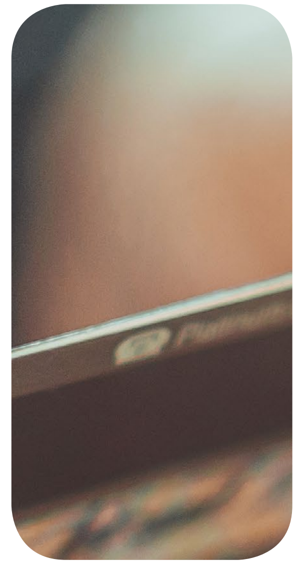
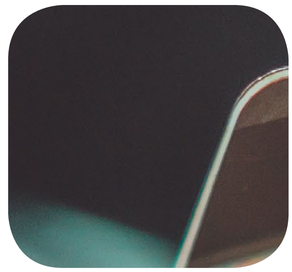
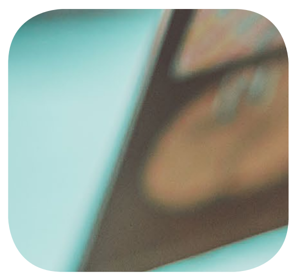
TransUnion

Global Research Study

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







Contents

TransUnion

Introduction

New-to-Credit consumers – those entering the credit market for the first time – represent an important segment of the credit market, but one that's not widely understood.

To uncover data-driven insights and shed light on this consumer segment, TransUnion undertook a global study of New-to-Credit consumers in markets across the world. This study revealed consistent global themes, as well as key regional differences, in the profiles, behaviours and performance of New-to-Credit consumers.

The insights from this global study should prove valuable to lenders in setting strategies to expand credit access to new consumers. This report will also help lenders understand how to best meet the needs and goals of New-to-Credit consumers to build loyalty and help them progress in their credit journeys with greater success.

The importance of New-to-Credit consumers

The topic of financial inclusion is an increasingly important one to a wide range of audiences across the globe. Governments, regulators and financial institutions, among many others, all have vested interests in helping a greater number of consumers have access to banking and lending products. The reasons for this focus are clear: Countless studies by organisations around the world have shown a strong, positive correlation between access to banking products and financial opportunities for individuals and families, in addition to broader economic growth.

A particular focus around the topic of financial inclusion is credit inclusion – the ability of consumers to access traditional lending products, such as credit cards, mortgages and personal loans. These products serve as a means to financial mobility for consumers and can be a gateway to better quality of life, enabling homeownership, business formation and wealth creation. The more consumers who can participate in credit markets in a region, the greater the opportunities for broad economic inclusion.

Exploration of financial inclusion typically focuses on understanding credit unserved and underserved consumers – those who have no (or minimal) participation in credit markets. In 2022, TransUnion published a global research study, *Empowering Credit Inclusion: A Deeper Perspective on Credit Underserved and Unserved Consumers*, which provided analyses into these consumer populations in markets around the globe, along with insights for lenders to expand credit participation.

An equally important consumer segment for broadening financial inclusion, and the focus of this report, is New-to-Credit (NTC) consumers – those who open their first-ever credit product. NTC consumers are entering the credit market for the first time. The challenge for lenders is data on these consumers prior to opening their first accounts and early in their credit journeys is generally sparse or non-existent.

Examples of New-to-Credit consumers:

- **A 21-year-old adult who recently graduated from college and opened their first credit card.**
- **A foreign national who migrated to the United States to pursue higher education and opened a personal loan to pay for rent.**
- **A young mother who recently learned how to open a microcredit loan and uses it to pay down her bills.**

Key questions on New-to-Credit consumers we'll answer in this study:

Why are NTC consumers important?

How have the volume and dynamics of NTC consumers changed during the pandemic?

What do their profiles look like?

What are their credit journeys?

What are their stated needs and attitudes toward credit?

How can lenders more effectively acquire and serve NTC consumers?

While there are myriad benefits for consumers and economies in increasing credit participation and financial inclusion, there are also important benefits for lenders helping NTC consumers on their journeys. Many banks and lenders spend considerable time and money attracting new customers; however, much of that effort is often directed at consumers who already have experience and demonstrated track records with credit. But, there are significant lifetime loyalty benefits to being the organisation that gives a consumer their first credit product. Developing a strategy to attract and build relationships with NTC consumers, and help them along their early credit journeys, can create a base of loyal customers who will become increasingly profitable as their needs and financial capacities continue to grow.

TransUnion undertook this research study to help broaden the understanding and compare the dynamics of NTC consumers in markets around the world. As a global organisation, TransUnion draws on insights from both developed and developing credit markets, including Brazil, Canada, Colombia, the Dominican Republic, Hong Kong, India, Philippines, South Africa, and the United States. This study includes both data-driven insights from TransUnion's credit bureau databases in markets around the world, as well as consumer survey insights into NTC consumer perceptions and motivations.

An important early finding was that while there are numerous global themes around borrowers' needs and behaviours, each region also had unique NTC consumer characteristics that are important for lenders to understand and respond to. These insights, which include actionable strategies for lenders and policymakers worldwide to better serve the needs of NTC consumers, can help promote financial inclusion globally.

Study overview

A key first step in studying NTC consumers is to define this population. For the purposes of this study, TransUnion defines an NTC consumer as one with no prior credit history on their credit bureau file who opens their first-ever, traditional credit product. Traditional credit products encompass those that are consistently reported to credit bureaus, including credit cards, auto loans, mortgage/home loans, personal loans, student loans and retail store card accounts, as well as a range of lending product types that are unique to individual regions, such as agriculture loans and consumer durable loans (India), clothing accounts (South Africa), and microcredit loans (Colombia).

