



# HOW WE WILL PAY

DEEP DIVE INTO WEARABLES

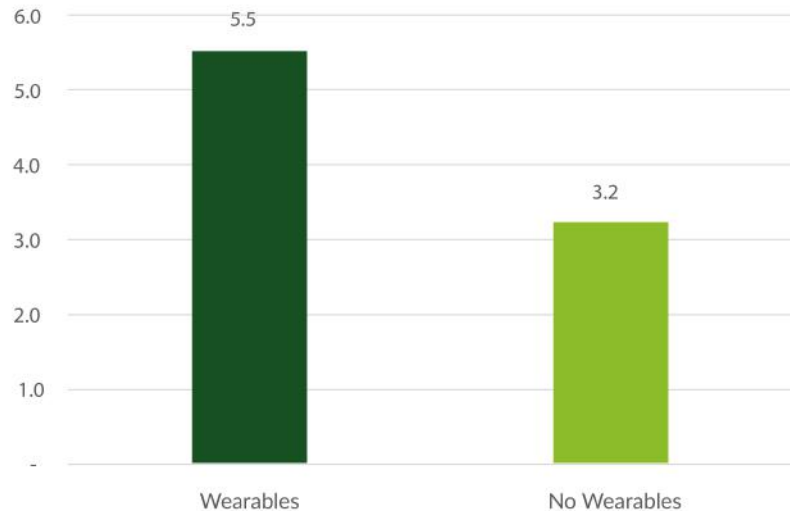


# NEARLY HALF OF ALL SURVEY RESPONDENTS OWN A WEARABLE DEVICE

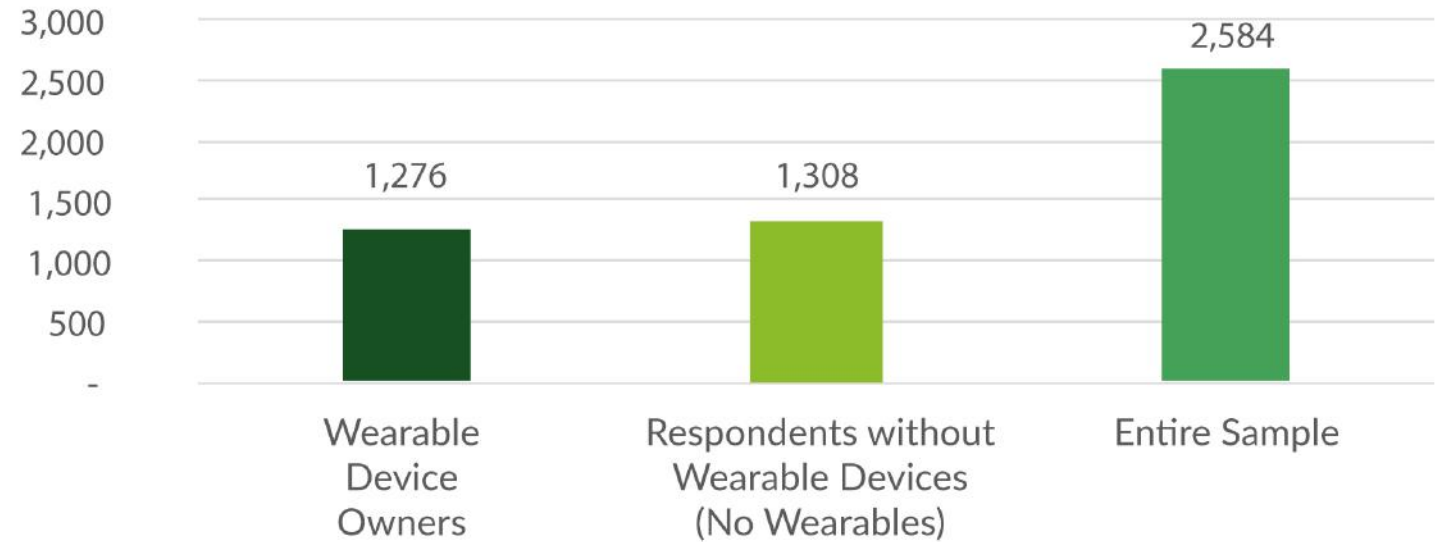
49 PERCENT OF SURVEY RESPONDENTS OWN A WEARABLE DEVICE – AND THEY USE THEM REGULARLY

- Consumers who own wearables own more devices, overall, than the those who do not have wearable devices (**5.5** compared to **3.2**).

