

HOW DOES THE SWISS POPULATION MAKE PAYMENTS?

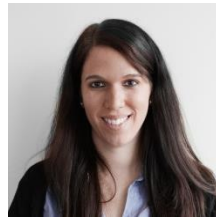
Ipsos Switzerland
October 2020

GAME CHANGERS



STUDY DESIGN

- Client: TWINT
- Universe: The Swiss online population in German-speaking Switzerland, French-speaking Switzerland and Ticino
- Method: Quantitative online survey (CAWI) in the online panel
- Control sample: n = 800 interviews
- Quotas: Age, gender, language region
- Conducted: 7–15 August 2020
- Rounding: Rounding differences of +/-1% are possible in the report
- Project team: **Ipsos SA**



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The largest market research institute in **Switzerland** with locations in **Geneva, Basel** and **Root**

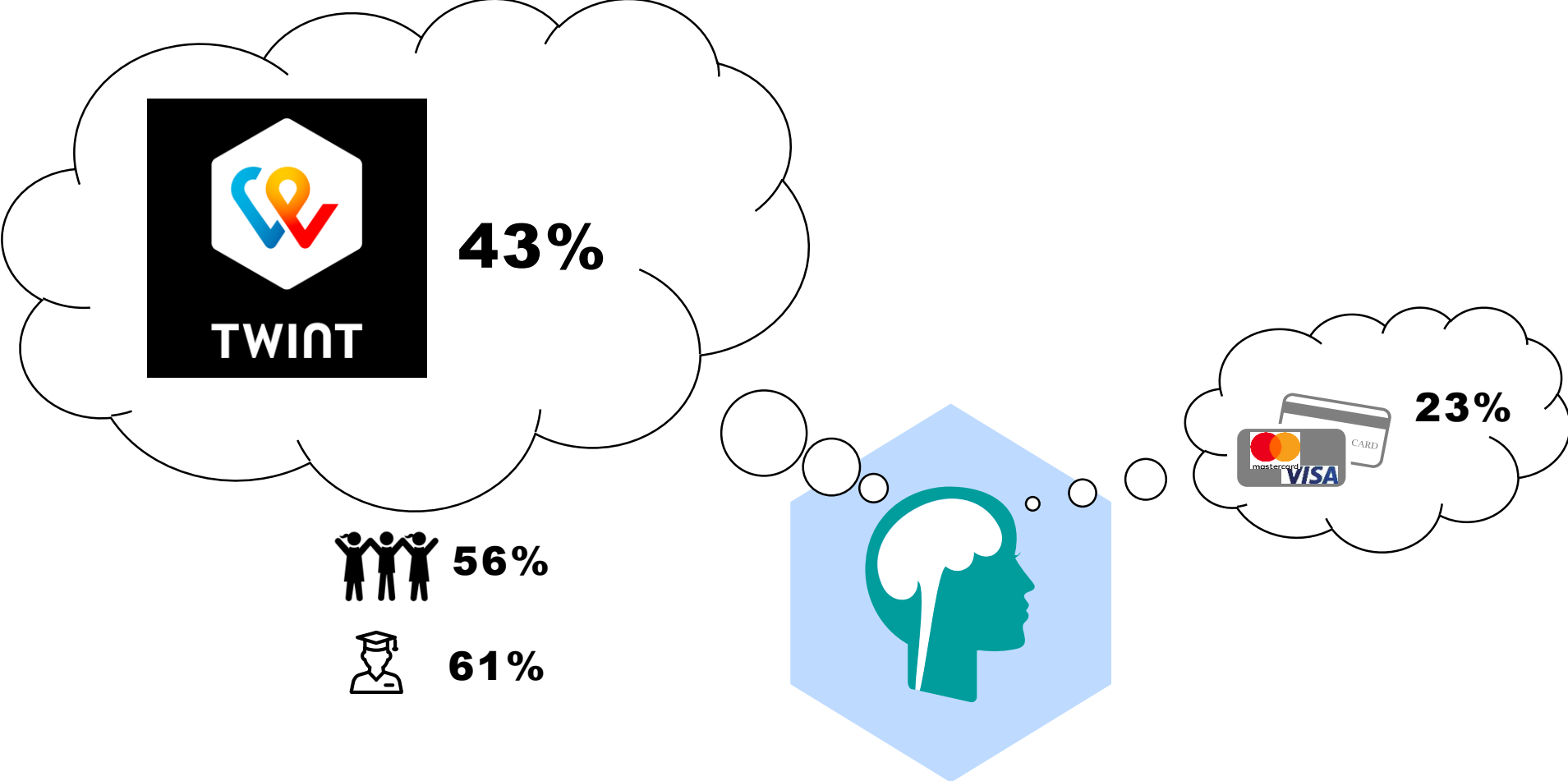
18,000 employees worldwide

Current publications being worked on include [the global impacts of COVID-19](#), [a comparison of Switzerland against other countries](#) and [social and economical issues on a global level](#)

