

What Do You Think?

Survey Results
67 Respondents

1 Gender?

- A 59% Male
- B 39% Female
- 2% No answer

2 Primary sector of employment?

- A 24% Private business
- B 3% Government
- C 17% Academic
- D 26% Central bank, research
- E 18% Central bank, non-research
- F 12% Other
- 12% No answer

3 Highest level of education?

- A 2% Less than college degree
- B 14% Undergraduate degree
- C 39% Master's degree
- D 45% Doctorate degree

4 Number of alcoholic beverages consumed tonight?

- A 18% Zero
- B 24% One
- C 44% Two or more
- D 6% I can't recall
- E 3% No comment
- 5% No answer

5 Age?

- A 0% Under 25
- B 35% 25-34
- C 21% 35-44
- D 24% 45-54
- E 17% 55-64
- F 0% 65 or over
- 3% No answer

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6 Number of people living in your household, including yourself?

- A 18% One
- B 29% Two
- C 20% Three
- D 21% Four
- E 11% Five or More
- 2% No answer

7 Your total household's 2004 annual income?

- A 9% Less than \$75,000
- B 12% \$75,000 to \$100,000
- C 20% \$100,000 to \$150,000
- D 24% \$150,000 to \$200,000
- E 32% \$200,000+
- 3% No answer

8 How do you most often pay for small retail purchases under \$20?

- A 27% Debit card
- B 30% Credit card
- C 0% Check
- D 42% Cash
- E 0% Pre-paid card

9 How do you most often pay for retail purchases between \$20 and \$50?

- A 35% Debit card
- B 58% Credit card
- C 0% Check
- D 5% Cash
- E 0% Pre-paid card
- 3% No answer

10 How do you most often pay for larger retail purchases above \$50?

- A 21% Debit card
- B 76% Credit card
- C 3% Check
- D 0% Cash
- E 0% Pre-paid card

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11 Do you feel that you put the right amount of thought into your payment choices?

- A 71% Yes
- B 15% No, I should spend more time thinking about them
- C 14% No, I waste too much time thinking about them

12 How would you describe your spending habits?

- A 21% Typically free-spending
- B 52% Frugal on occasion
- C 26% Typically frugal
- 2% No answer

13 Which of the following is most important in your choice of payment method at the point of sale?

- A 56% Time or convenience
- B 26% Cost or incentives
- C 2% Security or privacy
- D 9% Timing of the payment (now vs. later)
- E 6% Record keeping and financial management
- 2% No answer

14 Would you continue to use cash in a world where all payments could be made electronically?

- A 12% Yes, frequently
- B 50% Yes, occasionally
- C 36% No
- 2% No answer

15 When choosing a bank, how important is the size of their ATM network?

- A 11% Most important
- B 44% Very important
- C 24% A minor consideration
- D 20% Not at all important
- 2% No answer

16 How often does the ability to receive "cash back" from the vendor affect your payment choice?

- A 8% Frequently
- B 42% Occasionally
- C 50% Never

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17 How often do you use pre-paid cards?

- A 12% Frequently
- B 48% Occasionally
- C 39% Never

18 Which of the following gifts would you prefer?

- A 64% \$100 cash
- B 6% \$100 check
- C 5% \$100 pre-paid card for your favorite restaurant
- D 26% \$100 pre-paid card usable anywhere

19 How often does fear of overdraft prevent you from using a debit card?

- A 2% Frequently
- B 18% Occasionally
- C 71% Never
- D 8% Don't own a debit card
- 2% No answer

20 How often do you avoid using a particular credit card because of high interest charges?

- A 20% Frequently
- B 6% Occasionally
- C 64% Never
- D 6% Don't own a credit card
- 5% No answer

21 How often do you carry over a credit card balance to another month?

- A 58% Never
- B 11% 1 month/year
- C 12% 2-3 months/year
- D 5% 4-11 months/year
- E 15% Every month

22 Approximately, what is the average settlement fee paid by retailers for credit card purchases?

- A 3% Less than 1 percent
- B 44% 1 to 2 percent
- C 42% Greater than 2 percent
- D 0% I didn't know there was a fee
- E 11% I know of the fee but not its size

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23 If retailers offered a two percent discount for all purchases made without credit cards, how much would you reduce your credit card usage?

