



TransUnion 

Credit Education

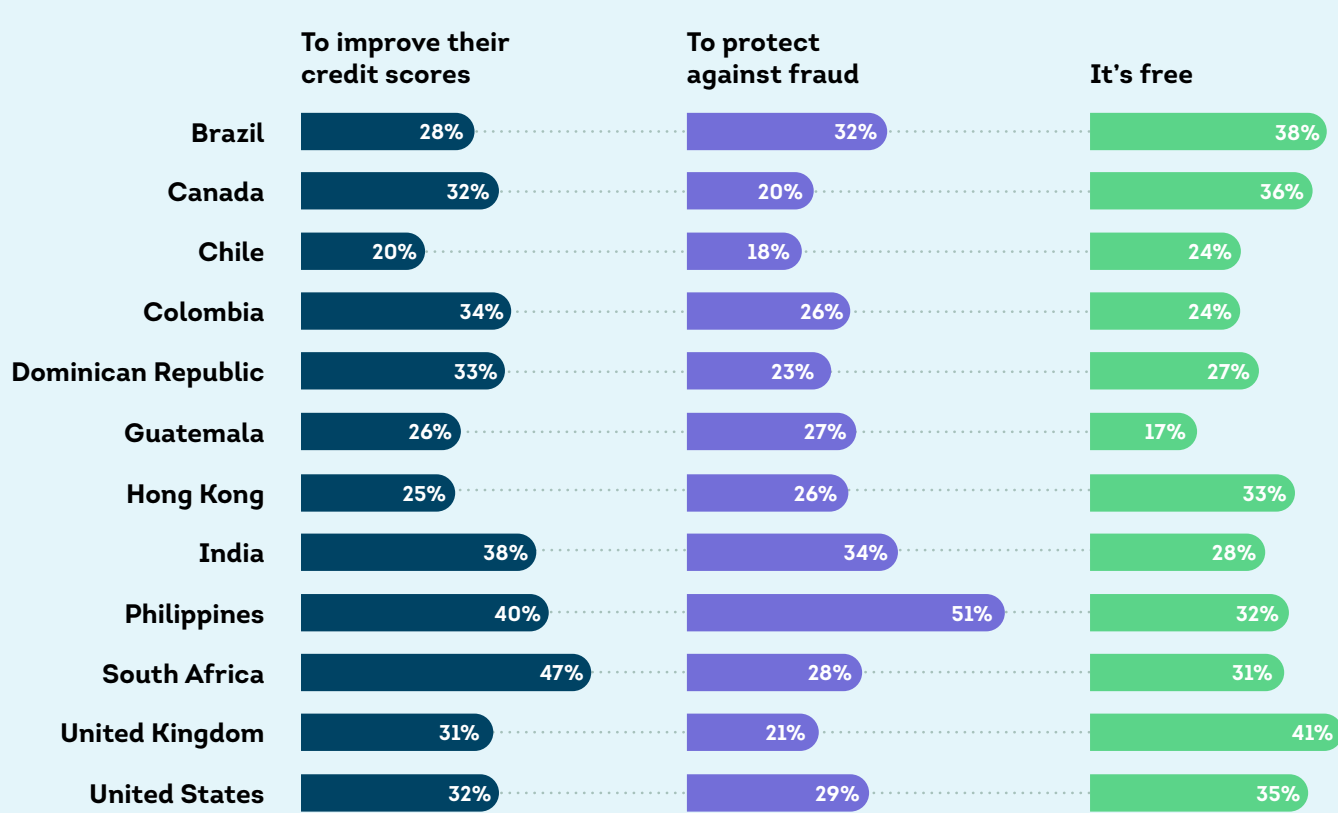
Empowering consumers; enabling financial inclusion

Consumer perceptions about credit monitoring

TransUnion's global study focused on enabling financial inclusion and explored the distinct profiles, motivations and future outcomes of consumers around the globe who monitor their credit. Consumers in 12 markets were surveyed on their usage, preferences and behaviours pertaining to credit monitoring.

