

2026 Findings from the Diary of Consumer Payment Choice

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What a Decade of Data Tells Us About U.S. Consumers and Cash

Since 2015, the Diary of Consumer Payment Choice has surveyed individuals annually to understand how Americans pay for everything from everyday purchases, such as their morning coffee, to reoccurring monthly expenses, such as rent or a mortgage. Early Diary publications captured technological advancements, notably the growth of online shopping and adoption of mobile phones for person-to-person payments, as well as the impact of the COVID-19 pandemic on payments and shopping habits. More recently, the research has shown the continued growth of remote transactions, increased credit card usage and the persistent role that cash plays in many Americans' lives. The picture that has emerged over the past decade illustrates that despite advancements in payment technology, the majority of consumers still make most of their payments with cash, debit and credit cards. However, consumer payment preferences and behavior have shifted depending on what they're buying, where they're shopping and whom they're paying. This complexity reflects a broader truth about payment behavior — it has evolved more gradually than the technology itself.

Nevertheless, consumer payment methods have evolved significantly over the last 10 years, with demographic characteristics becoming more associated with payment use over time. In 2016, cash accounted for approximately one-third of all payments regardless of the consumer's age and accounted for a consistent number of payments across all household income groups.¹ Cash was the most-used payment instrument, followed by debit cards and then credit cards. Between 2016 and 2019, consumer card use increased while cash use decreased. By 2025, the differences in cash use across both age and household income had widened. The share of total payments made with cash varied significantly by age, with younger cohorts using cash less than their older counterparts. In addition, geographic location recently emerged as a factor in people's payment choices, with rural residents using cash for a greater share of payments than their suburban or urban counterparts — a difference that previously was less pronounced.

Time was not the only factor that affected payment habits. The pandemic served as a catalyst, accelerating the growth of both card and online payments, as well as a decrease in cash transactions since 2020 toward the present stable level. However, cash usage slowly trended down before the pandemic, too, suggesting the pandemic may have accelerated existing consumer payment behavior.

The observed changes in consumer payment behavior have several implications for the future of cash and the wider payments landscape. The consistent use of cash suggests cash will remain a primary payment method for some while, serving as a key backup payment option and store of value for many. This points toward a continued coexistence of cash and other payment methods that balance consumer preferences and needs.

Key Findings

This year's report provides consumer payments data over a decade and highlights key aspects about U.S. consumer payment practices, with a focus on evolving trends in cash usage. The 2026 findings from the Federal Reserve's Diary of Consumer Payment Choice reveal only small shifts in consumer payment behavior in 2025 when compared to 2024. This supports the idea that consumer payment behavior changes gradually over time as significant events and technologies are incorporated into their lives. Additionally, despite considerable activity in the payments ecosystem, cash usage has not materially changed.

- **Total consumer payments remained mostly consistent.**

- Consumers made an average of 47 payments per month in 2025, similar to 2024 levels.²
- The total number of monthly card payments remained consistent with 2024 levels. Debit cards increased by one payment and credit cards declined by one payment.

- **Cash use decreased slightly but continues to be a significant payment option for many.**

- Cash accounted for an average of six payments per month (14% of total payments) and remained the third most-used payment instrument.³
- Cash was the third most-preferred payment instrument at 16%, behind debit and credit cards.
- Four out of five consumers used cash in the last 30 days, and 90% plan to continue using cash in the future.

- **Cash was used more often by older and more rural populations.**

- Consumers age 55 and older made an average of 10 monthly cash payments, whereas consumers age 18 to 24 only used cash for two payments per month.
- Consumers in households earning less than \$25,000 used cash more often than those in households earning more than \$150,000 (seven versus five payments).
- Rural residents made an average of nine cash payments per month, compared to six cash payments by urban and suburban residents.

- **Most consumers used cash as a backup payment option.**

- 76% of consumers carried cash on their person. Average on-person cash holdings in 2025 were \$69, consistent with 2024.
- 45% of consumers stored cash elsewhere for savings or emergency purposes. Average store-of-value cash holdings in 2025 were \$364, up from \$306 in 2024.

Diary of Consumer Payment Choice

The Survey and Diary of Consumer Payment Choice are a collaboration of the Federal Reserve Banks of Atlanta and Boston and Federal Reserve Financial Services' FedCash® Services. This research project aims to bring the voices of consumers into policy making and innovation as the payment system evolves. FedCash Services works to understand when, where, how and why people use cash so that it can fulfill its mission of ensuring depository institutions have a sufficient supply of currency and coin to meet public demand.

Acknowledgements

The following individuals contributed to the production and publication of this report.⁴ From the Federal Reserve Bank of Atlanta: Kevin Foster, Claire Greene, Marcin Hitczenko, Aaron Jalca, Brent Meyer, Oz Shy and Paula Tkac. From the Federal Reserve Bank of Boston: Liam Chentoufi and Joanna Stavins. From the Federal Reserve Bank of Philadelphia: Amber Lee. From Federal Reserve Financial Services: Dorothy Anderson, Alexander Bau, Angela Bicos, Jen Enos, Haley Gibson, Ben Gold, James Lawrence, Joy Merten, Mick Pavlik, Margaret Riley, Steve Son, Maryellen Thielen, Nicholas Wille and Kathleen Young. From the Board of Governors: Matt Beamer and Sonia Irvine.

Disclaimer

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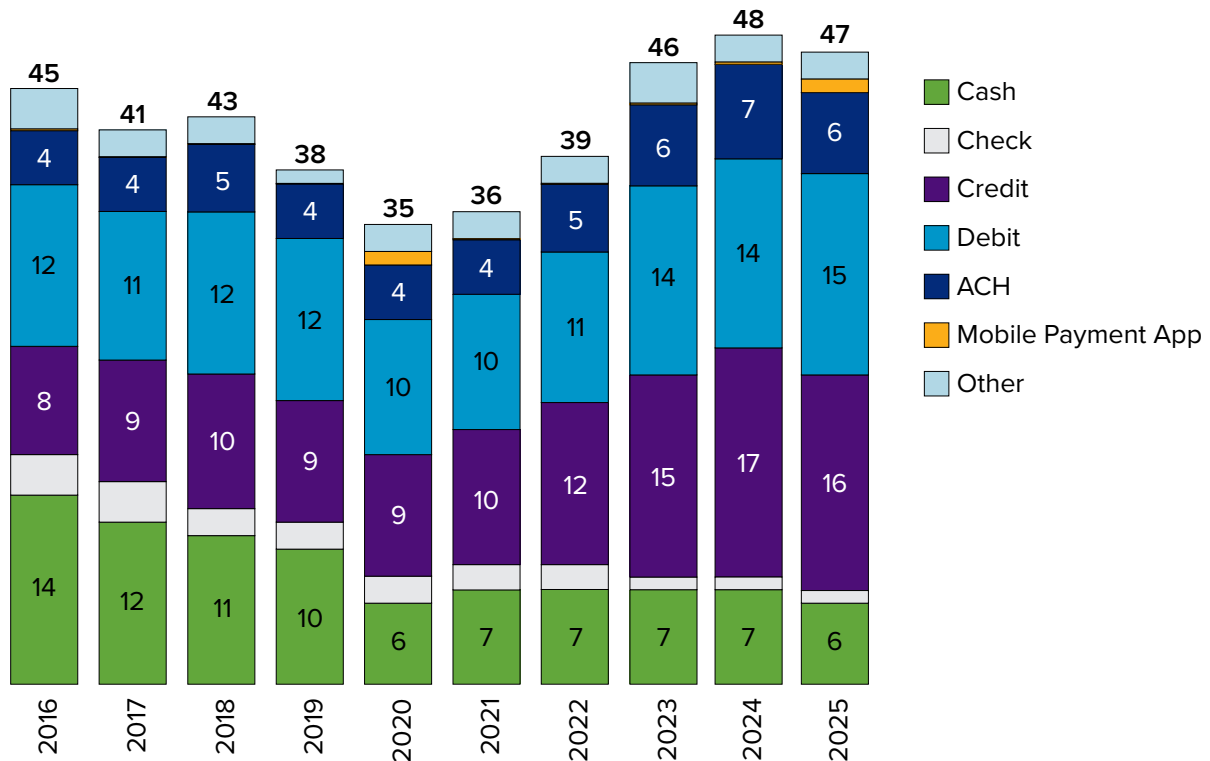
Detailed Findings on Consumer Payments in 2025

Consumer Payment Behavior Was Little Changed From 2024 to 2025.

