Main Findings and Policy Implications

- Cash & debit cards used most frequently
  - More like Scandinavia than US
- Much heterogeneity in choices and perceptions
- Many consumers choose cash to monitor expenses
  - Rather than for anonymity
- To stimulate use of e-purse, could:
  - Stress the speed of payment
  - Make it easier monitor expenses
Payment Instruments as Perceived by Consumers: A Public Survey

Measuring Social Costs

- Difficult to measure

- Important dynamics may be overlooked
  - When aggregate usage changes, how do efforts to engage in fraud and to fight fraud evolve?
Payment Instruments as Perceived by Consumers: A Public Survey

Survey Methods

- DNB Household Survey (CentER Panel)
  - RAND’s American Life Panel

- Questionnaire design
  - Hypothetical choices
  - Open-ended questions (reasons for choices)
  - 7-point scales (safety, speed, cost, ease of use)

- Alternatives
  - conditional probabilities
  - relative ranks