

Consumer Pulse Study

Consumer behaviors and attitudes about current and future household budgets, spending and debt

Philippines Q2 2026

TransUnion's quarterly survey explores how consumers' personal finances have changed and what changes they expect in the future. The study measures shifting consumer attitudes and behaviors based on the dynamics of income, debt and identity theft. The analyses and insights give consumers a voice and inform businesses' decision-making as they seek to create economic opportunity for consumers.

KEY TAKEAWAYS



Filipino consumers remained optimistic about their financial futures, but signs of financial strain persist. While nearly three-quarters of consumers expected their household finances and income to improve over the next 12 months, inflation continued to be the primary financial concern. Households responded by reducing discretionary spending, postponing large purchases and becoming more selective about recurring expenses. At the same time, a growing proportion expected higher bills and loan obligations, suggesting affordability pressures remain elevated despite resilient income expectations and improving confidence in job security.



Access to credit continued to play an important role in helping consumers achieve their financial goals, although perceptions of its importance moderated compared to a year ago. Demand for credit remained strong, particularly for personal loans and credit cards – while mortgage demand softened amid affordability challenges. However, barriers to financial inclusion persist, with many consumers abandoning credit applications due to high borrowing costs, perceived eligibility concerns and lengthy approval processes. These findings highlight ongoing opportunities for lenders to expand access through more inclusive underwriting, streamlined application experience, greater use of alternative data and more tailored product offerings.



Consumers are also becoming more engaged in managing both their financial and digital well-being. Credit monitoring activity increased, and a growing majority recognize the importance of actively monitoring their credit information. At the same time, fraud exposure remained widespread, with two-thirds of consumers reporting they were targeted by a fraud scheme in the past three months. Although many are taking steps to strengthen cybersecurity, adoption of advanced identity protection tools remained relatively low. Together, these trends point to an increasingly informed and digitally engaged consumer base that values financial access, transparency and security while continuing to navigate economic uncertainty.

Household income (HHI), spending and bill payment impact

Filipino consumers remained broadly optimistic about their financial outlooks in Q2 2026, although confidence softened slightly compared to a year ago, primarily due to the slowdown in economic activity toward the end of 2025 and first quarter of 2026. Seventy-four percent of consumers reported being optimistic about their household finances over the next 12 months, down from 77% in Q2 2025. Inflation continued to be the dominant concern – cited by 84% of consumers, up marginally from 83% a year earlier – and will likely persist as the pass-through effects of the oil shock continue to materialize. Concerns about a recession and rising interest rates also increased to 44% from 40%, while concern over job availability and security eased to 54% from 59%, suggesting employment conditions remain relatively stable despite broader economic uncertainty.

Household income trends remained resilient but showed signs of moderation. Thirty-eight percent of consumers reported an increase in income over the past three months compared to 41% in Q2 2025 – while 43% reported no change and 19% experienced a decline. Looking ahead, optimism around future earnings remained strong as 74% expected income growth over the next 12 months, slightly above the 73% recorded a year earlier. However, affordability pressures persist, with 45% of consumers expecting they may be unable to pay any of their current bills and loans in full, up marginally from 44% in Q2 2025.

Consumer spending behavior reflected a more cautious approach to managing household finances. More than half (55%) of consumers reported reducing discretionary spending, a notable increase from 47% a year ago. Consumers also became more selective about recurring expenses, with subscription cancellations rising to 27% from 23%, while new subscription uptake edged down to 12% from 13%. These trends indicate households continue to prioritize essential spending and actively adjust budgets in response to ongoing cost pressures.

At the same time, consumers balanced financial resilience with growing credit reliance. The share of consumers contributing more to emergency savings increased to 49% (up from 45% in Q2 2025), while fewer reported drawing on retirement savings. However, use of available credit rose to 17% from 15%, and fewer consumers reported accelerating debt repayment. Looking ahead, 51% expected bills and loan payments to increase, while larger proportions anticipated reducing discretionary spending, retail purchases and major household expenditures. Overall, Philippine consumers remain optimistic about income prospects and employment conditions, but persistent inflation and rising living costs continue to shape more cautious spending, saving and borrowing behaviors.