DETAILED RESULTS

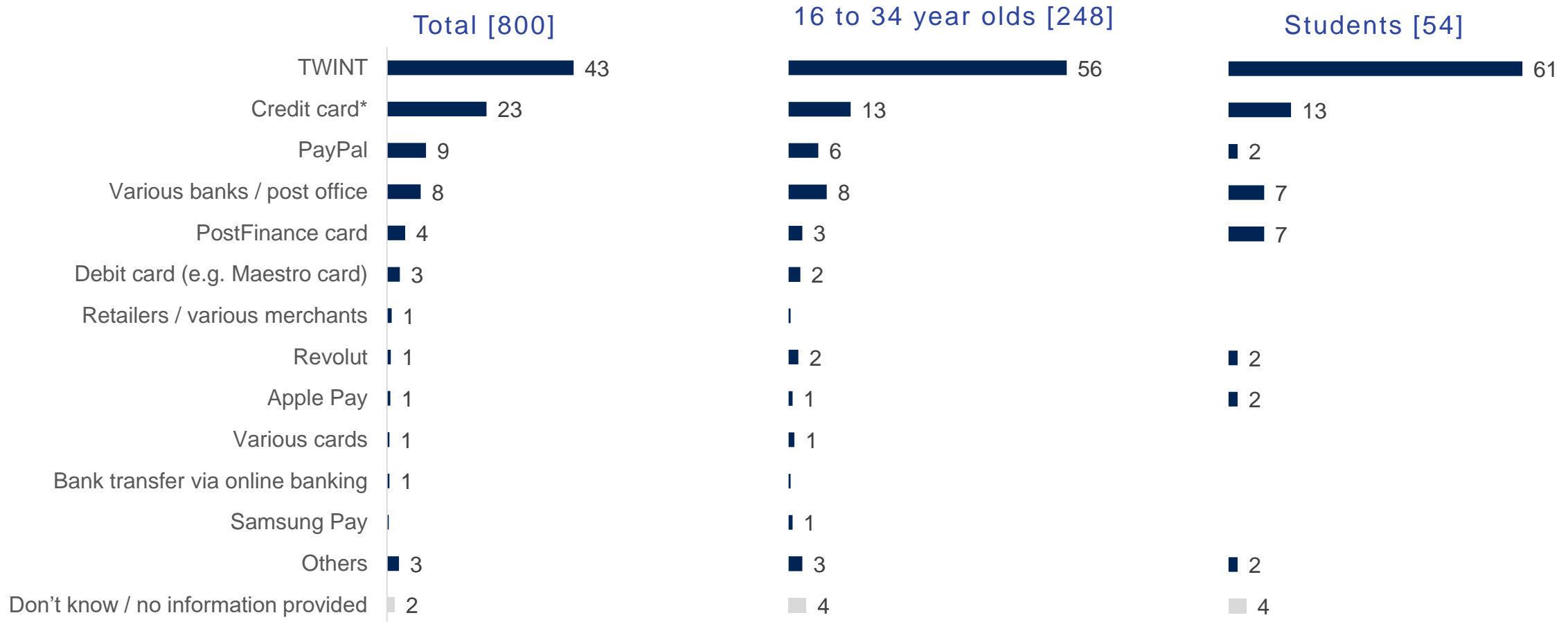
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WHICH PROVIDER IS THE FIRST TO COME TO MIND WHEN YOU THINK OF CASHLESS PAYMENTS?



INSTANT AWARENESS – ON THE TOP OF THE MIND

TWINT is by far the provider that most frequently comes to mind first (43%) out of all of the providers of cashless payment systems. Among 16 to 34 year olds (56%) and particularly among students (61%), TWINT is instantly named first as frequently as all of the other providers put together.

