

*Think* Young

# A CASHLESS SOCIETY?

*YOUNG EUROPEAN ATTITUDES  
TOWARDS ELECTRONIC PAYMENTS*

# ABOUT THINKYOUNG

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**THINK TANK ON  
YOUNG PEOPLE**



**RESEARCH ON GEN Y,  
GEN Z & MILLENNIALS**



**2007**



**BRUSSELS, GENEVA,  
MADRID, HONG KONG**

# RESEARCH FOCUS

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1



**LIFESTYLE  
(YOUTH  
MEGATRENDS)**

2



**CASH USAGE**

3



**ELECTRONIC  
PAYMENTS**

4



**SECURITY**

5



**CONVENIENCE**

6

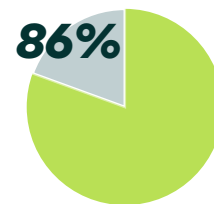


**FUTURE  
PRIORITIES**

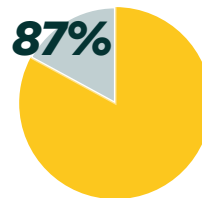
# LOVE MOBILITY

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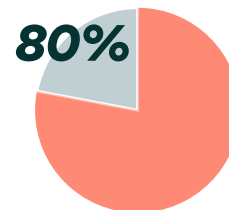
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**HAPPY TO CHANGE  
COUNTRY**



**HAPPY TO CHANGE  
INDUSTRY**



**YOUTH TOP PERFORMERS  
YOUNG EMPLOYEES ARE  
LOOKING FOR A JOB (HBR)  
FROM RELATIONSHIPS TO  
RELATIONSHIP STATUS**



***LOVE  
EXPERIENCE***



## ***LOVE LEARNING***

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The MOOC Market is estimated to grow from USD 1.83 Billion in 2015 to USD 8.50 Billion by 2020

