

Cash. Where's it going?

Cash is important to all kinds of people. For the 1.4 billion¹ globally who don't have traditional bank accounts, cash is an essential way to participate in their local economy: to buy the things they need for daily life and for, some, to get paid for the crops they raise, the products they make or the work they do. Even many people in affluent circumstances who initially embraced digital currency are coming back around to the practical benefits of cold, hard cash.

¹ The World Bank

People around the world like cash because it's:



Accepted
It's the universally reliable form of payment



Private
It's the most discreet form of money²



Secure
It can't be hacked, delayed or questioned³



Crisis-proof
It's still there if the power goes out or the network crashes⁴



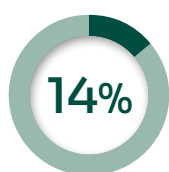
Tangible
It's real and in hand, so you know what you can spend⁵



Cost-effective
It helps you avoid transaction fees⁶

² coindesk.com, ³ cashmatters.org, ⁴ The Guardian, ⁵ Investopedia, ⁶ The Verge

Cash is essential to:



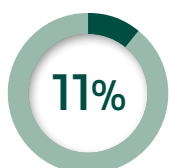
of the US with **no** access to banking services⁷



of the US with **little** access to banking services⁷



of the US with **<\$25k** household income⁸

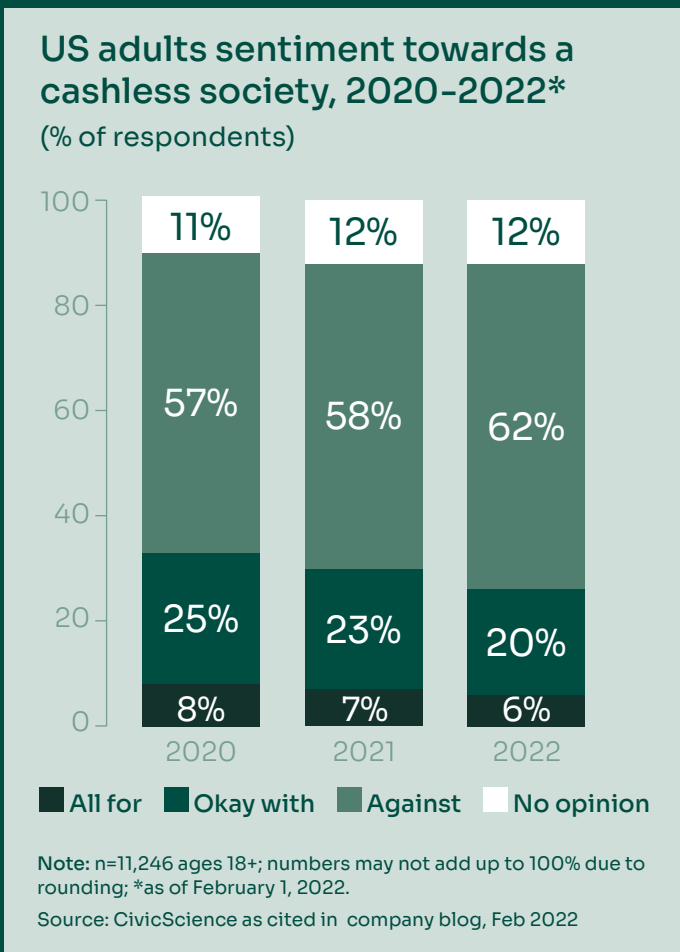
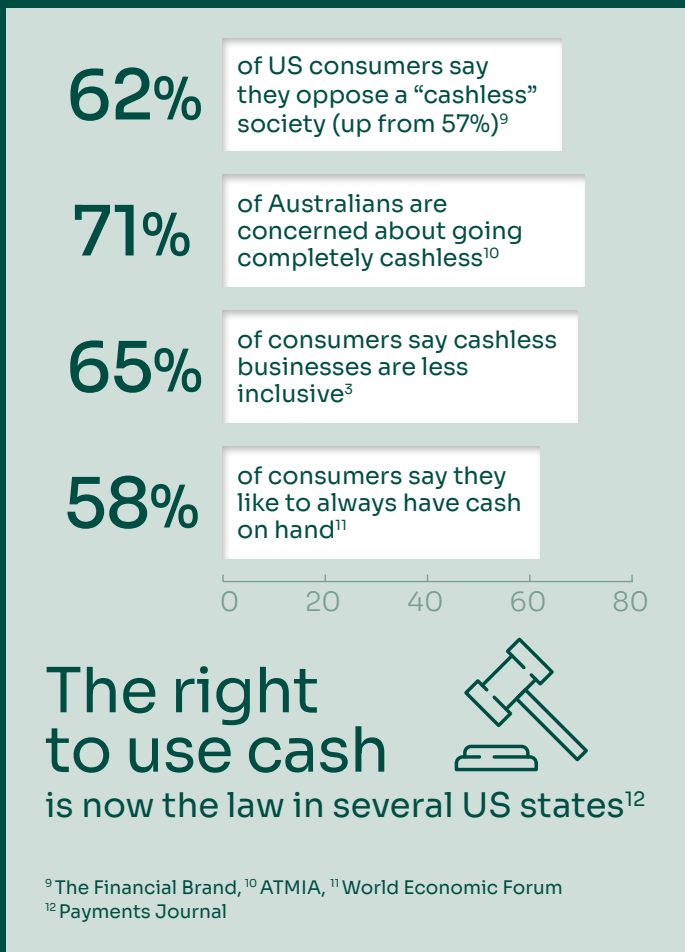


of the US with **>\$150k** household income⁸



⁷ RBR Global ATM Report 2023, ⁸ US Diary of Payment Choices 2022

Who wants a cashless society?



Cash. Its popularity is growing.

Cash circulation is up **13%**³

ATM withdrawals are up **32%**³

\$2,333 billion was circulating in the US in 2023, up from \$1,230b 10 years before¹³

³ cashmatters.org, ¹³ stlouisfed.org, ¹⁴ frbsf.org, ¹⁵ The Guardian

Cash-on-person is up by **\$5** year-over-year to **73%**¹⁴

Cash payments are up **7%** in the UK¹⁵



Did you know?



60% of consumers use ATMs at least once a month¹⁶



28% of in-person, non-bill payments are made in cash³



Cash remains the most-used payment type in Germany¹⁷



Gen Z is using cash more than ever in the face of inflation¹⁸

¹⁶ Mercator Advisory Group, ¹⁷ Deutsche Bundesbank, ¹⁸ usatoday.com