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.

In November 2020, 200 Norwegian consumers were surveyed; 51% of respondents were male, 49% female, 21% between the ages of 18-29, 23% between the ages of 30-44, 40% between the ages of 45-60, 16% ages 60+, to see the full results contact info@zwipe.com
NORWEGIANS DEMAND SAFER & MORE SECURE PAYMENTS

we surveyed 200 Norwegian consumers about their concerns to paying in-store and biometric payment cards.

77%
Prefer to use contactless payment cards, 16.5% prefer to use their smartphone

84%
Have concerns about touching payment terminals in store

68%
Perceive contactless payment cards as most user friendly, 12.5% say smart phones

84%
Want to participate in a biometric payment card pilot during 2021

46%
Would pay a monthly fee between 25-99 NOK per month to have a biometric payment card

49%
Would switch banks to have a safer and more secure way to pay

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In November 2020, Zwipe studied the payment habits, concerns on COVID-19 and desire for safer and more secure payments from 200 consumers in Norway.

**Gender Distribution:**
- 49% Male
- 51% Female

**Age Distribution:**
- 60+ years: 7.1%
- 45-60 years: 49.5%
- 30-44 years: 30.2%
- 18-29 years: 13.2%

28% of respondents completed the survey via an iOS phone or tablet, 39% via an android phone or tablet, while 26% completed via windows desktop or laptop PC, while 5% via a MacOS Desktop, Laptop.
In a retail shop, which kind of payment methods do you most often use?

**Type of Payment**

- **Cash**: 4.5%
- **Using a watch, key chain or ring that is enabled to make payments**: 2.0%
- **Smart Phone**: 16.5%
- **Contactless enabled bank card**: 77.0%

Important to identify what a respondent’s primary means of payment is. From this data we can see that smartphone usage is on the rise when looking at other historical data available online, however, by and large contactless enabled bank cards are the predominant form of payment.
Exposure to different types of payment modalities is a signal of market maturity. Availability and usage of peer to peer payment applications is a good indicator of how evolved and advanced the payments ecosystem is in a specific region.
How often would you say that you use cash?

- Often: 60%
- Rarely: 26%
- Never: 14%

When making payments at the checkout counter, how often do you pay via contactless?

- Always or almost always: 64%
- Sometimes, now and then: 33%
- Never: 3%
When considering COVID-19, how concerned are you about the risk of infection when it comes to shopping and paying in-store?

- 84% I AM CONCERNED
- 16% I AM NOT CONCERNED
Which of these payment instruments in a retail shop do you perceive as most secure?

- Contactless Card: 52.3%
- Chip & PIN Cards: 27.1%
- Smart Phone: 13.6%
- Cash: 7.0%
Which of these payment instruments in a retail shop do you perceive as most user friendly?

- Contactless Card: 68.0%
- Chip & PIN Cards: 15.5%
- Smart Phones: 12.5%
- Cash: 4.0%
Which of these statements best captures your view on using PIN codes

- I see PIN Codes as BOTH secure and easy to use: 69%
- I see PIN Codes as NOT secure but easy to use: 23%
- I see PIN Codes as neither secure nor easy to use: 9%
What is your preferred type of transaction limits when making contactless payments?

Payments with transaction limits and more secure payment methods, as I am willing to have less convenience for more security in-store

To use a type of payment that delivers MORE SECURITY while eliminating the need for transaction limits and PIN codes

There be no transaction limits and NO ADDITIONAL security on my payments
Would you be interested in your bank offering you a payment card that removes the need to touch the payment terminal, removes the need to use PIN codes (using PIN as a fallback) and increases the security for all transactions?

- I would be really interested and I would consider paying for such an option if the bank offered it: 10.0%
- I would be interested in the new solution: 60.5%
- No I would prefer using my current payment card: 29.5%
Contactless payments typically have transaction limits, were you aware that there are transaction limits?

- **YES**: 89%
- **NO**: 11%

Have you ever heard about biometric payment cards prior to receiving a brief description and seeing this video?

- **YES**: 77%
- **NO**: 23%
Based on the short video of the biometric payment cards presented, would you want your next payment card to be a biometric enabled?

- YES 75%
- NO 25%

If your bank decided to offer you a biometric payment card how much would you be willing to pay for this type of product?

- Expect this be included as part of your existing annual fees which you pay (250-500 NOK annually) 54.0%
- 25-50 NOK monthly fee without any additional benefits 28.5%
- 51-99 NOK monthly fee alongside other card holder benefits 17.5%
If you were offered a biometric payment card by a bank that was not your current bank, would you consider switching to that bank in order to have safer and more secure payments?

When would you like such a payment card to be offered to you?

- 49% YES
- 51% NO

- 37% As soon as possible, preferably in 2020
- 30% When it is time to renew my current card, sometime in 2021
- 33% Sometime in the future when they are more widely available
Who is your primary bank?

- DNB: 27.1%
- Sparebank 1: 21.6%
- Sbanken: 11.1%
- Nordea: 6.5%
- Others: 33.7%
Would you be willing to participate in a biometric payment card pilot to learn and experience more?

- Yes, very interested: 58%
- Yes, somewhat interested: 26%
- No, not interested: 16%