Figure 1. Optimism about household finances in next 12 months

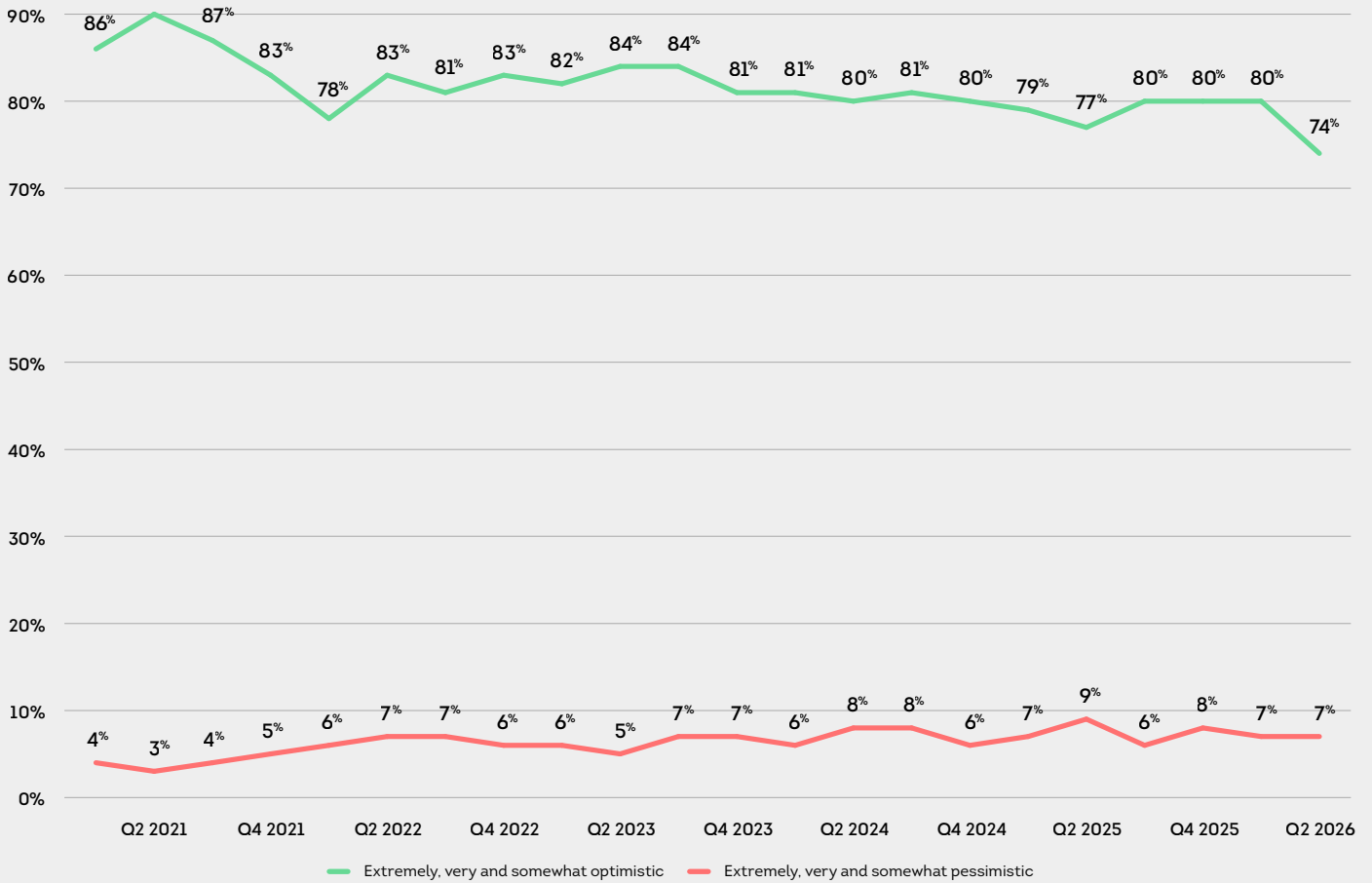


Figure 2. Biggest concerns affecting household finances in next six months
Percentage of consumers who said this concern was in their top three

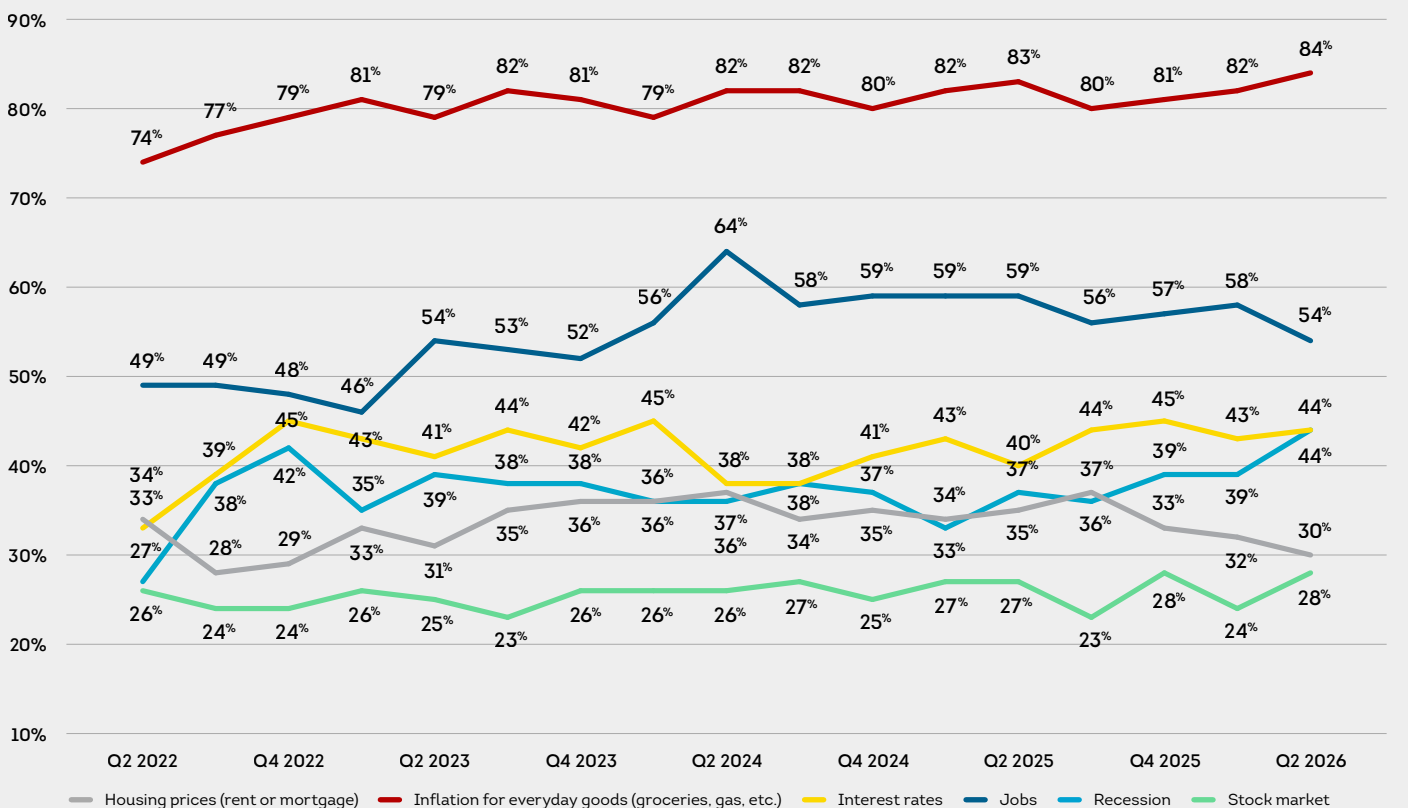
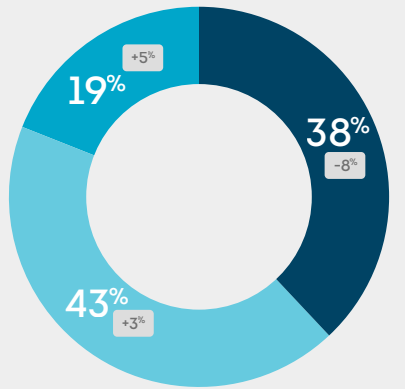
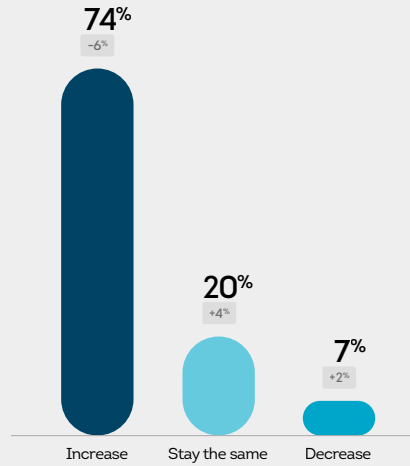