This study definition excludes consumers who opened non-credit accounts, such as checking/deposit accounts or utility or telecommunication accounts, as their first accounts. This study also excludes consumers opening as their first products those account types not consistently reported to credit bureaus like payday loans and buy now, pay later financing in most regions. For the purposes of this study, consumers whose only credit account is an authorised user account on a credit card or other revolving product (that is, where the consumer is typically not contractually responsible for repayment) are not included in the definition of NTC consumers.

To analyse the credit activity and behaviours of NTC consumers, the study analysed TransUnion's anonymised consumer credit databases in Canada, Colombia, Hong Kong, India, South Africa and the United States, encompassing hundreds of millions of consumers. The study looked at consumers who entered the credit market for the first time over multiple time periods in 2017, 2019 and 2021 to understand how the volume of NTC consumers, as well as their observed profiles, preferences and performance, may have changed from the pre-pandemic period and through the pandemic. For certain metrics, the study compared the attributes of NTC consumers with those of credit served consumers – those with two or more years of credit experience – over the same time periods.

In addition to analysing credit data, TransUnion undertook a survey-based market research study to understand the voice of NTC consumers as it relates to digital and point-of-sale credit application experiences, credit awareness, perceptions of credit, and advantages and hurdles in accessing credit. This online global survey included responses from 8,465 NTC consumers from a range of developed and developing credit markets, including Brazil, Canada, Colombia, the Dominican Republic, India, Philippines, South Africa and the United States.

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

Understanding New-to-Credit consumers

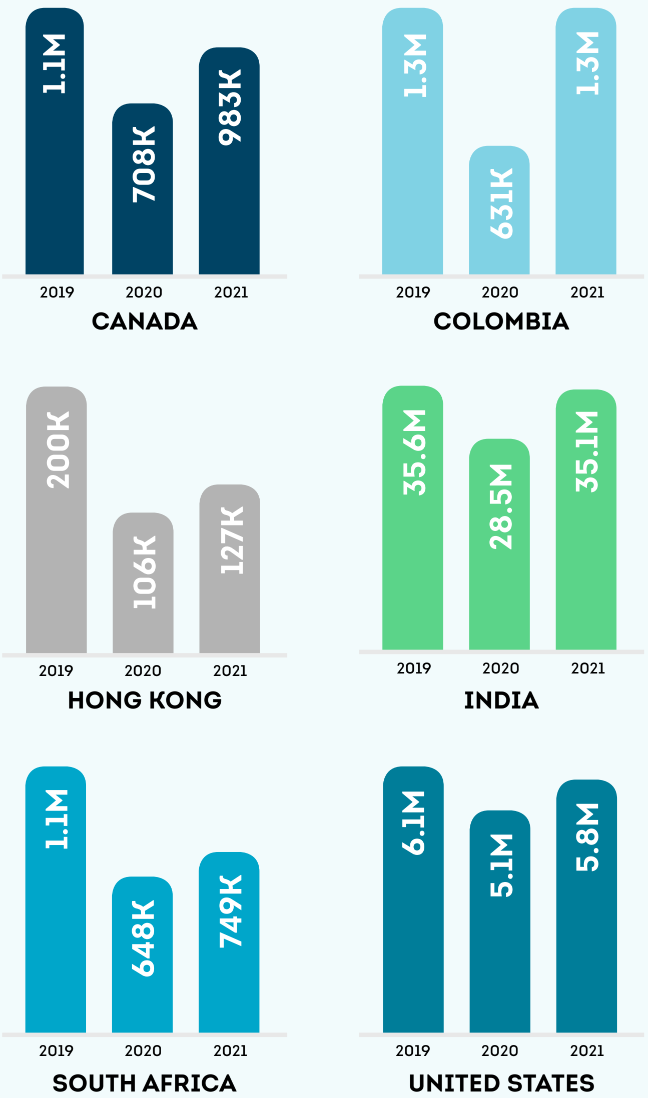
New-to-Credit by the numbers

The study found tens of millions of consumers across the study regions become NTC each year. The number of NTC consumers in a market generally correlates to the overall adult population; NTC consumers as a percentage of total adult population in the regions studied range from 1.9%–3.6% each year.

Number of New-to-Credit consumers

The number of NTC consumers each year was largely stable or growing in 2017–2019 (prior to the pandemic). The onset of the pandemic resulted in a dramatic drop in the number of NTC consumers in 2020; the percentage drops ranged from 17% in the United States to over 50% in Colombia. This drop is not surprising as global lockdowns and significantly reduced consumer spending caused fewer consumers to seek new credit. At the same time, lenders in many markets pulled back on new loan originations, particularly to riskier borrowers. The number of NTC consumers rebounded sharply in 2021, returning to near-2019 levels in most markets – with the exception of Hong Kong and South Africa where volumes grew 16%–19% from 2020 levels. This rebound demonstrated continued strong demand for credit from the NTC consumer segment – and pent-up demand as markets emerged from the pandemic.

