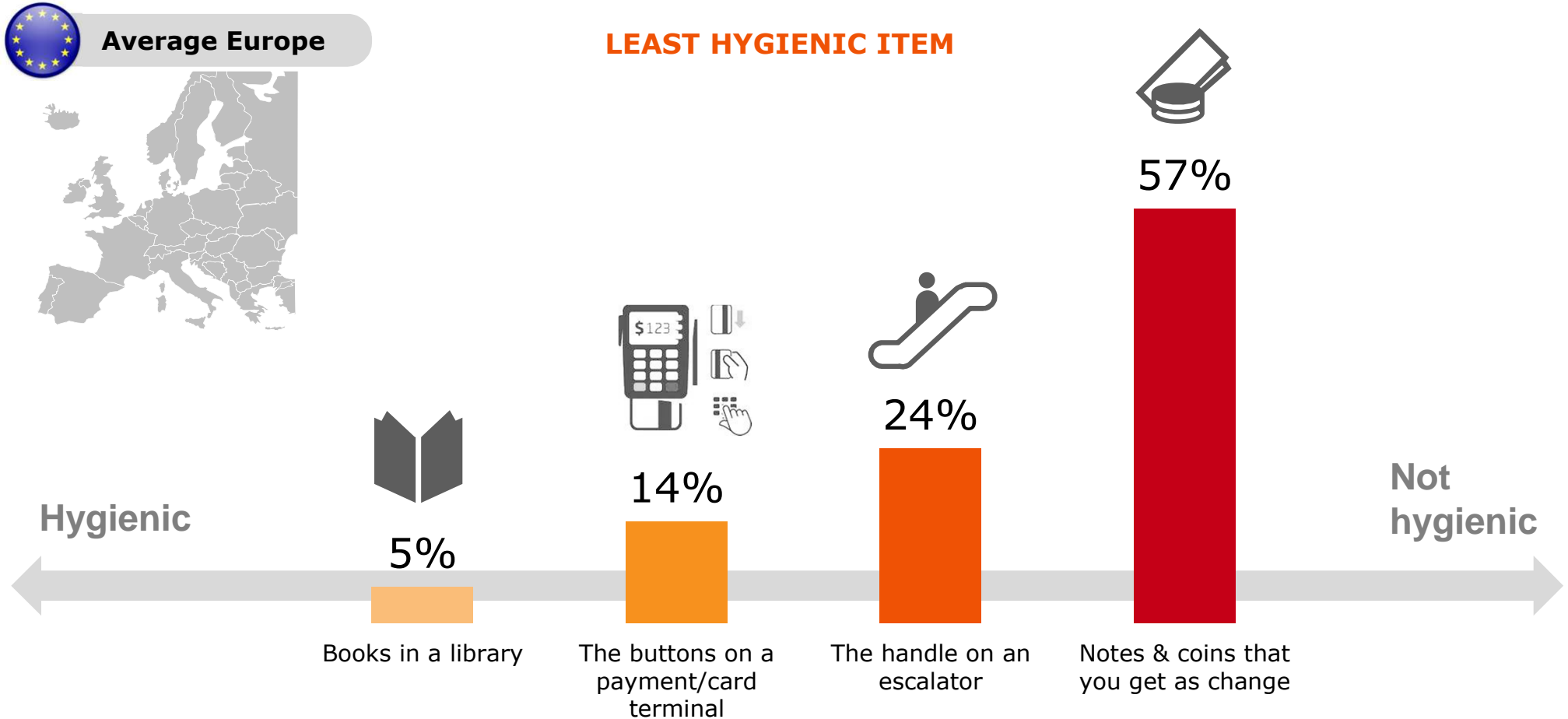


Cash & hygiene

- MasterCard -



In all countries, **cash** is by far perceived as the least hygienic among several daily-used items. **Buttons on a card terminal &** handles of escalators are perceived as much more hygienic than cash.



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL (n=15585)

TNS online omnibus survey between Dec. 14-20, 2012 – approx. 1,000 respondents in each of 15 European countries

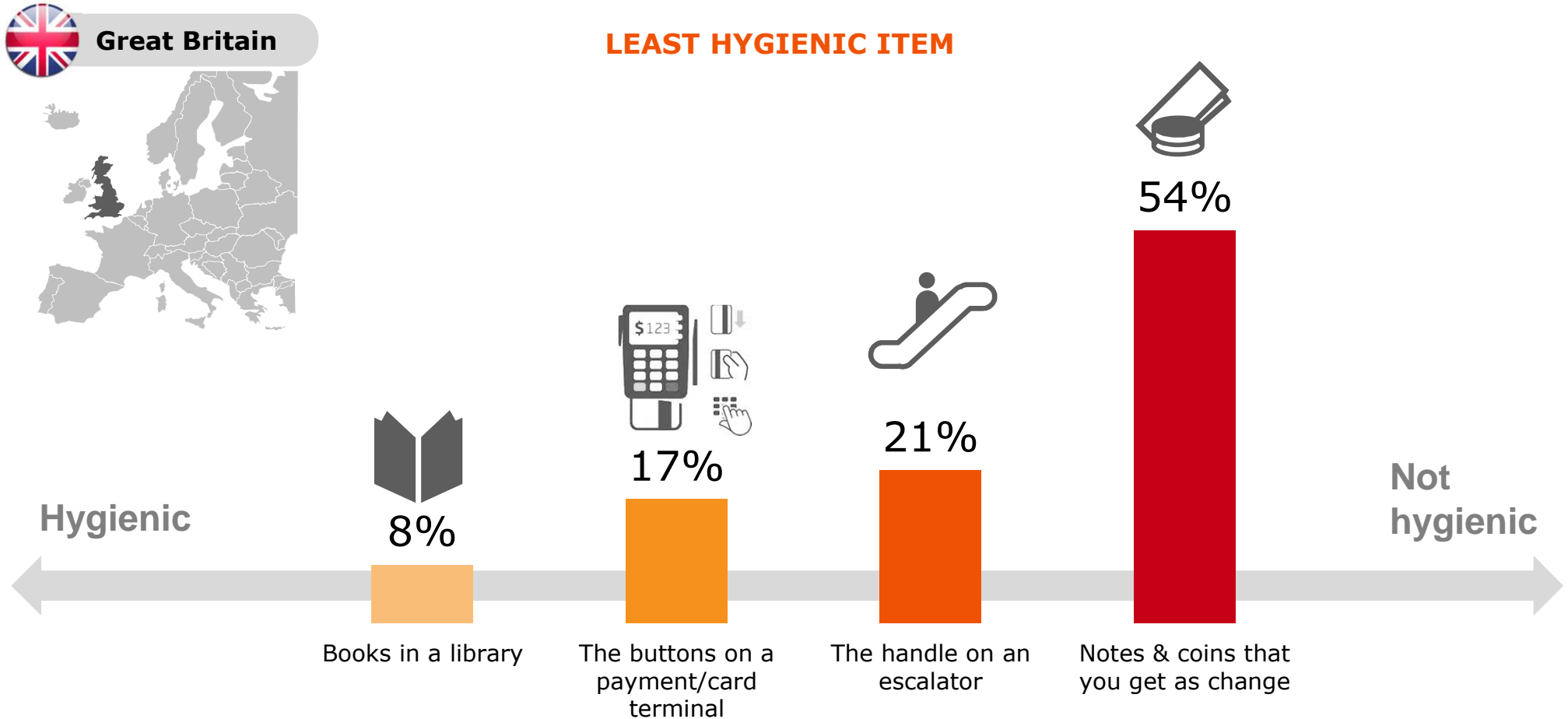


Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Great Britain (n=1,016)

TNS online omnibus survey between Dec. 14-20, 2012 – approx. 1,000 respondents in each of 15 European countries