The number of total payments and cash payments declined slightly.

The average U.S. consumer made 47 payments per month in 2025, compared to 48 payments in 2024.⁵ Consumers used cash for an average of six payments per month and cash remained the third most-used payment instrument, following credit and debit cards. The number of credit card payments decreased from 17 to 16, while the number of debit card payments increased from 14 to 15.⁶ All other payment instruments and their respective shares remained consistent compared to 2024. Despite a small decline from last year, the consistent use of cash year-over-year shows there are certain transactions where people want or need to use cash. This is likely due to several unique characteristics of cash payments that other payment options have yet to fully replicate, such as anonymity, widespread acceptance, instant settlement and reliability as a secondary payment instrument. Collectively, these small changes indicate that consumers’ overall payments behavior has not changed much since 2024. Consumers continue to balance preferences, needs and financial considerations when making payments.

Figure 1: Average number of monthly total payments



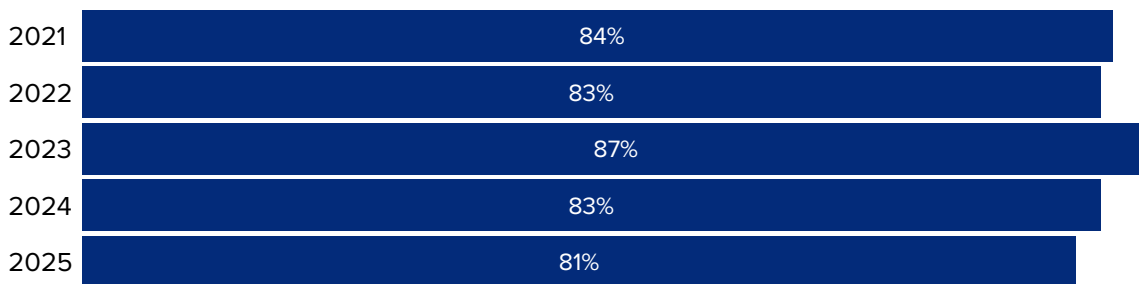
Note: All payments, including bills, purchases and person-to-person (P2P) payments. Figures may not sum due to rounding. “Other” payments include prepaid cards, money orders, traveler’s checks and transfers.

Source: Survey and Diary of Consumer Payment Choice.

Four out of five consumers use cash regularly.

Although the number of cash payments has declined over the last 10 years, cash remains a widely used payment instrument. More than 80% of participants reported using cash to make at least one payment in the prior 30 days, exceeding the share who reported using credit cards (71%) or debit cards (67%) during the same period. The prevalence of cash use despite its relatively lower number of transactions can be partially explained by consumers' frequent use of cash as a backup payment instrument and as an important payment method among certain demographic groups.⁷

Figure 2: Share of consumers who used cash to make a payment in the last 30 days



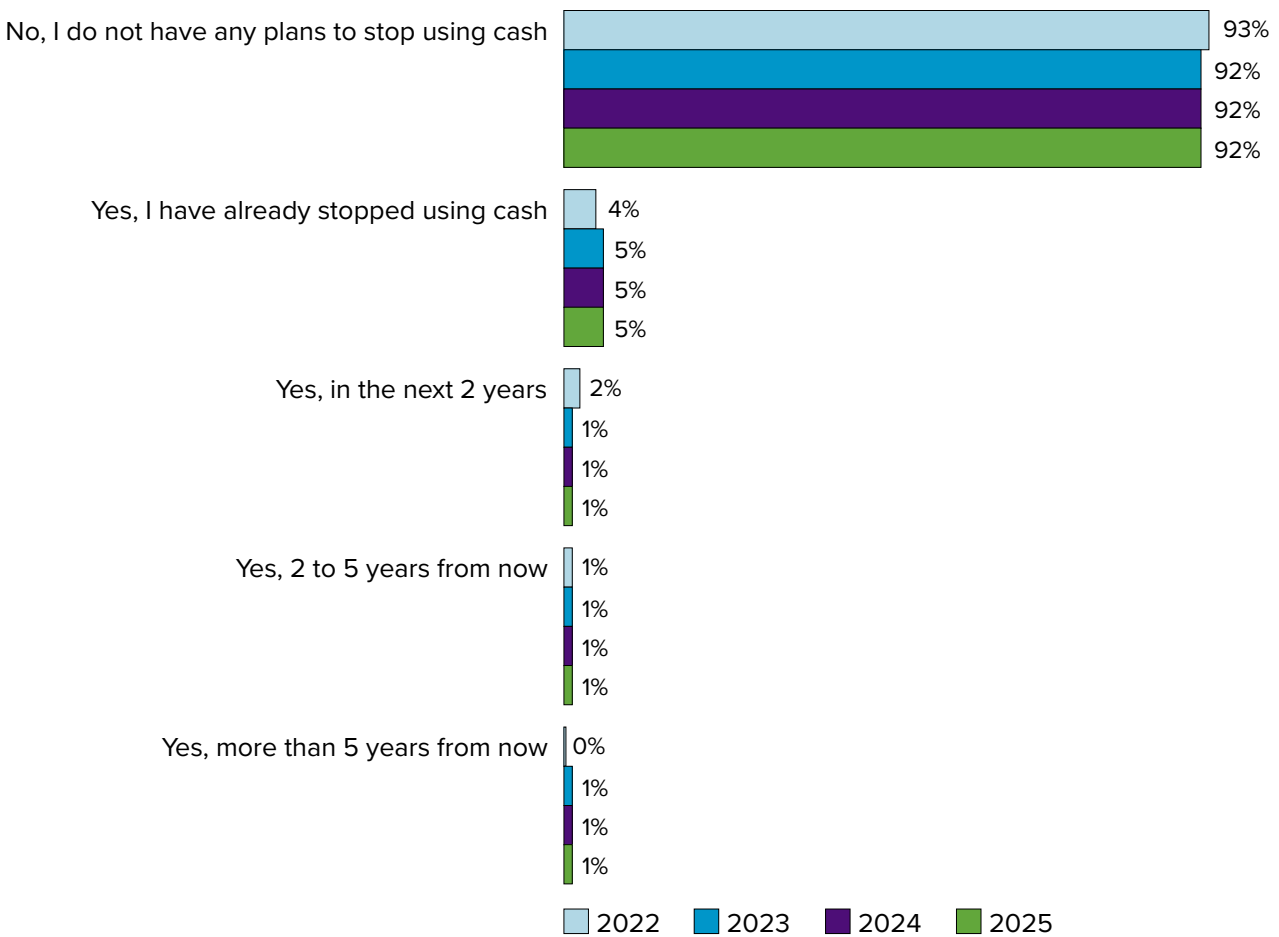
Note: This question was added to the Diary of Consumer Payment Choice in 2021.

Source: Survey and Diary of Consumer Payment Choice.

Consumers intend to use cash in the future.

More than 90% of consumers stated that they had no plans to stop using cash, a share that has remained consistent over the last several years. This suggests that most consumers still prefer or need to use cash for some payments, even as non-cash options become more prevalent. Of the remaining consumers, 5% said they had already stopped using cash and about 3% planned to stop sometime in the future. This data further supports the “floor” to cash hypothesis given that nine out of 10 consumers see cash as part of their payment portfolio in the future.⁸

Figure 3: Do you currently have any plans to stop using cash in future?



