

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

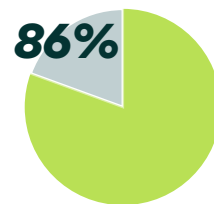


**FUTURE
PRIORITIES**

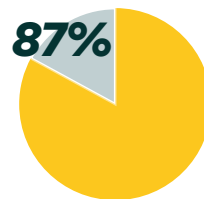
LOVE MOBILITY

Think Young

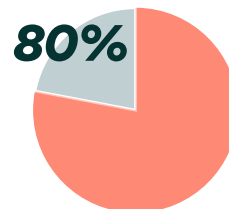
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**HAPPY TO CHANGE
COUNTRY**



**HAPPY TO CHANGE
INDUSTRY**



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



LOVE
EXPERIENCE



LOVE LEARNING

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



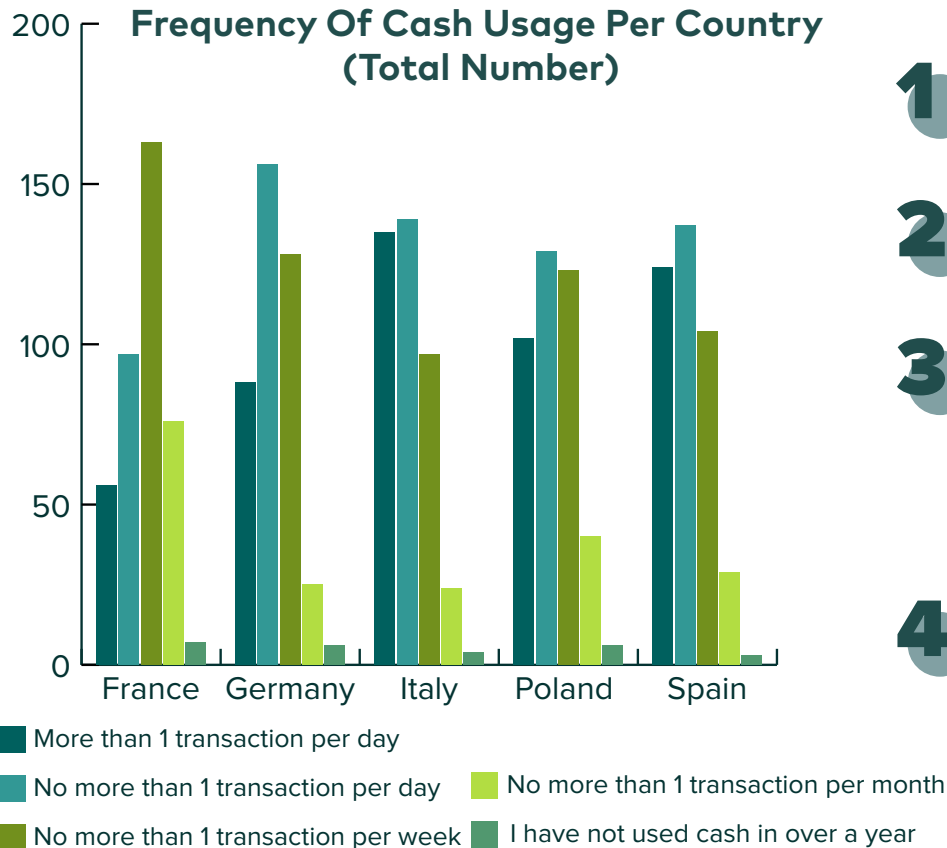
18-29
years of age



Gender represented
equally

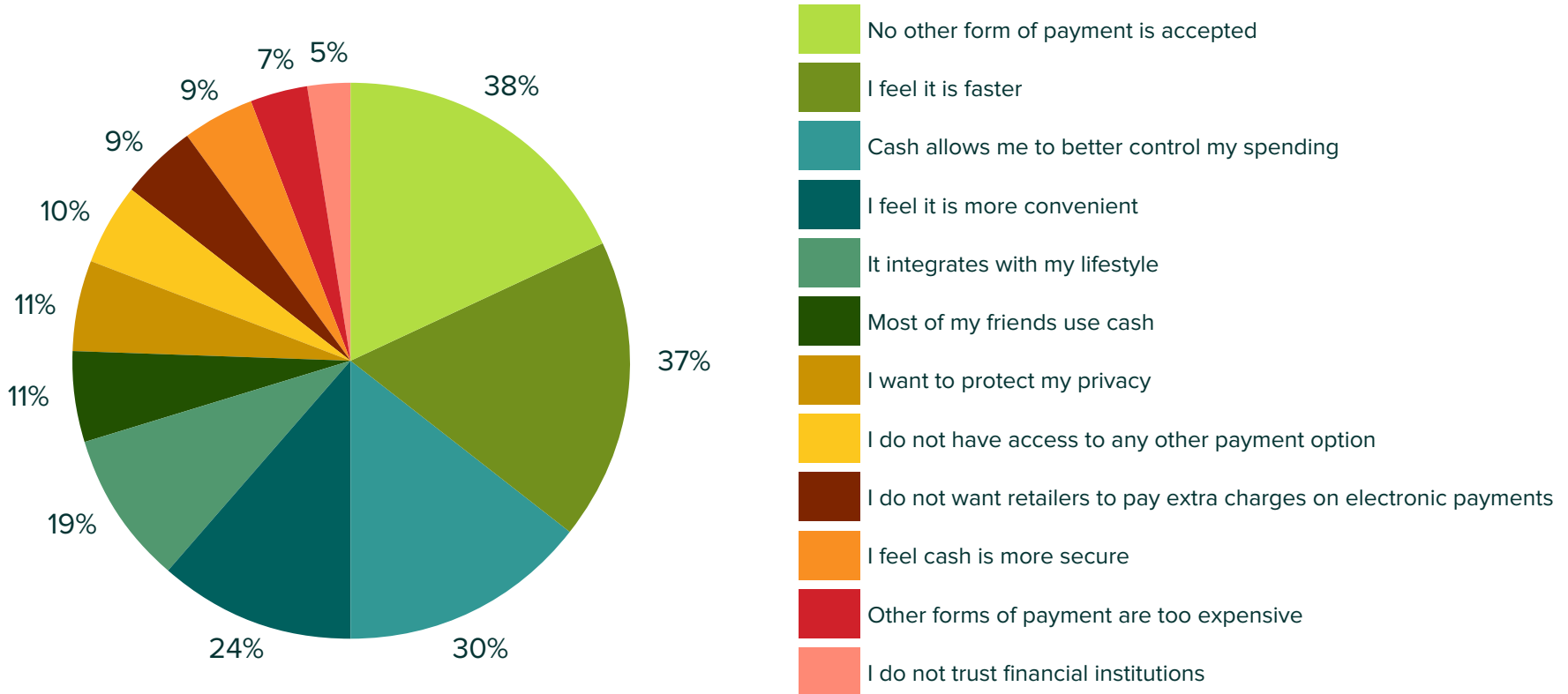
CASH USAGE

Frequency Of Cash Usage Per Country
(Total Number)