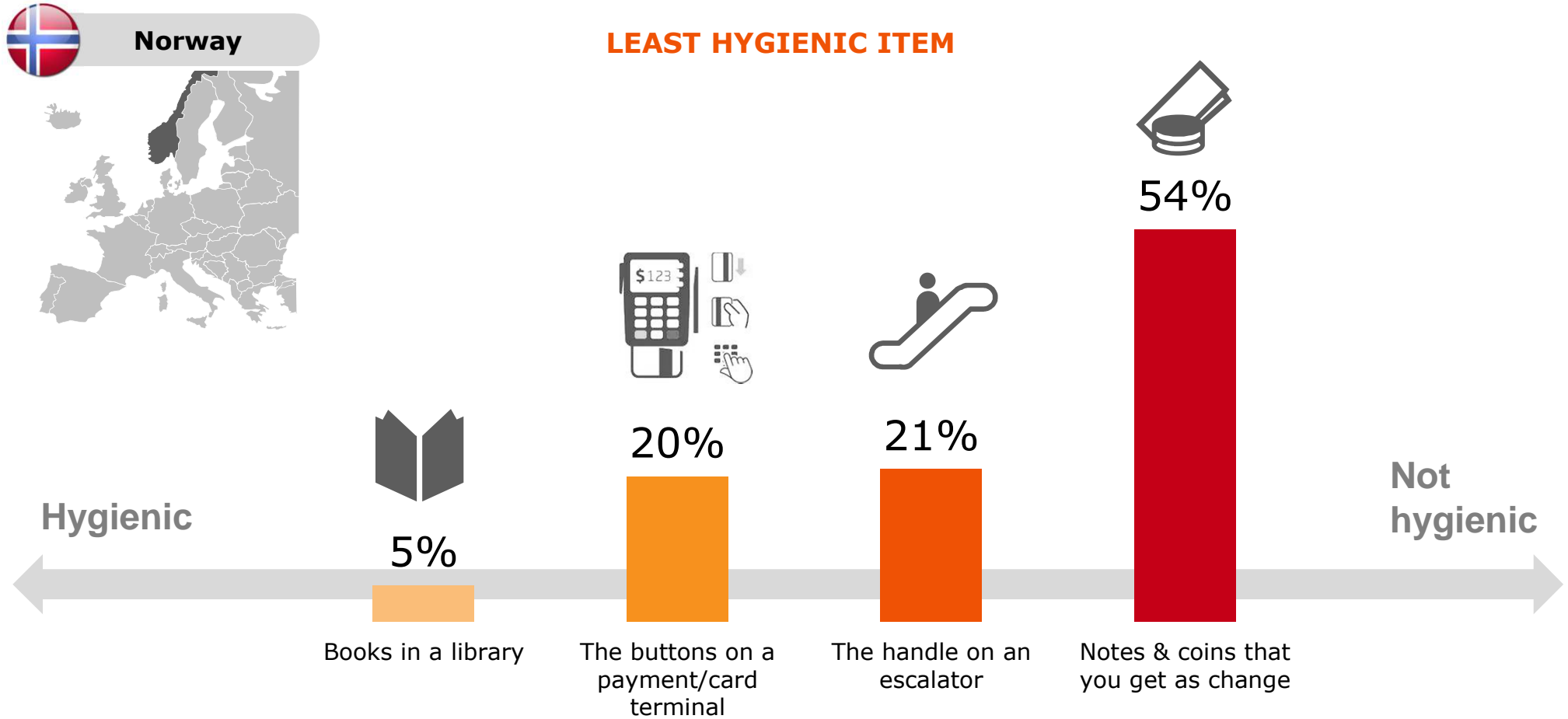


Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Norway (n=1,025)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries

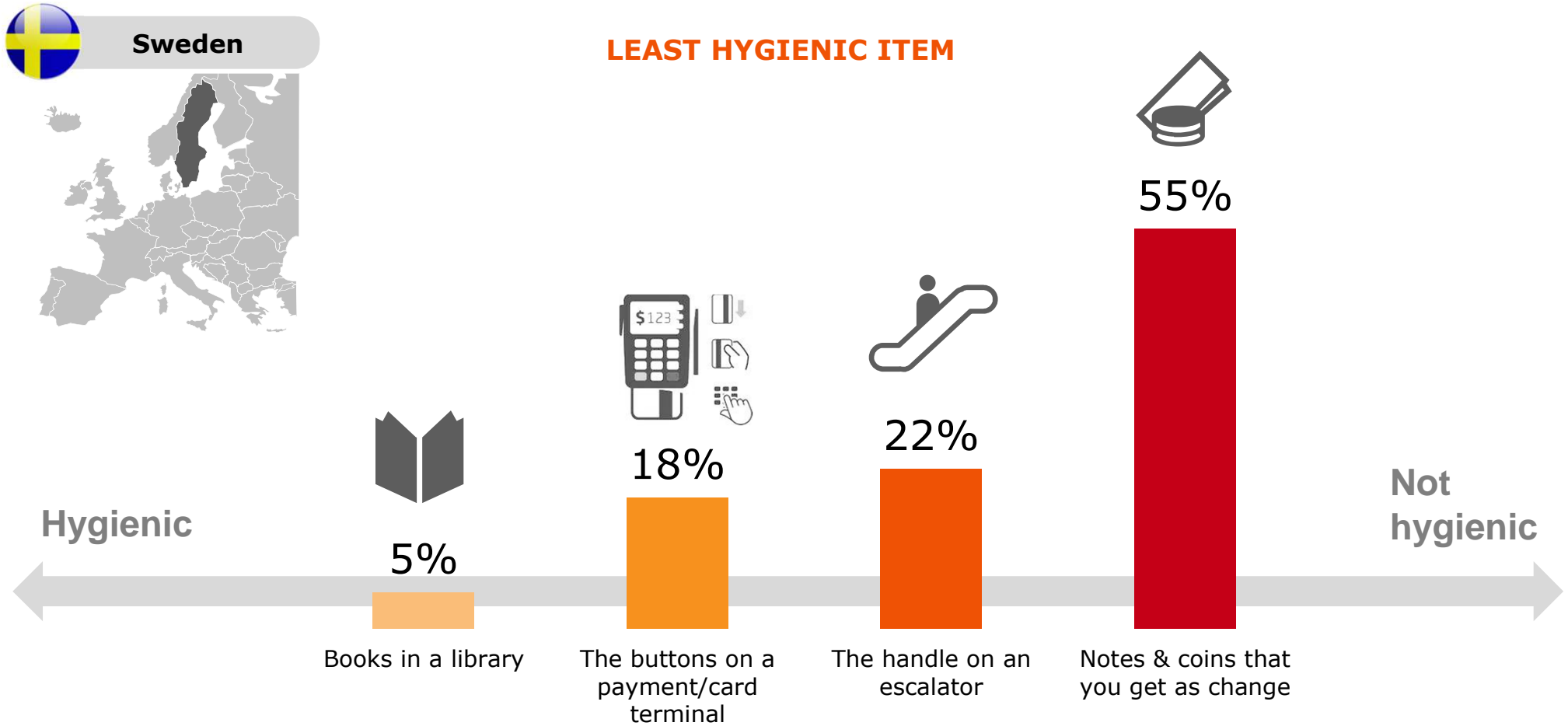


Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Sweden (n=1,026)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



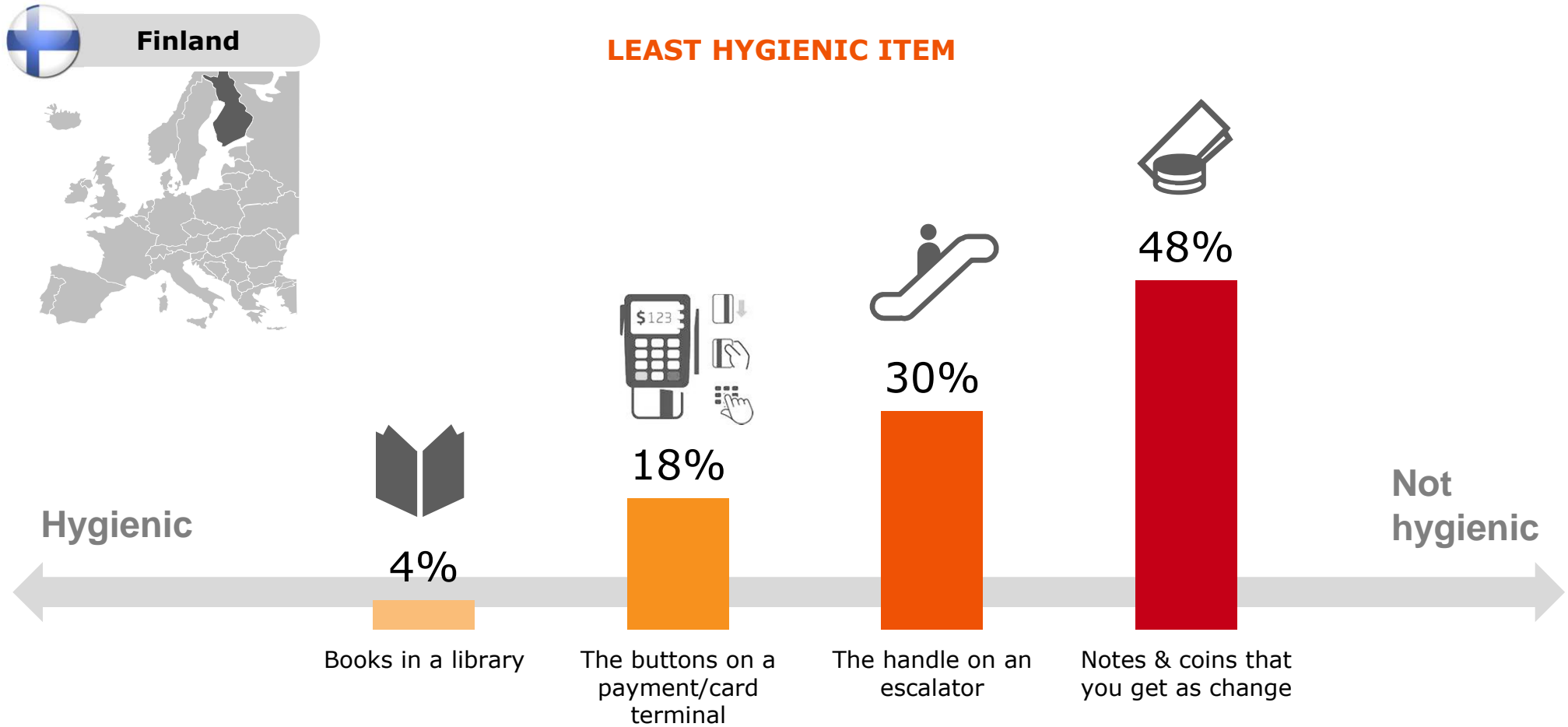
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

In Finland, this perception is however not as strong



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Finland (n=1,053)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



