

Executive Summary

1,011 General respondents in the US

Survey ran from 11.07.2019 - 15.07.2019

Q1. Have you signed up for digital receipts with any companies?

- Nearly 2 in 5 respondents have signed up for digital receipts with a company (39%).
- Over 3 in 5 respondents haven't signed up for digital receipts with any company (61%).
- Nearly 7 in 10 respondents aged 55+ haven't signed up for digital receipts with any company (69%), in comparison only 45% of those aged 35-44 haven't.
- 2 in 3 respondents living in the Northwest haven't signed up for digital receipts with any company (66%).
- Over 1 in 2 respondents living in New York haven't signed up for digital receipts with any company (52%).

Q2. What is your preferred receipt method?

- Over 2 in 5 respondents say their preferred receipt method is paper (42%).
- Over 1 in 3 respondents say their preferred receipt method is both paper and digital (34%)
- Over 1 in 6 respondents say their preferred receipt method is digital (17%)
- Nearly 1 in 12 respondents say they prefer no receipt (7%).
- 1 in 2 respondents aged 55+ say their preferred receipt method is paper (50%), in comparison only 32% of those aged 16-24 say the same.
- 1 in 5 respondents living in the Southwest say their preferred receipt method is digital (20%).

Q3. Why do you prefer digital receipts over paper counterparts? (Check all that apply)

Respondents who's preferred receipt method is digital

- 7 in 10 respondents who prefer digital receipts say it's because they're better for the environment (70%).
- 7 in 10 respondents who prefer digital receipts say it's because they're easier to store (70%).
- Nearly 7 in 10 respondents who prefer digital receipts say it's because they know they won't lose them (64%).
- Over 3 in 10 respondents prefer digital receipts because it makes them feel more socially responsible (31%).
- 4 in 5 women who prefer digital receipts say it's because they're better for the environment (80%), in comparison to 61% of men who said the same.
- Nearly 3 in 4 respondents aged 16-24 who prefer digital receipts say it's because they're better for the environment (73%).

Q4. Why do you prefer paper receipts over digital receipts? (Check all that apply)

**Respondents whose preferred receipt method is paper*

- Nearly 2 in 3 respondents who prefer paper receipts say it's because they feel more secure with a physical copy (64%).

- Nearly 2 in 5 respondents who prefer paper receipts say it's because it's easier to monitor their spending (39%).
- Over 1 in 3 respondents who prefer paper receipts say it's in case they are stopped by store security (34%).
- Nearly 1 in 4 respondents who prefer paper receipts say it's because they don't like to give away their email address (24%).
- Nearly 1 in 5 respondents who prefer paper receipts say it's because they aren't digitally organised (19%).

Q5. On average how often do you lose paper receipts that you intended to keep?

- On average, respondents say they lose paper receipts that they intend to keep 5 times a month.
- On average, respondents aged 16-24 say they lose paper receipts that they intend to keep 10 times a month, in comparison to only 2 times a month for those aged 55+.
- On average, respondents in the Southwest say they lose paper receipts that they intend to keep 6 times a month.
- On average, respondents in New York say they lose paper receipts that they intend to keep 6 times a month, in comparison to only 4 times a month for those living in Los Angeles.

Q6. Roughly what percentage of paper receipts that you receive do you end up throwing away or losing?

Respondents who take paper receipts

- On average, respondents say that they end up throwing away or losing 52% of paper receipts that they receive.
- Just over a fifth (21%) of respondents say that they end up throwing away or losing up to 25% of paper receipts that they receive.
- Just over 1 in 8 (13%) respondents say that they end up throwing away or losing more than 25% up to 50% of paper receipts that they receive.
- Just over 1 in 6 (17%) respondents say that they end up throwing away or losing more than 50% up to 75% of paper receipts that they receive.
- Almost 3 in 10 (28%) respondents say that they end up throwing away or losing more than 75% up to 99% of paper receipts that they receive.
- On average, respondents aged 35-44 say that they end up throwing away or losing 61% of paper receipts that they receive. Whereas, respondents aged 55+ say that they end up throwing away or losing 45% of paper receipts that they receive.
- Almost a fifth (19%) of respondents in the Northeast say that they end up throwing away or losing more than 50% up to 75% of paper receipts that they receive, this is compared to 1 in 8 (12%) respondents in the Northwest.

Q7. Do feel guilty about throwing away or losing paper receipts?

Respondents who take paper receipts and end up throwing away or losing a percentage of their paper receipts

- Almost half (49%) of respondents feel guilty about throwing away or losing paper receipts, with 1 in 7 (14%) stating that they definitely do.

- Just over half (51%) of respondents do not feel guilty about throwing away or losing paper receipts.
- Just over a fifth (21%) of respondents aged 35-44 definitely feel guilty about throwing away or losing paper receipts, this is compared to 1 in 10 (10%) respondents aged 55+.
- Almost a quarter (23%) of respondents in Chicago definitely feel guilty about throwing away or losing paper receipts, this is compared to just over 1 in 10 (11%) respondents in Los Angeles.

Q8. Which of the following statements apply to you? (Check all that apply)

- Over a third (35%) of respondents often throw away paper receipts without thinking about it.
- Over a third (35%) of respondents would like to see companies do more to reduce the number of paper receipts.
- Over a quarter (27%) of respondents are concerned that the US consumes 256,300 tons (over 3 million trees) of thermal paper for receipts every year.
- Over a fifth (22%) of respondents are concerned that US consumption of receipt paper emits the same CO2 as 450,000 cars on the road every year.
- A fifth (20%) of respondents don't know why we still use paper receipts.
- 1 in 6 (16%) respondents are concerned that most thermal paper receipts are coated with BPA or BPS.
- Almost 2 in 5 (39%) female respondents often throw away paper receipts without thinking about it, this is compared to just over 3 in 10 (31%) male respondents.
- Almost half (46%) of respondents aged 16-24 would like to see companies do more to reduce the number of paper receipts, this is compared to almost 3 in 10 (29%) respondents aged 55+.

Q9. Would you like retailers to offer digital receipts as an option to customers?

- Almost 9 in 10 (89%) respondents would like retailers to offer digital receipts as an option to customers, with half (50%) stating that they definitely would.
- Just over 1 in 10 (11%) respondents would not like retailers to offer digital receipts as an option to customers.
- Over 3 in 5 (62%) respondents aged 25-34 would definitely like retailers to offer digital receipts as an option to customers, this is compared to almost 2 in 5 (38%) respondents aged 55+.
- Almost 3 in 5 (58%) respondents in the Southwest would definitely like retailers to offer digital receipts as an option to customers, this is compared to almost half (47%) of respondents in the Southeast.

The research was conducted by Censuswide, with 1,011 General respondents in the US between 11.07.2019 - 15.07.2019. Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.