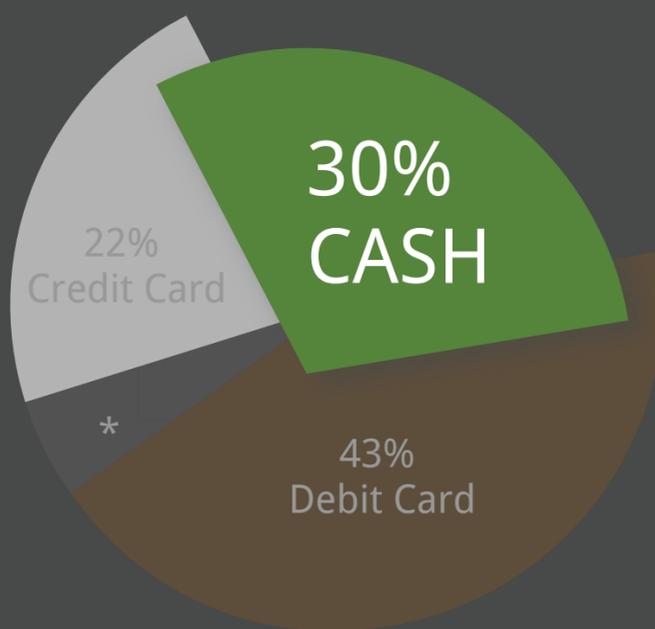


Cash: Americans still like it.

Understanding how consumers use cash is vital for the Federal Reserve to estimate the future demand for cash in a dynamic payment landscape.

The Federal Reserve's 2012 [Diary of Consumer Payments Choice](#) study found that even though US consumers prefer to pay for everyday things differently, cash is still popular.

CASH is the first payment preference for 30% of consumers.



With almost 1/3 of consumers preferring cash, no wonder [U.S. currency in circulation](#) continues to rise.

* The 5% is attributed to other payment types.

Even for consumers who prefer cards, **CASH is the second preference.**

60% for those who prefer debit cards

55% for those who prefer credit cards

CASH is used by most consumers for purchases under \$10, regardless of preference.

Here is how consumers with different payment preferences chose to use cash.

	< \$10	< \$20	\$20-\$50	< \$70
Cash users	90%	91%	60%	42%
Debit card users	53%	51%	13%	8%
Credit card users	55%	49%	9%	6%

Because cash is the preferred payment method for small value transactions, and the majority of transactions are low value transactions, **cash is used 46 percent of the time for transactions.**