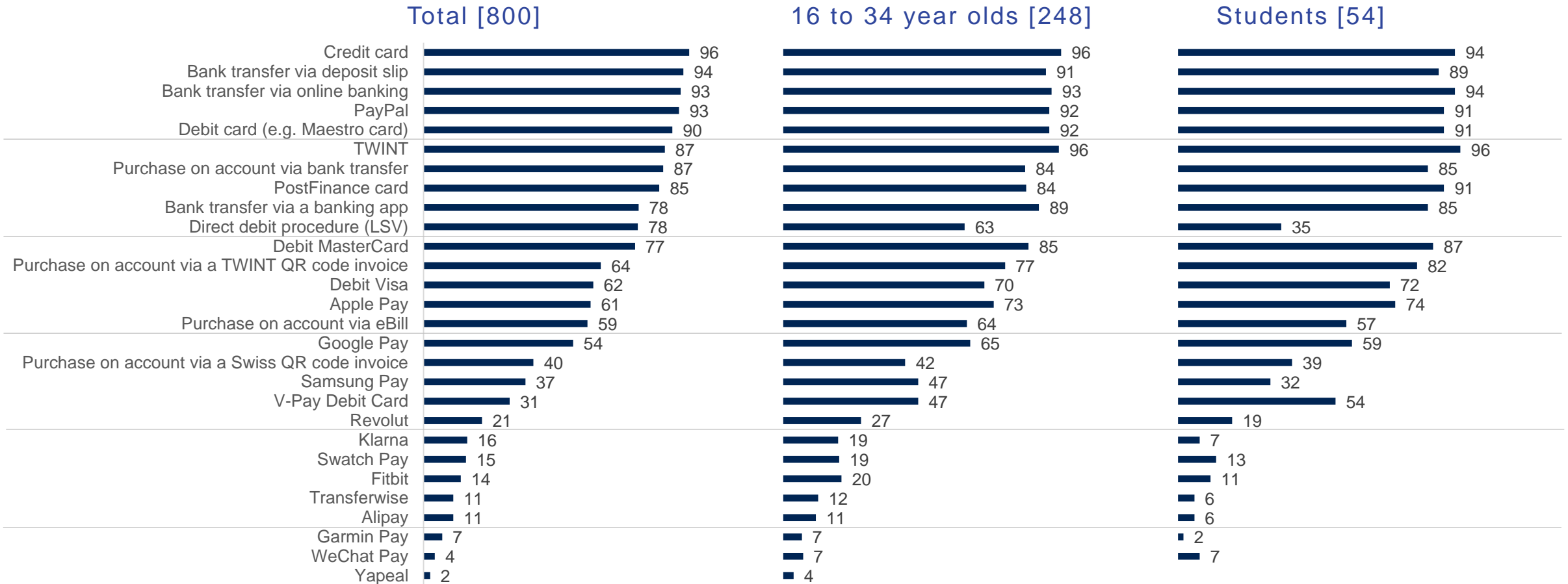


Question 1: Which provider is the first to come to mind when you think of cashless payments?
 Basis: [] people / open question / figures in percent

*Visa/MasterCard/Diners Club/Amex/various credit cards

AIDED AWARENESS

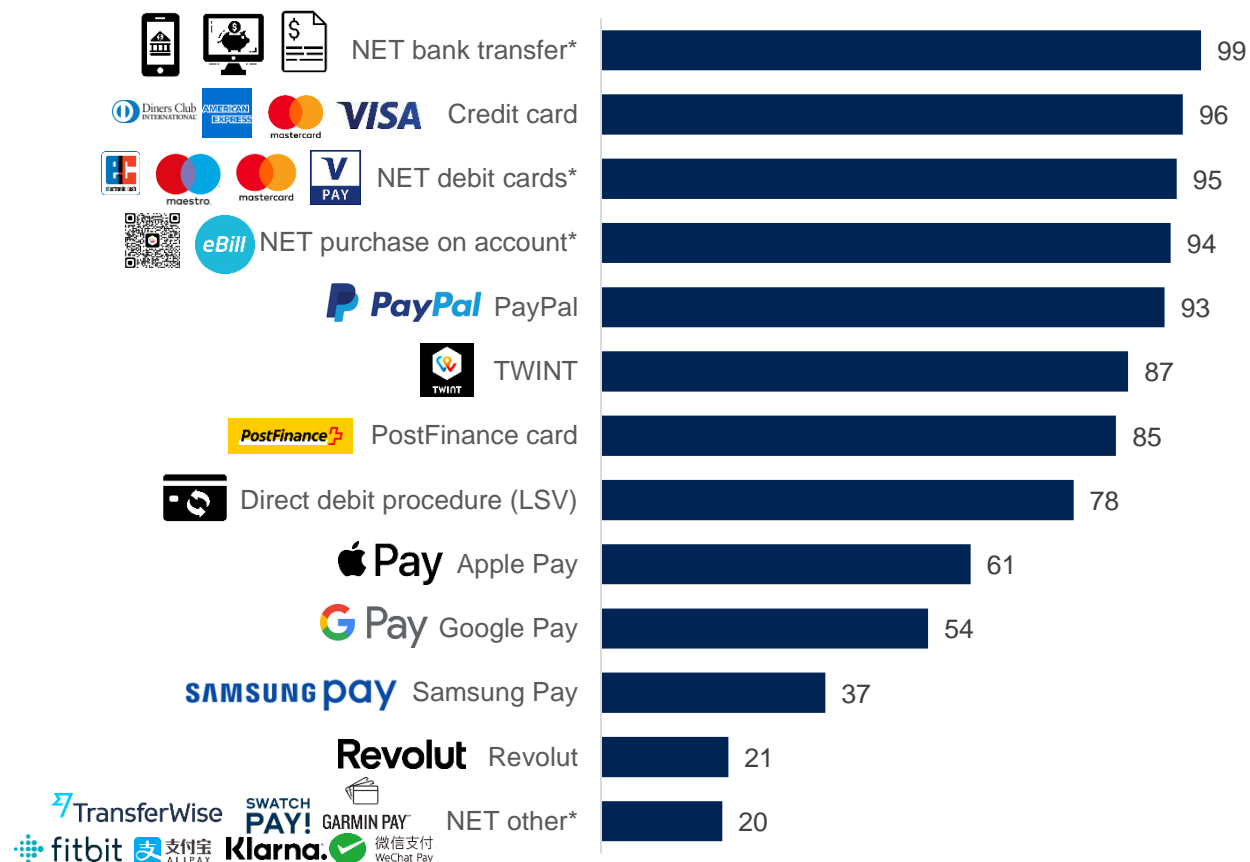
The following figures show a slightly more diversified picture. On the “Total” level, the credit card was named most frequently with a score of 96%, with many other payment methods close behind. TWINT was named most frequently by young people and students (96% in both target groups). There were huge discrepancies with the direct debit procedure, which is much less well-known especially among students.



