

## Consumers and Credit Cards - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Consumers can be influenced by strategic marketing messages during the credit card application process as they compare how various rewards and incentive programs meet their individual needs."

- Jennifer White Boehm Associate Director -  
Financial Services

This report looks at the following areas:

- Outstanding revolving consumer credit nears \$1 trillion
- Few fundamental objections to having debt
- Card security is a major concern

Demographics play a role in which card types are most likely to meet their criteria and how marketers might alleviate any concerns about taking on new debt.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 Consumers overwhelmingly satisfied with card application process  
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Abbreviations and terms

Abbreviations

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