Coimisiún um Iomaíocht agus Cosaint Tomhaltóirí

Competition and Consumer Protection Commission

Contactless Transactions and Mobile Banking – Consumer Behaviour

December 2015

Key summary

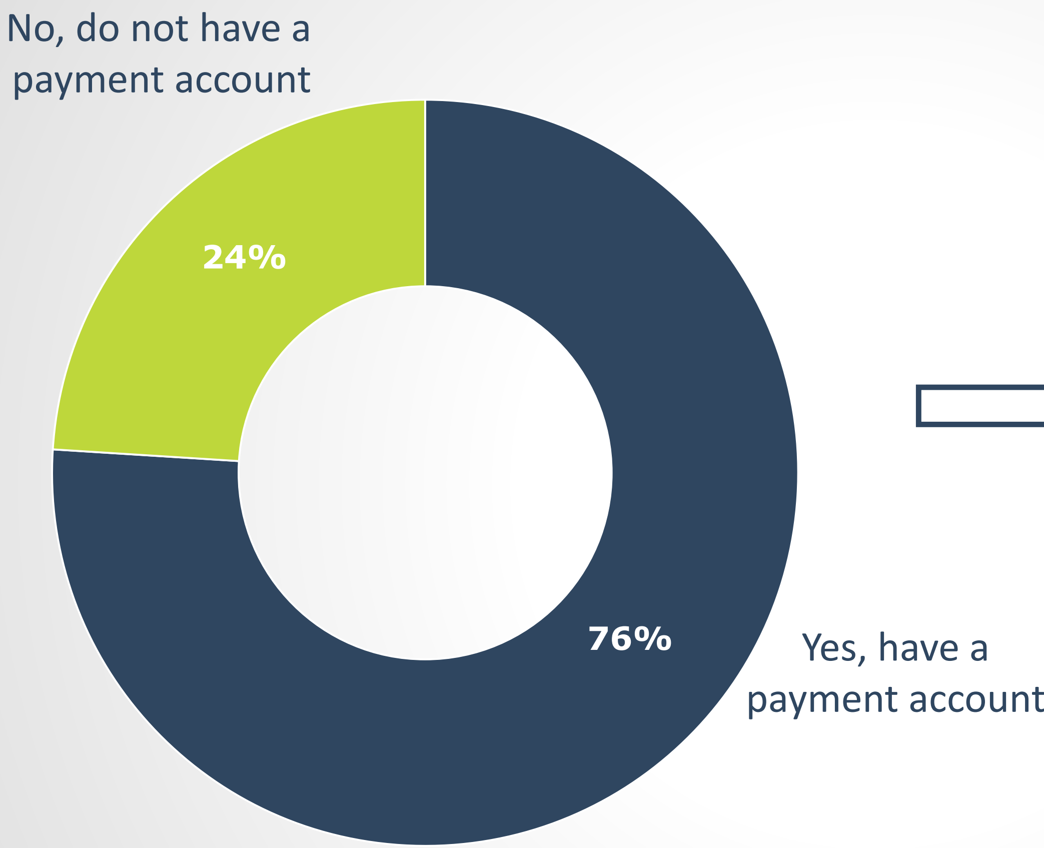
- 3 in 4 adults aged 18+ hold a payment/current account.
- Almost half of adults 18+ are aware of contactless payments (45%) and 4 in 5 are aware of mobile banking (83%). Awareness is lower among the over 65s, the working classes and those living in rural areas.
- Just over 2 in 5 (42%) hold a debit or credit card that allows for contactless payments with 43% of those stating that they have used their card in the past week.
  - For those who do not use the contactless facility the main reason for not using the facility is due to hassle/mistrust of technology or forgetting about it. There is some concern also about keeping track of spending.

