



The results of a sociological research for 2024

MEDIUM-TERM PROSPECTS OF USING CASH



The purpose of the research

Determination of the **trend in the development** of cash circulation, identification of **factors that form the demand for cash**, as well as the study of **the use of cash** and its nominal structure by economic entities

Research method

- Survey
- Payment diary

Terms of the research

April – June 2024

Number of respondents

- 3 013**, of which:
- 2 007 individuals
 - 1 006 business entities

Coverage area

17 regions of Kazakhstan, **3 cities** of republican significance

Note: individual indicators are not equal to 100% in total, because several options can be selected

SHORT SUMMARY*

*of the total number of respondents surveyed



50%

use cash for everyday payments

(in 2022 – 60%)



22%

the proportion of cash in turnover of entrepreneurs

(in 2022 – 35%)



62%

use a bank card to withdraw cash

(in 2022 – 72%)



97%

have not encountered counterfeit banknotes

(in 2022 – 96%)



72%

use non-cash payment instruments

(in 2022 – 74%)



28%

of the expenses are accounted for by cash

(in 2022 – 35%)



On average, respondents spent 84 000 tenge per week, of which 27 800 tenge were cash expenses.



RESEARCH RESULTS: HOUSEHOLDS



PREFERENCE OF CASH PAYMENT BY REGION



50%

the average indicator for Kazakhstan

▼ - 10%

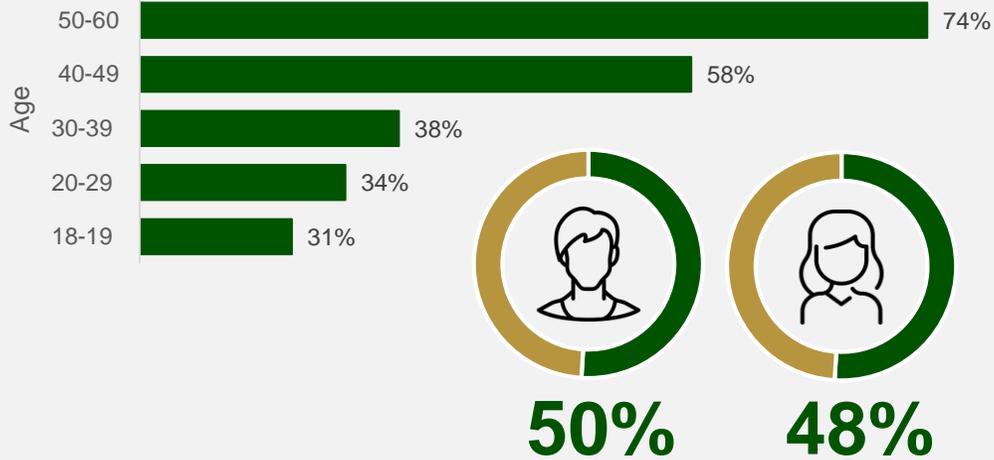
the population's preferences in favor of cash have decreased compared to 2022.

No	Region	%
1	Zhambyl region	69%
2	East Kazakhstan region	64%
3	Atyrau region	63%
4	North Kazakhstan region	60%
5	Akmola region	59%
6	Ulytau Region	57%
7	Kostanay region	56%
8	Zhetysu region	53%
9	West Kazakhstan region	52%
10	Pavlodar region	52%
11	Mangystau region	51%
12	Aktobe region	49%
13	Kyzylorda region	49%
14	Turkestan region	47%
15	Karaganda region	46%
16	Almaty region	44%
17	Almaty	40%
18	Shymkent	34%
19	Abai region	33%
20	Astana	20%

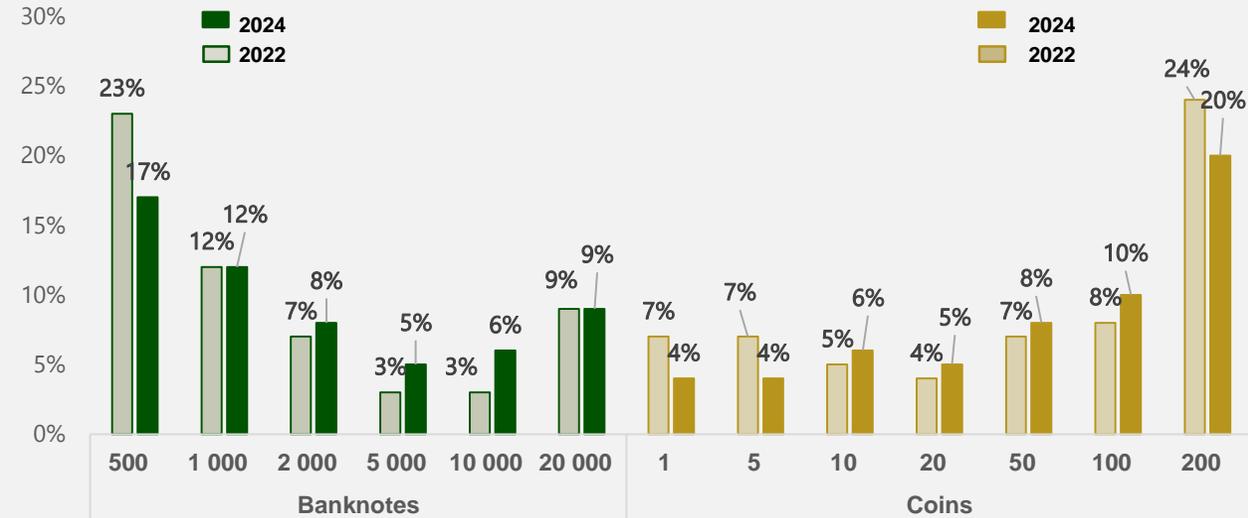
GENERAL INDICATORS OF CASH USE



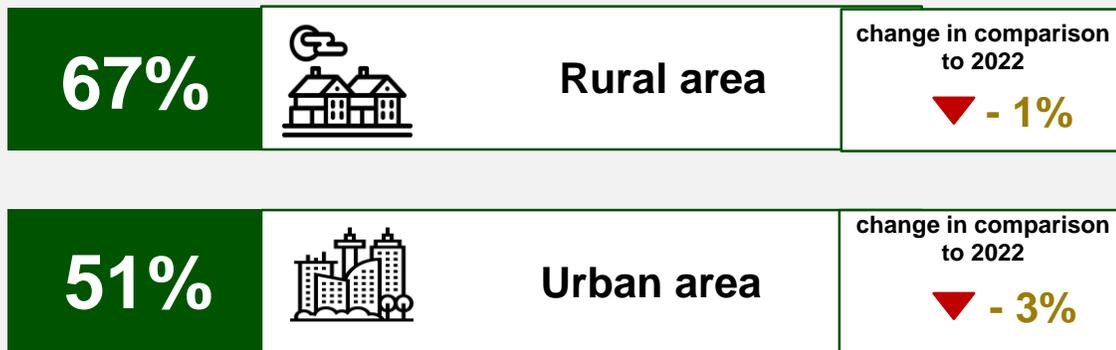
Use of cash payment by age and gender



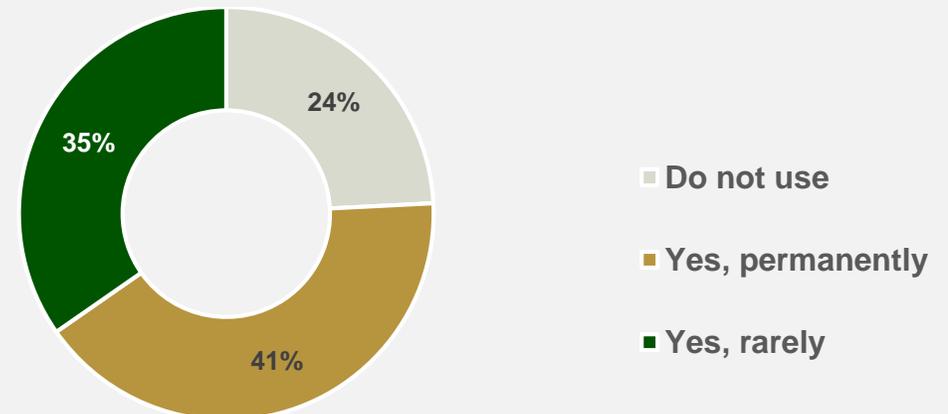
The need for separate denominations of banknotes and coins in circulation



