



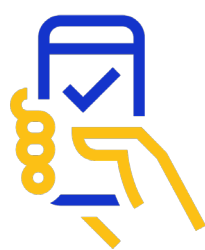
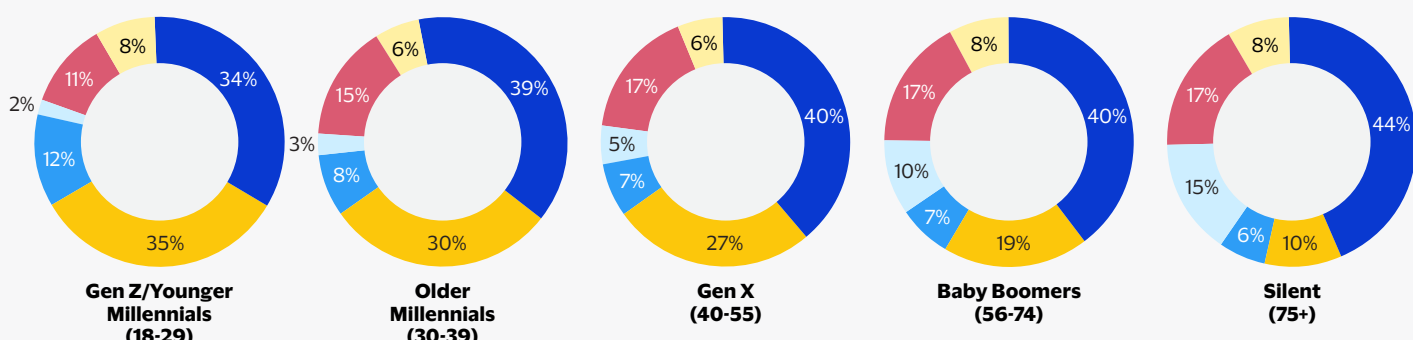
How do Gen Z and Millennials make payments?



Gen Z and Younger Millennials have more affinity for debit and cash than older consumers.¹

Payment method share of spend

Credit Debit Cash Checks ACH/EFT All other



BUT...

With more digital-/app-based solutions now available — early reliance on cash, bank and debit seems to be shifting to digital.

5X

more likely than older adults to trust digital payment companies²

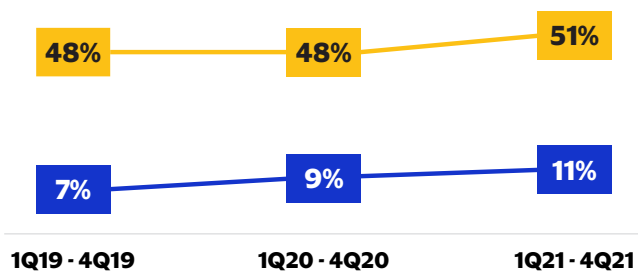
8%

more likely than older adults to try Crypto³

Over half of Gen Z/ Younger Millennials use digital containers on a monthly basis

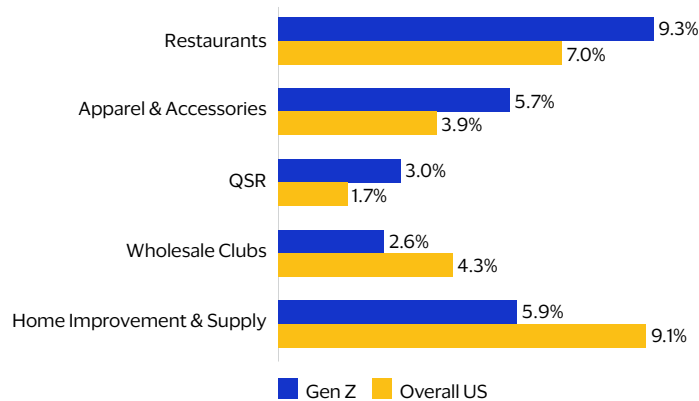
Gen Z/Younger Millennials (18-29)²

Incidence of using digital containers
Digital containers share of total spend



But most still carry and use physical cards due to limited acceptance of digital wallets. Younger consumers also show higher use of PayPal and other emerging payment brands.

Where is Gen Z spending?⁴



TIP:

When communicating to younger consumers, deliver compelling functional benefits and show the value of what you can offer.



Let's uncover new possibilities together.

Visa has tools and resources to address your specific needs — from offering financial education to enabling digital solutions.

To get started, contact your local Visa Account Executive.

1. Visa US Payment Panel 1Q19-4Q21
 2. Ipsos survey conducted Aug 4-5, 2020, among 1,111 U.S. adults
 3. Ipsos Survey Feb 7-10, 2020, among 1,021 U.S. adults
 4. Based on VisaNet transaction data from January 2021 to January 2022, Only includes US consumer credit cardholders with Transunion demographic data

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