Number of New-to-Credit consumers



Age profile of New-to-Credit consumers

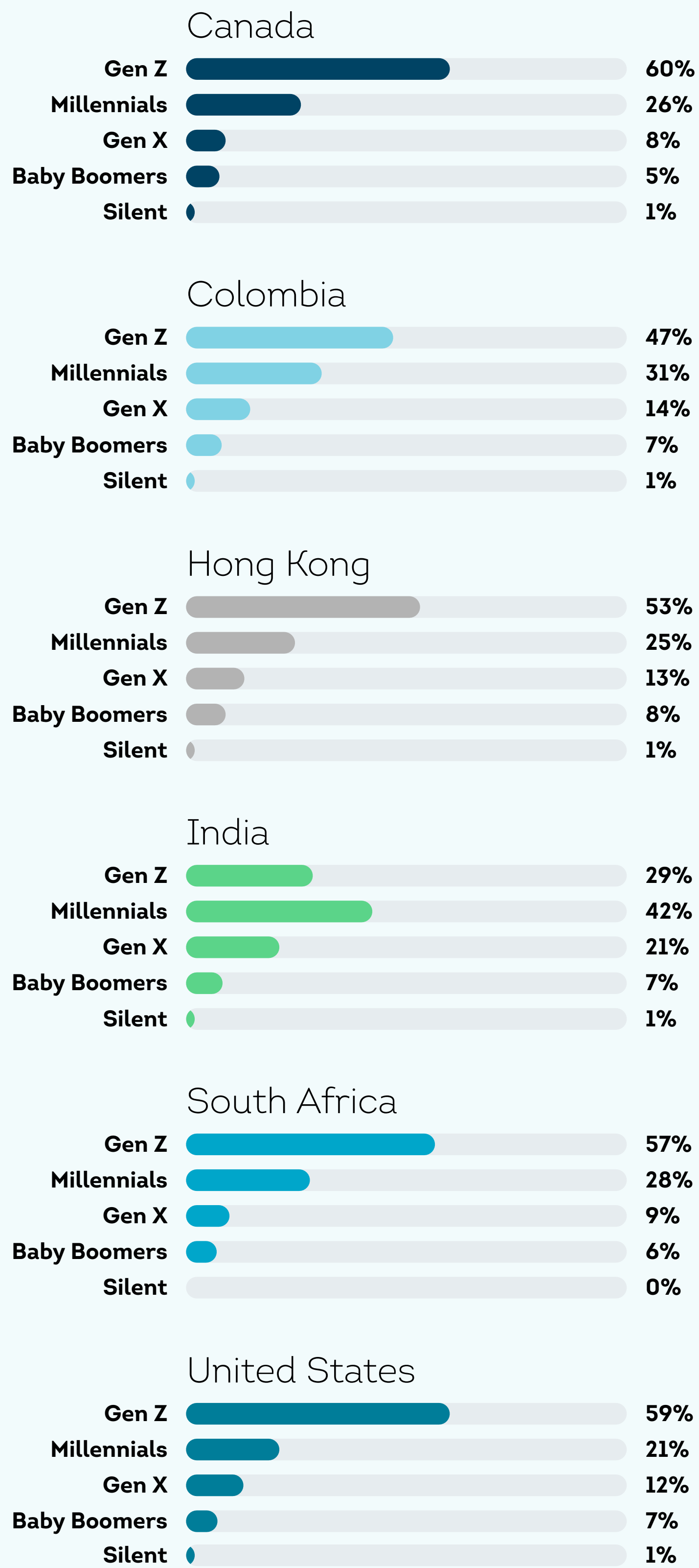
NTC consumers are generally younger than the overall credit-active population. On average across the regions studied, 51% of NTC consumers were Gen Z (born in 1995 or later), and 80% were in the two youngest generations: Gen Z and Millennials (born in 1980–1994).

New-to-Credit by generation

That said, the fact that a decent share of NTC consumers was older is significant. An average of 41% of NTC consumers across all regions studied in 2021 were age 30 and older (reaching as high as 60% in India) and further 14% on average were age 50 and older. Clearly, not all NTC consumers are younger, which speaks to the diversity of reasons consumers may become NTC based on their regions and individual situations. Understanding different NTC consumers and their journeys is essential to attracting and offering them relevant products.

While many NTC consumers are those who have recently become adults, left school, or entered the workforce, others are at different life stages. In many markets, recent immigrants comprise a material share of NTC consumers (for example, 16% of all NTC consumers in Hong Kong in 2019). These recent entrants may have been credit active in their prior home countries – but are now starting new credit journeys. As well, in some regions, particularly developing markets, older consumers may not have previously had access to traditional credit products, but they're now finding more lenders willing to expand access to those with limited or no credit history. This wide range of age and life stages makes it important that lenders tailor their offerings to meet the diverse needs of the NTC consumer segment to advance financial inclusion.

New-to-Credit by generation



Gen Z are born 1995 or later. Millennials are born 1980–1994. Gen X are born 1965–1979. Baby Boomers are born 1946–1964. The Silent Generation are born 1945 or prior.

First products opened

There's consistency among developed regions but considerable variability across developing regions when analysing the first products opened by NTC consumers. In all developed markets, the most common first traditional product 2021 NTC consumers opened when they entered the credit market was a credit card; 81% of NTC consumers in Canada; 88% in Hong Kong; and 59% in the United States. This finding aligns well with the adoption of digital transactions and ecommerce in these markets.

