



2022.12.20.

Joint Survey Conducted by CCI's Gen Z Study Group and DIGICO Reveals How Gen Zs Are Joining Cashless Economy (Part 1)

JAPAN – December 20 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; “CCI”), a group company of CARTA HOLDINGS, Inc. today announced the results of the survey conducted jointly by its Gen Z Study Group (Z-Ken), a project to improve marketing activities to Generation Z (“Gen Z”), and DIGICO, a digital gifting service operated by DIGITALIO Corporation, a marketing solutions company, to gauge Gen Zs’ financial situation and how they adopt different cashless payment methods.

Background

As Gen Zs* continue to increase their influence on the society and is increasingly expected to play a major role as future consumers, it’s crucially important to understand the financial situation of this particular demographic cohort. Additionally the survey also investigated how these young people adopt different cashless payments as they are becoming increasingly popular in Japan.

*For the purpose of this survey, respondents up to the age of 25 at the time of the survey (October 2022) are defined as members of Gen Z.

Summary

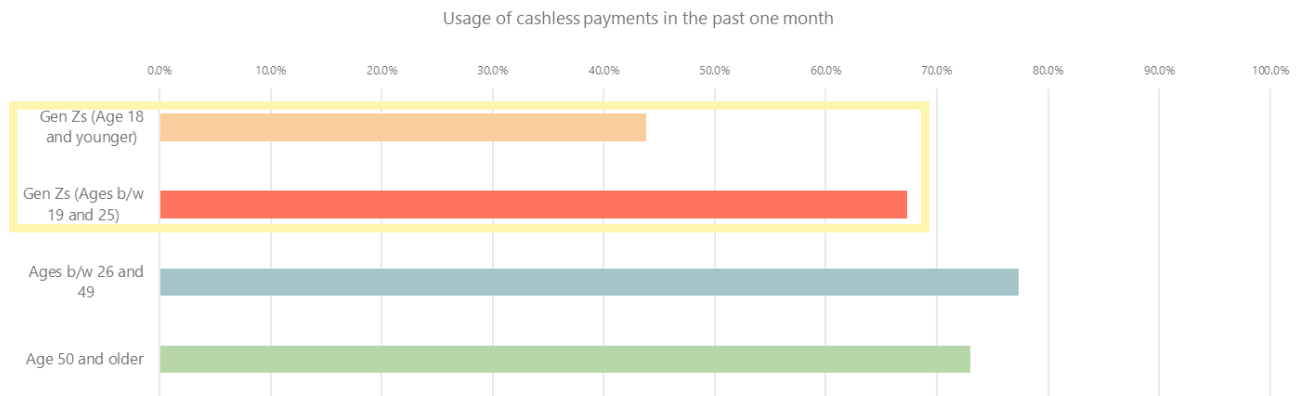
- Gen Zs are less likely than other generations to use cashless payments.
- Gen Zs are most likely to use “barcode payments” rather than other cashless payment methods.
- Once Gen Zs experience a barcode payment, they tend to keep using it as their most preferred cashless payment method, rather than shifting to other options.
- Among Gen Z cashless payment users, those aged 18 and younger are more likely to “basically use cash,” while those aged between 19 and 25 are more likely to “basically use cashless payments.”
- A strong relationship was observed between credit card ownership and cashless payment usage.
- As Gen Z consumers currently under the age of 18 come of age and become eligible to apply for a credit card, it is expected that their cashless payment usage will increase.



Have you used cashless payments in the past one month?

When the survey respondents were asked about their use of cashless payments in the past one month, and their responses were compared by generation, the results showed that Gen Zs are less likely than other age groups to go cashless.

While more than 70% of those older than Gen Zs (26 and older) have used cashless payments in the past one month, only 50% of Gen Zs as a whole have done so. A closer look reveals that cashless adoption varies even among Gen Zs, with 43.8% of those under 18 versus 67.3% of those aged between 19 and 25.