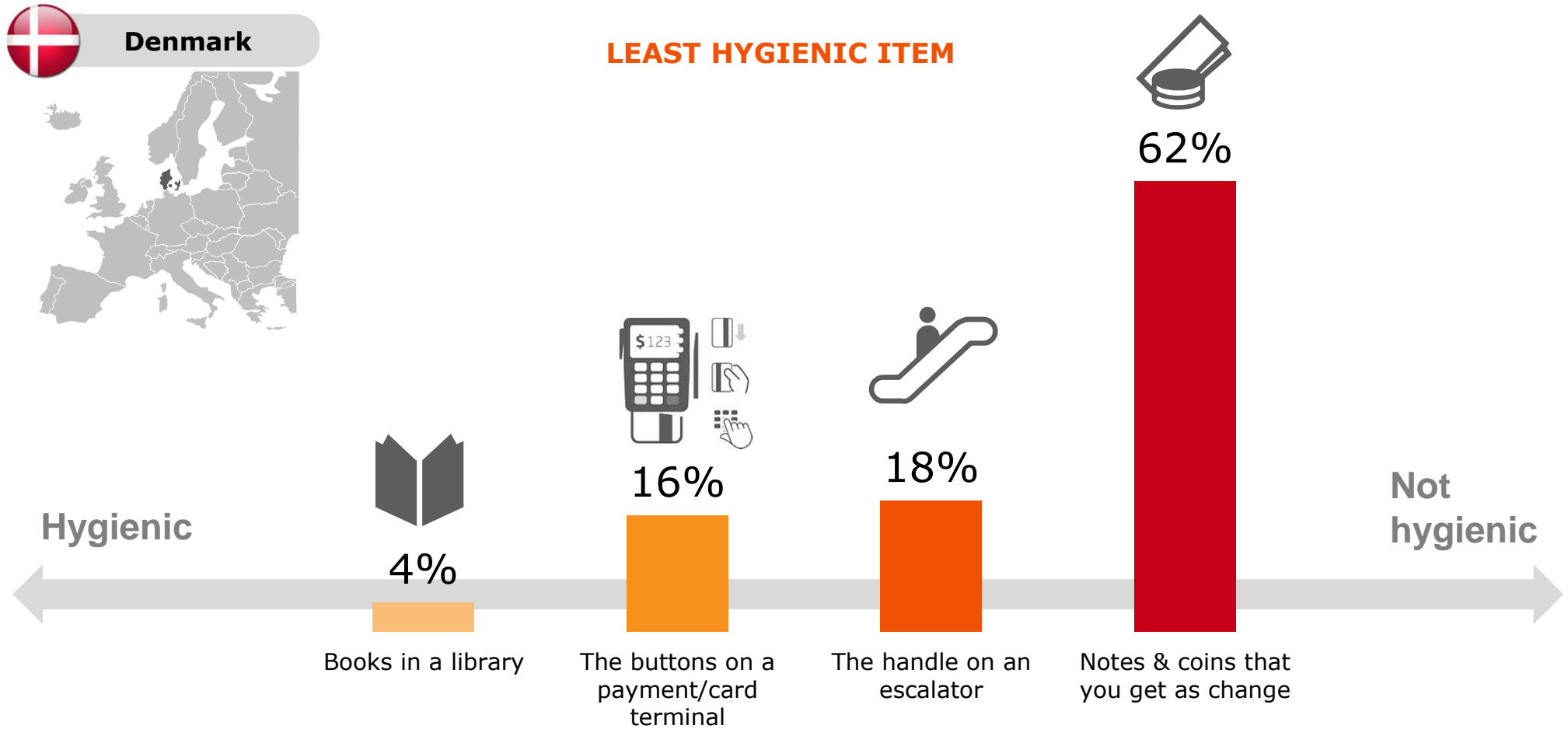
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

Denmark is one of the countries where this perception is the strongest



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Denmark (n=1,041)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



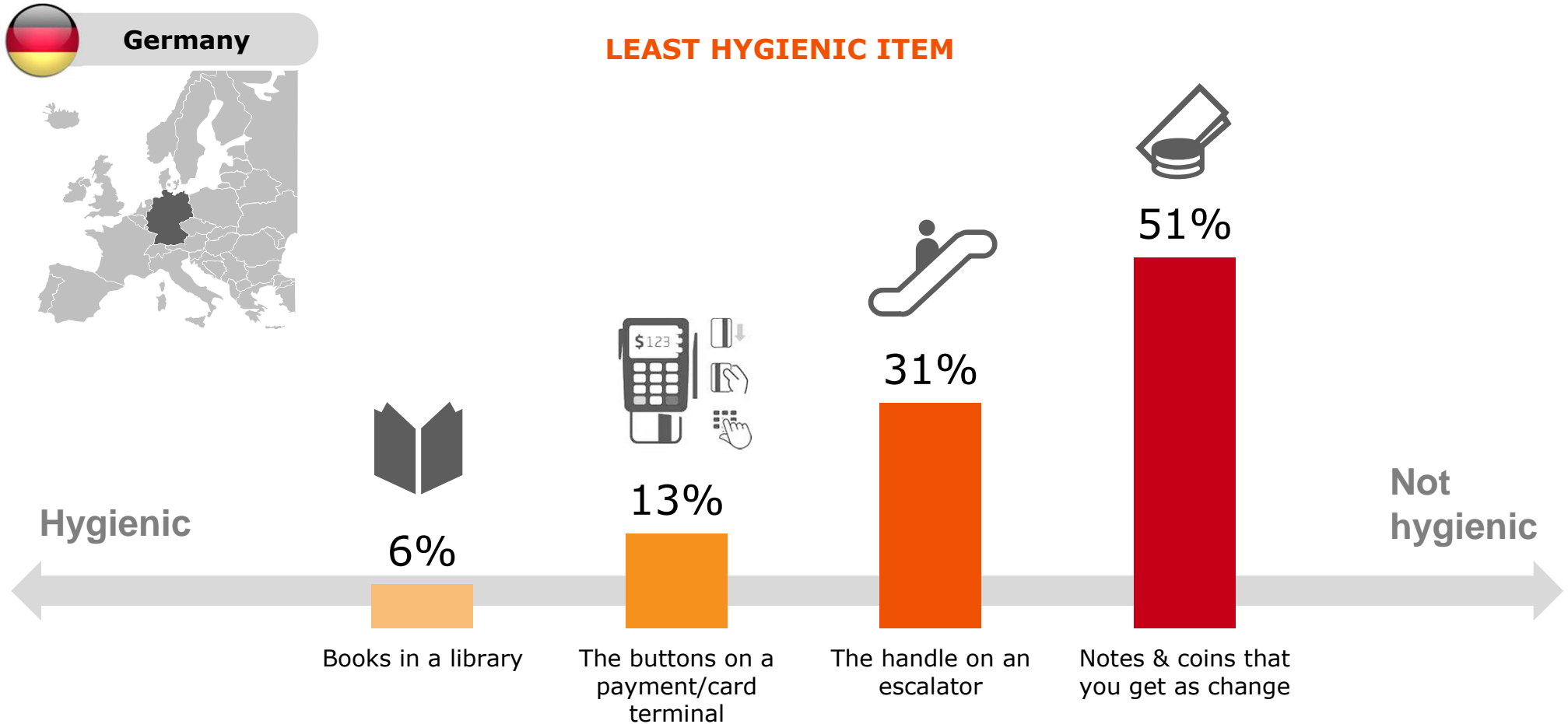
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

In Germany, this perception is however not as strong



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Germany (n=1,048)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



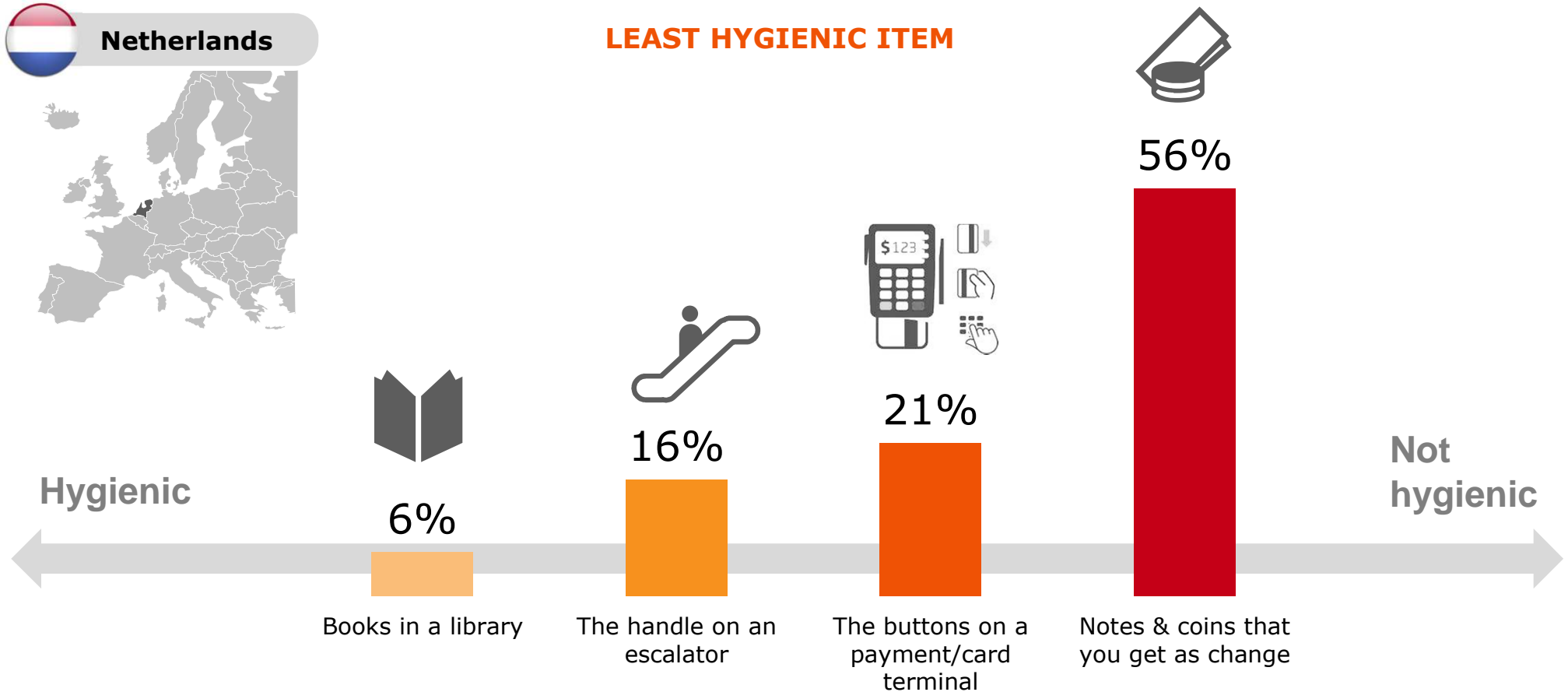
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