Average Number Of Connected Devices Owned



Wearable Device Ownership

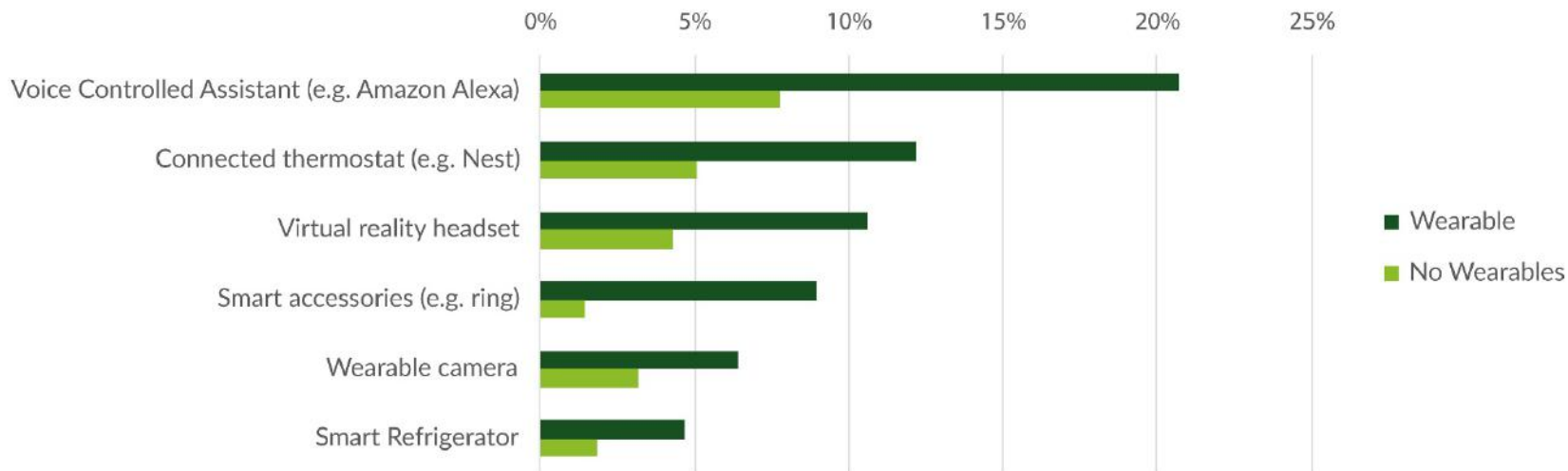


# CONSUMERS WHO OWN WEARABLES ALSO OWN A VARIETY OF OTHER CONNECTED DEVICES

CONSUMERS WHO OWN WEARABLES ALSO OWN, ON AVERAGE, 5.5 OTHER CONNECTED DEVICES

- Consumers are far more likely to own other smart devices, such as smart clothing, smart refrigerators, smart accessories other than a watch or an activity tracker, wearable cameras and VR headsets.

