

Consumer Payment Preferences - US - September 2018

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"Digital payments continue to garner a great deal of attention within the financial services industry, as innovation and technological advancements continue to push them forward."

- **Chris Shadle, Financial Services Analyst**

This report looks at the following areas:

- While brands increasingly invest in new payment technologies, cash remains a consumer favorite
- Inertia is an issue: most consumers see no need to change payment methods
- Security concerns remain an obstacle, especially for women

Consumer payment behaviors, however, are fairly engrained within older consumers. Financial services providers have an opportunity to highlight the security and efficiency of new payment processes, especially with younger and emerging generations who have yet to fully establish how they prefer to pay.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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One in ten 25–34-year-olds have used cryptocurrency

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One word: “Plastics”

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Abbreviations

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