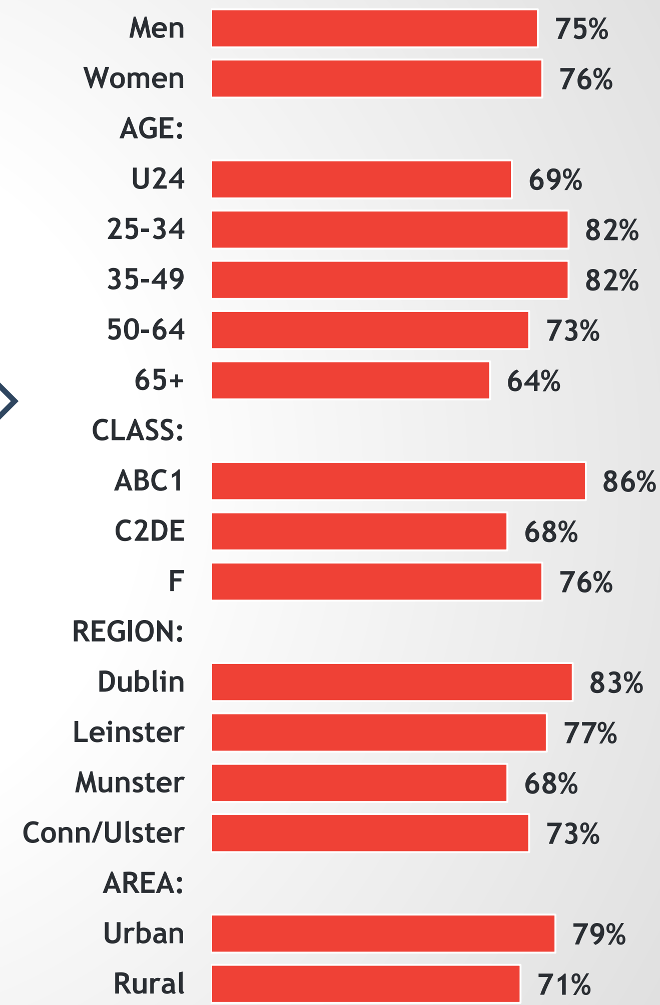
Key summary continued

- Visiting a branch continues to be the main bank service used (66%), despite the growth in technology (internet - 58% and mobile banking - 43%). Over 65s are driving visits to branch, while U50s are much more active online.
- 2 in 5 claim that fees and charges influence the way they bank, with using debit card less often and making larger withdrawals being the main change.
- Almost half, (46%), admit to not knowing how much they are charged for a regular chip and pin transactions on their debit card.

3 in 4 adults aged 18+ hold a payment/current account with debit card

Base: Adults aged 18+: 975





()= 2014 data

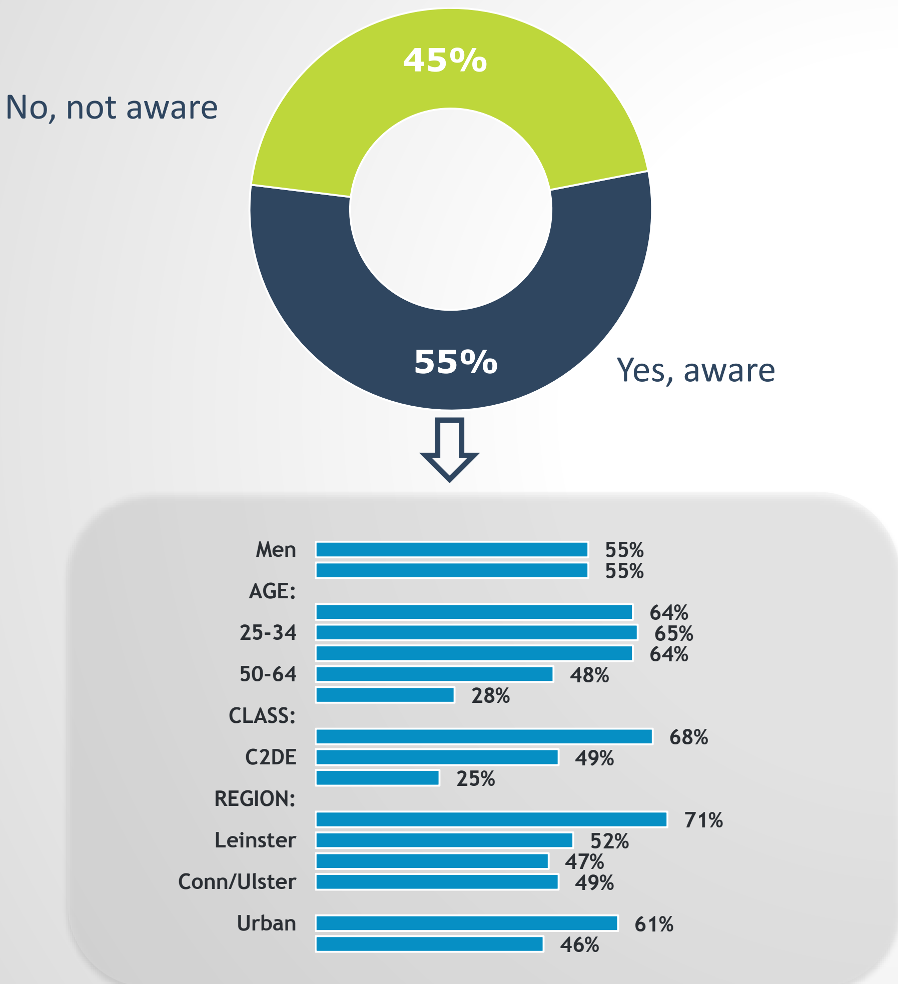
Q. 2 Do you have a payment account/current account, is it an account with a debit card?