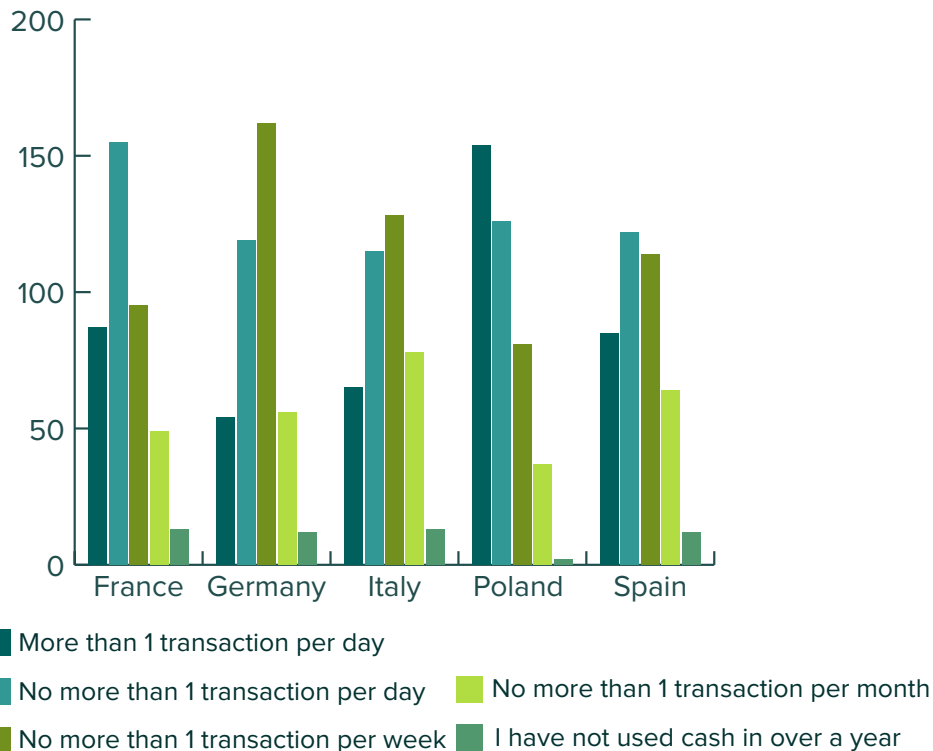
- 1** *3 out of 4* do not use cash on a daily basis
- 2** *Gen Z* not using cash more than once a week
- 3** *Gen Y* leads in terms of fully cashless individuals (use cash for no more than 1 transaction per month)
- 4** *France and Poland* are heading towards the abandonment of cash payments.
In France,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

Main Reasons For Cash Payment (%)

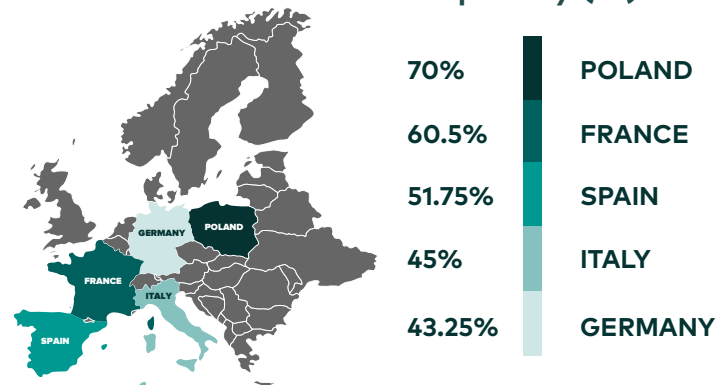


ELECTRONIC PAYMENTS

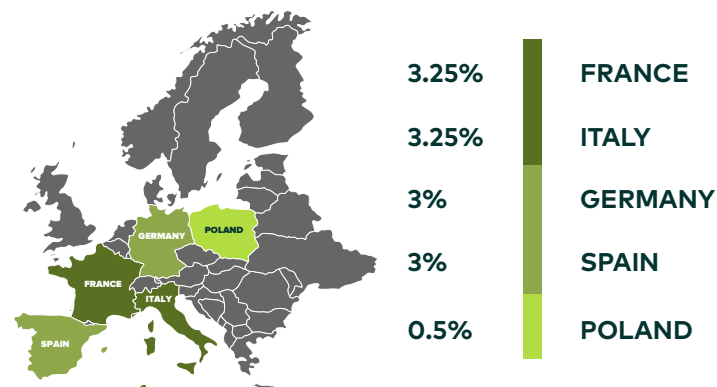
Frequency of usage of electronic payment options by country (total number)



1 or more transaction per day (%)

