

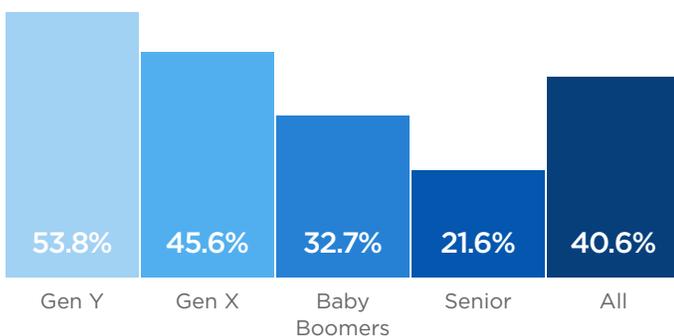
Consumers Ready to Adopt Mobile Payments

Younger generations most enthusiastic, with majority of iPhone users ready to adopt Apple Pay

Consumers are interested in mobile payments

40% of American online shoppers say they like the idea of using their phone to pay for purchases instead of carrying around their wallet.

I like the idea of using my phone to pay for purchases instead of carrying around my wallet



“ Apple Pay has uncovered an unmet need...and since younger buyers are enthusiastic, we expect mobile payments to become the norm. ”

Hayley Silver
Vice President, Bizrate Insights

Perceived poor security drives interest

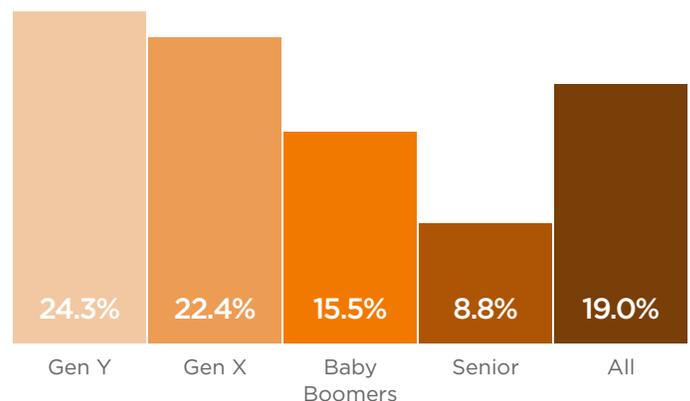
Fueling the demand for a new payment system is consumer dissatisfaction with the strength of credit card and personal information security. 76% of online buyers agree that current retail store security for their payment information isn't strong enough.

Apple Pay may or may not be the answer

19% of all online buyers would use Apple Pay to pay for purchases in store. The percent of would-be Apple Pay users rises dramatically to 53% for those currently using or planning to buy an iPhone 6/6+.

Only 32% of online buyers believe Apple Pay would be more secure than swiping a credit card, so there is still an opening for new entrants into the payment space.

I have used or would use Apple Pay to pay for purchases in stores



About the study The Bizrate Insights Apple Pay and Payment Security Study #1 was conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 e-commerce retailers in the US and Canada. Data was collected from 6,256 online buyers from October 23 - 28, 2014.