

Purchasing in a Pandemic

The Strawhecker Group (TSG) and Visa Consulting & Analytics (VCA) teamed up in July 2020 to survey a representative sample of U.S. consumers, and analyzed Visa's proprietary spend data with the goal of understanding how the COVID-19 pandemic has impacted consumer lifestyles, payment methods, and how behaviors may change after the pandemic.



Key Takeaways



While travel remains hard-hit, COVID-19 has **accelerated growth** in certain vertical markets



Consumers are divided on when - and if - things will return to "normal"

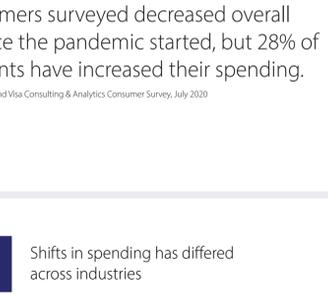


COVID-19 has accelerated growth of **contactless** and **eCommerce payments**

CONSUMER SPEND

Spending has bounced back, but has not yet reached pre-pandemic levels

After a sharp decline in April, the U.S. saw a V-shaped spending recovery and reached positive territory again in June, with further a climb into July. Volumes declined 18% in April before returning to positive territory in June. July volumes through the 21st are up 7%.



48% of consumers are spending less

48% of consumers surveyed decreased overall spending since the pandemic started, but 28% of the respondents have increased their spending.



Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

VERTICAL IMPACT

Shifts in spending has differed across industries

The image below shows how respondents of the survey have changed their spending habits across various industries since the pandemic began.



Visa reports that U.S. spend in these verticals declined 10% to 50% in April, but **recovered to growth by end of June**.



Visa credentials active in eCommerce (excluding Travel) were more than 12% higher in June than January.

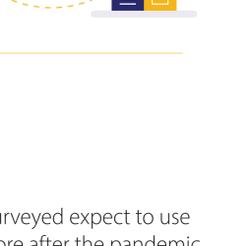


PAYMENT METHODS

Consumers expect to use more cards and less cash going forward

CASH

26% of surveyed consumers expect to use cash less after the pandemic than before and 18% expect their use of cash to increase.

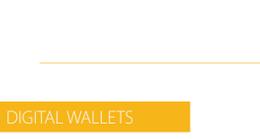


Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

CARDS

27% of consumers expect to use credit/debit more

27% of consumers surveyed expect to use credit/debit cards more after the pandemic than before.



Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

In August, debit spending **grew 24%** year-over-year.

Source: Visa Form 8-K Filed September 1, 2020



DIGITAL WALLETS

34% of respondents expect to use mobile/digital wallets more after the pandemic than before and 7% expect their use of wallets to decrease.



Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

Most stores do not accept digital wallets.

I have privacy and security concerns.

I have one, I just do not use it. It is easier to pull out my card.

I don't trust the security level.

Of the respondents who do not use, and do not plan to begin using mobile/digital wallets, 69% stated they simply do not want one and others had concerns about privacy and low acceptance rates at stores.

Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

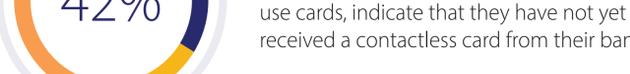
CONTACTLESS CARDS

41% of respondents reported they have a contactless credit/debit card, showing there is lots of room to grow consumer access. Of those respondents, 60% use their contactless card for at least half of their purchases.

Visa added **80 MILLION** contactless cards during the first half of 2020

Source: April 28, 2020 Visa Earnings Release

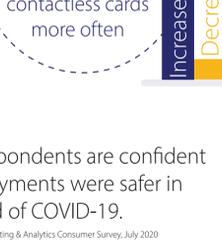
Of the top ten card issuers, nine now offer contactless cards.



42%

As contactless penetration continues to increase, 42% of survey respondents who use cards, indicate that they have not yet received a contactless card from their bank.

55% of respondents expect to use contactless cards more after the pandemic than before.



60%

The majority of respondents are confident that contactless payments were safer in terms of the spread of COVID-19.

Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

CONTACTLESS ADOPTION

Contactless use is up, but penetration varies across verticals

Education, access and broader enablement - particularly at small merchants - will help drive consumer contactless adoption.