Use of cash payment by type of location



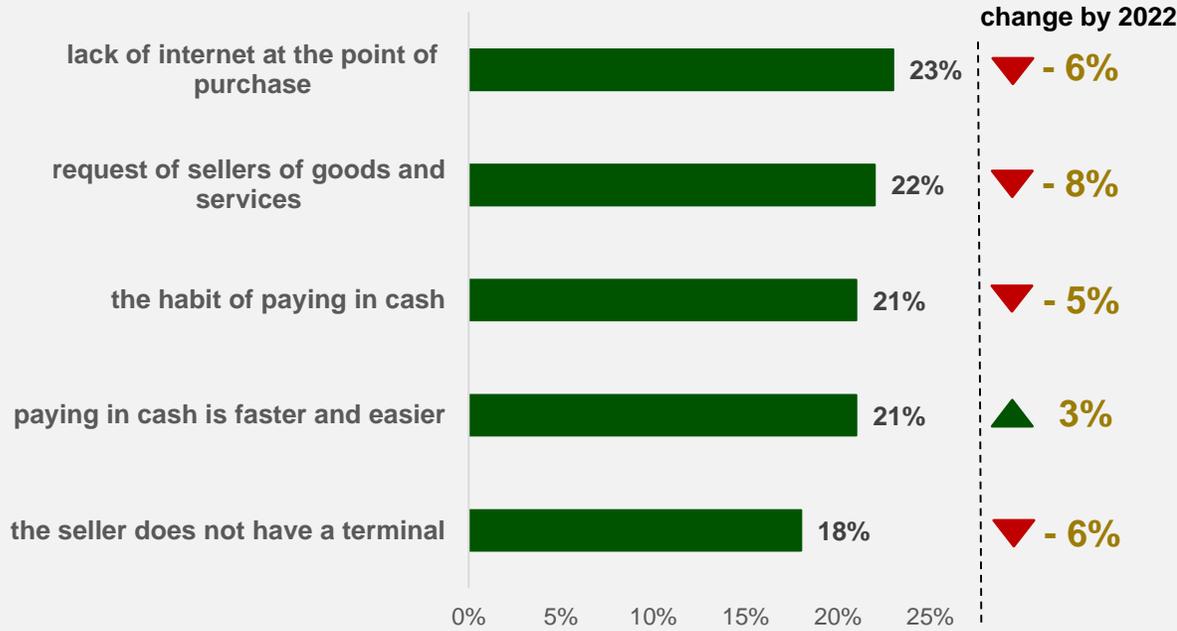
Frequency of cash use



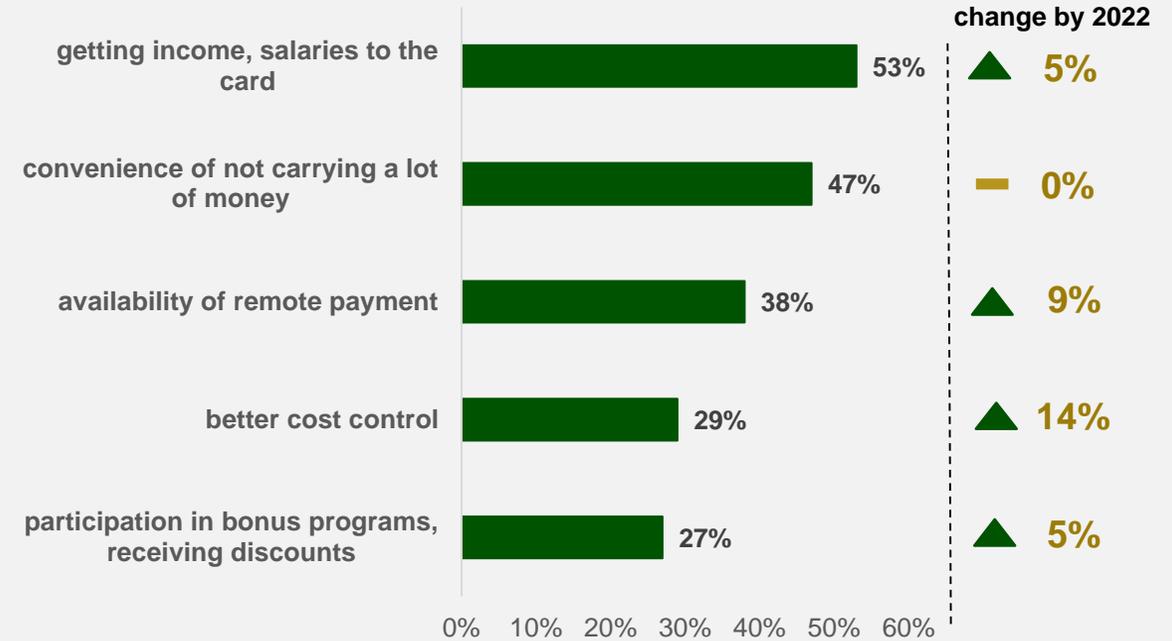
REASONS FOR CHOOSING A PAYMENT METHOD



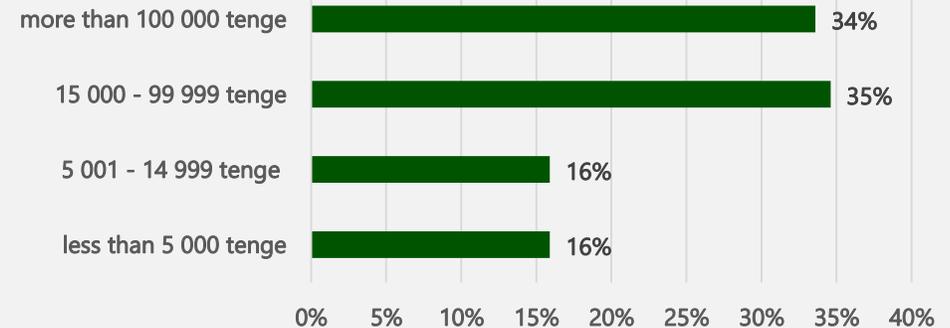
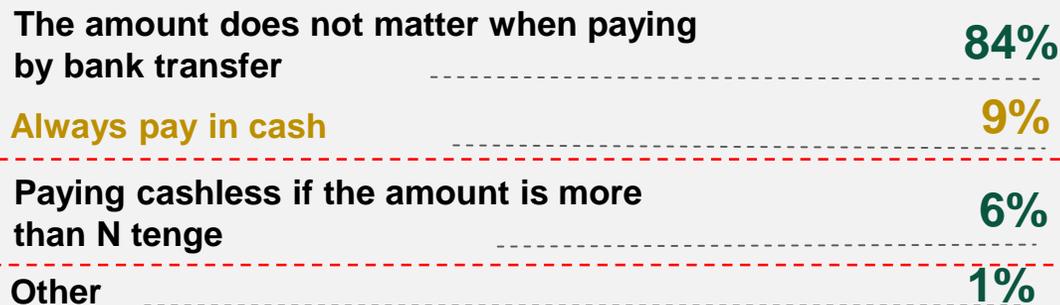
Reasons for choosing payments in cash