# YOUNG EUROPEAN ATTITUDES TOWARDS ELECTRONIC PAYMENTS DEMOGRAPHIC INFORMATION

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2,008  
respondents



France



Germany



Poland



Spain



Italy

5 different  
EU countries

**GEN Z** 777 responses  
**GEN Y** 1,231 responses



18-29  
years of age



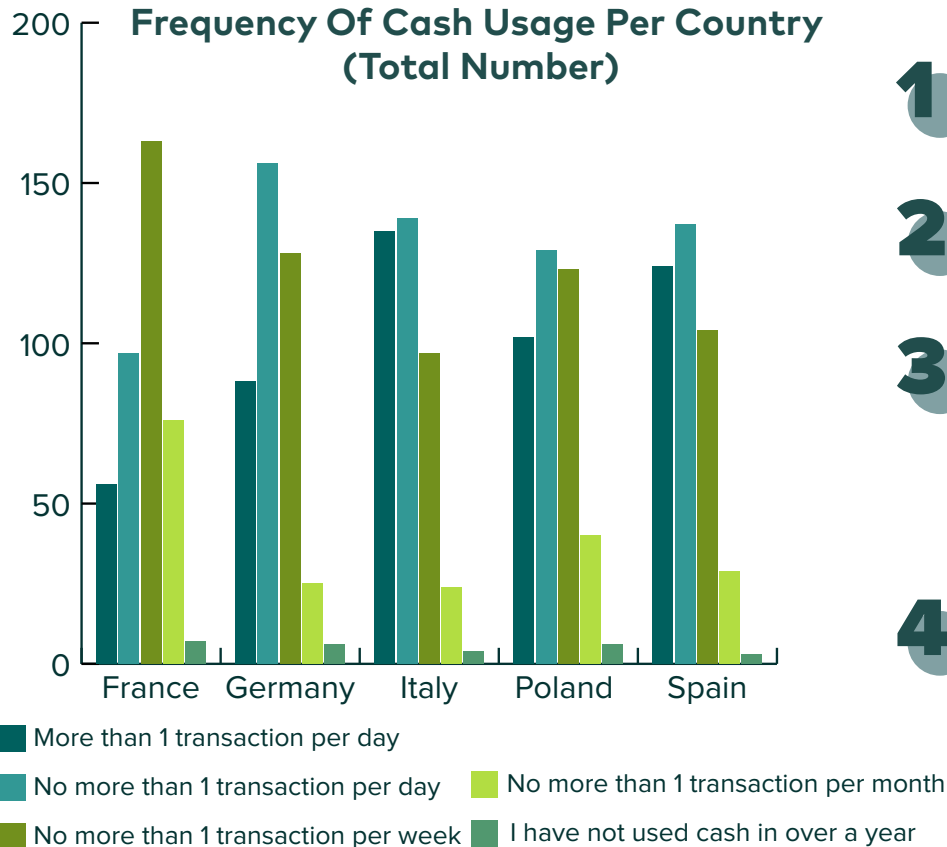
Gender represented  
equally

# CASH USAGE

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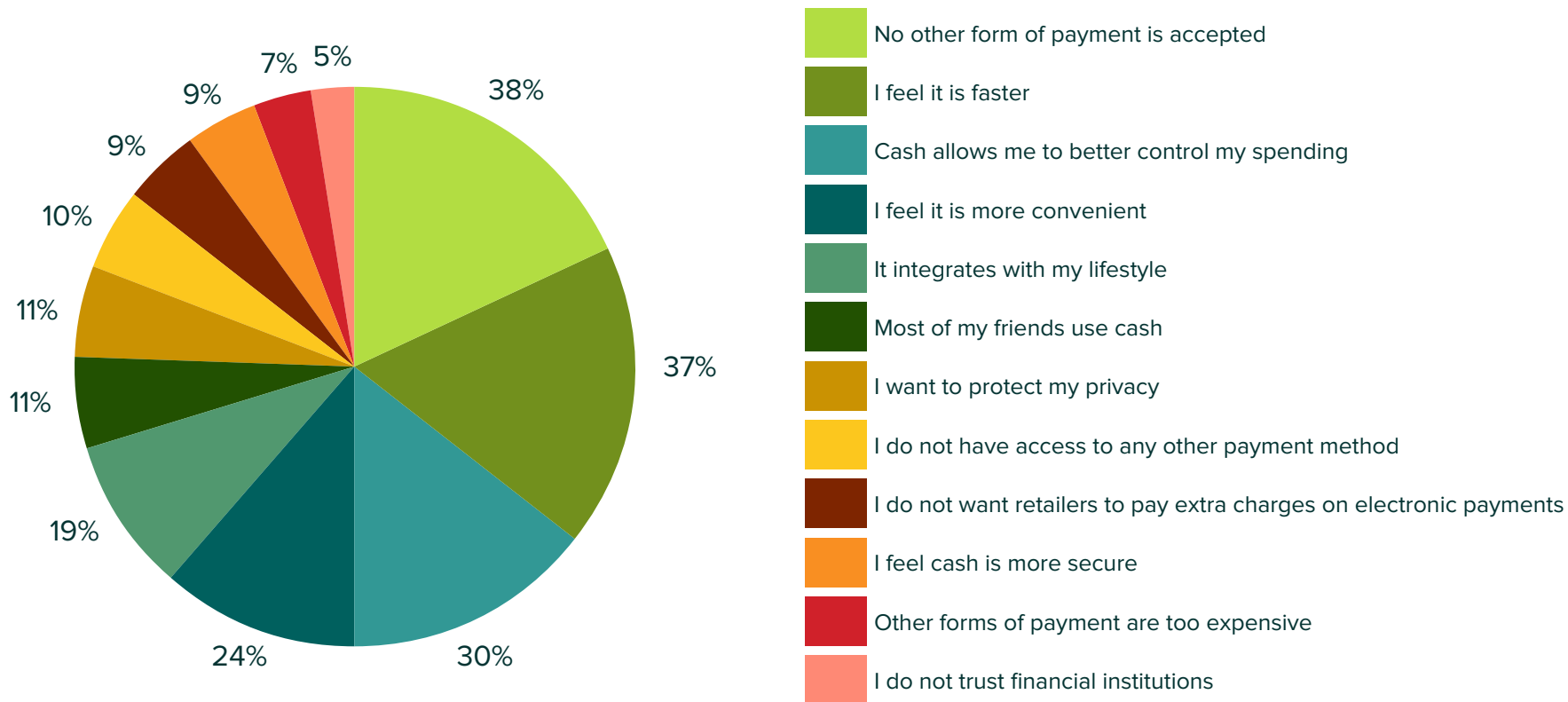
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Frequency Of Cash Usage Per Country  
(Total Number)