Note: Question changed in 2015 was: "Do you have a payment account/current account, that is an account with debit card and also allows you to receive electronic payments, or make payments such as direct debits for utilities etc.?

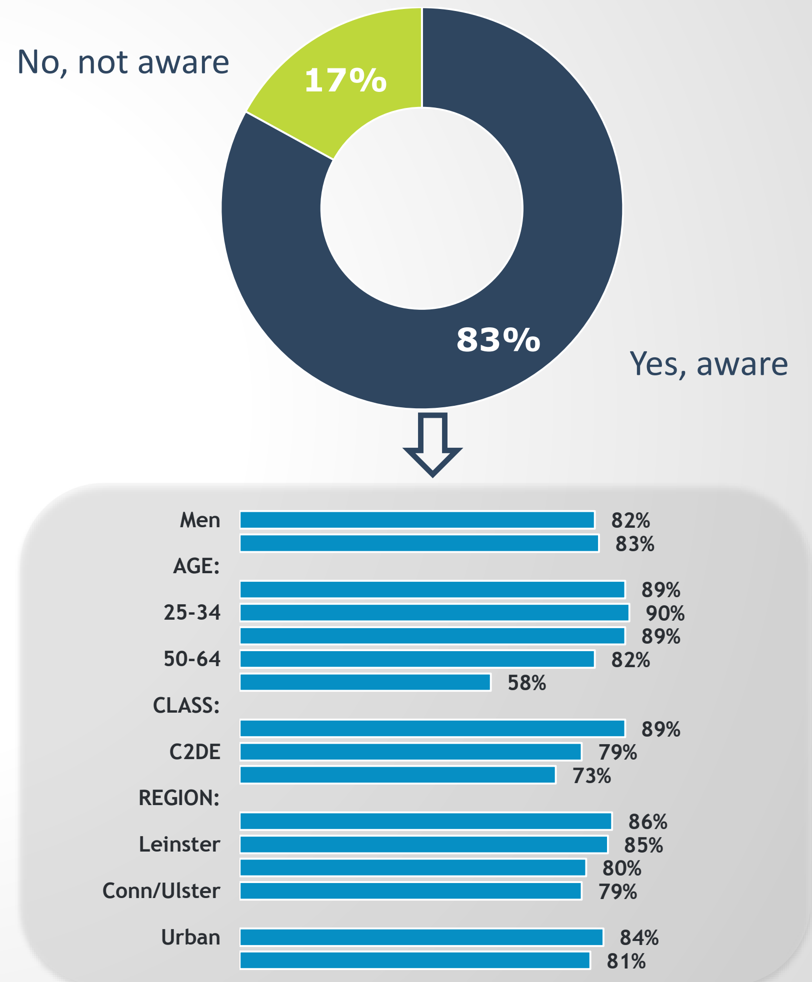
Half of adults aged 18+ are aware of contactless payments, while 4 in 5 are aware of mobile/online banking