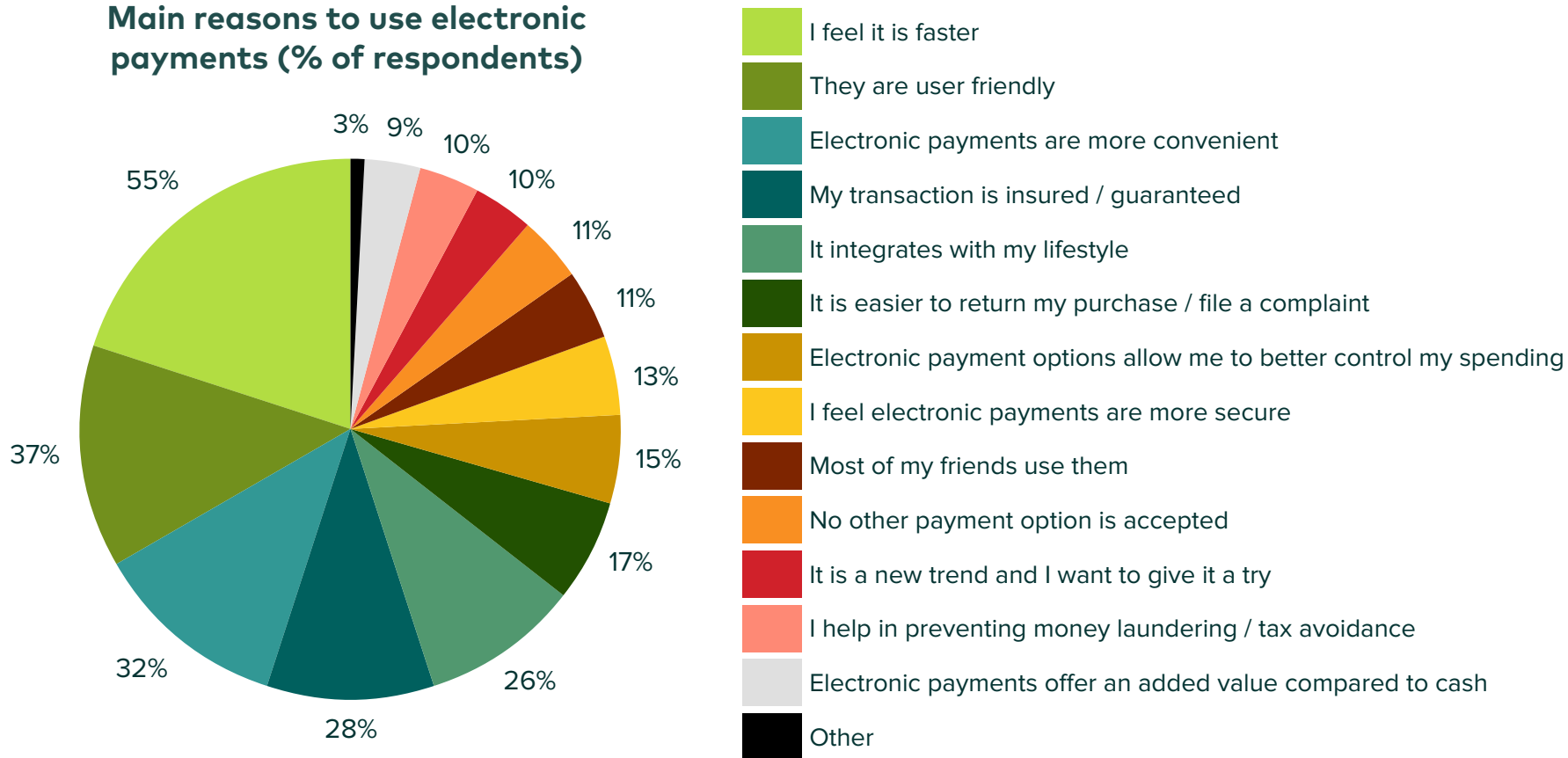


Have not used electronic payment in over a year (%)