Credit card was also the leading first product opened in Colombia in 2021 – but for a much smaller group (29%). The most common first product in India was consumer durable loans (21%) used to purchase larger-ticket retail goods. In South Africa, the leading first product by NTC consumers was a clothing account (revolving accounts offered by retailers). This variance in products was driven in part by supply and the availability of products to consumers with no credit history and limited information that can be used by lenders in assessing borrower risk. As well, there's likely a demand component for the variance between developed and developing markets – driven by the adoption of digital payments for everyday transactions. In many developing markets, consumers still prefer and use cash for purchases, which reduces the need for credit cards compared to developed markets.

SURVEY FINDINGS

New expenses were primary reason for opening first account

NTC consumers reported opening their first credit products because they had new expenses in all regions – except Canada and the United States where having access to a convenient means of spending was the top motivator. This finding is aligned to the credit data study where consumers in Canada and the United States largely opened credit cards as their first products, whereas in other regions, the first products opened were generally those used to finance specific purchases.

First credit products were generally available to New-to-Credit seekers

A majority of NTC consumers across all regions, with the exception of India, reported receiving a credit product at the first institution where they applied – without needing to go to multiple lenders. However, most reported a wait of at least a month from when they first wanted credit to actually opening their first product.

Convenience drove selection of first lender

In selecting which institution to open their first product with, convenience was cited as the top criterion in all regions – with the exception of Brazil where the top reason was because they already banked there.

Reason for opening first traditional credit product

BRAZIL	Had new expense	49%
CANADA	Convenient means of spending	44%
COLOMBIA	Had new expense	54%
DOMINICAN REPUBLIC	Had new expense	44%
INDIA	Had new expense	75%
PHILIPPINES	Had new expense	57%
SOUTH AFRICA	Had new expense	45%
UNITED STATES	Convenient means of spending	46%

Top three most common products opened by New-to-Credit consumers

Canada

CREDIT CARD

Number of consumers
797,308
Percentage of all NTC in 2021: **81%**

STUDENT LOAN
Number of consumers
63,080
Percentage of all NTC in 2021: **6%**

INSTALLMENT LOAN
Number of consumers
38,934
Percentage of all NTC in 2021: **4%**

Colombia

CREDIT CARD

Number of consumers
365,910
Percentage of all NTC in 2021: **29%**

MICROCREDIT
Number of consumers
306,552
Percentage of all NTC in 2021: **24%**

PERSONAL INSTALLMENT
Number of consumers
301,516
Percentage of all NTC in 2021: **24%**

Hong Kong

CREDIT CARD

Number of consumers
110,977
Percentage of all NTC in 2021: **88%**

PERSONAL LOAN
Number of consumers
6,423
Percentage of all NTC in 2021: **5.1%**

MORTGAGE
Number of consumers
5,739
Percentage of all NTC in 2021: **4.5%**

India

CONSUMER DURABLE LOAN

Number of consumers
7,380,354
Percentage of all NTC in 2021: **21%**

AGRICULTURAL LOAN
Number of consumers
6,823,131
Percentage of all NTC in 2021: **19%**

PERSONAL LOAN
Number of consumers
4,204,566
Percentage of all NTC in 2021: **12%**

South Africa

CLOTHING ACCOUNT

Number of consumers
435,725
Percentage of all NTC in 2021: **58%**

NON-BANK PERSONAL LOANS
Number of consumers
97,103
Percentage of all NTC in 2021: **13%**

RETAIL INSTALLMENTS
Number of consumers
77,564
Percentage of all NTC in 2021: **10%**

United States

CREDIT CARD

Number of consumers
3,212,876
Percentage of all NTC in 2021: **59%**

AUTO
Number of consumers
713,897
Percentage of all NTC in 2021: **13%**

PRIVATE LABEL CARD
Number of consumers
417,492
Percentage of all NTC in 2021: **8%**

Subsequent products opened

When examining subsequent lending products that NTC consumers opened over the first two years after entering the credit market, the picture largely mirrored that of the first product in developed regions. In Canada, Hong Kong and the US, NTC consumers were most likely to open a credit card as their next product – the same as their first product. This ranking of credit cards as the most likely subsequent product in these markets remained consistent pre-pandemic as well as during the pandemic.

This dynamic is likely driven by several factors. Consumers who open a credit card as their initial product typically receive cards with relatively small credit limits, potentially fewer benefits, and/or higher APRs (annual percentage rates) as card issuers seek to manage the risks of consumers with no credit history and unknown risk profiles. After opening their first cards and establishing a track record of payments, other card issuers may be willing to give these NTC consumers additional cards with higher credit limits, lower APRs, and/or rewards, providing them more value and spending power.

The priority of subsequent products was very different in the developing markets studied. In South Africa where the most common first product was a clothing account, this same product type was also the most common subsequent product opened (both pre-pandemic and during the pandemic). Consumers opening their first products are on a personal journey of learning how to use credit and manage payment obligations. It makes logical sense that subsequently opened products are of the same type because these consumers have greater familiarity and comfort with these products and can continue their credit journeys in a more informed way.

In the pre-pandemic time period, consumer durable loans were the most common subsequent product in India, whereas in Colombia, microcredit loans (generally used to finance small businesses) were the top subsequent product. However, during the pandemic, the hierarchy shifted in both markets with unsecured personal loans becoming the most common subsequent product opened. This shift in priority to personal loans – which provide cash the consumer can use for any purpose – may have been driven by the strains caused on consumers' finances during the pandemic and increased need for liquidity for day-to-day living expenses.

