

Payment Preferences - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer payment behavior
- Marketing examples of payment brands' evolving messaging to attract consumers that have an increasing amount of options from which to choose
- Preferred payment methods, both for the majority of purchases and within specific purchase types
- Attitudes toward digital payment options and financing services
- Demographic perspectives on the shifting payment landscape



“With various payment types featuring distinct strengths between security, rewards and convenience, consumer attitudes portend a growing willingness to explore different payment options, depending on the distinct natures of their purchases, rather than relying on a one-size-fits-all preference.”

– Patrick Rahlfs, Senior Research Analyst

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