

STRONG INTEREST IN BIOMETRIC PAYMENT CARDS

We studied the preferences from 300 consumers in the UK on in store payments



78%

Prefer to use contactless payment cards, **17%** prefer to use their smartphone

77%

Always or almost always pay with contactless cards

55%

Want a card that is more secure while eliminating need for transaction limits

79%

Want their next payment card to be biometric

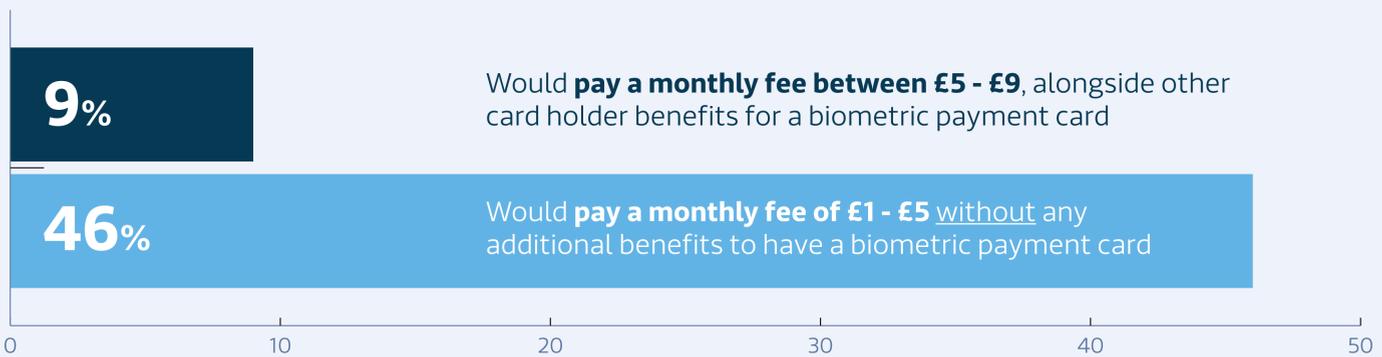
55%

Would pay a monthly fee to have a biometric payment card

49%

Would switch to a new bank for a safer and more secure way to pay

In January 2021, 300 Brits consumers were surveyed about their payment habits. 8% were under 18, 22% between the ages of 18-29, 18% between the ages of 30-44, 31% between the ages of 45-60, 21% ages 60+. Of the total respondents 48% were female. To get the report contact info@zwipe.com



Being able to address COVID 19 as soon as possible with a safer and more secure payment method is a clear desire of consumers

44%

Are very interested in participating in a biometric payments card pilot

66%

Want a biometric payment card over the next 12 months

83%

Have concerns on the risk of infection when paying in store and touching the POS

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Zwipe is pioneering the next generation contactless payments experience, providing biometric payment cards and wearables that enable consumers to authorize transactions with their fingerprints without compromising their privacy.

Zwipe Insights is a market analysis of payment habits and how they link to consumers' desire and willingness to have safer and more secure payments in store. Find out more at zwipe.com