Base: Adults aged 18+: 975

Aware of Contactless Payments/Cards



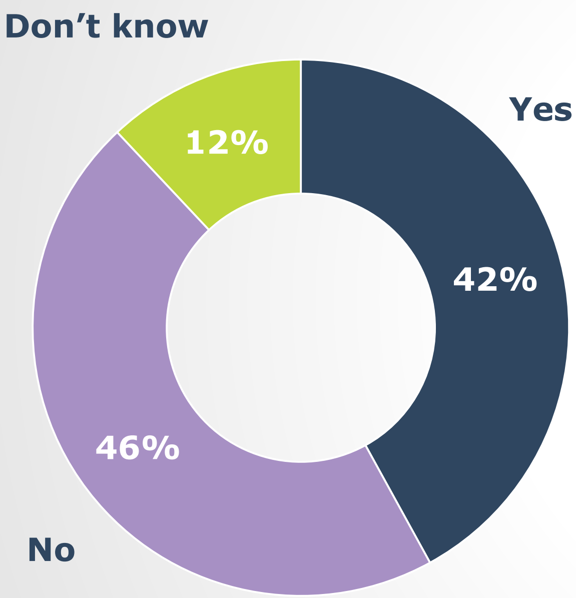
Aware of Mobile/online banking

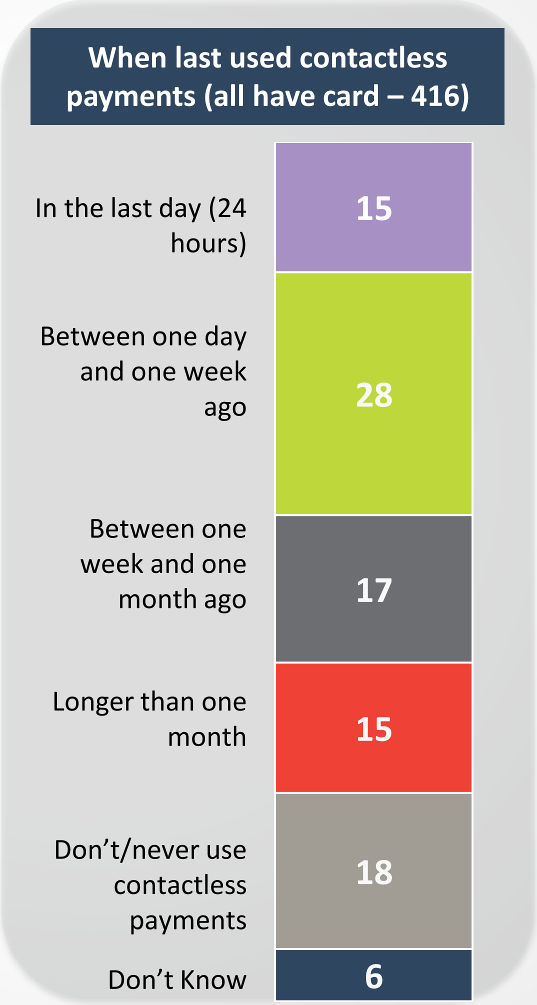


Q. 2(ai) Are you aware of/Have you heard of…Contactless Payments/Contactless Cards?
Q. 2(aii) Are you aware of/Have you heard of…Mobile/Online Banking?

2 in 5 adult consumers hold a debit or credit card that allows for contactless transactions

Base: Adults aged 18+: 975



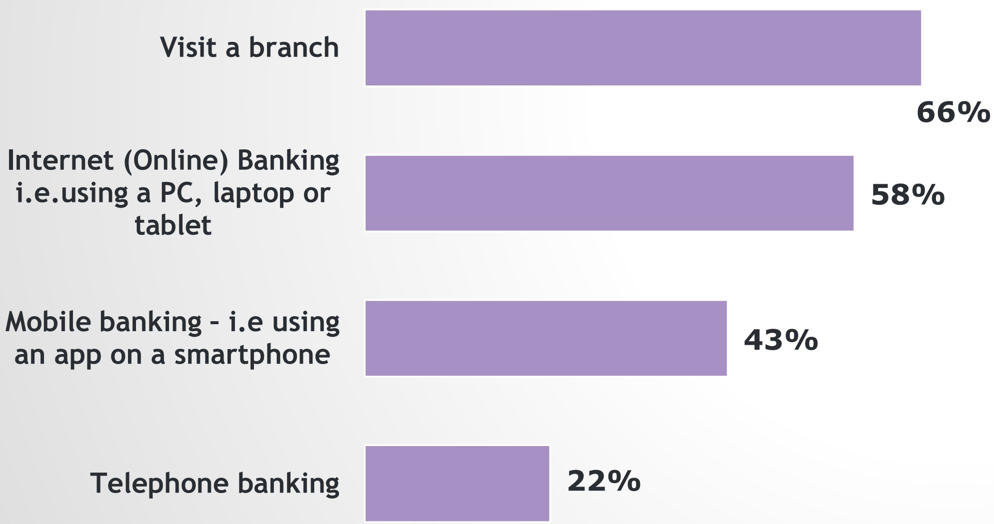


Reasons why do not use contactless payments (77)	
Don't Need/Not Bothered	19
Lack Of Trust In Technology	19
Never Think Of It	17
Lack Of Availability	15
Prefer To Deal In Cash/Direct	12
Don't Know Enough About It/Unaware Of Technology	10
Hard To Keep Track Of Spending	6
Uncertainty About Fees/Charges	1
Other	2
Don't know/None	11

Q. 2(b) Do you have a debit or credit card that allows for contactless transactions?
Q. 2(c) When did you last use contactless payments
Q. 3 Why do you not use contactless payments?

