





YouGov analysis of mobile payment in the Nordics

What motivates mobile payment?

YouGov®

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Intro

This report is in two parts. The first part analyses the current state of mobile payment in the Nordics and looks at the usage of different apps for mobile payment across the Nordic populations.

The report also offers a deep-dive profile of the heavy users of mobile payment apps, showing you how to target them and the optimal messages to use.

The second part profile the group who have not adopted mobile payment and shows barriers to adoption in this group.

This report pulls data from YouGov Profiles and YouGov Omnibus surveys. Survey information by country is broken down as follows:

Sweden n= 2,039 adults aged 18+ between 14 August – 3 September 2019
Denmark n= 2,045 adults aged 18+ between 14 August – 3 September 2019
Norway n= 1,016 adults aged 18+ between 14 August – 3 September 2019
Finland n= 1,879 adults aged 18+ between 14 August – 3 September 2019

Mobile payment

Initially, the Nordic countries were introduced to mobile *peer-to-peer* payment. The more broad use of mobile payment that includes in-store payment came later. Swish was launched in Sweden as a cooperation between 6 large banks in late 2012 – and was thus the first peer-to-peer mobile payment app in the Nordics. The app linked bank account details to a phone number, and enabled consumers to transfer money in real time. The following year Danske Bank introduced MobilePay in Denmark (May 2013) and in Finland in December. Vipps was launched in Norway in May 2015.

Both Swish, MobilePay and Vipps are now also available for in-store payment.

Nordic overview

Sweden and Denmark
take the lead when it
comes to how
widespread mobile
payment is

Denmark



47%

Use mobile payments apps at least once a week

7% of the population use a mobile payment app every day

11%

Do not use mobile payment apps

Of those not using mobile payment apps
25% don't have a smartphone vs 11% in the other Nordic markets

85%

Use MobilePay for mobile payment

Sweden



43%

Use mobile payments apps at least once a week

4% of the population use a mobile payment app every day

12%

Do not use mobile payment apps

Of those not using mobile payment apps
32% don't think mobile payment apps are secure vs 19% in the other Nordic markets

82%

Use Swish for mobile payment

Norway



36%

Use mobile payments apps at least once a week

4% of the population use a mobile payment app every day

14%

Do not use mobile payment apps

Main reason for not using mobile payment:
"I prefer to use cards (e.g. debit, credit)"

78%

Use Vipps for mobile payment

Finland



34%

Use mobile payments apps at least once a week

10% of the population use a mobile payment app every day

48%

Do not use mobile payment apps

Main reason for not using mobile payment:
"I prefer to use cards (e.g. debit, credit)"

20%

Use MobilePay

A photograph of a young Black man with dreadlocks, wearing a black beanie and a denim jacket over a colorful patterned shirt. He is smiling broadly and has white earbuds in his ears. He is standing on a city street with other pedestrians in the background. The entire image has a purple color overlay.

Mobile payment in Sweden

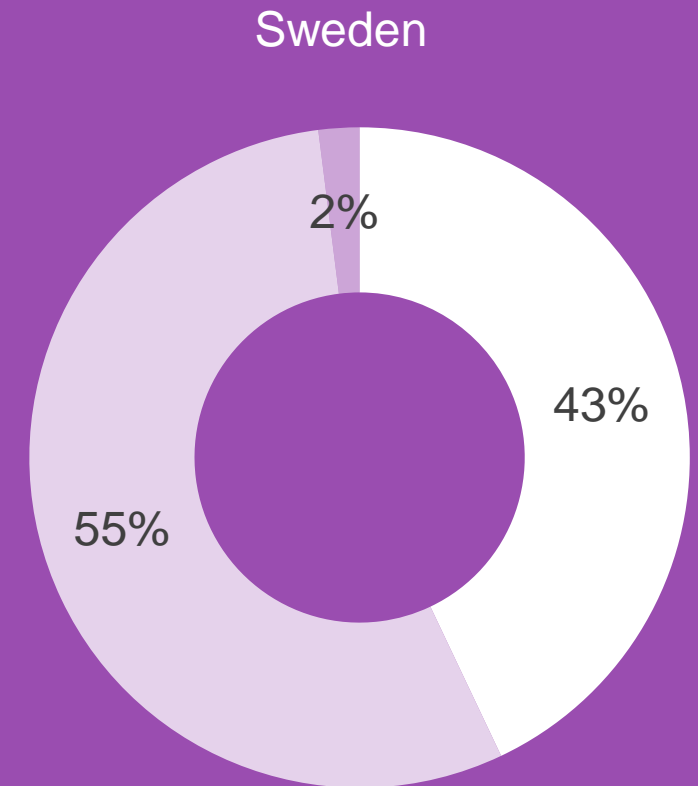
How often do you use mobile payment

The majority of the Swedish adult population use mobile payments apps from time to time (88%). Only 12 % never use mobile payment apps.



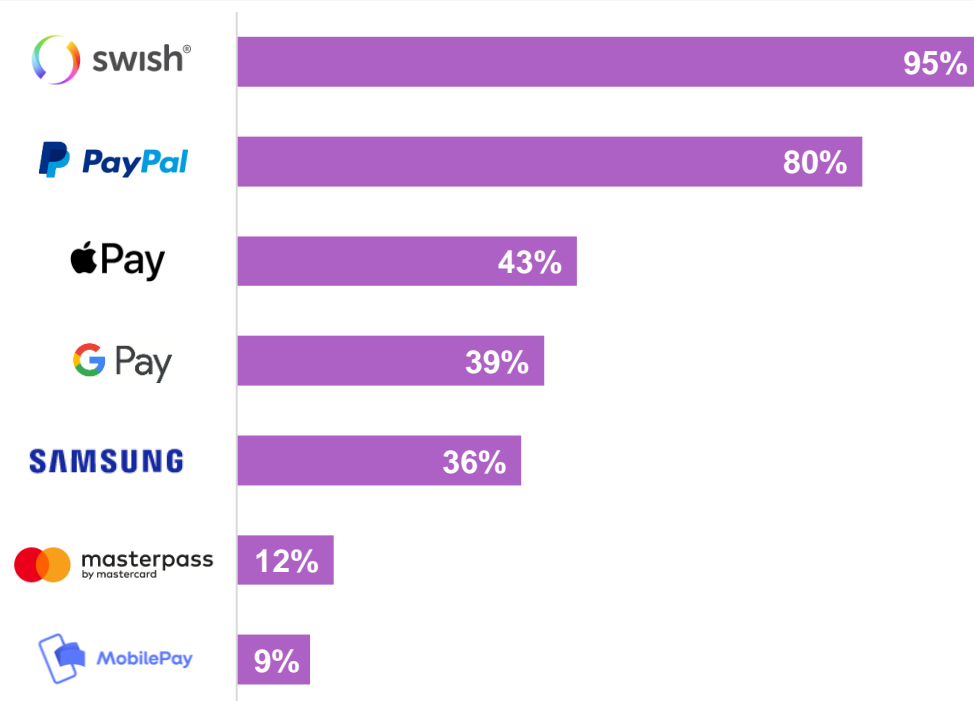
- At least once a week – 43%
- Once a month or less – 55%
- Do not know – 2%

Base: Use mobile payment apps (1792 Swedes 18+)