SURVEY FINDINGS

Mortgage generally considered inaccessible to New-to-Credit consumers

When asked which credit products they don't feel they have access to, NTC consumers in every region listed mortgage – except India where point-of-sale loans and personal loans were the top products cited.

Another change that occurred during the pandemic, particularly in developing regions, was the share of NTC consumers who opened subsequent accounts in the two years after entering the credit market. In the developed markets studied, the share of NTC consumers who opened additional accounts was roughly the same between pre-pandemic and pandemic periods in the US and Hong Kong, with a small drop seen in Canada. In developing markets, India also experienced a small decrease in the share of NTC consumers with subsequent originations during the pandemic period, whereas Colombia and South Africa saw much larger declines.

SURVEY FINDINGS

They expected their future need for credit to grow

On average, over 60% of NTC consumers said their need for credit will increase in the next three to five years, with the highest levels in developing markets (led by India at 79%).

This was likely driven by the availability of credit to NTC consumers during the pandemic period when many lenders in developing regions pulled back on originations – particularly to higher-risk borrowers. This thesis was confirmed by the similar decline seen in credit originations activity by credit established consumers – those with more than two years of credit history – with similar credit score profiles over the same time period.

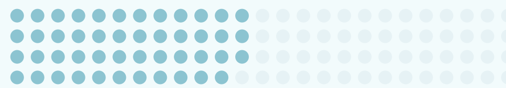
SURVEY FINDINGS

Better terms influenced future use of credit

When asked what would make NTC consumers more likely to expand their use of credit in the future, better credit offers, lower payments and future life events were among of the top cited reasons.

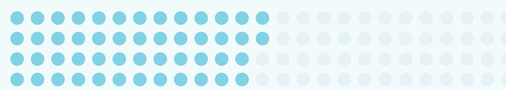
Primary motivator that would make New-to-Credit consumers more likely to expand their use of credit products:

BRAZIL
Better credit offers: **47%**

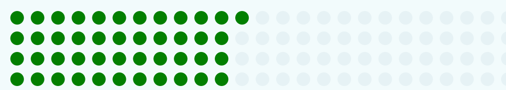


CANADA
Lower payments: **32%**

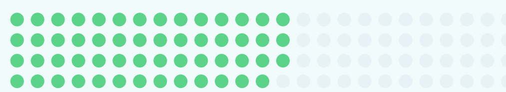
COLOMBIA
Future life event that would increase credit needs: **50%**



DOMINICAN REPUBLIC
Future life event that would increase credit needs: **45%**



INDIA
Future life event that would increase credit needs: **55%**



PHILIPPINES
Lower payments: **44%**

SOUTH AFRICA
Education on availability / benefits of credit: **40%**

UNITED STATES
Better credit offers: **35%**

Credit activity and utilisation

When considering credit access for NTC consumers, it's important to look beyond their abilities to open new credit products. The size of credit limits consumers receive, and how they utilise those credit limits, provide important insights into whether NTC consumers are truly able to gain access to the credit they need in the early years of their credit journeys.

To explore credit limits and utilisation, particularly on credit cards which are an important first product for NTC consumers in many regions, this study compared NTC consumers to a control group of credit served consumers (those with more than two years of credit history and multiple credit products and accounts in wallet). To create the control group, this study looked at the age and risk distribution of consumers in the NTC population, and sampled a group of credit served consumers with the same age and risk distribution for comparison.

When comparing NTC consumers to credit served consumers, the study found in all regions that NTC consumers with credit cards had lower credit limits on average than credit served consumers with the same age and risk profiles. This trend was consistent in both pre-pandemic and pandemic time periods. The implication is that lenders grant lower credit card limits to NTC consumers – likely due to concerns over their lack of credit histories and a desire to manage exposure to what are expected to be riskier borrowers.

However, when looking at the average utilisation rate (card balances as a percentage of total credit limits) for NTC consumers, an interesting insight emerged. Given the lower credit limits of NTC consumers, and their likely need and desire to use their cards, it would be reasonable to expect NTC consumers to have higher utilisation rates. However, the utilisation rate of NTC consumers was lower than that of the control group of served consumers in all regions – both pre-pandemic and during the pandemic.

"The more consumers who can participate in credit markets in a region, the greater the opportunities for broad economic inclusion. The data from our study demonstrate that New-to-Credit consumers are often good risks who are hungry for credit and will show loyalty to those financial institutions that offer them their first credit accounts."

Charlie Wise, co-author of the study and head of global research at TransUnion

Lower utilisation rates may be a factor of the limited time NTC consumers would have had as cardholders to accumulate balances. It may also indicate NTC consumers are more prudent in their use of credit and choose to carry lower balances relative to their credit limits. It's likely NTC consumers are adopting new ways of making payments via newly-opened credit products, learning how to manage those obligations, and are in the process of utilising credit in lieu of other non-credit products.

SURVEY FINDINGS

Concerns over debt levels an impediment to expanding the use of credit

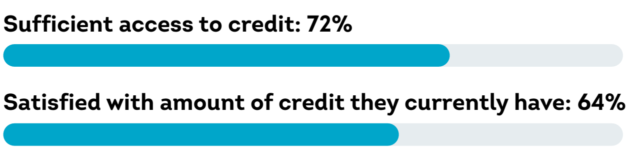
In most regions, the top reason consumers gave for not having more credit was not wanting to go into more debt. The exceptions were in India and Philippines where consumers said they don't want to lose control of their finances. Only in Canada did the reason of not needing more credit appear in the top three responses.

