

# Consumer Payment Preferences - UK - April 2012

Report Price: £1750 / \$2758 / €2087

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Banks currently have the edge when it comes to the payment-related elements of the mobile wallet, but history shows that this is likely to be a pretty fragile advantage."

- Toby Clark, Head of UK Financial Services Research



## In this report we answer the key questions:

- How likely is it that people can be convinced to abandon cash?
- Will contactless be outdated before it ever hits the mainstream?
- How do people feel about being upgraded to contactless cards?
- Do people still use products they don't trust?
- Will the US be more open than the UK to a move to mobile payments?
- Why does interest in mobile payments seem to have fallen back?
- How does interest in mobile payments differ between men and women?
- Can Apple make the leap into the payments market?
- How much can companies learn from their customers?

The payments market is going through a period of flux, although much of the change will have gone unnoticed by consumers. Yes, the number of contactless cards in issue is steadily growing, PayPal is being accepted by a growing number of online retailers, and some consumers may even have heard of Orange and Barclaycard's Quick Tap scheme. But fundamentally, most UK consumers will have noticed little change since the rollout of chip and PIN.

This report seeks to understand how people pay for goods and services, why they use particular payment methods, and how willing they are to embrace new payment technology. The report also examines people's attitudes towards payment fraud, and their trust in the security of different payment methods. Looking to the future, Mintel has attempted to gauge people's willingness to adopt mobile payments, and their interest in the kind of features that mobile wallets can offer.

## Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

## Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100