Note: This question was added to the Diary of Consumer Payment Choice in 2022.

Source: Survey and Diary of Consumer Payment Choice.

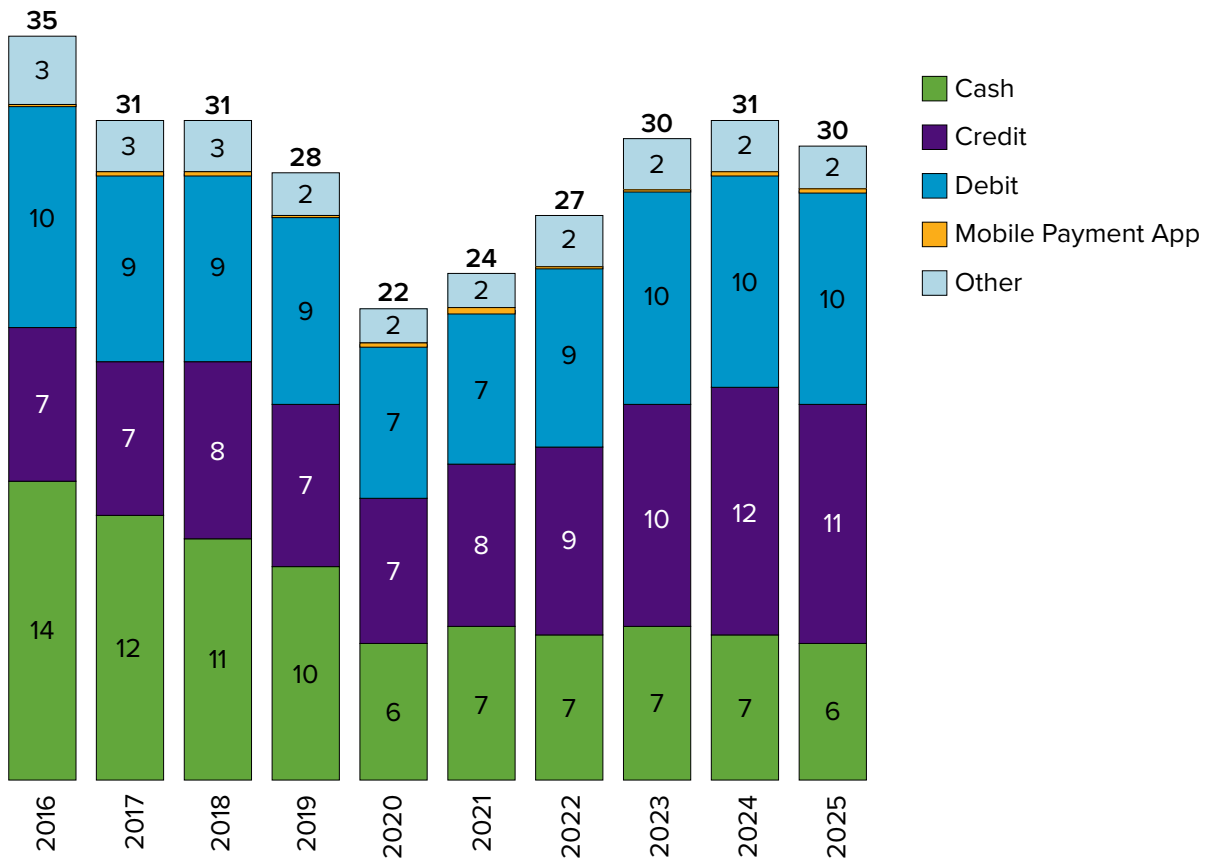
Four Key Factors Affect Cash Use at the Point of Sale

Consumers make payment choices in part based on four transaction characteristics: payment location, payment instrument preference, type of merchant and payment value.

Location: Both in-person and online payments declined slightly in 2025.

Since 2020, growth in the total number of payments has occurred for both in-person and remote payments, with in-person payments making up around two-thirds of all payments and remote payments making up around one-third.⁹ Since 2023, however, the number of payments made in person and remotely have remained consistent, with an average of 17 payments made remotely (37%) and 30 in person (63%). Excluding remote payments, cash payments made up around 20% of in-person transactions in 2025. Since cash is only viable for in-person transactions, the subsequent analysis of consumer payment preferences focuses exclusively on in-person payment behavior.

Figure 4: Average number of monthly in-person payments



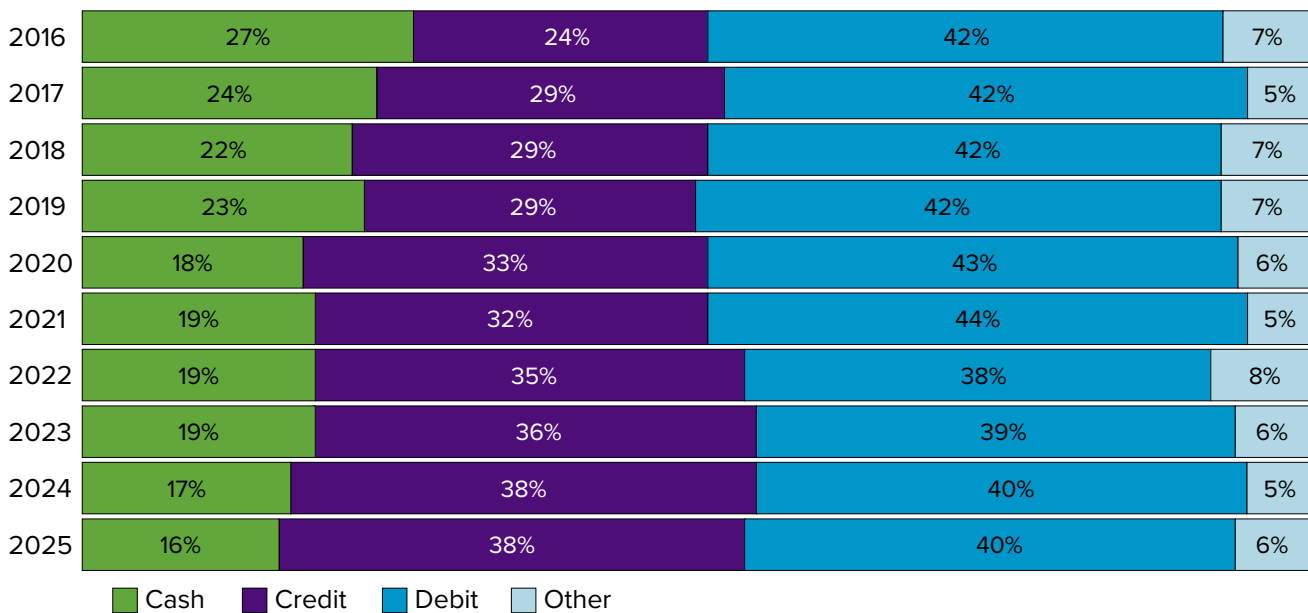
Note: All in-person payments, including bills, purchases and person-to-person (P2P) payments. Figures may not sum due to rounding. ACH payments are not included because they cannot be made in person. "Other" payments include checks, prepaid cards, money orders, traveler's checks and transfers.

Source: Survey and Diary of Consumer Payment Choice.

Preference: Cash is preferred by some and serves as a backup payment for most.

As consumer payment options have grown and changed over the last 10 years, the data suggests that many consumers have slowly shifted their preferred payment instruments.¹⁰ While debit cards consistently have been the most-preferred payment option for in-person purchases, the share of consumers who most prefer credit cards has increased considerably, reaching 38% in 2025 and now closely trailing debit cards (40%). In contrast, the share of consumers who reported cash as their most-preferred in-person payment method has declined over time, falling to 16%. While in-person payment preferences have noticeably shifted over the last decade, they appear to have stabilized in recent years, with little year-over-year change in consumers' preferences for credit cards, debit cards, as well as cash. This general consistency in overall preferences despite growing payment options likely reflects consumers' satisfaction with their current payment methods.

