



20% of Americans who are in a live-in relationship hide a bank account from their partners

Ipsos poll on behalf of CreditCards.com

New York, NY, January 25, 2018 —A new [CreditCards.com](https://www.creditcards.com) report using Ipsos' KnowledgePanel Plus found that nearly one out of five Americans who are in a live-in relationship, that is twenty-nine million Americans, are currently hiding a checking, savings, or credit card account from their live-in spouse or partner; another 3%, or five million Americans, used to hide such an account from their current romantic partner, but no longer do. Moreover, one-fifth of Americans believe that keeping a secret bank or credit card account is worse in severity than physical cheating, and this opinion generally rises with age.

About the Study

The study was conducted online in Ipsos' Omnibus using the web-enabled "KnowledgePanel Plus," a probability-based panel designed to be representative of the US general population, not just the online population. The sample consists of 1,000 nationally representative interviews among adults aged 18+, including 636 who are currently married or living with a partner, conducted between December 14-16, 2018. The margin of error for the full sample is +/-3 percentage points.

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About CreditCards.com

CreditCards.com is the ultimate credit card destination and the largest marketplace of credit card offers you can find online, along with relevant news, advice, features and user-friendly tools. Our mission is to help consumers seize greater opportunity through smarter spending, and we believe that the right credit card, used the right way, can be a life-changer.

Question Text:

Do you now have – or have you ever had – a credit card, checking account or savings account that your spouse or partner doesn't know about, or not?

- Yes, currently do
- Yes, used to
- No
- Refused

To what extent do you agree or disagree with the following statement? Keeping a credit card, checking account or savings account secret from a partner/spouse is worse than cheating physically.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Refused

About Ipsos

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With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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