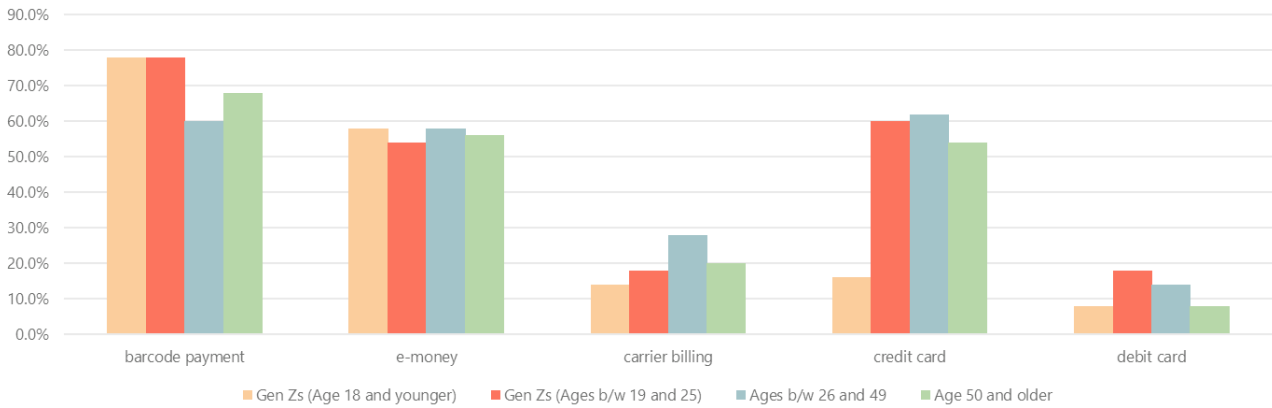


What cashless payment methods have you ever signed up for or possessed?

Those who reported that they had used cashless payments in the past one month were asked about cashless payment methods they had ever signed up for or possessed at least once.

Among Gen Z respondents, “barcode payment” accounted for the largest percentage among other cashless payment options as cashless services/accounts they had ever signed up for or possessed. It is also worth noting that “credit card” ownership was higher among Gen Zs aged 19 and older.

Cashless payment methods respondents have ever signed up for or possessed

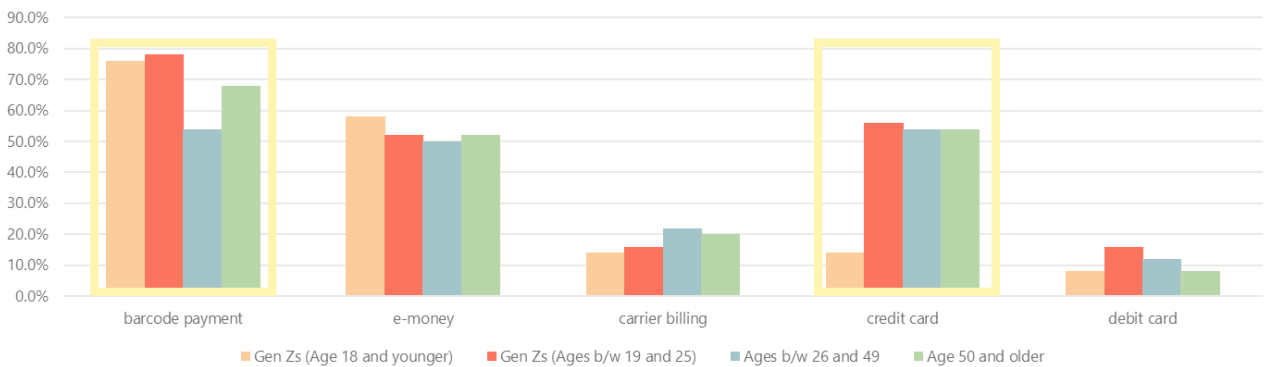


What cashless payment methods have you ever used?

Those who reported that they had used cashless payments in the past one month were asked about cashless payment methods they had used at least once before.

Among Gen Z respondents, “barcode payment” accounted for the largest percentage as a cashless payment method they had ever used. Additionally, the “credit card” usage was higher among Gen Zs aged 19 and older.

Cashless payment methods respondents have ever used

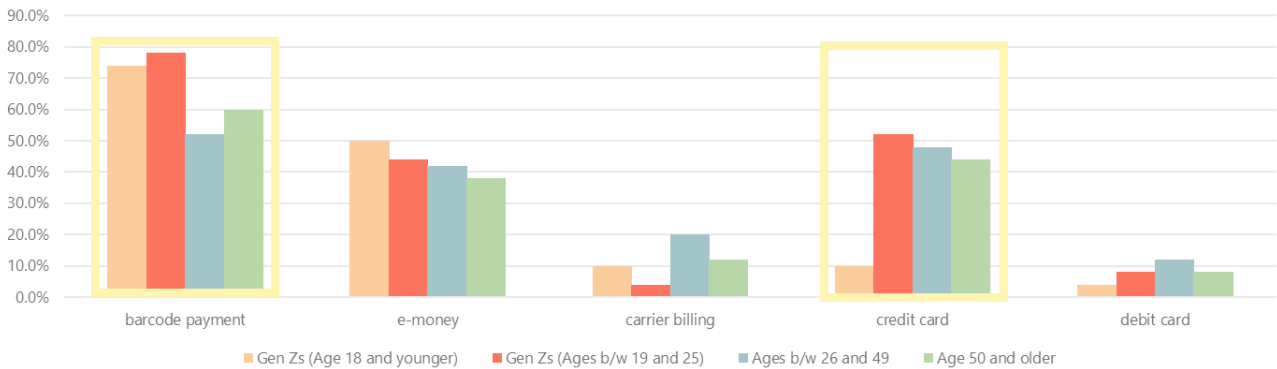


What cashless payment methods have you used in the past one month?

