CONSUMER SENTIMENT STRONG AGAINST CONTACTLESS, MOBILE-WALLET AND CARD-PRESENT SHOPPING ACTIVATION, HIGHER CARD LESS TRENDS

Tracking Transaction Trends
Week Ending October 25, 2020 compared to the week ending October 27, 2019.

PSCU, the nation’s premier payments credit union service organization, has updated its weekly transaction analysis Tracking Transaction Trends.

In this week’s installment, PSCU compares the 43rd week of the year-over-year weekly performance data trends. In this week’s installment, PSCU will continue to develop and share analysis of transaction trends on a regular basis moving forward through the COVID-19 crisis.

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In our weekly reports throughout the pandemic, we have shared the significant increase in card-present adoption and the growing number of merchants offering this option. Accordingly, the average purchase amount for tap-and-go is lower than non-contactless transactions.

Our regional analysis of spend utilizes the segmentation used by the U.S. Bureau of Economic Analysis (BEA) for economic analysis.

Four-week Average

The U.S. average for debit purchases is up 15.8% for Week 43, as compared to the four-week average of +15.8%.

We have observed that contactless debit is performing better than contactless credit. Below we see the influence of the top merchants and their spending categories.

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