Figure 3. Household income change last three months



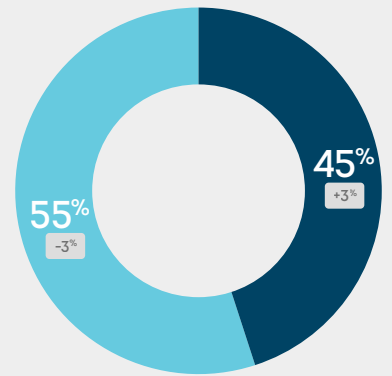
● Increased ● Stayed the same ● Decreased
X% Percentage point change from Q1 2026

Figure 4. Expected household income change next 12 months



X% Percentage point change from Q1 2026

Figure 5. Expect to be unable to pay at least one of their current bills and loans in full



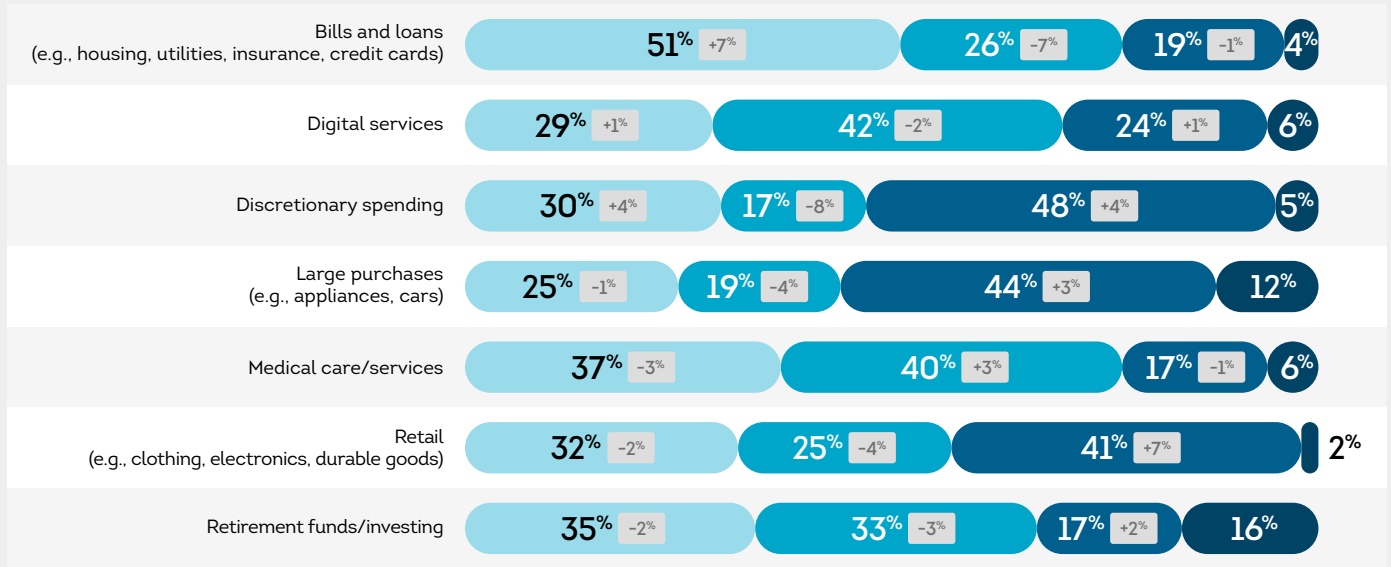
● Unable to pay ● Able to pay
X% Percentage point change from Q1 2026

