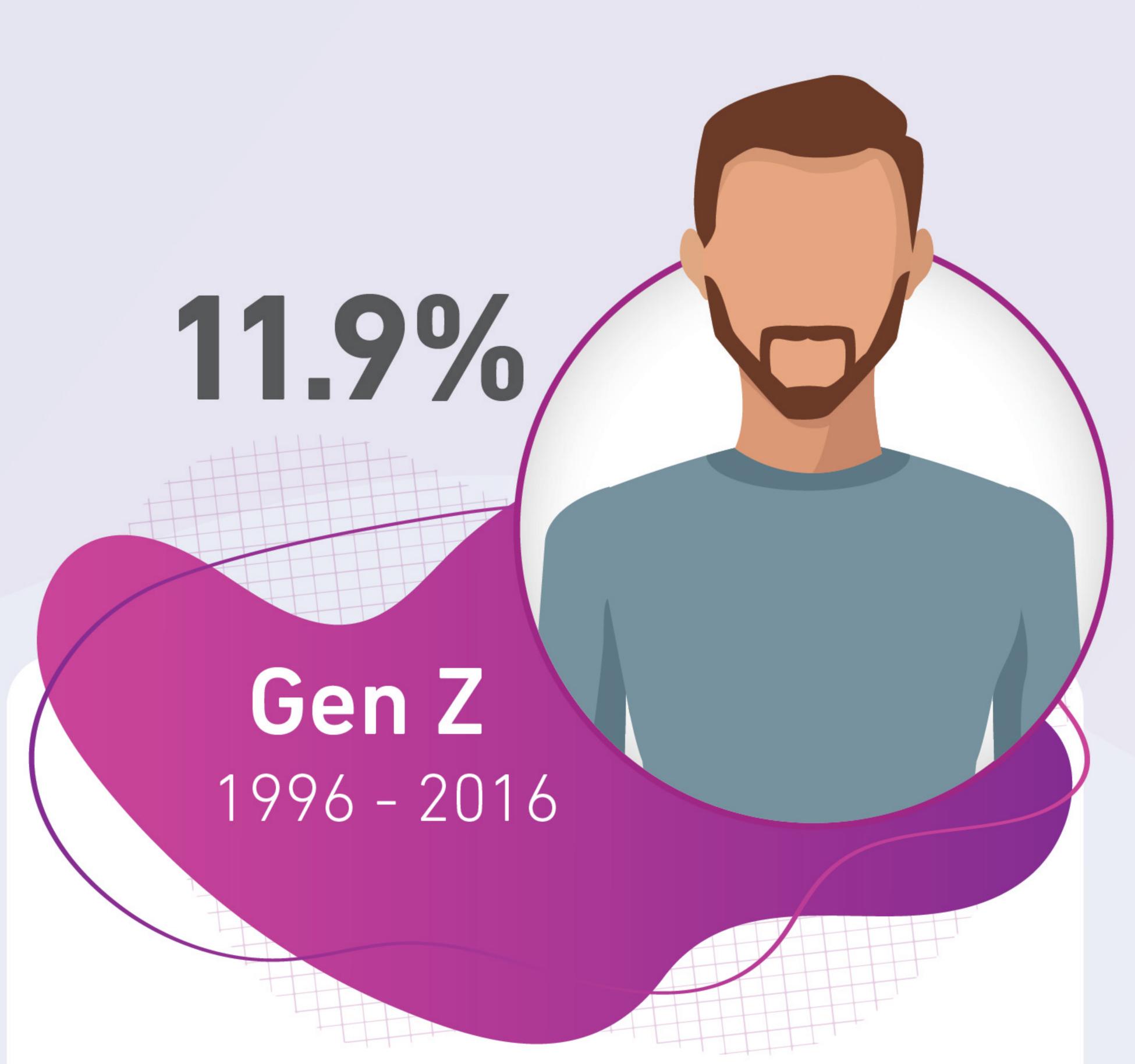
experian

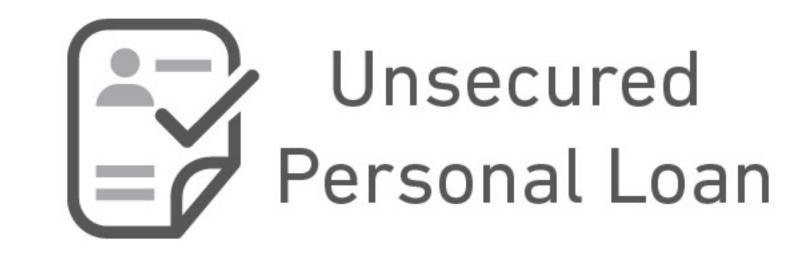
Who is today's digital borrower?

The digital borrower may be any age and credit tier; however, 37% of digital borrowers fall into generation Y, also known as millennials, who were born between 1982 and 1995. Interestingly, this generation's nickname is "The Digital Natives," which aligns with their borrowing behavior.