Reasons for choosing cashless payments



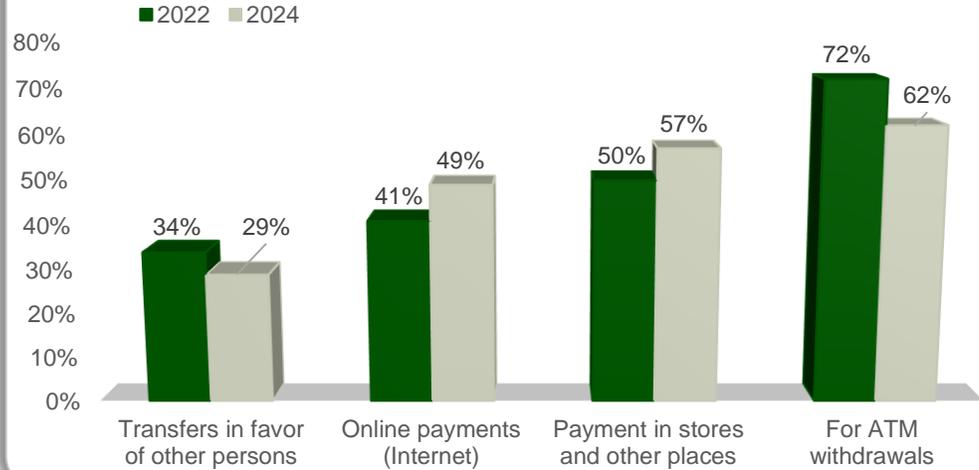
Dependence of the choice of payment form on the transaction amount