Figure 6. Changes to household budget in the last three months

	Overall	Gen Z	Millennials	Gen X
Spending				
Cut back on discretionary spending (e.g., dining out, travel, entertainment)	55% +6%	47%	57%	60%
Canceled subscriptions/memberships	27% +3%	31%	28%	21%
Canceled/reduced digital services (e.g., wireless, cable TV, internet)	25% +3%	27%	24%	24%
Added/expanded digital services	20% -4%	26%	18%	17%
Increased discretionary spending	18% -4%	22%	19%	12%
Added subscriptions/memberships	12% -5%	13%	14%	7%
Debt & savings				
Saved more in emergency fund	49% +1%	52%	51%	45%
Paid down debt faster	32% -4%	30%	32%	35%
Saved more for retirement	23% -6%	18%	23%	30%
Increased usage of available credit	17% +1%	17%	20%	11%
Cut back on saving for retirement	13% 0%	12%	13%	13%
Used retirement savings	8% -3%	6%	5%	10%

X% Percentage point change from Q1 2026

Figure 7. Expected change to household spending over next three months



X% Percentage point change from Q1 2026 ● Increase ● Stay the same ● Decrease ● Not applicable

Attitudes and plans for economic participation

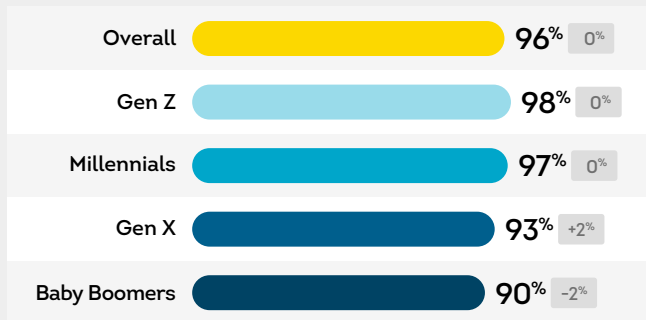
Access to credit remains an important enabler of financial goals for Filipino consumers, although its perceived importance moderated slightly in Q2 2026. Fifty-eight percent of consumers said access to credit and lending products was extremely or very important to achieving their financial goals, unchanged since Q2 2025. While Gen Z consumers saw a significant drop from 70% in Q2 2025 to 65% in Q2 2026, Millennials rose and Gen X remained relatively stable, highlighting some softening in perceived reliance on credit across segments.

Consumers' perceptions of credit access were largely unchanged year over year. Forty-four percent agreed they have sufficient access to credit and lending products, consistent with Q2 2025. However, nearly one-quarter (24%) disagreed, suggesting a meaningful portion of consumers still face barriers to obtaining credit. Younger consumers reported improving perceptions of access, with Gen Z agreement increasing to 47% from 42% a year earlier.

Credit demand remained elevated despite a modest slowdown. Forty-eight percent of consumers indicated they plan to apply for new or refinance existing credit compared to 51% in Q2 2025. Personal loans remained the most sought-after product, with application intent rising to 52% from 45% – while demand for credit cards increased to 35% from 31%. In contrast, planned applications for mortgages declined to 12% from 17%, reflecting continued affordability pressures and higher borrowing costs.

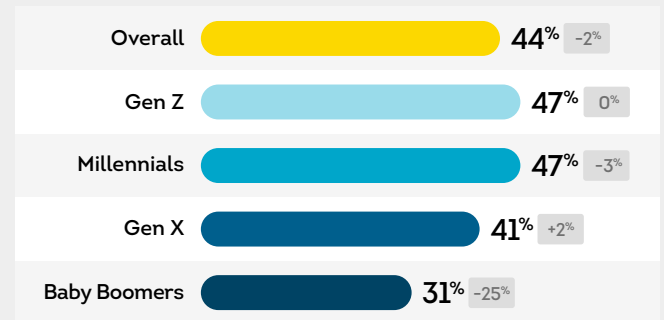
While demand for credit remains strong, many consumers continue to encounter obstacles during the borrowing journey. Sixty percent reported considering a credit application but ultimately deciding not to proceed compared to 57% a year ago. The most common reason was the perceived cost of borrowing, cited by 35% of consumers. Consumers also stated concerns about income or employment eligibility (28%) and lengthy approval processes (22%).

Figure 8. Believe important to have access to credit and lending products to achieve financial goals