- 1** *3 out of 4* do not use cash on a daily basis
- 2** *Gen Z* not using cash more than once a week
- 3** *Gen Y* leads in terms of fully cashless individuals (use cash for no more than 1 transaction per month)
- 4** *France and Poland* are heading towards the abandonment of cash payments.  
*In France, 41%* of the surveyed group use cash no more than once per week

## Main Reasons For Cash Payment (%)

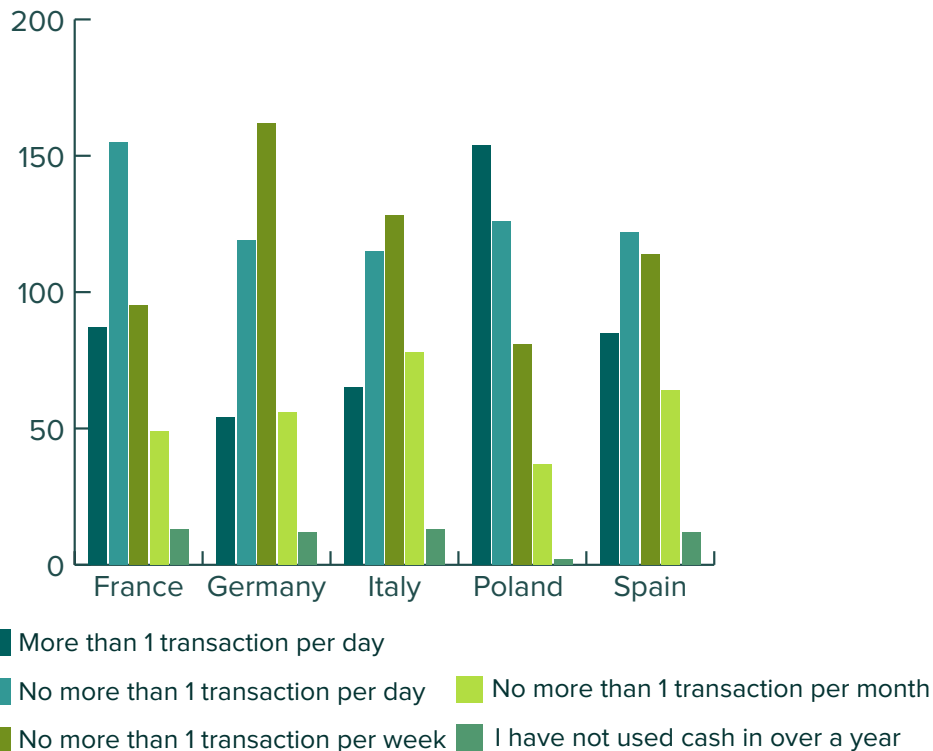


# ELECTRONIC PAYMENTS

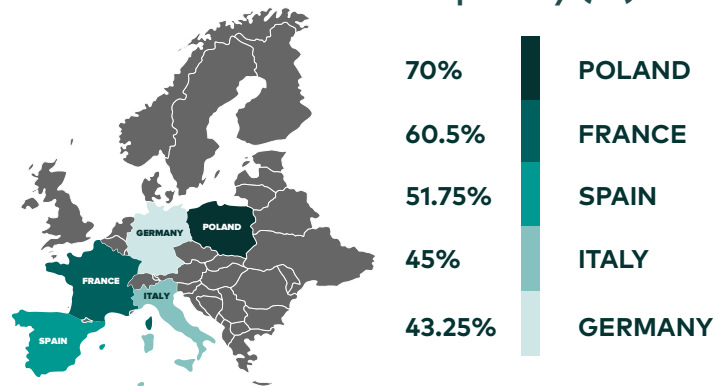
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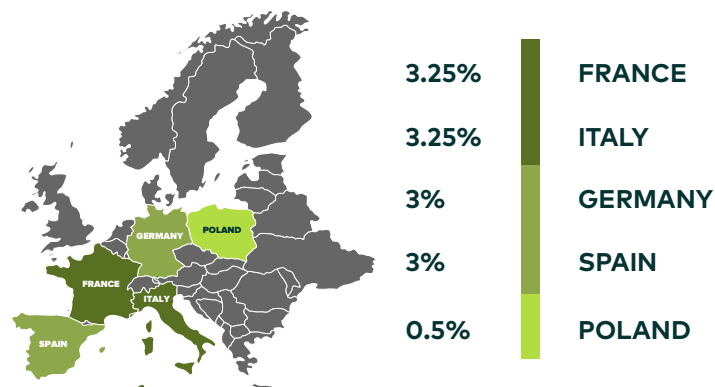
Frequency of usage of electronic payment methods by country (total number)