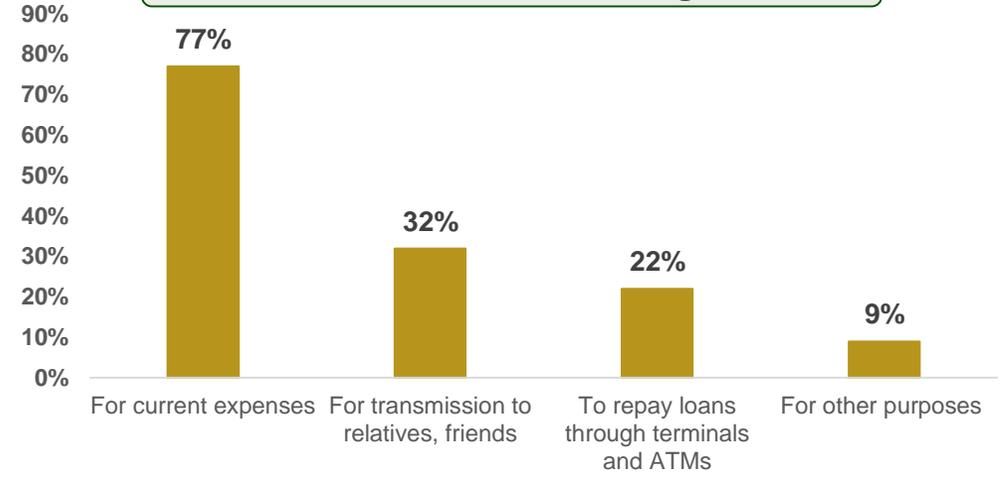
CASH WITHDRAWAL AND USE OF A BANK CARD



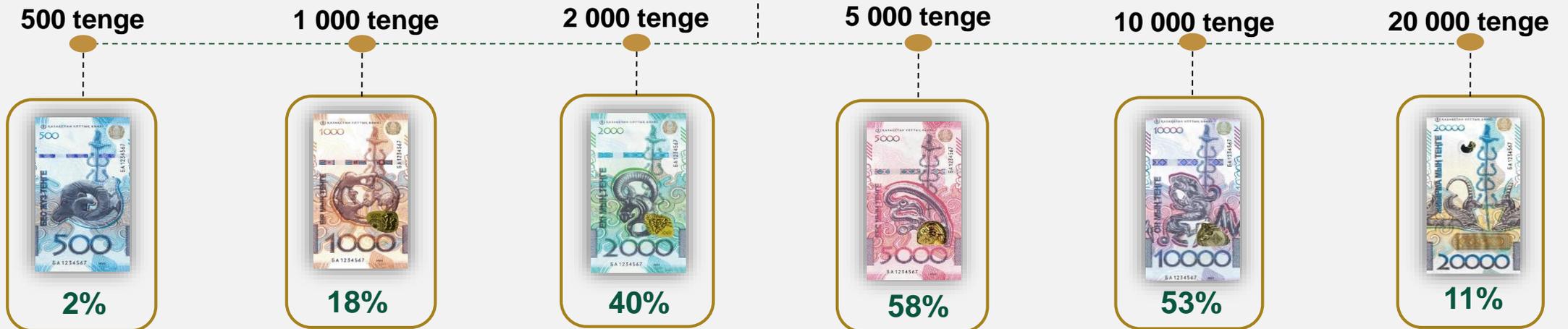
Using a bank card



Reasons for withdrawing cash



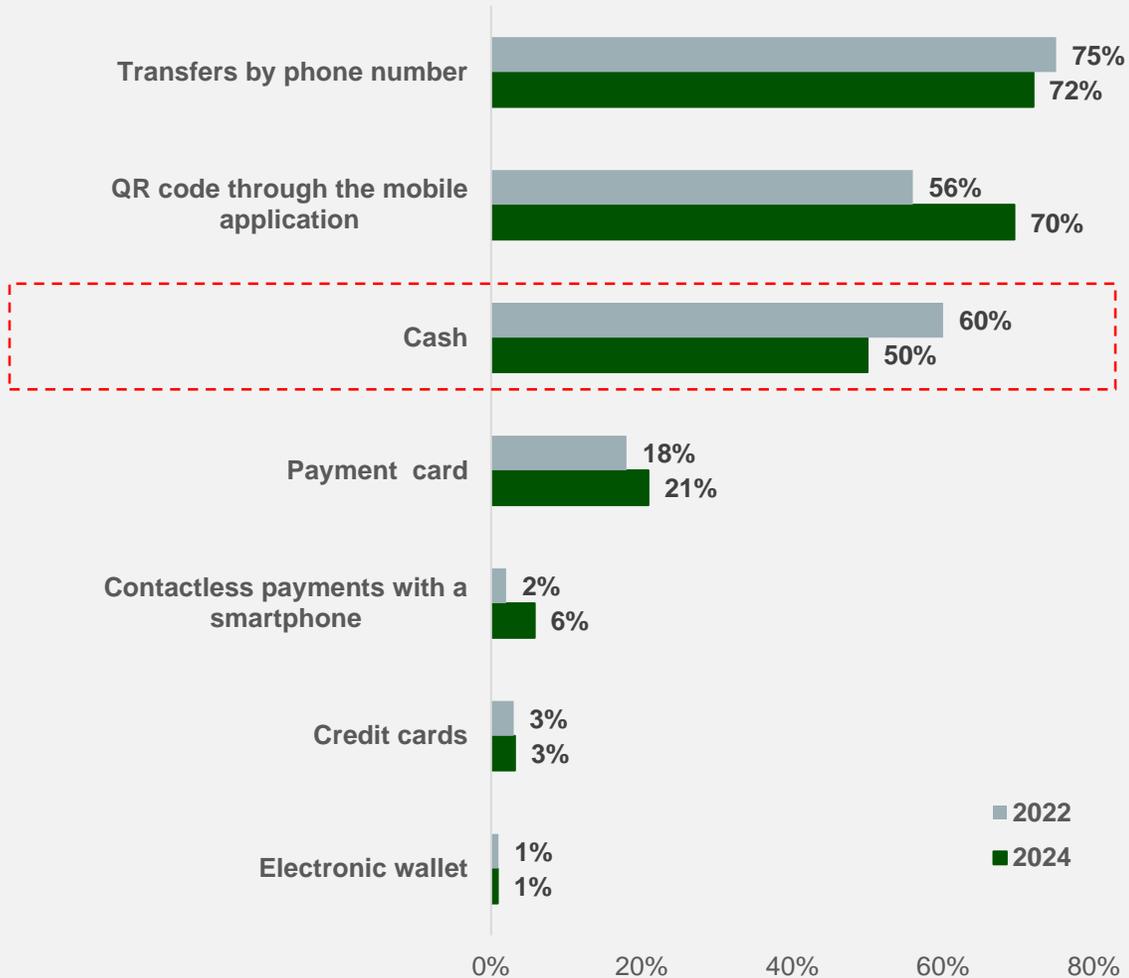
Structure of banknote issuance by ATMs



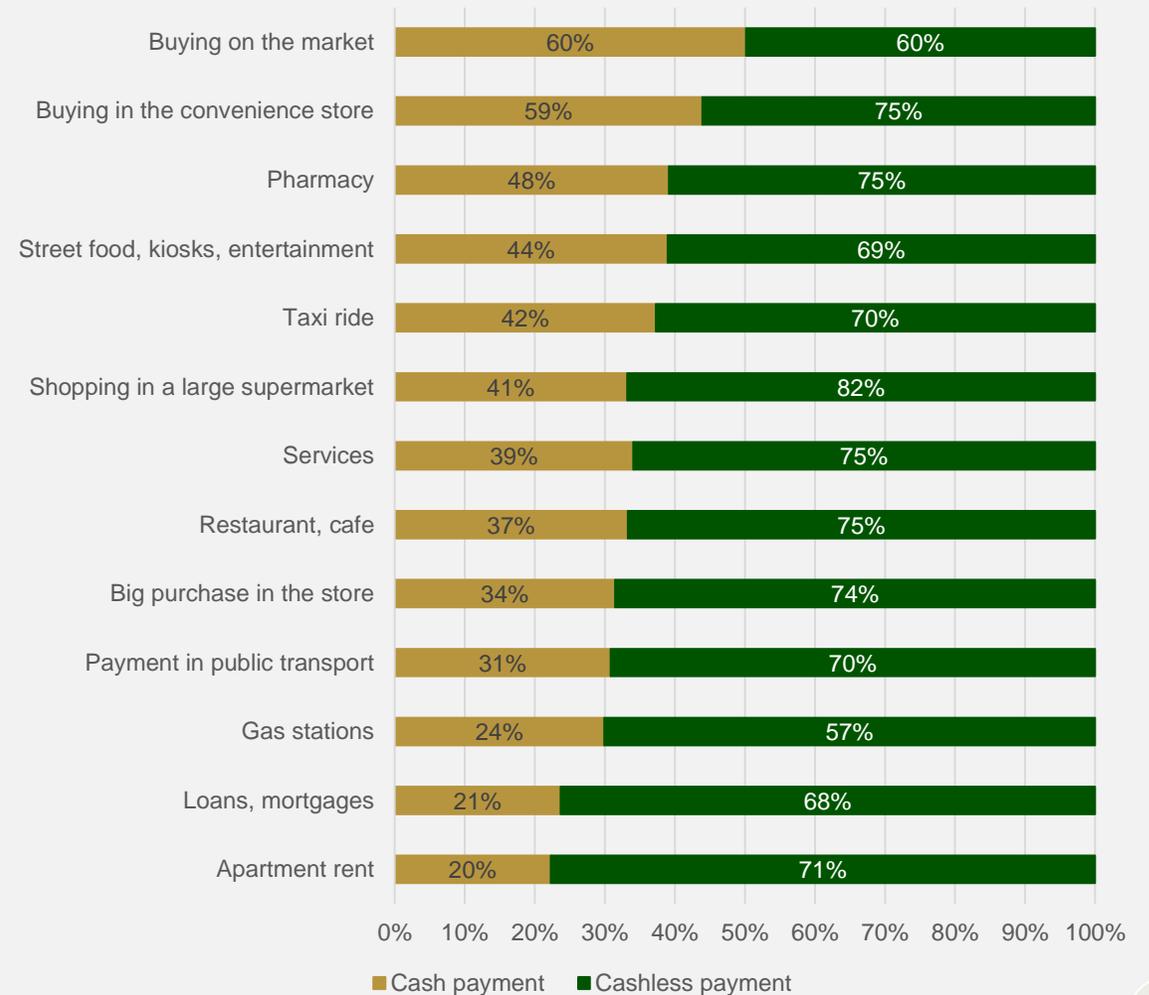
PREFERRED PAYMENT METHODS



Frequently used payment method



Use of cash and non-cash payments at places of purchase

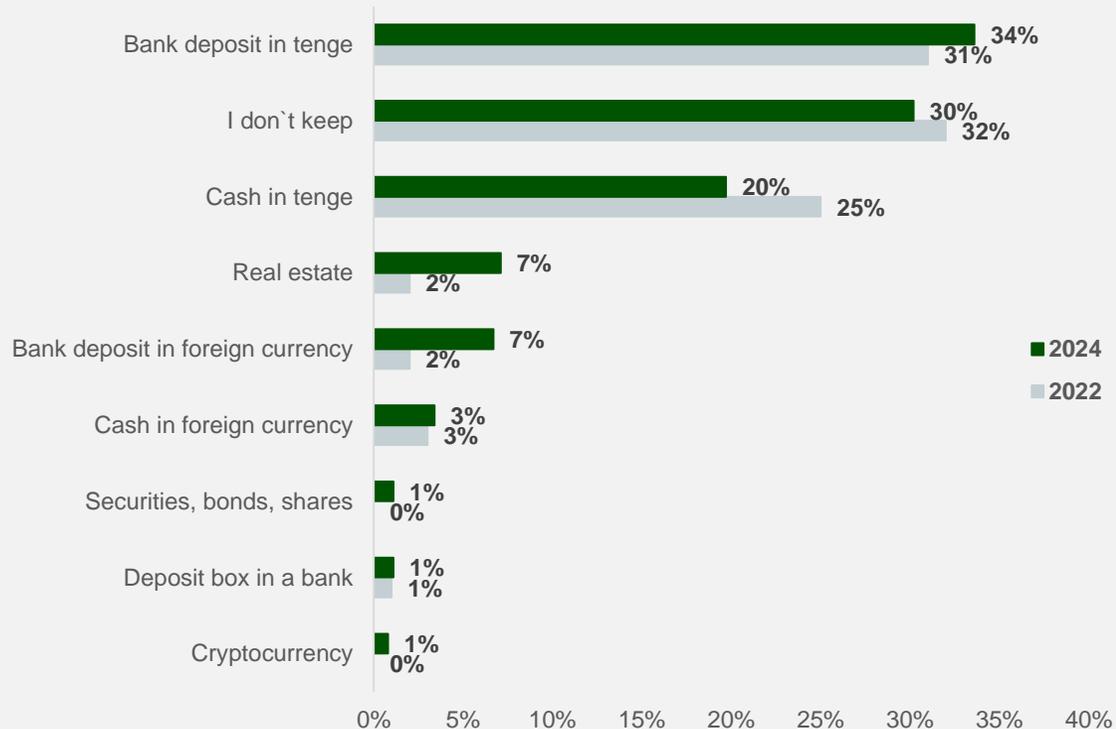


**of the total number of respondents surveyed*

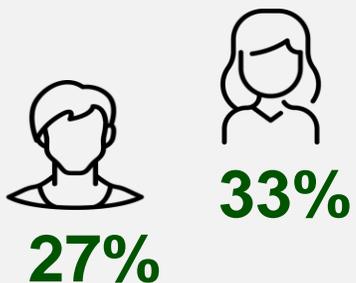
TYPES OF SAVINGS AND LARGE PURCHASES



Ways of keeping savings

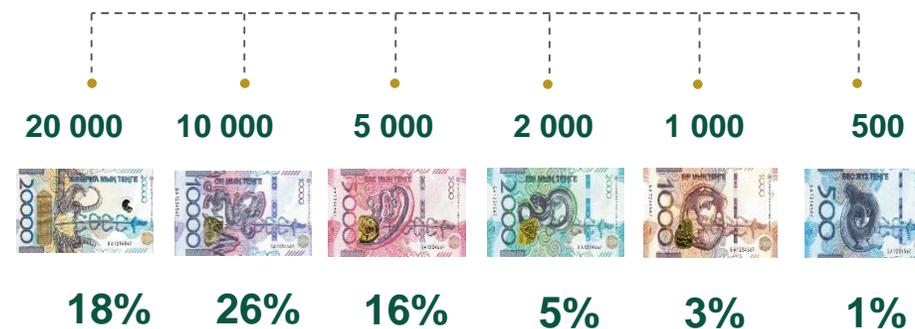


Proportion of men and women, having deposits in banks

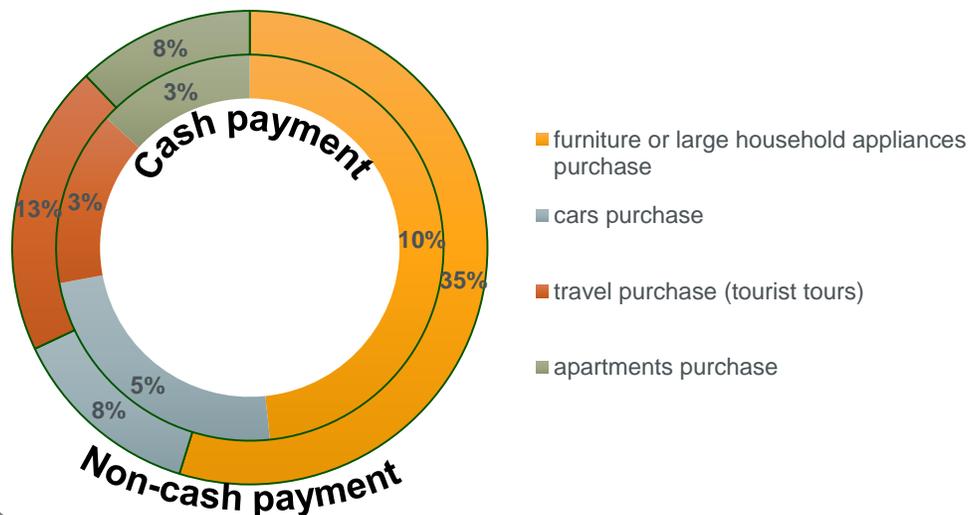


«Men are more likely than women to say that they do not keep savings.»

Banknotes used as a means of accumulation and savings



Large purchases and payment method



BANKNOTE QUALITY AND PUBLIC AWARENESS



The quality of banknotes in circulation

57%

fully satisfied with the physical condition of banknotes

41% - partially satisfied

2% - not satisfied