Growth in Contactless Payments

2020 vs. 2019



Visa contactless usage is up **40%** in Q2 2020 year-over-year.

Source: April 28, 2020 Visa Earnings Release

BACK TO "NORMAL"

The consumers surveyed vary in their sentiment on when they feel they can resume a normal lifestyle, and they generally fall into two categories; those that are comfortable now and those that are not.

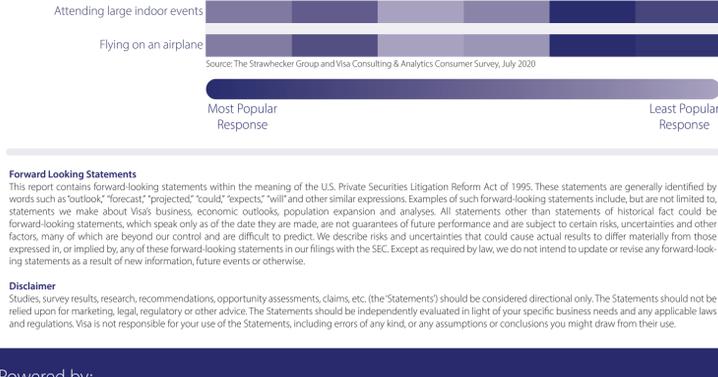
Consumers are currently most comfortable with social activities such as smaller events and being outdoors. An average of 41% of consumers are comfortable resuming their normal lifestyle now, including those that are comfortable if they at least take protective measures such as social distancing.



59% will not be comfortable resuming their normal lifestyle until additional progress is made to alleviate the pandemic, with 18% of that group not sure if they will ever be comfortable to resume their pre-pandemic lifestyle.

Average Comfortability Score

Darker = More Popular Response



Source: The Strawhecker Group and Visa Consulting & Analytics Consumer Survey, July 2020

Most Popular Response

Least Popular Response

Forward Looking Statements
This report contains forward-looking statements within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. These statements are generally identified by words such as "outlook," "projected," "forecast," "expect," "will" and other similar expressions. Examples of such forward-looking statements include, but are not limited to, statements we make about Visa's business, economic outlooks, population expansion and analyses. All statements other than statements of historical fact are forward-looking statements, which speak only as of the date they are made, are not guarantees of future performance and are subject to certain risks, uncertainties and other factors, many of which are beyond our control and are difficult to predict. We describe risks and uncertainties that could cause actual results to differ materially from those expressed in, or implied by, any of these forward-looking statements in our filings with the SEC. Except as required by law, we do not intend to update or revise any forward-looking statements as a result of new information, future events or otherwise.

Disclaimer
Studies, survey results, research, recommendations, opportunity assessments, claims, etc. (the "Statements") should be considered directional only. The Statements should not be relied upon for marketing, legal, regulatory or other advice. Visa reserves the right to negotiate all provisions of any such definitive agreements, including terms and conditions that may be ordinarily included in contracts. Case studies, comparisons, statistics, research and recommendations are provided "AS IS" and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice. Visa Inc. neither makes any warranty or representation as to the completeness or accuracy of the information within this document, nor assumes any liability or responsibility that may result from reliance on such information. The information contained herein is not intended as investment or legal advice and readers are encouraged to seek the advice of a competent professional where such advice is required. When implementing any new strategy or practice, you should consult with your legal counsel to determine what laws and regulations may apply to your specific circumstances. The actual costs, savings and benefits of any recommendations, programs or "best practice" may vary based upon your specific business needs and program requirements. By their nature, recommendations are not guarantees of future performance or results and are subject to risks, uncertainties and assumptions that are difficult to predict or quantify. All brand names, logos and/or trademarks are the property of their respective owners, are used for identification purposes only, and do not necessarily imply product endorsement or affiliation with Visa.

Powered by: **TSG Payments Experts. Powerful Data.** THE STRAWHECKER GROUP. **Visa added 80 MILLION contactless cards during the first half of 2020**

Source: TSG research and analysis, Visa Inc. @VISA 2020. ALL RIGHTS RESERVED.