Ownership By Connected Device

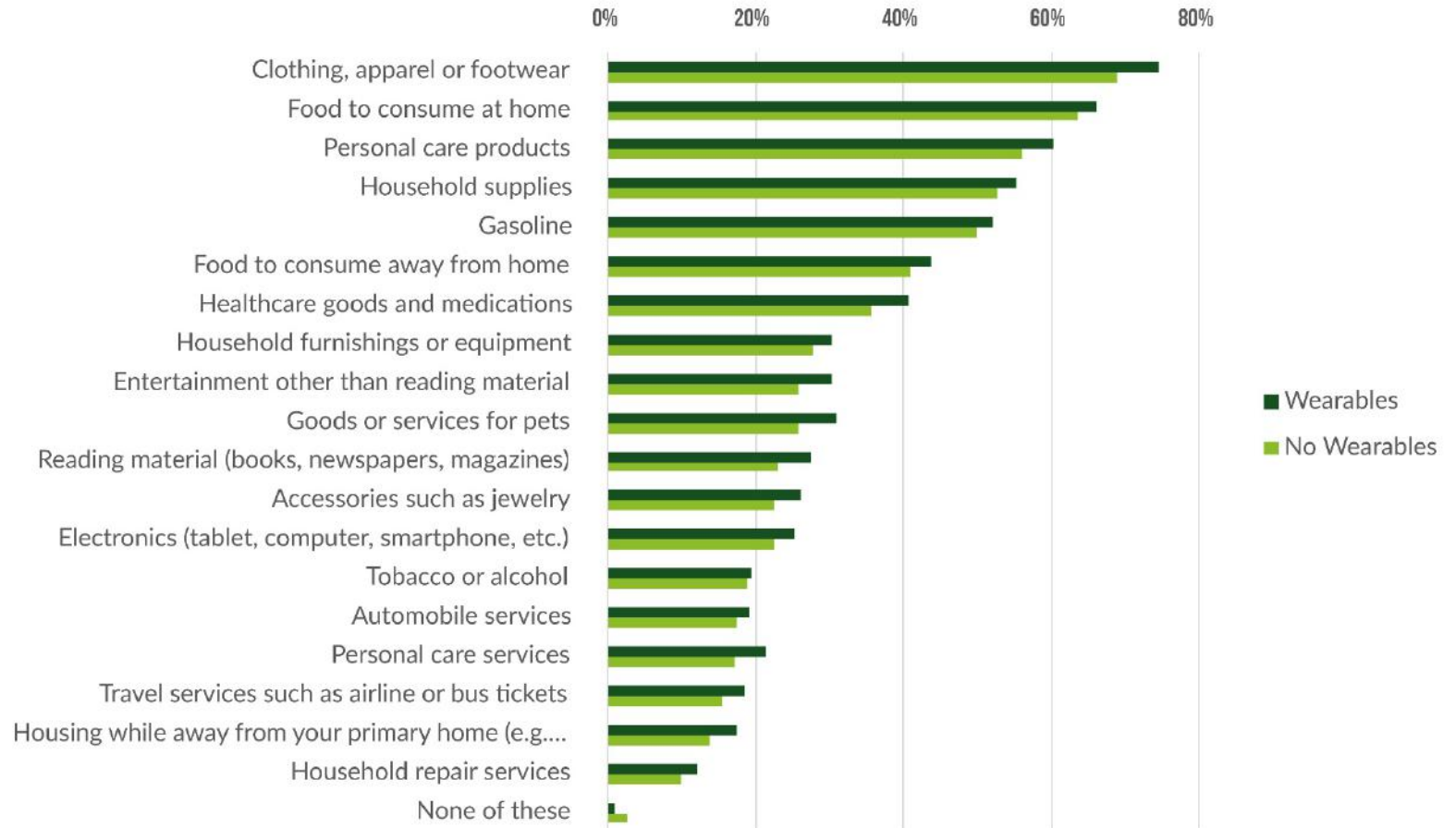
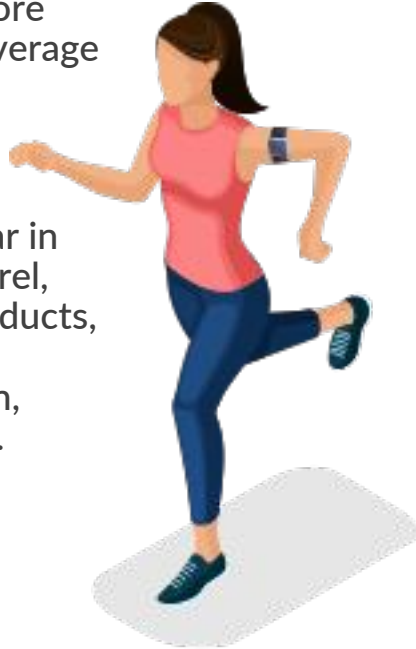