Figure 5: Most preferred payment instrument for in-person payments



Source: Survey and Diary of Consumer Payment Choice.

Consumers use their preferred payment method for most in-person payments, especially for cards.¹¹ Looking at actual in-person payments reported by consumers, 90% of total card payments were made by those who prefer to pay with either debit or credit cards. By contrast, in-person cash payments are not necessarily limited to consumers with a cash preference. While people who identify cash as their most-preferred method accounted for 31% of total in-person cash payments, the other 70% came from individuals who prefer payment methods other than cash. This indicates cash often serves as a fallback option for people who prefer non-cash options as a primary choice and remains a necessary alternative when preferred methods are unavailable or impractical.

Figure 6a: Share of in-person card payments by preference

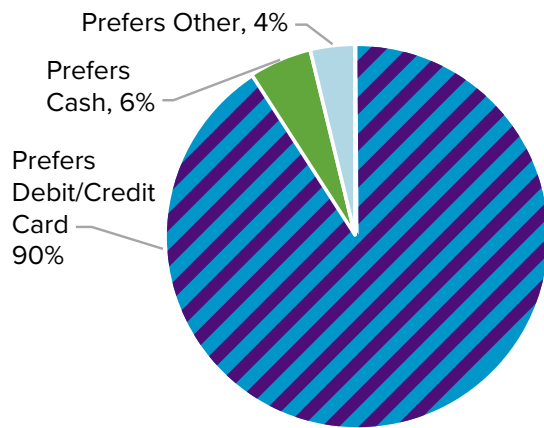
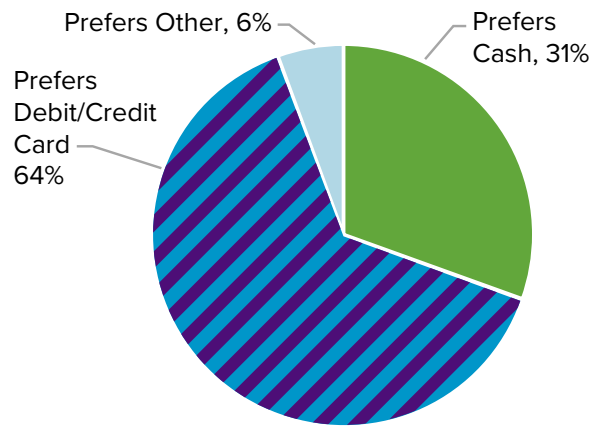


Figure 6b: Share of in-person cash payments by preference



Note: Shares may not sum to 100% due to rounding. “Other” payment preferences are made up of checks, prepaid cards and other payments.

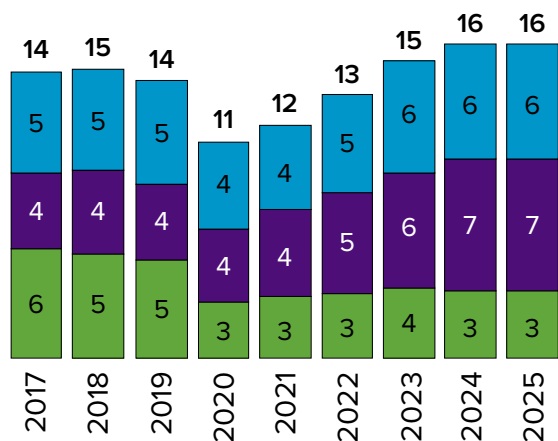
Source: 2025 Survey and Diary of Consumer Payment Choice.

Merchant: In-person payments remain stable across most common retailer types.

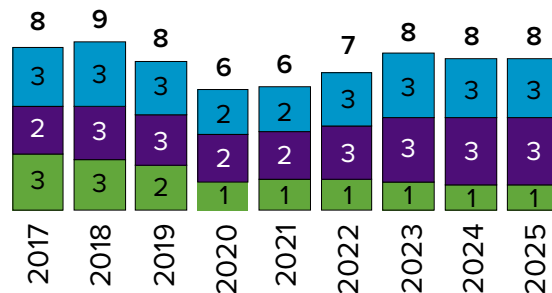
In-person payments primarily occur at five types of retail locations: grocery stores, convenience stores, restaurants/bars, gas stations and general merchandise locations. Consumers made a consistent number of payments at these merchants in 2024 and 2025 (16 at grocery and convenience stores and restaurants/bars combined, and eight at gas and general merchandise locations) and selected the same mix of cash, credit and debit for these payments. Although cash usage is low relative to other methods, it has remained consistent across merchant types since 2020.

Figure 7: Average number of monthly in-person payments at select retail types

Grocery, convenience stores and restaurants



Gas stations and general merchandise



■ Cash ■ Credit ■ Debit

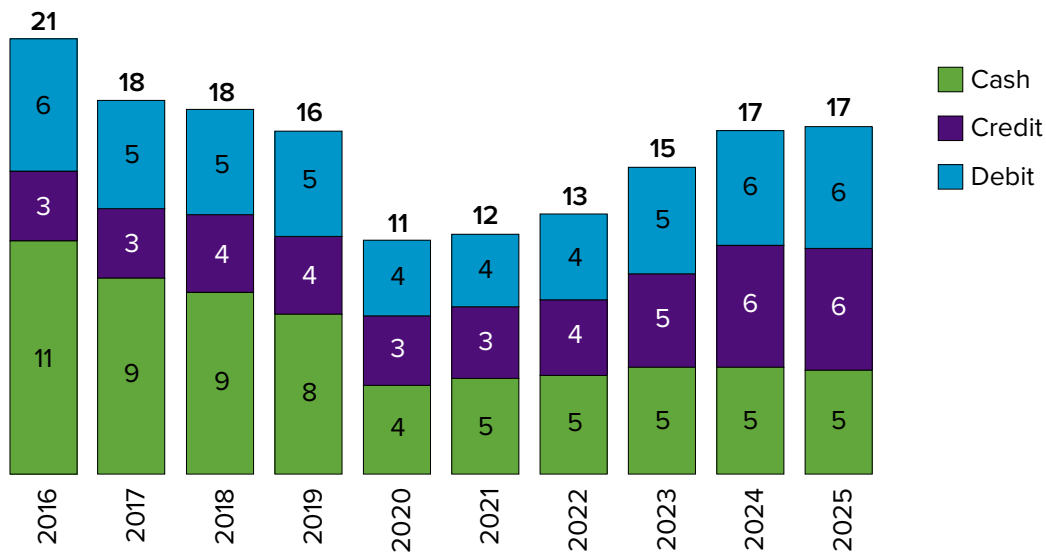
Note: Select in-person payments at select merchants. Figures may not sum due to rounding. Merchant categories were revised in 2017 and data collection begins from that year onward.

Source: Survey and Diary of Consumer Payment Choice.

Value: Consumers use cash most often for in-person small-value payments.

The number of in-person payments under \$25 remained consistent at 17 payments per month in 2025 and approximately in line with levels between 2017 and 2019. Since that time, however, cash transactions have been reduced by nearly half. This divergence suggests that the pandemic may have shifted payment preferences more permanently for small-value purchases, as consumers increased their card use in place of cash. Despite this shift, cash continues to serve as an important payment instrument for small-value purchases. In 2025, five out of six cash payments were for transactions under \$25, highlighting its continued significance despite its reduced overall usage.

Figure 8: Average number of monthly in-person payments under \$25



Note: All in-person payments under \$25, including bills, purchases and person-to-person (P2P) payments. Figures may not sum due to rounding.

Source: Survey and Diary of Consumer Payment Choice.