1 or more transaction per day (%)



Have not used electronic payment in over a year (%)

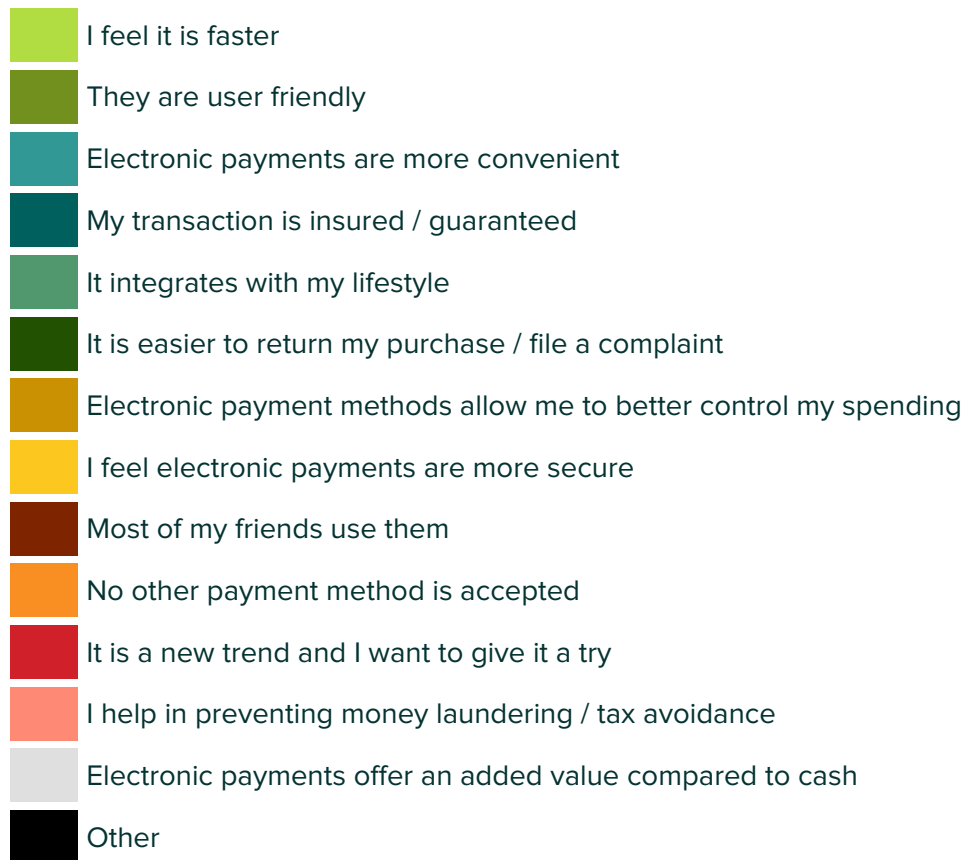
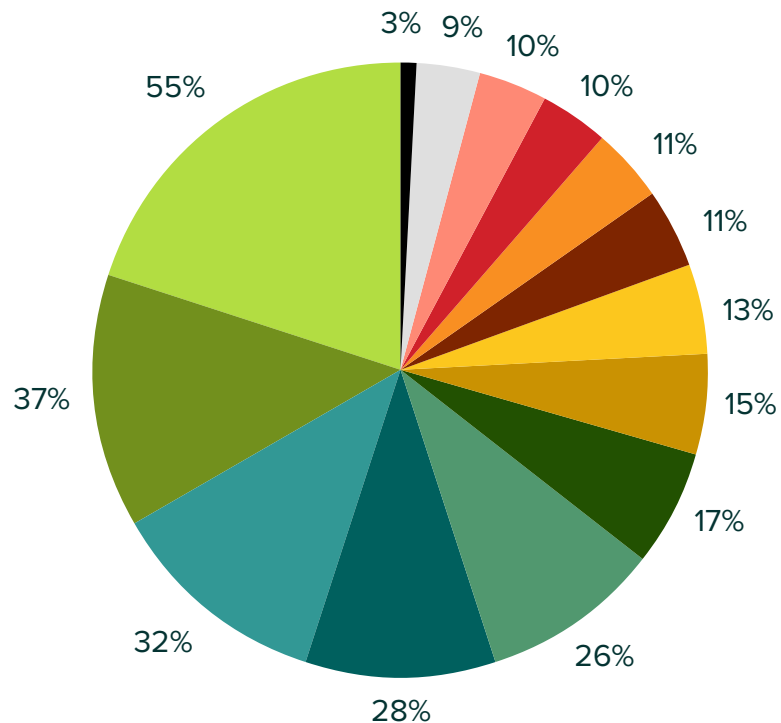


