

In a volatile world, cash is king 🏆

While electronic payments like mobile and virtual currency tend to dominate contemporary payment discussions, cash is still the dominant form of currency for most consumers worldwide, accounting for 85% of all global retail transactions. To understand the importance of cash to global shoppers, Glory commissioned a research study among UK, US and Australian consumers.

...9 OUT OF 10 GLOBAL CONSUMERS USE CASH ON A DAILY, WEEKLY OR MONTHLY BASIS



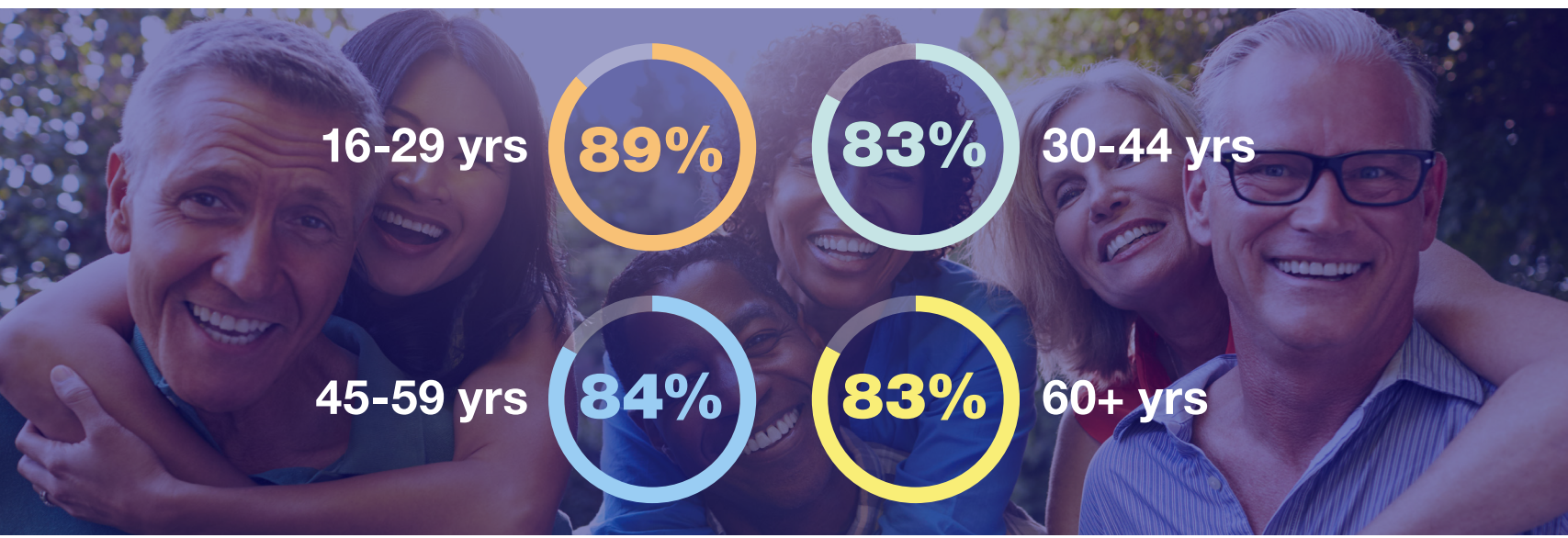
ONLY 16% OF CONSUMERS FEEL ELECTRONIC PAYMENT IS MORE SECURE THAN CASH



80-90% OF CONSUMERS USE CASH TO PAY FOR EVERYDAY PURCHASES OF £50 OR LESS



ALL AGES USE CASH FOR LOW VALUE PAYMENTS



PAYING BY CASH GIVES STAFF MORE FREEDOM TO PROVIDE SUPPORT



86% OF CONSUMERS FEEL COMFORTABLE USING CASH – MORE THAN ANY OTHER PAYMENT METHOD



Sources

Mastercard
 Glory / Morar Consulting research Feb 2017: 1,520 consumers sampled.
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