- A 12% Not at all
- B 47% A moderate amount
- C 30% A lot
- D 6% I'd stop using it entirely
- E 5% I don't own a credit card

24 Approximately when did you first use your bank's Internet services (including online transfers, statements, or payments)?

- A 18% Within the last two years
- B 24% 2-4 years ago
- C 21% 4-6 years ago
- D 24% More than 6 years ago
- E 12% Never

25 Which of the following is or was the primary deterrent before using your bank's Internet services?

- A 29% My bank did not offer Internet services
- B 21% Lack of convenient Internet access
- C 0% Lack of adequate computer skills
- D 9% Aversion to spending time on computer
- E 12% Attachment to other payment methods
- F 12% Security or privacy concerns
- G 9% Fees charged by my bank
- 9% No answer

26 What share of your recurring bills do you pay through your bank's Internet services, given the opportunity?

- A 32% All
- B 12% More than half
- C 3% About half
- D 17% Less than half
- E 36% None

27 What is your typical daily computer usage?

- A 0% Less than an hour
- B 9% 1-3 hours
- C 52% 3-8 hours
- D 21% 8-10 hours
- E 17% 10+ hours
- 2% No answer

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28 What kind of Internet access do you have at home?

- A 2% None
- B 12% Dial-up
- C 35% DSL
- D 45% Cable
- E 5% Other
- 2% No answer

29 Have you ever been a victim of identity theft?

- A 27% Yes
- B 73% No

30 Excluding yourself, how many people do you know who have been a victim of identity theft?

- A 32% Zero
- B 33% One
- C 17% Two
- D 18% Three or More

31 Which source of identity theft concerns you the most?

- A 14% In-store retail payment fraud
- B 30% Internet payment fraud
- C 27% Computer security failure
- D 5% U.S. Mail theft
- E 15% Misplaced ID or wallet
- F 9% None of the above concern me
- 9% No answer

32 Do you ever limit your use of debit cards because of concern about identity theft?

- A 5% Yes, frequently
- B 17% Yes, occasionally
- C 68% No
- D 6% Don't own a debit card
- 5% No answer

33 Do you ever limit your use of credit cards because of concern about identity theft?

- A 2% Yes, frequently
- B 18% Yes, occasionally
- C 73% No
- D 5% Don't own a credit card
- 3% No answer

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- 34 Do you ever limit your use of your bank's Internet services because of concern about identity theft?**
- A 8% Yes, frequently
 - B 12% Yes, occasionally
 - C 67% No
 - D 14% Don't ever use Internet banking
- 35 Do you ever limit your use of other Internet payments because of concern about identity theft?**
- A 11% Yes, frequently
 - B 39% Yes, occasionally
 - C 47% No
 - D 3% Don't ever make Internet payments
- 36 Would you reveal more personal information if it increased your protection from identity theft?**
- A 44% Yes, to some extent
 - B 23% No, I feel adequately protected
 - C 30% No, society is too invasive already
 - 3% No answer
- 37 Do you or would you use an electronic highway toll payment system (such as Fast Lane or EZ-Pass)?**
- A 42% I use one
 - B 55% I would use one if I frequently paid tolls
 - C 0% I frequently pay tolls but don't use one
 - D 3% I wouldn't use one even if I frequently paid tolls
- 38 Which factor would be your biggest deterrent towards adopting an electronic toll payment system?**
- A 61% Time or money spent on the initial setup
 - B 17% Committing money into the system
 - C 14% Concerns of security/privacy
 - D 5% Aversion to adopting new technology
 - E 2% The absence of human tellers
 - 3% No answer

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39 How long is your typical work commute?

- A 15% Less than 10 minutes
- B 32% 10-30 minutes
- C 26% 30-45 minutes
- D 15% 45-60 minutes
- E 11% Longer than an hour
- 2% No answer

40 If a new technology saved you two minutes per commute for the next year, which is closest to the maximum time you'd be willing to spend on the initial setup?

- A 41% 15 minutes
- B 30% 30 minutes
- C 14% 1 hour
- D 6% 2 hours
- E 6% 3 hours
- 3% No answer