Basically, the population is dissatisfied with the physical condition of **small and medium** denominations:



Counterfeit banknotes

97%

did not encounter with counterfeit banknotes

When receiving counterfeit banknotes, citizens most often:

- 42% return to those from whom they received
- 24% go to the police
- 20% they tear them up and throw them away
- 16% hand them to the bank for examination
- 16% doing nothing, keeping
- 11% apply to the nearest branch of the National Bank of the Republic of Kazakhstan

Collectible coins

24%

of respondents do not know anything about collectible coins of the National Bank of Kazakhstan



40% - know

36% - know, but are not interested

24% - don't know, haven't heard

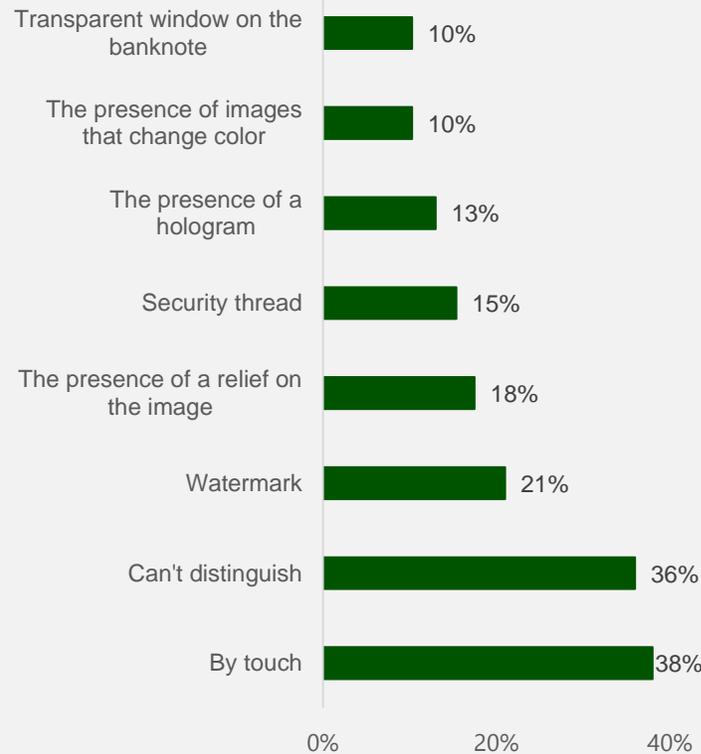
SIGNS OF AUTHENTICITY OF BANKNOTES



Checking banknotes for authenticity



Distinguish a counterfeit banknote



Damage to banknotes faced by the population

The most common injuries are:

- **61%** duct-taped tear
- **56%** the presence of a tear
- **43%** no edge
- **35%** contamination of the banknote surface
- **32%** the presence of a stain
- **30%** loss of paper crunch
- **30%** the presence of an inscription