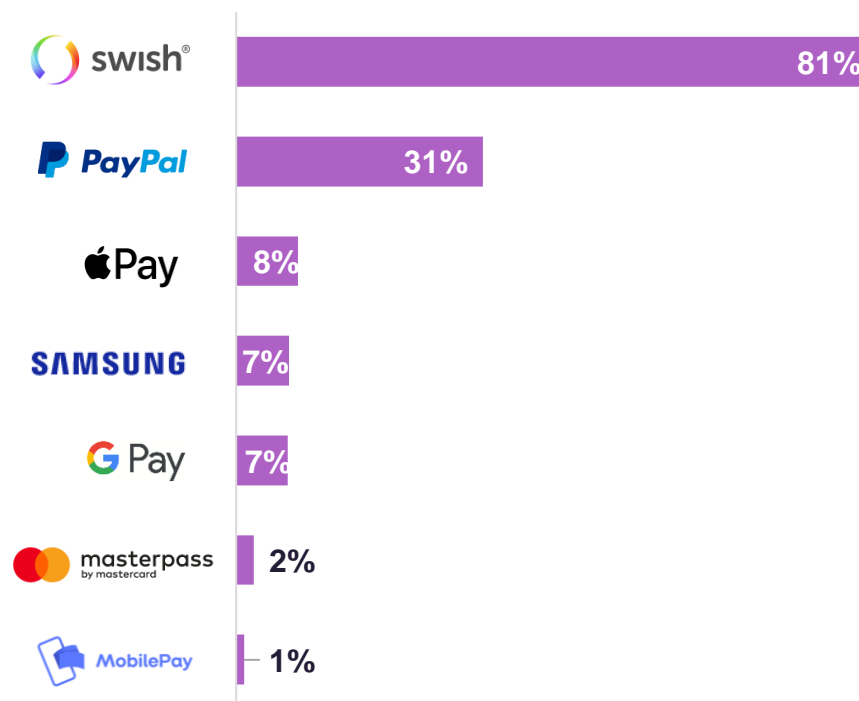


Swish is the market leader in terms of awareness and impression

Which of the following apps have you ever heard of?



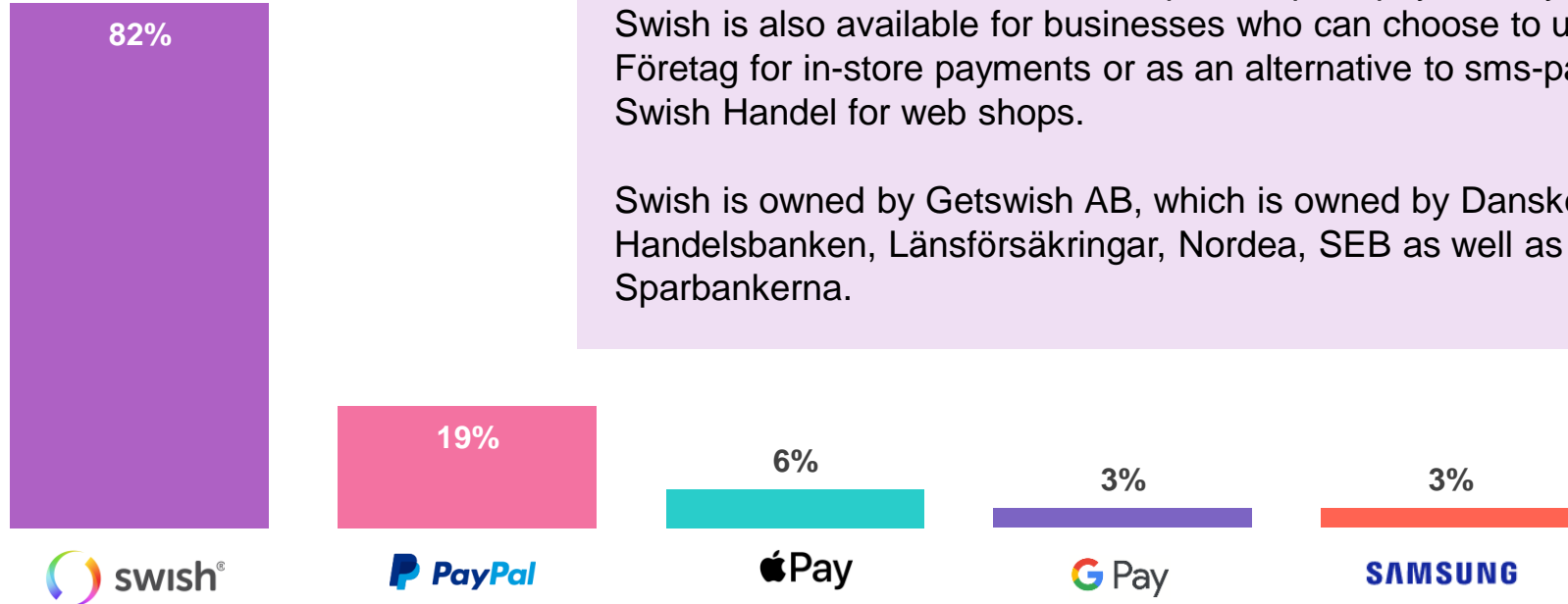
Overall, of which of the following apps do you have a positive impression?



Base: 2039 Swedes 18+

In Sweden, mobile payments are almost equal to Swish ...

Apps for mobile payment



Base: 2039 Swedes 18+

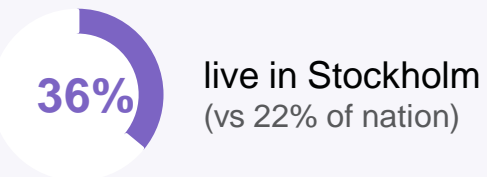
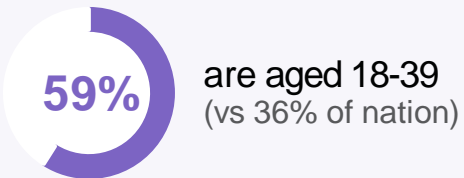


Heavy users of mobile payment have a more favorable opinion of Apple Pay

Heavy users of mobile payment



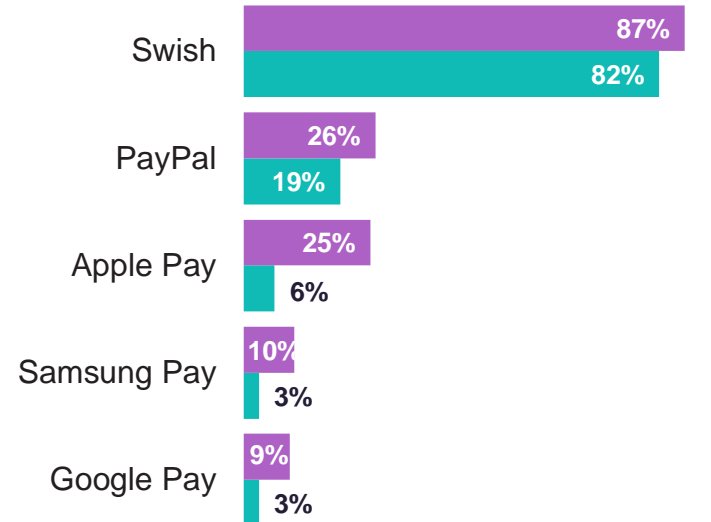
Profile of the 4% who use mobile payment every day



YouGov Profiles



APPS FOR MOBILE PAYMENT



■ Heavy users of mobile payment ■ Nation

"I'm always on the lookout for special offers"

51% vs. 37% of nation



SOCIAL MEDIA



43% have used LinkedIn in the past 30 days (vs 24% of nation)



33% have used Pinterest in the past 30 days (vs 17% of nation)



40% have used Snapchat in the past 30 days (vs 25% of nation)



