



Three in Ten Americans are Uncomfortable Discussing Credit Card Debt with Family

Ipsos Survey on Behalf of CreditCards.com

Washington, DC, April 12, 2019 — A new [CreditCards.com](https://www.creditcards.com) report using Ipsos' KnowledgePanel Plus found that 30% of Americans are uncomfortable talking about their credit card debt with their immediate family, a higher rate than those who are uncomfortable talking about other taboo topics including politics (14%) and religion (12%).

Please read the full release [here](#).

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How comfortable would you be discussing each of the following with a...		Very comfortable	Mostly comfortable	Mostly uncomfortable	Very uncomfortable
Details of your love life	Friend	19%	36%	26%	18%
	Acquaintance	5%	17%	28%	50%
	Spouse	70%	23%	5%	3%
	Parent	13%	22%	31%	34%
	Adult child	12%	22%	29%	37%
	Sibling	19%	29%	26%	26%
	Someone you just met	2%	6%	16%	76%
Your religion	Friend	40%	43%	12%	6%
	Acquaintance	22%	33%	23%	22%
	Spouse	77%	18%	2%	2%
	Parent	52%	32%	10%	6%
	Adult child	52%	33%	9%	6%
	Sibling	54%	32%	8%	6%
	Someone you just met	12%	22%	19%	46%
Your credit card debt	Friend	23%	29%	27%	21%
	Acquaintance	10%	14%	28%	48%
	Spouse	74%	17%	5%	3%
	Parent	36%	29%	21%	15%
	Adult child	30%	31%	23%	17%
	Sibling	34%	30%	20%	16%
	Someone you just met	5%	7%	17%	71%
Your health	Friend	35%	48%	12%	5%
	Acquaintance	14%	33%	28%	25%
	Spouse	76%	19%	3%	2%
	Parent	49%	38%	7%	5%
	Adult child	43%	39%	10%	7%
	Sibling	48%	39%	7%	6%
	Someone you just met	7%	17%	23%	53%
Your political views	Friend	36%	43%	13%	8%
	Acquaintance	14%	32%	29%	25%
	Spouse	77%	19%	2%	2%
	Parent	50%	34%	10%	7%
	Adult child	47%	35%	11%	8%
	Sibling	49%	35%	10%	7%
	Someone you just met	9%	19%	21%	51%
Your weight	Friend	33%	41%	18%	9%
	Acquaintance	15%	29%	27%	29%
	Spouse	70%	20%	7%	4%
	Parent	45%	34%	13%	8%

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Adult child	40%	36%	15%	9%
Sibling	44%	36%	12%	8%
Someone you just met	10%	15%	20%	55%

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Methodology

The study was conducted online in Ipsos' Omnibus using the web-enabled "KnowledgePanel," a probability based panel designed to be representative of the US general population, not just the online population. The sample consisted of approximately 1,000 nationally representative interviews among adults aged 18+, conducted between March 8-10th. The margin of error for the full sample is +/-3 percentage points. Respondents who chose "Not Applicable" are not included in the data table.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

For more information on this news release, please contact:

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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.

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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 €1,749.5 million in 2018.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index
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