

Is Cash the King of (Promised) Incentives for All Subpopulations?

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Research Questions

- 1. Are people carrying cash?
- 2. Are people using cash?
- 3. How do people want to be paid a \$5 or \$40 incentive?
- 4. Who prefers cash incentives?

Overall: Is cash king for all subpopulations?

Data

- Census Bureau Research Panel (~30,000 ppl; Pulse participants who agreed to join panel)
- Survey fielded 3-15 December 2024
- 33% AAPOR RR2

Incentive Questions

Imagine that you just completed a survey online that took an hour. The last question of the survey asks how you would like to receive your \$40 payment. Which method would you choose?

☐ Cash, mailed to your home

☐ Digital gift card, emailed

☐ Physical gift card, mailed to your home

☐ Check, mailed to your home

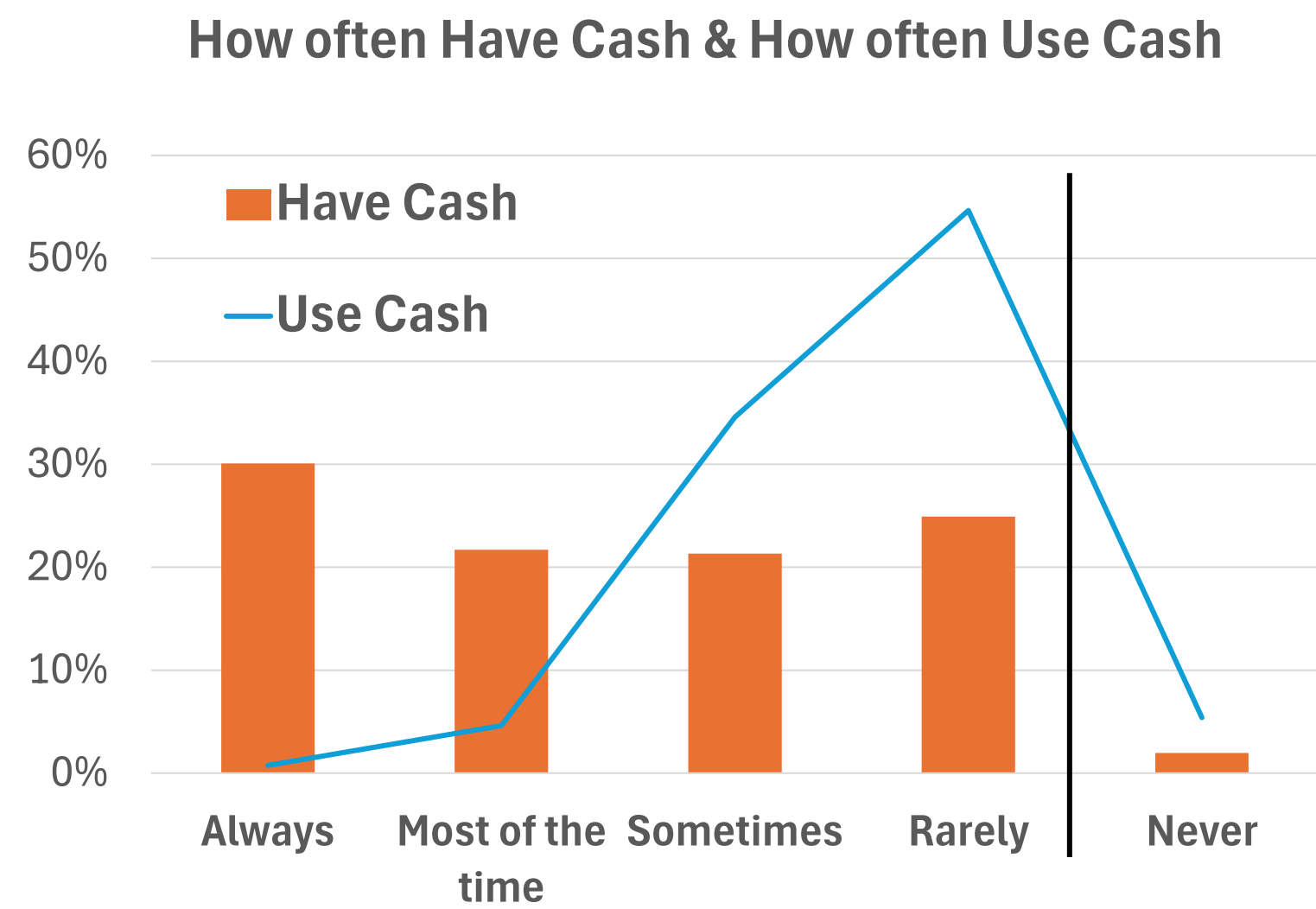
☐ Electronic transfer to your bank account

☐ I wouldn't take the payment

- Would your answer change if the payment was \$5?
- [If yes] If you completed a survey that took an hour, how would you want to receive the \$5 payment?
(same response options as above)

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Carrying and Using Cash



Have Cash	n	Use Cash	
		Not often	Always/Most
		8,700	500
Not often	4,400	47.7%	0.5%
Always/Most	4,800	47.9%	4.9%

	Carry Cash		Use Cash	
	n=8,700		n=8,700	
	odds ratio		odds ratio	
Age				
	19 - 35	(ref)	(ref)	
	36 - 54	1.25 **	2.75 ***	
	55 - 70	3.17 ***	3.99 ***	
	71 - 96	5.49 ***	3.92 ***	
Working		0.75 ***	1.07	
Use computer daily		1.01	0.53 ***	
Educ				
	No college degree	(ref)	(ref)	
	College degree	1.25 ***	0.56 ***	
	Grad degree	1.27 ***	0.51 ***	
Male		1.71 ***	1.38 ***	
Race				
	White only	(ref)	(ref)	
	Hispanic only	0.65 **	1.39	
	Black only	0.50 ***	2.34 ***	
	Other	0.82 **	1.00	
HH Income				
	<\$35K	(ref)	(ref)	
	\$35k-\$99,999	1.48 ***	0.68 **	
	\$100k+	1.66 ***	0.34 ***	

*** p<0.001; **p<0.01

Incentive Preference

	\$5	\$40	Avg
	n=9,200	n=9,200	
Cash, mailed	6%	4%	5%
Digital gift card, email	29%	29%	29%
Physical gift card, mail	6%	7%	6%
Check, mailed	19%	23%	21%
E- transfer to bank	29%	33%	31%
Wouldn't take payment	10%	4%	7%

Conclusions

Although people carry cash, they are not using it often

- People more likely to carry cash are different from those who are more likely to use it

Cash was the least popular incentive choice (4% - 6%)

- Electronic gift cards or E- bank transfers preferred

Most people chose the same incentive for both amounts

- But 10% wouldn't take payment for small incentive amount

Cash is king for a small subset of people:

- Young (19- 35 yrs old)
- No college degree
- Low income (<\$35,000)
- Use cash often