

## Global Report Infographic

# Empowering Credit Inclusion: A Deeper Perspective on New-to-Credit Consumers

TransUnion's global study focused on enabling credit inclusion and explored the New-to-Credit consumer population – defined as those who opened their first-ever, traditional credit product in wallet. The report compared New-to-Credit consumers to the credit-served population in different markets around the world.

Our study primarily sought to understand the:



**Size of this consumer segment in each region studied around the world**

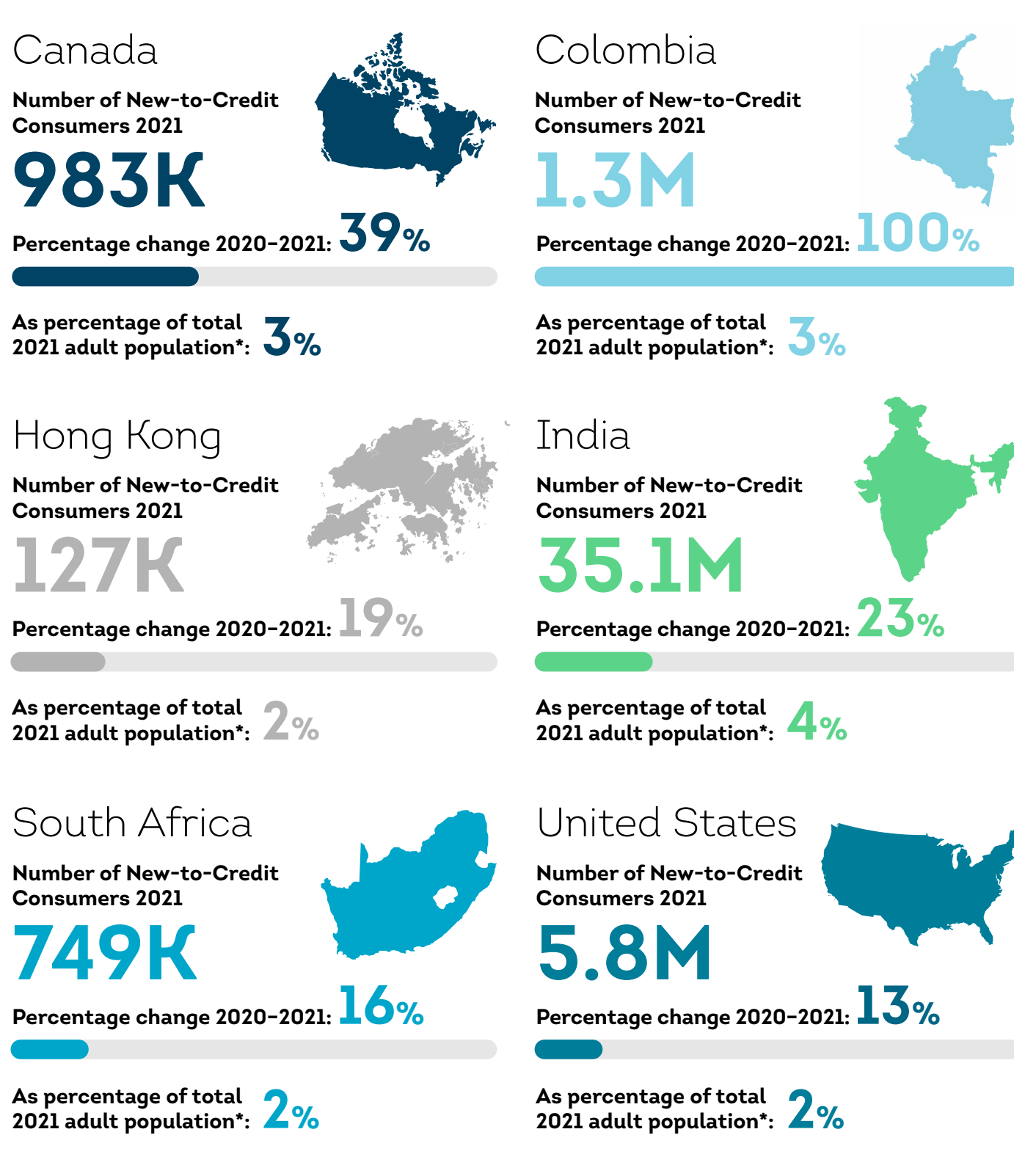
**Credit product participation of New-to-Credit consumers**