Visiting a branch continues to be the main bank service used regularly, despite the growth of technology

Base: All adults 18+ 975



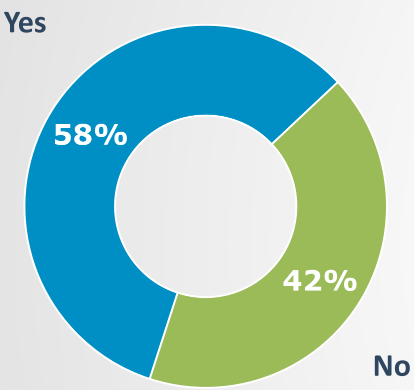
Gender		Age					Class			Region			
Male	Female	18-24	25-34	35-49	50-64	65+	ABC1	C2DE	F*	Dublin	Lein-ster	Mun-ster	Conn / Ulster
%	%	%		%	%	%	%	%	%	%	%	%	%
66	67	53	59	64	75	79	64	67	75	68	56	61	86
59	56	63	74	69	49	19	75	45	45	62	62	51	53
44	42	53	64	56	25	6	56	35	30	52	42	40	35
23	22	10	28	30	19	11	27	18	27	24	18	22	26

Q. 4 Do you use the following forms of banking on a regular basis (at least monthly)?

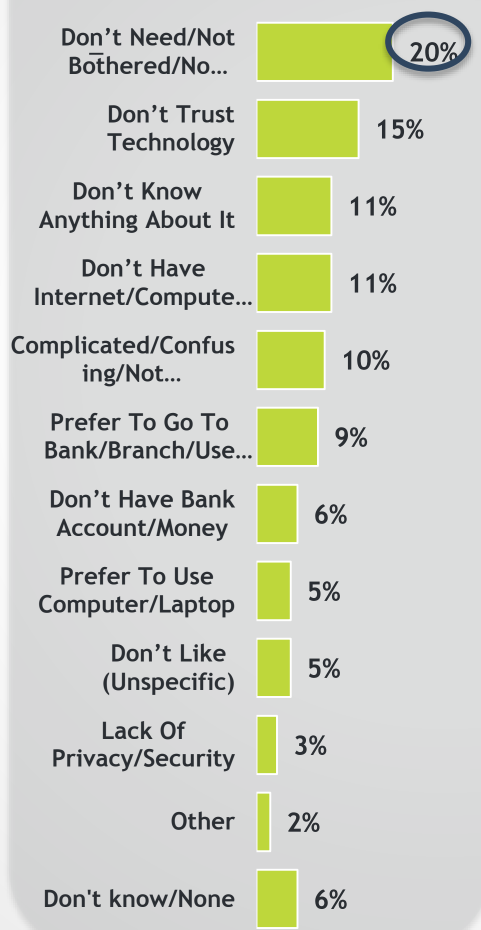
Lack of interest is the main reason for not using mobile or online banking

