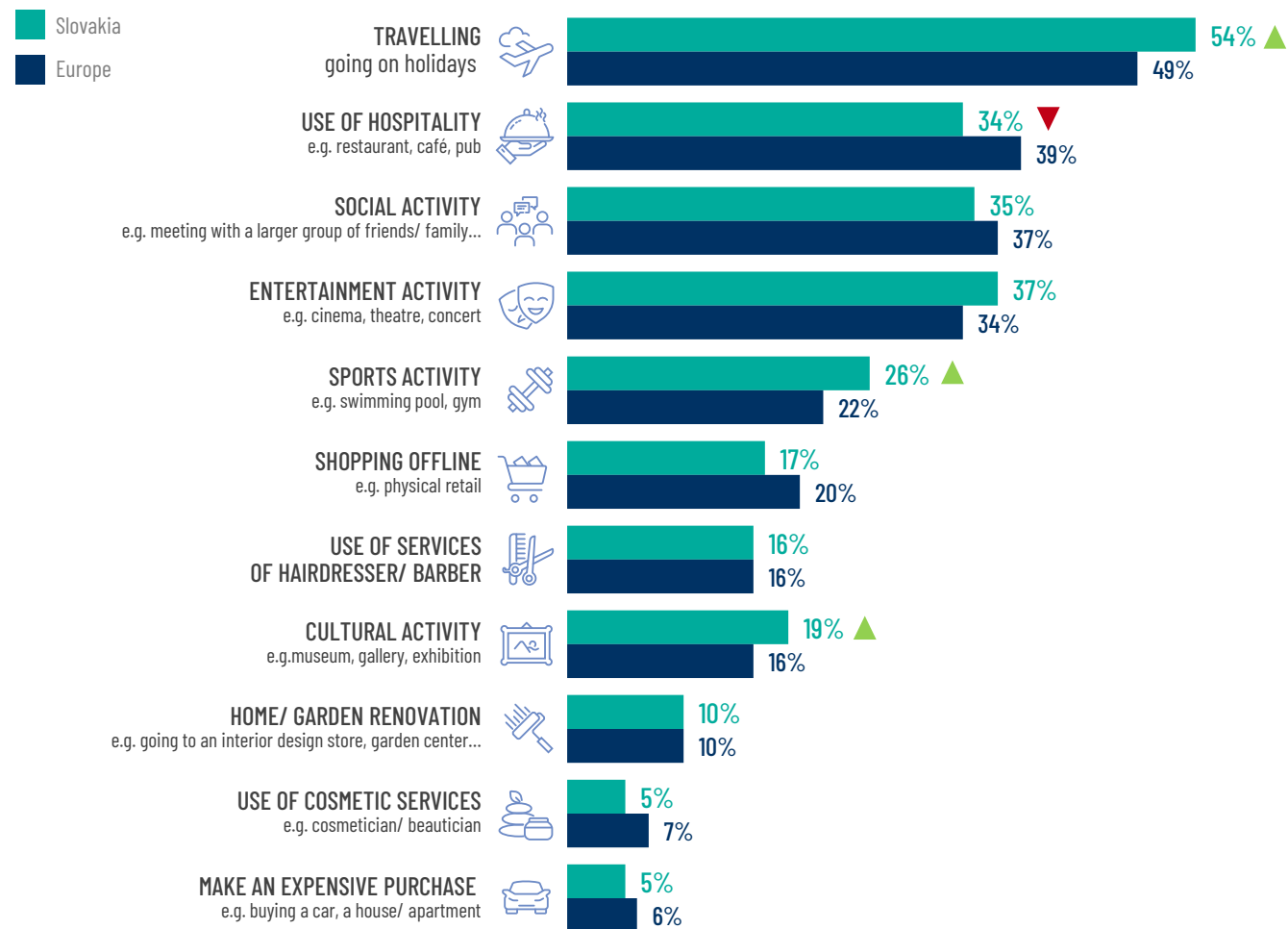
About 1/3 believe that their financial situation will improve during the next 12 months but 1/5 don't want to make assumptions about it (both results are higher than in other countries).



What are Slovaks waiting for the most?

WHICH OF THE FOLLOWING DO YOU WANT TO DO NOW SINCE THE RESTRICTIONS HAVE BEEN LIFTED IN SLOVAKIA?

Choose max. 3 answers.



Travelling, use of hospitality/gastronomy services, and social activity are the most frequently indicated activities the Europeans want to do immediately after the restrictions are lifted. Some of these tendencies are even stronger among Slovaks. Slovaks indicate the use of gastronomy services less often than other Europeans.

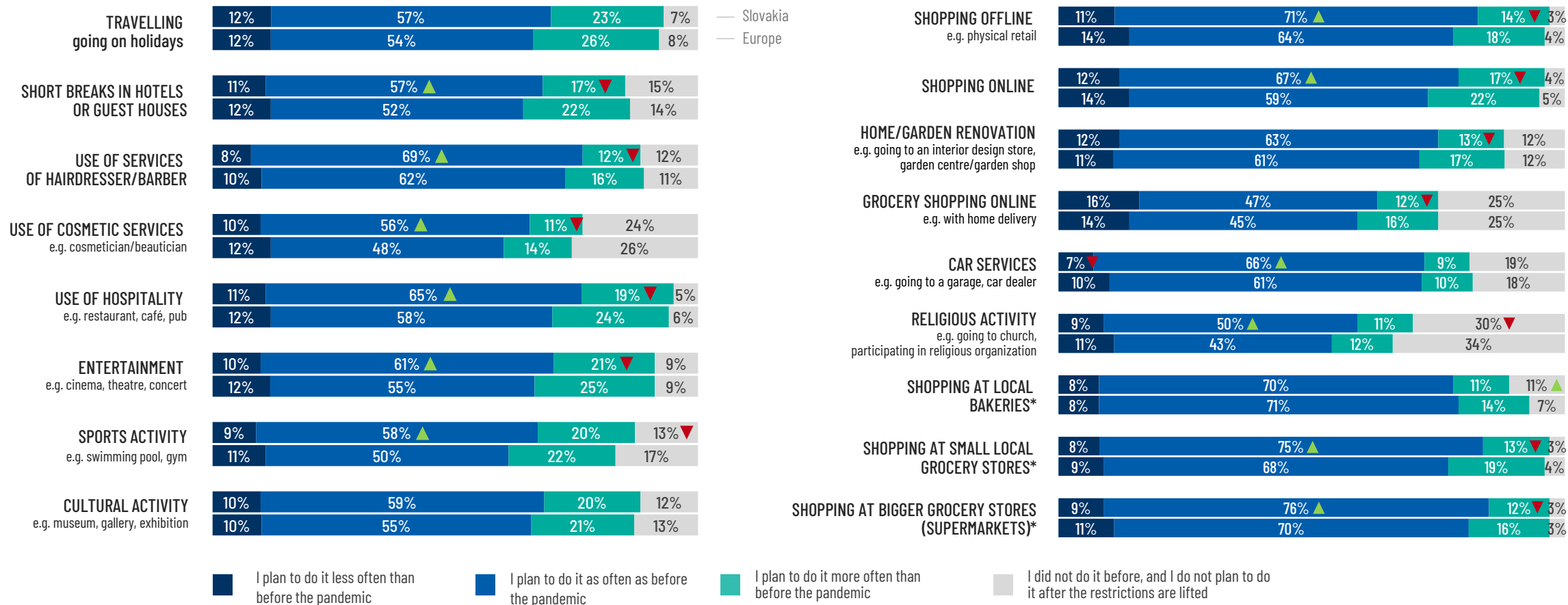
However, compared to other nations, they indicate travelling as well as sports and cultural activities more often.



Pandemic freedom – what will Slovaks do when it comes?



BELOW IS A LIST OF VARIOUS THINGS TO DO. FOR EACH ACTIVITY, PLEASE SPECIFY HOW OFTEN YOU PLAN TO DO IT AFTER THE RESTRICTIONS ARE LIFTED COMPARING TO HOW OFTEN YOU DID IT BEFORE THE PANDEMIC.



Asked about the things they want to do more often than before the pandemic, Slovaks indicate that they do not want to change their habits. This attitude is stronger than among the general population of the surveyed countries and similar to attitudes observed in the Czech Republic.

How card/cashless payments affect consumers perception of a business



THINK ABOUT THE TIME IN SLOVAKIA IN THE FUTURE, WITHOUT COVID-19 RESTRICTIONS. IMAGINE YOU ARE USING THE SERVICE BELOW THAT ALLOWS YOU TO PAY BY CARD/CASHLESS. WHICH OF THE FOLLOWING STATEMENTS DO YOU AGREE WITH?

