



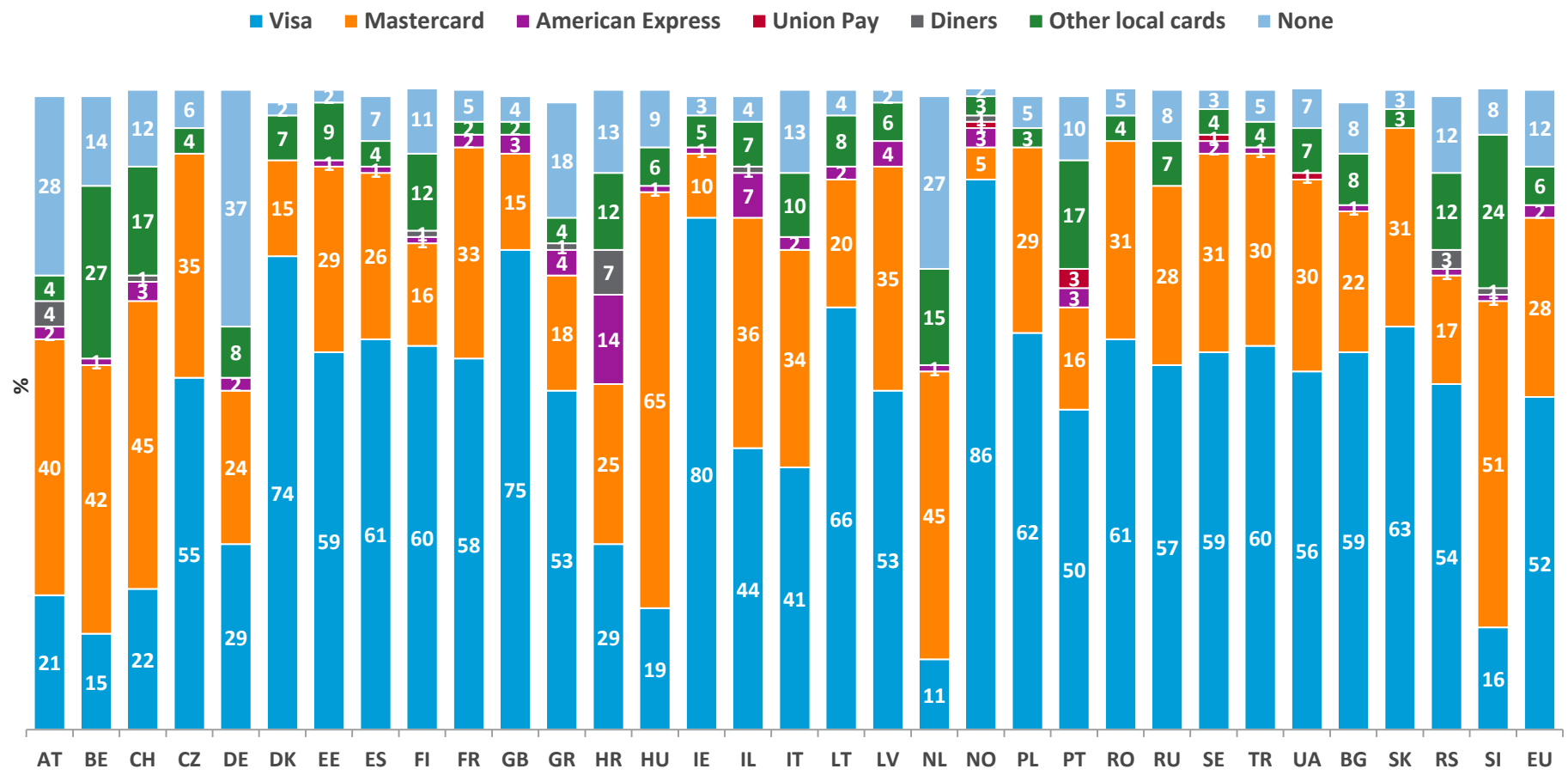
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NIELSEN GLOBAL SURVEY FINANCIAL ATTITUDES

