

# Visa Sustainable Commerce Qatar Results - 2023

## Rise of Sustainable Financial Choices



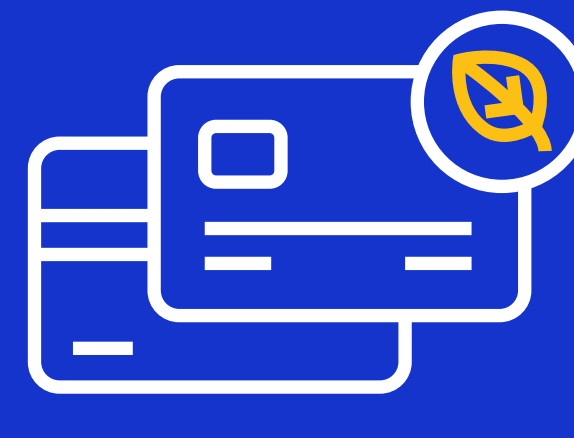
**72%**

Consumers to recommend banks with sustainable payment options



**70%**

Consumers choose banks with strong green credentials



**45%**

Consumers prefer using a sustainable rewards card as their main card



**42%**

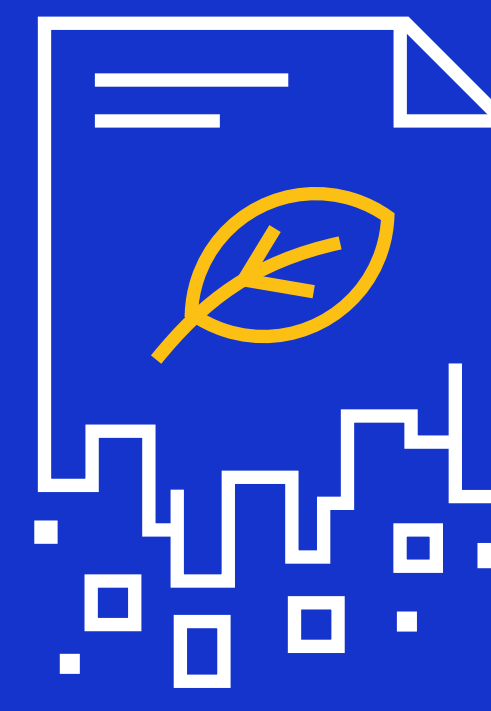
Consumers expect banks to guide sustainable financial choices