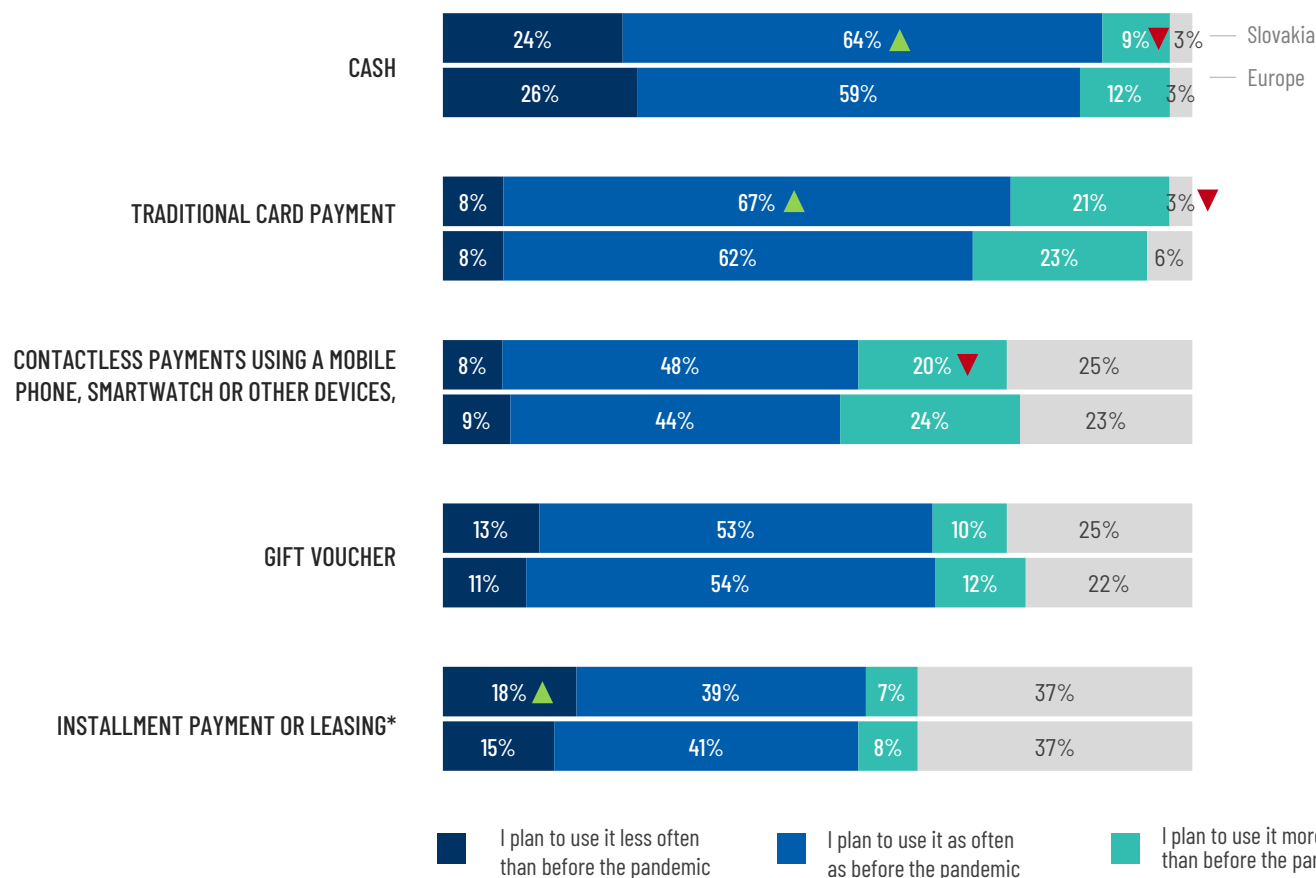


Slovaks, more often than others, feel that if it is possible to pay by card/cashless it means that business is keeping pace with current technology (regardless of the inquired service).



Payment methods while shopping offline

BELOW IS A LIST OF PAYMENT METHODS THAT YOU CAN USE WHILE SHOPPING OFFLINE (AT RETAIL STORES, RESTAURANTS ETC.). FOR EACH METHOD, PLEASE SPECIFY HOW OFTEN YOU PLAN TO USE IT (...)

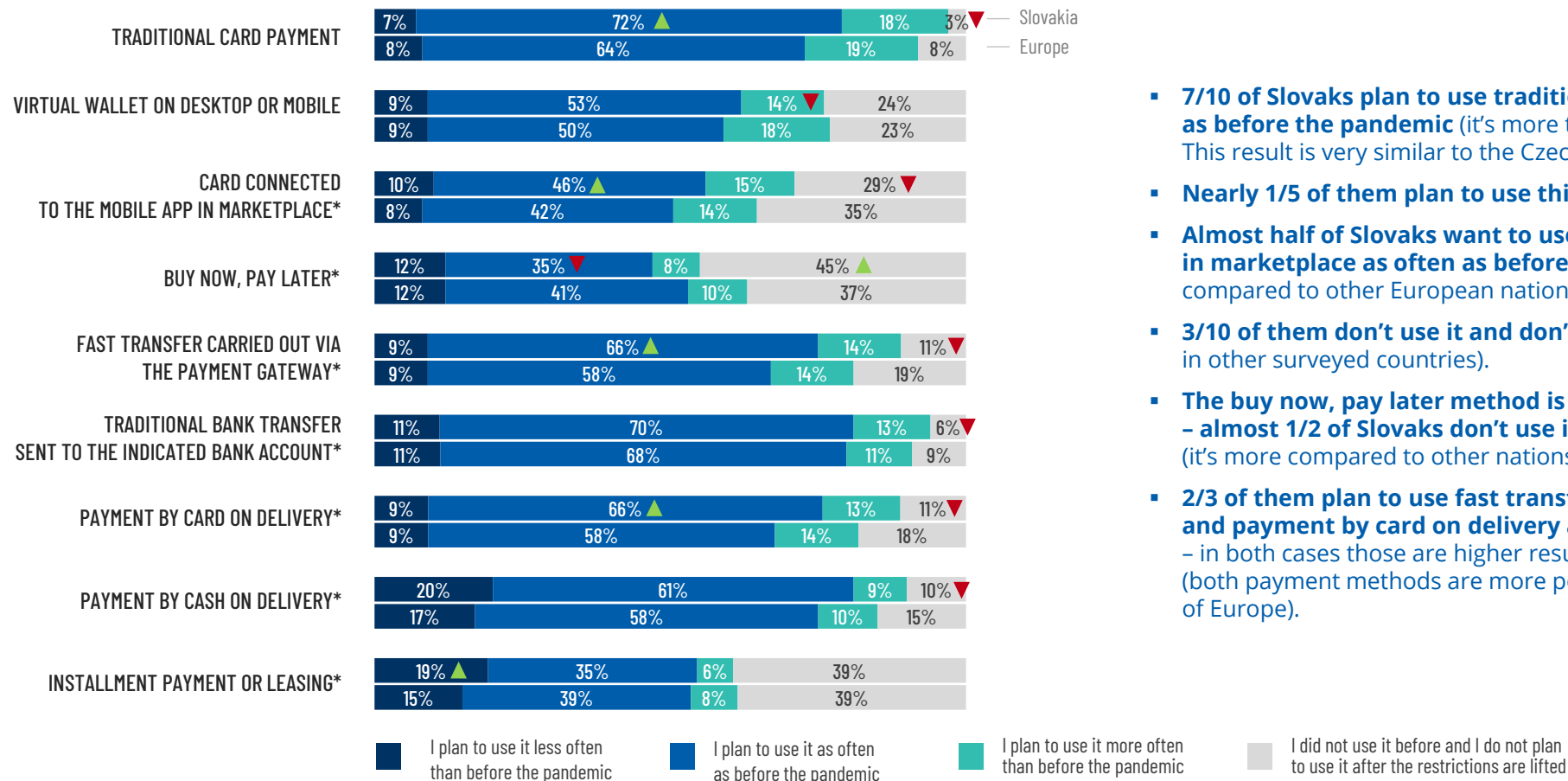


- **2/3 of Slovaks declare that they plan to use cash as often as before the pandemic** – that's more than in all surveyed European countries (result similar to the Czech Republic and Poland).
- **1/4 plan to use it less often than before.**
- **2/3 of Slovaks admit that they plan to use card payments as often as before the pandemic** – it's also a higher result compared to other countries.
- **1/5 of Slovaks want to use them more often.**
- **1/5 of Slovaks** (less than in all surveyed countries) **plan to use modern contactless payments more often than before the pandemic.**
- **Half of Slovaks plan to use gift vouchers as often as before the pandemic** (result similar to other European countries).
- **Almost 1/5 of Slovaks want to decrease the use of installment payments or leasing while shopping offline** – this is significantly more compared to other surveyed countries.

The popularity of traditional card payments and modern contactless payments while shopping offline has a big chance of growing post-pandemic in Slovakia.

Payment methods while shopping online

BELOW IS A LIST OF PAYMENT METHODS THAT YOU CAN USE WHILE SHOPPING ONLINE.
FOR EACH METHOD, PLEASE SPECIFY HOW OFTEN YOU PLAN TO USE IT (...)



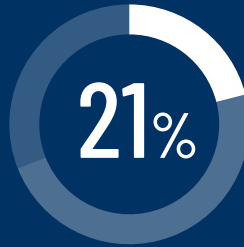
- **7/10 of Slovaks plan to use traditional card payments as often as before the pandemic** (it's more than in other European countries). This result is very similar to the Czech Republic.
- **Nearly 1/5 of them plan to use this payment method more often.**
- **Almost half of Slovaks want to use card connected to the mobile in marketplace as often as before the pandemic** (it's more compared to other European nations).
- **3/10 of them don't use it and don't plan to do so** (it's less than in other surveyed countries).
- **The buy now, pay later method is not popular in Slovakia – almost 1/2 of Slovaks don't use it and don't plan to use it** (it's more compared to other nations).
- **2/3 of them plan to use fast transfers via the payment gateway and payment by card on delivery as often as before the pandemic** – in both cases those are higher results than in other tested countries (both payment methods are more popular in Slovakia than in the rest of Europe).

It seems that Slovaks do not want to change their payment habits while shopping online. They use and plan to use mainly traditional card payments, traditional bank transfers, fast transfers via the payment gateway, and payment on delivery (both by card and with cash).



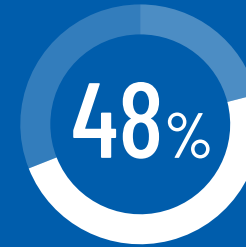
Segmentation

3 segments of Europeans



SEGMENT 1 CASH-ORIENTED TRADITIONALISTS

- Group most oriented towards cash
- They reject cashless payments as the only method in the future
- Not very optimistic about the future in terms of their assessment of the pandemic situation
- Only 1/3 of them agree that the pandemic encouraged them to shop online
- They don't reject cash-only services/venues - this is a natural situation for them



SEGMENT 2 PAYMENT SWITCHERS

- They switch between payment methods - pay both using cash and cashless payment methods
- They don't believe that cash will stop being used in the future
- They are neither optimists, nor pessimists
- 1/3 of them agree that the pandemic encouraged them to shop online
- More often than Cash-Oriented Traditionalists they reject cash-only services/venues, but not as often as Modern Contactless Payers



SEGMENT 3 MODERN CONTACTLESS PAYERS

- They strongly prefer paying cashlessly
- They think that cashless methods of payment will be the only ones used in the future
- The most optimistic segment in terms of their assessment of the pandemic situation
- Pandemic encouraged them to shop online
- After lifting the restrictions, they plan to buy online more often
- Some Modern Contactless Payers reject businesses and services that do not accept cashless payment methods