MOBILE PAYMENT

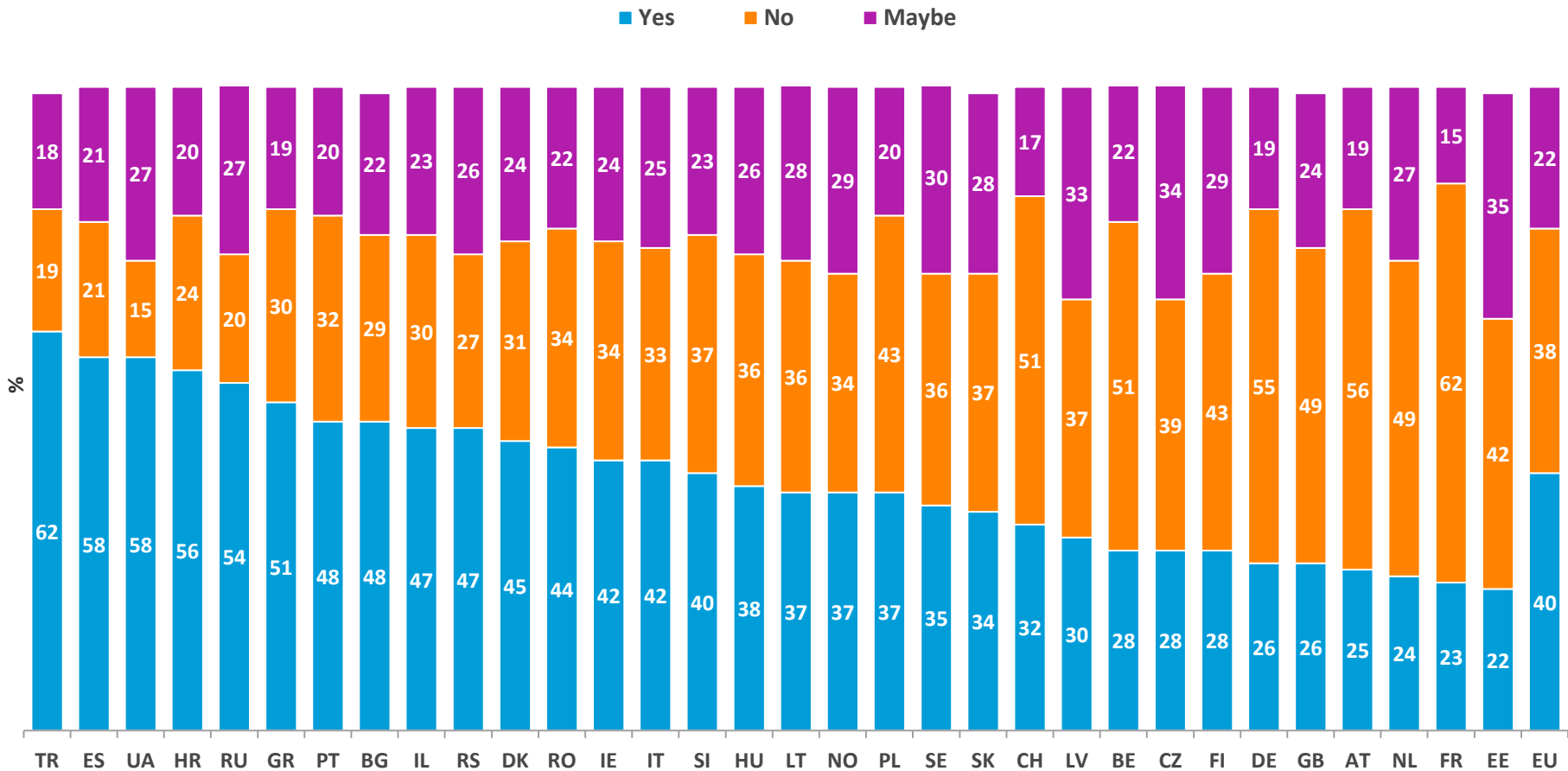


WHAT IS THE BRAND OF YOUR PRIMARY PAYMENT CARD?