Those who reported that they had used cashless payments in the past one month were asked about the cashless payment methods they had used during that period.

Among Gen Z respondents, “barcode payment” accounted for the largest percentage as a cashless payment method they had used in the past one month. Additionally, the “credit card” usage was higher among Gen Zs aged 19 and older.

Cashless payment methods respondents have used in the past 30 days

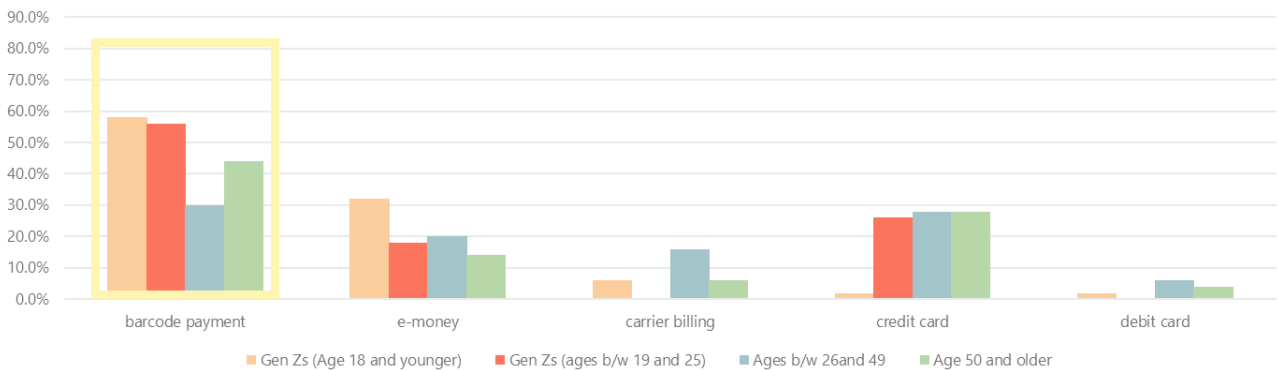


Which cashless payment method do you use most frequently?

Those who reported that they had used cashless payments in the past one month were asked which cashless payment method they use most frequently.

The survey revealed that “barcode payment” was the most frequently used cashless payment method among Gen Zs. Additionally, once they pay by barcode, they tend to keep using it most frequently whenever they go cashless.

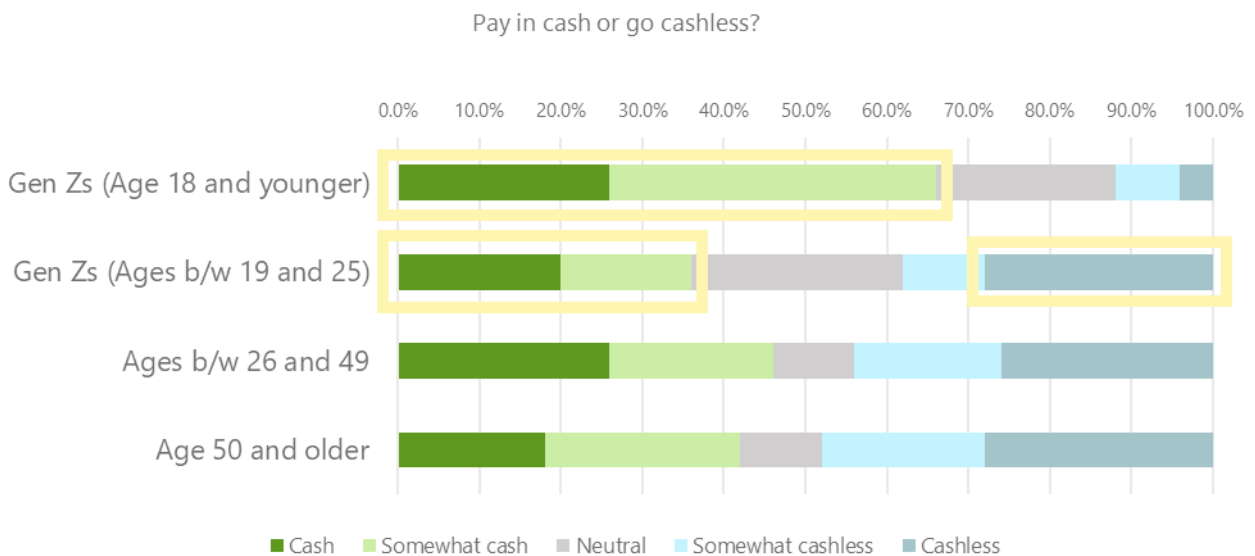
Most frequently used cashless payment methods



Pay in cash or go cashless?