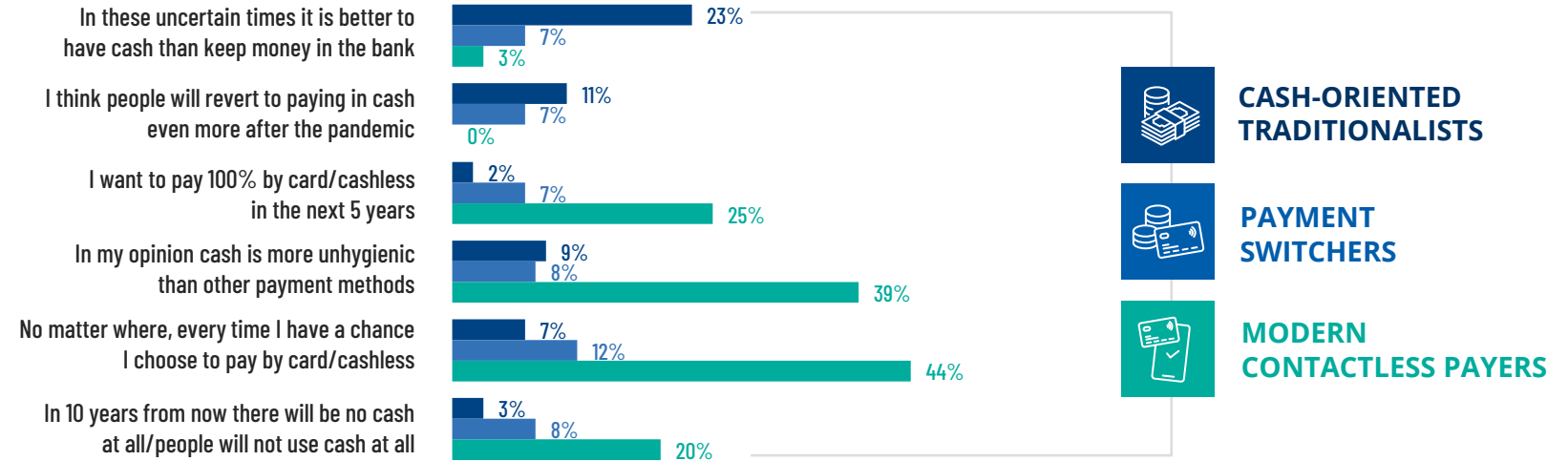
3 segments of Europeans



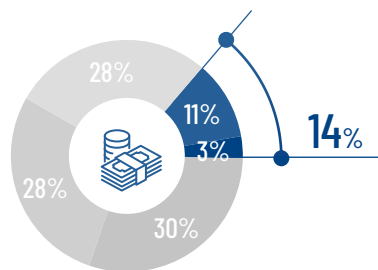
01

Main difference between segments is their attitude towards payment methods

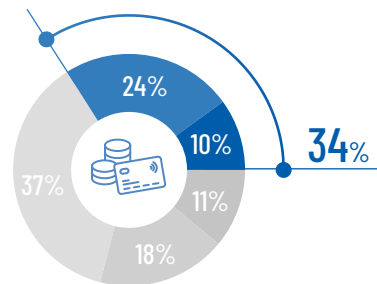
Below there is a list of statements. For each statement mark your answer on the scale 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".
% OF ANSWERS "I strongly agree"



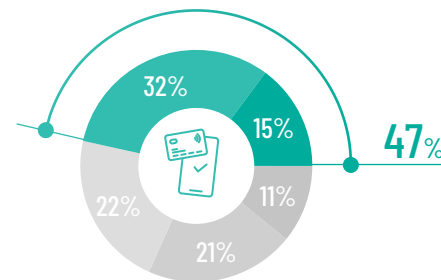
SOMETIMES I CANNOT BUY CERTAIN PRODUCTS/SERVICES BECAUSE CARD/CASHLESS PAYMENTS ARE NOT AVAILABLE



CASH-ORIENTED TRADITIONALISTS



PAYMENT SWITCHERS



MODERN CONTACTLESS PAYERS

4/10 of Modern Contactless Payers think that cash is unhygienic, and this aspect is very important to them – that's one of the reasons why they prefer cashless methods.

1/4 of Cash-Oriented Traditionalists prefer to have cash at home rather than to keep money in the bank.

1/5 of Modern Contactless Payers think that in 10 years there will be no cash and 1/4 want to pay by card only in the next 5 years.

1 - I strongly disagree 2 - I disagree 3 - Neither I agree, nor disagree 4 - I agree 5 - I strongly agree

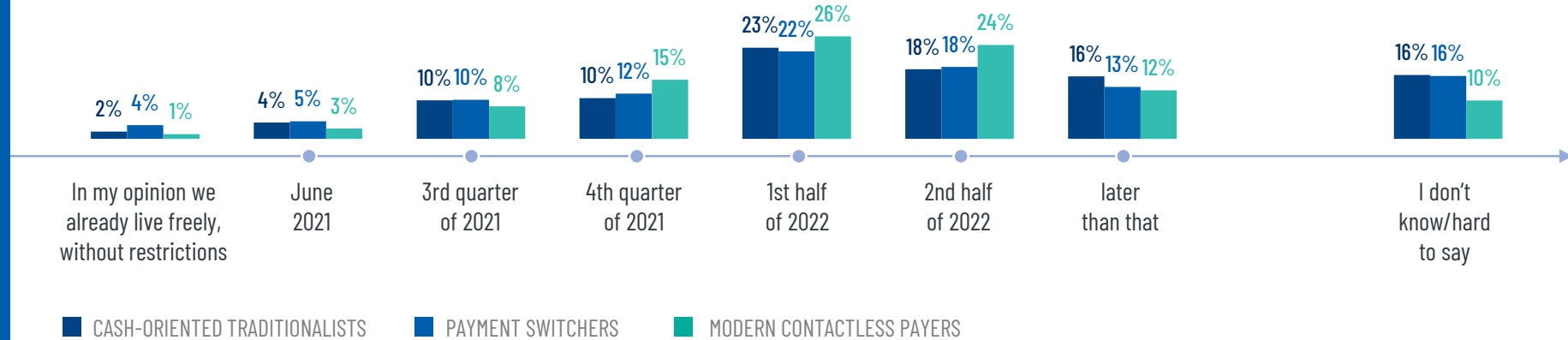
3 segments of Europeans



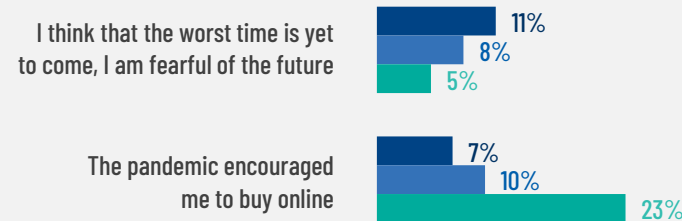
02

There are also differences between segments in their optimism about the future

WHEN DO YOU THINK WE WILL LIVE NORMALLY IN YOUR COUNTRY, WITHOUT RESTRICTIONS?



Below is a list of statements. For each statement mark your answer on a scale from 1 to 5, where 1 means "I strongly disagree" and 5 - "I strongly agree".
% OF ANSWERS: I STRONGLY AGREE



Modern Contactless Payers are little more optimistic about the future in terms of assessment of the pandemic situation than other segments.

1/4 of Modern Contactless Payers strongly agree that the pandemic encouraged them to buy online.

Almost 1/3 Europeans believe that their financial situation will improve in the next 12 months.

HOW WOULD YOU PICTURE YOUR HOUSEHOLD'S FINANCIAL SITUATION IN THE NEXT 12 MONTHS?
MY SITUATION WILL DETERIORATE MY SITUATION WILL IMPROVE





Segments in Slovakia

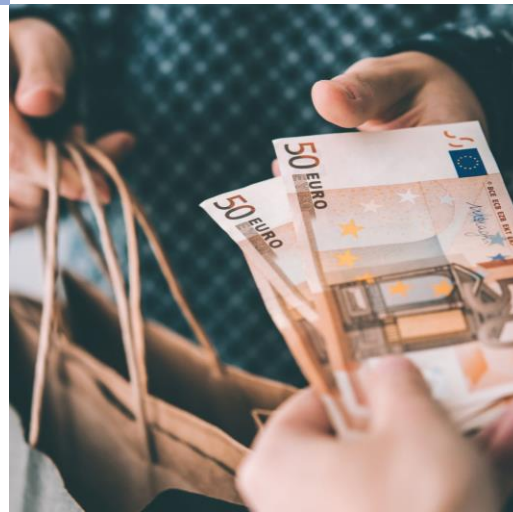
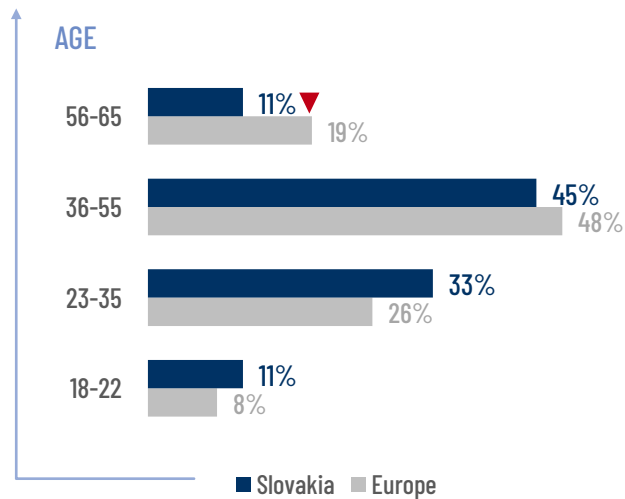
CASH-ORIENTED TRADITIONALISTS



20%
Slovaks

21% Europeans

- They prefer cash
- They think it is better to have cash rather than keep money in the bank in these uncertain times
- They don't want to pay only cashless in the future
- They think people will still use cash in 10 years
- 1/3 of them think that worst of the pandemic is yet to come
- They are slightly more pessimistic than Payment Switchers
- Only 1/3 of them agree that the pandemic encouraged them to shop online
- They don't reject cash-only services/venues - this is a natural situation for them



47% 43%  57% 53%

ECONOMIC SITUATION OF HOUSEHOLD




We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases

72% ▲ 59%

ECONOMIC OPTIMISM

28% ▼ 42%

My situation will not change 

30% 25%

My situation will improve 

18% 15%

My situation will deteriorate 

■ Slovakia ■ Europe

CASH-ORIENTED TRADITIONALISTS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN SLOVAKIA?