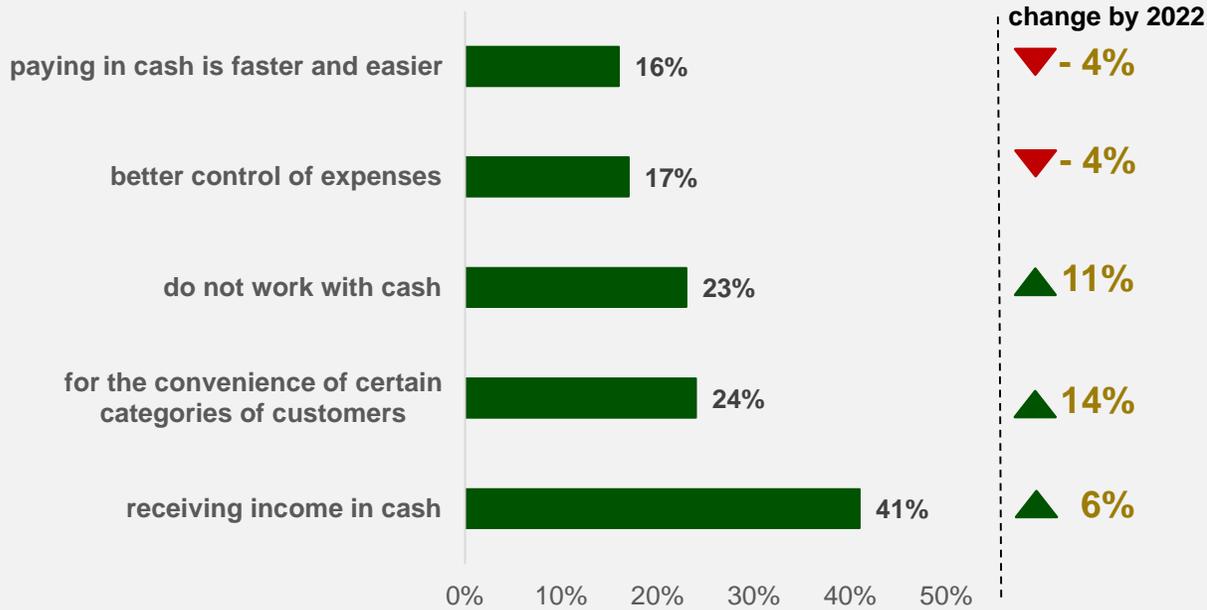
**RESEARCH RESULTS:
BUSINESS ENTITIES**



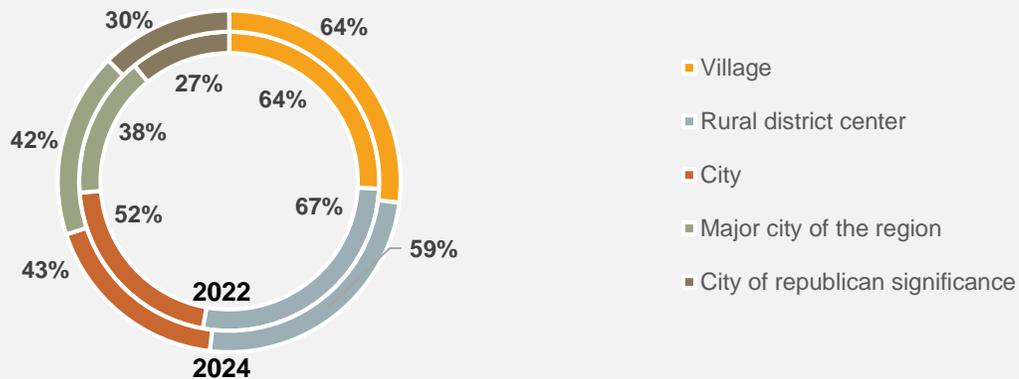
THE ROLE OF CASH IN BUSINESS TURNOVER



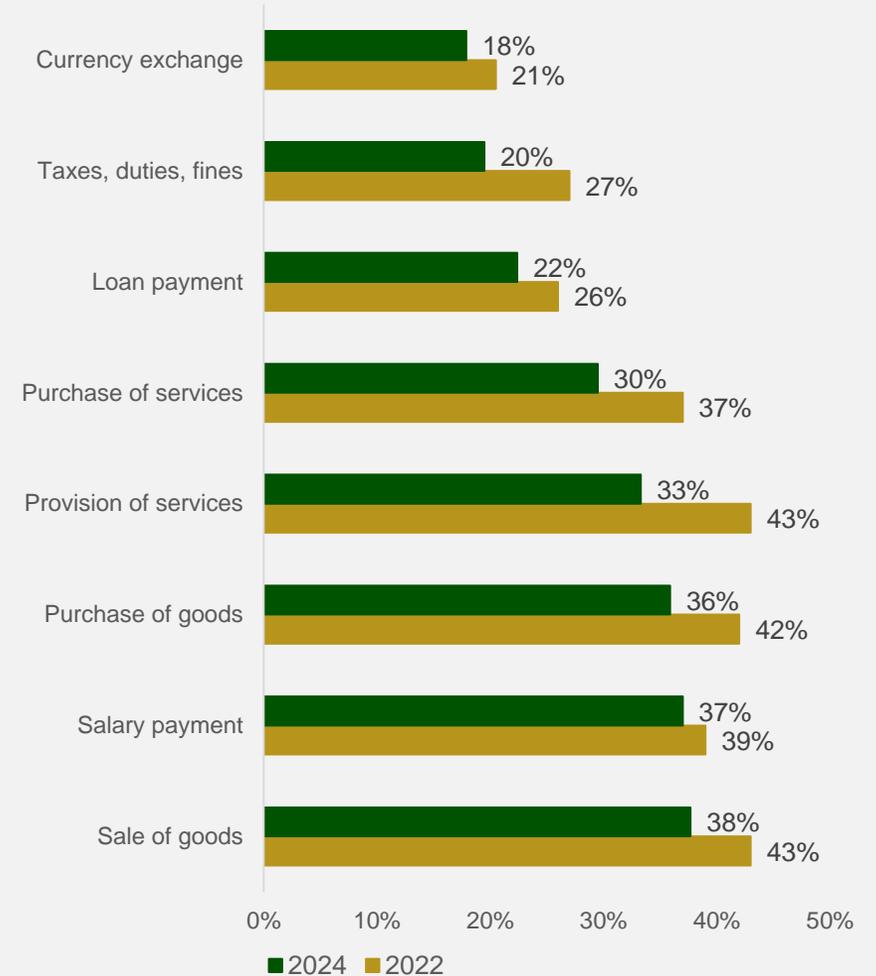
Reasons for choosing cash payment



Share of entrepreneurs using cash on a regular basis



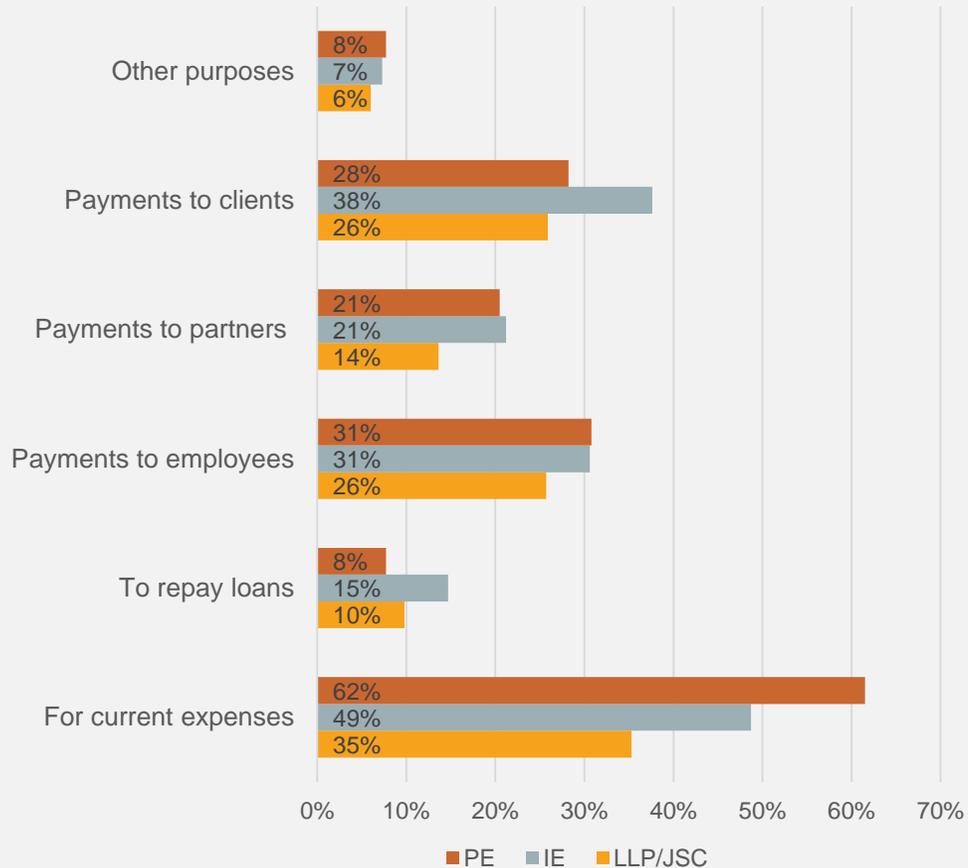
The proportion of cash in operational turnover of entrepreneurs, %



