

# The top 5 most in-demand cash-back credit card features

Article



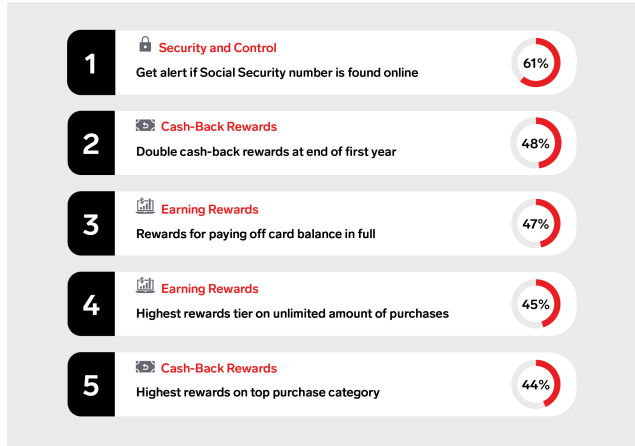
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Cash-back credit card could make themselves more appealing for perspective US users with a few key features. Most people want protection: **61%** say they want alerts from their credit card if their social security card is found online. Following security, people are looking for

more rewards. **48%** want double cash-back after the first year, while **47%** would like to be rewarded for paying their balance off in full.

### Top 5 Most In-Demand Cash-Back Credit Card Features

% of respondents who call feature "extremely valuable"



Methodology: Insider Intelligence surveyed 1,212 US respondents between May 11, 2021 and June 9, 2021 to gauge consumers' preferences and the value they place on 49 innovative cash-back credit card features. Respondents to the online survey were prospective cash-back credit card users selected to align with the US population on the criteria of age (18-70), gender, and household income. This survey was fielded by a third-party sample provider. Source: Insider Intelligence, "US Cash-Back Credit Card Emerging Features Benchmark Survey 2021," September 2021.

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