# CONSUMERS WHO OWN WEARABLES BUY MORE THINGS THAN THE AVERAGE CONSUMER

CONSUMERS WHO OWN WEARABLES SPEND MORE ON A NUMBER OF THINGS, INCLUDING PERSONAL CARE PRODUCTS

What Survey Respondents Purchased In A Seven-Day Period

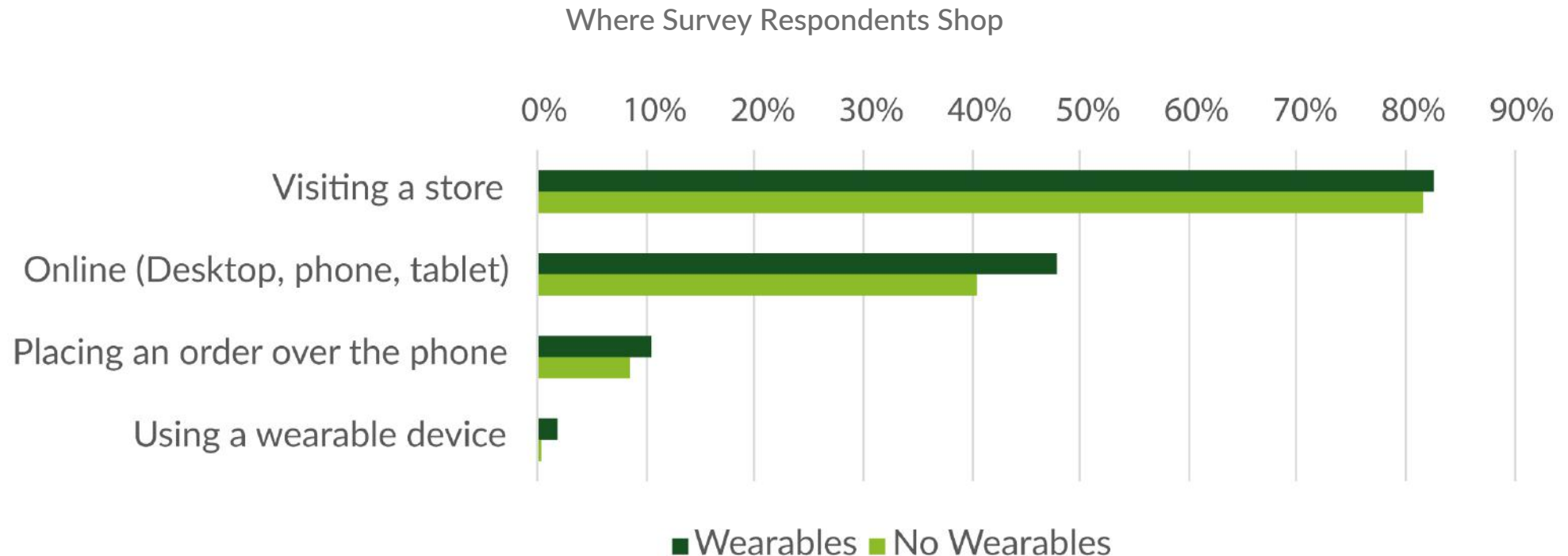
- Consumers who own wearables buy more things than the average consumer, in all categories.
- The greatest differences appear in the clothing apparel, personal care products, healthcare goods/medication, travel) categories.