Question 2: Which of these payment methods or providers of cashless payment systems do you recognise, even if it is only by name?
 Basis: [] people / closed question / figures in percent

AIDED AWARENESS

The various ways of making a **bank transfer** were mentioned by almost all participants as a payment method for cashless payments, followed by credit card, debit cards, purchase on account and PayPal.



Question 2: Which of these payment methods or providers of cashless payment systems do you recognise, even if it is only by name?
 Basis: 800 people / closed question / figures in percent

*NET bank transfer: bank transfer via online banking / via a banking app / via a deposit slip

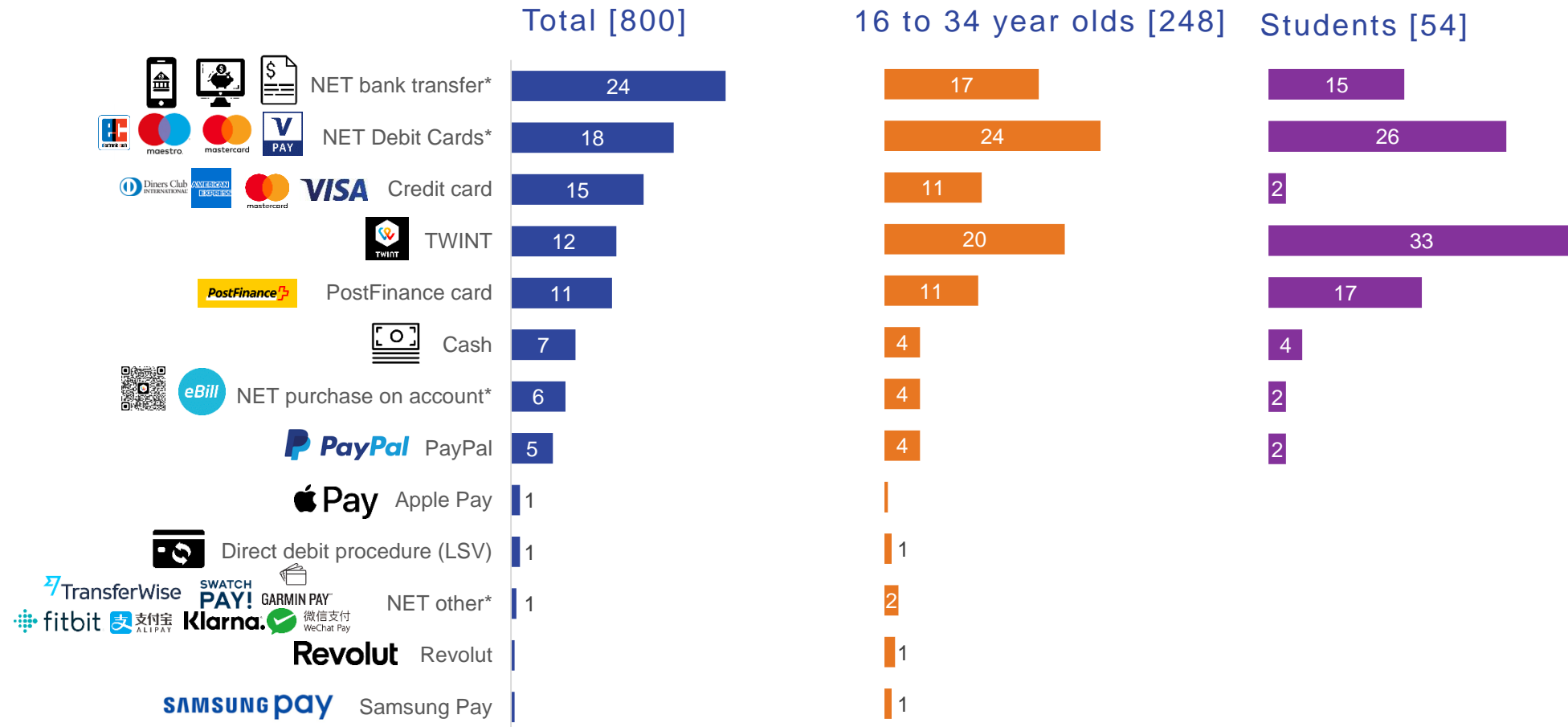
*NET debit cards: Debit card (e.g. Maestro card) / Visa Debit / Debit MasterCard / V-Pay debit card

*NET purchase on account: purchase on account via bank transfer / via Swiss QR code invoice / via TWINT QR code invoice / via eBill