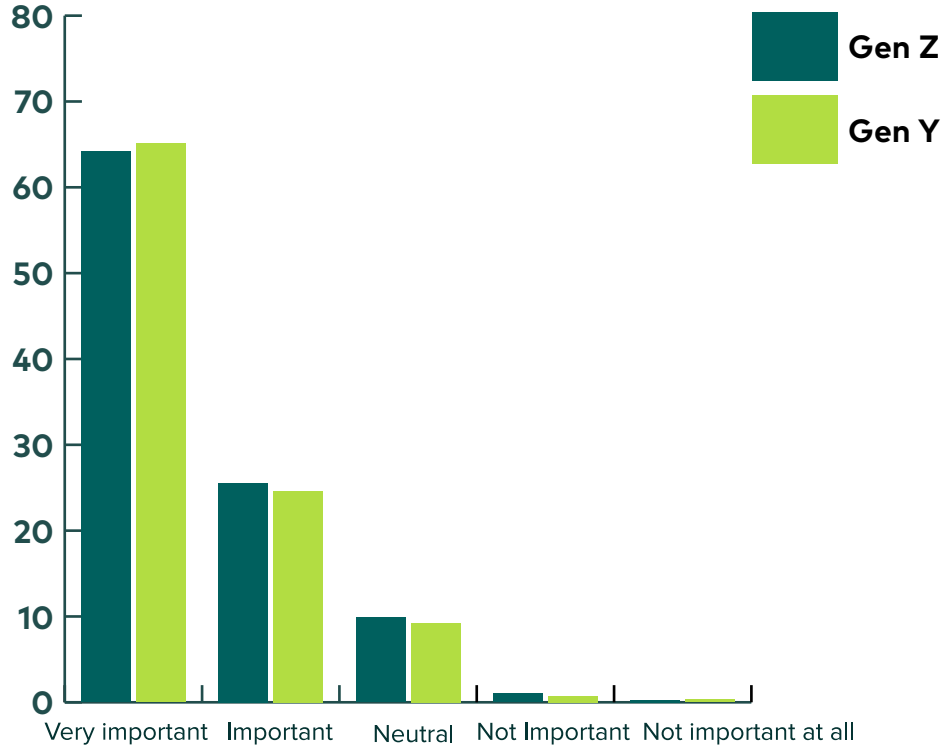


ELECTRONIC PAYMENTS

Main reasons to use electronic payments (% of respondents)



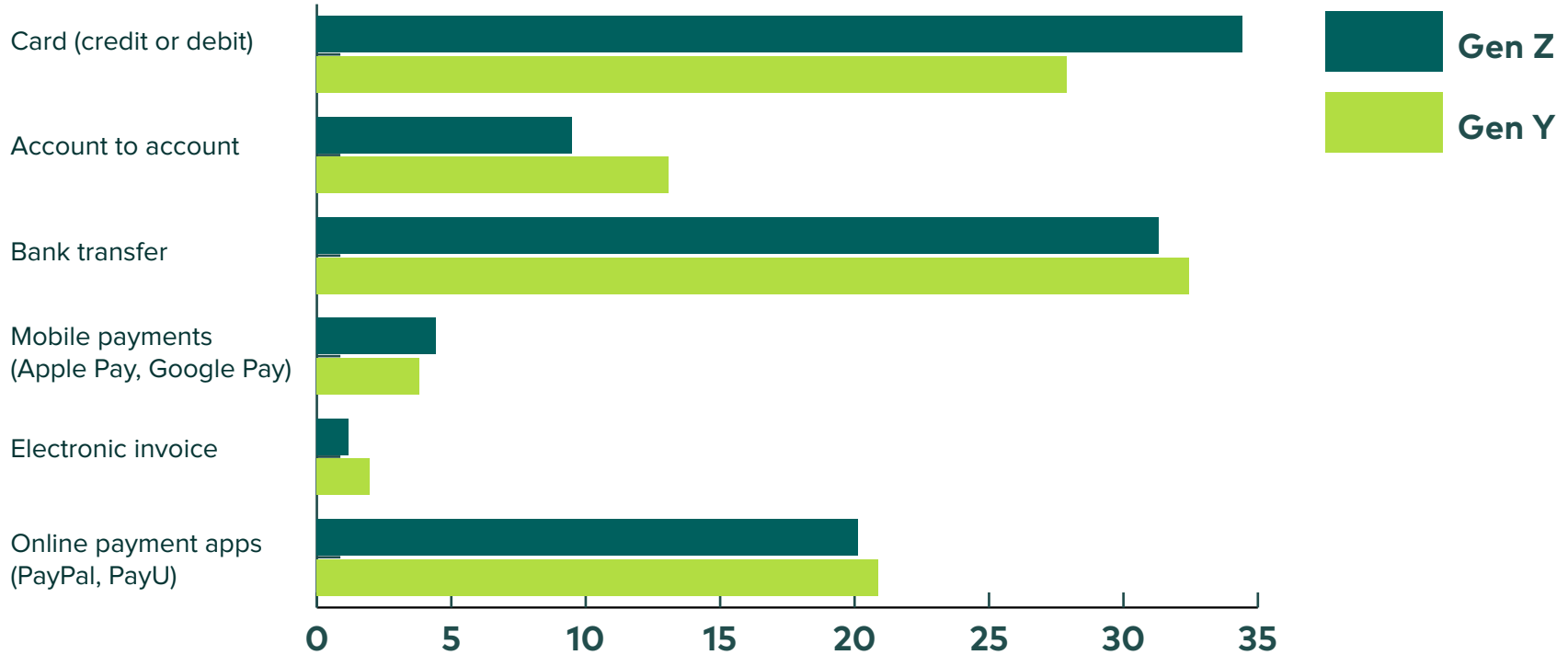
Importance of Security (% of respondents)



