

4 insights into the growing power of debit

It's an undeniable fact: consumers of all ages love their debit cards and are increasingly reaching for them at checkout. Recently, Discover® Global Network engaged Mercator Advisory Group to explore this payments trend by interviewing a cross-section of U.S. consumers. Here are four key takeaways from that online survey spotlighting the popularity of debit cards—and why full acceptance by merchants is a simple yet effective way to satisfy today's shoppers.

1. Debit card usage is climbing

Debit cards are being used with increasing frequency at checkout.

55%

of consumers surveyed used debit significantly or somewhat more than the previous year¹



COVID has driven much of that growth.

Nearly half

of consumers surveyed attributed their increased use of debit cards to the pandemic¹

2. Debit is a consumer favorite for everyday purchases

Debit cards now dominate in four big spending categories.



Grocery stores

50%¹

versus 49% for all other payment types combined



Subscription services

43%¹

versus 54% for all other payment types combined



Gas stations

40%¹

versus 58% for all other payment types combined



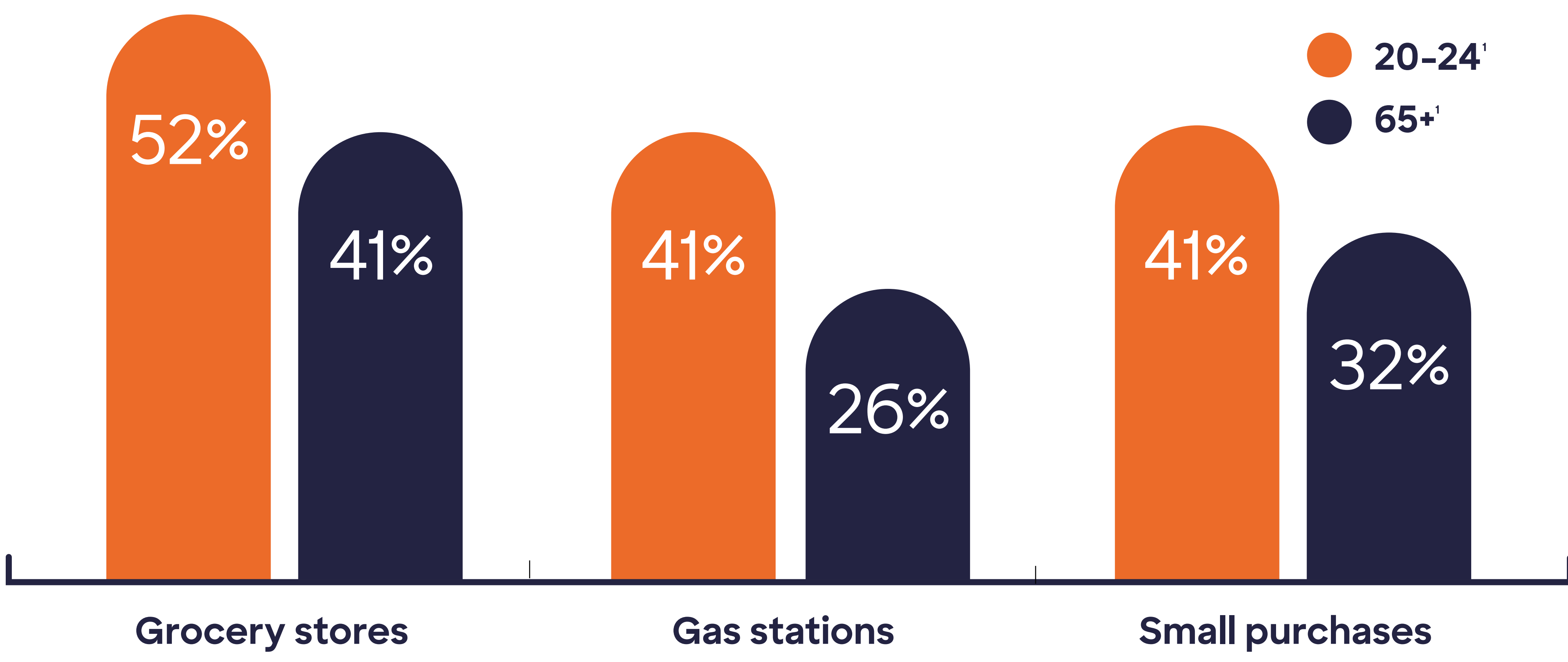
Small businesses

40%¹

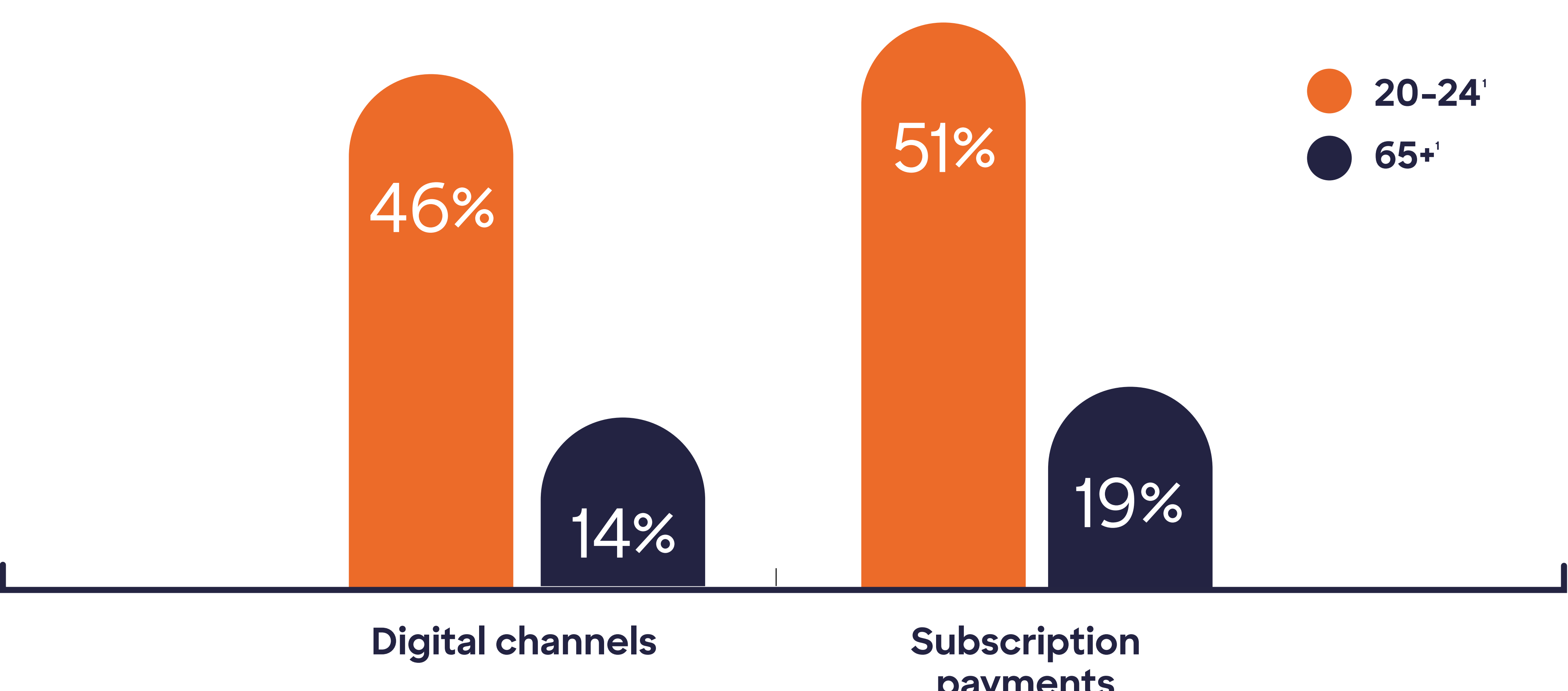
versus 59% for all other payment types combined

3. Debit scores big with Gen Z

Younger consumers strongly prefer using debit for frequent purchases compared with older generations.



The debit usage gap is even wider for digital channels and subscription services.