## Top Sustainability Factors for Assessing a Bank Provider



**53%**

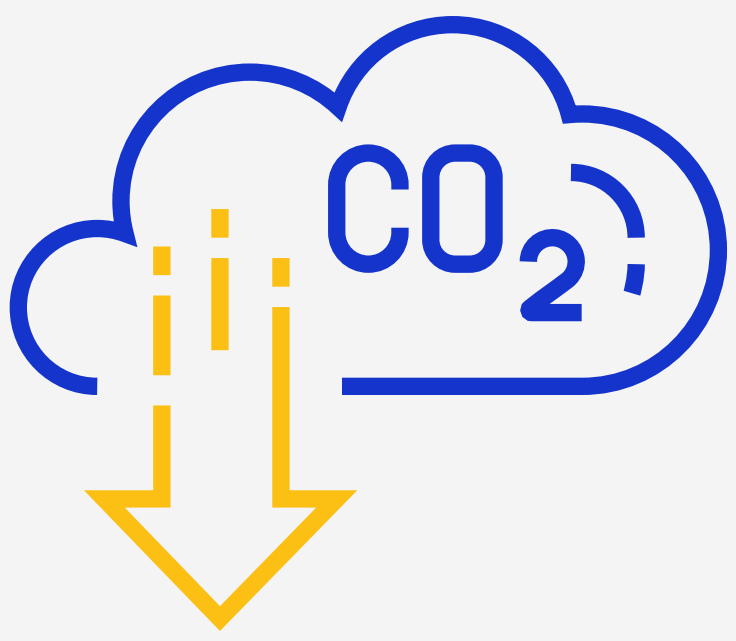
Promoting cashless payments



**49%**

Focus on initiatives like going paperless

## Consumer Awareness and Actions



Over two-thirds believe individuals can impact decarbonization

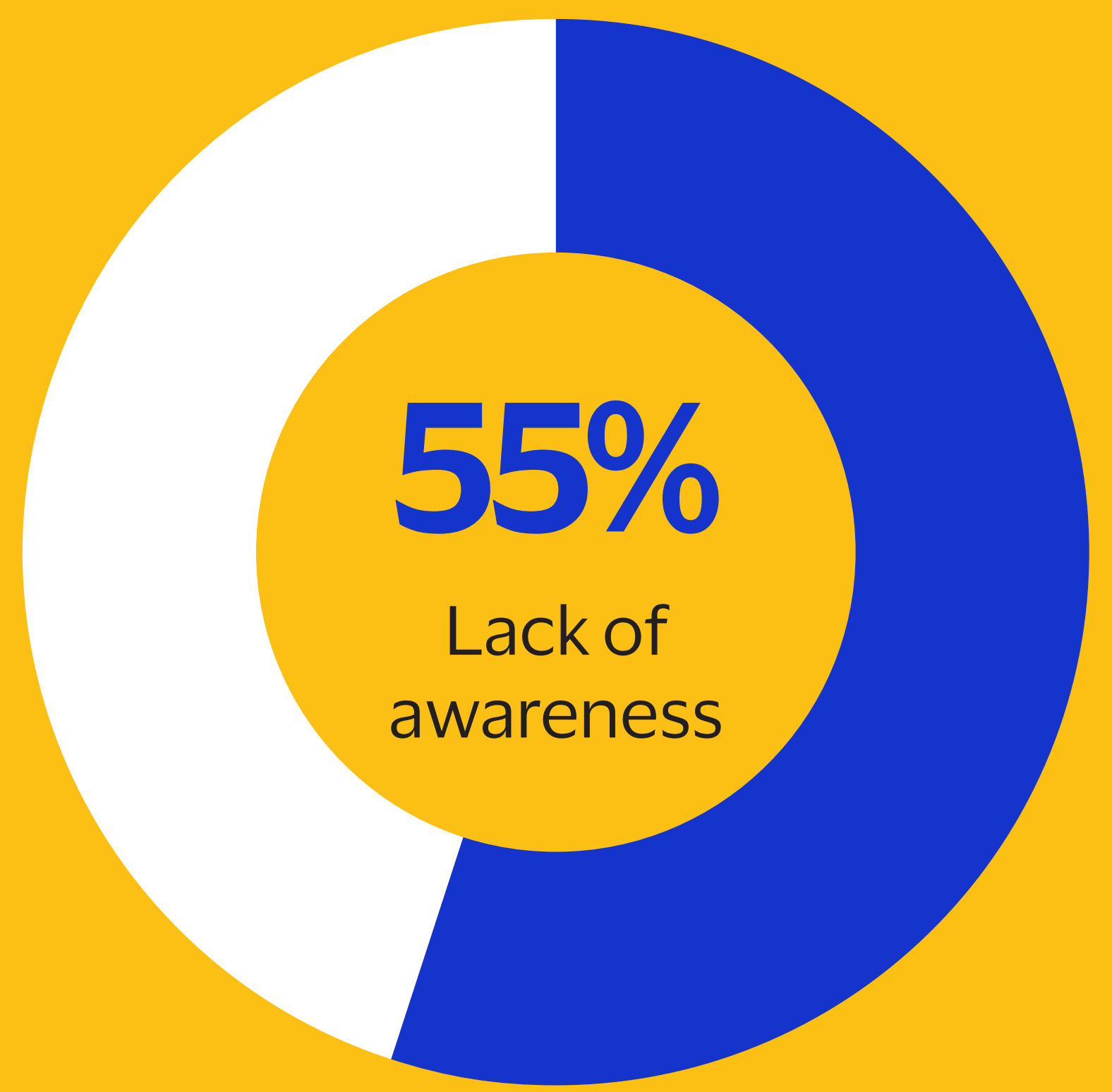
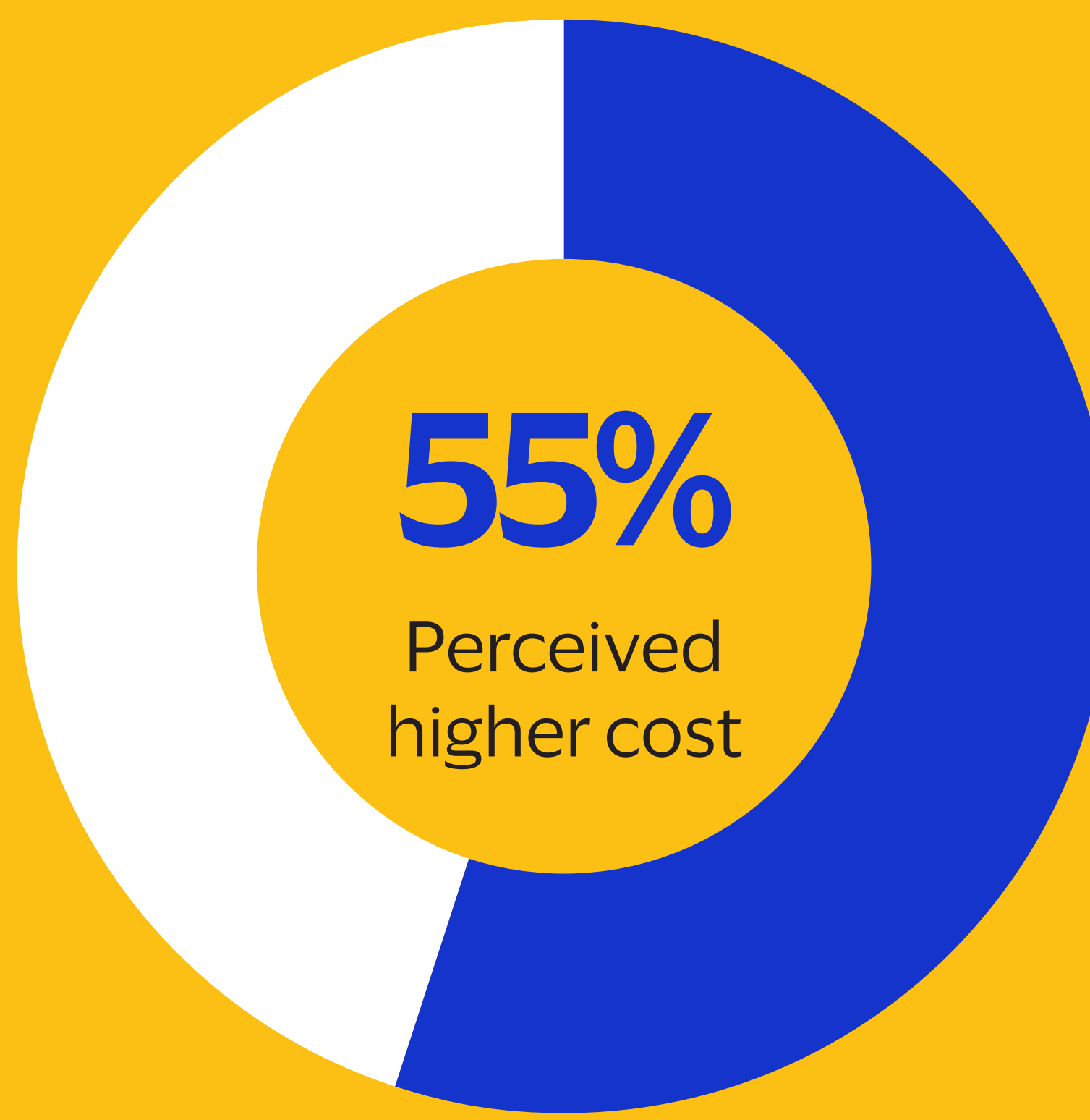


