

Although many Manitobans are going cashless, most are not ready to move to a cashless society



Women and younger Manitobans are least likely to report that they carry cash.

Sixty-two percent of Manitobans carry cash when they go out.

This behaviour appears to be generational. As might be expected, 18 to 29 year olds (33%) are the least likely to report carrying cash, while those 65 and older (87%) are the most likely.

Women (56%) also appear to be less likely than men (71%) to carry cash.



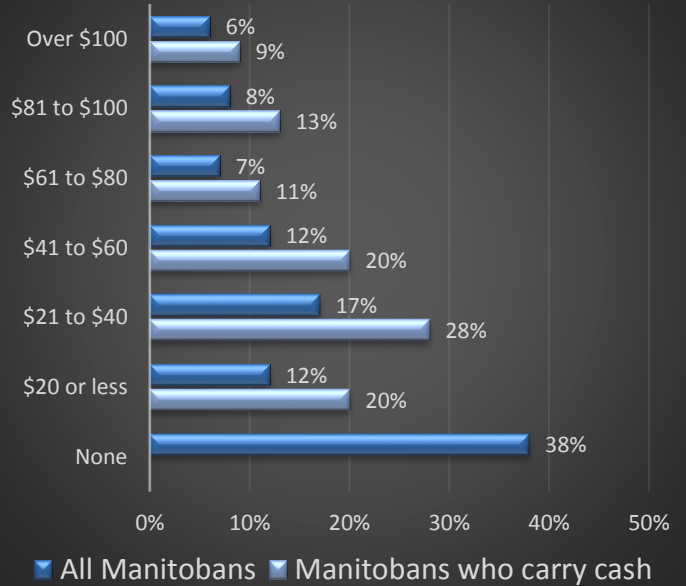
Among those who carry cash, most carry \$60 or less.



Among all Manitobans, including those who do not carry cash, the median amount carried is \$20 or less.

Among those who carry cash, respondents were split, with about half (47%) carrying \$40 or less and the other half (53%) carrying over \$40. The majority (67%) carry \$60 or less.

Amount of cash carried



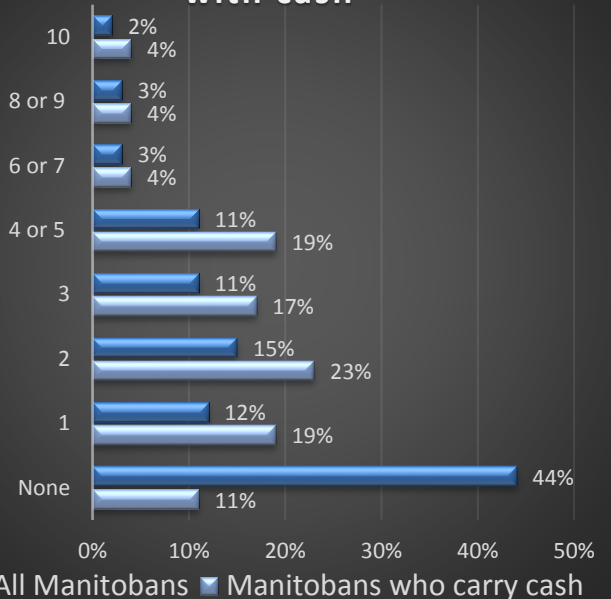
While most Manitobans carry cash, they do not use it that often.



While 62% of Manitobans carry cash, on average, Manitobans paid for only two of their last 10 purchases with cash. In fact, 44% of Manitobans did not pay for any of their last 10 purchases with cash.

Even among those who carry cash, on average, they only paid for three of their last 10 purchases with cash, and 11% did not pay for any of their last 10 purchases with cash. This seems to indicate that many who carry cash use it for rare or specific occasions.

Number of purchases made with cash



More Manitobans oppose than support a cashless society.



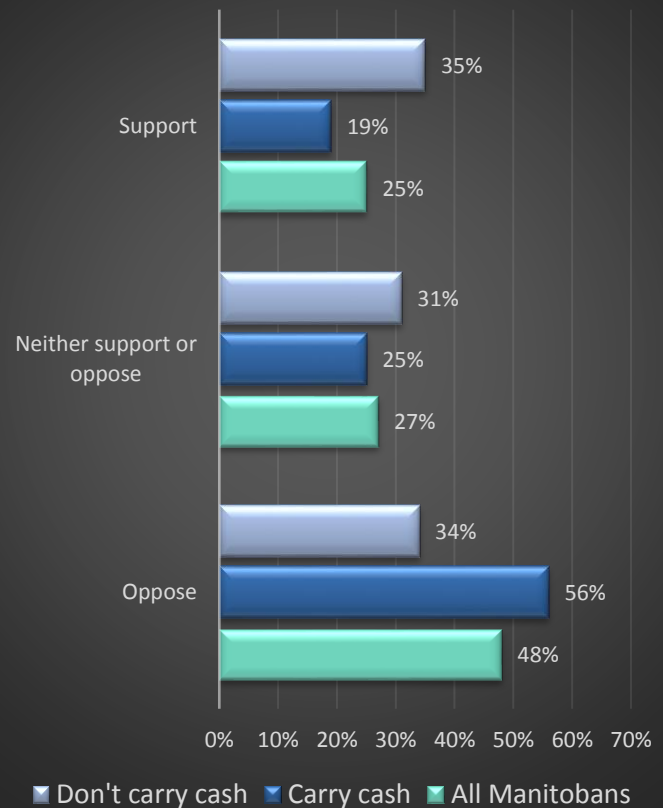
Although most Manitobans rarely use cash, only 25% support the idea of Canada moving towards a cashless society. Recently, Sweden announced a move towards a fully cashless payment system. We asked Manitobans if they

would support or oppose such a system being implemented in Canada, requiring most transactions to be made without cash, and almost half (48%) are opposed.

Younger Manitobans are less likely to oppose it (35%), but even among those 18 to 29 years of age, only 37% support it. Support wanes as respondents get older. For example, only 19% of those 65 years and older are in support of a cashless Canadian society.

Manitobans who normally carry cash with them are the most likely to oppose (56%) a requirement for cashless transactions in Canada. However, only 35% of those who normally do not carry cash would support such a move.

Support or oppose a cashless society



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METHODOLOGY

PRA conducted the April 2018 survey from April 9–11, 2018 using its Manitoba Panel. In total, 1,387 Manitobans completed the survey. Because this sample is a non-probability sample, no error rate can be calculated. A random population survey of this size would yield an error rate of $\pm 2.6\%$ (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure that the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information.

PRA is an independent research company with its head office in Winnipeg, which houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.

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