*NET other: Transferwise / Swatch Pay / Garmin Pay / Fitbit / Alipay / Klarna / Yapeal / WeChat Pay

FIRST CHOICE IN GENERAL

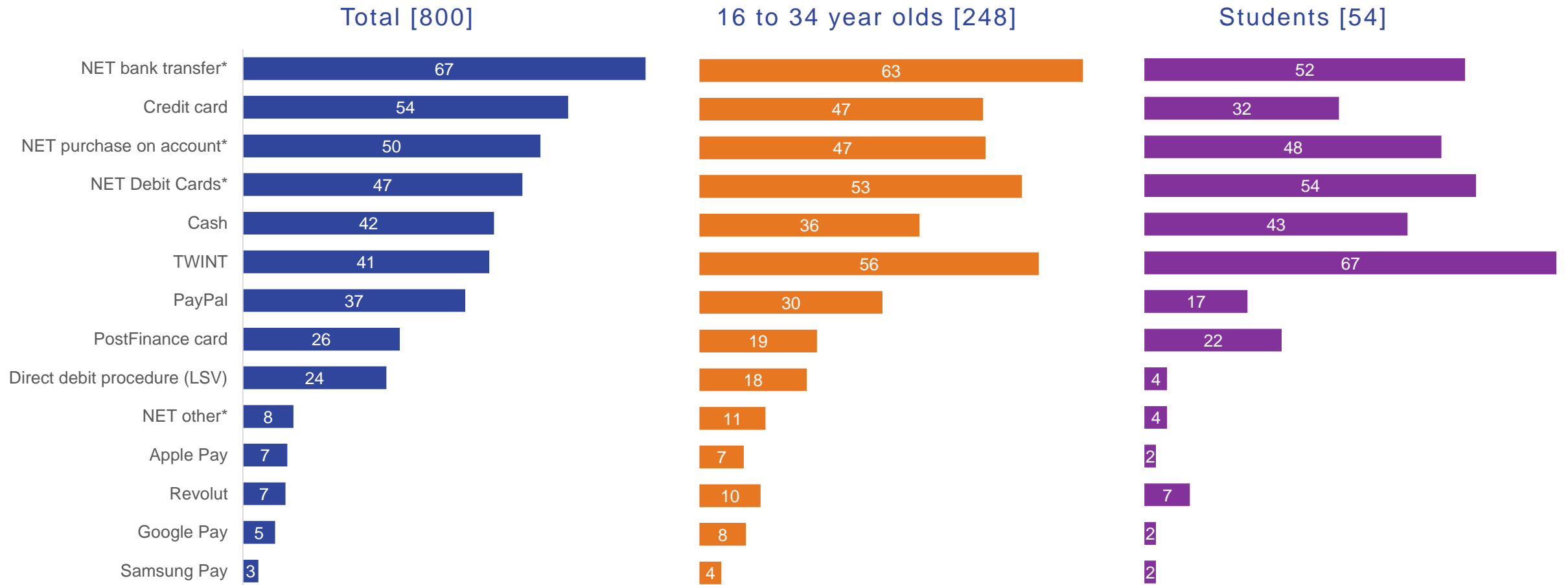
In general, bank transfer (24%) is the preferred payment method among the population, followed by debit cards (18%) and the credit card (15%). TWINT is clearly in first place with students (33%).



Question 3: Which of the following is your generally preferred payment method or provider for making payments?
 Basis: [] people / closed question / figures in percent

*NET bank transfer: bank transfer via online banking / via a banking app / via a deposit slip
 *NET debit cards: Debit Card (z.B. Maestro Card) / Debit Visa / Debit MasterCard / V-Pay Debit Card
 *NET purchase on account: purchase on account via bank transfer / via Swiss QR code invoice / via TWINT QR code invoice / via eBill
 *NET other: Transferwise / Swatch Pay / Garmin Pay / Fitbit / Alipay / Klarna / Yapeal / WeChat Pay

RELEVANT SET IN GENERAL



Question 4: Which of these payment methods are the most suitable for you personally?
 Basis: [] people / closed question / figures in percent

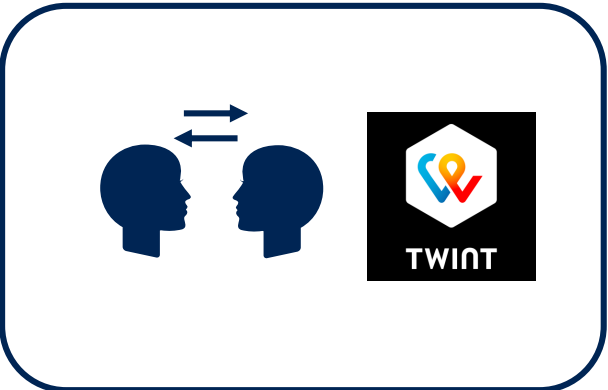
*NET bank transfer: bank transfer via online banking / via a banking app / via a deposit slip

*NET purchase on account: purchase on account via bank transfer / via Swiss QR code invoice / via TWINT QR code invoice / via eBill

