

## Visa Ultimate Convenience Key PO Data Points

### About the research

Research was commissioned by Visa and conducted by Opinium with 3250 children aged 8-14, between 15th August 2023 and 22nd August 2023. The data was collected using an online survey in seven markets across Central and Eastern Europe, including the Czech Republic, Croatia, Hungary, Slovakia, Slovenia, Romania, Bulgaria. Each market has a sample size of at least 250 children (Romania sample: 500 children).

### Key data points

#### New era of convenience

- More than three quarters (**78%**) of Romanian children have earned money themselves in the past 12 months (Q1), the **highest percentage** among the countries included in this group (CZ 62%, SL 60%). 12% earned money through selling items online (clothes, toys), 9% by creating content online (online streaming/ gaming).
- Of those, almost two thirds (**61%**) have used technology to help them make the money, with social channels (**50%**) being the most common technology for making money, followed by online streaming platforms (**24%**) (Q2). 25% have earned money by design software (14%) and coding for web (11%).
- One in five (**21%**) children have learned how money works through banks/finance apps, however, like the other European markets, the most common response was that they received financial education from their family (**72%**) (Q14). School (teachers) plays a major role, too, with 28%, as well as content creators (22%).
- Just under a fifth (**16%**) of children have received money from friends or family via a transfer to their mobile app in the past 12 months (Q3)
- Children in Romania are the second least informed (after Hungary) when it comes to protecting their money online. **Thus, 12%** of children say they have never been taught how to keep their money safe and protect themselves from online fraud (**CZ: 6%; HR: 4%, HU: 13%; SK: 6%; SI: 9%; BG: 6%**). (Q14)
- Nearly a third (**29%**) of children prefer paying for items with either a physical card or mobile wallet (Q5). Romanian children have one of the strongest preferences towards using mobile wallets in the region (CZ 11%, SK 11%, RO 10%).

#### Setting creative standards

- When asked what helps children come up with new inspiration and ideas, one of the most common responses was "my imagination" (**50%**), surpassing that of social media and content creators (**45%**), **online games (43%), chatting with friends(42%)** . (Q7)  
**Romania had the lowest percentage of children who get inspired by social media and content creators (45%) and highest percentage of children who get inspiration from reading (35%)** (Q7)
- Half (**50%**) believe that they're more creative than their parents, with **50%** using their imagination to come up with new inspiration and ideas (Q7, Q8)
- Online training/learning programmes (**44%**) and social media (**37%**) surpass work experience days (34%) as the most valuable techniques for helping children secure their dream jobs in the future (Q11). Artificial intelligence or machine learning programmes such as ChatGPT are highly praised as well (**24%**).
- Almost two in five (**37%**) children believe they would use social media in their future dream job, while 34% think they will use communication technology (Q12)

#### Next generation of entrepreneurs

- When thinking about their future, almost 9 in 10 children (**88%**) want to either own their own company, or a small business or 'side hustle' (**Bulgaria and Romania had the highest percentage** among the countries included in this group), compared to only 6% who would like to only work for someone else (Q9)
- When asked about inventing technologies to make their future lives easier, robots and machines that detect fraud, translate languages and combat diseases emerged as the most popular concepts (Q13)
- Q4A: almost half (**46%**) of the children questioned said they save more than they spend.
- When considering themselves as an adult nearly one in two children (**44%**) say they will save half of their earned money and spend the other half. More than one in five (**25%**) say they will save most of their money (Q4B). Only 2% of the respondents said they plan to spend all the money (the lowest percentage among the countries included in this group, along with Czech Republic).

#### Recommended angles for press release:

Based on the data set, we would recommend including the following points and statistics in the press release.

- Entrepreneurial spirit
- Financial education
- Future of work (tie work experience preferences into this)