**Journeys of New-to-Credit consumers as they migrate to becoming established credit consumers**

**Reasons why New-to-Credit consumers joined the traditional credit economy**

## Who are New-to-Credit consumers?

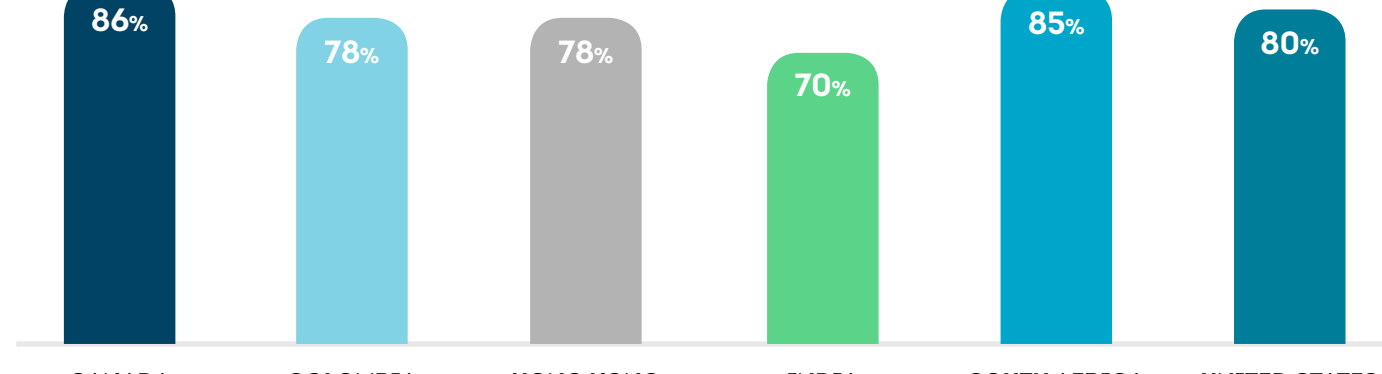
A New-to-Credit consumer is someone with no prior credit history on their credit bureau file who opens their first-ever, traditional credit product.



\*Adult population is consumers 18 years of age and older per United Nations World Population Prospects 2022

## New-to-Credit by generation

Share of New-to-Credit consumers who are Gen Z or Millennials

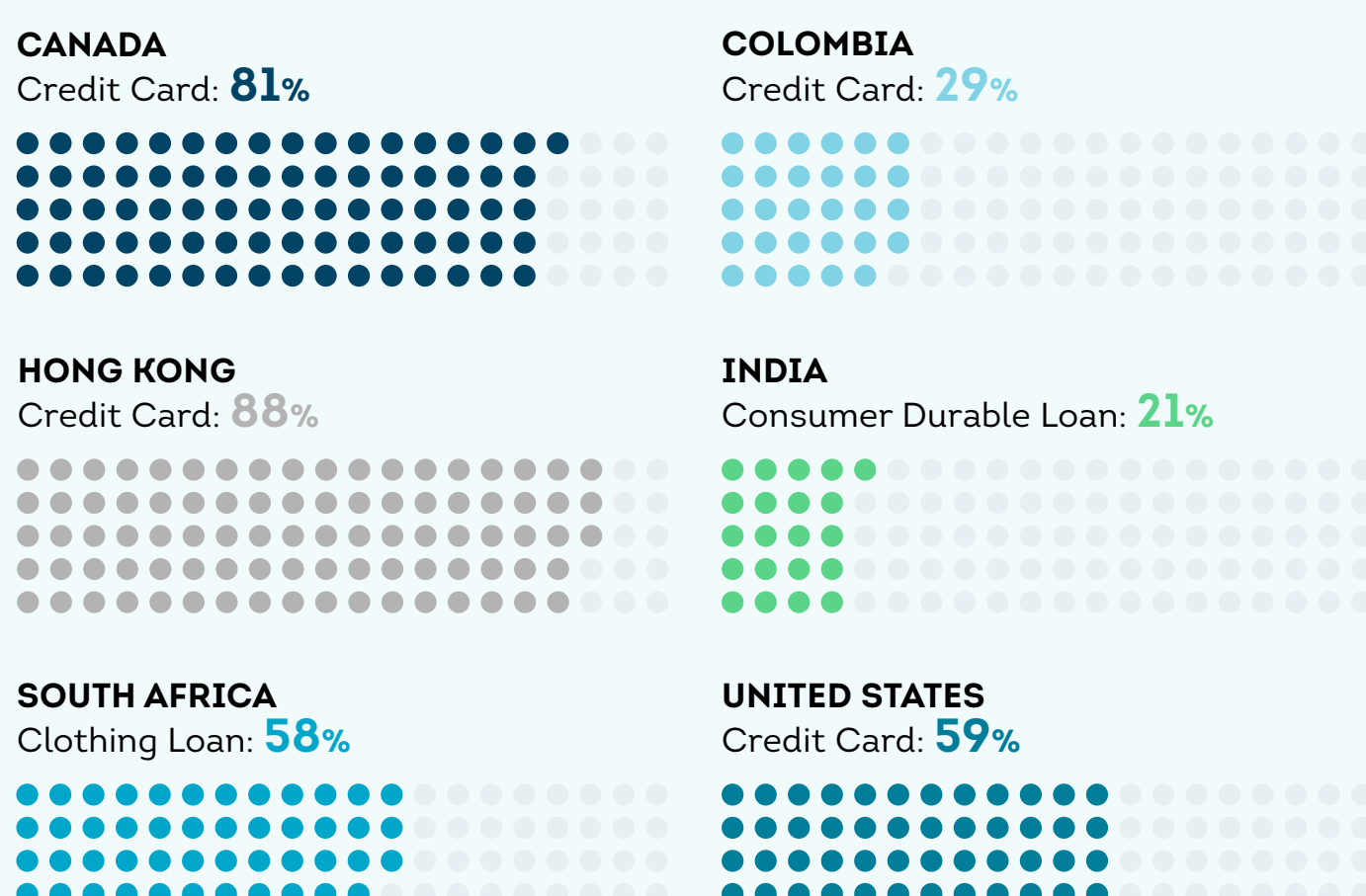


Gen Z are those born 1995 or later; Millennials are born 1980-1994; Gen X are born 1965-1979; Baby boomers are born 1946-1964; and the Silent Generation are born 1945 or prior.