Netherlands is the only country where card terminal is perceived as less hygienic than escalator



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Netherlands (n=1,050)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries

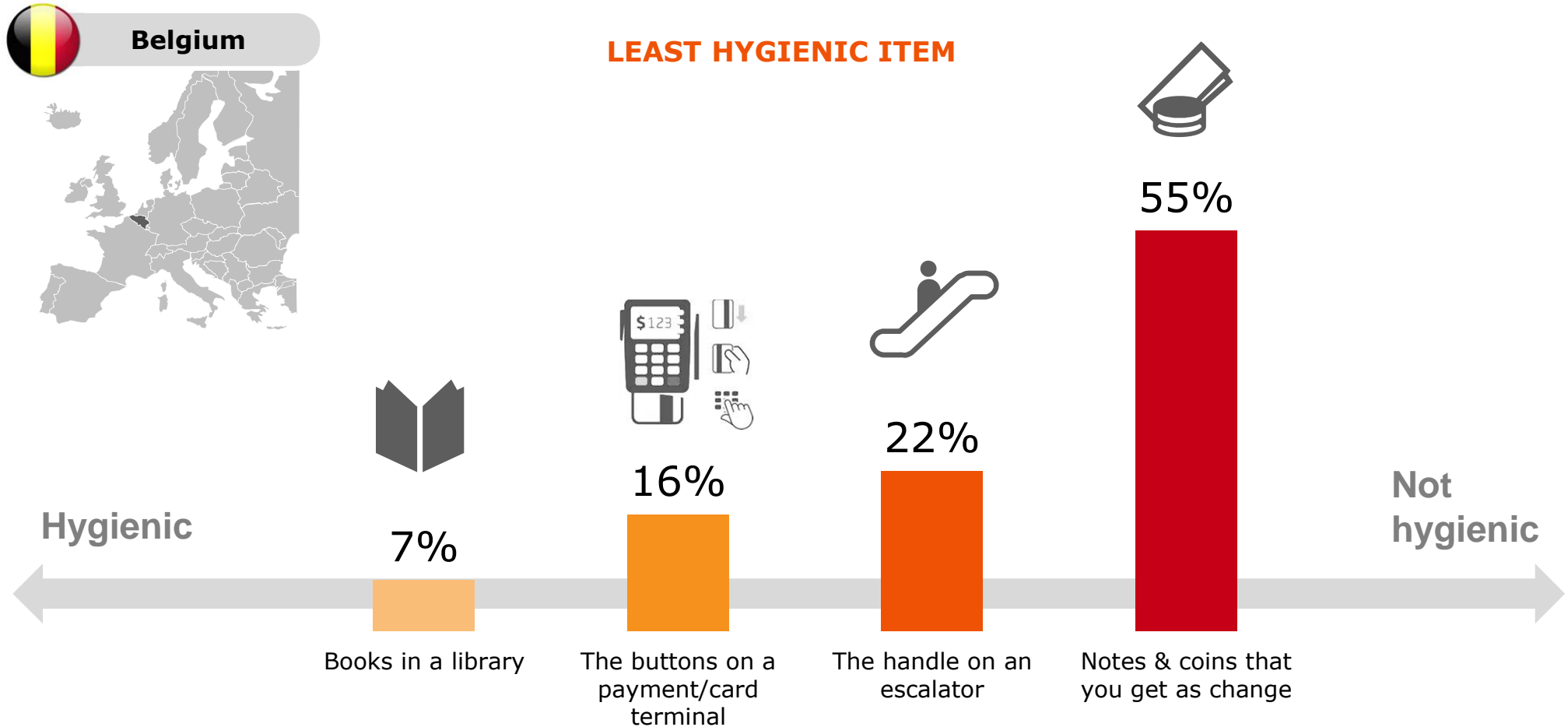


Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item



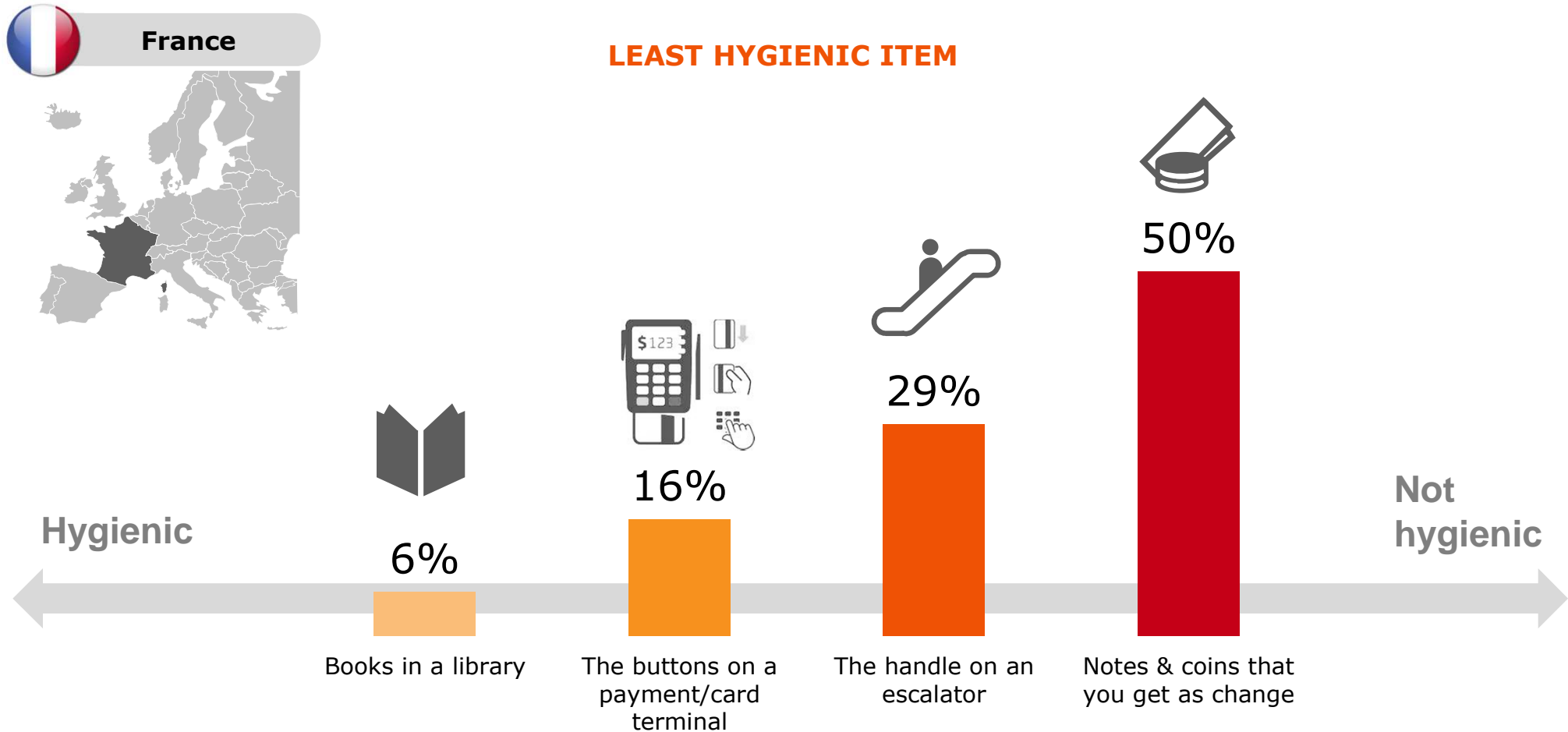
Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Belgium (n=1,054)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries

Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

In France, this perception is however not as strong



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - France (n=1,050)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