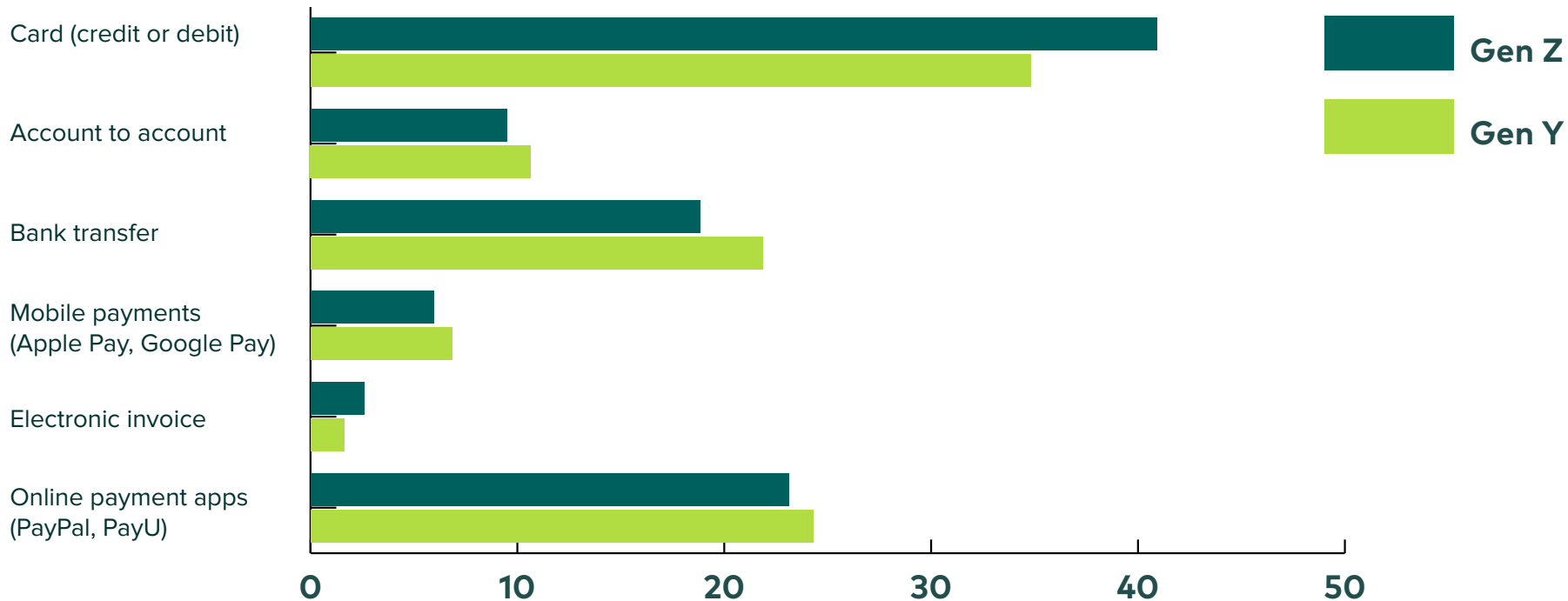
1. Over 90% of young people (Gen Y & Gen Z) see security as either important or very important for electronic payments.