Choose max. 3 answers



54%

TRAVELLING GOING ON HOLIDAYS

vs. 47% EUROPE



38%

ENTERTAINMENT ACTIVITY

vs. 35% EUROPE



39%

USE OF HOSPITALITY

vs. 39% EUROPE



32%

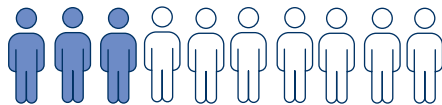
SOCIAL ACTIVITY

vs. 37% EUROPE

What is common for all the countries and all the segments is that people want to travel, use hospitality and entertainment services. Apart from that, Slovaks also want to focus on social activity.

These are also the most important things to do after the restrictions are lifted for more than

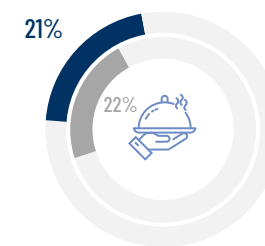
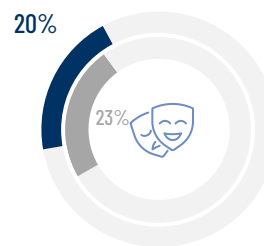
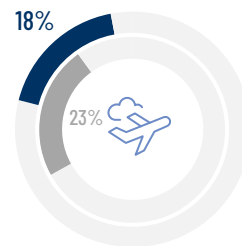
3/10



of Cash-Oriented Traditionalists.

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



■ Slovakia ■ Europe

1/5



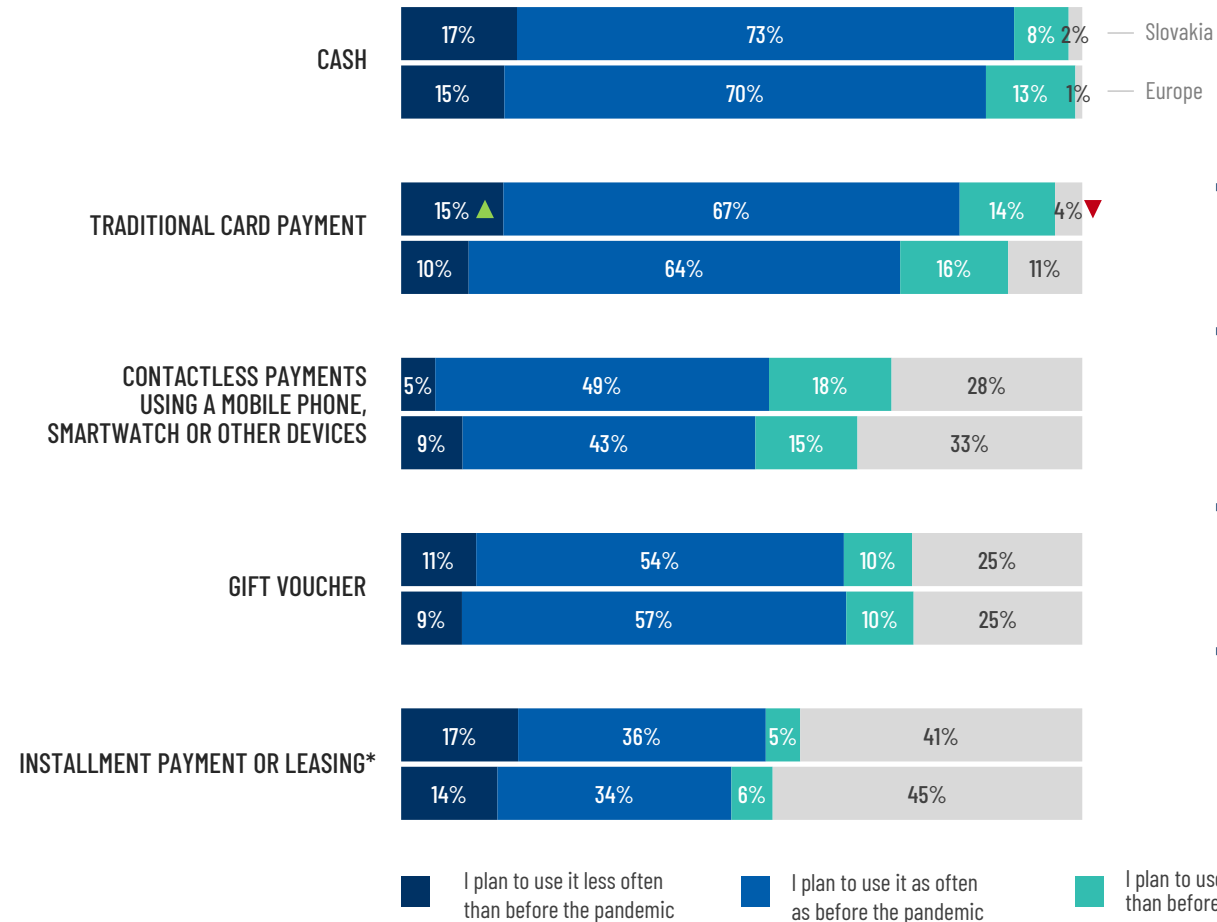
But only one in five plan to do it (travel, use hospitality services, enjoy entertainment activities) **more often than before the pandemic.**

CASH-ORIENTED TRADITIONALISTS



USE OF PAYMENT METHODS

SHOPPING OFFLINE



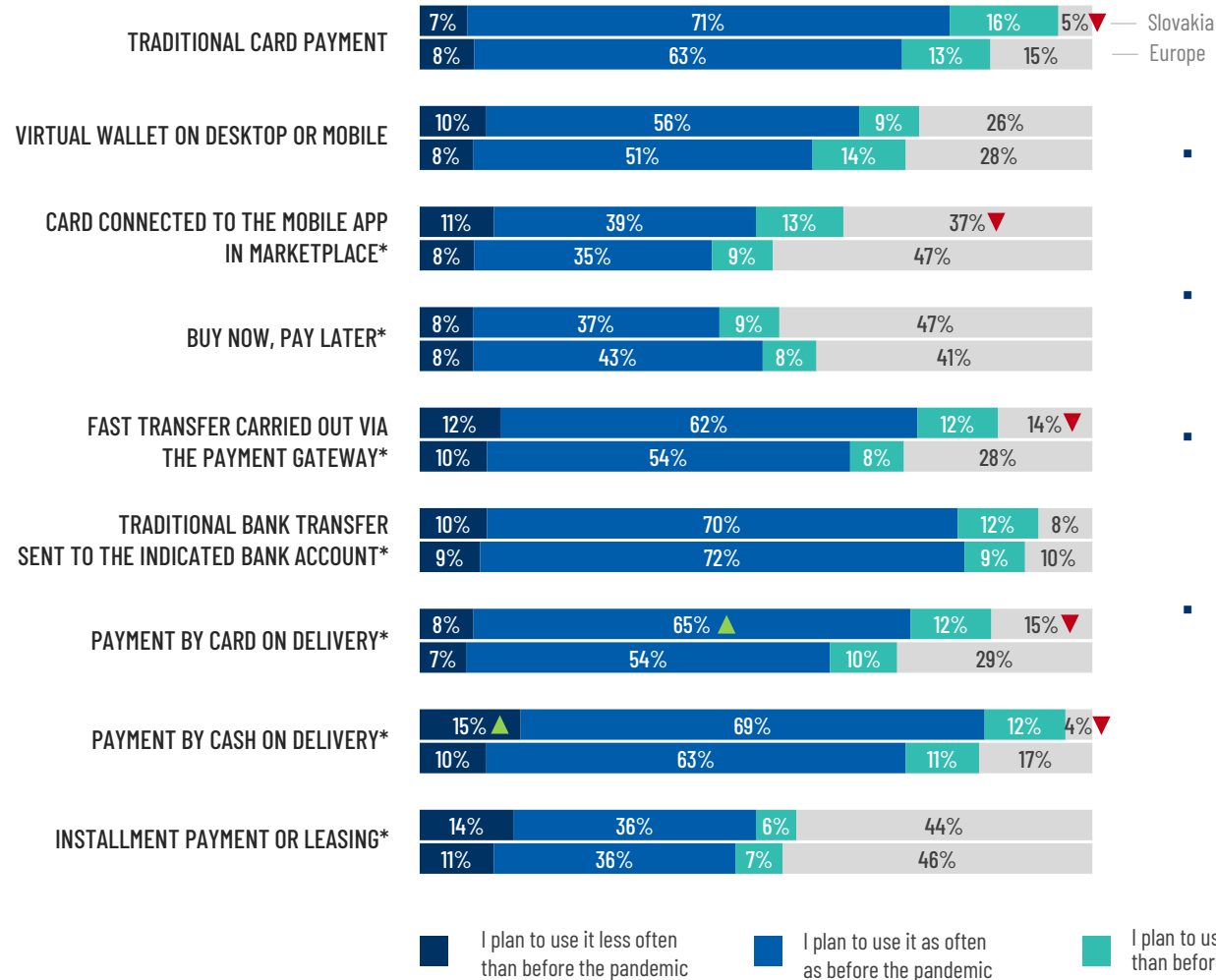
- Cash-Oriented Traditionalists in Slovakia do not differ significantly from the people from this segment in other countries when it comes to shopping offline.
- Less than 2/10 of them plan to use traditional card payments and contactless payments using mobile devices more often than before the pandemic (it's similar to other surveyed European countries).
- Almost 3/4 of Cash-Oriented Traditionalists in Slovakia plan to use cash as often as before the pandemic (result similar to other countries).
- 1/7 of them want to decrease the use of traditional card payments while shopping offline (it's more than in other surveyed countries).