Regardless of the motivation, lower utilisation rates may benefit NTC consumers over time as utilisation is a major factor in determining a consumer's credit score in virtually every region studied. By keeping their utilisation rates lower, NTC consumers may see higher credit scores, which could improve their access to credit, as well as the interest rates and terms on the credit they receive in the future.

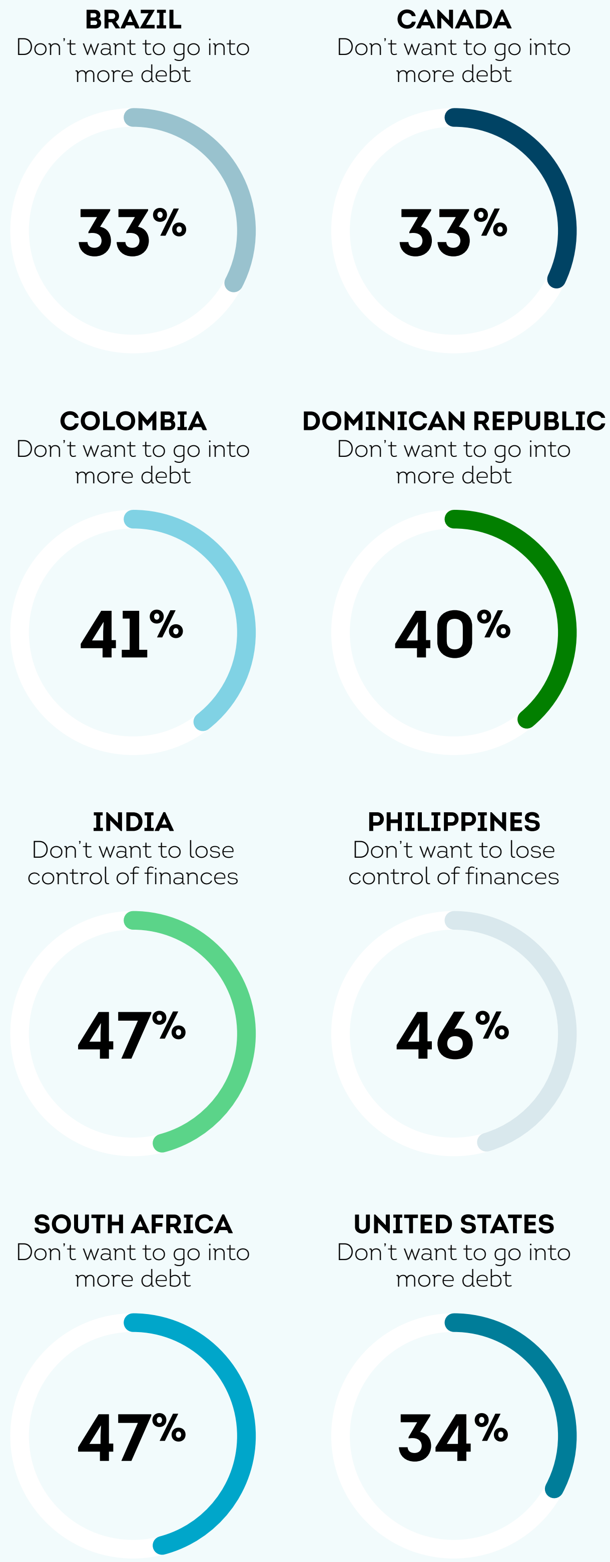
SURVEY FINDINGS

NTC consumers felt they had sufficient access to credit

The vast majority (about 72% on average) of NTC consumers felt they had sufficient access to credit products, but fewer (about 64%) were satisfied with the amount of credit they currently have.



Primary reason New-to-Credit consumers might not have much credit:



Performance of New-to-Credit consumers

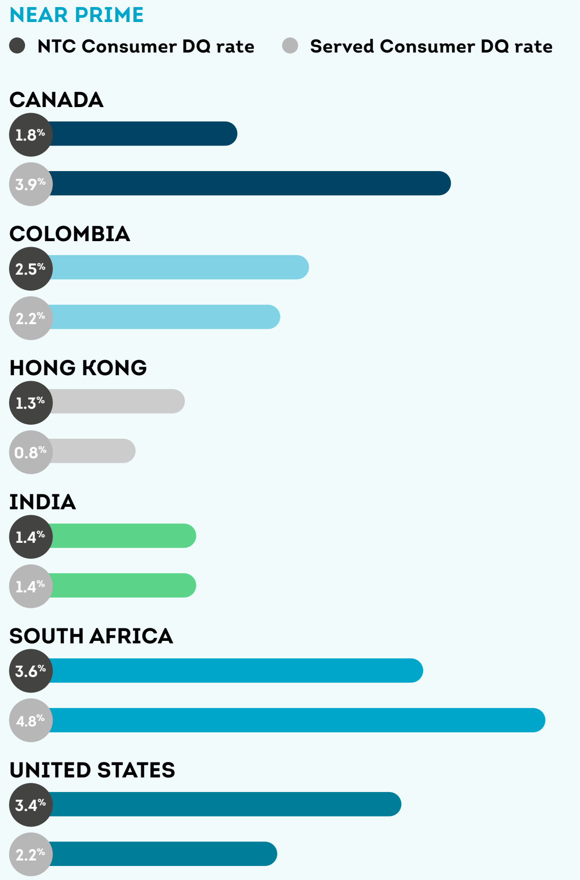
For NTC consumers to open additional products and migrate to being credit served requires that they be able to access additional credit products from lenders. This access may be less available if lenders believe NTC consumers are at significantly higher risk of default than established credit consumers due to their lack of experience in managing credit. This study examined the performance of NTC consumers compared to credit served consumers, and the findings were very promising for lenders.