ADVERTISING



Online ads grab my attention

66% vs. 42% of nation



Cinema ads grab my attention

25% vs. 12% of nation



Mobile payment in Denmark

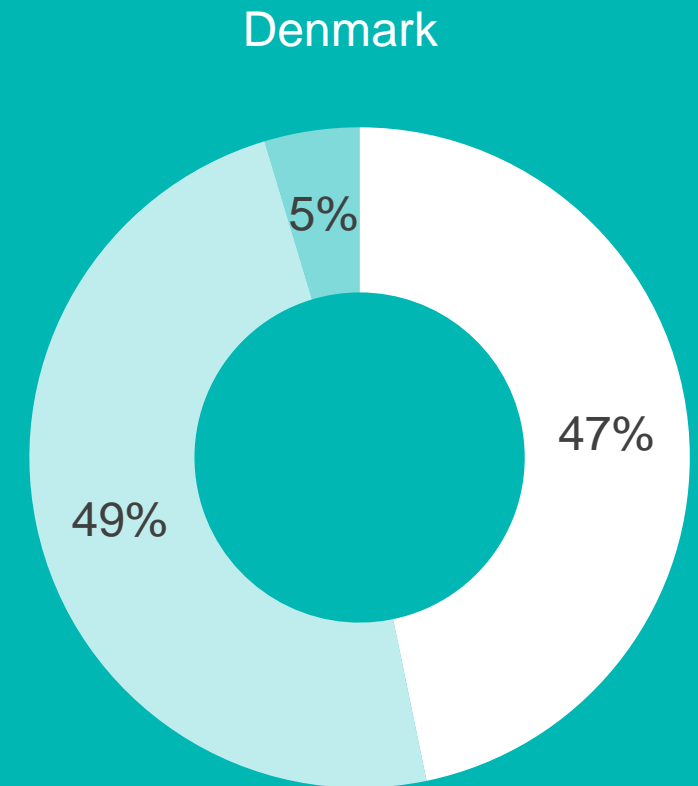
How often do you use mobile payment

The majority of the Danish adult population use mobile payments apps from time to time (89%). Only 11% never use mobile payment apps.



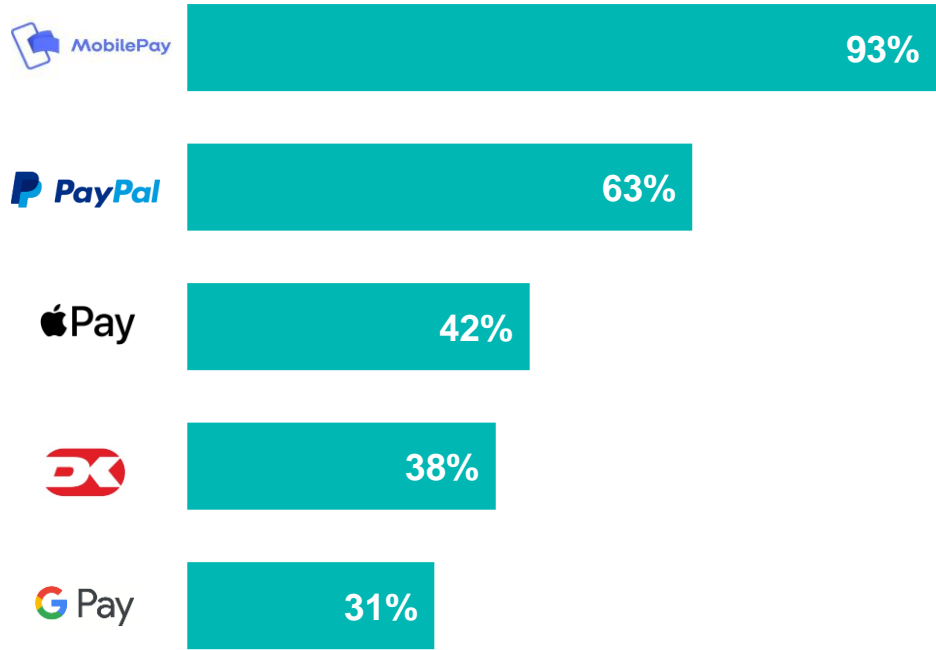
- At least once a week – 47%
- Once a month or less – 49%
- Do not know – 5%

Base: Use mobile payment apps (1829 Danes 18+)



MobilePay has a strong position in Denmark

Which of the following apps have you ever heard of?



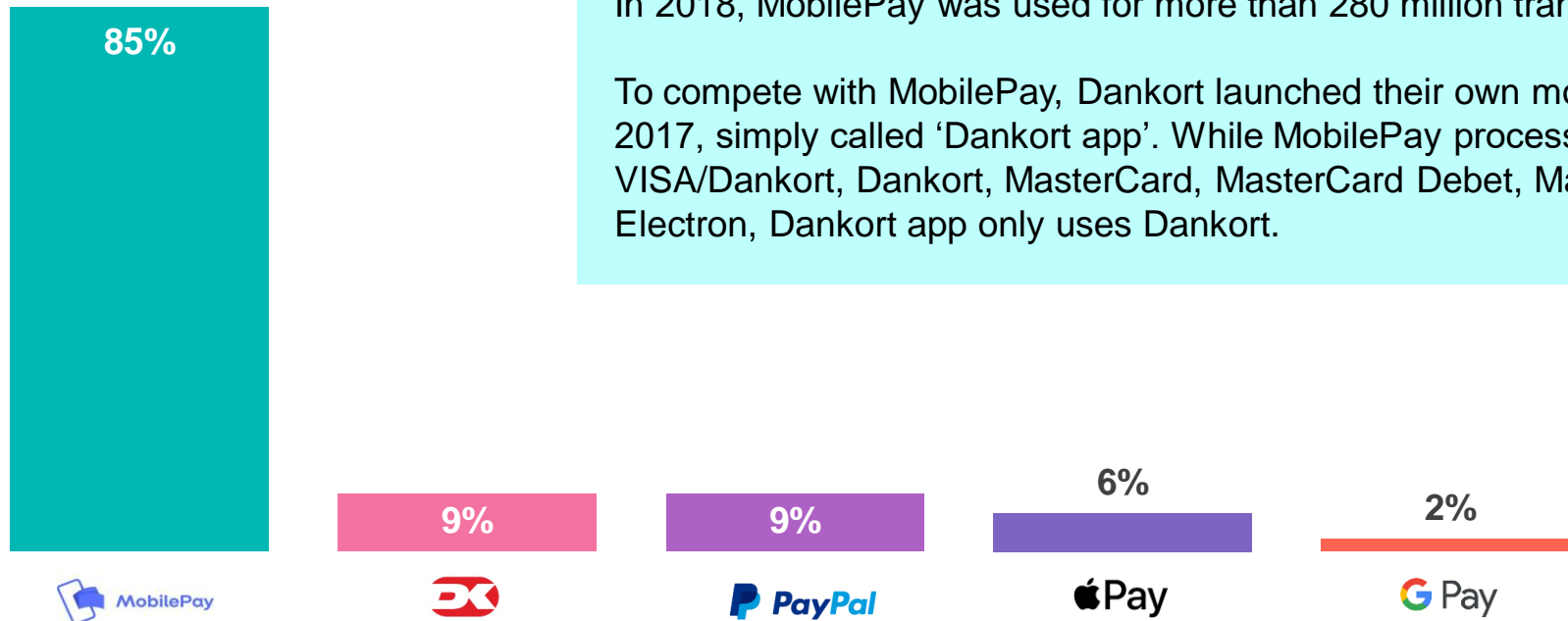
Overall, of which of the following apps do you have a positive impression?