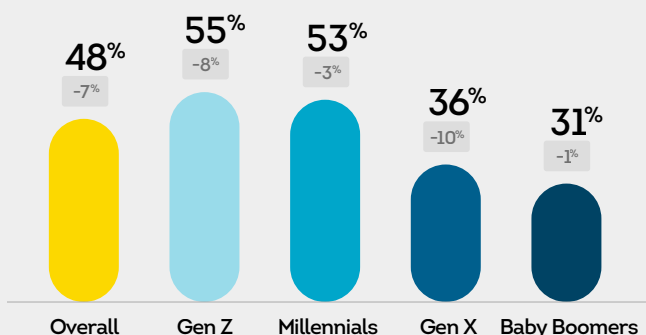
X% Percentage point change from Q1 2026

Figure 9. Believe have sufficient access to credit and lending products



X% Percentage point change from Q1 2026

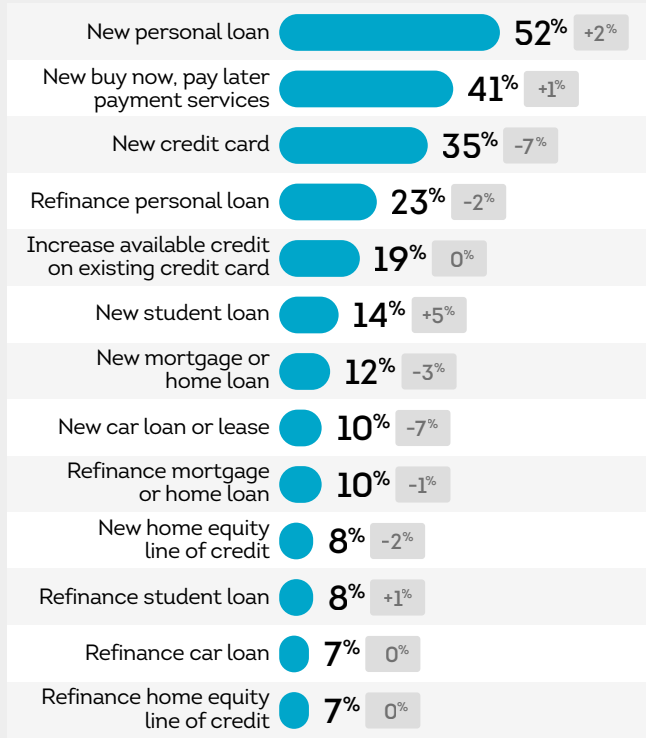
Figure 10. Plan to apply for new credit or refinance existing credit within the next year



X% Percentage point change from Q1 2026

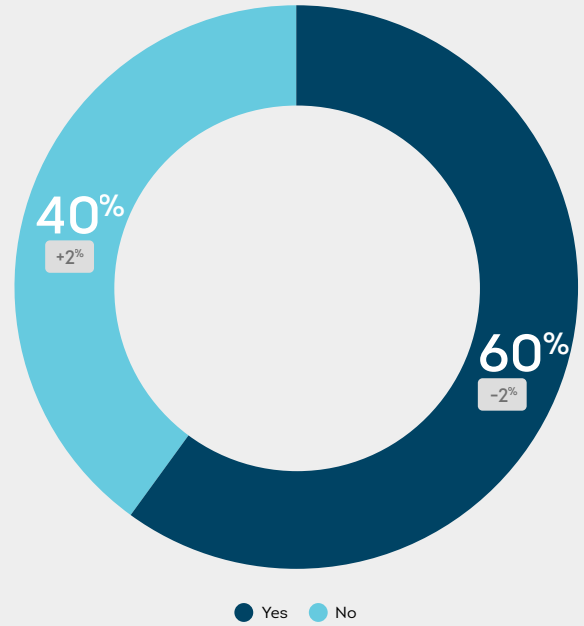
Figure 11. Type of new credit and loan activity planned in next 12 months

(among those who plan to apply for new or refinance existing credit)