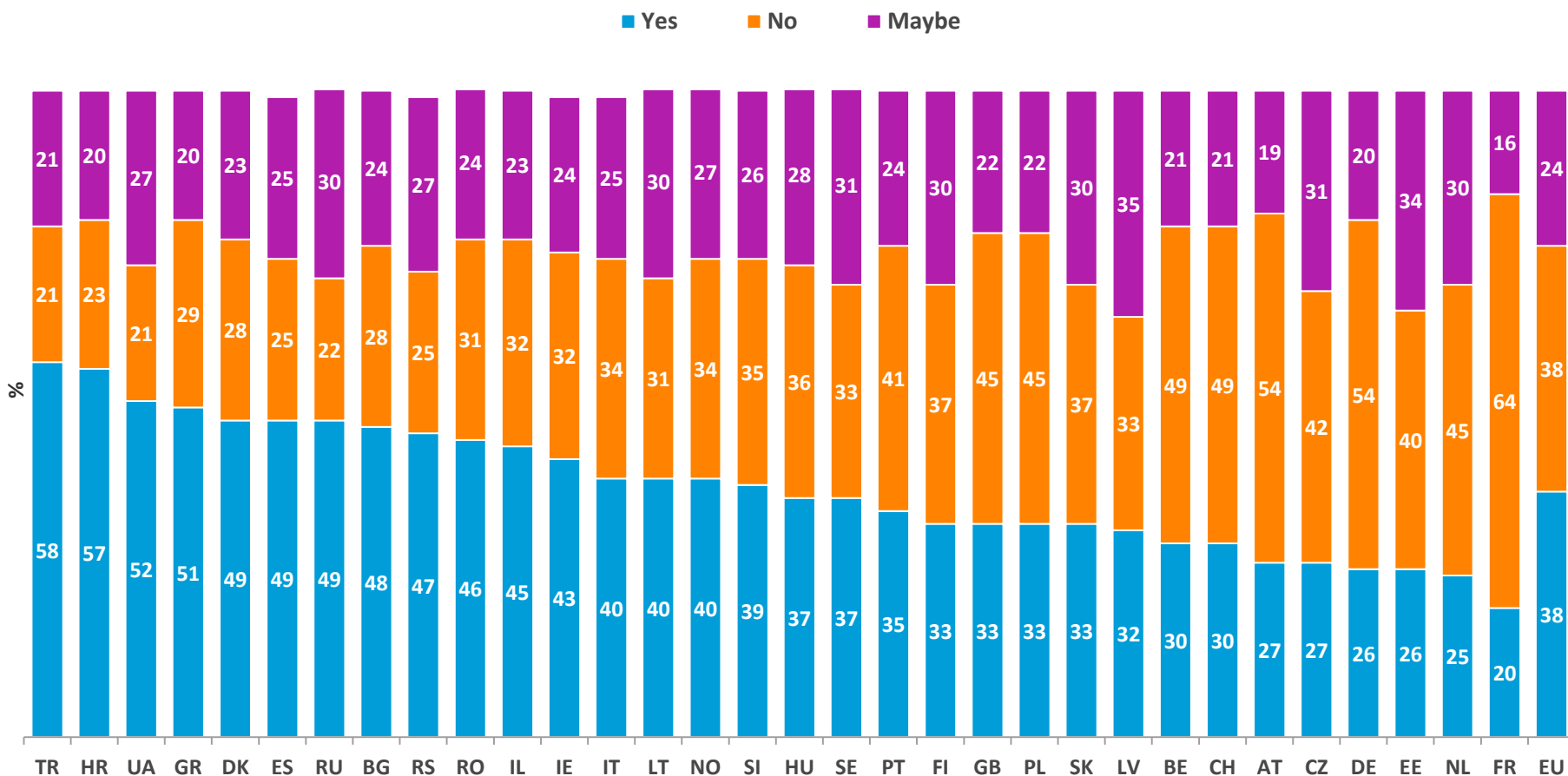
Base : All Respondents n=16074

WOULD YOU SHOP AT A PHYSICAL STORE USING YOUR SMARTPHONE OR TABLET IF YOUR PAYMENT CARD (CREDIT DEBIT OR PREPAID) CAN BE STORED SAFELY ON THE DEVICE?



Base : All coded 1-6 in q48 n=14579

WOULD YOU SHOP ONLINE USING YOUR SMARTPHONE OR TABLET IF YOUR PAYMENT CARD (CREDIT DEBIT OR PREPAID) CAN BE STORED SAFELY ON THE DEVICE?



Base : All coded 1-6 in q48 n=14579



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