CASH WITHDRAWAL/EXCHANGE OPERATIONS

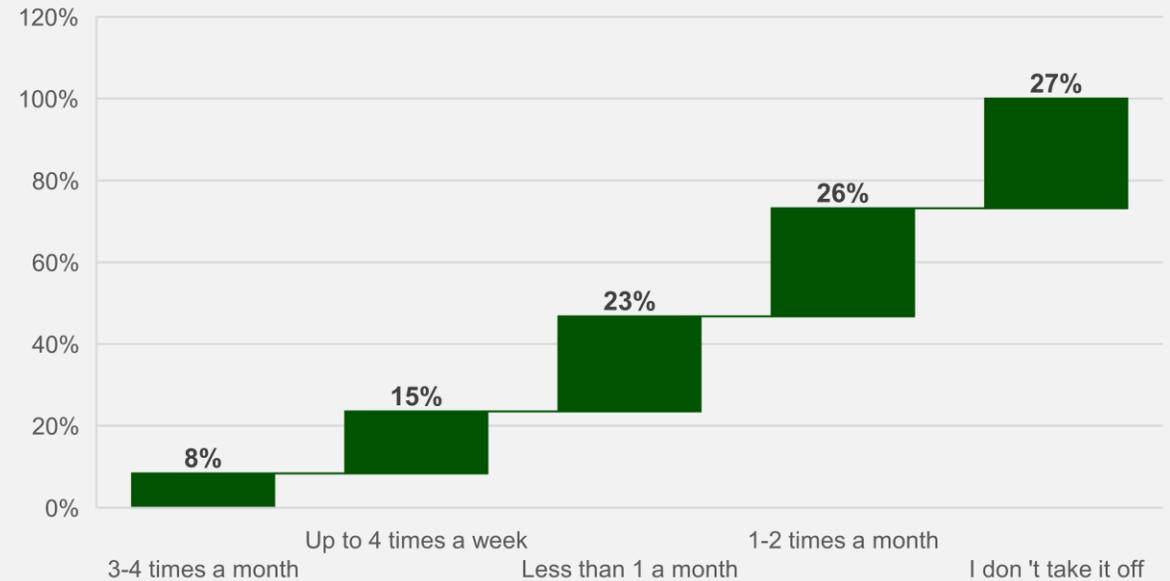


Cash withdrawal by form of ownership

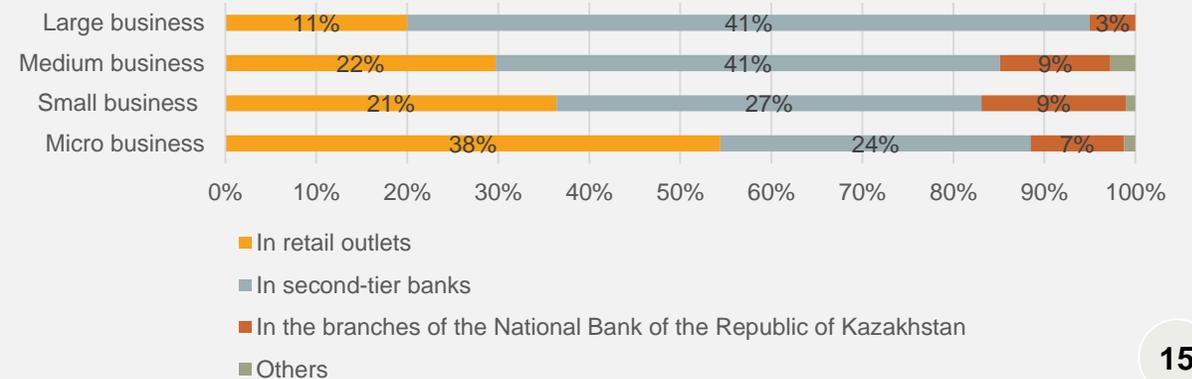


73% of the surveyed entrepreneurs withdraw cash from banks and ATMs for operational activities

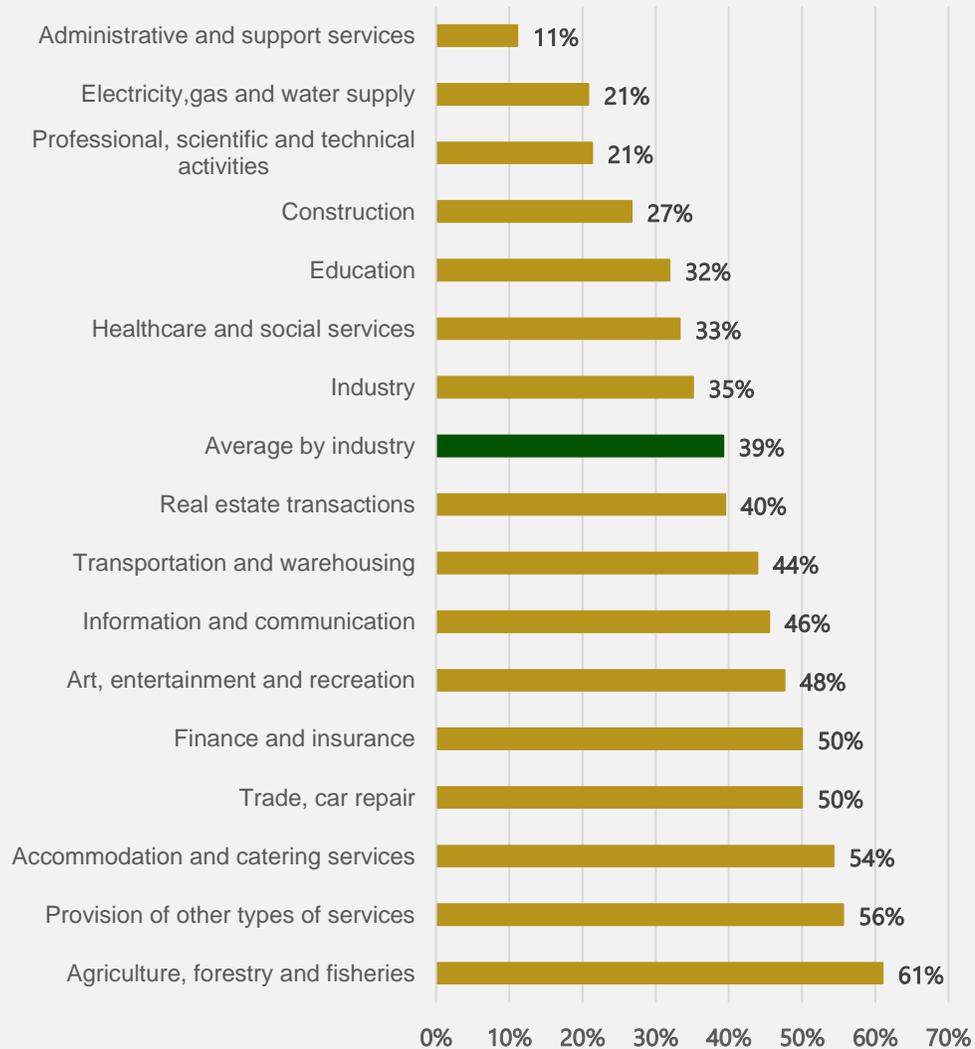
Frequency of cash withdrawals



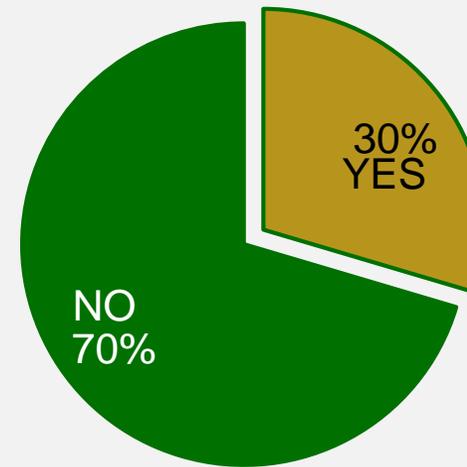
Places of exchange/exchange of banknotes and coins