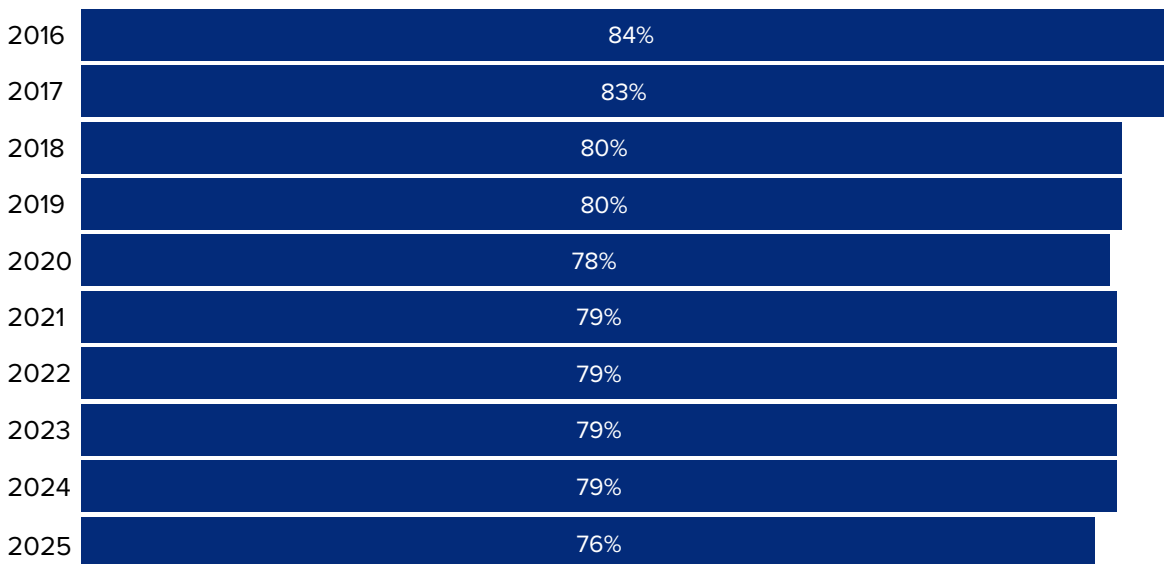
Trends in Cash Holdings

In addition to being a primary and backup payment instrument, the majority of consumers hold cash either on their person (in a pocket, purse or wallet) for eventual spending or in another location as a store of value — both during normal times and times of economic uncertainty — for savings or use in an emergency.

More than three-quarters of consumers carry cash.

Most adults continue to carry cash on their person, though this share has slowly declined over the years. From 2018 to 2024, around four out of five consumers carried cash on their person. However, this declined to 76% in 2025, representing the largest year-over-year decline since 2018. Despite this, the average value of on-person cash has increased, from around \$60 in 2016 to around \$70 in 2025. Over the same period, more consumers reported carrying \$100 notes, with the share increasing from one in eight in 2016 to one in four in 2025.

Figure 9: Share of adults holding on-person cash at least one day



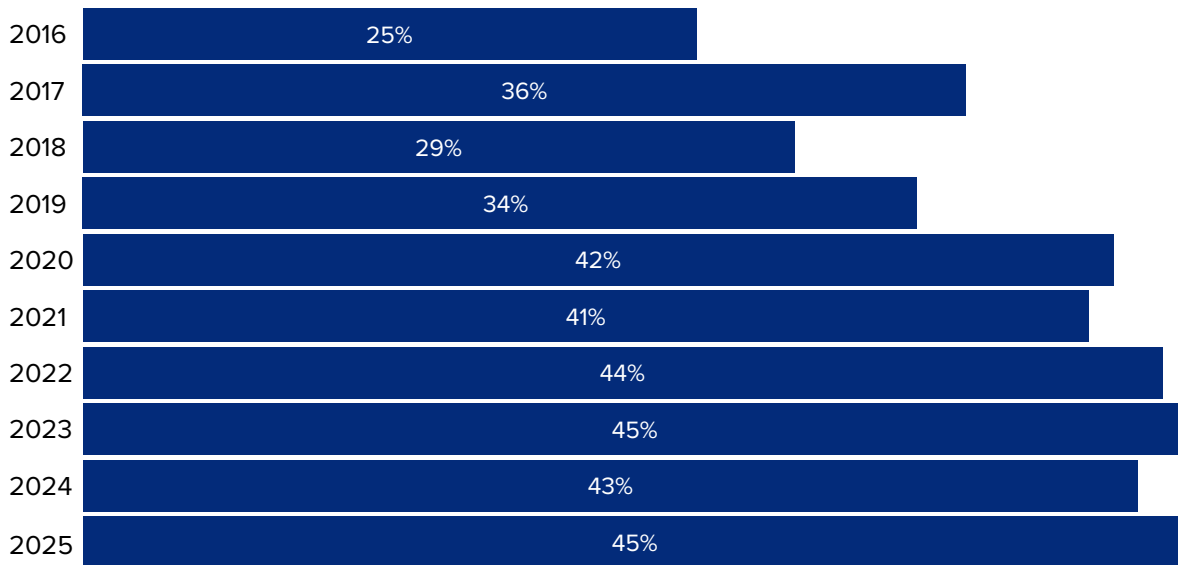
Note: Chart shows the share of consumers who held cash on their person for at least one of the three days that they participated in the Diary.

Source: Survey and Diary of Consumer Payment Choice.

The share of consumers holding cash as a store of value increased.

Since 2016, a larger share of consumers stored cash in case of emergency. In 2025, 45% of consumers reported storing cash somewhere outside of their pocket, purse or wallet. The value of stored cash has fluctuated over the years but generally increased — more than doubling since the survey began in 2016 and reaching \$364 in 2025.¹² In 2025, the average consumer held over 75% of the value of their stored cash in \$100s, likely due in part because higher denomination notes represent a greater monetary value in a more compact form. This increase in stored cash likely can be attributed to increased precautionary savings following the COVID-19 pandemic.

Figure 10: Share of adults holding store-of-value cash



Source: Survey and Diary of Consumer Payment Choice.

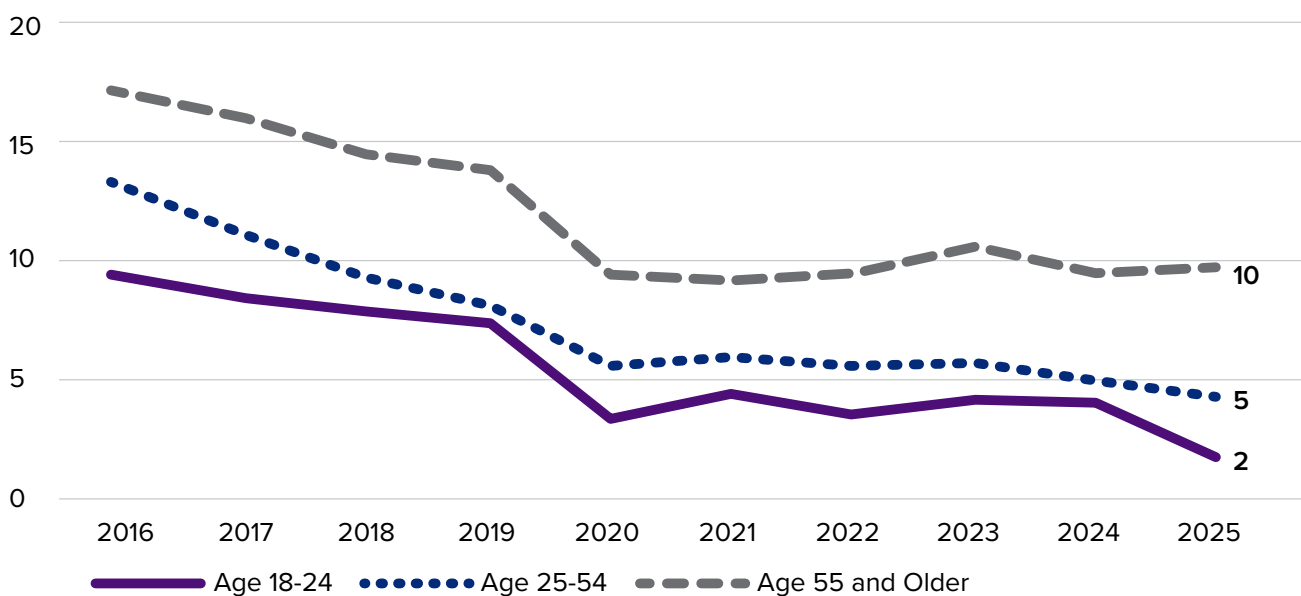
Cash Use by Demographics

Demographic characteristics such as age, household income and area of residence play an important role in consumers' payment choices and overall payment behavior.

