

Consumer Pulse – Q1 2024

RETAIL INSIGHTS

Behaviors and attitudes regarding household budgets, spending and fraud

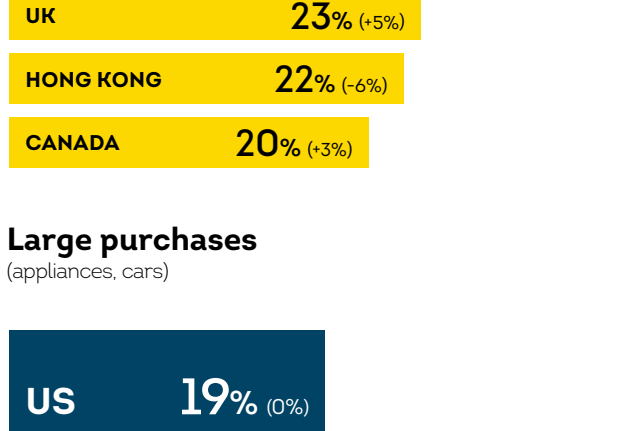
Our quarterly Consumer Pulse Survey explores consumers' recent personal finance and fraud experiences, and what financial changes they expect in the future.

Below is a snapshot of our latest findings.

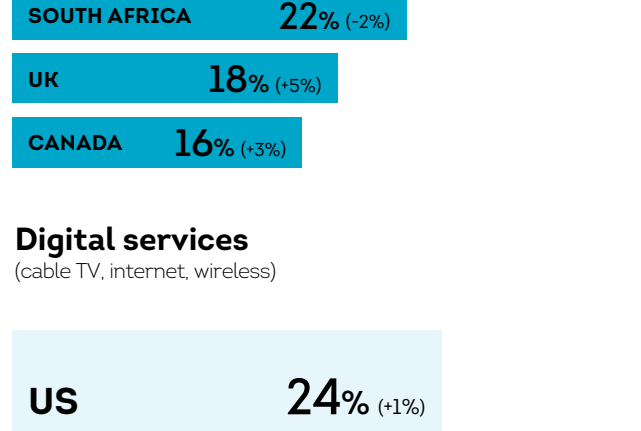
Expected Spending Increase

Percentage of consumers who said they would increase spending in each area over the next three months.

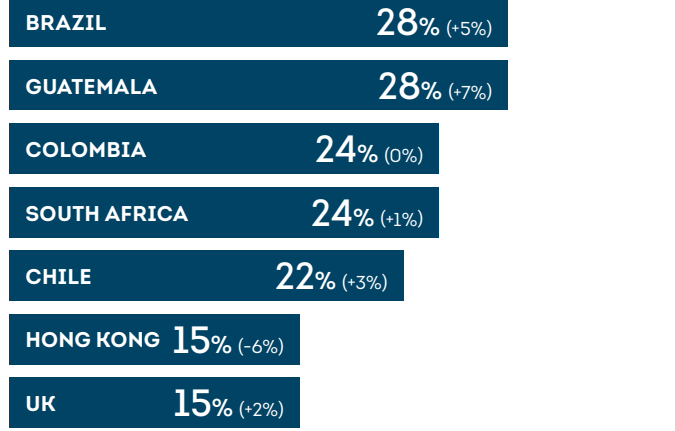
In-store or online retail shopping (clothing, electronics)



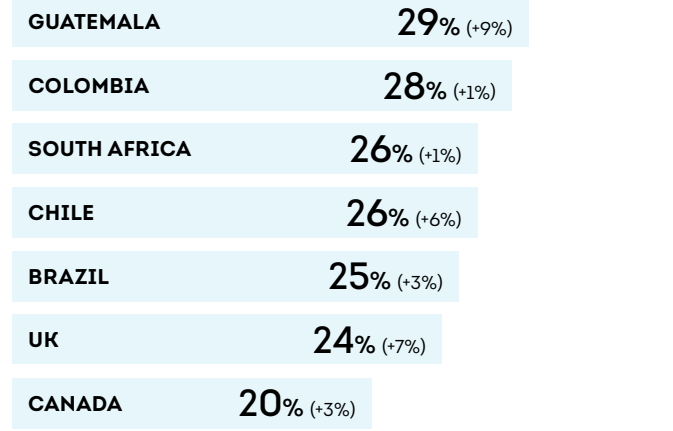
Discretionary personal spending (dining out, entertainment, travel)