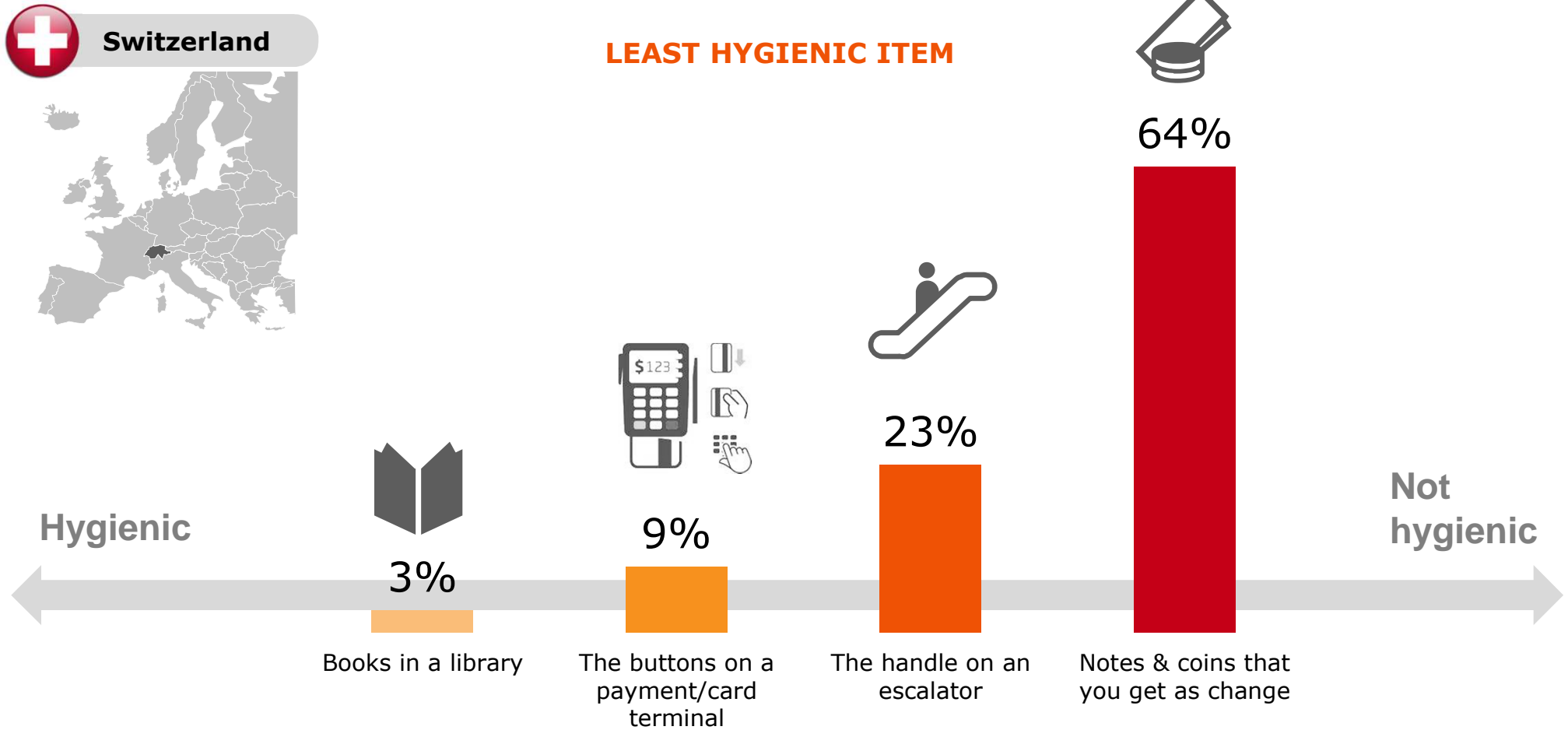
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

Switzerland is one of the countries where this perception is the strongest

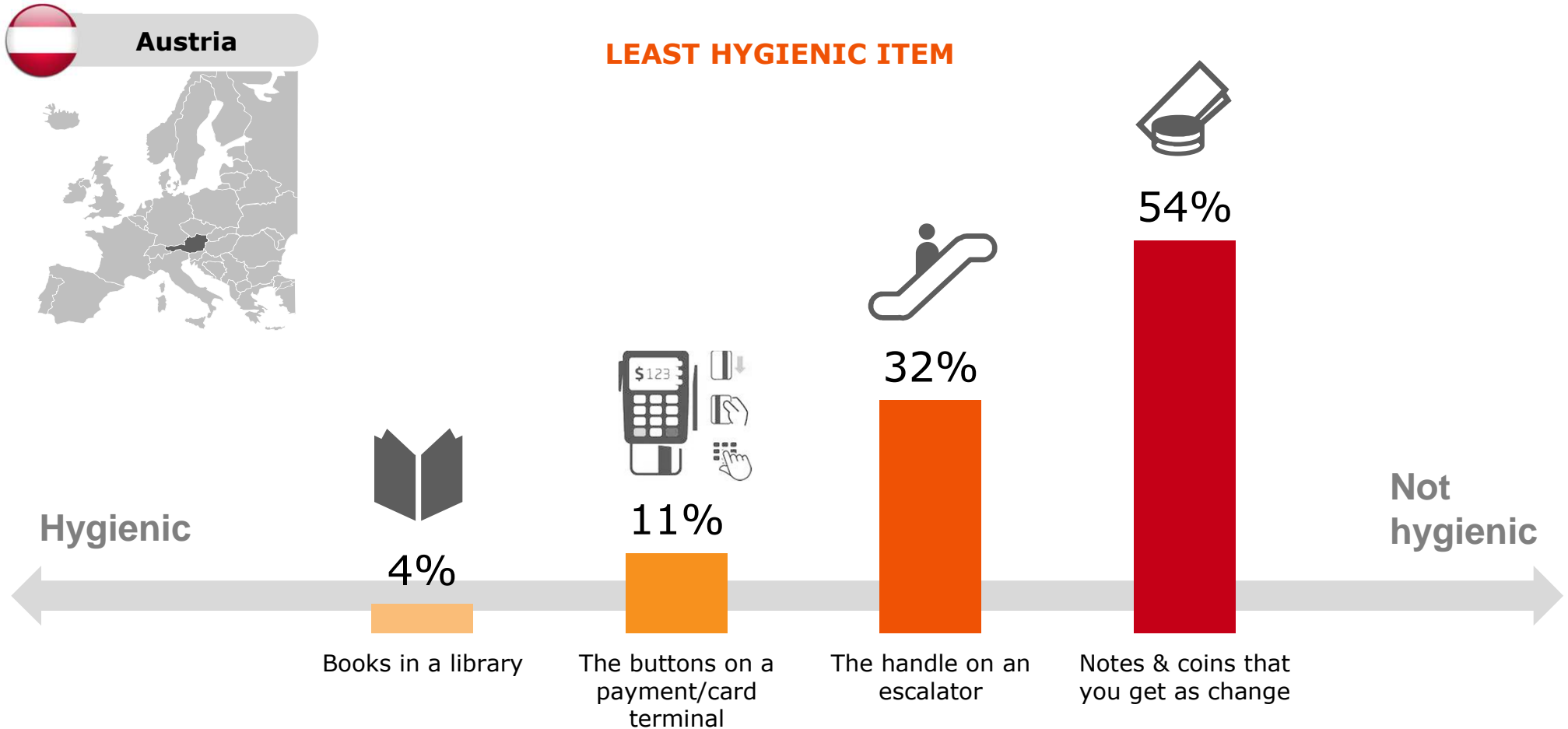


Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Switzerland (n=1,023)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries

Cash, whether notes or coins, is clearly perceived as least hygienic everyday item



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Austria (n=1,007)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



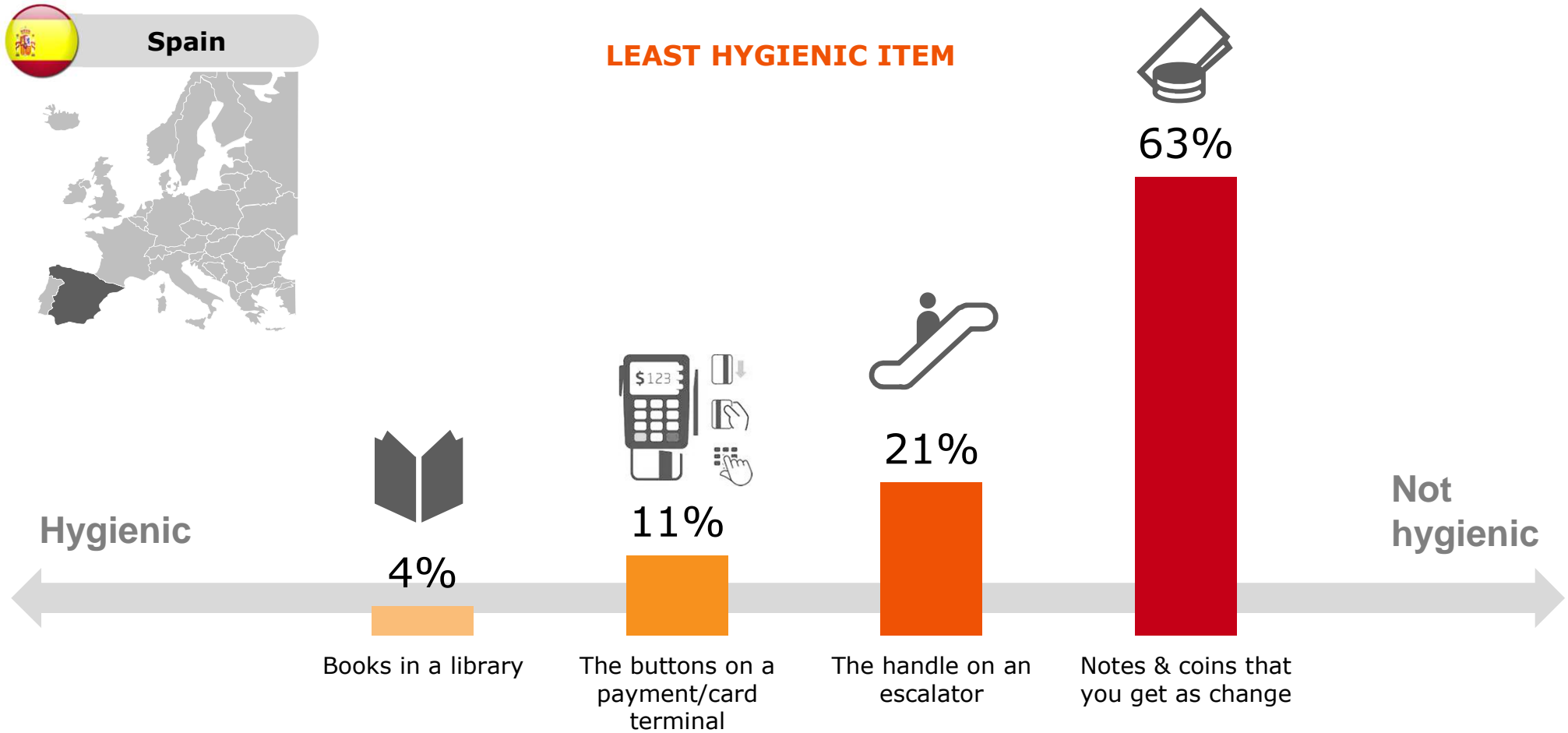
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