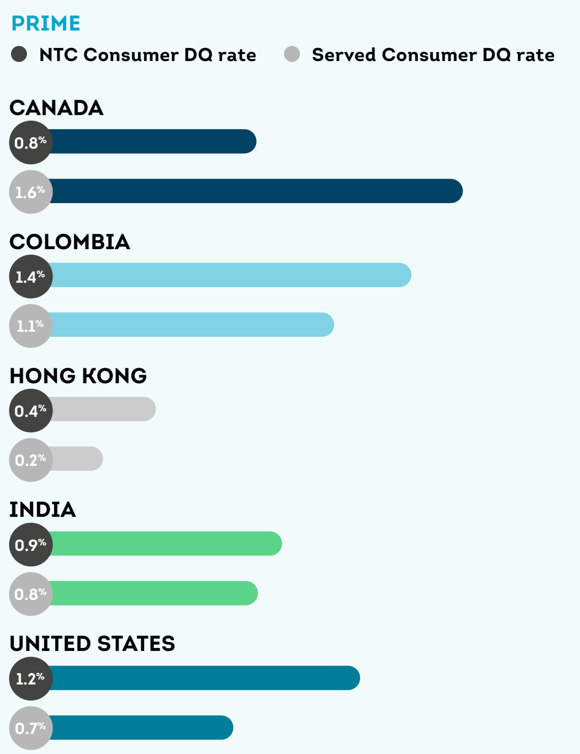
The study looked at NTC consumers who opened credit cards as a subsequent product and the delinquency performance after six months on those cards, and compared them to the delinquency rate of credit served consumers who also opened cards in the same time period. To control for differences in risk profile, the study compared NTC and credit served consumers in the same risk score band – subprime, near prime, prime, etc.*

The study found in the near prime and prime score bands – the score ranges where many NTC consumers fall early in their credit journeys – the delinquency rate for NTC consumers was comparable to, or even better than, more established credit served consumers. This trend was seen in both pre-pandemic and pandemic periods. The exception was in Hong Kong where NTC consumers had generally higher delinquencies. However, overall consumer delinquency rates were quite low in Hong Kong compared to other regions, and lenders in that market were generally able to manage segment performance differences through pricing and limit assignments.

This finding – that NTC consumers generally perform as well or better than established credit consumers with similar risk scores – may give some assurance to lenders that they can offer additional credit products to NTC consumers without incurring materially higher delinquencies. It's also important for lenders seeking to build relationships with NTC consumers – particularly at a time when they're likely seeking credit and may develop long-term loyalty to those financial institutions willing to be among their first credit providers.

Credit Card 90+ days-past-due delinquency (DQ) on subsequent origination at six months on book





*Each region studied used local risk scores and the unique score ranges that correspond to those risk tiers. (Those definitions are available in the appendix.)

How to better serve New-to-Credit consumers: Strategic implications for lenders

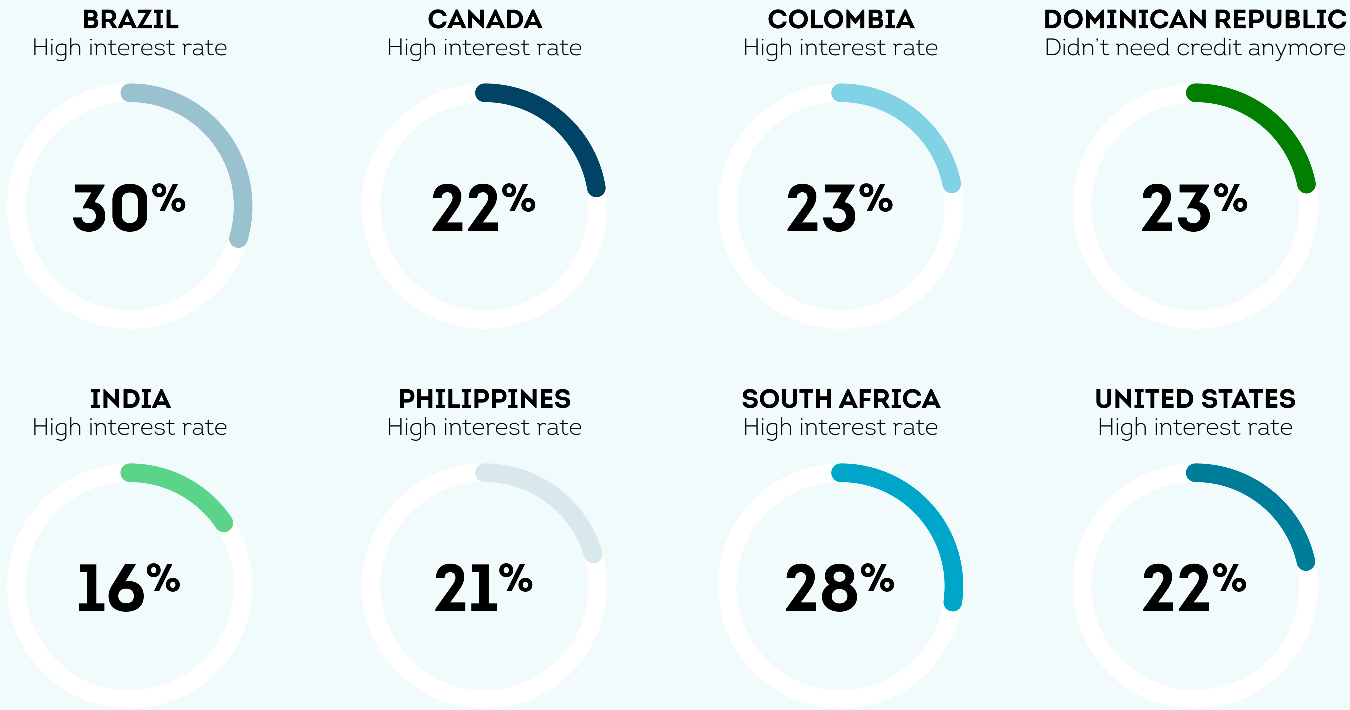
From this study, a complex, diverse and sometimes contradictory picture of the range of NTC consumers emerged. While generally younger, many were older, which reflected the different life stages at and circumstances in which consumers may seek credit for the first time. They generally seemed satisfied with their current access to credit, while many expected their need for credit to grow in coming years. They performed well on the credit they have; on par with or often better than peers with more credit history. However, concerns about debt levels and high cost of credit may be holding many back from seeking additional credit.