Base: Adults aged 18+: 975

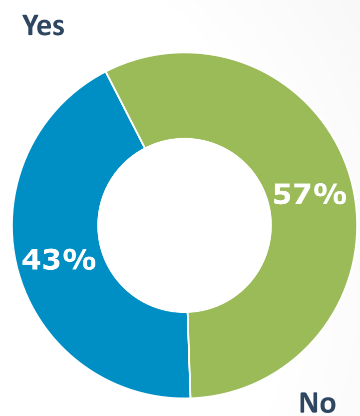
Use Mobile Banking Regularly



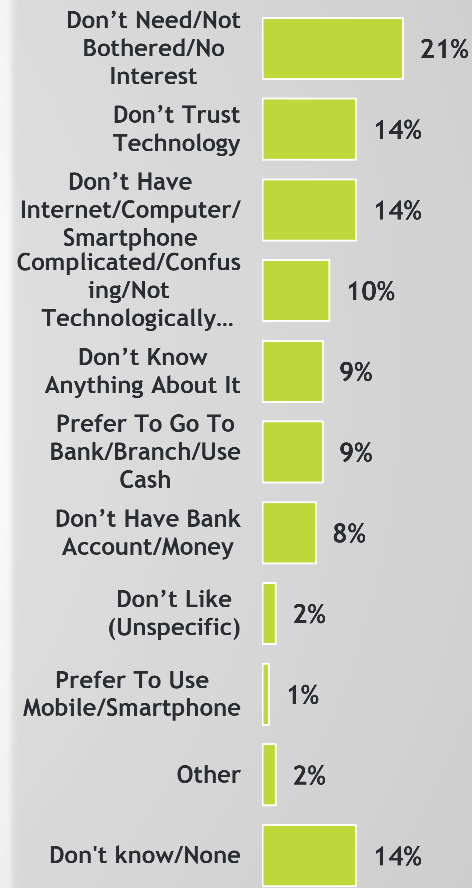
Why do not use regularly



Use Online Banking Regularly



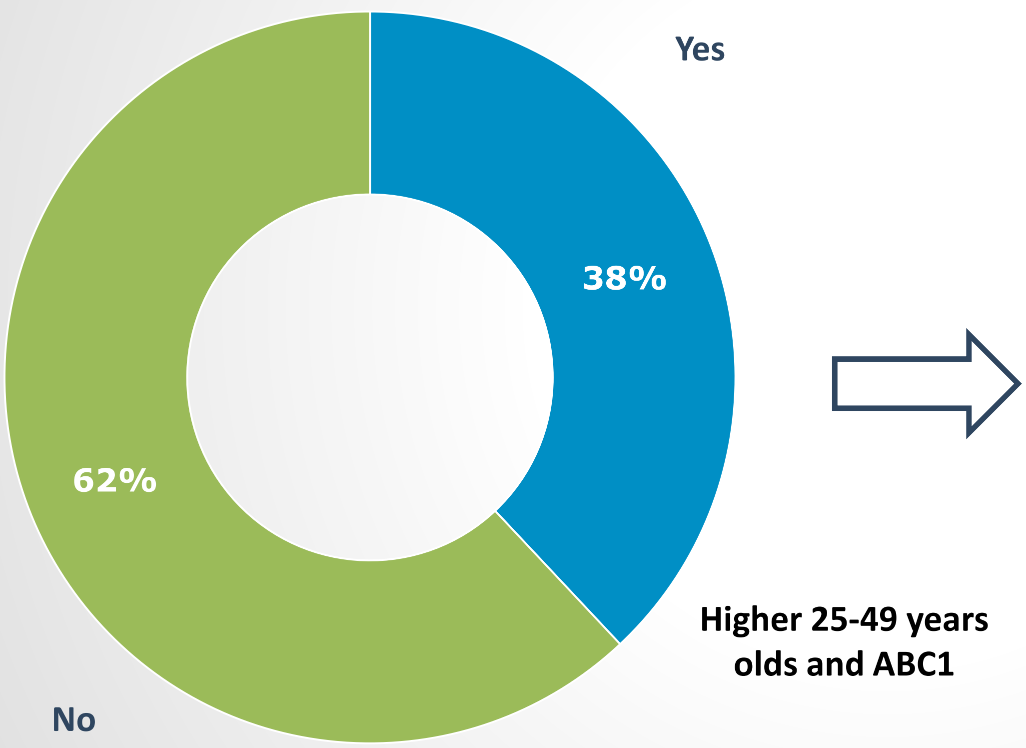
Why do not use regularly

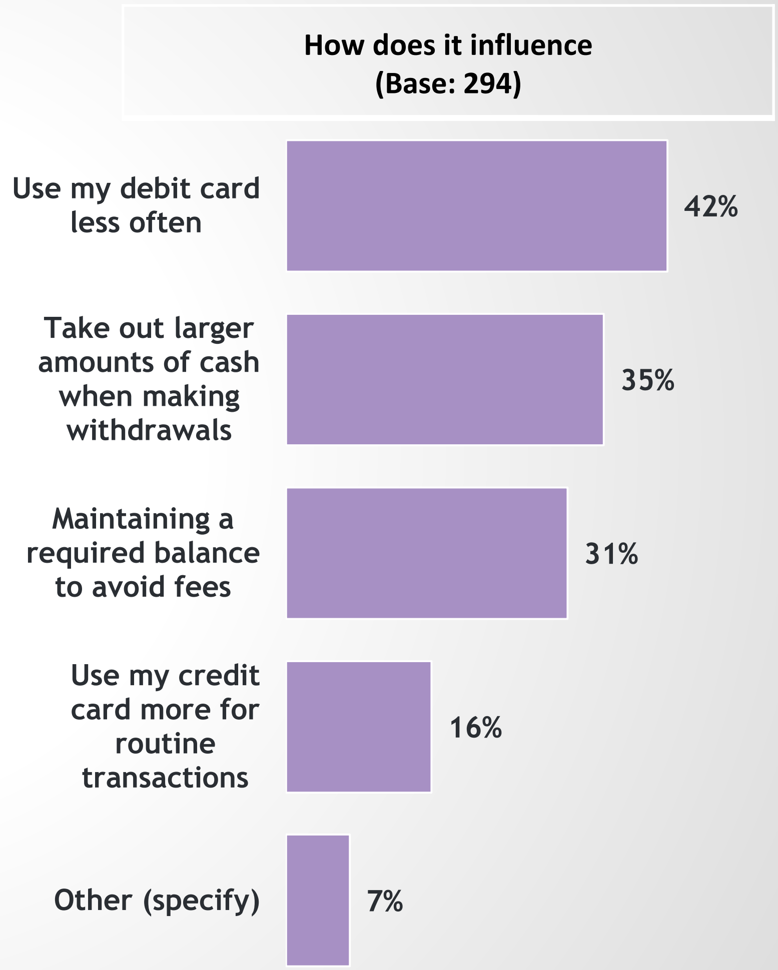


Q. 5(a) Why do you not use mobile banking?
Q. 5(b) Why do you not use online banking?

2 in 5 claim that fees and charges influence the way they bank

Base: All 18+ adults who have current/payments account – 750

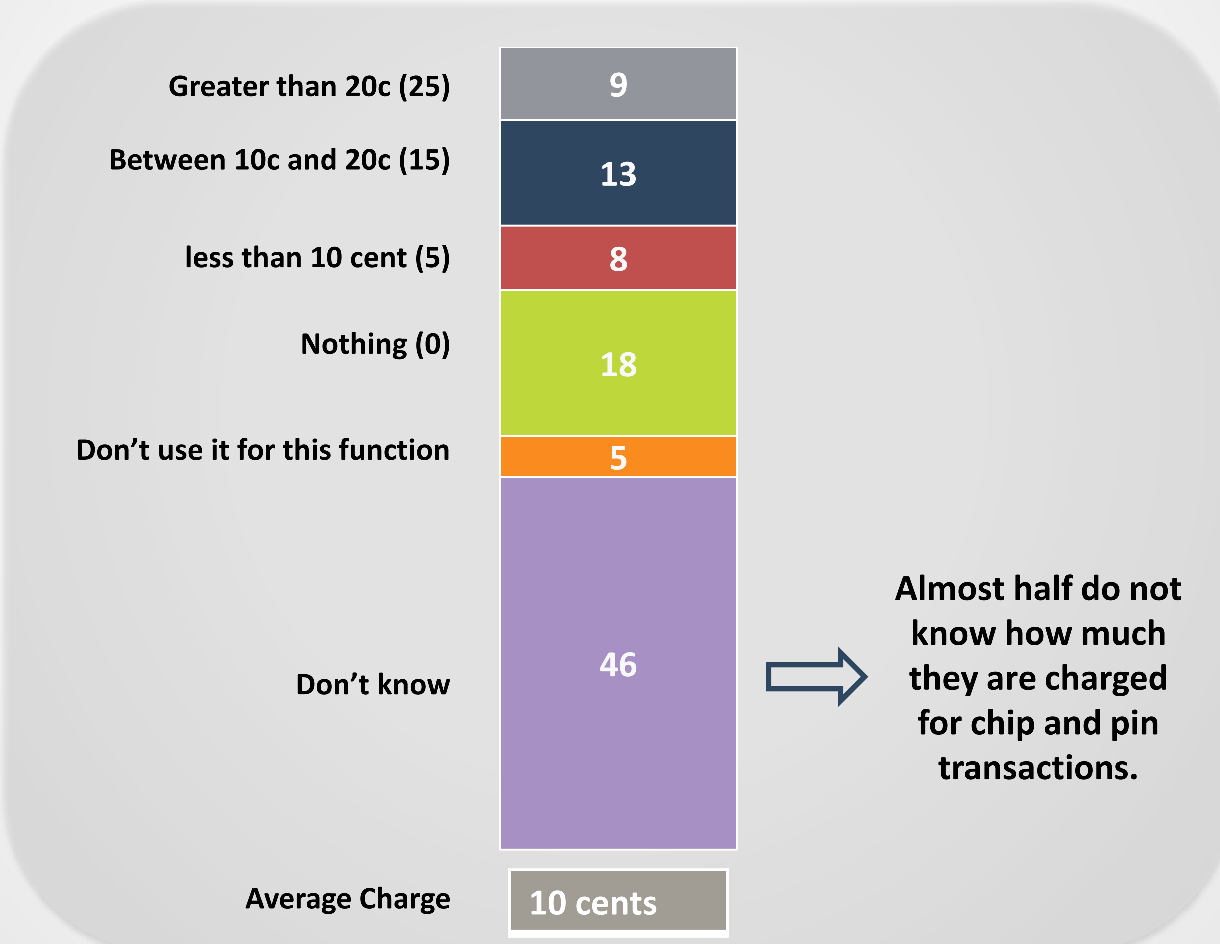




