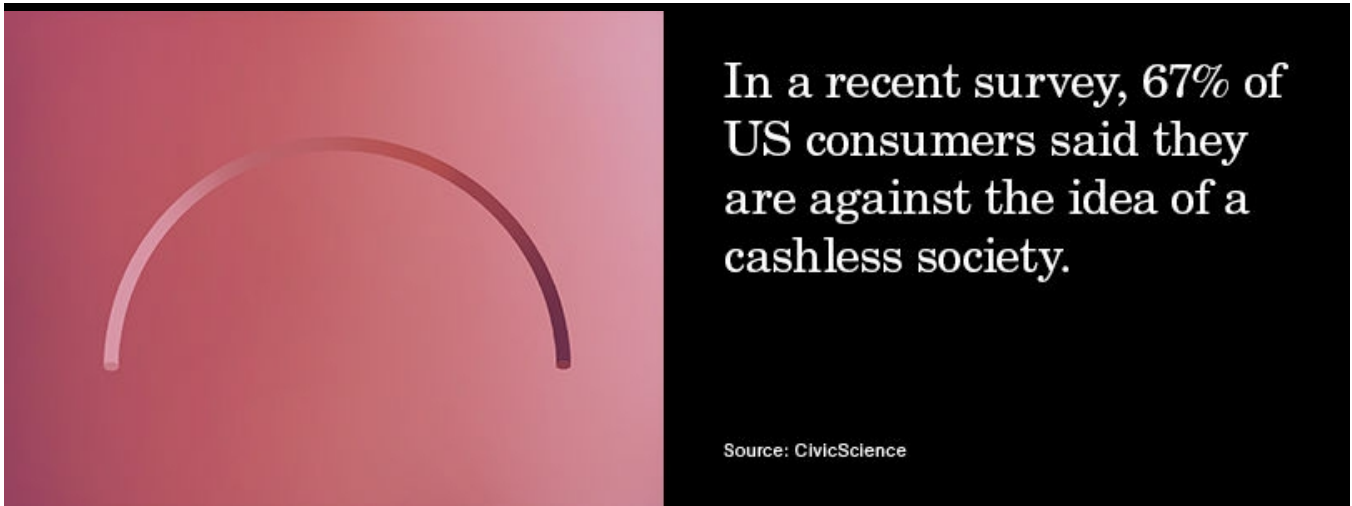


STAT: AMERICANS ARE NOT IN FAVOUR OF A CASHLESS SOCIETY

15 : 04 : 2019 Cashless : Fintech : Finance



Despite the global rise of mobile payments and cashless stores, nearly two-thirds of American consumers are not in favour of a cashless society, reports **CivicScience**. According to a recent survey by the marketing intelligence firm, one factor thought to be contributing to this resistance is the fact that cashless services require access to a bank account or credit card.

In 2017, a survey conducted by the **Federal Deposit Insurance Corporation** found that 6.5% of US households were unbanked and a further 18.7% were considered underbanked, meaning they had access to a bank account, but obtained a range of financial products outside the banking system, such as money orders or payday loans.

Explore our **Banking the Unbanked Market** to learn more about how brands can use advances in technology to create more inclusive financial products and services.