## First step in their credit journeys

The first product varies by region; card dominates as the first product opened in developed markets (Canada, Hong Kong and the United States). In the near prime and prime score bands – the score ranges where many New-to-Credit consumers fall early in their credit journeys – the delinquency rate on subsequent products was comparable to, or even better than, more established credit-served consumers.

### First product opened

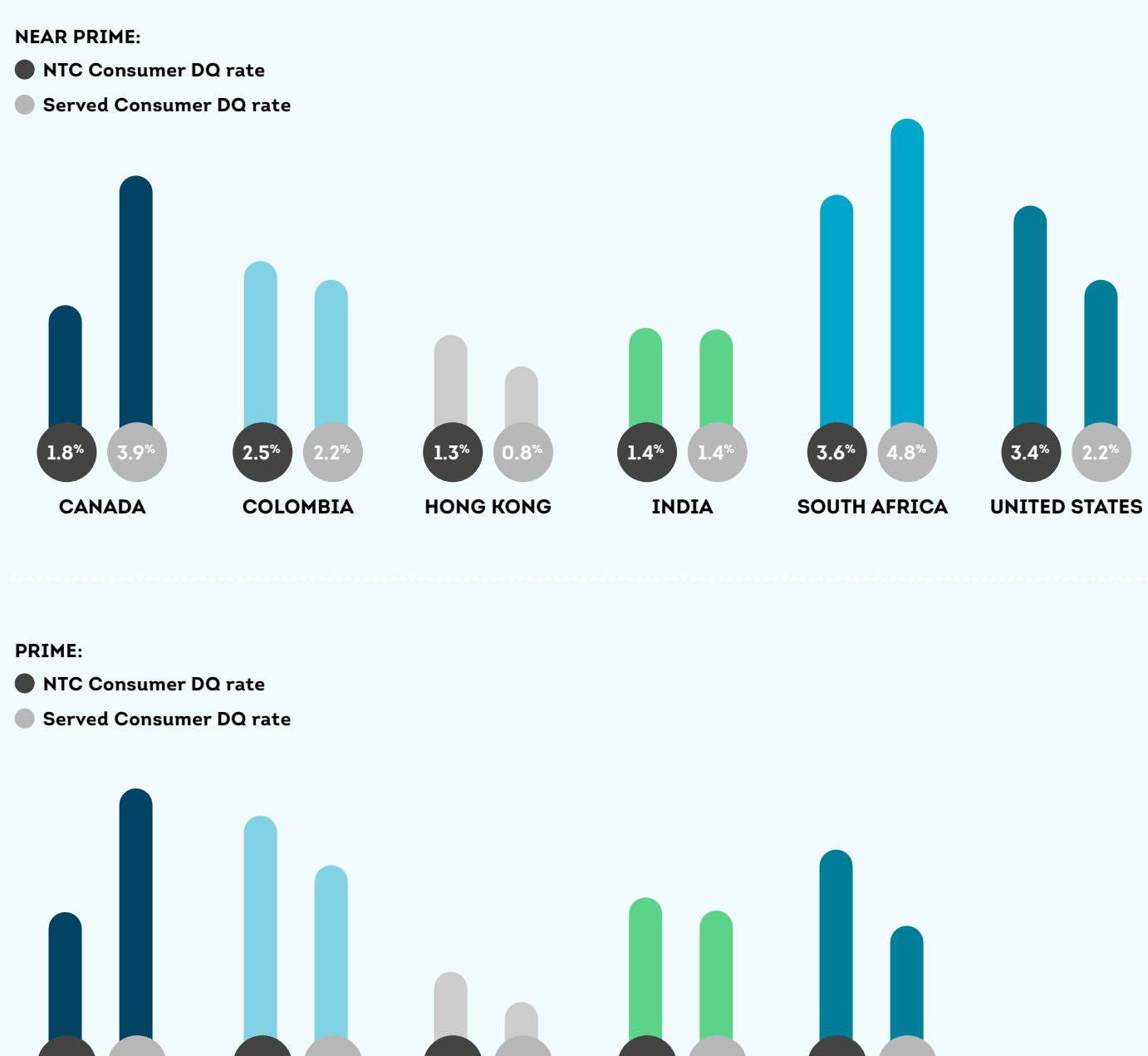


## Reason for opening first traditional credit product



## New-to-Credit consumer delinquency performance

90+ days past due delinquency (DO) rate on subsequent credit card originations at six months on book



For more information and insights on the TransUnion's global study – [Empowering Credit Inclusion: A Deeper Perspective on New-to-Credit Consumers](#) – download the full report.