Those who reported that they had used cashless payments in the past one month were asked whether they paid by cash more frequently or preferred to go cashless.

The survey showed that Gen Zs aged 18 and younger choose to use cash more frequently than cashless payments, while those aged between 19 and 25 go cashless relatively more often than pay in cash. A clear difference between the two age groups was observed even among Gen Z respondents.



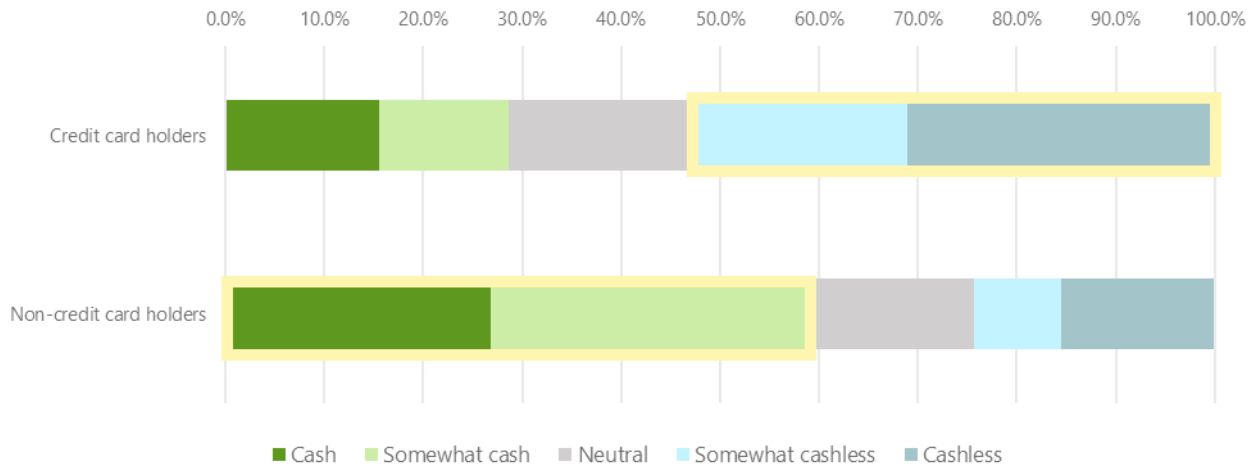
Relationship between credit card ownership and cashless payment usage

Those who used credit cards in the past one month and those who didn't were asked whether they paid in cash more frequently or went cashless more often.

More than half of the respondents who reported using a credit card in the past one month said they “use cashless payments more frequently”, while more than half of those reported not using a credit card in the past one month said they “use cash more frequently” than going cashless. In this survey, a strong relationship was observed between credit card ownership and cashless payment usage.



Relationship between credit card ownership and cashless payment usage



The survey showed that Gen Zs are less likely to use cashless payments than other age groups, but it's also found that whether or not they own a credit card has a significant impact on their willingness to go cashless.

As Gen Z consumers currently under the age of 18 come of age and become eligible to apply for a credit card, it is expected that their cashless payment usage will increase.

About this survey

This survey was fielded online between October 25 and 27, 2022, connecting with respondents around the nation to understand Gen Zs' financial situation and how they are joining the cashless economy.

A total of 400 responses were collected from TesTee panel members of men and women aged between 12 and 59, using the equal allocation specified below:

100 respondents aged between 12 and 18 consisting of:

50 of those who reported using cashless payments in the past one month; and

50 of those who reported not using cashless payments in the past one month

100 respondents aged between 19 and 25 consisting of:

50 of those who reported using cashless payments in the past one month; and

50 of those who reported not using cashless payments in the past one month



100 respondents aged between 26 and 49 consisting of:

50 of those who reported using cashless payments in the past one month; and

50 of those who reported not using cashless payments in the past one month

100 respondents aged 50 and older consisting of:

50 of those who reported using cashless payments in the past one month; and

50 of those who reported not using cashless payments in the past one month

About CCI Gen Z Study Group (Z-Ken)

CCI's Gen Z Study Group focuses on understanding members of Generation Z by conducting various quantitative surveys and CCI's independent research initiatives targeting Gen Zs, as well as interviews to collect real voices from this particular demographic cohort. Data collected through these surveys, research initiatives and interviews is used to inform marketing decisions and solutions development to better connect with Gen Zs. Click [here](#) to learn more about the Gen Z Study Group.

About CCI

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, advertising technology platforms, advertising agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services.

On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments. Click [here](#) for more information.

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Inquiry form: <https://cartaholdings.co.jp/en/contact-ir/>