# ELECTRONIC PAYMENTS

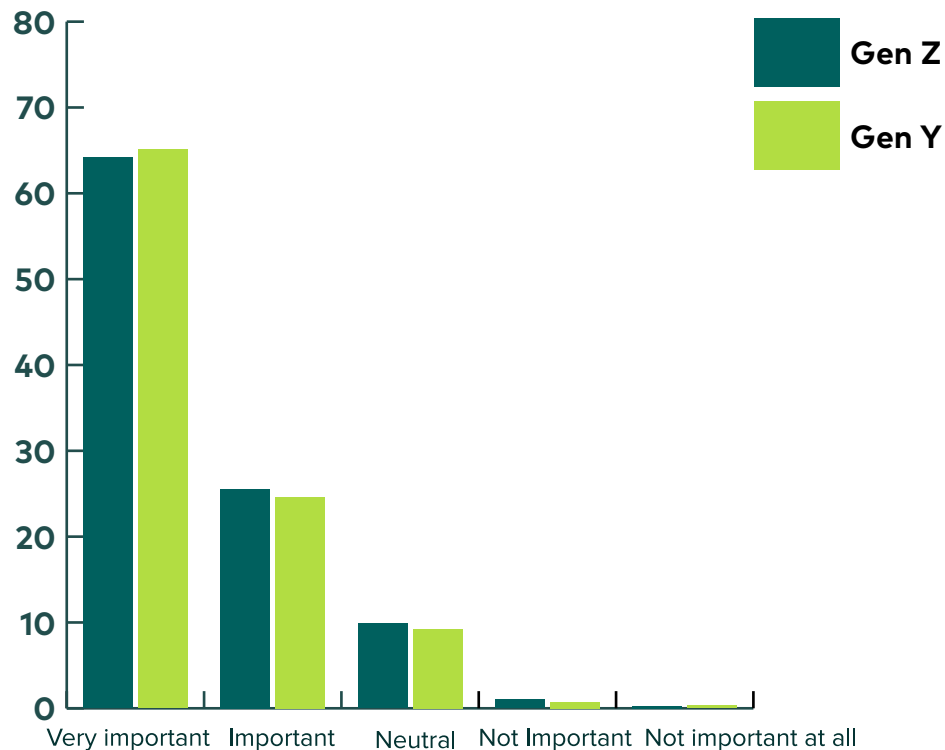
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Main reasons to use electronic payments (% of respondents)