Spain is one of the countries where this perception is the strongest



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Spain (n=1,053)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



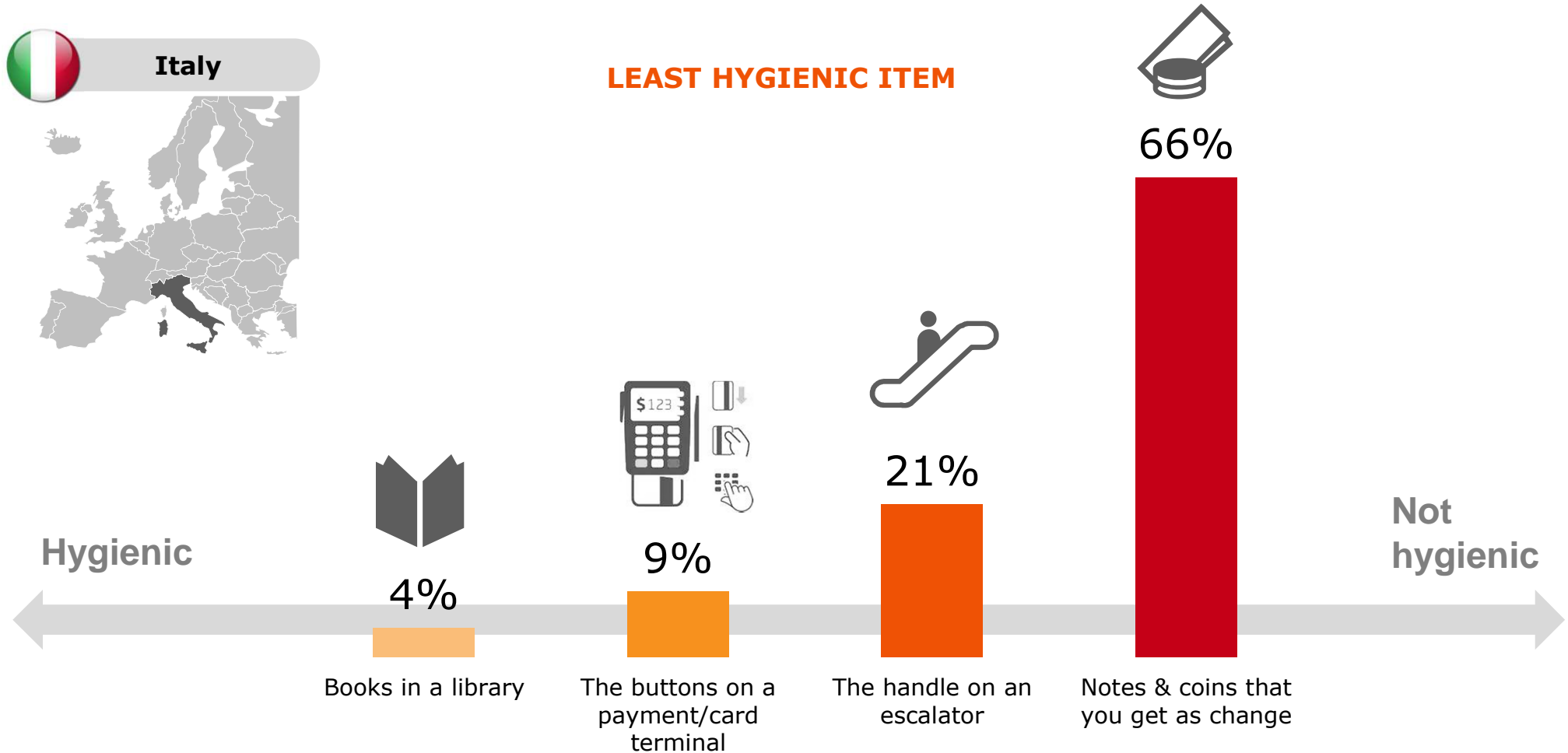
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

Italy is one of the countries where this perception is the strongest



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Italy (n=1,045)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries



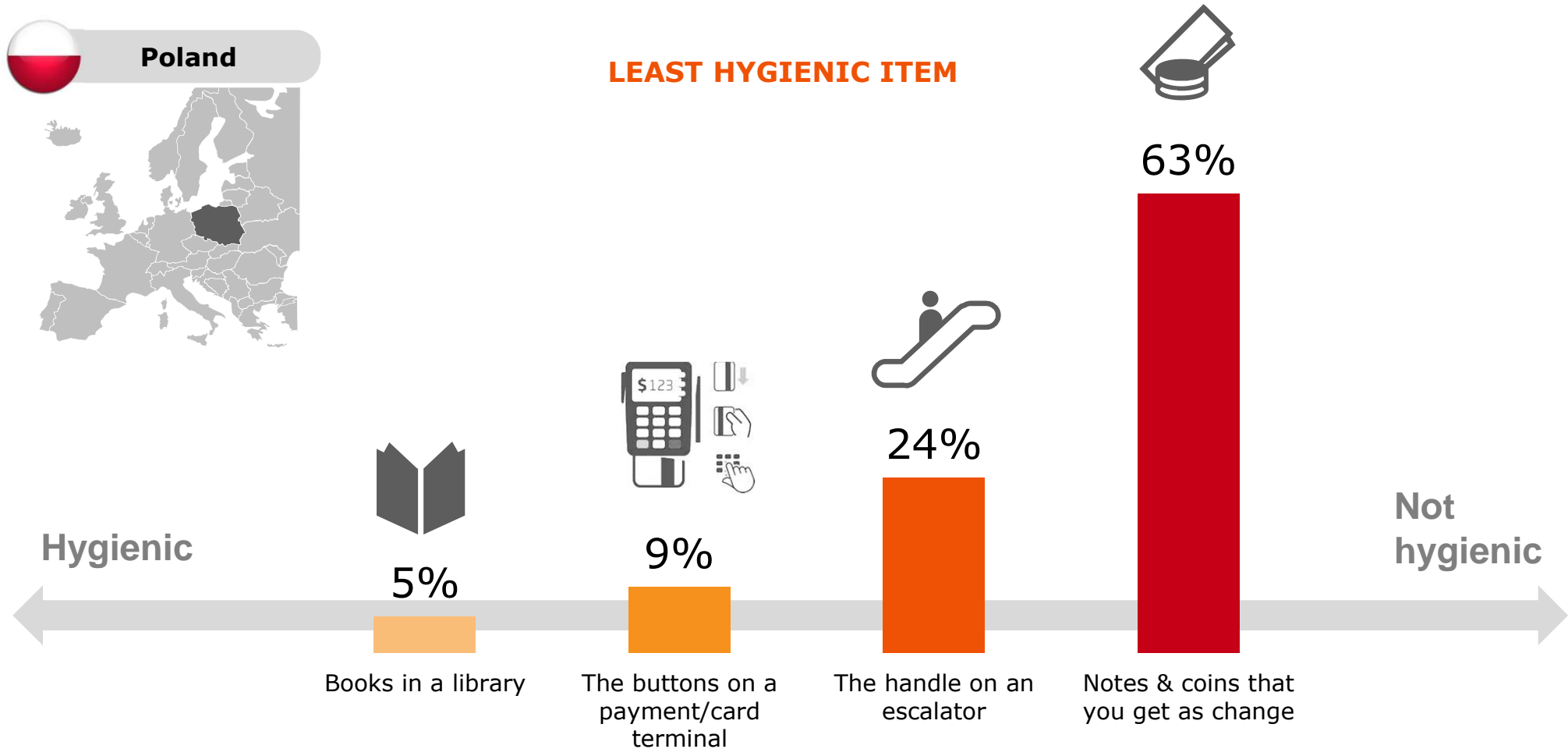
Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item

Poland is one of the countries where this perception is the strongest



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Poland (n=1,058)

TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries

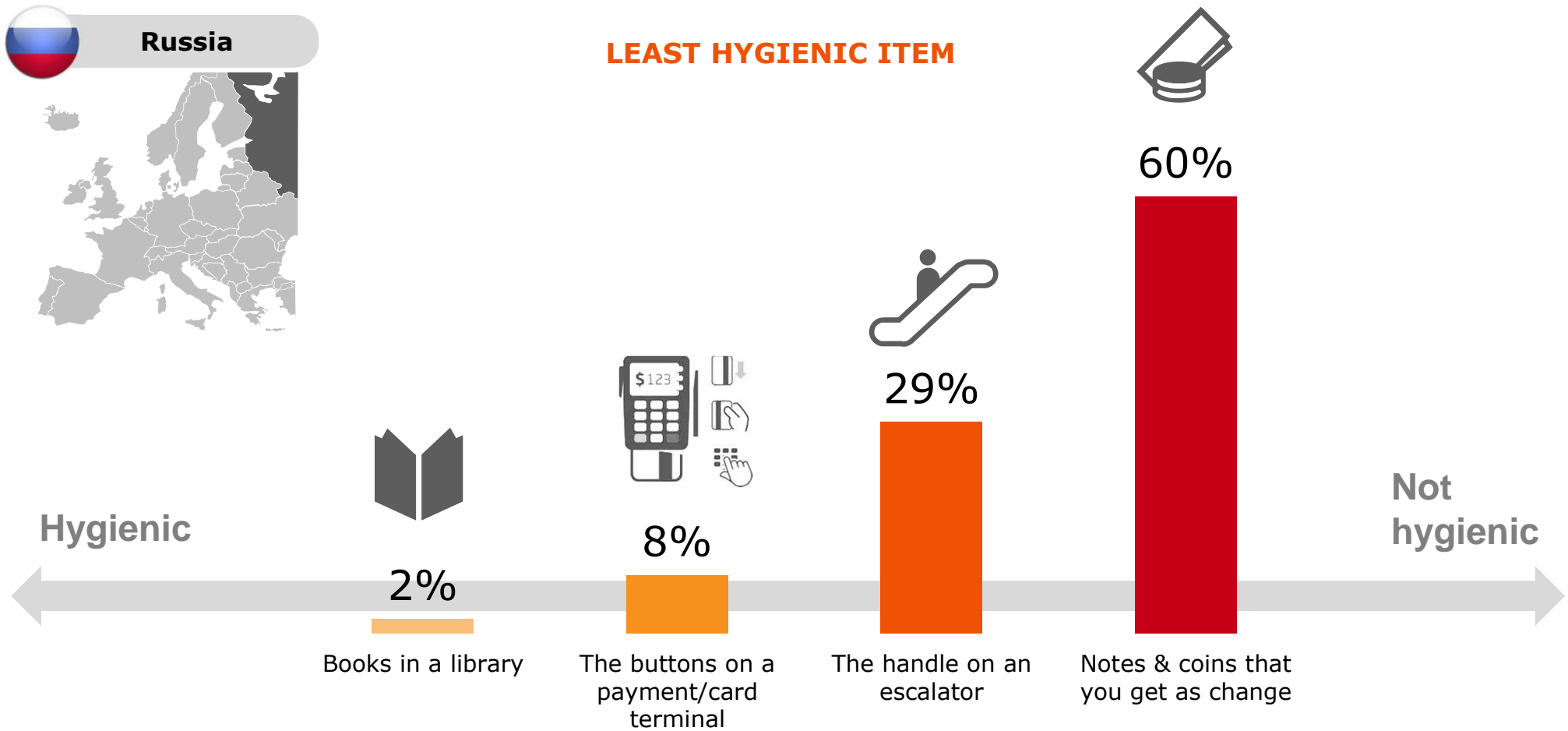


Cash & hygiene

© TNS



Cash, whether notes or coins, is clearly perceived as least hygienic everyday item



Q: Could you please rank the items below in terms of hygiene, where 1 is the highest in terms of hygiene and 4 is the lowest?

% LEAST HYGIENIC | BASE: ALL - Russia (n=1,036)

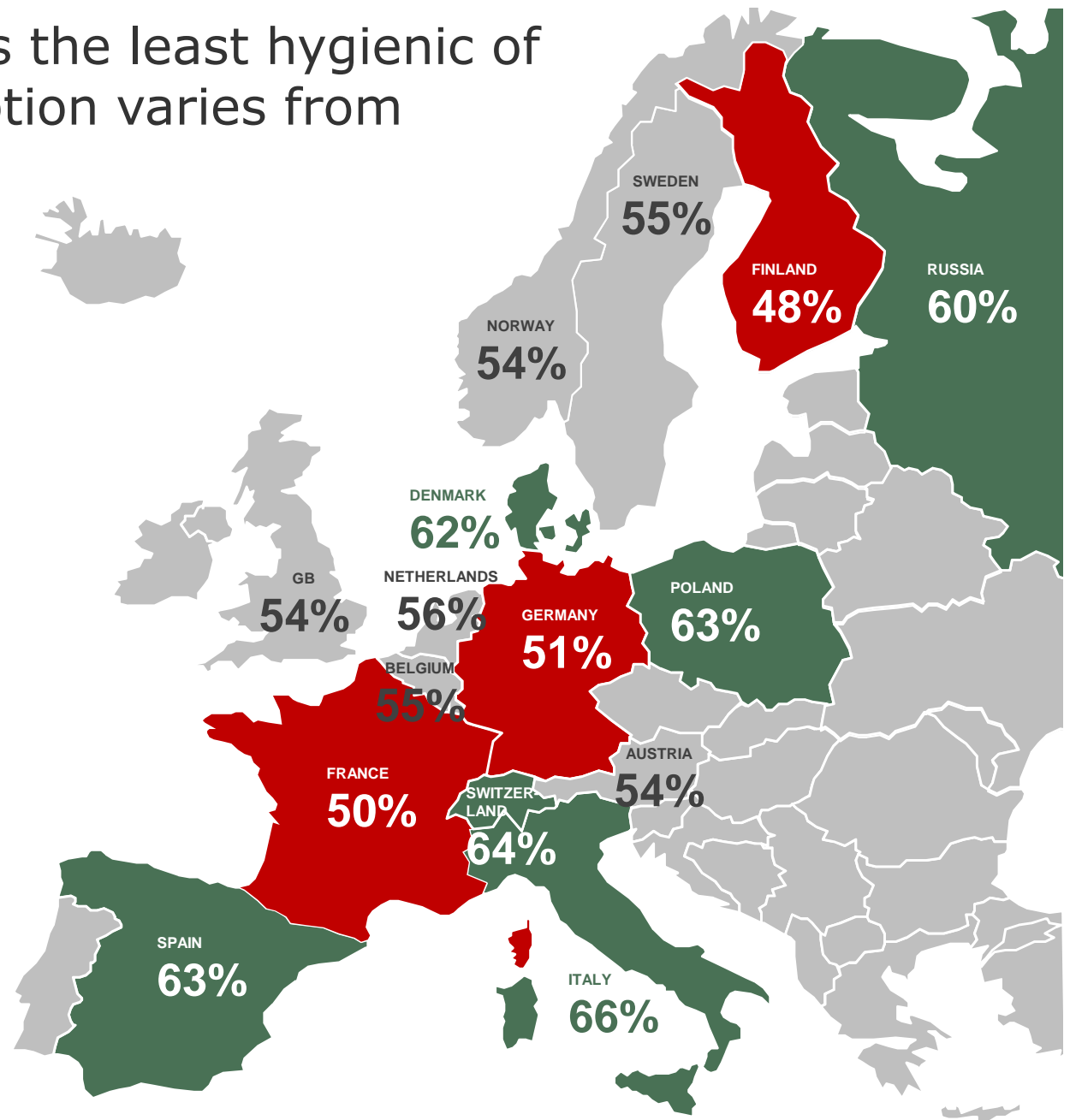
TNS online omnibus survey between Dec. 14-20, 2012 - approx. 1,000 respondents in each of 15 European countries

Cash is always perceived as the least hygienic of everyday items, but perception varies from country to country

% “least hygienic item”:

Notes & coins that you get as change.

Global average = 57% 
 In **red**: countries below average
 In **green**: countries above average



Everyday items considered



Books in a library



The buttons on a payment/card terminal



The handle on an escalator



Notes & coins that you get as change

% LEAST HYGIENIC | BASE: ALL

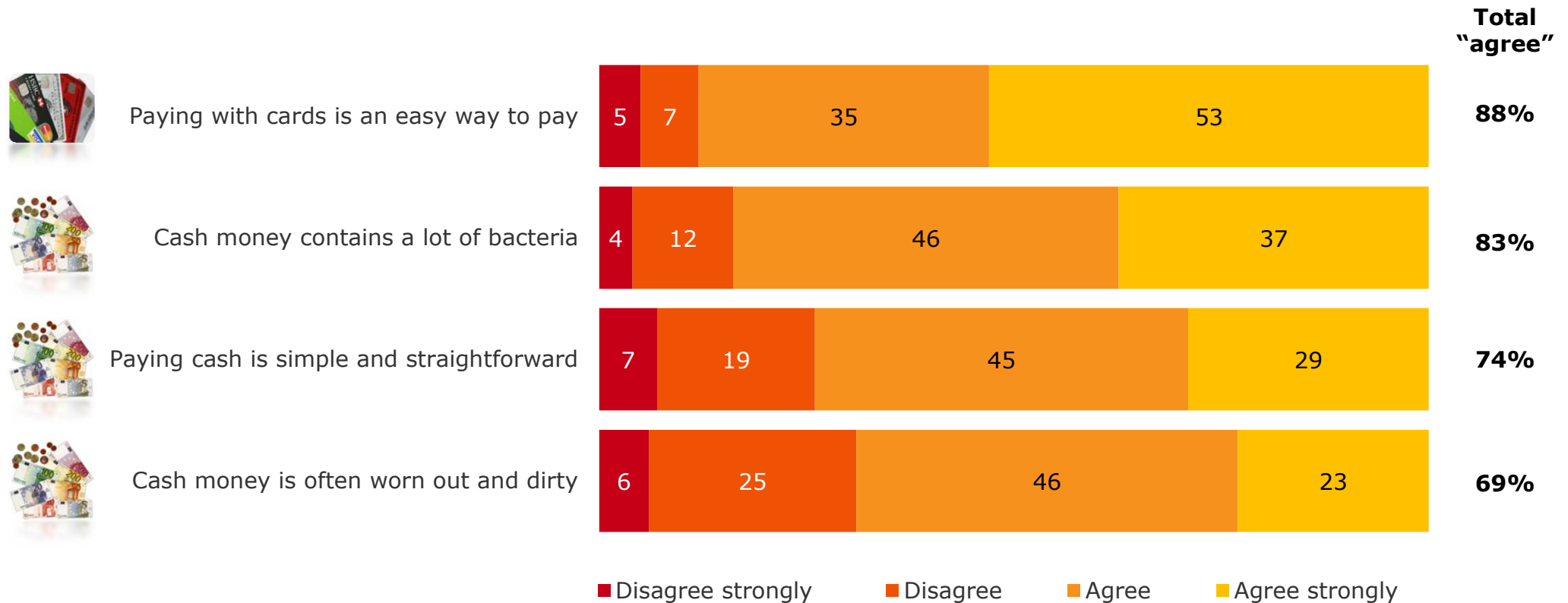


Cash & hygiene

© TNS



Paying cash is simple, but comes with bacteria.



