

EVERY GOOD BUY IS THE NEXT HELLO

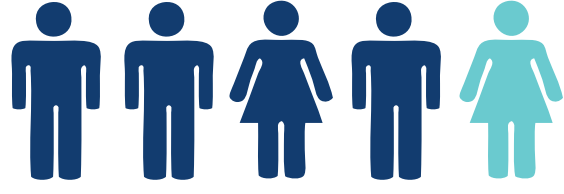
RDGInsights



AUSTRALIA WANTS TO SEE SURCHARGES REMOVED.

4 in 5

CONSUMERS ARE RESISTANT TO SURCHARGES



OVERALL, **83%** OF AUSTRALIAN CONSUMERS FEEL THAT SURCHARGES ARE A CONCERN, OR THAT THEY HAVE BOTHERED THEM IN THE PAST



HOW DO SURCHARGES MAKE CONSUMERS FEEL?

44% OF CONSUMERS FEEL THAT THEY HAVE NO CHOICE BUT TO PAY SURCHARGES

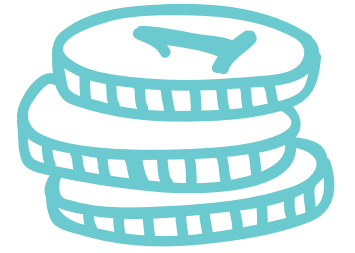
SURCHARGES EVOKE A BAD LAST IMPRESSION IN **43%** OF CONSUMERS

SURCHARGES MAKE **38%** FEEL THAT THE BUSINESS DOES NOT APPRECIATE THEIR PURCHASE

SO WHAT DOES THIS MEAN FOR BUSINESS



MORE THAN **90%** OF CUSTOMERS CONSIDER NOT BEING SURCHARGED AS IMPORTANT TO THEIR REPEAT BUSINESS (1 IN 3 CONSIDER IT CRITICAL)



MORE THAN

1 in 3

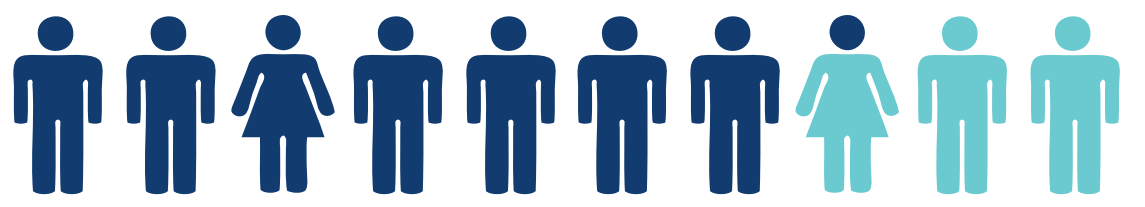
CONSUMERS RATE NOT BEING SURCHARGED AS

EXTREMELY IMPORTANT

FOR THEIR SATISFACTION WITH A BUSINESS

CONSUMERS ARE LIKELY

(7.2 out of 10)

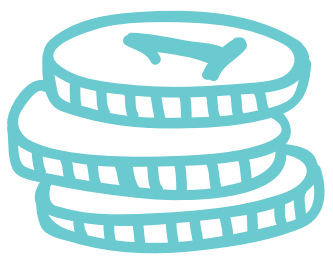


TO TELL THEIR FRIENDS TO AVOID A BUSINESS BECAUSE IT SURCHARGES – MALE CONSUMERS EVEN MORE SO

SURCHARGES HAVE THE BIGGEST NEGATIVE EFFECT ON ONLINE TRANSACTIONS

30% TELL OTHERS ABOUT IT

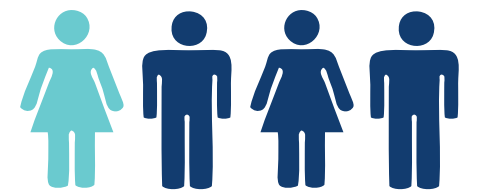
28% ARE UNLIKELY TO RETURN TO THE BUSINESS



30%

OF CONSUMERS WILL ABANDON AN ONLINE PURCHASE WHEN FACED WITH A SURCHARGE

1 in 4 RETAIL CONSUMERS WILL NOT RETURN TO A BUSINESS AFTER THEY ARE SURCHARGED



93%

WOULD LIKE TO SEE SURCHARGES REMOVED

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