

# How does your credit card program stack up?

With credit card openings and usage on the rise, now is the time to ensure that your financial institution is optimizing your credit card portfolio. Here are some insights on credit card trends:

## What Q1 2018 industry data shows

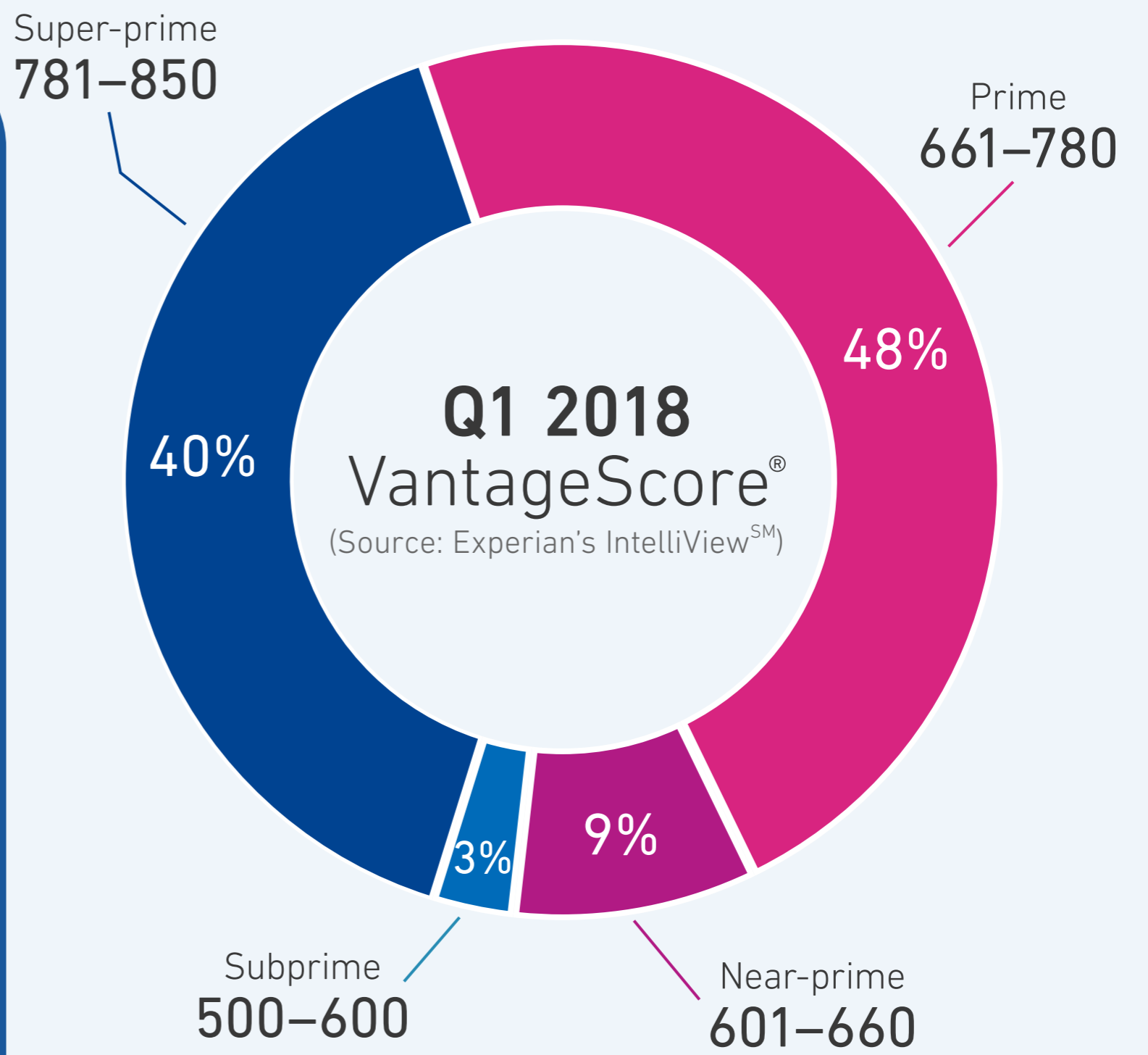
**694** Average VantageScore® for credit cards

Credit card openings **↑4%** vs. Q1 2017

**477.6 million** existing credit card accounts

**20.5%** Credit card utilization

**\$101.8 billion** originations



## What consumer data shows<sup>1</sup>

Top reasons consumers select a credit card

Rewards

**58%**

Cost factors

**20%**

Specific purpose

(Large purchase / repair)

**13%**

Top incentives when selecting a rewards card:

**88%**

Cash back

**74%**

Gas rewards

**71%**

Retail gift cards  
(travel rewards, airfare, etc.)

**64%**

agree there's a credit card out there that's perfect for each consumer.

**69%**

of consumers wish they knew in advance if they will be approved for a credit card.

**51%**

of consumers obtained a credit card application via a **digital channel**.<sup>2</sup>

**42%**

of credit card applications were completed on a **mobile device**.<sup>2</sup>

**70%**

of credit card offers received in the **mail** are prescreened.<sup>2</sup>

Visit [Experian.com/LendingInsights](https://Experian.com/LendingInsights) today to learn about how to optimize your credit card portfolio.

<sup>1</sup>Experian consumer survey research.

<sup>2</sup>Mintel Comperemedia.