*NET debit cards: Debit Card (z.B. Maestro Card) / Debit Visa / Debit MasterCard / V-Pay Debit Card

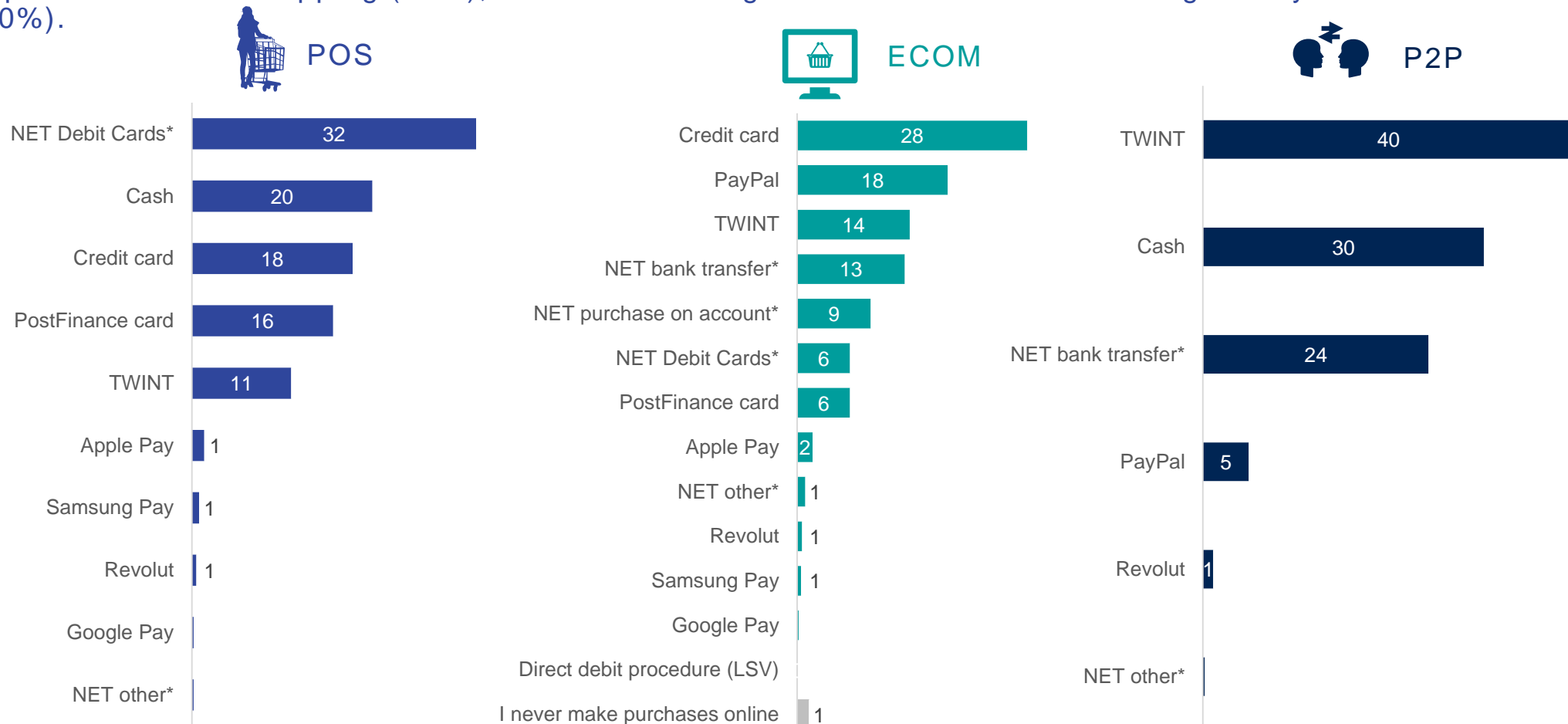
*NET other: Transferwise / Swatch Pay / Garmin Pay / Fitbit / Alipay / Klarna / Yapeal / WeChat Pay

WHICH PAYMENT METHODS ARE PREFERRED IN EACH OF THE FOLLOWING SITUATIONS?



FIRST CHOICE FOR POS / ECOM / P2P

At a POS, debit cards (32%) are the preferred payment method of the Swiss population, with the credit card being the most popular for online shopping (28%), and TWINT being used the most when sending money to friends and family members (40%).



Question 6: Imagine you are stood at the cash register in a shop and would like to pay. Every payment method and provider for making payments is provided by the shop. Which payment method/provider would you choose?
 Question 9: Now, imagine that you would like to pay for something via the Internet, e.g. in an online shop or via an app on your smartphone. Which payment method/provider would you prefer to use in this instance?
 Question 12: Please now imagine that a friend or a family member paid for something for you and you would like to pay them back the next day. How would you give them the money back?

