

Payment preferences: Cash is king – but innovations are catching up

The respondents were asked about their payment preferences in two ways:

a. their current top three preferred payment methods (“reality”), and

b. their top three preferred payment methods if they were given all technological possibilities of paying at any time (“wish”), as Figure 4 shows.

Fig. 4 Cash is the preferred payment method, but innovations are on the rise

How do you currently prefer to pay? Please prioritize your preferences.

If you were given all technological possibilities of paying at any time, which three payment methods would you prefer?

n = 1,015 (all respondents)

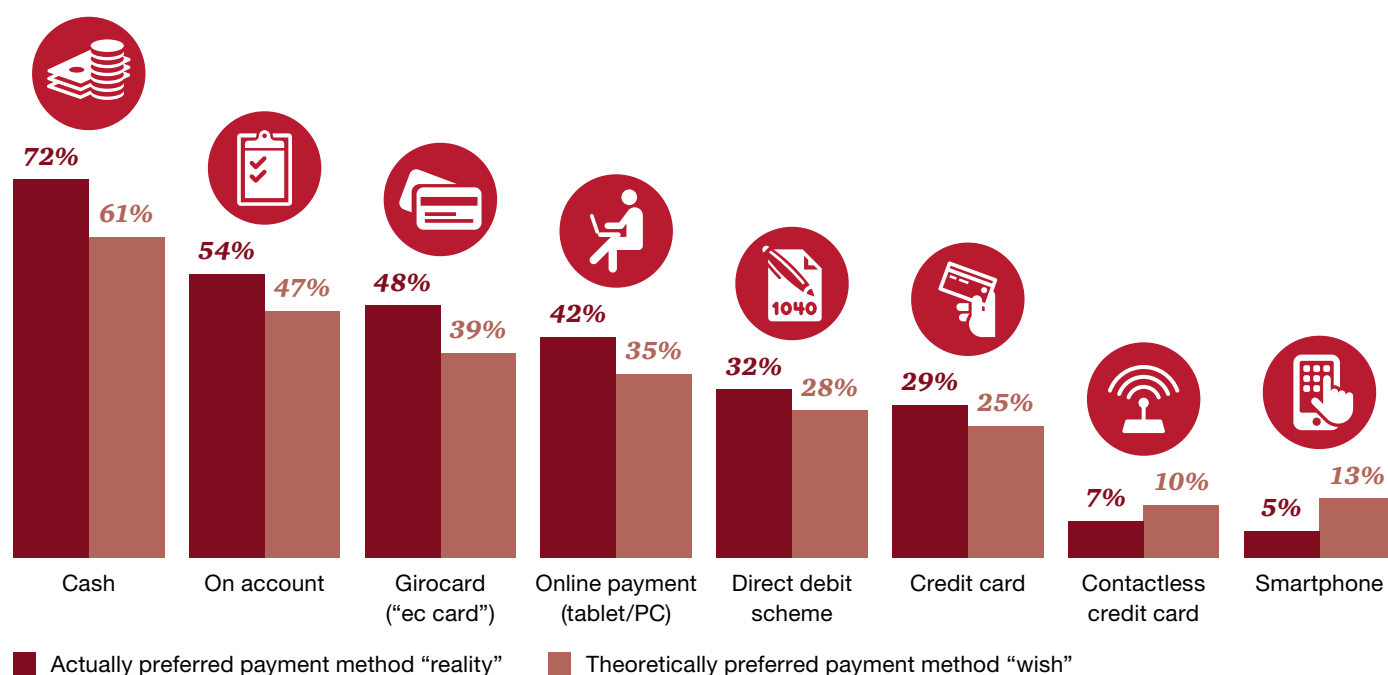


Figure 4 shows that the respondents in Germany prefer cash over any other payment method, which was expected. But the data also shows that the respondents are also interested in innovative payment methods and that

mobile payment, contactless girocards and solutions like “pay as you go” would be used more frequently if all technological possibilities were given anytime (see Figure 5).