# WEARABLE DEVICE OWNERS BUY MORE THINGS ONLINE

AND THEY HAVE EVEN USED THEIR WEARABLE DEVICE TO BUY ITEMS

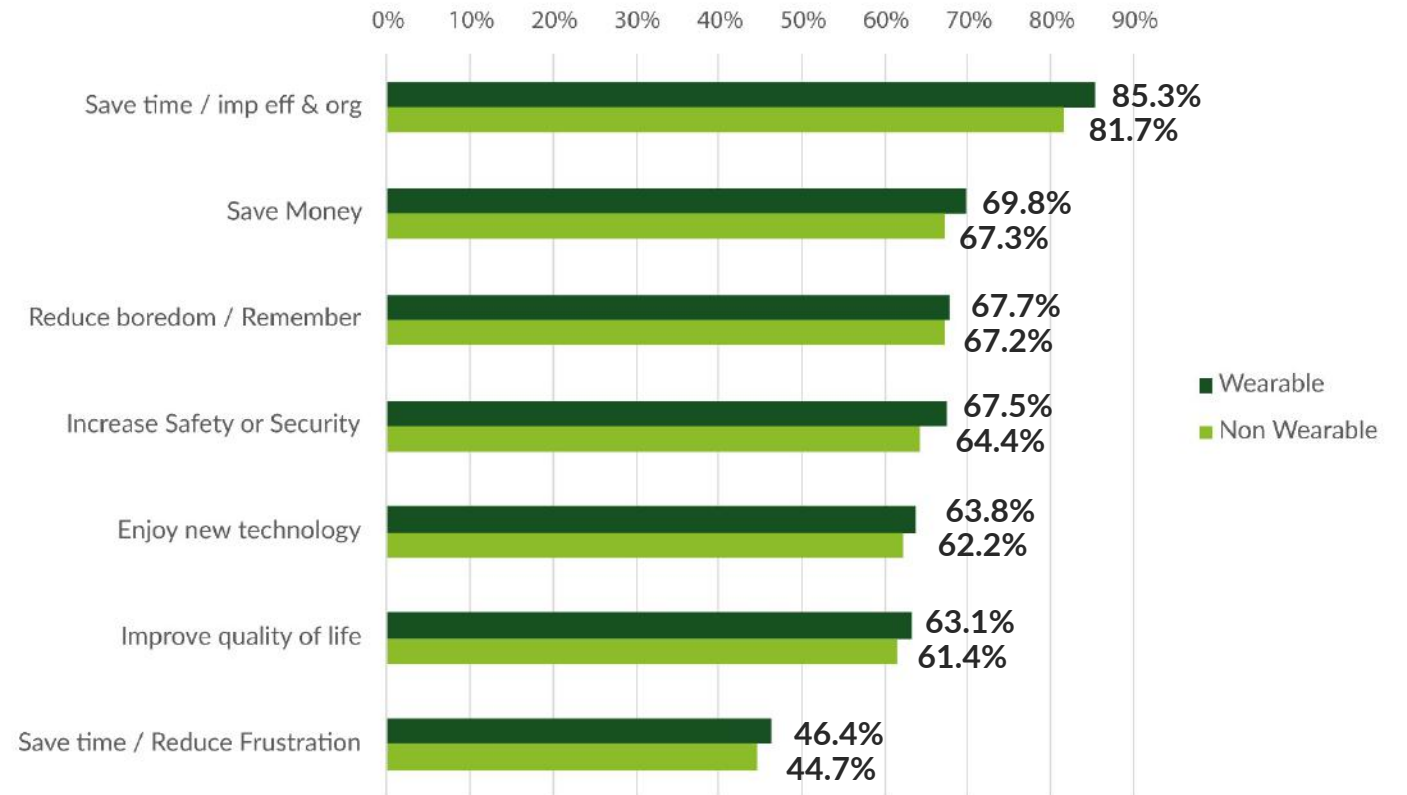
- Consumers who own wearables buy more things regardless of the shopping channel used.
- In particular, they use online channels to buy clothes, groceries, travel and household furnishings more than the average consumer.



# CONSUMERS WHO OWN WEARABLES VIEW CONNECTED DEVICES AS A WAY TO ELIMINATE BUYING FRICTION

Why Respondents Use Connected Devices To Pay For Things

- Wearable device users have higher levels of concern for each issue.
- Wearable and non-wearable device owners have approximately the same reasons for wanting to use connected devices to pay for things.