Basis: 800 people / closed question / figures in percent

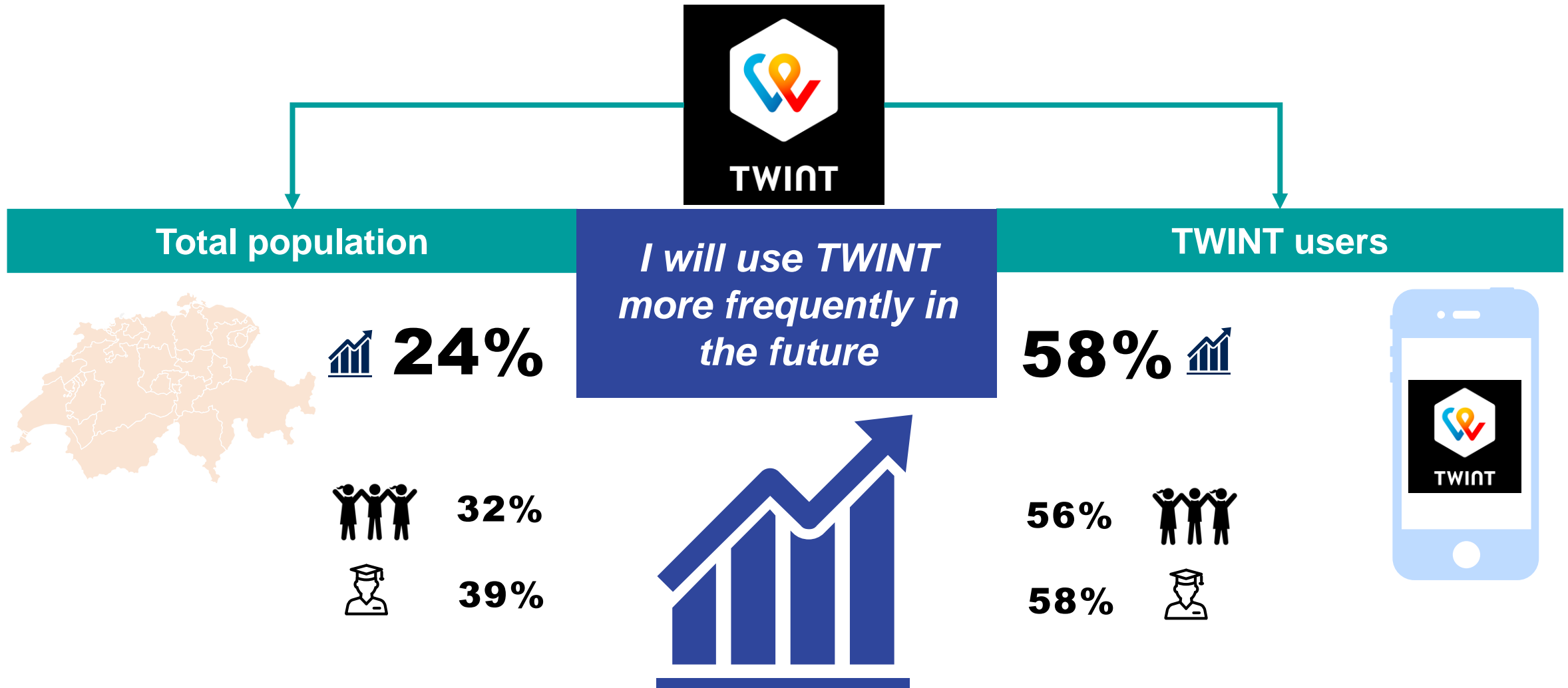
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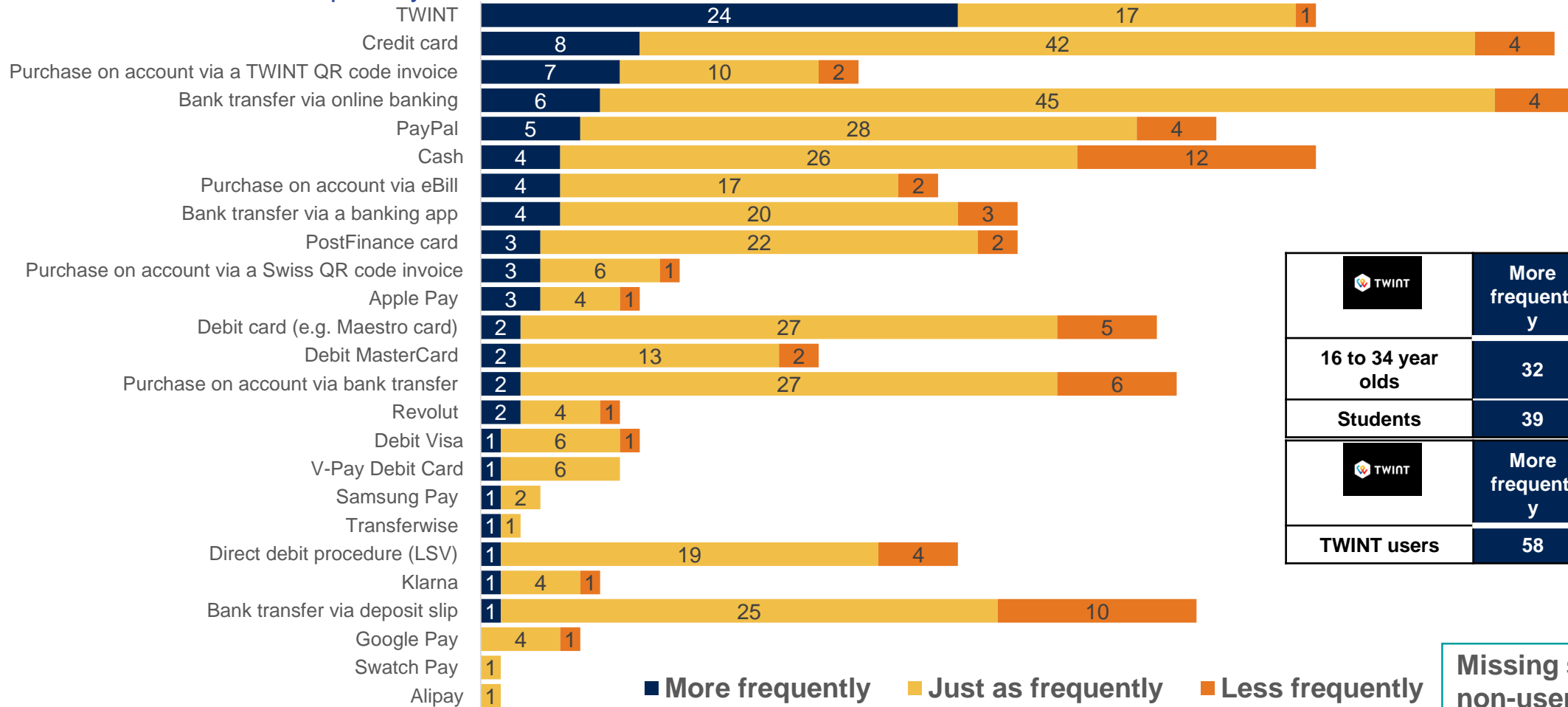
HOW WILL USAGE CHANGE IN THE FUTURE?