Age: Cash is used more often by older consumers.

Cash use is strongly correlated with age. While people age 55 and older made a similar number of total monthly payments as those age 25 to 54 (between 46 and 50 payments), the older group made a greater number and share of their payments with cash. Consumers age 55 and older made, on average, 10 cash payments per month in 2025 (accounting for 19% of their total payments), whereas consumers younger than 25 averaged only two cash payments per month (6% of their total), and those age 25 to 54 made an average of five cash payments per month (10% of their total). Relative to 2024, consumers age 25 and older made a similar number of cash payments in 2025, but those in the youngest group (under 25) reduced their cash payments, making three fewer on average than in 2024. This decrease represents the largest year-over-year decrease since the pandemic.

Figure 11: Average number of monthly cash payments by age group



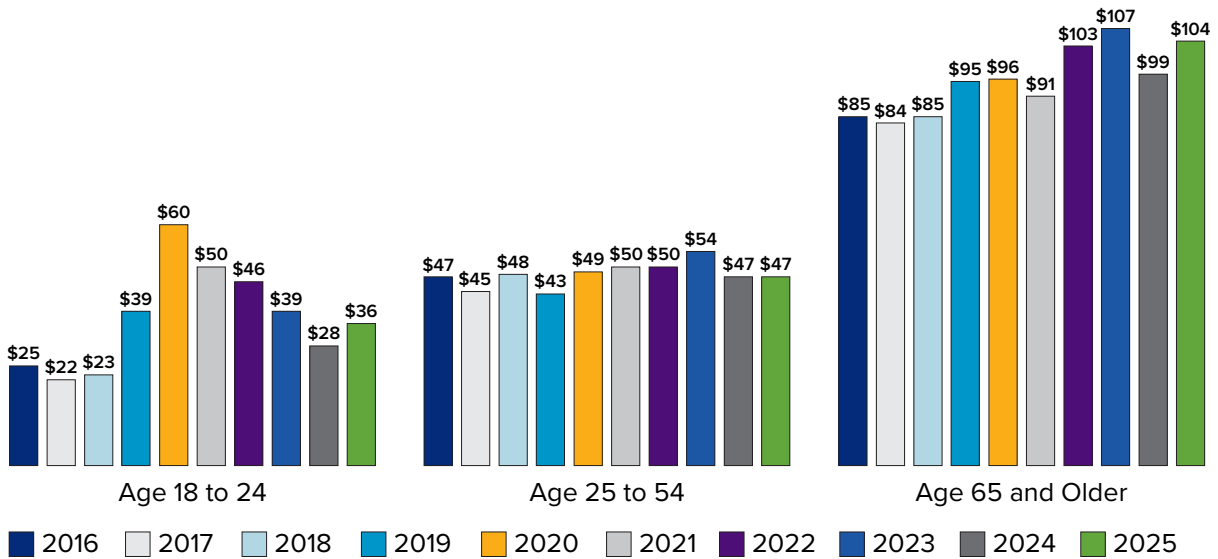
Note: All cash payments, including bills, purchases and person-to-person (P2P) payments.

Source: Survey and Diary of Consumer Payment Choice.

Older individuals hold more cash on their person.

The divide in cash usage by age is also observed for cash holdings. Individuals age 55 and over hold about three times as much cash compared to their younger counterparts age 18 to 24. As individuals progress through different stages of their lives — early adult, middle age, retirement, etc. — there often is greater access to liquidity, increasing the likelihood of greater values of on-person cash holdings as seen throughout the Diary study.

Figure 12: Average daily holdings by age

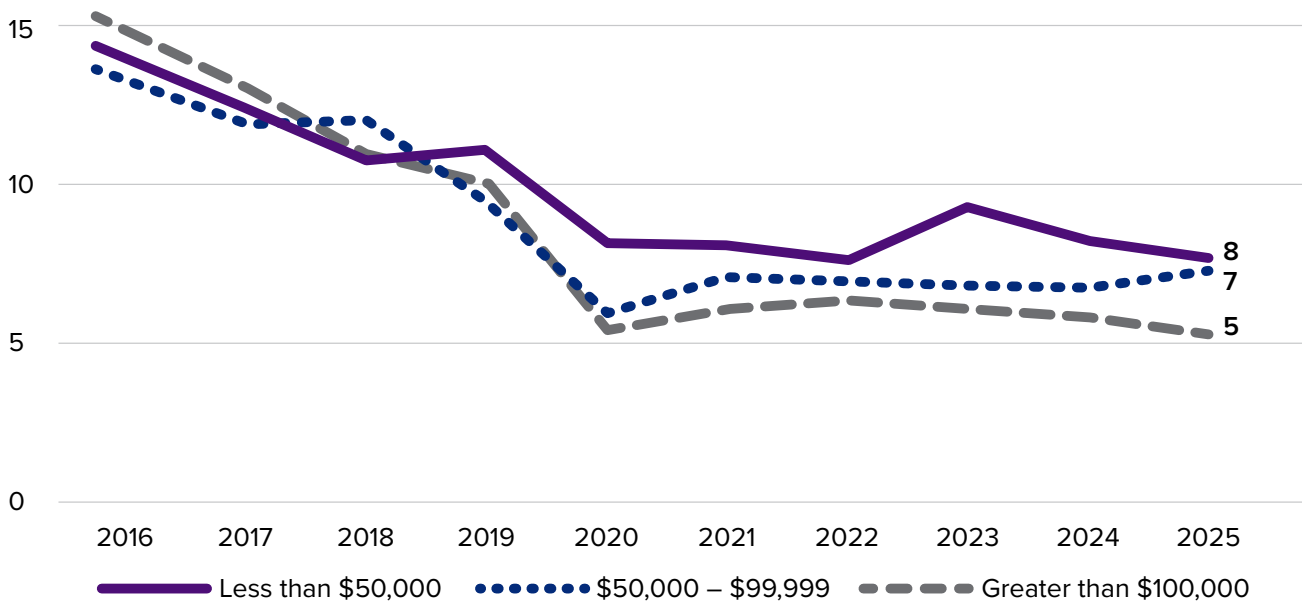


Source: Survey and Diary of Consumer Payment Choice.

Income: As household income increases, total payments increase and cash payments decrease.

Household income also plays a role in consumer spending behavior and payment choice. Total payments and household income are positively correlated. Consumers in higher-income households make more payments per month than those in lower-income households.¹³ However, the opposite is true for cash payments — both their number and share of payments. Consumers in households making more than \$100,000 made, on average, five cash payments (about 9% of all payments), whereas consumers in households earning less than \$100,000 made an average of seven cash payments (around 17% of all payments). Cash use across income groups remained stable from 2024 to 2025, with most consumers making the same or a similar number of cash payments year-over-year.

