

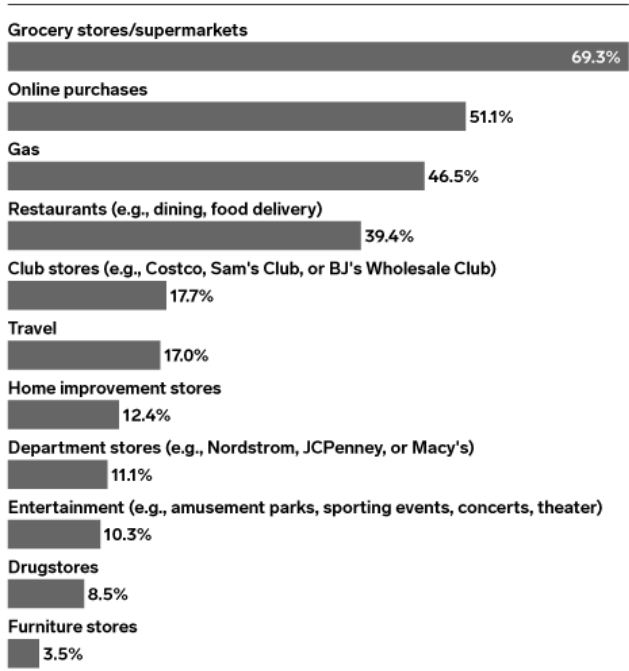
Nearly 7 in 10 US consumers crave cash-back rewards on grocery purchases

Article

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For many consumers, earning rewards on daily expenses could mean major savings. Among US adults interested in using a cash-back credit card, **grocery stores/supermarkets** ranked as the most valuable purchase category for earning rewards, with **online purchases, gas, and restaurants**—including dine-in services and delivery—rounding out the top four.

Types of Purchases that Would Be Most Valuable for Earning Rewards According to US Consumers, Aug 2021
% of respondents



Note: ages 18+, among those interested in using a cash-back credit card; respondents could select up to 3
Source: Insider Intelligence, "US Cash-Back Credit Card Emerging Features Benchmark Study, 2021," Aug 1, 2021
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