

# Credit Cards Promote Everyday Affordability for Americans

Affordability and prosperity boil down to how easily working families and small businesses can participate in today's economy. They need flexibility, security, and options that offer them real value. Credit cards make this possible by protecting consumers from fraud, expanding access to credit, and lowering costs through reward programs Americans use on everyday purchases – further fueling growth across our economy.

## Credit Cards Deliver Everyday Affordability by:

### Fueling the U.S. Economy

- ▶ **\$93+ trillion** in economic activity enabled by electronic payments since 2006.
- ▶ **640+ million** credit accounts supporting more than 1 billion cards in circulation.
- ▶ **350% growth** in online sales over the past decade.
- ▶ **\$300+ billion** in U.S. e-commerce each quarter.
- ▶ **\$14 billion** in annual Cyber Monday sales alone.
- ▶ **\$23.4 billion** in total economic impact from credit card rewards redemption.
- ▶ **\$901 million** in state & local tax revenue driven through credit card reward redemption.

### Protecting Consumers from Fraud and Financial Loss

- ▶ **96% of fraud losses** are blocked or refunded for credit card users.
- ▶ **\$22 billion invested annually** by payments industry for fraud prevention and cybersecurity.
- ▶ **~50% decline in counterfeit card fraud after** the adoption of EMV chip cards.

### Supporting Small Businesses

- ▶ **87% of new small business owners** say electronic payments were essential to launching.
- ▶ **~79% of small businesses** use at least one business credit card for day-to-day operations.
- ▶ **10-15% higher average transaction sizes** for businesses accepting cards.
- ▶ **9.1%-15% to process cash** compared to ~2% to process cards.
- ▶ **75% of consumers** prefer cards for in-person purchases.
- ▶ **70% choose where to shop** based on accepted payment methods.

### Returning Value to Consumers Through Rewards

- ▶ **~70% of low- and moderate-income (LMI)** cardholders use rewards cards.
- ▶ **183,000 jobs** are supported by airline co-branded card rewards.
- ▶ **15.1 million** passengers redeem airline miles annually.

**BOTTOM LINE:** Credit cards deliver real affordability every day by protecting consumers' financial security, lowering costs, supporting small businesses, stimulating the economy and returning value through rewards.

Government mandates and price controls disrupt the payments system and put these benefits at risk, raising costs and risks for families and small businesses alike, while benefiting only a handful of corporate megastores.

**American Prosperity & Affordability Means Protecting  
the Payments System Americans Depend On.**