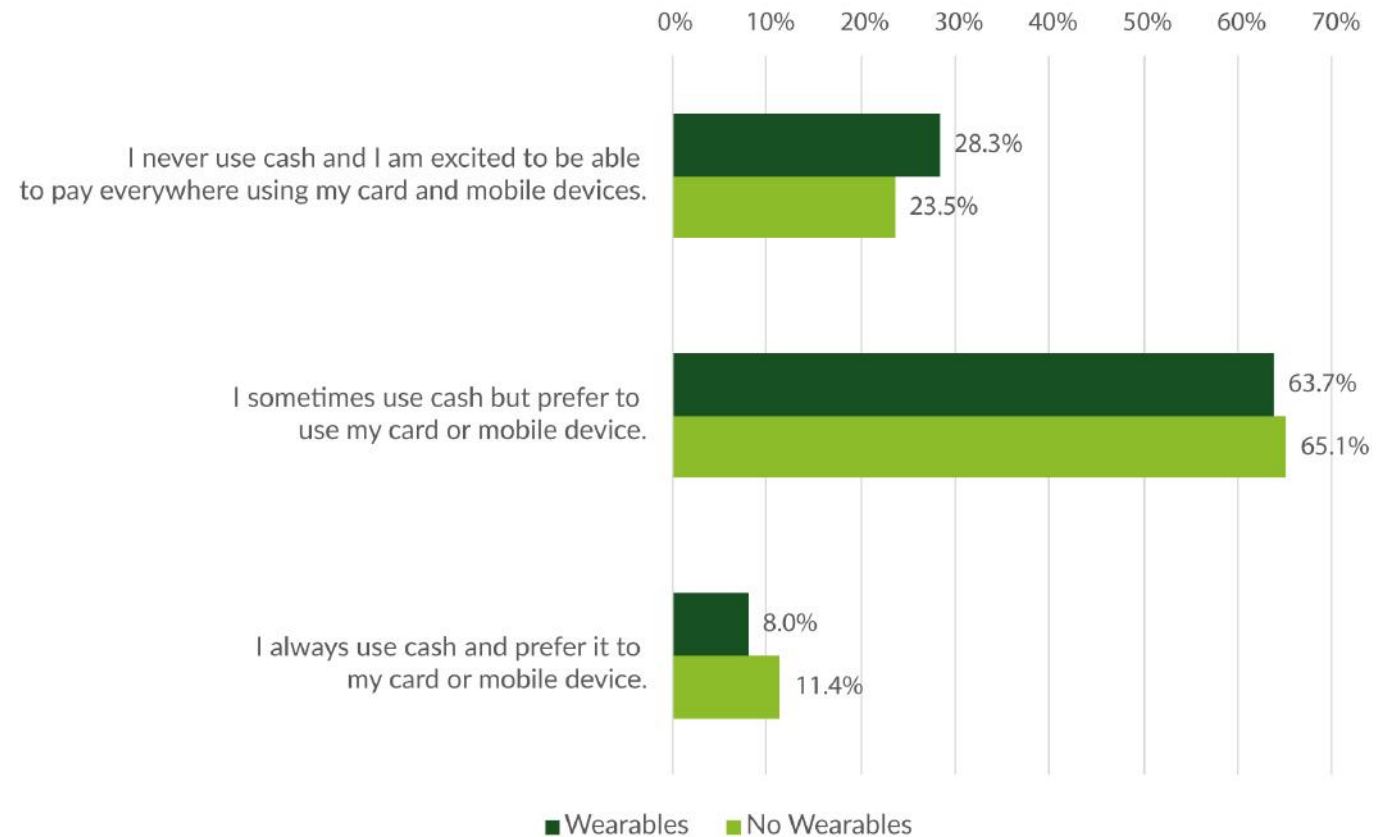


# CONSUMERS WHO OWN WEARABLES DON'T USE CASH

- Over **60%** of all respondents (wearable device owners and otherwise) prefer to use cards but use cash occasionally.
- **28.3%** of wearable device owners say they never use cash vs. **23.5%** of respondents without wearable devices who never use cash.