CASH-ORIENTED TRADITIONALISTS



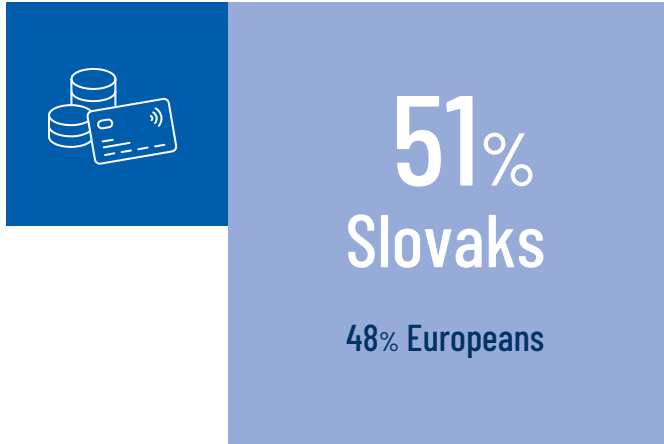
USE OF PAYMENT METHODS

SHOPPING ONLINE

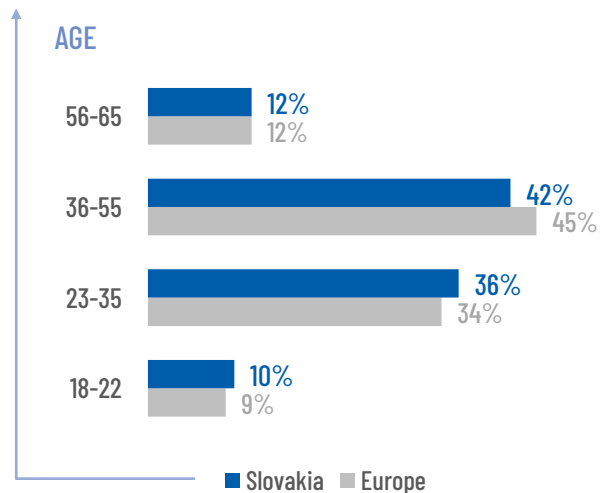


- 7/10 of Cash-Oriented Traditionalists in Slovakia plan to pay by card while shopping online as often as before the pandemic (result similar to other European countries).
- More than 1/3 of them don't use card connected to the mobile in marketplace and don't plan to do it while shopping online (it's less than in other tested countries for this group).
- 2/3 of Slovaks want to use payment by card on delivery as often as before the pandemic (it's more compared to other countries). This method of payment is more popular in Slovakia than in the rest of Europe.
- At the same time, 1/7 of them want to decrease cash payment on delivery – it's more than in other surveyed countries. Still, payment by cash on delivery is more popular in Slovakia than in other European countries.

PAYMENT SWITCHERS



- **They pay both with cash and cashless**
- Most of them think that people will still use cash in 10 years
- They don't pay much attention to hygiene while shopping
- They are neither optimists, nor pessimists - they are in between
- 1/3 of them agree that the pandemic encouraged them to shop online
- More often than Cash-Oriented Traditionalists they reject cash-only services/venues but not as often as Modern Contactless Payers



ECONOMIC SITUATION OF HOUSEHOLD



We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases

60% 55%

ECONOMIC OPTIMISM

32% 39%

My situation will not change

32% 29%

My situation will improve

12% 13%

My situation will deteriorate

■ Slovakia ■ Europe

PAYMENT SWITCHERS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC



5/10

of Payment Switchers in Slovakia
want to travel
as soon as it is possible.

1/3

miss entertainment and social
activities as well as the use
of hospitality services.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN SLOVAKIA?

Choose max. 3 answers



49%

TRAVELLING GOING ON HOLIDAYS

vs. 46% EUROPE



33%

ENTERTAINMENT ACTIVITY

vs. 32% EUROPE



33%

USE OF HOSPITALITY

vs. 35% EUROPE



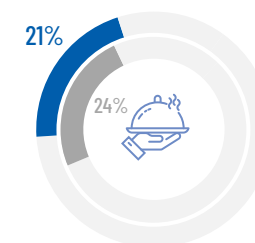
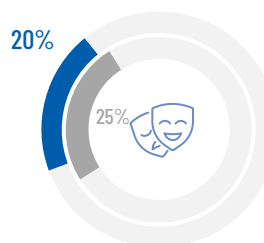
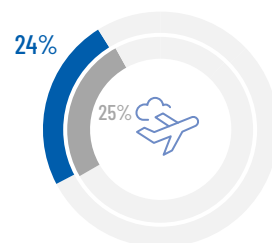
35%

SOCIAL ACTIVITY

vs. 36% EUROPE

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



■ Slovakia ■ Europe

1/4



Plan to travel more often
than before the pandemic.

1/5

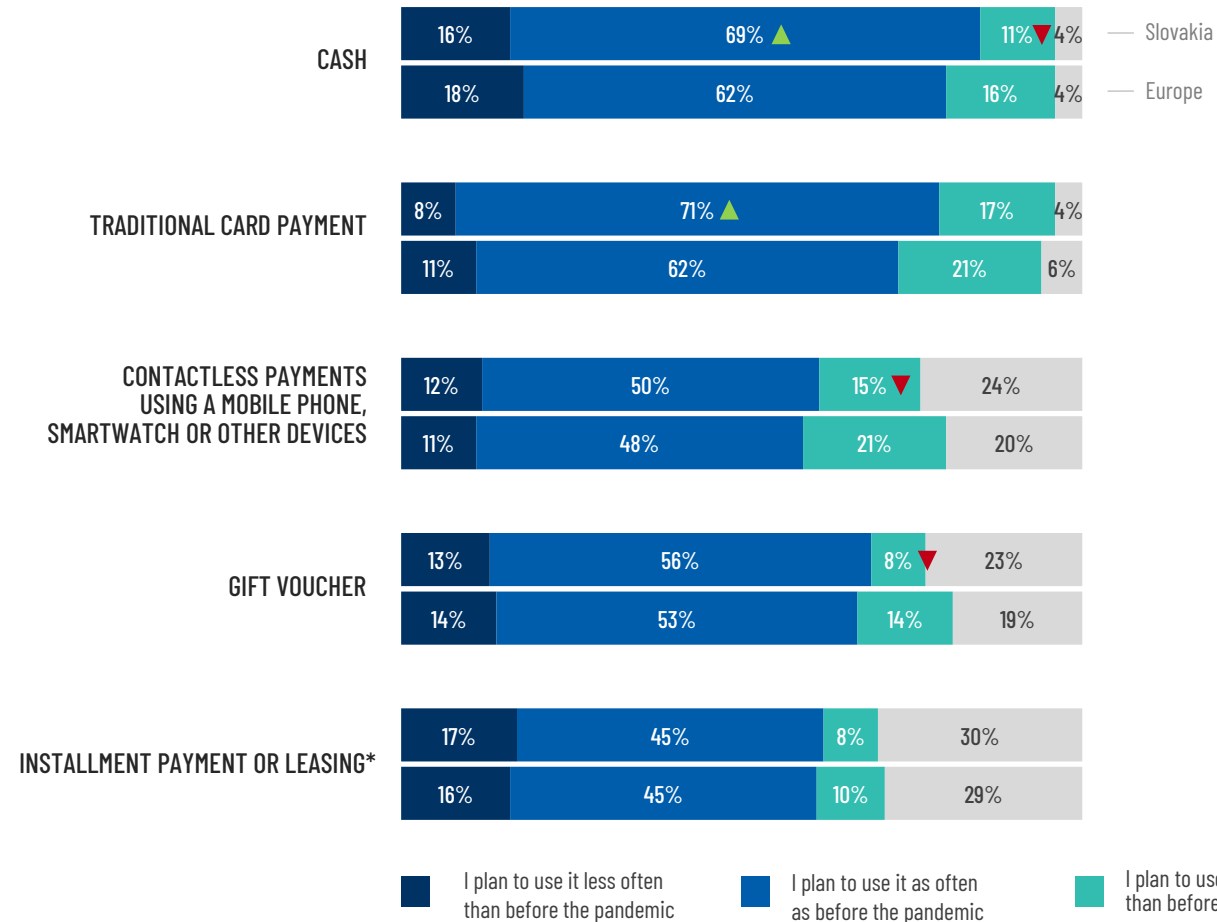
Want to use hospitality services
and enjoy entertainment
activities more often than
before the pandemic.

PAYMENT SWITCHERS



USE OF PAYMENT METHODS

SHOPPING OFFLINE



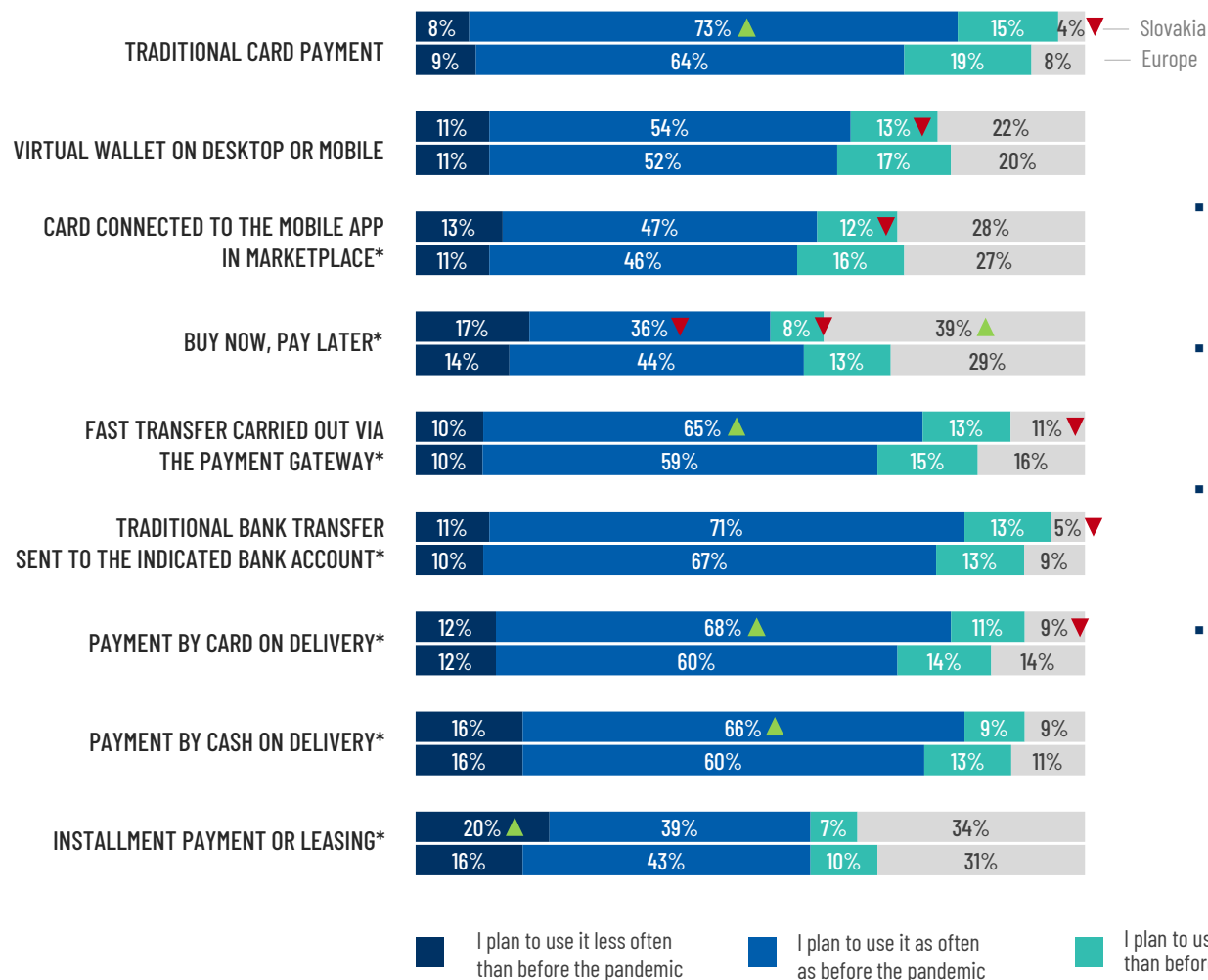
- More than 2/3 of Payment Switchers in Slovakia want to pay with cash and by card as often as before the pandemic – both results are higher compared to other European countries.
- At the same time, 1/6 of them plan to pay by card more often (result similar to other nations).
- 1/7 of them plan to increase the use of contactless payments after the pandemic (it's less than in other tested countries for this segment).
- 1/4 of them do not use gift vouchers and do not plan to do so (result similar to other surveyed countries).
- 3/10 of them do not use installment payments or leasing and do not plan to do so after the pandemic (similar to others).