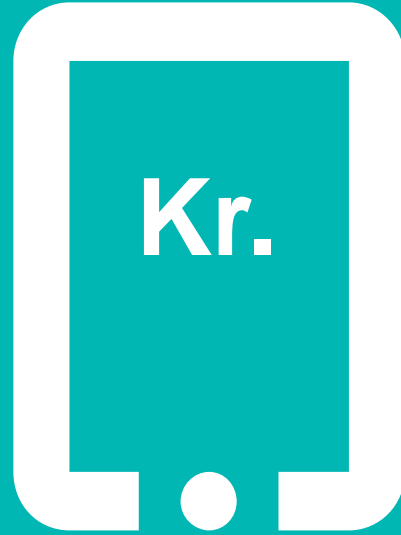


Base: 2045 Danes 18+

Most Danes use MobilePay while Dankort App is struggling to gain a position and Apple Pay is just making its entrance on the market

Apps for mobile payment

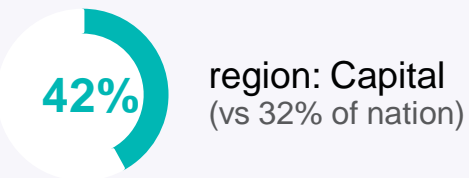
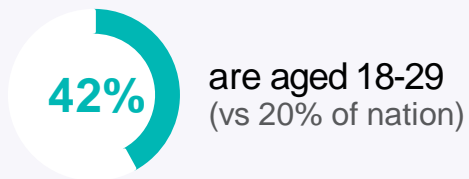
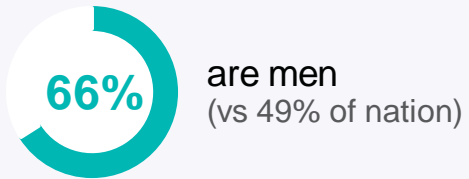




Heavy users of mobile payment in Denmark are using several mobile payment apps

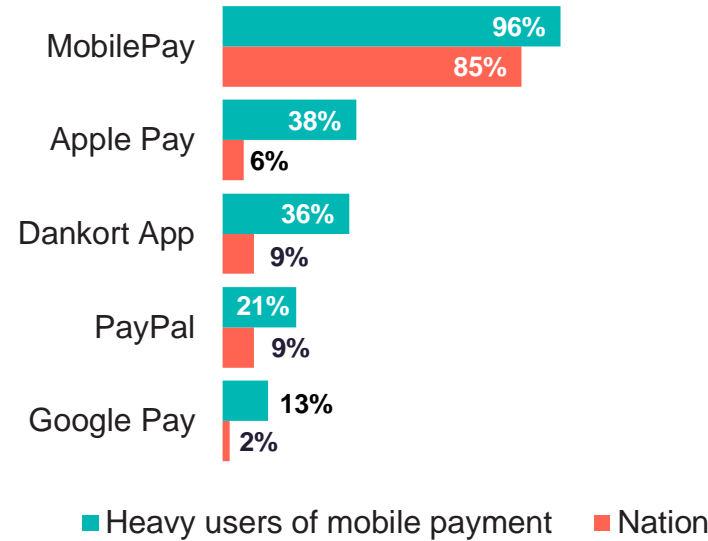


Profile of the 7% who use mobile payment every day

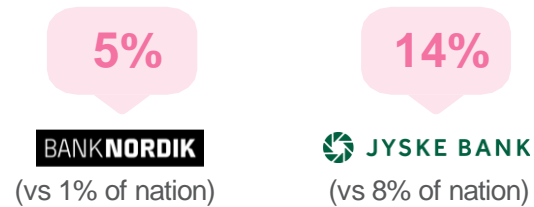


YouGov Profiles

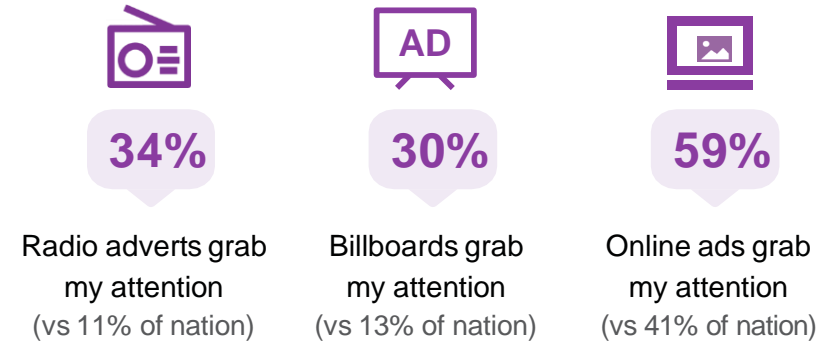
APPS FOR MOBILE PAYMENT



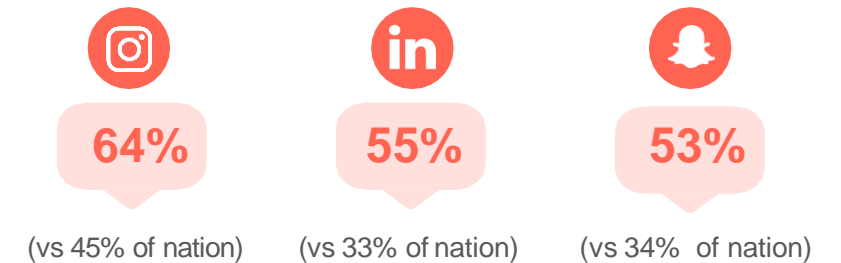
PRIMARY BANK



ADVERTISING



SOCIAL MEDIA USE



A person with long blonde hair is seen from behind, looking out at a city at night. The background is filled with blurred lights and structures, creating a bokeh effect. The overall image has a pinkish-red tint.

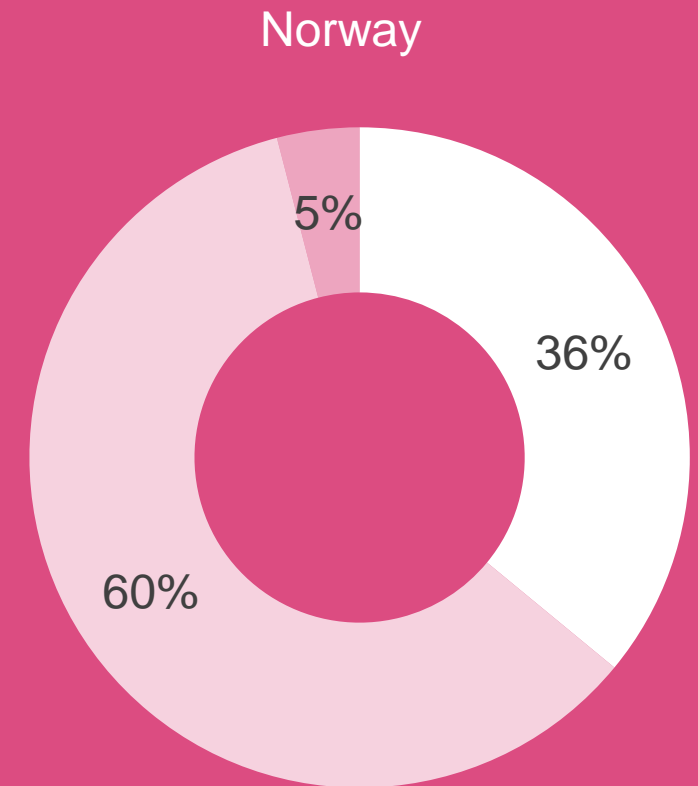
Mobile payment in Norway

How often do you use mobile payment

The majority of the Norwegian adult population use mobile payment apps from time to time (86%) but they do not use it as frequently as Swedes and Danes. Only 14% never use mobile payment apps.