Question 15: Are you likely to use the following payment methods or providers for making payments more frequently, just as frequently or less frequently in the future?

FORECAST

One-quarter of the Swiss population will use TWINT more frequently in the future, with this figure increasing to one-third among the 16 to 34 year olds target group. More than half of current and potential TWINT users have also said they would use TWINT more frequently.



TWINT	More frequently	Just as frequently	Less frequently
16 to 34 year olds	32	23	2
Students	39	26	2
TWINT	More frequently	Just as frequently	Less frequently
TWINT users	58	41	2

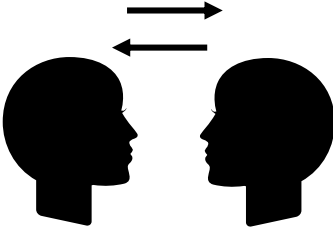
Missing share of 100% = non-users

Question 15: Are you likely to use the following payment methods or providers for making payments more frequently, just as frequently or less frequently in the future?
 Basis: 800 people / closed question / figures in percent

MANAGEMENT SUMMARY

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- The Ipsos survey was carried out in August 2020, illustrating the initial trends with respect to the various payment methods and providers used after the emergence of COVID-19 in Switzerland.



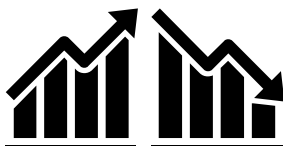
- TWINT is by far the provider that most frequently comes to mind first out of all of the providers of cashless payment systems (top of the mind). Among 16 to 34 year olds, TWINT is instantly named first as frequently as all of the other providers put together. If you show a list of all of the different payment methods and providers (aided awareness), almost everyone in the entire population and in all age groups recognises all of the major providers. The only discrepancies are with the direct debit procedure (LSV), which is much more well-known among the older generations than the younger generations.



- In general, bank transfer is the preferred payment method, followed by debit cards, the credit card and TWINT.
- There are, however, clear differences in terms of the preferred payment method when paying in a store (POS), when purchasing something online (ECOM) and when sending money to friends and family members (P2P). Debit cards, cash and credit cards are preferred when paying in a store. Credit cards, PayPal and TWINT are preferred when purchasing something online, whereas TWINT is the number-one choice for Peer-2-Peer payments.
- A preference for debit cards and TWINT was demonstrated by 16 to 34 year olds.



- TWINT is seen as being hygienic, innovative, an app that makes everyday life easier and is easy-to-use.
- The reasons for people preferring TWINT are that “it is quick and easy to use”, “you always have it to hand”, “it’s simple to use” and “the money is transferred directly from your private account”. On the other hand, the main reason for not using TWINT is habit.



- One-quarter of the Swiss population plans to use TWINT more frequently in the future. More than half of current and potential TWINT users have also said they would use TWINT more frequently. Users of other cashless payment methods and providers have said they would continue to use these services to the same extent in the future or even more frequently.

**BE
SURE.
GO
FURTHER.**

GAME CHANGERS