SURVEY FINDINGS

High interest rates a top reason for rejecting credit offers

For consumers who received offers of credit and did not accept them, high interest rates were the top reason for rejecting offers in all regions – except the Dominican Republic where it was the second highest.

Main reason consumers rejected credit offered to them:



TransUnion

Based on these findings, there are a number of implications for lenders when tailoring their approaches and offerings to the unique needs of the New-to-Credit consumer:

Ensure your products, channels and onboarding experience meet the early stage needs of New-to-Credit consumers

Lenders need to understand which credit products are most needed and valued by NTC consumers as their first product and over their initial two-year journeys. In addition to availability of the right products, convenience, fast approvals/funding, relevant benefits, appropriate credit lines and pricing are all important considerations. Based on study findings that NTC consumers in most regions perform similar to, or even better than, established credit consumers, lenders have opportunities to prudently provide larger credit limits or loans and better pricing terms to NTC consumers. Doing so will help create better experiences for NTC consumers and go a long way in generating long-term loyalty.

Use alternative data to better assess New-to-Credit borrowers

Many NTC consumers struggle with access to credit based on their limited histories of traditional credit data. In most regions, the availability of alternative data on consumers continues to expand, and can include data like rent and telecommunications payments, income and deposit account data, public records, and data from alternative lending, such as buy now, pay later loans. While the specific types of data will vary from region to region, alternative data provides a valuable tool for assessing the creditworthiness of NTC consumers and enables lenders to find and approve more good customers. This data can also be used to identify lower-risk borrowers and provide better terms and pricing – which are cited as top reasons NTC consumers don't accept the offers they receive, thereby increasing the cost of customer acquisition efforts.

Conduct frequent portfolio reviews on New-to-Credit borrowers

This research study found NTC borrowers tend to receive much smaller credit limits on credit cards and other products, and they often open additional cards early in their credit journeys because they need additional credit access. Identifying good NTC customers early and proactively offering them credit limit increases, in addition to identifying useful cross-sell opportunities, can meet a valuable customer need, as well as build loyalty and retention.

Educate New-to-Credit consumers to enable responsible credit management

While this study was largely focused on understanding NTC consumer trends and their use of credit, this topic would be incomplete without advocating for the importance of credit education. Many NTC consumers expressed concerns over taking on additional credit and becoming over-indebted. This concern may be due in part to their relative inexperience with credit, and limited understanding of their credit capacities and successful credit management behaviours. Empowering NTC consumers with education tools around budgeting, credit monitoring and other facets of credit management can help build confidence and increase their understanding of credit as a useful tool for achieving financial goals and creating a better life.

Appendix A

Product exclusions – traditional credit

The following products were excluded from TransUnion definition of traditional consumer credit products:

- Rent, telco or utility payments
- Short-term, high-interest (payday) loans and buy now, pay later loans, except in India
- Commercial loans

Regional credit score models and risk tiers

Risk score models and tier cutoffs

CANADA

Canadian CreditVision® Risk Score

Subprime = 300–639
Near prime = 640–719
Prime = 720–759
Prime plus = 760–799
Super prime = 800+

INDIA

Indian CreditVision® Risk Score

Subprime = 300–680
Near prime = 681–730
Prime = 731–770
Prime plus = 771–790
Super prime = 791–900

COLOMBIA

Colombian CreditVision® Risk Score

Subprime = 0–520
Near prime = 521–630
Prime = 631–740
Prime plus = 741–780
Super prime = 781+

SOUTH AFRICA

South African CreditVision™ Risk Score

Subprime = 0–625
Near prime = 626–655
Prime = 656-695
Prime plus = 696–720
Super prime = 721–999

HONG KONG

Hong Kong CreditVision® Risk Score

Subprime = JJ–II
Near prime = HH–DD
Prime = CC
Prime plus = BB
Super prime = AA

UNITED STATES

VantageScore® 4.0

Subprime = 300-600
Near prime = 601-660
Prime = 661-720
Prime plus = 721-780
Super prime = 781+

About TransUnion

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things.

We call this Information for Good®.

A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences and personal empowerment for hundreds of millions of people.