Figure 13: Average number of monthly cash payments by household income



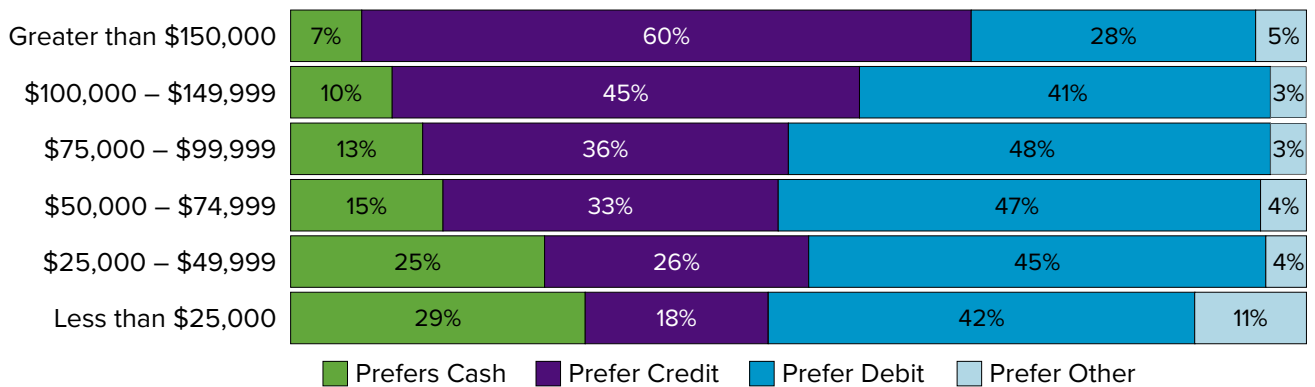
Note: All cash payments, including bills, purchases and person-to-person (P2P) payments.

Source: Survey and Diary of Consumer Payment Choice.

As household income increases, payment preferences for cash decrease.

As with payment choices, there are differences in preferences for specific payment instruments across income groups. As household income increases, the share of consumers preferring cash decreases, while the share preferring credit cards increases. However, for consumers in households making less than \$100,000, debit cards are the most-preferred payment instrument, whereas consumers in households earning over \$100,000 tend to prefer credit cards most. This difference in payment instrument preferences across households likely is due to several factors, including but not limited to access to credit/banking services, liquidity and budgeting practices.

Figure 14: Payment preferences for in-person payments by household income

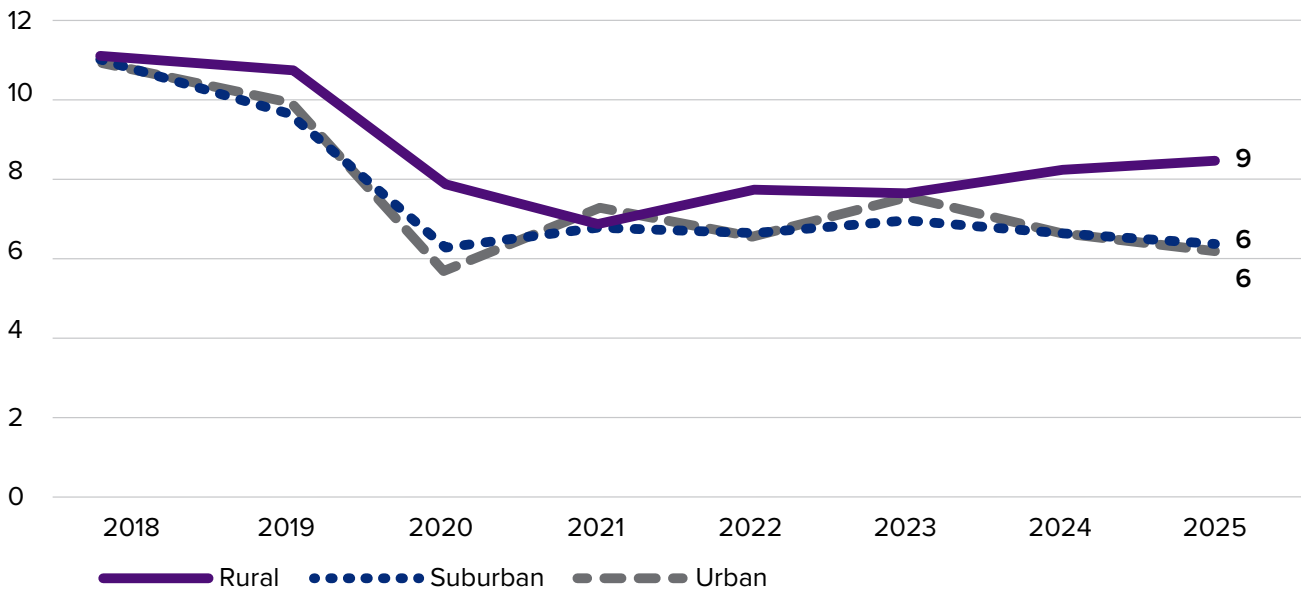


Source: 2025 Survey and Diary of Consumer Payment Choice.

Household location: Cash is used more often in rural areas.

The type of environment where consumers live also influences their payment behaviors.¹⁴ Urban households make more payments on average than suburban or rural households (53 versus 49 versus 42 payments, respectively). While stable year-over-year, the use of cash as a payment instrument is higher among rural households, who average nine cash payments per month, accounting for 21% of their total transactions. In contrast, suburban and urban residents make only six cash payments on average, comprising 13% and 12% of their overall transactions, respectively.

Figure 15: Average number of monthly cash payments by household location



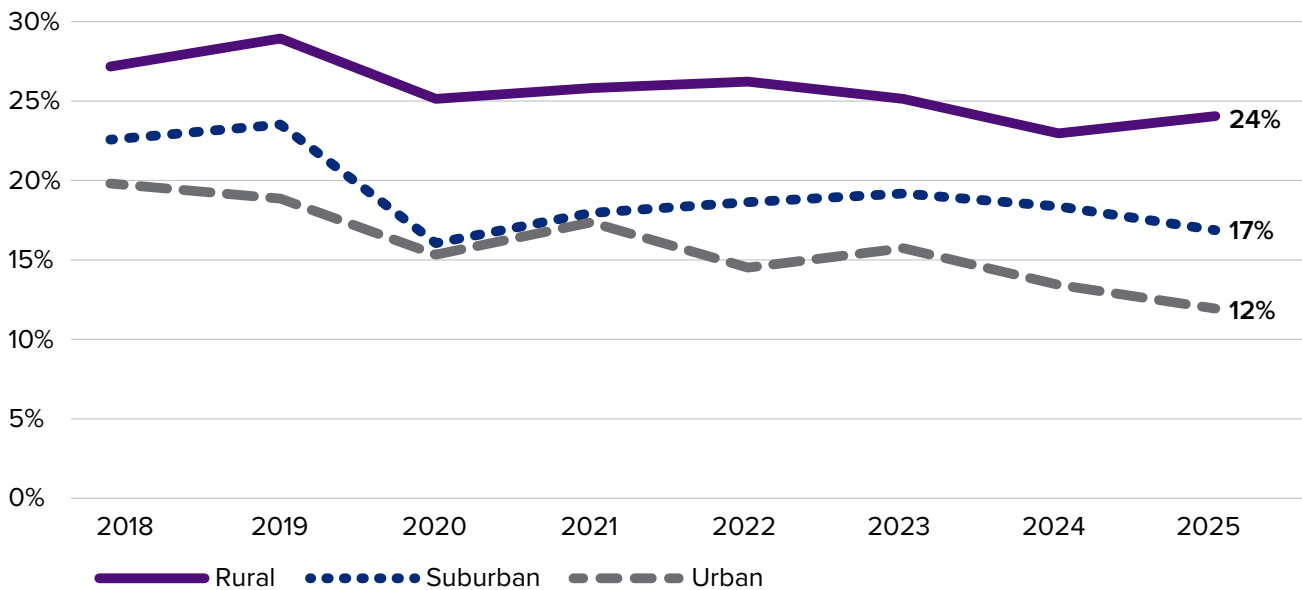
Note: All cash payments, including bills, purchases and person-to-person (P2P) payments.

Source: Survey and Diary of Consumer Payment Choice.

Cash is more likely to be preferred in rural areas.