Q: Could you tell me how strongly you disagree or agree with each of the following statements?

BASE: ALL (n=15,585)

TNS online omnibus survey between Dec. 14-20, 2012 – approx. 1,000 respondents in each of 15 European countries



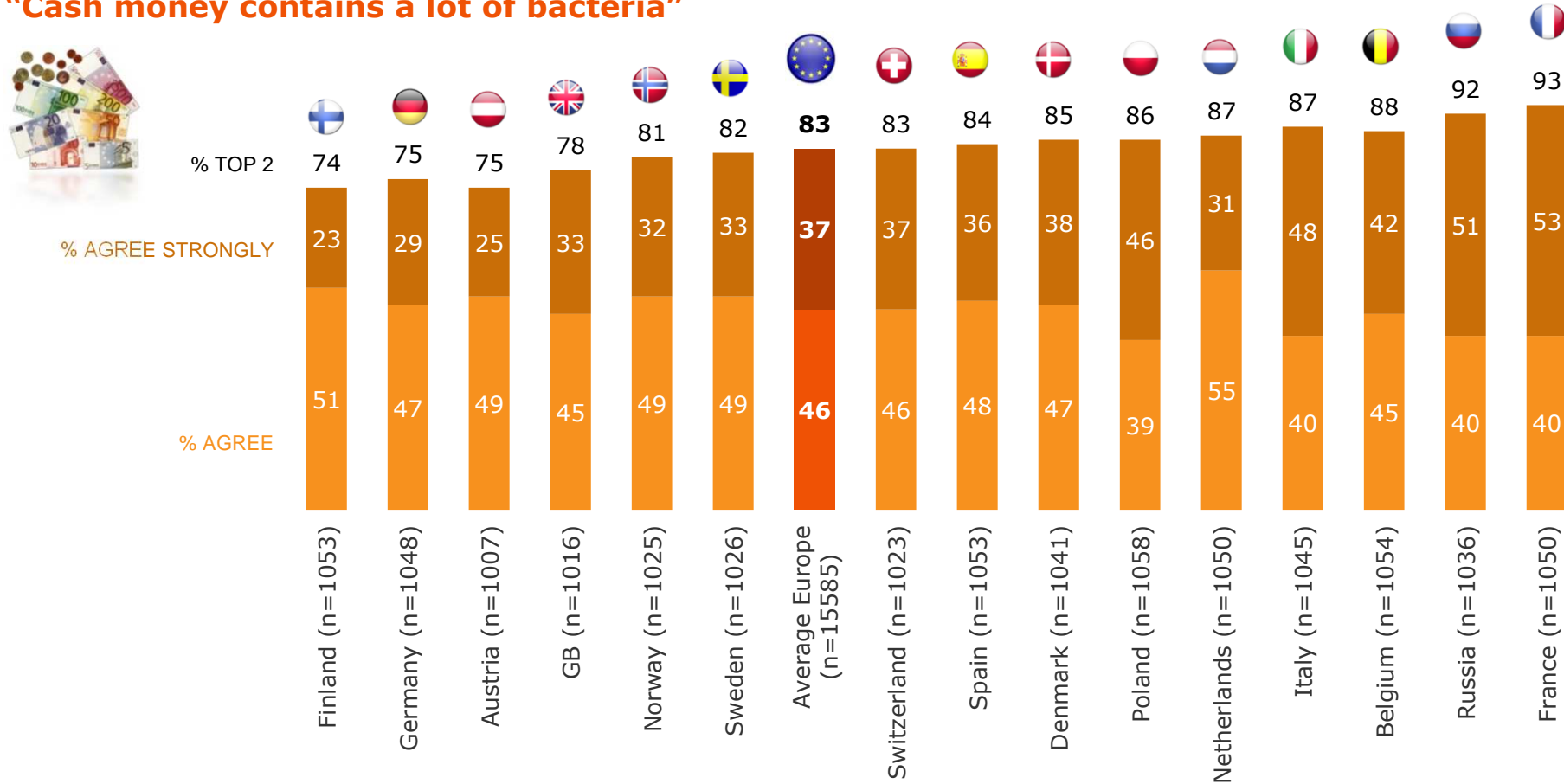
Cash & hygiene

© TNS



A vast majority of European, especially women, believe cash money contains a lot of bacteria

"Cash money contains a lot of bacteria"



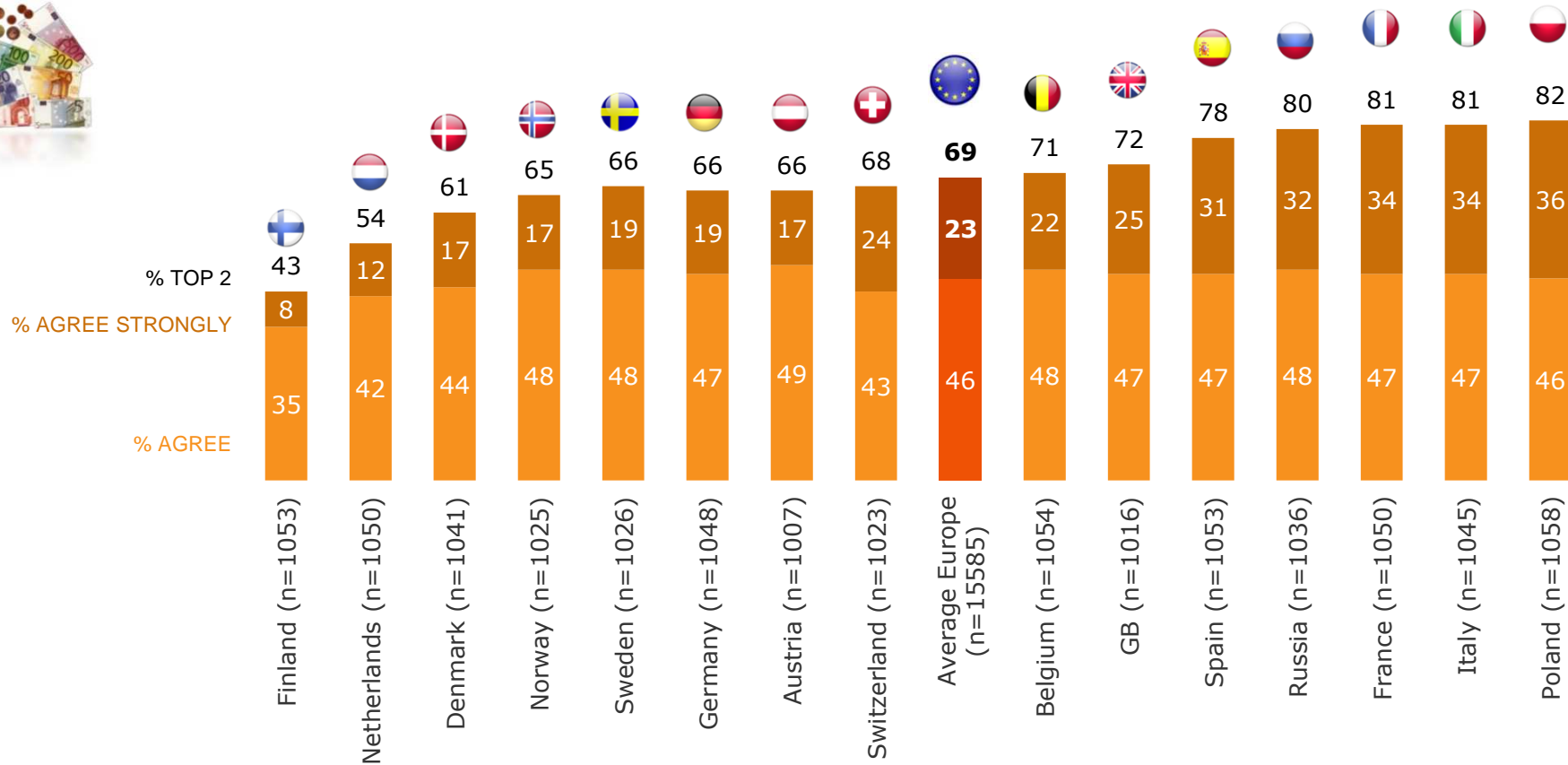
Q: Could you tell me how strongly you disagree or agree with each of the following statements?

% TOP 2 "CASH MONEY CONTAINS A LOT OF BACTERIA" | BASE: ALL

TNS online omnibus survey between Dec. 14-20, 2012 – approx. 1,000 respondents in each of 15 European countries

In all European markets, apart from Finland, the majority perceives cash as often worn out and dirty

“Cash money is often worn out and dirty”



Q: Could you tell me how strongly you disagree or agree with each of the following statements?

% TOP 2 “CASH MONEY IS OFTEN WORN OUT AND DIRTY” | BASE: ALL

TNS online omnibus survey between Dec. 14-20, 2012 – approx. 1,000 respondents in each of 15 European countries



Cash & hygiene

© TNS