Large purchases (appliances, cars)



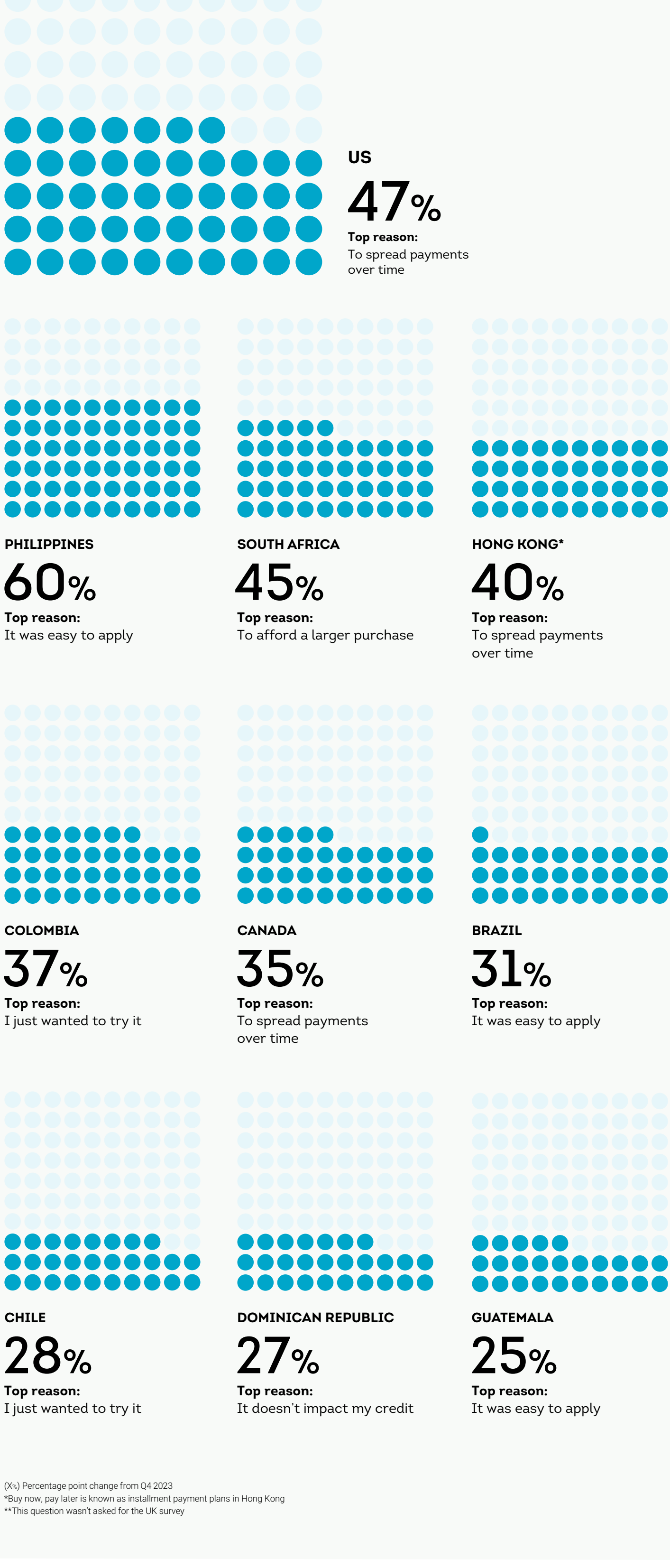
Digital services (cable TV, internet, wireless)