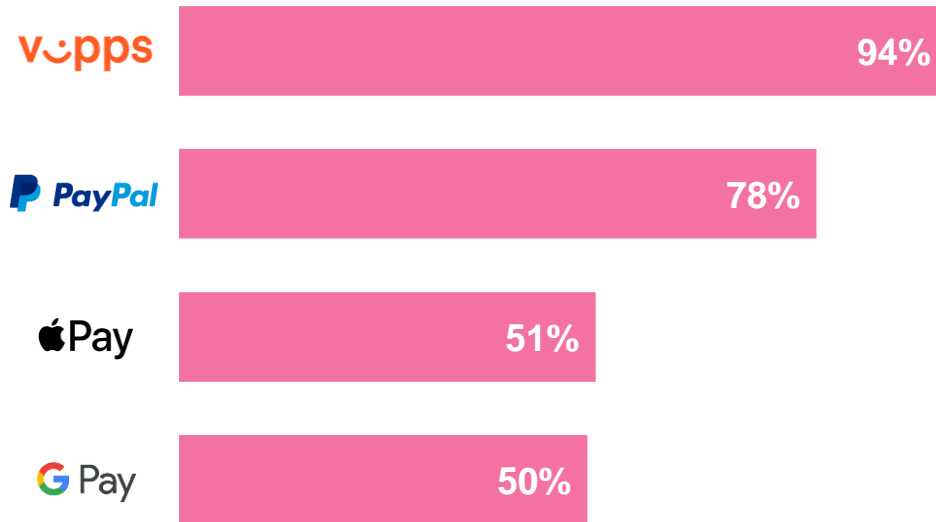
- At least once a week – 36%
- Once a month or less – 60%
- Do not know – 5%



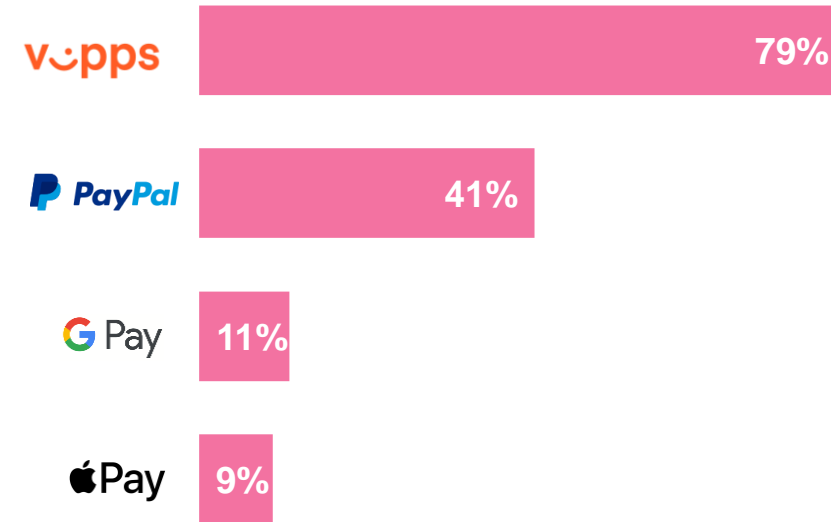
Base: Use mobile payment apps (871 Norwegian 18+)

Vipps has a very strong position in Norway at the moment

Which of the following apps have you ever heard of?



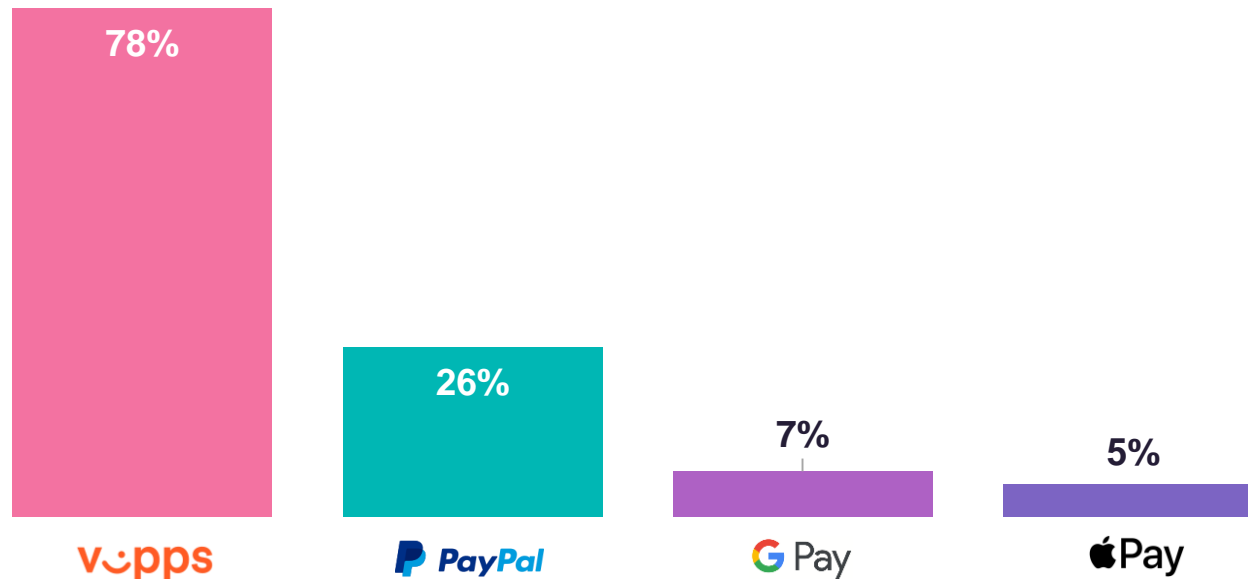
Overall, of which of the following apps do you have a positive impression?



Base: 1016 Norwegian 18+

Most Norwegians use Vipps for mobile payment, while PayPal is the second most used app ...

Apps for mobile payment



Paypal's 'Friends Payment Service' arrived in Norway in 2019 to offer cashless financial transactions.

Up until then, the payment application Vipps, has been the main provider of such services in Norway.

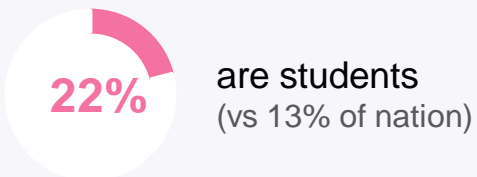
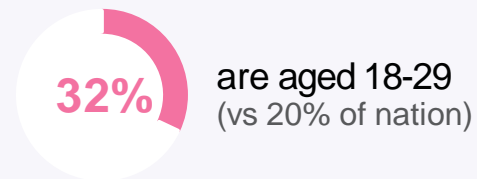
Base: 1016 Norwegians 18+



