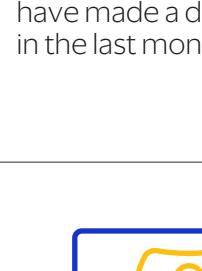




## 2022 Stay Secure Survey

### Insights into UAE consumer attitudes towards digital payments

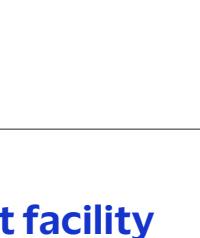
#### Did You Know?



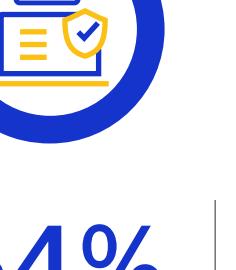
**77%** consumers in UAE have made a digital payment in the last month.



**Nearly half** surveyed are using digital payments more in-stores - especially contactless - and online since COVID-19.



**1 in 3** struggle with recognizing a fraud or scam.



#### Security of merchants' payment facility

is the #1 reason for majority of consumers in UAE to pay using digital payments over cash for online (84% consumers) and in-store (65%) transactions.

**Other reasons consumers opt for digital payments include...**

#### For Online



**64%**

Privacy of payment data



**43%**

Guarantees and return policies

#### For In-Store



**49%**

Guarantees and return policies



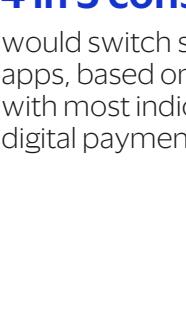
**45%**

Safety and hygiene



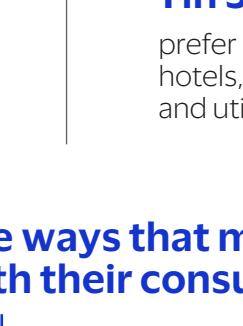
**THESE WERE MORE IMPORTANT THAN PRICE**

#### Data privacy and security is critical for consumers



**85%**

want to know how their personal information will be handled and protected before providing it to an eCommerce site.

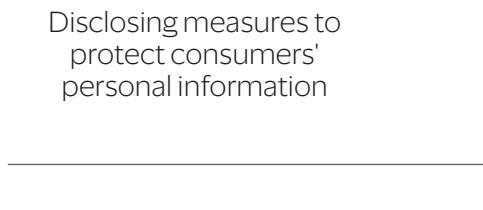


**76%**

stated it is important for them to know how security technology works to be able to trust digital payment methods.

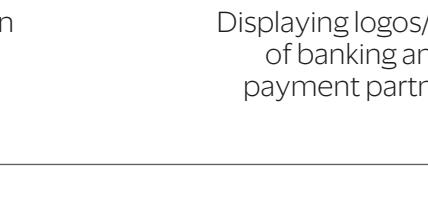
**... consumer education is key driver of trust in digital payments.**

#### What can merchants do?



##### 4 in 5 consumers

would switch stores or online shopping sites and apps, based on the payment methods offered, with most indicating a strong preference for digital payments over cash.



##### 1 in 3 consumers

prefer using cash for tipping at hotels, restaurants or tourist locations and utilities.

**Here are the top three ways that merchants can build trust with their consumers**



Disclosing measures to protect consumers' personal information



Providing clear information about guarantees and refund options



Displaying logos/icons of banking and payment partners

#### New payment trends to look out for



#### Buy Now Pay Later

**75%**

consumers are familiar with BNPL

**33%**

have used it in the past

**65%**

would likely switch stores or online sites or apps that offered a BNPL option demonstrating its popularity



#### Cryptocurrencies

**23%**

less than a quarter consumers are comfortable using cryptocurrencies to pay

**17%**

are not aware of cryptocurrencies



this indicates the need for more consumer education and awareness around cryptocurrencies as a form of payment in the UAE

#### About Visa's 2022 Stay Secure Survey

1003 consumers comprising 11% Gen Z (18-24 years) and 89% non-Gen Z (24 years and above) were interviewed for 15 minutes each in February 2022.

The respondents include Emirati (11%), expat Arabs (22%), expat Asians (52%) and 15% others (including Western expats). 68% of the respondents were men and 32% were women. Respondents lived in Dubai (32%), Abu Dhabi (34%), Sharjah (15%), and other Emirates (19%). Each had a banking relationship in the UAE. The survey was conducted by YouGov MENA.