PAYMENT SWITCHERS



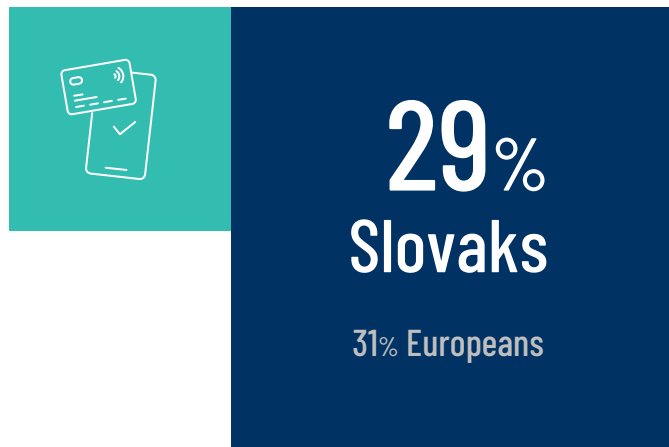
USE OF PAYMENT METHODS

SHOPPING ONLINE

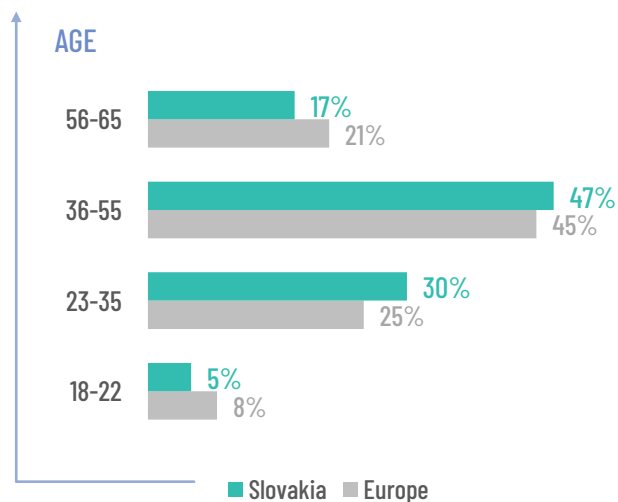


- 3/4 of Payment Switchers in Slovakia plan to use traditional card payments while shopping online as often as before the pandemic (it's more compared to other countries).
- At least 1/10 of them want to increase the use of virtual wallets and card connected to the mobile in marketplace – but it's less compared to other European nations.
- The buy now, pay later method is less popular among Payment Switchers in Slovakia than among people from this group in other countries – 2/5 of them don't use it and don't plan to do it.
- About 2/3 of them plan to use fast transfers via the payment gateway and payment on delivery (both by card and with cash) as often as before the pandemic – all these results are higher than in the rest of Europe.

MODERN CONTACTLESS PAYERS



- They strongly prefer cashless payment methods
- Most of them want to pay cashlessly only and they think that it will happen in the future
- Hygiene while shopping is important to them, they strongly agree that cash is unhygienic
- The most optimistic segment - they agree that the worst is already over
- Right now, they are planning what to do in the near future
- The pandemic encouraged them to shop online
- More than half of respondents plan to buy online more often after restrictions lift
- Some choose not to purchase from a business or service if they can't pay using cashless payment methods



We have an average standard of living – we have enough for the everyday needs, but have to save for bigger purchases

ECONOMIC SITUATION OF HOUSEHOLD

73% 61%

ECONOMIC OPTIMISM

35% 44%

My situation will not change

35% 29%

My situation will improve

12% 10%

My situation will deteriorate

■ Slovakia ■ Europe

MODERN CONTACTLESS PAYERS



PLANS FOR ACTIVITIES AFTER THE PANDEMIC

The largest group among Modern Contactless Payers in general are people who can't wait to travel. Slovak Modern Contactless Payers are the same.

More than

6/10



want to travel as soon as possible.

Although important, the use of hospitality services seems to be less important for them than for people in other European countries.

WHICH OF THE FOLLOWING DO YOU WANT TO DO IMMEDIATELY AFTER THE RESTRICTIONS ARE LIFTED IN SLOVAKIA?

Choose max. 3 answers



62%

TRAVELLING GOING ON HOLIDAYS

vs. 55% EUROPE



42%

ENTERTAINMENT ACTIVITY

vs. 37% EUROPE



32% ▼

USE OF HOSPITALITY

vs. 45% EUROPE



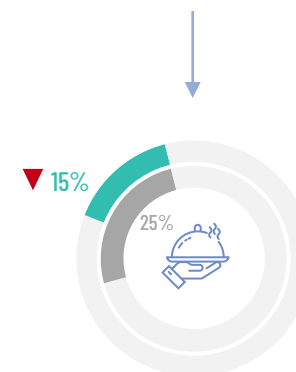
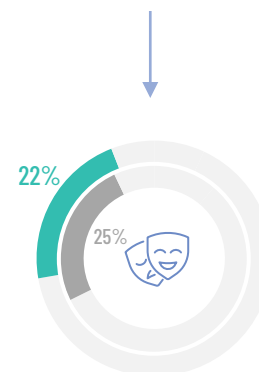
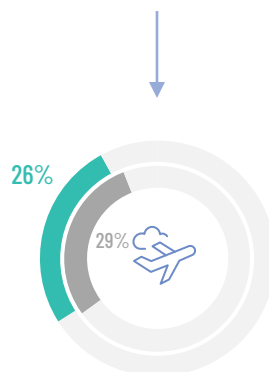
36%

SOCIAL ACTIVITY

vs. 40% EUROPE

I PLAN TO DO IT MORE OFTEN THAN BEFORE THE PANDEMIC

Below is a list of various things to do. For each activity, please specify how often do you plan to do it after the restrictions are lifted comparing to how often you did it before the pandemic.



■ Slovakia ■ Europe

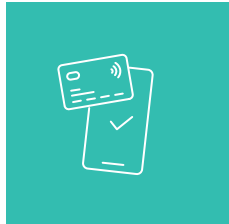
1/4



Plan to travel more often than before the pandemic.

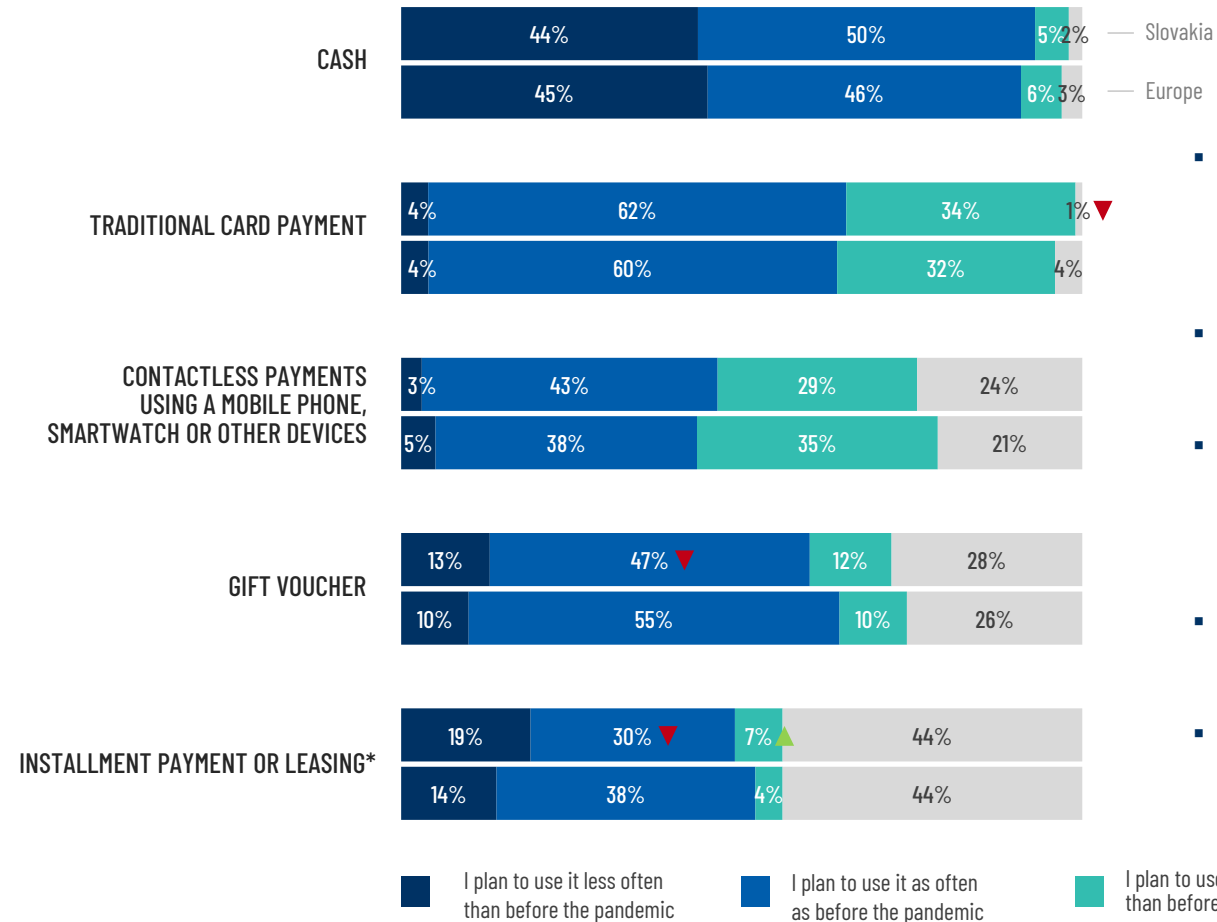
2/5 Want to enjoy entertainment services more often than before the pandemic.