Top reasons why consumers start monitoring their credit reports

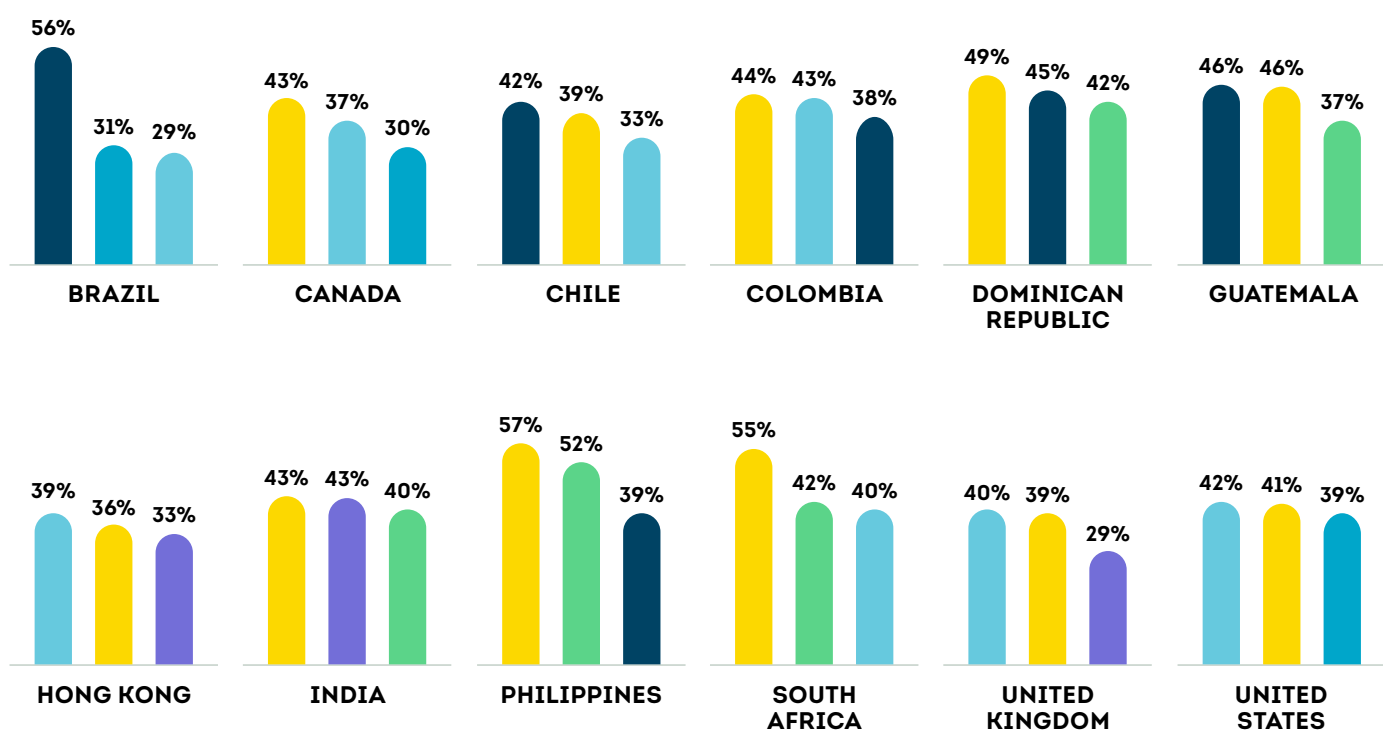
Most frequent reasons global consumers said they initially checked their credit reports – by region



