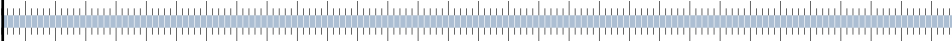


Survey findings on the consumer payment habits in Germany



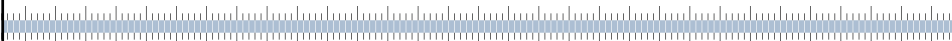
Nadine Knaust
Deutsche Bundesbank

Helsinki, 27 August 2009



Agenda

- 1 Design and framework of the study**
- 2 Choice of payment instruments**
- 3 Ownership and use of payment cards**
- 4 Use of payment instruments**
- 5 Summary and outlook**



1 Design and framework of the study (I)



- **Data collection: April – June 2008**
- **2,272 participants**
- **Random sample ensures representativeness**
- **Two-tier structure of the survey:**
 - Computer-assisted interview
 - Payment diary

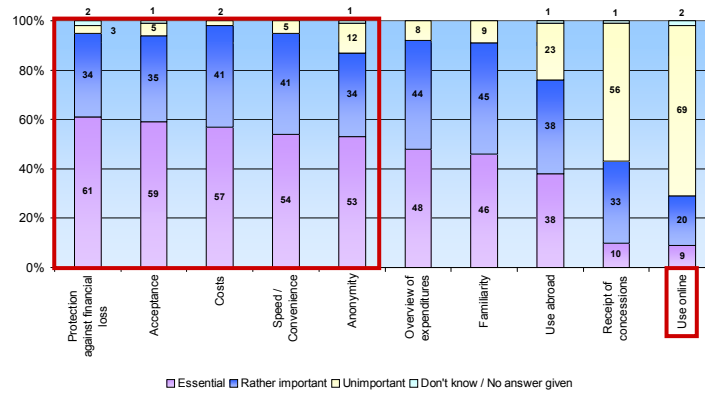
1 Design and framework of the study (II)



- **Focus of the study: research on payment habits at the Point of Sale (PoS)**
- **Payment instruments primarily analysed:**
 - Cash
 - German debit card: girocard
 - Credit card
 - German E-purse solution: GeldKarte