Q. 6(c) In general when banking, do the fees and charges influence the way you bank?
Q. 6(b) How does it influence you?

Knowledge of estimated bank charge for use of a debit card

Base: All 18+ adults who have current/payments account – 750



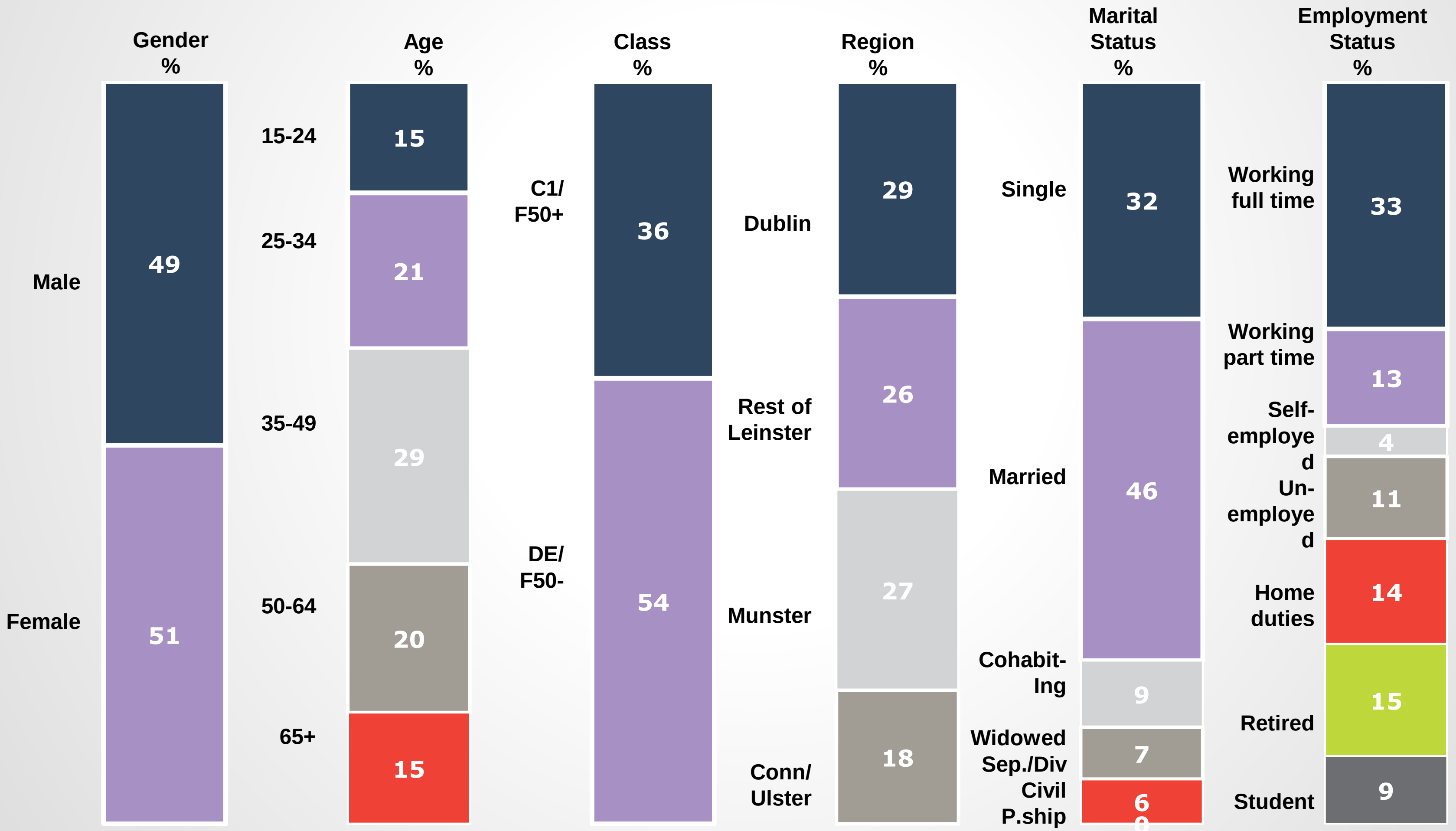
Q. 7 How much are you charged by your bank every time you use your debit card for regular chip and pin transaction in a shop?

Research Methodology

- The research was undertaken through a face-to-face, in-home survey of 1,001 adults aged 16+.
- Census-derived quota controls were based on gender, age, social class (industry estimates), region and area (i.e. degree of urbanisation.) to ensure that the sample is reflective of the Irish population.
- When all assignments are cumulated the sample structure mirrors the latest census of population. Data can be deemed to have an accuracy of +/- 3 percentage points.
- All research was conducted from 6th – 20th November 2015.

Profile of Sample

Base: All Adults 16+ 1,001



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Thank You