Benefits consumers said they gained by monitoring credit

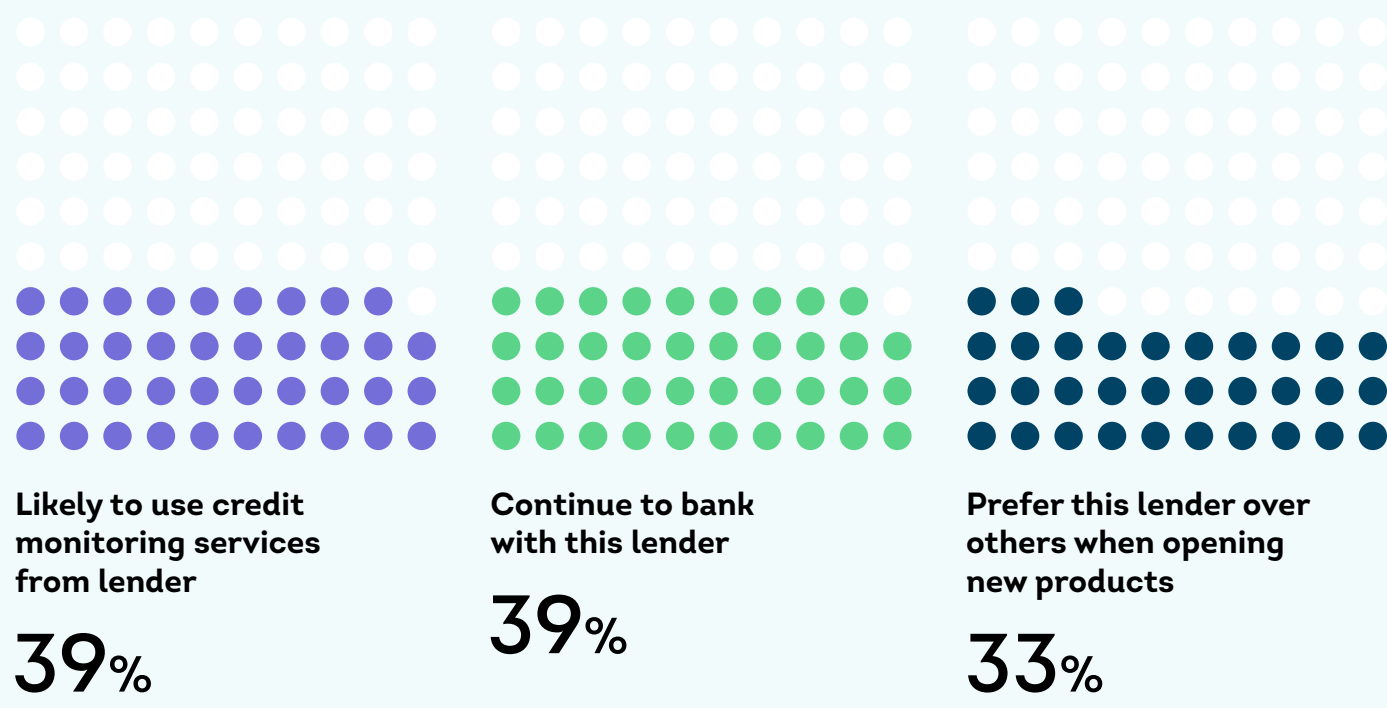
Three most frequent responses – by region

- Detect fraud
- Get better credit offers (i.e., lower APR, rewards, etc.)
- Learn how to monitor and manage my credit score
- Gain visibility to changes on my credit report
- Learn how to make regular payments
- Pay down debt



Free credit monitoring impact on lender relationships, according to consumers

How consumers said their lender preferences would be influenced if offered free credit monitoring



TransUnion's Consumer Pulse Survey of 10,151 consumers was conducted July 6–25, 2023 and 2,400 consumers in Sept. 25–Oct. 18, 2023 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 and older residing in Brazil, Canada, Chile, Colombia, the Dominican Republic, Guatemala, Hong Kong, India, the Philippines, South Africa, the UK and the US were surveyed using an online research panel method across a combination of desktop, mobile and tablet devices. Survey questions were administered in Chinese (Hong Kong), English, French (Canada), Portuguese (Brazil) and Spanish (Chile, Colombia, the Dominican Republic and Guatemala). To increase representativeness across resident demographics, the survey included quotas to balance responses to the census statistics dimensions of age, gender, household income and region. Please note some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

Download the full report to empower your financial understanding and gain deeper insights with our global TransUnion study on Credit Education.

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