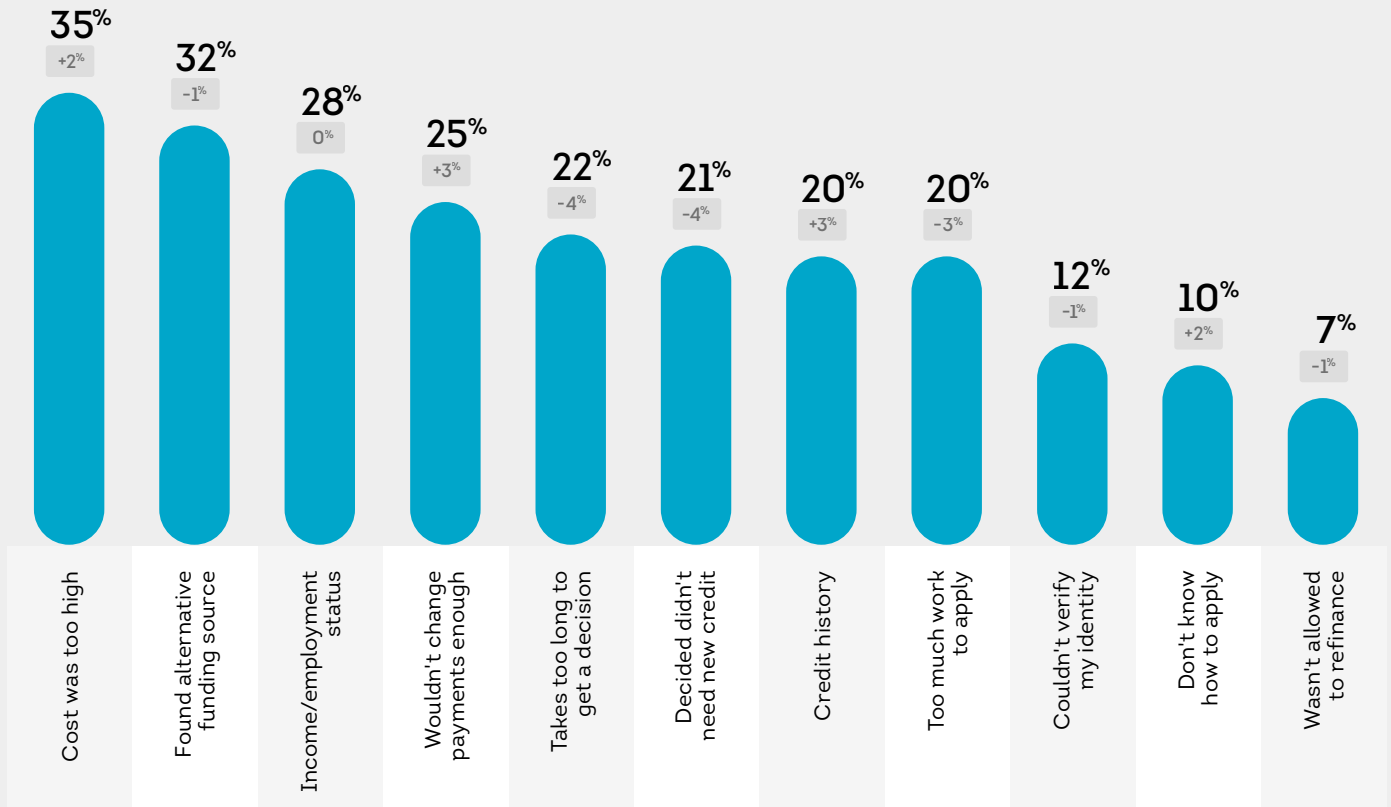
X% Percentage point change from Q1 2026

Figure 12. Abandoned plan to apply for new credit or refinance



X% Percentage point change from Q1 2026

Figure 13. Reasons for abandoning application for new credit or refinance



X% Percentage point change from Q1 2026

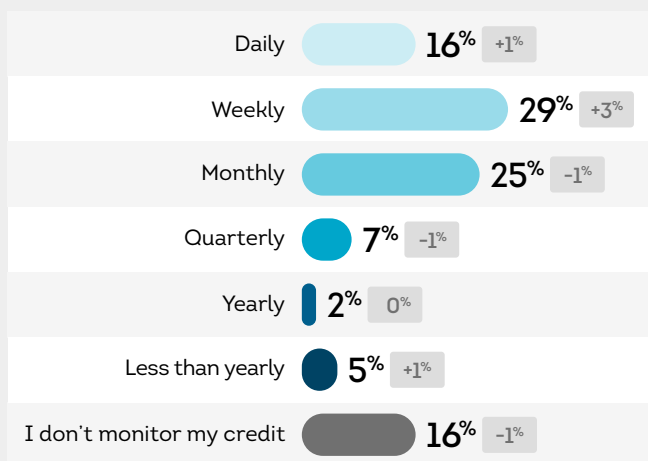
Attitudes and behaviors to manage financial choices

Filipino consumers took a more active role in managing their credit health. At least weekly credit report monitoring increased to 45% in Q2 2026 from 38% a year earlier, while the proportion not monitoring their credit reports declined to 16% from 20%.

The importance of credit monitoring continued to strengthen. Nearly three-quarters (74%) of consumers said monitoring their credit reports is extremely or very important, up from 68% in Q2 2025. Consumers also remained receptive to the use of alternative data in credit assessments, although sentiment softened slightly. Forty-six percent believed their credit scores would improve if lenders considered information beyond traditional credit reports, such as rental payments and buy now, pay later activity, compared to 51% a year ago.

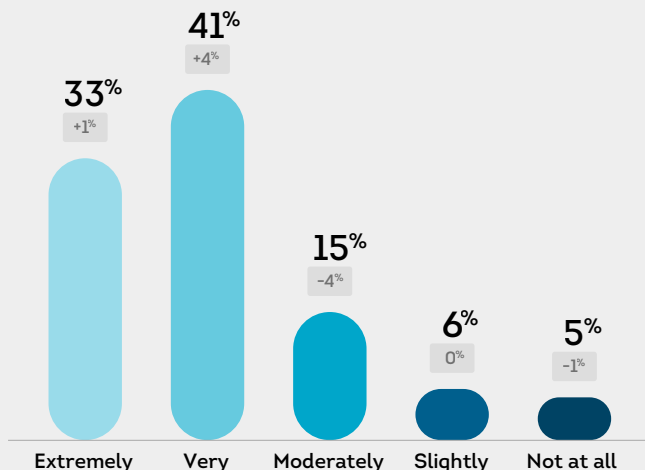
Attitudes toward artificial intelligence remained cautiously positive: 45% of consumers agreed AI will have a long-term positive impact on them and their lives (up from 43% in Q2 2025) – while the proportion expressing negative views remained unchanged at 19%.

Figure 14. Credit report monitoring frequency



X* Percentage point change from Q1 2026

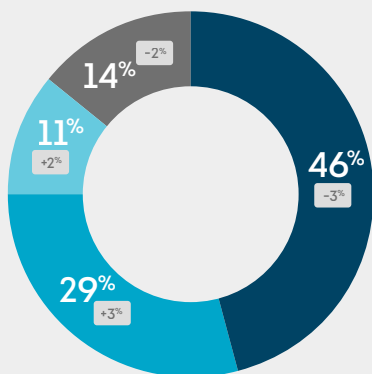
Figure 15. Believe monitoring credit report is important



X* Percentage point change from Q1 2026

Figure 16. How believe credit score would change if businesses used information not on standard credit report

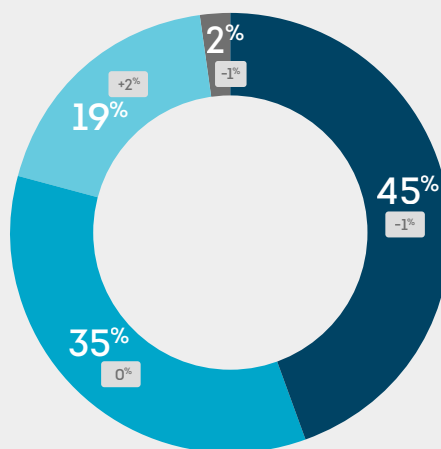
Examples provided of non-standard information include: rental payments, short-term loan history and buy now, pay later loans



● Increase ● Stay the same ● Decrease ● Don't know

X* Percentage point change from Q1 2026

Figure 17. How consumers believe AI will impact them



● Positively ● Neither positively or negatively ● Negatively ● Not sure

X* Percentage point change from Q1 2026

Identity risks and usage

Fraud exposure remains widespread among Filipino consumers. In Q2 2026, 66% reported being targeted by a fraud scheme in the previous three months, including 11% who became victims, up from 9% in Q2 2025. Only 34% said they were not aware of any fraud attempts targeting them. Phishing remained the most common fraud type, affecting 43% of consumers, followed by smishing (39%), money and gift card scams (32%), third-party seller scams on legitimate online retail platforms (27%) and vishing (26%). These results highlight the continued prevalence of digital fraud across multiple channels.