2 Choice of payment instruments (I)

Importance of payment instrument features from a user's perspective



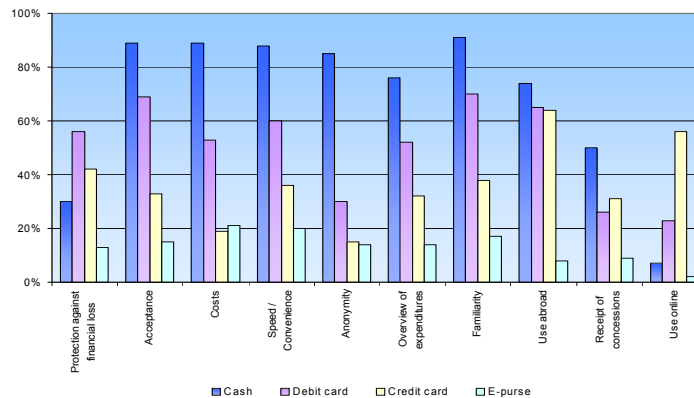
27 August 2009

Consumer payment habits in Germany

5

2 Choice of payment instruments (II)

Fulfilment of the features by payment instruments from a user's perspective



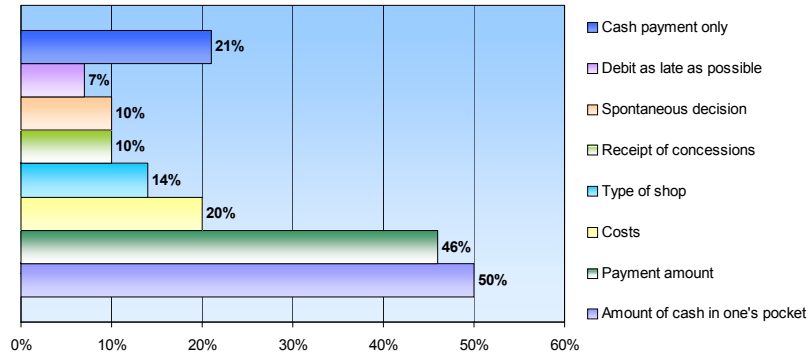
27 August 2009

Consumer payment habits in Germany

6

2 Choice of payment instruments (III)

Criteria for choosing a payment instrument at the POS

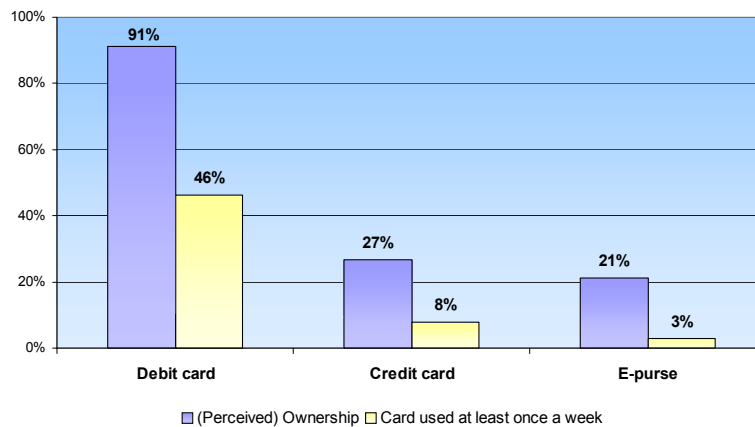


27 August 2009

Consumer payment habits in Germany

7

3 Ownership and use of payment cards



27 August 2009

Consumer payment habits in Germany

8

4 Use of payment instruments (I)

Share of payment instruments by value and number of transactions

Payment instrument	Distribution by value of transactions		Distribution by number of transactions	
	Value in Euro	Percentage share	Number of transactions	Percentage share
Cash	405,486	57.9	20,161	82.5
Debit card	178,829	25.5	2,907	11.9
Credit card	25,538	3.6	333	1.4
E-purse	3,186	0.5	122	0.5
Prepaid card (without E-purse)	551	0.1	49	0.2
Customer cards / Bonus cards	1,390	0.2	34	0.1
Internet payment procedures	1,939	0.3	36	0.1
Direct debit	13,024	1.9	140	0.6
Credit transfer	62,199	8.9	447	1.8
Other	2,948	0.4	44	0.2
Cashless without specification of payment instrument	5,349	0.8	161	0.7
Sum	700,438	100.0	24,437	100.0