In addition to making more purchases with cash, rural households also have a higher preference for cash than urban or suburban households. Nearly one in four rural households stated that cash was their preferred method of payment in 2025, greater than the share preferring credit and debit cards (22%). In contrast, urban households have a much higher preference for card payments than cash payments (83% versus 12%, respectively).¹⁵ These stated preferences correspond with the number of payments made with each payment instrument and further support the theories that digital payment adoption may be accelerated in more densely populated areas, while rural communities maintain stronger cash usage.

Figure 16: Share preferring cash for in-person payments by household location



Note: All in-person payments, including bills, purchases and person-to-person (P2P) payments.

Source: Survey and Diary of Consumer Payment Choice.

Conclusion

The 2026 Diary reinforces an insight observed throughout the decade: technology has increased payment options, but consumer payment behavior evolves more gradually. Cash continues to play an important role in the evolution of the payments ecosystem, serving as a primary instrument for some, a reliable backup option for others, and an increasingly important role as a store of value for many. The persistence of cash across these roles, combined with the significant majority of consumers planning to use cash in coming years, suggests that cash fulfills functions that digital alternatives have yet to replicate, particularly in its anonymity, near-universal acceptance and minimal transactional costs.

The last 10 years of data show that maintaining a robust cash infrastructure remains necessary due to the numerous roles that cash fulfills to support the resilience of the nation's payment system. As FedCash Services continues its mission to meet public demand for currency, the Diary data provides evidence that this mission remains relevant and effective, supporting the millions of Americans who rely on cash for their daily transactions, emergency preparedness and financial security.

Appendix

About the Diary of Consumer Payment Choice

The Federal Reserve has conducted the Diary of Consumer Payment Choice annually since 2016 to better understand U.S. consumers' payment habits. Respondents to this nationally representative survey report all payments they make during an assigned three-day period in October (selected to minimize seasonality effects in consumer spending patterns). By annually tracking consumer payment transactions and preferences, Federal Reserve Financial Services can compare cash use with that of other payment instruments, such as debit and credit cards, checks and electronic options. Diary participants report the amount of cash they have (on hand and stored elsewhere) and cash deposits or withdrawals. The data is analyzed to identify changes over time, the impact of demographics and income on consumers' payment preferences and behavior, and situations where cash is likely or unlikely to be used. Details on holdings and flows of cash by individuals provides insight into how consumers use cash. For a more detailed description of the Diary of Consumer Payment Choice, see the Diary's Technical Appendix and the Diary's code book.¹⁶

Managed by the Research Department at the Federal Reserve Bank of Atlanta, the Diary collects data about shopping and payment behavior using a unique, nationally representative survey of consumers administered by the University of Southern California (USC) Dornsife Center for Economic and Social Research. To ensure a nationally representative sample, responses are weighted to match national population estimates based on the Census Bureau's Current Population Survey. USC's Understanding America Study¹⁷ (UAS) panel of households comprises approximately 15,000 respondents from across the United States, of which 6,079 individuals participated in the 2025 Diary. For additional information about the UAS panel, see the [methodology and recruitment](#) page.

About Federal Reserve Financial Services

Federal Reserve Financial Services seeks to foster the stability, integrity and efficiency of the nation's monetary, financial and payment systems. It also offers a comprehensive suite of payment and information services to financial institutions. Visit FRBservices.org[®] for additional information.

FedCash Services provides strategic leadership for this key function by formulating and implementing service-level policies, operational guidance and technology strategies for U.S. currency and coin services provided by Federal Reserve Banks nationally and internationally. In addition to guiding policies and procedures, FedCash Services establishes budget guidance, provides national direction for Federal Reserve currency and coin distribution and inventory management, and supports business continuity planning at the supply chain level. It also conducts market research and works with financial institutions and retailers to analyze trends in cash usage.

The Diary studies provide vital insights into how consumer payments may be changing from one year to the next. Federal Reserve Financial Services uses these insights to understand current and evolving trends in consumer cash use. This ensures FedCash Services is fulfilling its mission of meeting demand in times of normalcy and stress, maintaining the public's confidence in U.S. currency and providing ready access to cash. Understanding the evolving role of cash in the economy is critical to fulfilling that mission.

References

- 1 Since 2016, The Diary of Consumer Payment Choice has been conducted annually each October using the Understanding America Study survey panel. Previously, the study ran triennially from 2012 to 2015, with multiple survey vendors used in 2015.
- 2 The average total number of payments declined from 48.2 in 2024 to 47.3 in 2025. While total payments declined slightly compared to the previous year, small variations in payments may reflect normal fluctuations rather than meaningful behavioral shifts. Additionally, the standard practice of rounding to the nearest payment can overstate differences, particularly when looking only at year-to-year changes rather than longer-term trends.
- 3 The decline in the average number of cash payments in 2025 was due to rounding. In 2025, the average number of cash payments was 6.48, compared to 6.75 in 2024.
- 4 For additional analysis about the Survey and Diary of Consumer Payment Choice, please see the Federal Reserve Bank of Atlanta's annual publication: Kevin Foster and Marcin Hitczenko, 2026. ["2025 Survey and Diary of Consumer Payment Choice: Summary Results." Federal Reserve Bank of Atlanta Research Data Report, no. 25-1.](#)
- 5 Total payments include bill payments, such as utilities and credit card payments, and taxes.
- 6 The change in the number of credit and debit card payments also can be attributed to rounding. The average number of credit card payments was 16.64 in 2024 and 16.14 in 2025. The average number of debit card payments was 14.27 in 2024 and 14.70 in 2025.

- 7 The use of cash as a backup payment is based on the use of cash by people who prefer cards and is discussed in more detail in the preference section below.
- 8 The hypothesis of a floor to cash use is based on the reduction in cash use due to the COVID-19 pandemic. The key assumption is that if the pandemic did not cause people to shift all their payments away from cash, then any year-over-year changes in cash use are likely to take place slowly over time. However, as the payments landscape evolves, the current level of demand for cash may wane, causing the current cash floor to decrease slowly.
- 9 Remote payments are defined as payments not conducted at the point of sale. Remote payments can be conducted through the mail, by phone (voice, mobile payment app or text), online, etc.
- 10 Participants are asked to select one payment instrument when stating which payment method is most preferred for in-person payments.
- 11 Consumers use their stated preferred payment method in person more than half the time for cash, about two-thirds of the time for debit cards, and almost three-quarters of the time for credit cards. Claire Greene, Oz Shy, and Joanna Stavins. 2026. “Merchant Steering of Consumer Payment Choice.” Federal Reserve Bank of Boston Research Department Working Papers No. 26-2.
- 12 After peaking at \$418 in 2022, these holdings temporarily declined but rebounded to \$364 in 2025, marking an uptick from the previous year. These consistent levels of holdings, coupled with the relatively stable holdings since 2023, suggests consumers’ habits may show a persistent shift rather than a temporary response to how people approach financial uncertainty.
- 13 In 2025, consumers in households in the lowest income bracket (<\$25,000) averaged 31 payments per month, while those in households in the highest income group (\$150,000+) averaged 58.
- 14 The Diary categorizes participants as rural, urban or suburban based on the United States Department of Agriculture’s 2020 Rural-Urban Commuting Areas Codes (RUCA). To preserve confidentiality, the Understanding America Study (UAS) collapses the 10 primary RUCA codes to four levels: Metropolitan, Micropolitan, Small/Rural and Unknown. The Metropolitan level corresponds to primary RUCA codes 1-3, the Micropolitan level corresponds to RUCA codes 4-6, and the Small/Rural UAS classification corresponds to RUCA codes 7-10. Approximately 80% of Americans live in a metropolitan area, 9% in a suburban area and 11% live in a rural area.
- 15 The share preferring cards is the summed share of consumers who prefer credit cards and debit cards.
- 16 [Research Data Reports, The 2015 and 2016 Diaries of Consumer Payment Choice: Technical Appendix, Research Data Report No. 18-2 | FRASER | St. Louis Fed.](#)
- 17 [Understanding America Study.](#)

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