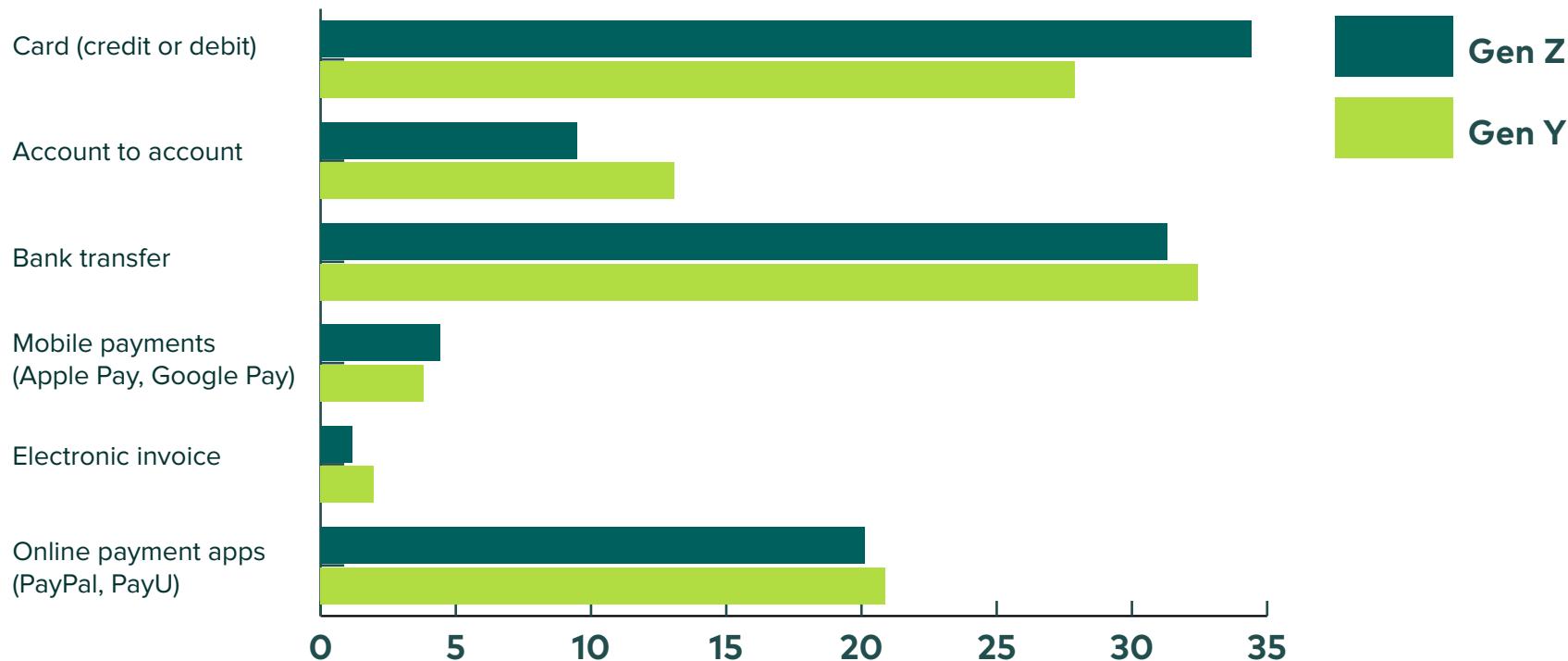
## Importance of Security (% of respondents)



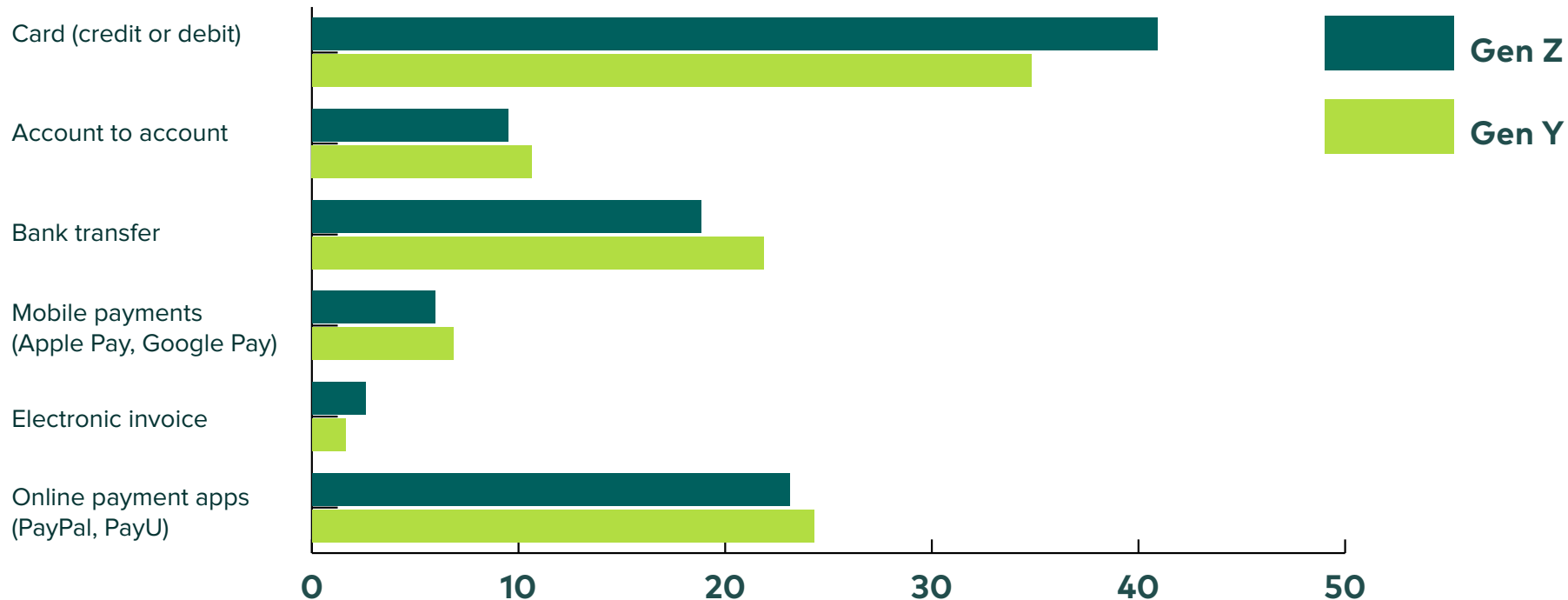
1. Over 90% of young people (Gen Y & Gen Z) see security as either important or very important for electronic payments.

