TransUnion

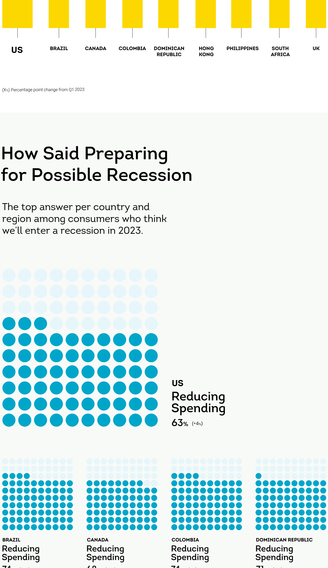
Consumer Pulse – Q2 2023

Behaviors and attitudes about household budgets, spending and debt.

Our quarterly survey explores how consumers' personal finances have changed and what changes they expect in the future.

Below is a snapshot of our latest findings.

Optimism About Household Finances in the Next Year



(Xx) Percentage point change from Q1 2023

How Said Preparing for Possible Recession

The top answer per country and region among consumers who think we'll enter a recession in 2023.

US
Reducing Spending
63% (+4)

BRAZIL
Reducing Spending
74% (-3)

CANADA
Reducing Spending
68% (-4)

COLOMBIA
Reducing Spending
74% (0)

DOMINICAN REPUBLIC
Reducing Spending
71% (-1)

HONG KONG
Reducing Spending
57% (-17)

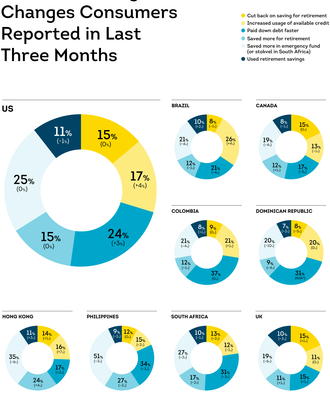
PHILIPPINES
Reducing Spending
69% (-2)

SOUTH AFRICA
Reducing Spending
66% (-3)

UK
Reducing Spending
65% (-8)

(Xx) Percentage point change from Q1 2023

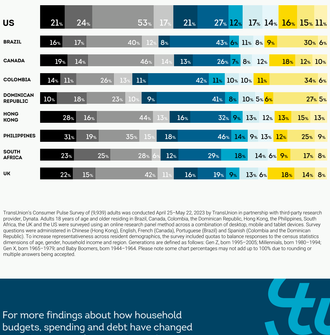
Debt and Savings Changes Consumers Reported in Last Three Months



(Xx) Percentage point change from Q1 2023
^TransUnion first introduced, "Paying down my debt faster" in Q2 '23 in the Dominican Republic

Type of New Credit and Loan Activity Planned in the Next Year

Among those who plan to apply for new or refinance existing credit.



TransUnion's Consumer Pulse Survey of (9,919) adults was conducted April 25–May 22, 2023 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years of age and older residing in Brazil, Canada, Colombia, the Dominican Republic, Hong Kong, 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 (Colombia and the Dominican Republic). To increase representativeness across resident demographics, the survey included quotas to balance responses to the census statistics for each country. Results for income and household relations are defined as follows: Gen Z, born 1997–2005; Millennials, born 1981–1996; Gen X, born 1965–1976; and Baby Boomers, born 1944–1964. Please note some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

For more findings about how household budgets, spending and debt have changed over time in specific countries and regions:

transunion.com/consumer-pulse-study
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