MODERN CONTACTLESS PAYERS



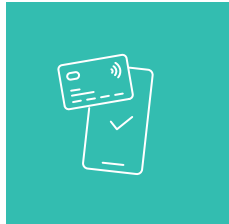
USE OF PAYMENT METHODS

SHOPPING OFFLINE



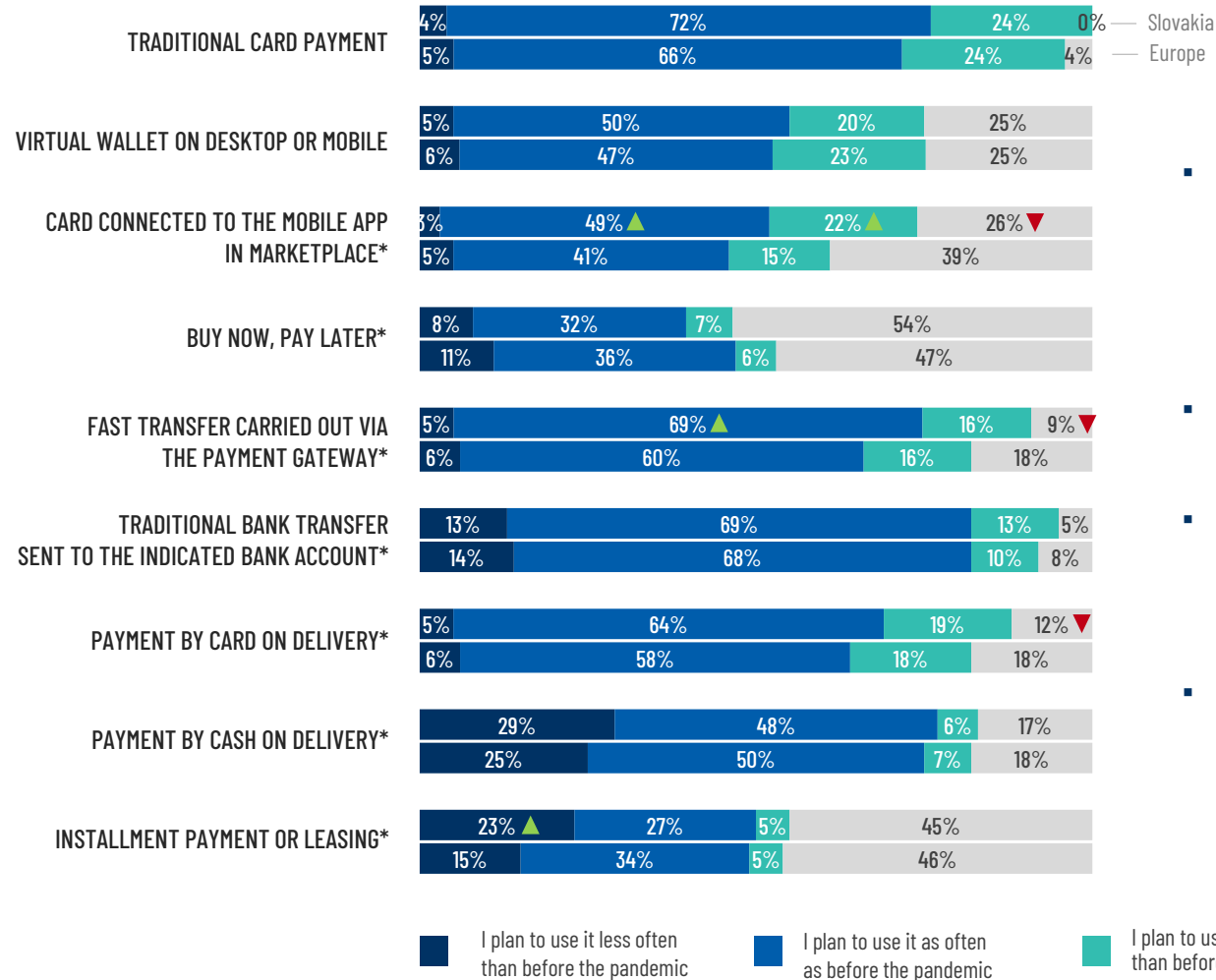
- Modern Contactless Payers in Slovakia don't plan to change their payment habits (especially connected to cash, card, and contactless payments) while shopping offline after the pandemic.
- Half of them want to pay with cash as often as before the pandemic (result similar to other European countries).
- 6/10 of them plan to use card payments as often as before, but at the same time 1/3 of them want to increase the use of this method while shopping offline (both results just as in other surveyed countries).
- Less than 1/2 of Modern Contactless Payers want to pay with gift vouchers as often as before the pandemic – it's less compared to other nations.
- 3/10 of them plan to use installment payments or leasing as often as before (it's less than in other tested countries for this segment).

MODERN CONTACTLESS PAYERS



USE OF PAYMENT METHODS

SHOPPING ONLINE



- Modern Contactless Payers in Slovakia more often than people from this segment in other surveyed countries plan to increase the use of card connected to the mobile in marketplace during shopping online – this payment method is more popular in Slovakia among this group than in other nations.
- 7/10 of them plan to use fast transfers as often as before the pandemic – it's more compared to other European nations for this segment.
- At the same time 7/10 of them plan to use traditional card payments and traditional bank transfers as often as before the pandemic while shopping online – this is similar compared to other European nations for this group.
- About half of them do not use installment payments or leasing of the buy now, pay later method and do not plan to do so.



Summary of results

BACK TO NORMAL



WHEN WILL IT HAPPEN?

1/4



of Slovaks think that „normal life” – life without restrictions – will come back **during the 2nd half of 2022.**

It's significantly more than in the rest of Europe.

Also, more Slovaks think that „normal life” will return even later than that compared to other surveyed nations (1/5 of Slovaks vs. 1/7 of other countries' inhabitants).

WHAT WILL HAPPEN?

Immediately after lifting of restrictions, Europeans mainly want to **travel, enjoy restaurants, cafés, pubs, social life and entertainment.**

Slovaks display the desire of travelling even more. Also, they miss doing sports and cultural activities more than other nations. However, they are less eager to use hospitality services.



DOES "NORMALCY" MEAN RETURN TO OLD HABITS? OR MAYBE SOMETHING WILL CHANGE? - POST-PANDEMIC PAYMENTS



APPROX.

60%

of the people in the countries participating in the survey say they will not change the frequency with which they use cash and a payment card when shopping in traditional shops (not online).

More than 1/4 plan to pay less often in cash, the same number declares that they want to pay more often by card.

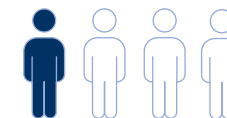
In Slovakia these trends are similar – about 2/3 do not want to change their habits regarding cash and traditional card payments while shopping offline (significantly more than in other countries). **1/5 of them plan to reduce cash payments, 1/5 of them want to pay by card more often** (results similar to the rest of Europe).

When it comes to payments while shopping online, Slovaks want to maintain the frequency of card payments, fast transfers via the payment gateway, and payment by card on delivery – those results are higher compared to other European countries.

CONTACTLESS PAYMENT - HOW DOES THIS FORM OF PAYMENT AFFECT THE SHOPPING PATTERNS OF EUROPEANS?

ABOUT

1/4



of respondents say that the ability to pay by card/cashless would primarily encourage more frequent use of grocery stores, retail outlets, but also restaurants/pubs/cafés. In Slovakia, the results are very similar.

The ability to spend more when paying by card/ cashless is mainly predicted by Europeans for retail outlets and supermarkets. Slovaks are significantly less likely than other Europeans to indicate places connected with home and garden renovation shopping.

ABOUT

1/3

of Europeans think that the possibility to pay by card/cashless shows that a venue is meeting the expectations of its customers. Slovaks share this belief at a similar level, with two exceptions: gastronomy services and local bakeries – both industries are indicated less often by Slovaks compared to inhabitants of other countries.

ABOUT

1/3

of Europeans say that using cashless payments is more hygienic. Among Slovaks this feeling is similar but it is even stronger regarding gastronomy services and local bakeries.

MORE THAN

1/4

of Europeans perceive venues where it is possible to pay by card/cashless as being up-to-date with modern technology. Slovaks agree with this even more, regardless of the inquired place.



Summary of results



Almost half of the population of the surveyed countries are Payment Switchers

- people who use both cash and cashless methods of payment. They are mostly young people. As for their attitude towards the pandemic, they are quite but not overly optimistic.

The group of Modern Contactless Payers is slightly smaller - in the surveyed European countries it is about 1/3 of the population. This group would mostly like to pay exclusively cashless; they are optimistic about the pandemic - they think the worst is over; however, they are cautious about hygiene, which is why they think cash payments are less secure. 1/4 of them have started shopping online more often, and more than half of them intend to use this form of shopping more often than before the pandemic. Not being able to pay cashless discourages them from shopping at a venue.

The smallest, yet still quite numerous group are Cash-Oriented

Traditionalists - among the residents of the surveyed countries they constitute 1/5 of their population. They are focused on cash payments so the lack of cashless payment option is not a barrier to purchase for them. They are skeptical about the pandemic - they think the worst is yet to come. Influenced by the pandemic situation, 1/3 of them started shopping online.

Compared to the overall European countries surveyed, there are no significant differences in the size of these groups in Slovakia.

The group of Payment Switchers accounts for half of the population, Modern Contactless Payers are 3/10 and the rest, 1/5 are Cash-Oriented Traditionalists.



Summary of results



When asked what they want to do immediately after the restrictions are lifted, representatives of the Modern Contactless Payers group even more often than others (although this is generally the most frequently mentioned aspect) indicate travelling.

All the groups focus on travelling, entertainment activities and social life. Use of hospitality services is the fourth most often missed activity but it is indicated more often by Cash-Oriented Traditionalists than the two other groups.

7/10 of Payment Switchers plan to pay with cash and by card as often as they did before the pandemic when shopping offline. These are higher results compared to the general population of the countries surveyed.