(X%) Percentage point change from Q4 2023

Use of Buy Now, Pay Later

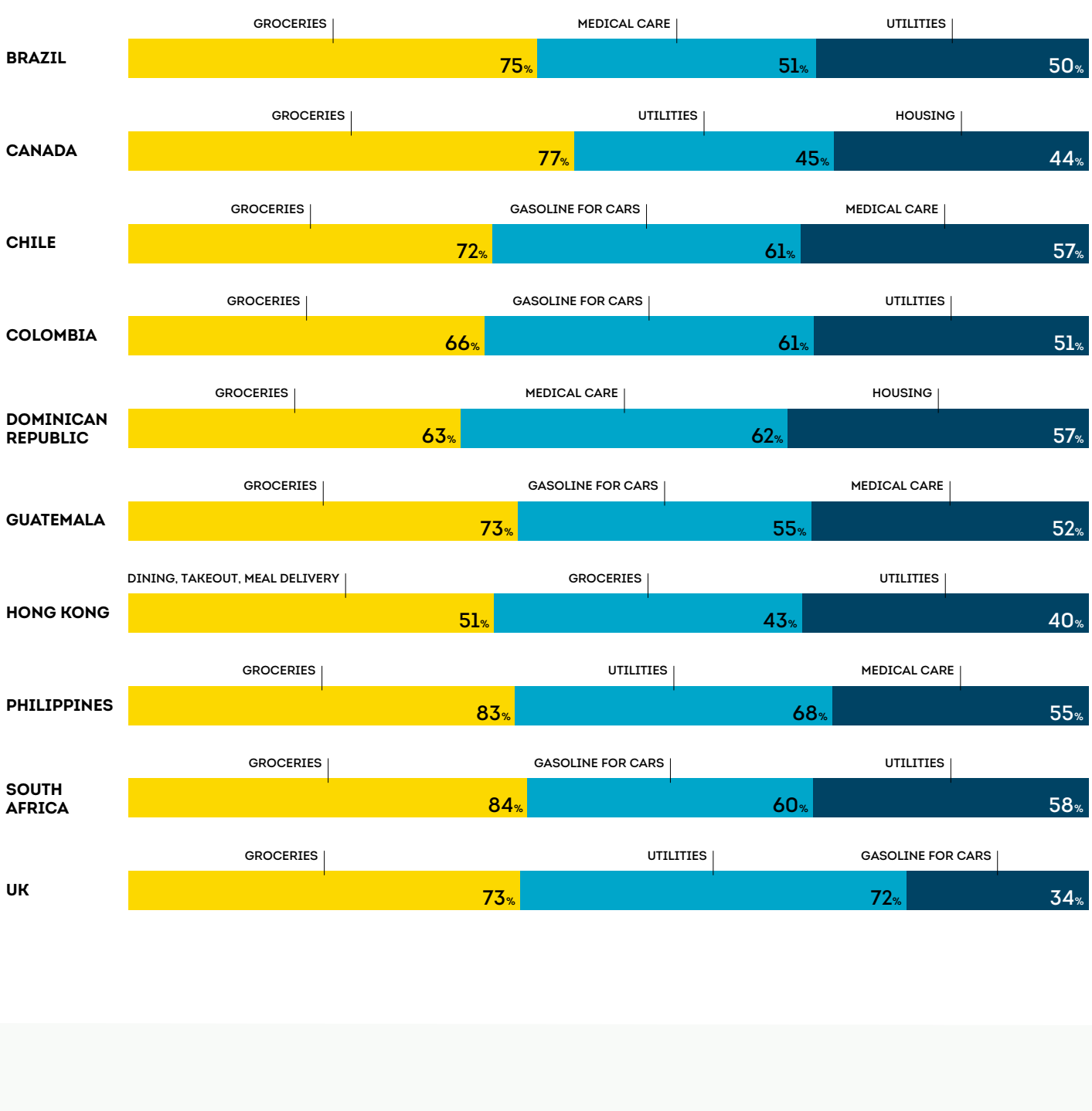
The percentage of consumers who claimed they've ever used buy now, pay later (BNPL), and the top reason for doing so.



(X%) Percentage point change from Q4 2023
 *Buy now, pay later is known as installment payment plans in Hong Kong
 **This question wasn't asked for the UK survey

