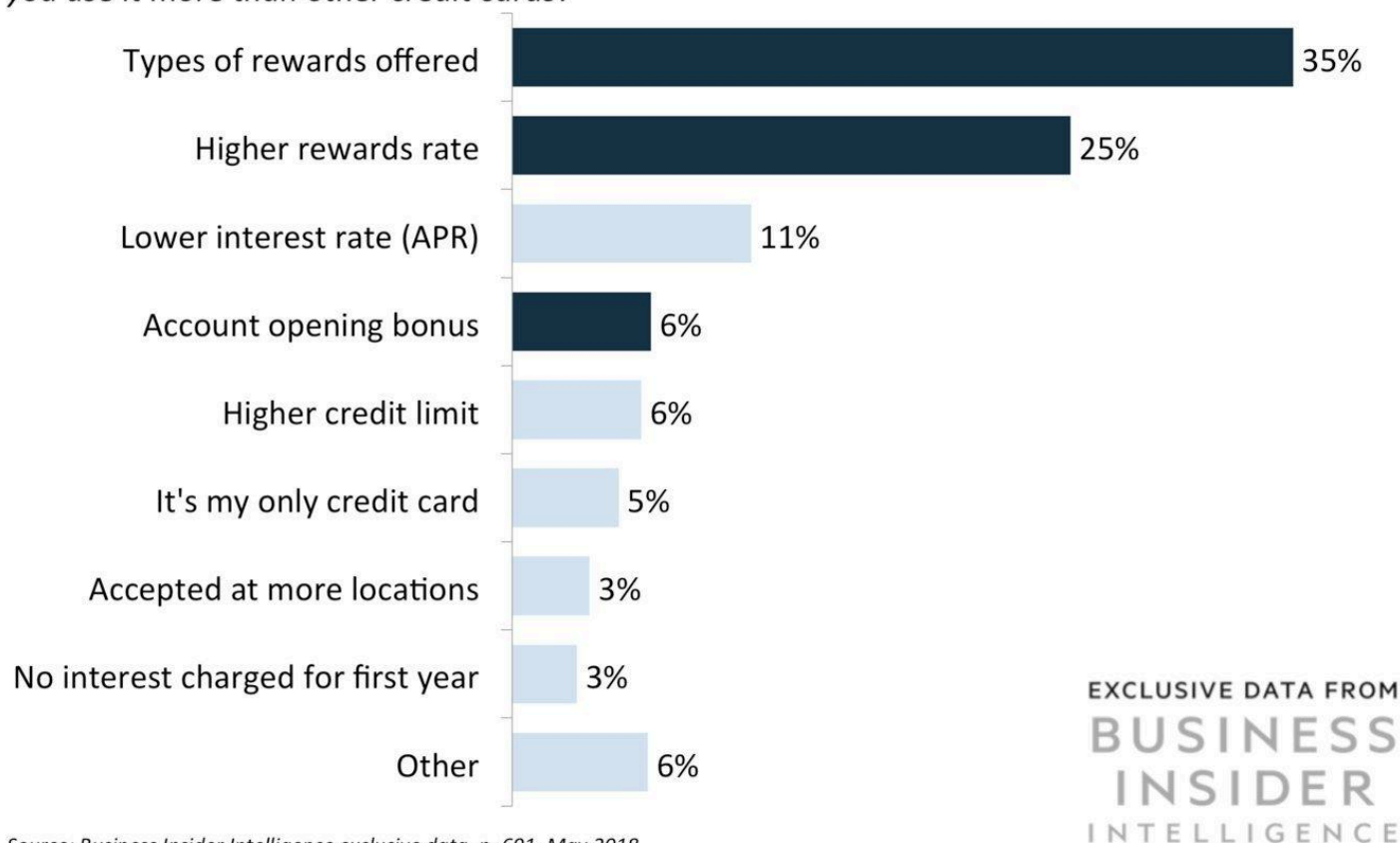




# Rewards-related offerings are the leading driver of consumers' credit card choices 1but they can be pricey for issuers

## Top Reasons US Cardholders Keep Cards Top-Of-Wallet

*Q: Thinking of your most used credit card, what is the most important reason you use it more than other credit cards?*



Source: Business Insider Intelligence exclusive data, n=691, May 2018

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