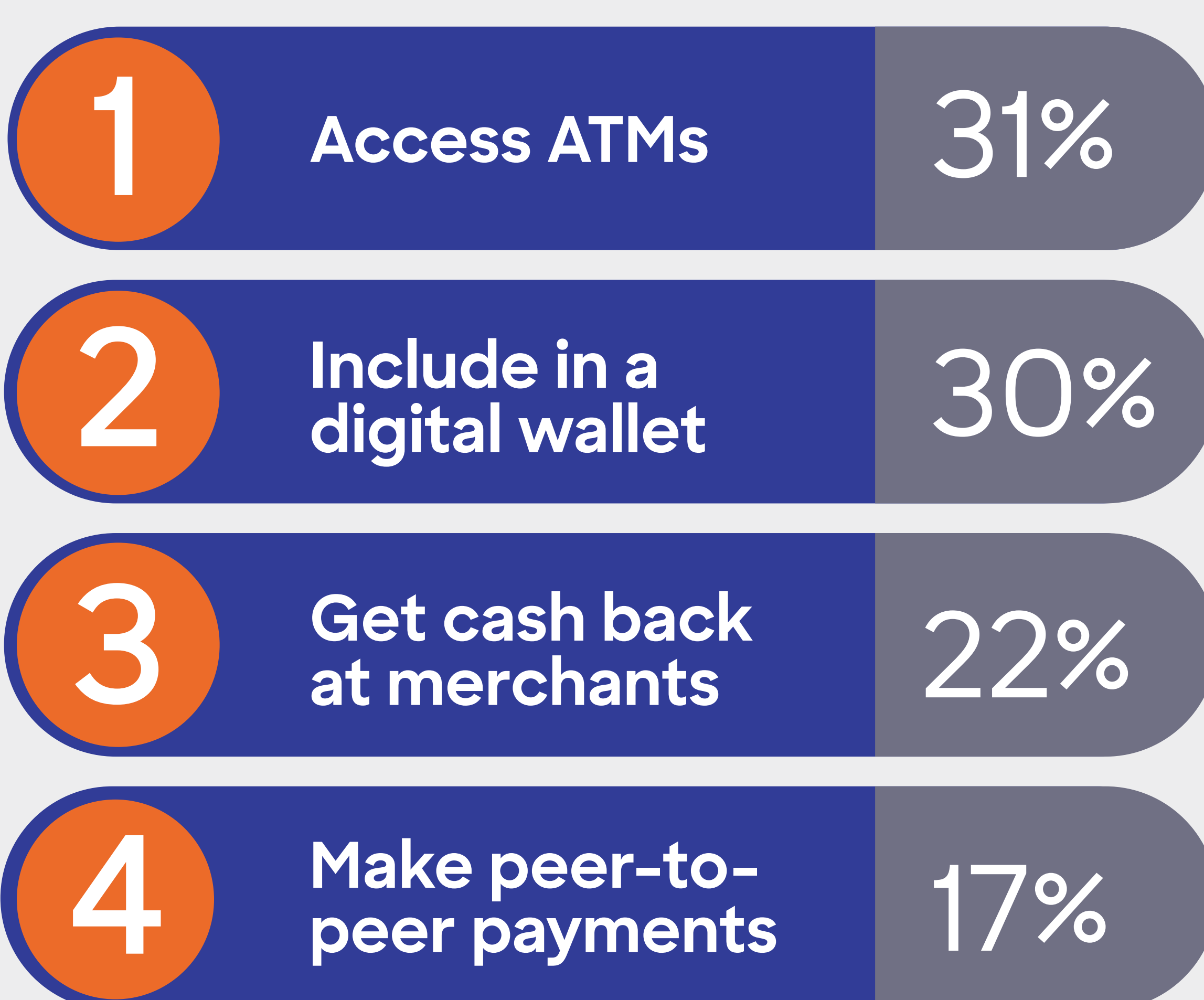
4. The future looks bright

Shoppers will likely turn to debit with even greater frequency—and have a clear idea of how they'll use debit going forward.

43%

of consumers expect to use debit for everyday purchases—more than any other single payment type.¹

Top 4 planned uses for debit cards in the future



For a deeper look at why debit is becoming the “go-to” way to pay, access the full report at: <URL TBD>.

¹ Mercator Advisory Group, Inc., 2022. Consumer Debit Industry Trends, Behaviors and Preferences.