

CASH COSTS YOU
US\$365 A YEAR!



Think cash in hand is best? Think again.
The Visa Payment Attitudes Study reveals
why switching from cash to cards can make
a world of difference...

MONEY LOST EACH YEAR



US\$285
IN FOREIGN CURRENCIES
LOST AFTER TRIPS



US\$80
IN IDLE COINS LYING
AROUND THE HOME,
CAR OR OFFICE

BATTLE OF THE SEXES, WHO LOSES THE MOST?



MALE

US\$331.2

VS.



FEMALE

US\$245.7

AGE-OLD WISDOM?



18-24 YEARS OLD

US\$165.8

VS.



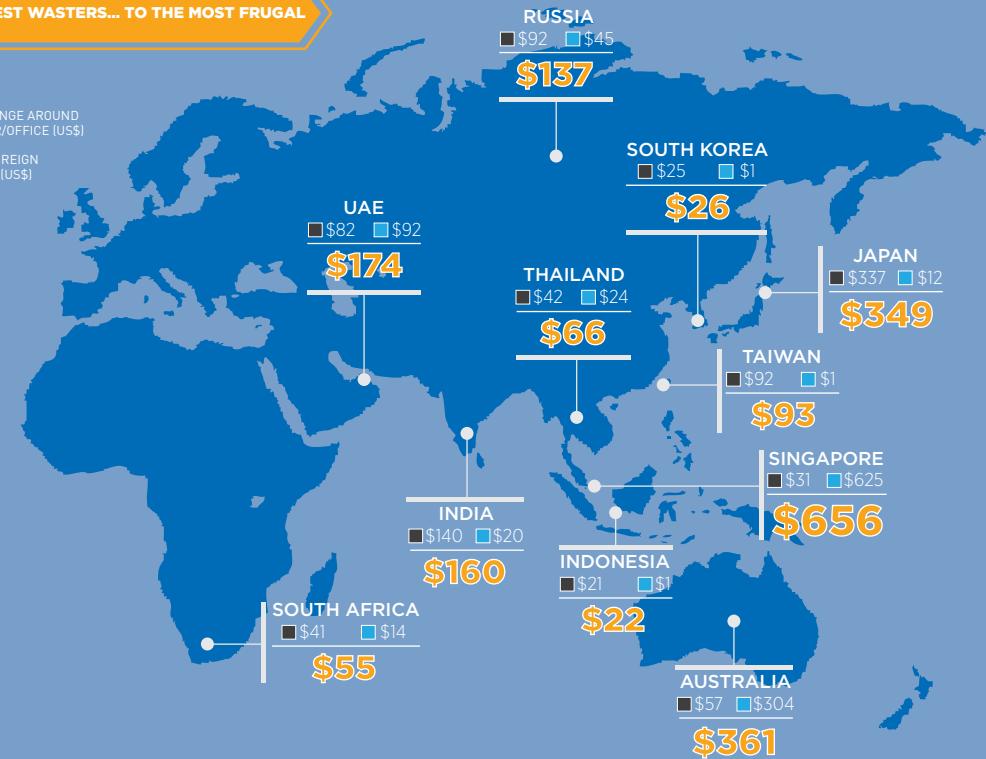
45-55 YEAR OLDS

US\$135.7

THE BIGGEST WASTERS... TO THE MOST FRUGAL

LEGEND

- LOOSE CHANGE AROUND HOUSE/CAR/OFFICE (US\$)
- UNUSED FOREIGN CURRENCY (US\$)
- TOTAL (US\$)



WITH ALL THAT LOST CHANGE YOU COULD...



PURCHASE
6.5 GRAMS
OF GOLD



SUPPORT A FAMILY
OF FOUR IN RURAL
BANGLADESH
FOR A YEAR



ENJOY A ONE NIGHT
STAY IN A VILLA AT
FOUR SEASONS
RESORT BALI



GO FOR A
ROMANTIC BALLOON
RIDE FOR TWO IN
LONDON

¹The study surveyed 5,641 people in 11 markets across Asia Pacific (Australia, India, Indonesia, Japan, Singapore, South Korea, Taiwan, and Thailand), Russia, South Africa and UAE. Fieldwork was undertaken during August 2012.

²Foreign currencies given as tips given away in airports and/or misplaced.