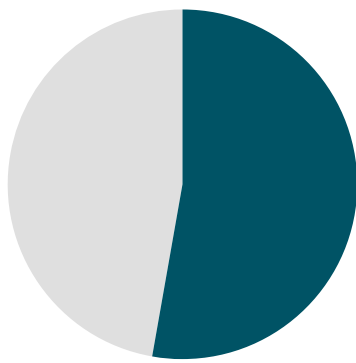




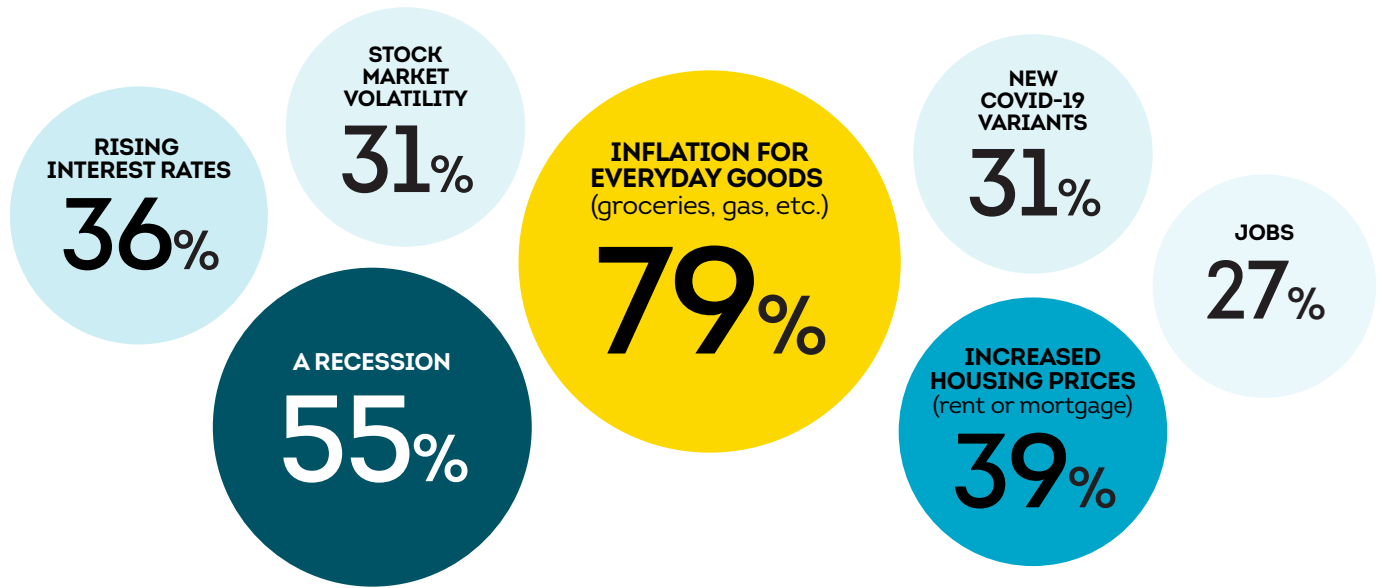
Consumer Pulse Study Q3 2022



# 53% Of Americans Remain Optimistic About Their Financial Future; Inflation the Top Concern

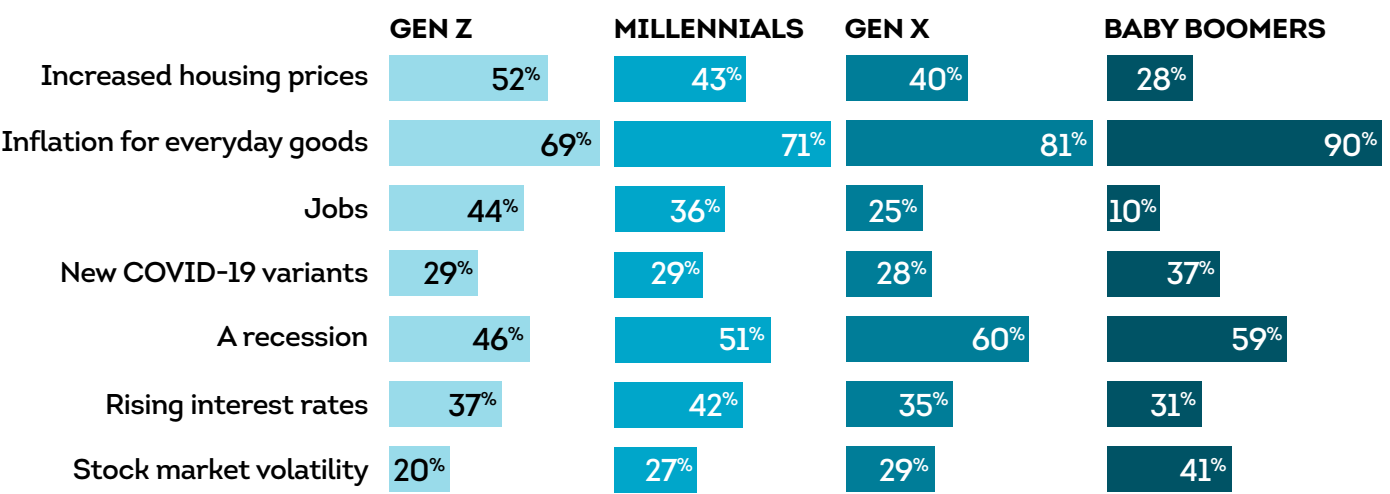
## Concern Ranking

Percentages of adult consumers who reported the following in their top three household financial concerns in the next six months



