

VISA MYANMAR FINANCIAL & PAYMENT ATTITUDES SURVEY

Population-representative sample of 1044 across Yangon, Mandalay, Taunggyi, Patheingyi and Magway

The most comprehensive recent survey on habits and attitudes of urbanites towards personal finances

Optimism about the economy for the medium to long term



"My financial situation is better than a year ago"



"Job opportunities are increasing"

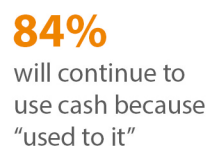
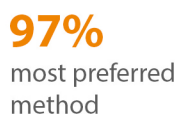


"My financial situation will be better a year from now"



"The next generation will be better off at my age"

Cash is king in Myanmar



But, 79%

think Myanmar can become a cashless society within 7 years



High interest in banking and electronic payments

Currently have

38%

37%

2%

2%

Interested in

49%

46%

11%

8%

Bank account

ATM cards

Credit/debit/
prep aid cards

Insurance



as well as digital methods

Interested in

35%

23%

19%

51%

P2P payments

Fund transfer
via chat-apps

QR payments

Financial services
from non-bank
entities



Investment in financial literacy needed to help them move ahead



Only 7%

consider themselves very knowledgeable or expert on finances



Only 22%

set a savings goal



55%

don't track their spending



Only 16%

know "quite a bit" about bank accounts, **despite 38% having an account**



50%

not aware of credit cards



51%

not aware of insurance