Cash usage by industry



Difficulties in obtaining cash

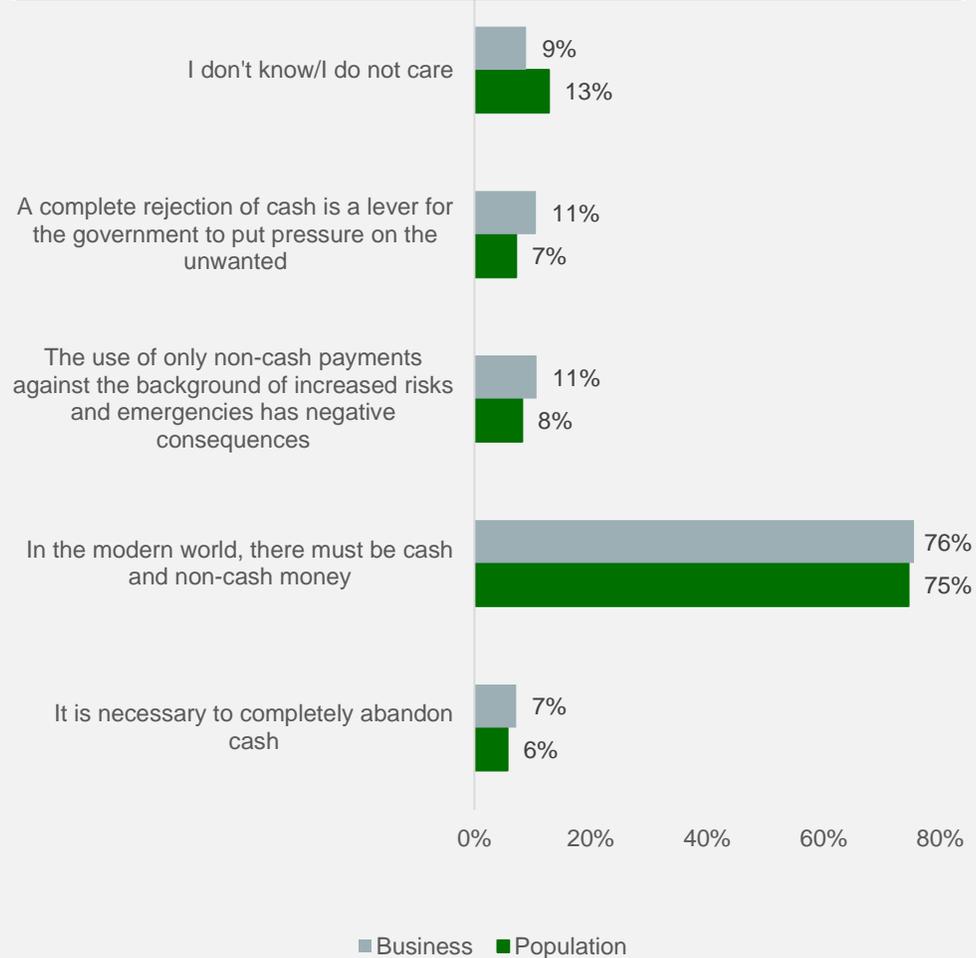


- ✓ Lack of necessary denominations of banknotes and coins;
- ✓ The inconvenience of the location of banks / ATMs;
- ✓ It is not possible for legal entities to withdraw cash on weekends.





The value of cash in the future



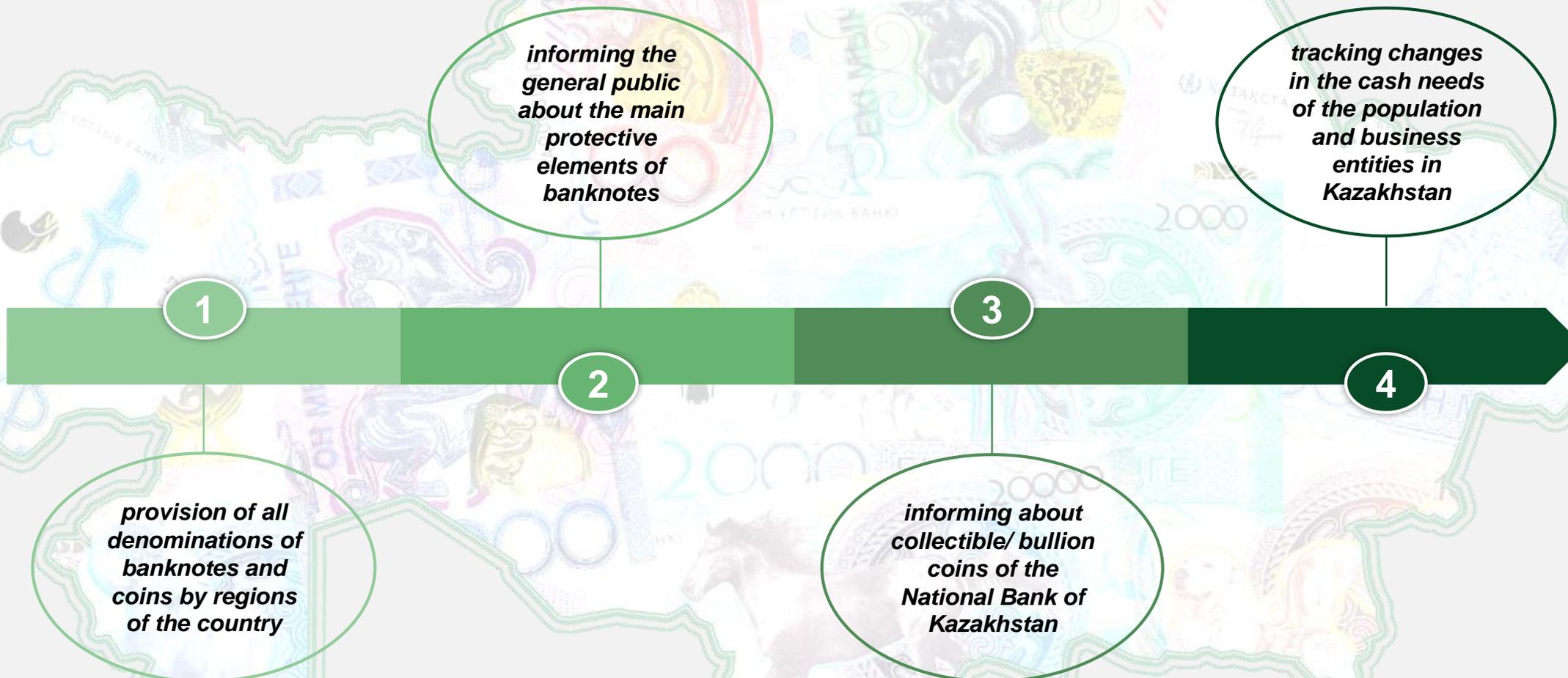
Sources of news about the country's cash circulation



CONCLUSION



Cash remains **one of the key tools** for the population and economic entities. In this regard, it is necessary to continue work in the following areas:





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