The 36% who use mobile payment at least once a week

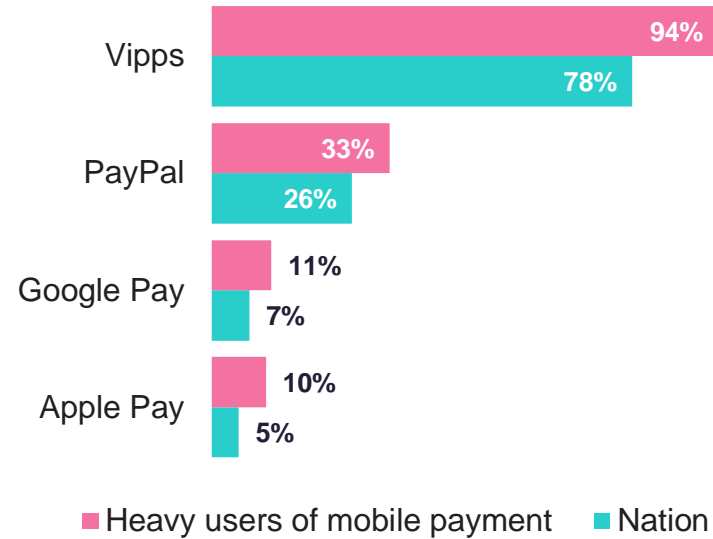


Profile of the 36% who use mobile payment at least once a week

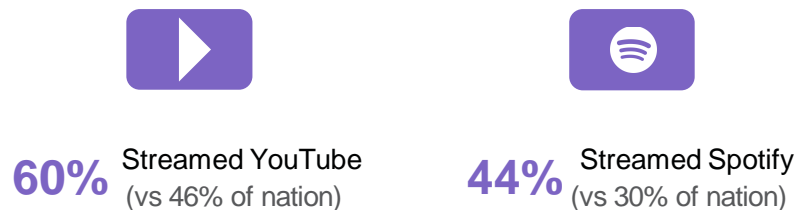


YouGov Profiles

APPS FOR MOBILE PAYMENT



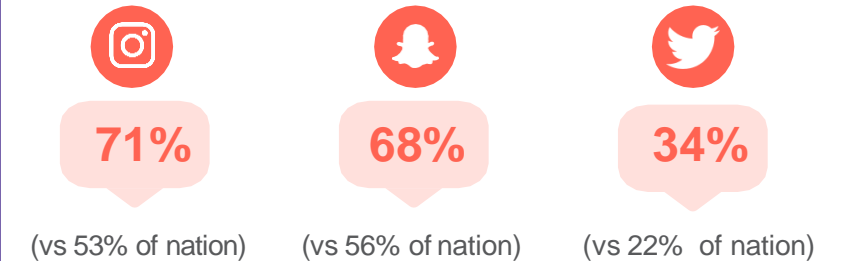
MEDIA USE LAST 30 DAYS



PRIMARY BANK



SOCIAL MEDIA USE



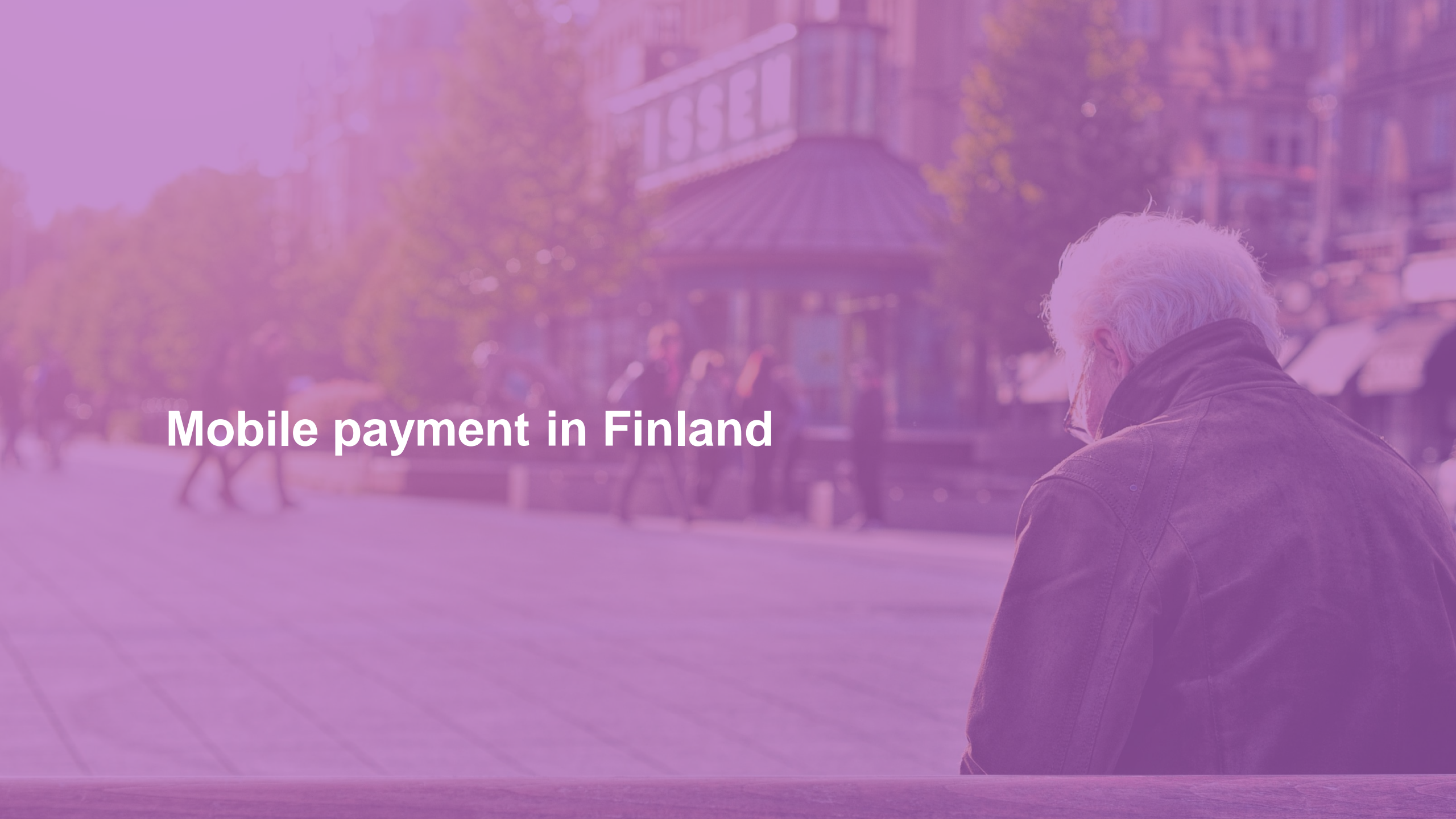
“ I often notice the advertisements on the Internet

22% vs. 10% of nation

“ Celebrity endorsements have an effect on the things I buy

12% vs. 6% of nation

Mobile payment in Finland



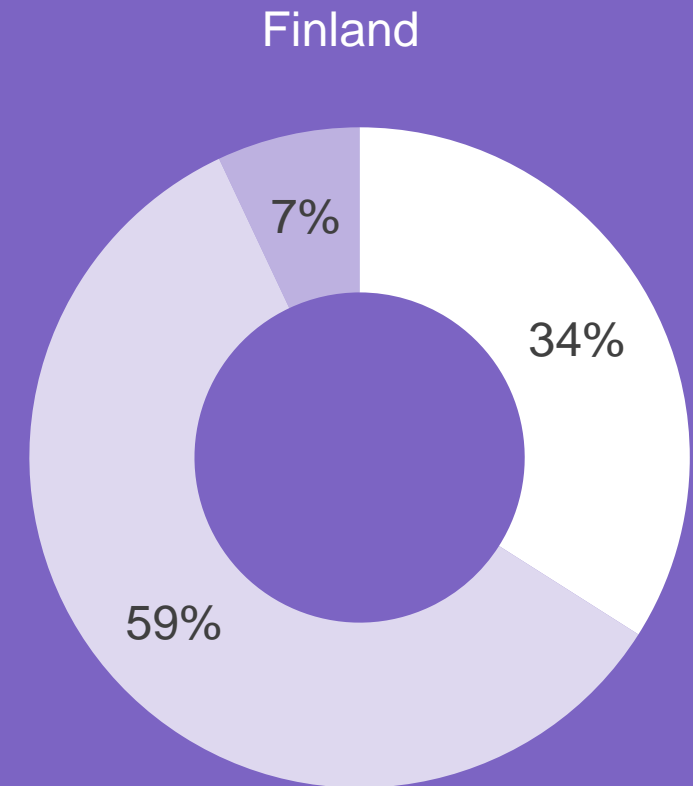
Smallest rates of mobile payment

Finland is the Nordic country with the smallest rate of mobile payment usage. Half the adult Finnish population use mobile payment apps from time to time (52%) while 48% never use mobile payment apps.

How often do you use mobile payment?



