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**44% of U.S. adults willing to accrue debt in order to “treat themselves,” even as credit card rates rise**  
67% plan to spend more money in at least one non-essential category in the second half of 2021

New York – June 9, 2021 – More than 4 in 10 (44%) U.S. adults say they are willing to take on debt for discretionary purchases in the second half of 2021, according to a new CreditCards.com report.

<https://www.creditcards.com/credit-card-news/future-spending-poll/>

This includes 59% of millennials (ages 25-40), 56% of Gen Zers (ages 18-24), 40% of Gen Xers (ages 41-56) and 32% of baby boomers (ages 57-75). 63% of parents with children under age 18 are willing to take on debt for discretionary purchases, compared with 40% of non-parents and 35% of parents with adult children. The top three spending categories in which consumers are willing to accrue debt include automotive (15% - including car purchases, repairs, gas, etc.), home renovations (14%) and travel (12%).

“After putting up with COVID for more than a year, I think everyone is entitled to treat themselves,” says CreditCards.com Senior Industry Analyst Ted Rossman. “However, I’m concerned that so many people are willing to go into debt as a result. [Credit card rates](#) have been creeping up, and they generally range from about 16% to 24%. That’s really expensive debt.”

67% of U.S. adults plan to spend more money in at least one of the following categories in the second half of 2021 vs. the first half of the year:

- Travel: 35% will spend more/14% will spend less
- Out-of-home entertainment: 26% will spend more/15% will spend less
- Bars/restaurants: 26% will spend more/18% will spend less
- Home renovations: 25% will spend more/16% will spend less
- Clothing/accessories: 21% will spend more/19% will spend less
- Automotive: 21% will spend more/14% will spend less
- Physical fitness: 17% will spend more/11% will spend less
- Electronics: 16% will spend more/18% will spend less
- Education: 15% will spend more/11% will spend less
- Home entertainment: 13% will spend more/15% will spend less

Overall, 66% of U.S. adults plan to treat themselves and/or their families with purchases in celebration of COVID-19 restrictions being lifted, regardless of how they will pay for it. Younger generations are more willing to treat themselves than older generations with 76% of Gen Zers, 73% of millennials, 61% of baby boomers and 60% of Gen Xers saying they will do so. Parents with children under 18 (76%) are more likely to treat themselves/their families than non-parents (65%) and parents who have adult children (61%).

“Americans made tremendous progress paying down their credit card debt in 2020 and early 2021, with total balances falling 17% according to the New York Fed,” Rossman adds. “Let’s keep the momentum going. Splurge with a portion of your paycheck, your stimulus money or other funds that you’ve saved

up over the past year and try to resist the urge to accrue expensive credit card debt during the great reopening.”

**Methodology:** CreditCards.com commissioned YouGov Plc to conduct the survey. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,663 adults. Fieldwork was undertaken between May 12-14, 2021. The figures have been weighted and are representative of all US adults (aged 18+). The survey was carried out online and meets rigorous quality standards. It employed a non-probability-based sample using both quotas upfront during collection and then a weighting scheme on the back end designed and proven to provide nationally representative results.

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