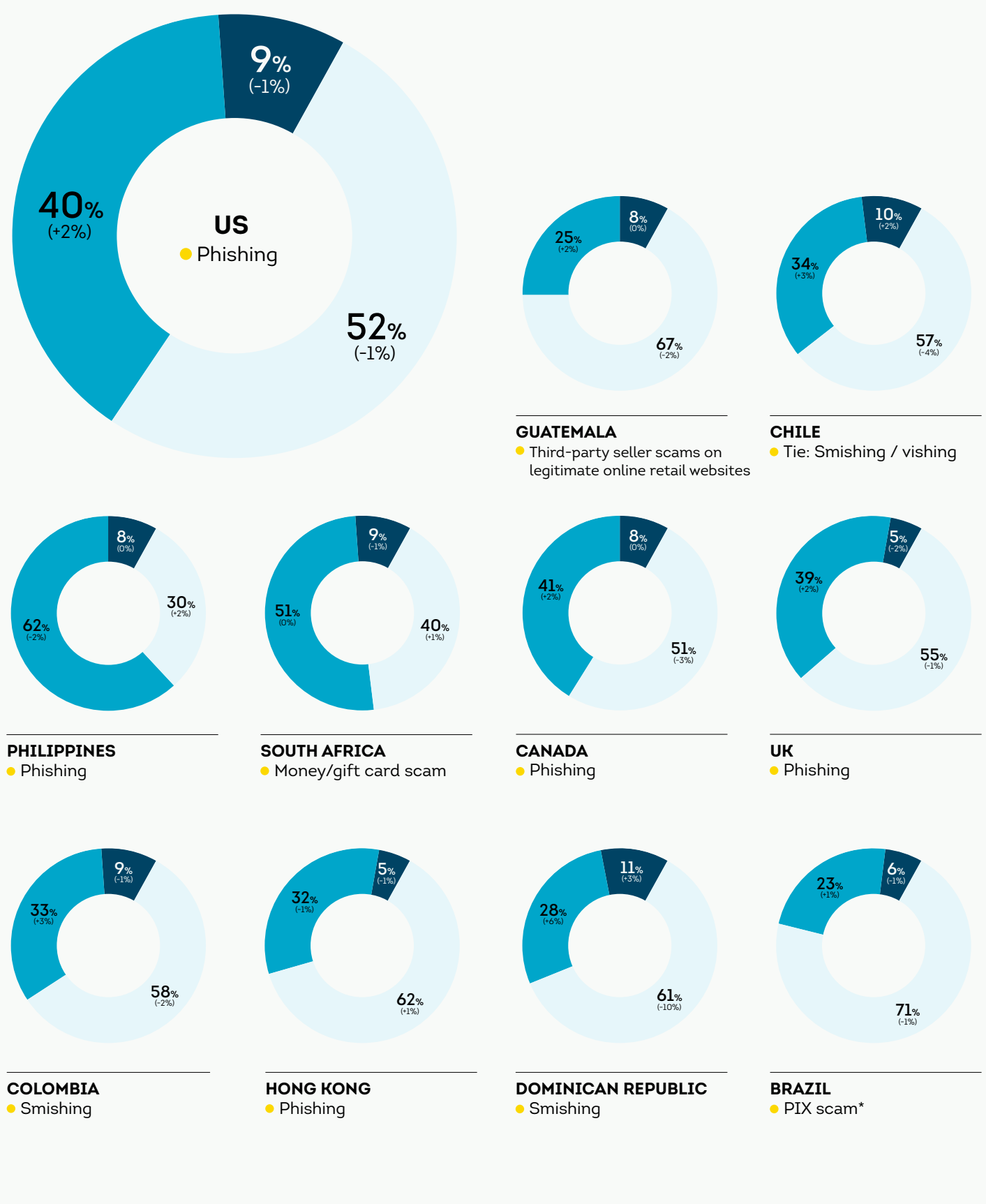
Top Price Increase Concerns

The top three most concerning types of price increases consumers said they're experiencing and the corresponding percentage of those who cited them.



Consumers Targeted With Fraud

Percentage of consumers who said fraudsters targeted them with email, online, phone call or text messaging fraud attempts from Nov. 2023 to Feb. 2024, and the most frequent scheme by which they reported being attacked.



(X%) Percentage point change from Q4 2023
 *Option included just for Brazil in Q1 survey

TransUnion's Consumer Pulse survey of 11,488 consumers was conducted Feb. 5-23, 2024 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years of age and older residing in Brazil, Canada, Chile, Colombia, Guatemala, the Dominican Republic, Hong Kong, the Philippines, South Africa, and the UK and 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. Generations are defined as follows: Gen Z, 18-26 years old, Millennials, 27-42 years old, Gen X, 43-59 years old, and Baby Boomers, age 59 and above. Please note some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

For more information about how TransUnion helps companies understand, reach and protect consumers across channels, visit:

transunion.com/retail