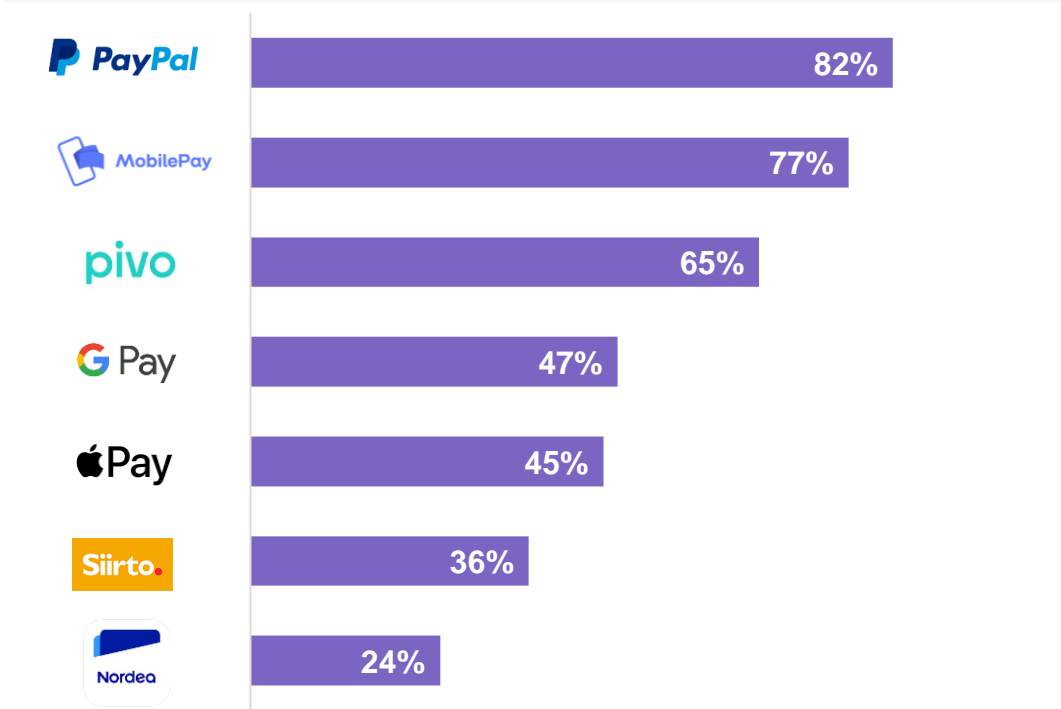
- At least once a week – 34%
- Once a month or less – 59%
- Do not know – 7%



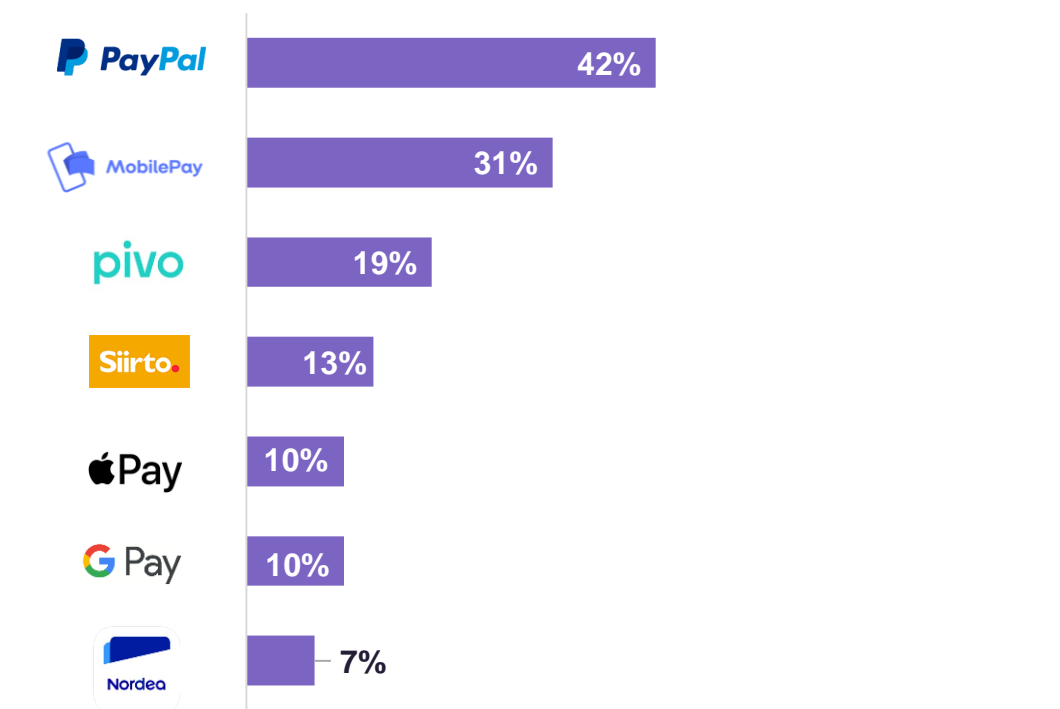
Base: Use mobile payment apps (982 Finns 18+)

Many players but no market leader on the Finnish market

Which of the following apps have you ever heard of?



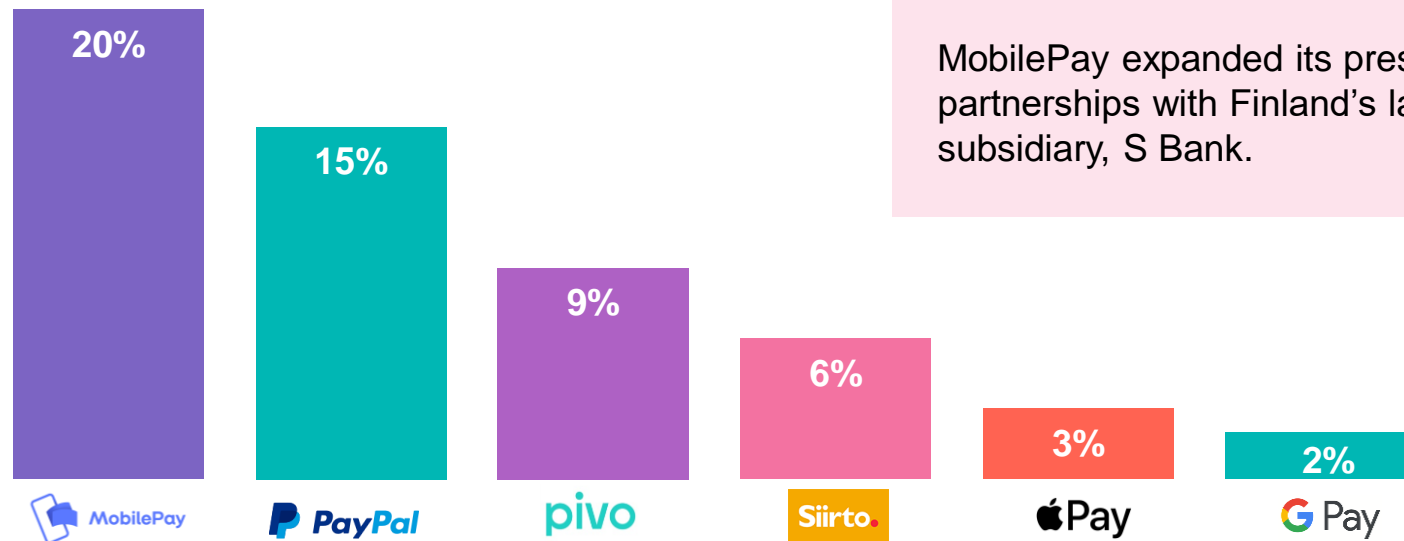
Overall, of which of the following apps do you have a positive impression?



Base: 1879 Finns 18+

Most Finns use MobilePay for mobile payment, while PayPal is the second most used app ...

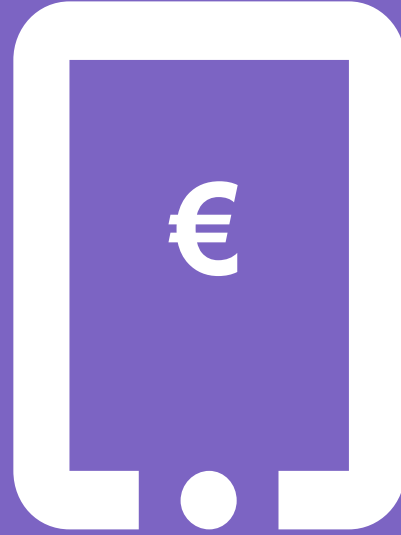
Apps for mobile payment in Finland



MobilePay, launched by Danske Bank in Denmark and Finland in 2013, has the largest market share in Finland.

