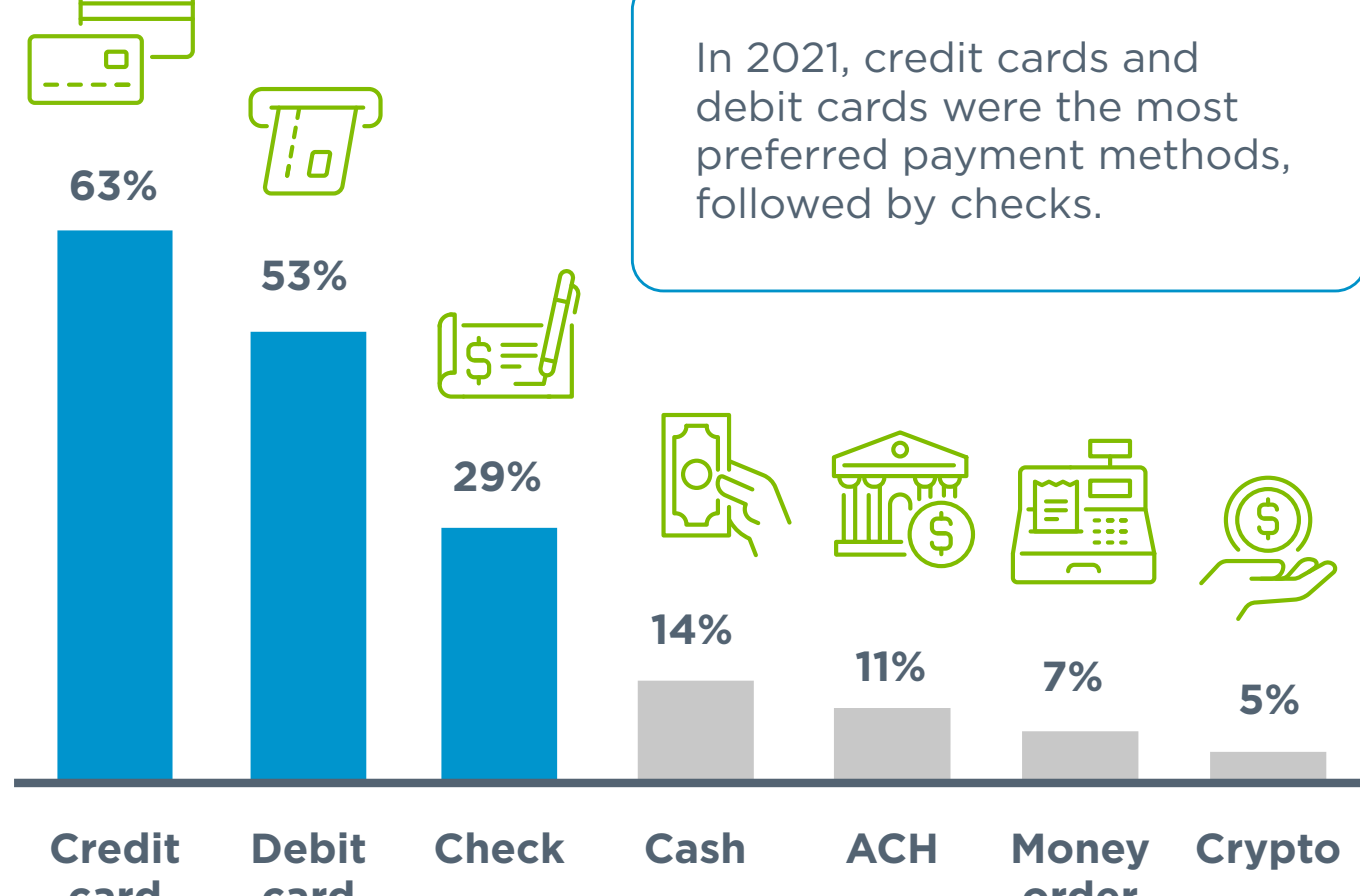


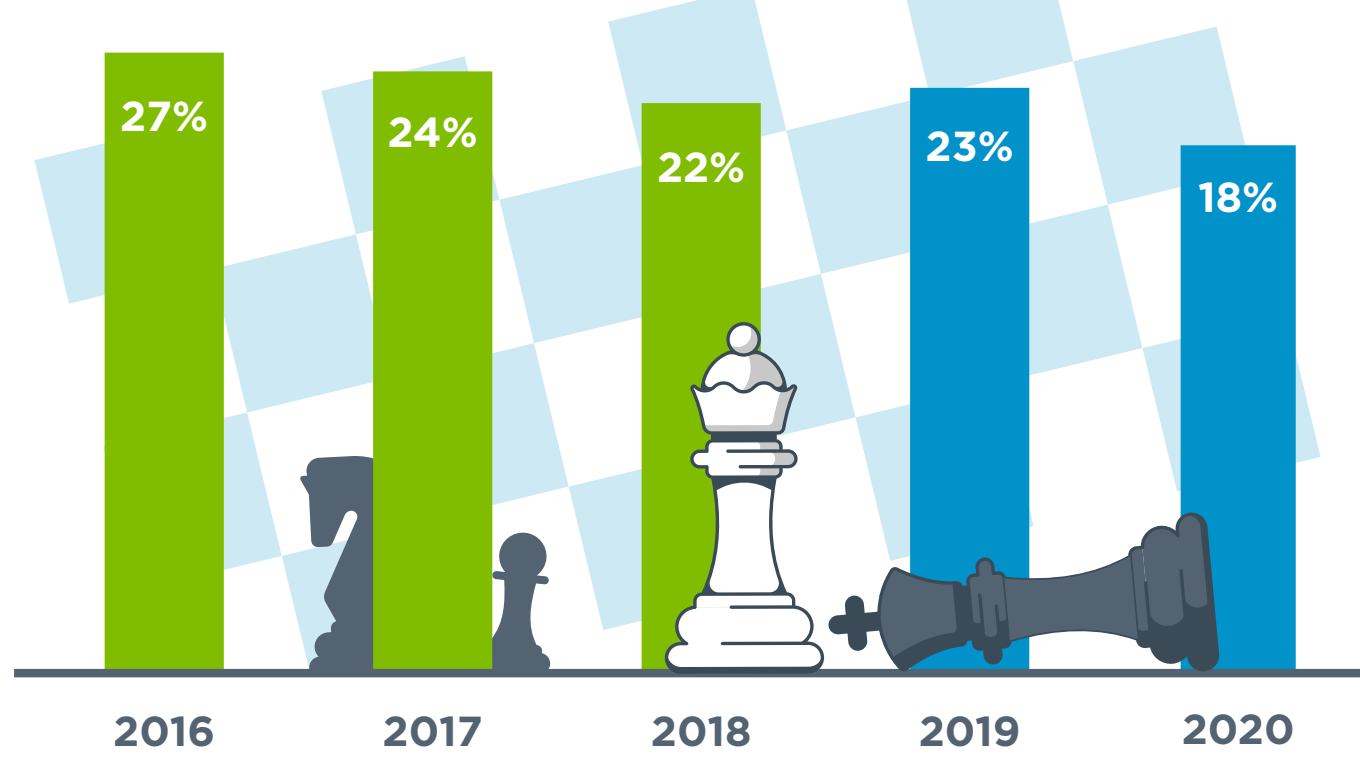
# What Payment Methods Do Customers Prefer?

## Debit and Credit Cards Are Preferred



## Cash Is No Longer King

In 2020, individuals preferring to use cash declined by 5% compared to 2019.



## Digital Wallets Are Growing

COVID-19 accelerated the adoption of digital wallets.

