



Effortless Payments for the Fitness Enthusiast



Find it inconvenient and uncomfortable to carry cash, payment cards or smartphones with you while exercising? According to the Visa & Fitbit Exercise and Payments Survey*, many fitness and sports-minded people feel the same way. But payments are now even more convenient. Visa has enabled fitness enthusiasts to pay with Fitbit, without the need to bring along cash or cards. It has never been more effortless to pay!

67%

Two in three (67 per cent) of respondents carry along at least one payment method while exercising

Which payment methods do people carry?



56%

Debit / Credit Cards



72%

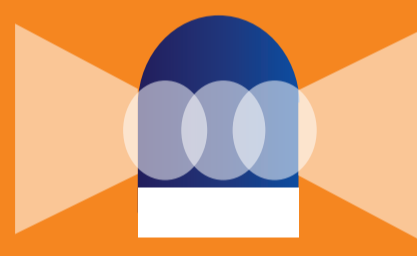
Cash



47%

Mobile Wallets / Smartphones

Reasons for carrying payment options



72%

Want to be prepared in cases of emergencies



56%

Want to purchase post-exercise meals or drinks



36%

Need it for taking public transport

Reasons for not carrying any payment option



62%

Find it too cumbersome and uncomfortable



59%

Do not have a place to store payment method



50%

Worry about losing payment method



59%

Six in ten (59 per cent) say they are likely to use payment-enabled wearable devices

What are consumers looking for in a payment-enabled wearable device?



71%

Convenience



59%

Payments are widely accepted across merchants



55%

Ease of use

Ever faced a situation where you could not make a purchase after exercising, because you did not carry cash, payment cards or smartphones?

83%

of those who experienced this before are more likely to use wearable devices in the future