MobilePay expanded its presence in Finland in 2018 with partnerships with Finland's largest retailer, S Group, and its subsidiary, S Bank.

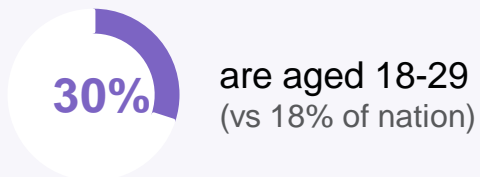
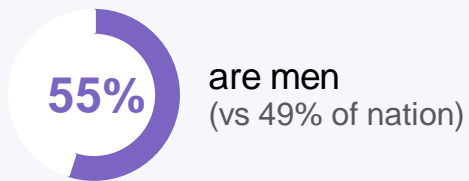
Base: 1879 Finns 18+



The 34% who use mobile payment at least once a week



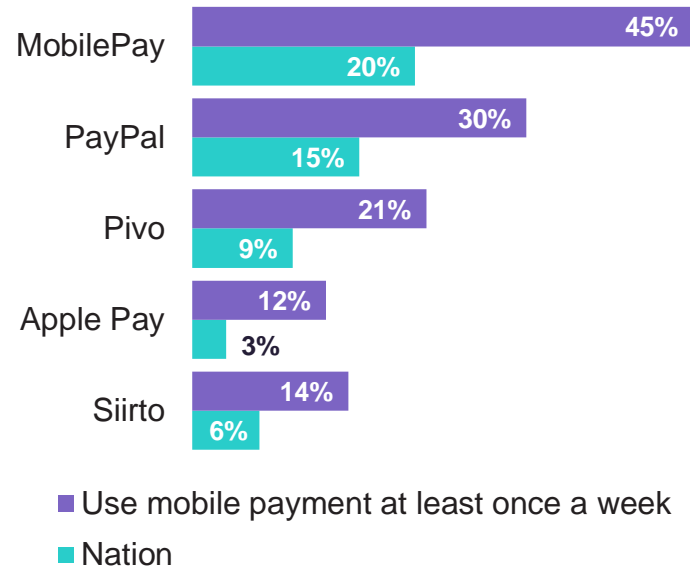
Profile of the 34% who use mobile payment at least once a week



YouGov Profiles



MOBILE PAYMENT APPS



*I often notice the advertisements
on the Internet*

63% vs. 52% of nation



*Shopping online makes my life
easier*

66% vs. 54% of nation



I like trying new brands

61% vs. 51% of nation



SOCIAL MEDIA USE



57%

(vs 40% of nation)



27%

(vs 13% of nation)



29%

(vs 19% of nation)



**Reaching those
who do not use mobile payment apps**

These are the Nordic barriers ...

Security concerns
are stopping the
wider adoption of
mobile payment
systems

Why do you not use mobile payment apps?

21%

I don't think they are secure
(i.e. using them opens me up to fraud/theft)

18%

I'm concerned about financial exposure
if my phone/mobile device is lost or stolen

18%

I'm concerned about virus/malware that can
steal details from my phone/mobile device

However, the greatest barriers are habits ...



50%

“I prefer to use cards (e.g. debit, credit)”



24%

“I don’t see the point of them”



22%

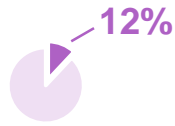
“I prefer to use cash”

**Half the Nordic population who are not using mobile payment apps prefer cards.
1 in 4 just do not see the point of mobile payment – so they stay with what they know**

Explaining the advantages of mobile payments would help engage more consumers

Who are the non-users in Denmark, Sweden and Norway?

Sweden



51% are aged 60+
(vs 32% of nation)

43% are retired
(vs 23% of nation)

26% don't use social media
(vs 10% of nation)

Denmark

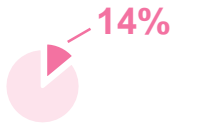


55% are aged 60+
(vs 32% of nation)

58% are male
(vs 49% of nation)

31% don't use social media
(vs 10% of nation)

Norway



52% are aged 60+
(vs 28% of nation)

43% are retired
(vs 18% of nation)

22% don't use social media
(vs 7% of nation)

The 48% of the Finnish population who are not using mobile payments

44% are aged 60+
(vs 34% of nation)

38% are retired
(vs 31% of nation)

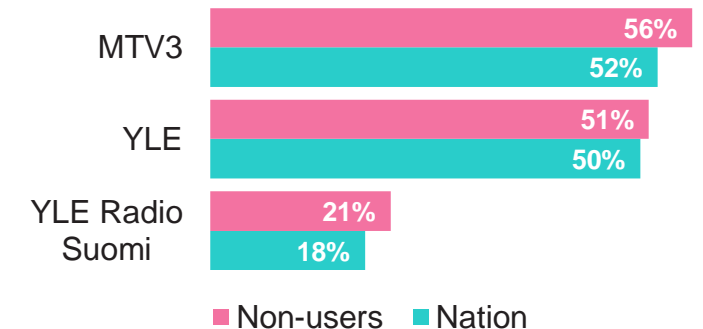
“ *I only replace technology products
when they go wrong or are broken*

46% vs. 30% of nation

27% have not used social media in the
past 30 days (vs 18% of nation)

67% watch news programs on TV
(vs 61% of nation)

MEDIA USE



Summary

As we move towards a cashless world, mobile payments *are* the future.

The results show that Norway, Sweden and Denmark have a very high market penetration of mobile payment. Furthermore, each of the Scandinavian countries have a strong market leader that drives adoption locally.

International mobile payment solutions are not that visible in Scandinavia but this could change during the next couple of years. The heavy users of mobile payment are, in general, more inclined to use several apps for mobile payment and new players in the market such as Apple Pay and Google Pay have a larger market share among these consumer groups.

Finland, unlike it's Nordic peers, does not have a dominating market leader on mobile payment and as a result a relatively weak market penetration. MobilePay has the largest market share in Finland with 20%.

Those who do not use mobile payments prefer credit or debit cards. One of the main reasons for not adopting mobile payment solutions is a concern with fraud that the providers of the services need to acknowledge and address.

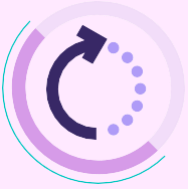
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The tools behind the research

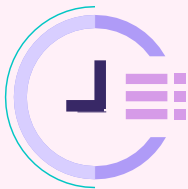


Plan and Track

YouGov's Plan & Track service combines the detailed audience segmentation power of Profiles with the brand tracking capabilities of BrandIndex. It helps clients understand and target key consumer segments, track the effectiveness of advertising, marketing and public relations strategies and campaigns, and measure brand perception on a continuous basis.



Discover



Omnibus Research

YouGov Omnibus research provides survey results within 48 hour from our industry-leading omnibus and targeted research services. Whether you are looking for domestic or international research, YouGov's vast, engaged and highly profiled panel enables you to reach consumer and business audiences at a fraction of the cost of a typical ad-hoc study.



Discover



7 MILLION

PEOPLE WHO PARTICIPATE IN
YUGOV PANELS WORLDWIDE



25 MILLION

NUMBER OF SURVEYS COMPLETED
GLOBALLY BY YUGOV PANELLISTS



#1

YUGOV IS ONE OF
THE MOST QUOTED
RESEACH SOURCE

#1 IN UK
#1 IN DENMARK
#2 IN GERMANY
#2 IN SINGAPORE



260K+

DATA VARIABLES OF OPINIONS, ATTITUDES
AND BEHAVIOURS FROM OUR PANELLISTS



160K+

MEDIA
MENTIONS
AUG 17- JUL 19



2000+

CLIENTS SERVED IN 2019



43

YUGOV
PANELS
WORLDWIDE



24

YUGOV GLOBAL
RANKING IN THE
AMA GOLD
TOP 50 REPORT