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

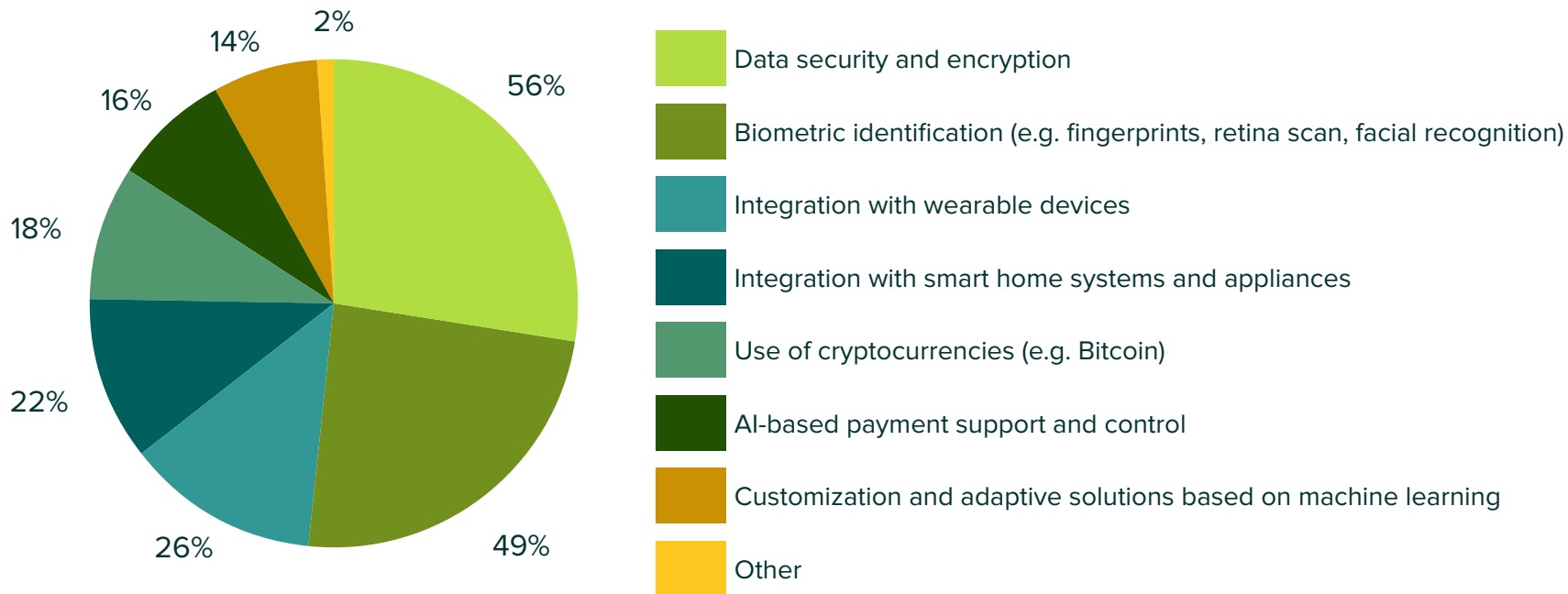
Opinion on security of electronic payments



Best value payment options



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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