

# Credit Card Industry Finally Showing Signs of Stabilizing

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The credit card industry may be stabilizing after enduring the roller coaster effects of several years of U.S. economic turmoil and the implementation of significant new industry regulations.

J.D. Powers and Associates' most recent [survey of customer credit card satisfaction](#) shows increased satisfaction for the third year in a row, solidifying the fact that the trend is more than optimistic speculation.

The survey asked customers to rate six key factors: interaction, credit card terms, billing and payment process, rewards, benefits and services, and problem resolution. Customers reported a 75.3 percent satisfaction rate, which is similar to the customer satisfaction rate enjoyed by retail banking overall.

On the flip side, 11 percent of credit card customers reported experiencing a problem with a credit card. Still, that figure shows improvement over the 18 percent who reported a problem in 2009.

We would note that the survey participants were customers of the credit card industry, not simply consumers, which means that the survey group was limited to credit card owners, rather than consumers in general. About 78 percent of U.S. consumers [own a credit card](#).

Nonetheless, the report adds up to good news for the credit card industry.

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