Top societal challenges:  
Climate change (**53%**)  
Cost of living (**47%**)  
Plastic pollution (**39%**)



Qatar consumers are leading in water conservation and reducing paper usage (**85%**)

## Barriers to Sustainability



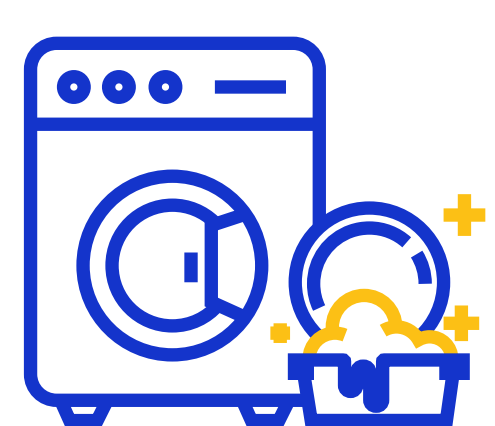
## Youth Sustainability Habits

Parents note heightened receptiveness (8-18 years old)



**42%**

Energy Conservation



**37%**

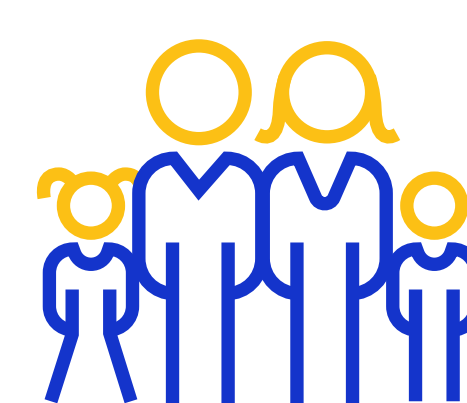
Cold Water Usage for Laundry and Dishes



**26%**

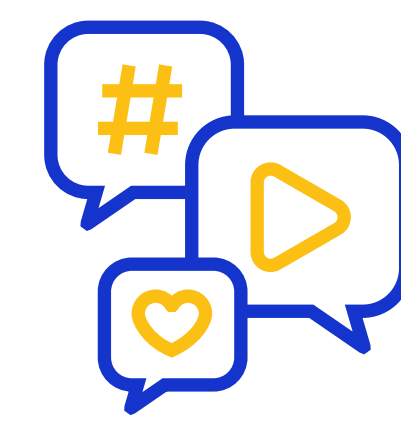
Walking/Cycling

## Influencers on Youth Habits



**62%**

Family Encouragement



**57%**

Social Media



**51%**

School Mandates