More than half of consumers took action following security incidents. Among those notified of a data breach, 53% changed passwords on affected accounts and 46% checked accounts for unauthorized activity. However, more advanced protective measures remain less common, with only 28% checking their credit reports for fraudulent activity, 17% placing a credit freeze and 15% enrolling in a credit or identity monitoring service. While consumers are responding to incidents, adoption of proactive identity protection tools remains relatively limited.

Cybersecurity awareness appeared to be improving; 65% of consumers reported they changed passwords in response to security concerns during the past 60 days and 40% enabled stronger login protections like multi-factor authentication. Thirty percent checked their credit reports, 12% purchased identity theft protection and 10% enrolled in identity monitoring services. Despite these actions, significant barriers remain. More than half (56%) of consumers who took no action said they were unsure what steps to take – while others cited information overload (18%), cost concerns (17%) or a lack of willingness to invest time in cybersecurity (15%). The findings suggest consumer education remains critical to strengthening cyber resilience and reducing fraud vulnerability.

Figure 18. Personal experience with online, email, phone call or text message fraud attempts in last three months

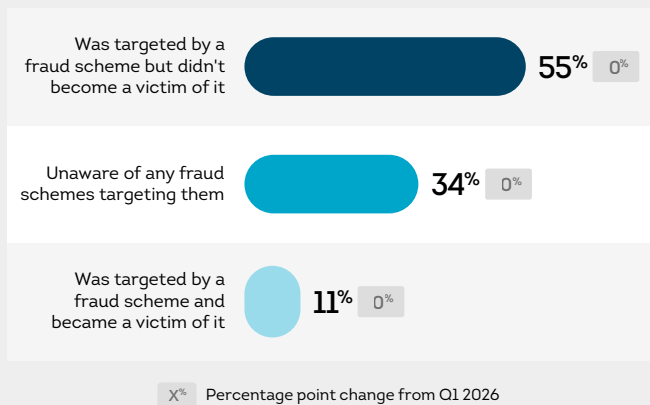


Figure 19. Most frequent fraud schemes targeting consumers
(among those targeted with online, email, phone call or text message fraud in the last three months)

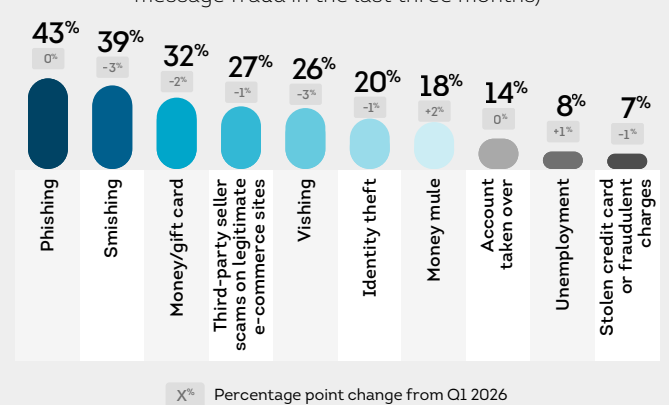
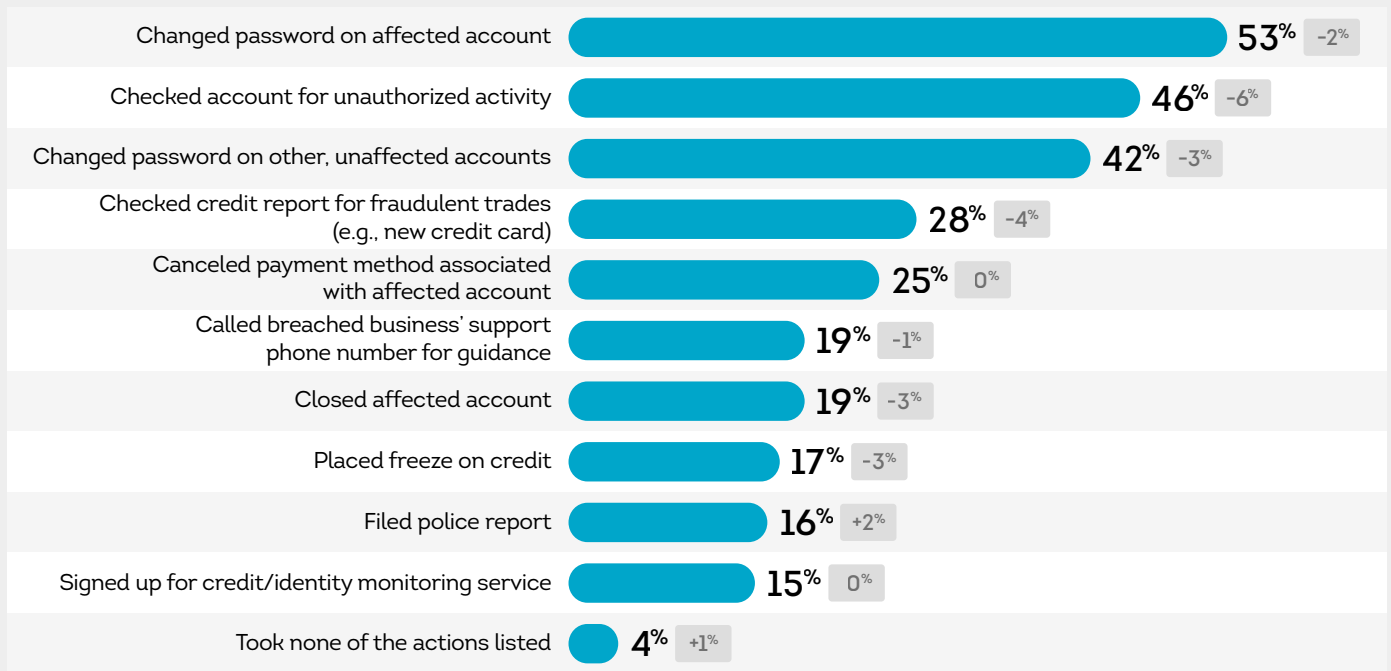