**23%** started using PayPal



**18%** started using Apple Pay



**13%** started using Google Pay

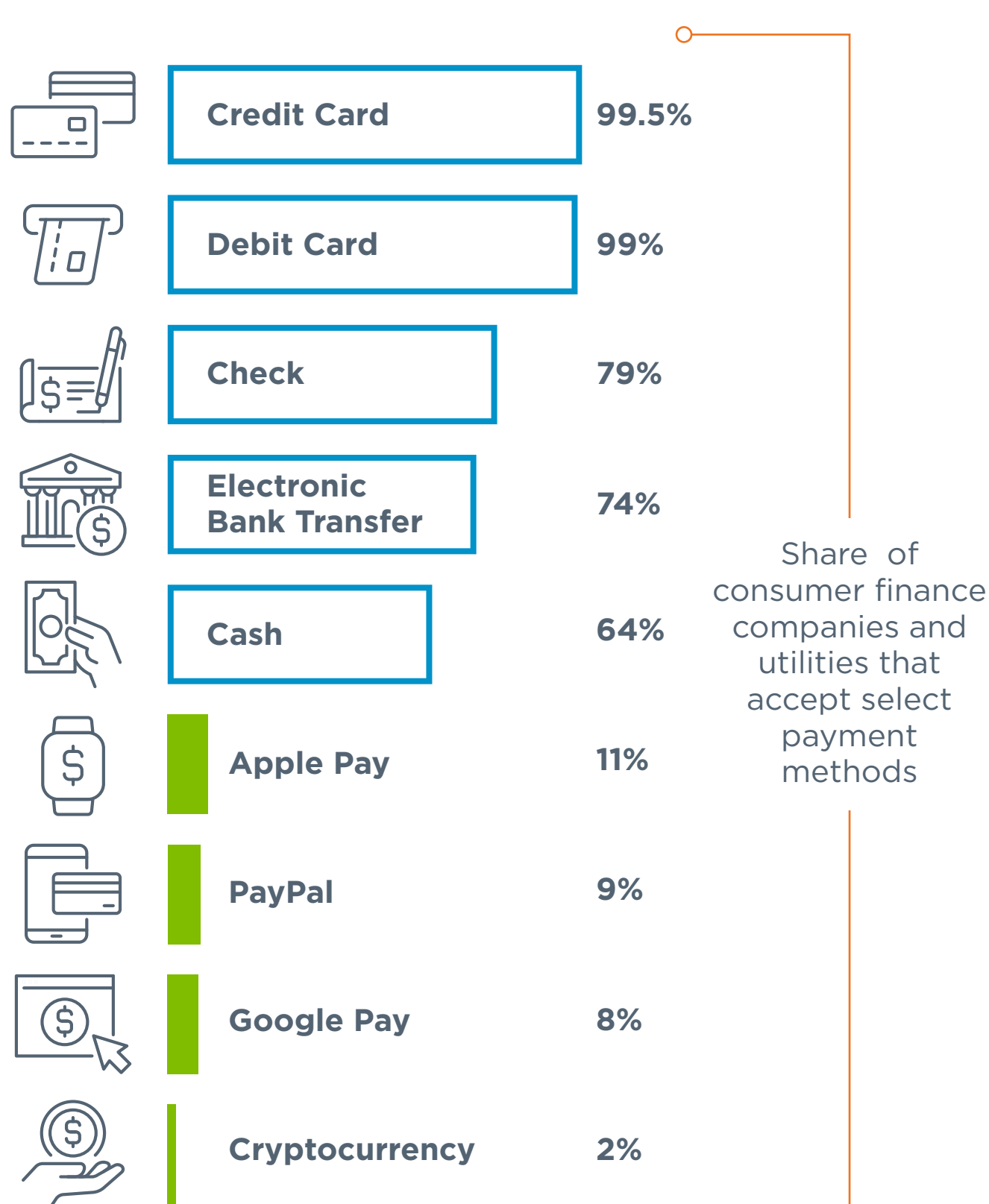


**>25%** of customers not currently paying their utility bills via PayPal expressed interest in doing so. **18%** of those not paying via a digital wallet reported interest in doing so in the future.



## What Payment Options Are Utilities Offering Their Customers?

Utilities have high adoption rates for traditional payment methods but are still behind in offering digital wallets.



www.KUBRA.com

### Sources:

- KUBRA Citizen Billing and Payment Report 2021.
- 2021 Findings From the Diary of Consumer Payment Choice, Federal Reserve Bank of San Francisco.
- KUBRA Customer Experience Report 2021 - The Payments Edition.
- Mobile Apps and Wallets Provide Opportunities for Utilities to Meet Customer Needs and Preferences, Chartwell, 2022.
- The Digital Payments Edge: How Utilities and Finance Companies Can Enhance the Bill Payments Experience, PYMNTS and ACI, 2022.