2. Less than 10% place little to no importance on security as a factor.

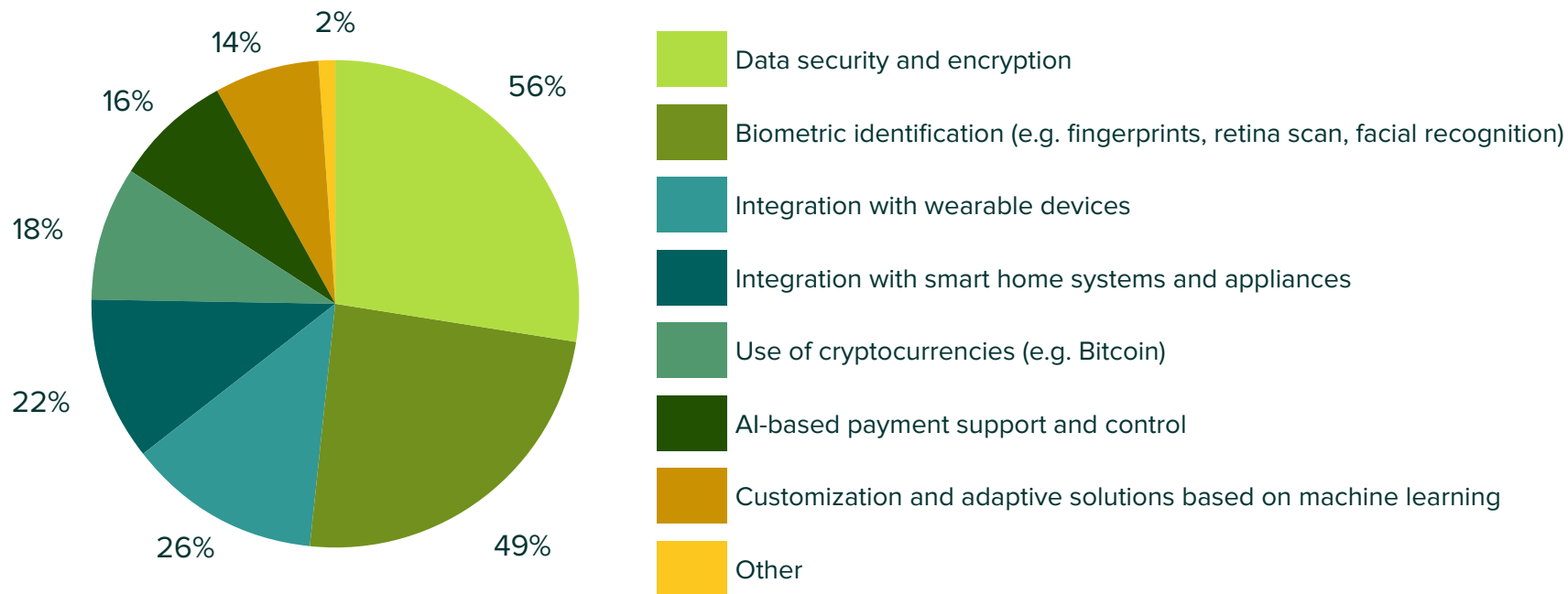
## Opinion on security of electronic payments



## Best value payment methods



Priority development areas (% of respondents)



## 1 3 MEGATRENDS



Mobility



Education



Experience

## 2 YOUNG PEOPLE SHOW PREFERENCE FOR ELECTRONIC PAYMENTS



## 3 SECURITY



gain trust rather than cheap solutions

## 4 CONVENIENCE



Agile



Transparent



User-friendly

## 5 FUTURE PRIORITIES



Encryption, biometric identification and integration with wearable devices

# THANK YOU

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