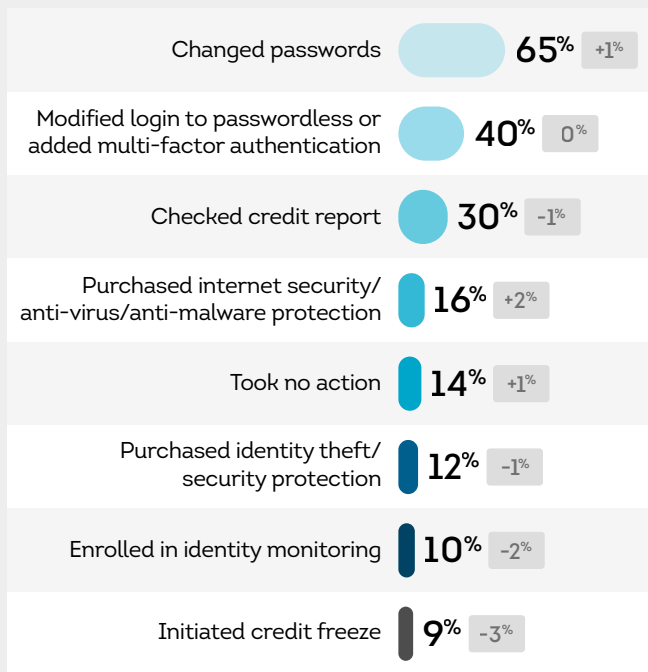
Figure 20. Most frequent actions data breach victims took

(among consumers notified in the last three months that details about their identities and/or online accounts were stolen)



X* Percentage point change from Q1 2026

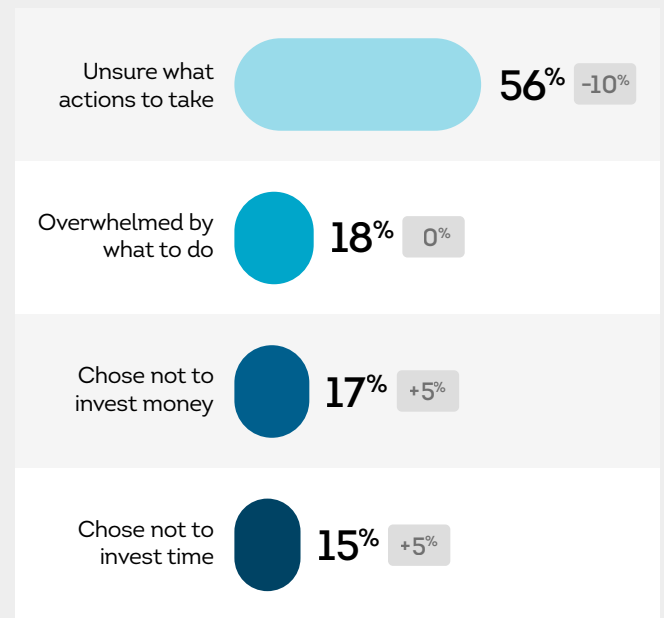
Figure 21. Actions taken in last 60 days due to cybersecurity concerns



X* Percentage point change from Q1 2026

Figure 22. Reasons did nothing about cybersecurity concerns

(among those who took no action about cybersecurity concerns in the last 60 days)



X* Percentage point change from Q1 2026

Research Methodology

TransUnion's Consumer Pulse Survey of 961 adults was conducted Apr. 29–May 19, 2026 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years of age and older residing in the Philippines were surveyed using an online research panel method across a combination of desktop, mobile and tablet devices. Survey questions were administered in English. 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 were defined in this research as follows: Gen Z, 18–29 years old; Millennials, 30–45; Gen X, 46–61; and Baby Boomers, age 62 and above. These research results are unweighted and statistically significant at a 95% confidence level within ± 3.2 percentage points based on a calculated error margin. Please note some chart percentages may not add up to 100% due to rounding or multiple answers being accepted.

For previous Consumer Pulse Studies, visit
transunion.ph/consumer-pulse-study



About TransUnion (NYSE: TRU)

TransUnion is a global information and insights company with over 13,000 associates operating in more than 30 countries, including the Philippines. We make trust possible by ensuring each person is reliably represented in the marketplace. We do this by providing an actionable view of consumers, stewarded with care.

Through our acquisitions and technology investments we have developed innovative solutions that extend beyond our strong foundation in core credit into areas such as marketing, fraud, risk and advanced analytics. As a result, consumers and businesses can transact with confidence and achieve great things. We call this Information for Good® – and it leads to economic opportunity, great experiences and personal empowerment for millions of people around the world.

In the Philippines, we were the first comprehensive private credit reference agency (CRA) and we have helped Filipinos to better understand and manage their personal finances for more than a decade. We serve a range of clients across multiple sectors, including international, national and rural financial services providers, telecommunications, utilities, FinTech, and retail organizations.

For more information, visit transunion.ph