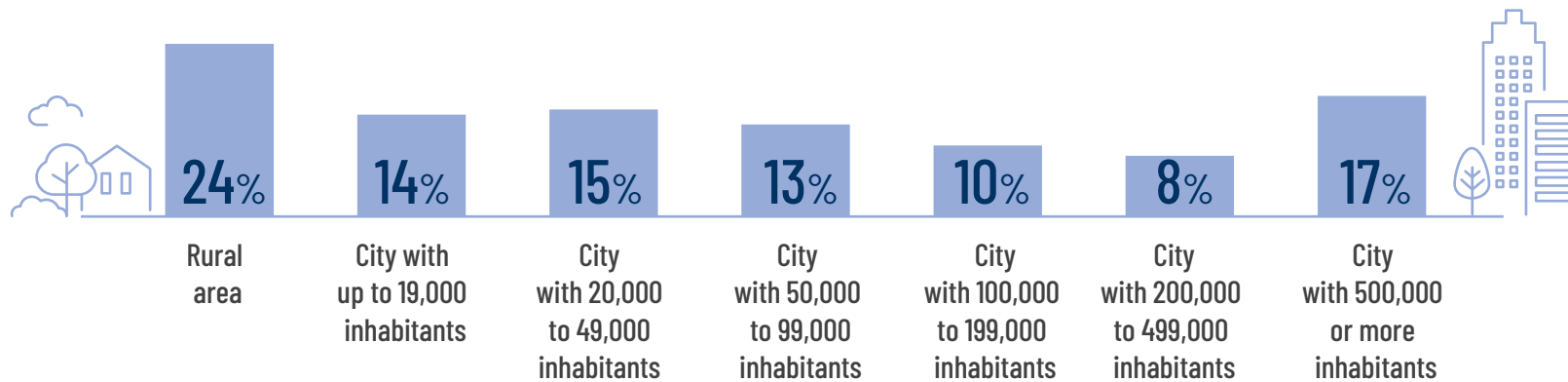
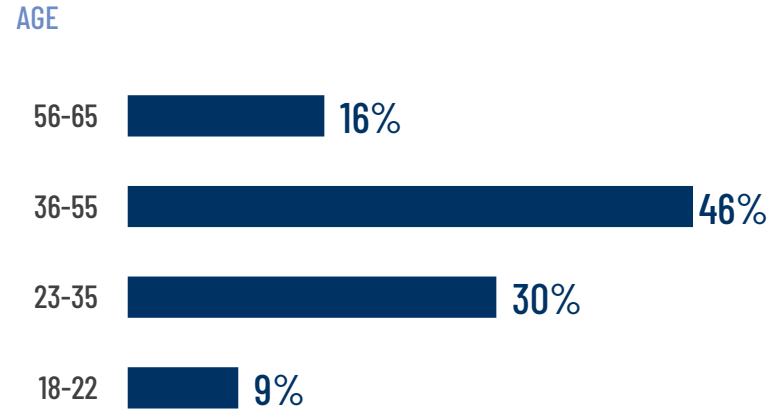
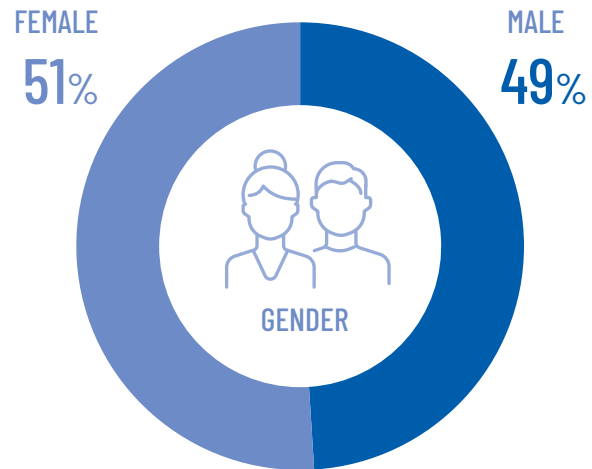
More than 2/5 of Modern Contactless Payers want to pay by cash less often than before the pandemic and about 3/10 plan to increase their usage of card and contactless payments while shopping offline (results similar to other countries).

7/10 of Cash-Oriented Traditionalists plan to pay by card and use traditional bank transfers as often as they did before the pandemic while shopping online. These are similar results as among the same segments in other countries.

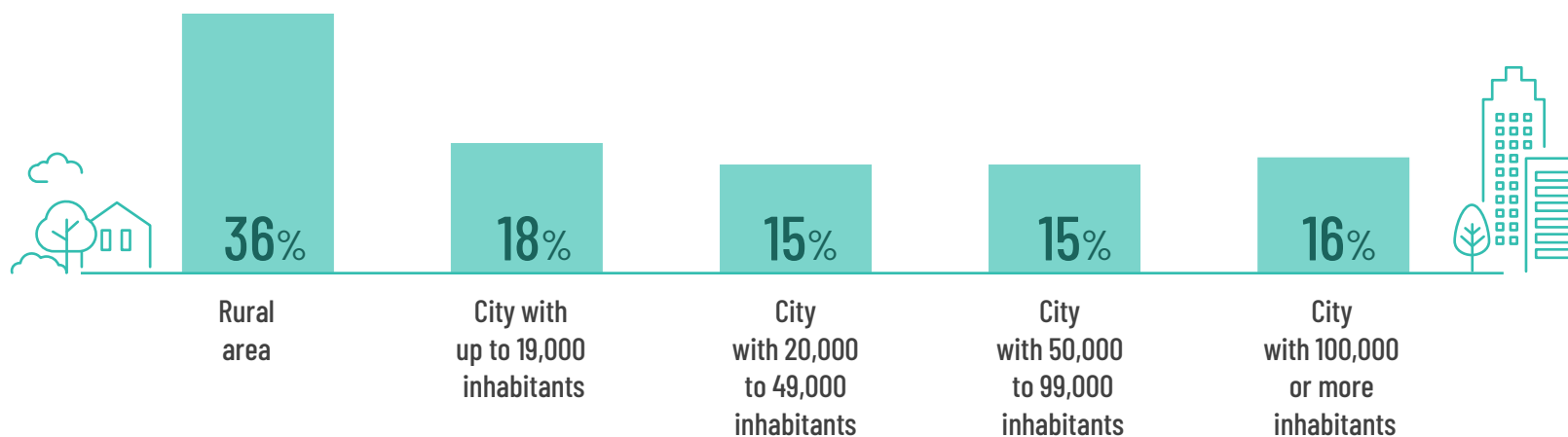
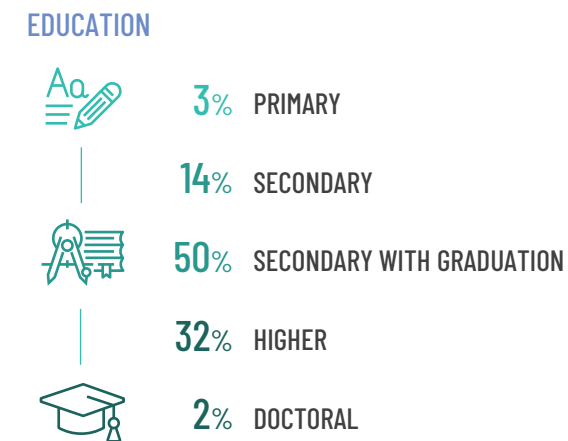
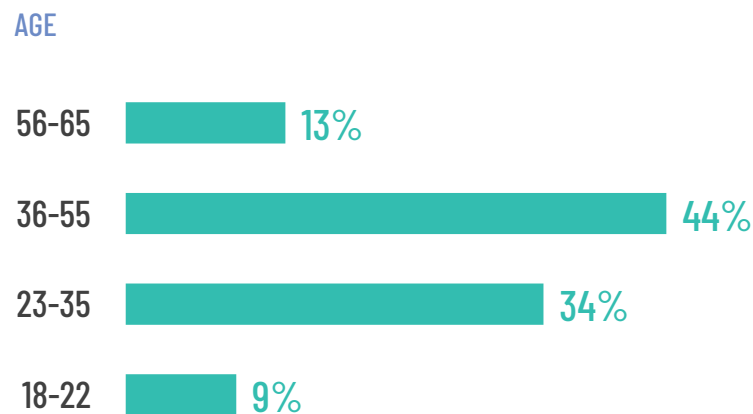
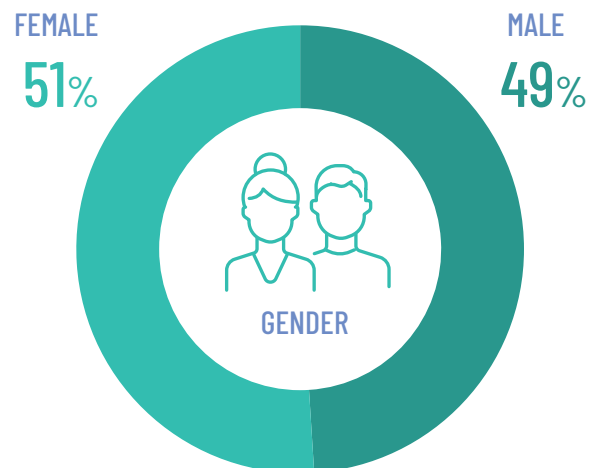


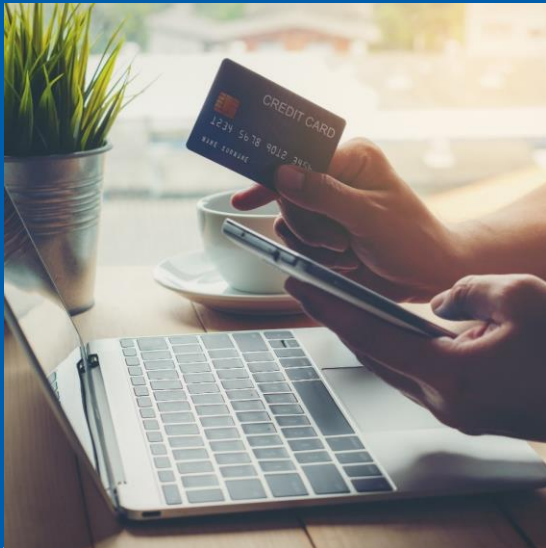
Profile of respondents

Profile of respondents - Europe



Profile of respondents – Slovakia





Thank you