Consumers' Preference For Using Cash Or Cards, By Wearable Device Ownership



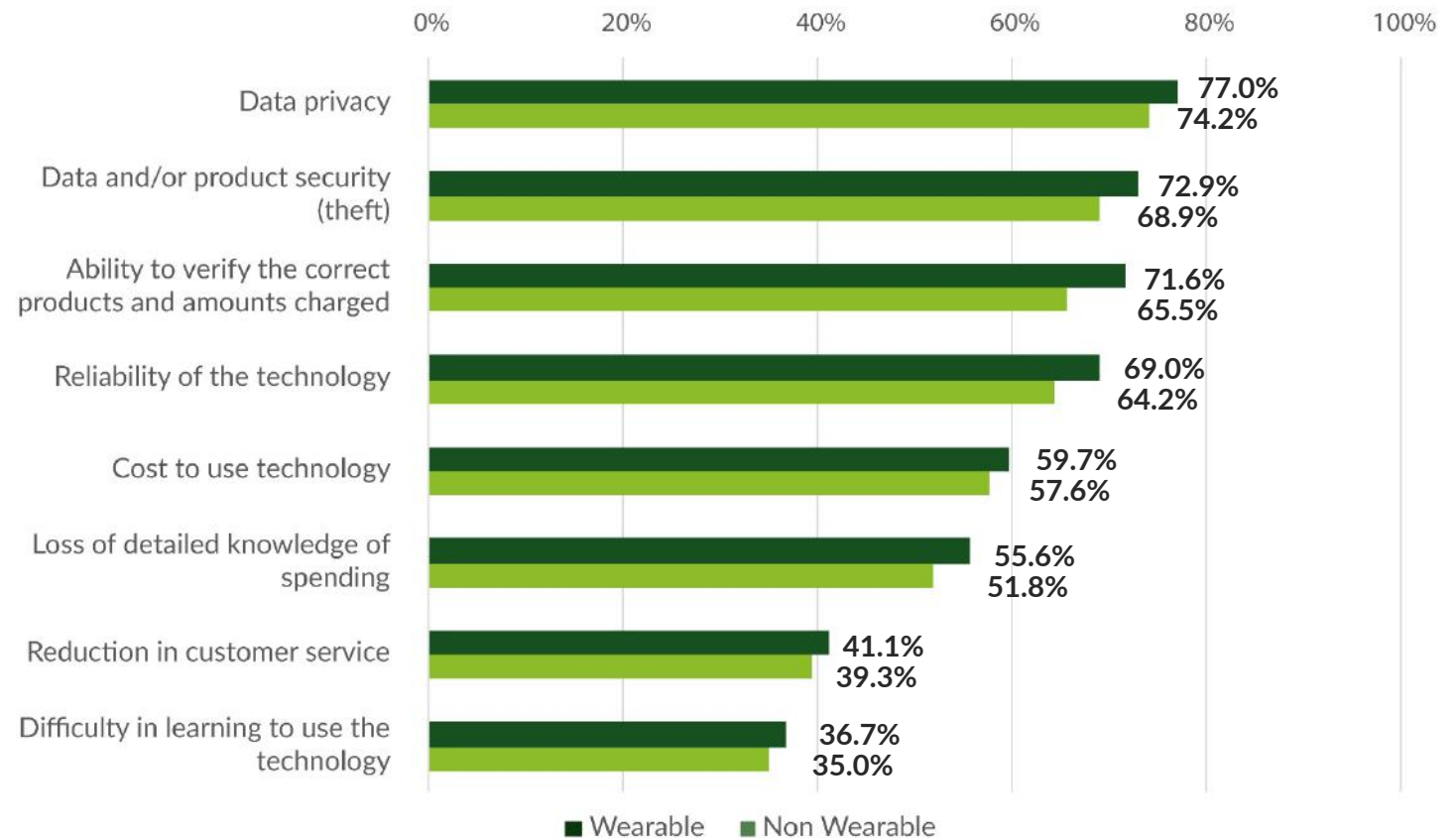
# WEARABLE DEVICE OWNERS ARE MOST CONCERNED ABOUT DATA PRIVACY AND PRODUCT SECURITY

MORE THAN ANY OTHER CONSUMER, THOSE WHO OWN WEARABLES WORRY ABOUT DATA PRIVACY AND PRODUCT SECURITY

- More than any other group, those who own wearables worry about data privacy and product security in the context of using connected devices to make purchases.
- The same concerns are important to those who do not have wearable devices, but they have a slightly lower level of concern.



What Would Hold Consumers Back From Using Connected Devices To Buy Things





# METHODOLOGY

---

The “How We Will Pay” survey was conducted among a panel of approximately 2,600 adult users ages 18 and older within the United States by PYMNTS on behalf of Visa from April-May 2017.