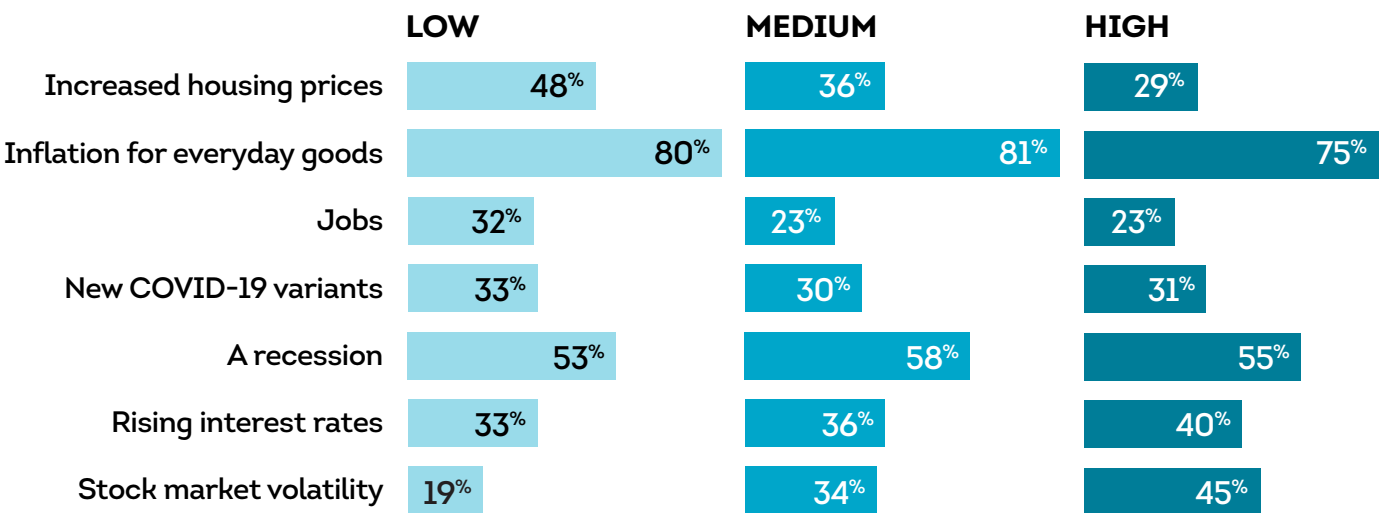
## Concern Ranking by Generation

Generations are defined as follows: Gen Z, born 1995–2004; Millennials, born 1980–1994; Gen X, born 1965–1979; and Baby Boomers, born 1944–1964

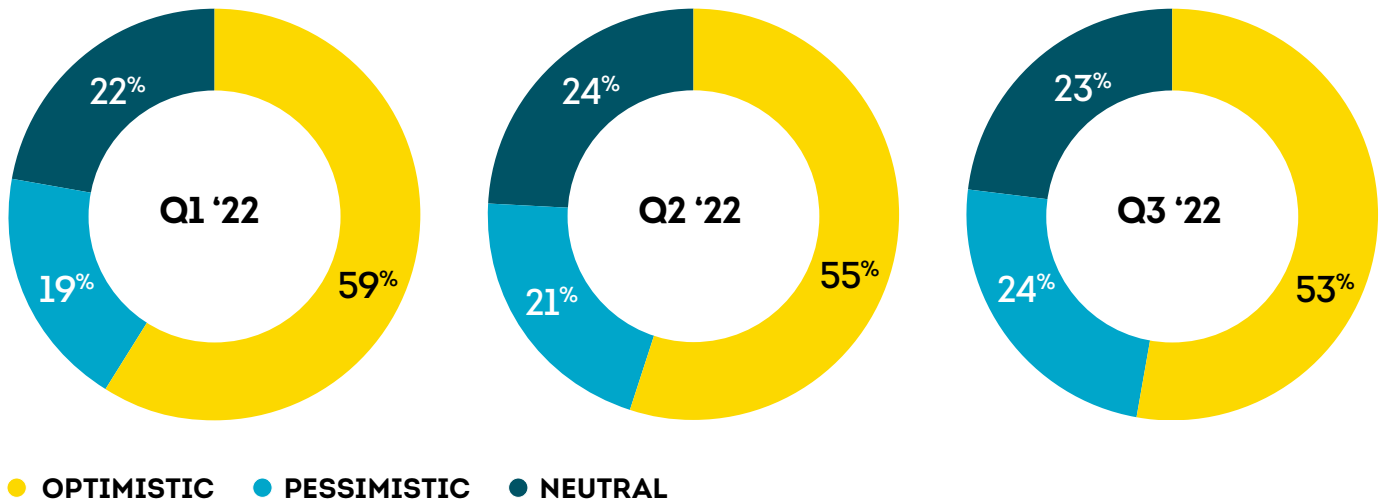


## Concern Ranking by Income

Income levels are defined as follows: low, less than \$50,000; medium, \$50,000–\$99,999; high, \$100,000 or more



## Optimism About Financial Future



For more information about how TransUnion can help lenders navigate today's economy, visit our [CreditVision webpage](#) or download our [brochure](#).

This online survey of 3,000 adults was conducted Aug. 11–18, 2022 by TransUnion in partnership with third-party research provider, Dynata. Adults 18 years of age and older residing in the United States were surveyed using an online research panel method across a combination of desktop, mobile and tablet devices. Survey questions were administered in English. All states are represented in the study survey responses. To ensure general population sample representativeness across United States resident demographics, the survey included quotas to balance responses to the census statistics on the dimensions of age, gender, household income, race and region. These research results are percentages and statistically significant at a 95% confidence level within ±1.79 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.