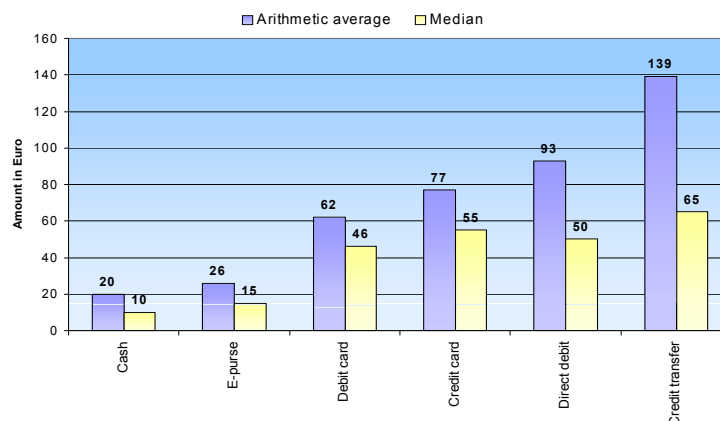
27 August 2009

Consumer payment habits in Germany

9

4 Use of payment instruments (II)

Average payment amount per payment instrument



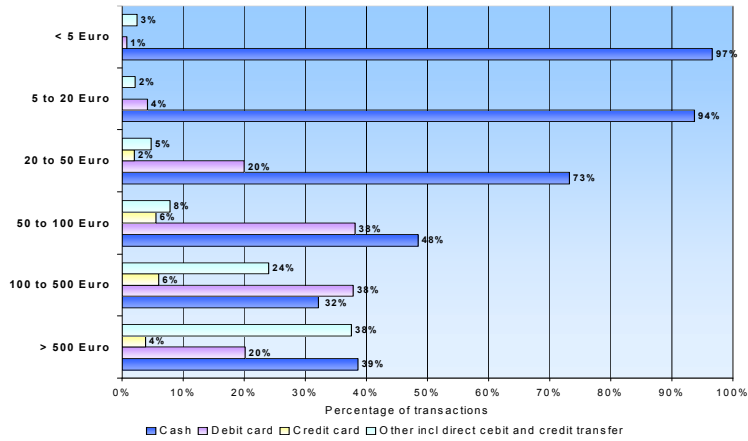
27 August 2009

Consumer payment habits in Germany

10

4 Use of payment instruments (III)

Use of payment instruments by payment amount



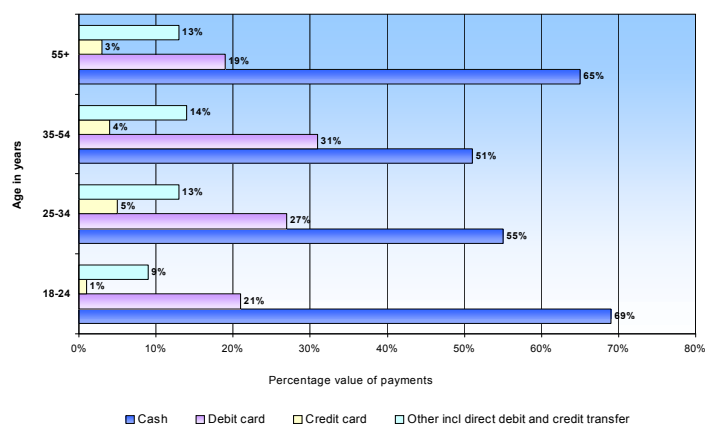
27 August 2009

Consumer payment habits in Germany

11

4 Use of payment instruments (IV)

Socio-demographic characteristics: Age



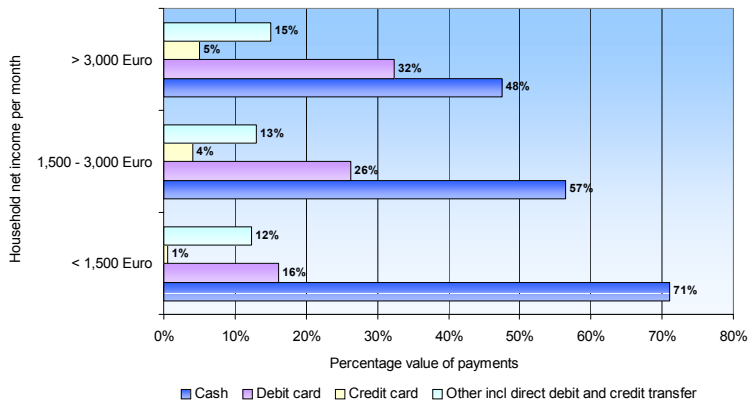
27 August 2009

Consumer payment habits in Germany

12

4 Use of payment instruments (V)

Socio-demographic characteristics: Income



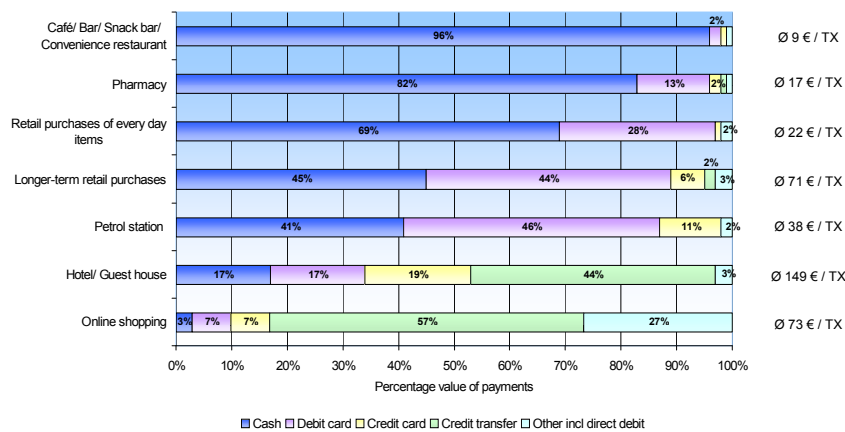
27 August 2009

Consumer payment habits in Germany

13

4 Use of payment instruments (VI)

Use of payment instruments by place of payment



27 August 2009

Consumer payment habits in Germany

14

5 Summary and outlook (I)



Cash is the most frequently used means of payment in Germany

- | But the share of cash payments is constantly decreasing.
- | Reasons for cash being still that popular:
 - | Slow change of payment behaviour
 - | Limited number of payment card acceptance points for low-value payments
 - | Dense ATM network
 - | Anonymity plays an important role

27 August 2009

Consumer payment habits in Germany

15

5 Summary and outlook (II)



Growth opportunities for cashless payments

- | Largest potential in the field of low-value payments
- | Growing impact of online shopping
- | Debit cards
 - | Wide spread as regards acceptance and customer side
 - | Increase in use only by change of payment habits
- | Use of credit cards will probably remain stable
- ➔ **Cashless payments could be increased significantly**

27 August 2009

Consumer payment habits in Germany

16

Thank you for your attention!



Nadine Knaust
Deutsche Bundesbank
Wilhelm-Epstein-Straße 14
60431 Frankfurt am Main, Germany
Phone: +49 69 9566 4287
E-Mail: nadine.knaust@bundesbank.de