



## PRESS RELEASE

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### **BANKS: ISPO, two out of three Italians see a future without cash payments**

Cash or payment cards? Increasingly, with respect to this dilemma, Italians prefer electronic money, believing it to be easier, more practical and safer to use than cash: for two out of three Italians, cards represent the future of making payments. These are the results of a survey carried out by the Italian Institute for Studies On Public Opinion (*Istituto per gli Studi sulla Pubblica Opinione* - ISPO) on a representative sample of the adult national population (18 years of age and older). According to the study, Italians are fully aware of the risks connected to using cash; primarily, the risk of theft or fraud; the safety advantages of the cards – credit, debit and prepaid – are most noted by those who have at least one in their wallets.

In brief, the most important results of the survey conducted on the occasion of the campaign by Pagobancomat and Visa to reduce the use of cash in favor of cards, which are more modern and efficient, are provided below. The campaign, currently found in leading newspapers, and broadcasted on the radio, TV and found on the Internet at the site [www.ilverovantaggio.com](http://www.ilverovantaggio.com), as well as in malls and banks, will end in the spring.

#### ***More worries connected to cash ...***

According to the study by ISPO, Italians carry around, in addition to cash, worries and concerns; specifically, more than a third of the population (37%) fear theft or fraud. This fear is more prevalent in women (42%) and the older segment of the population (43%) and is largely based on the direct or indirect experience of the interviewees. Currently, more than one out of two Italians (52%) has been a victim or knows someone who was a victim of cash theft or fraud. Another common concern is the fear of losing cash or coins, something that has happened to 17% of the population. Also for this reason, 77% of the Italians interviewed admit to taking small precautions every day, such as checking “change”.

#### ***... cards are safer ...***

For Italians, “plastic money” is not only quicker and easier to use but also safer. 75% of those interviewed are aware of the main advantages with respect to payment card safety: from being able to block them by making a simple telephone call to their bank or issuing company (94%), filing a complaint for reimbursement for any unauthorized use (70%), to receiving text messages which allow constant monitoring of expenses charged to the card (67%).

#### ***... more cards and less cash in the future***

According to the survey by ISPO, due to its advantages in terms of practicality, speed and safety, “plastic money” is now completely part of everyday life of Italians. 62% of those possessing cards state that they never leave the house without a cell phone or payment cards, while one in three (31%) try to avoid stores that do not accept this payment instrument. For Italians, the future of payments is above all cards. 67% of those interviewed are convinced that in the next few years, this instrument will almost completely substitute cash, which will increasingly be considered as old fashioned (50%). Cards, therefore, will be accepted everywhere (85%), from taxis to tobacco shops and bars and will be used to pay any amount, from coffees to more expensive items (66%).

Rome, 16 February 2009