Experian® data scientists and analysts share insights into who today's digital borrower is and how they differ from all other borrowers, using historical data from January 2019 to November 2023.



Gen Z digital borrower compared to traditional borrowers for:



630 traditional – 645

Average loan amount \$2,261 traditional – \$5,175

-----Average loan balance \$2,626 traditional – \$5,084

Consumers 90+ 2.6%

traditional – 1.9%



650 traditional – 664

traditional – \$7,930

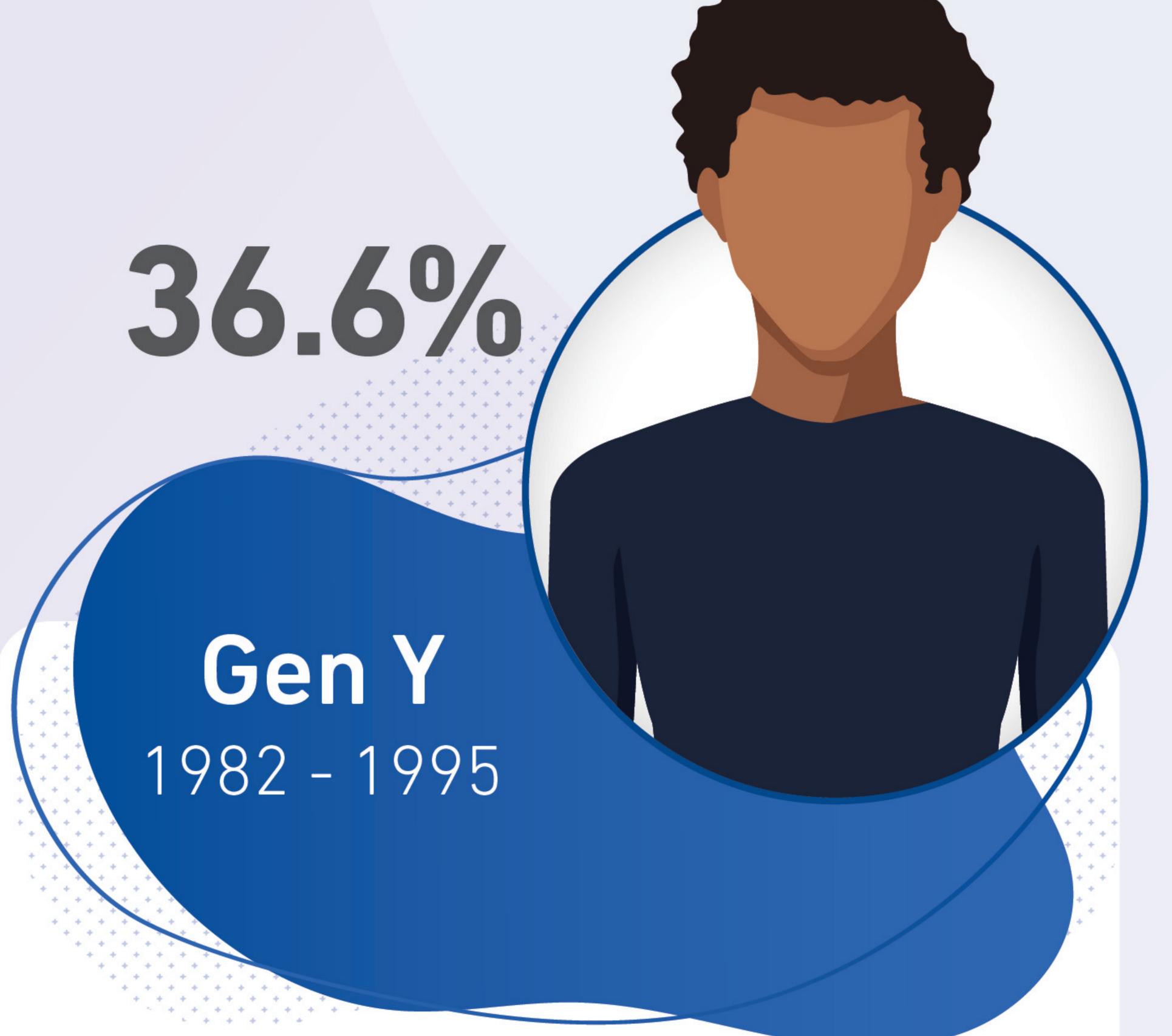
traditional – \$7,416

Consumers 90+ 1.6% traditional – 1.6%

Credit Card

Average loan balance

\$1,216



Gen Y digital borrower compared to traditional borrowers for:

Credit Card

\$3,255

Average loan balance

\$1,352

Consumers 90+

2.4%

traditional – 1.6%



Average loan amount

Average loan balance

Consumers 90+ 3.1% traditional – 1.8%



Gen X digital borrower compared to



traditional – 682 Average loan amount

traditional – \$8,880 Average loan balance \$7,678

traditional – \$8,191 Consumers 90+ 2.5%

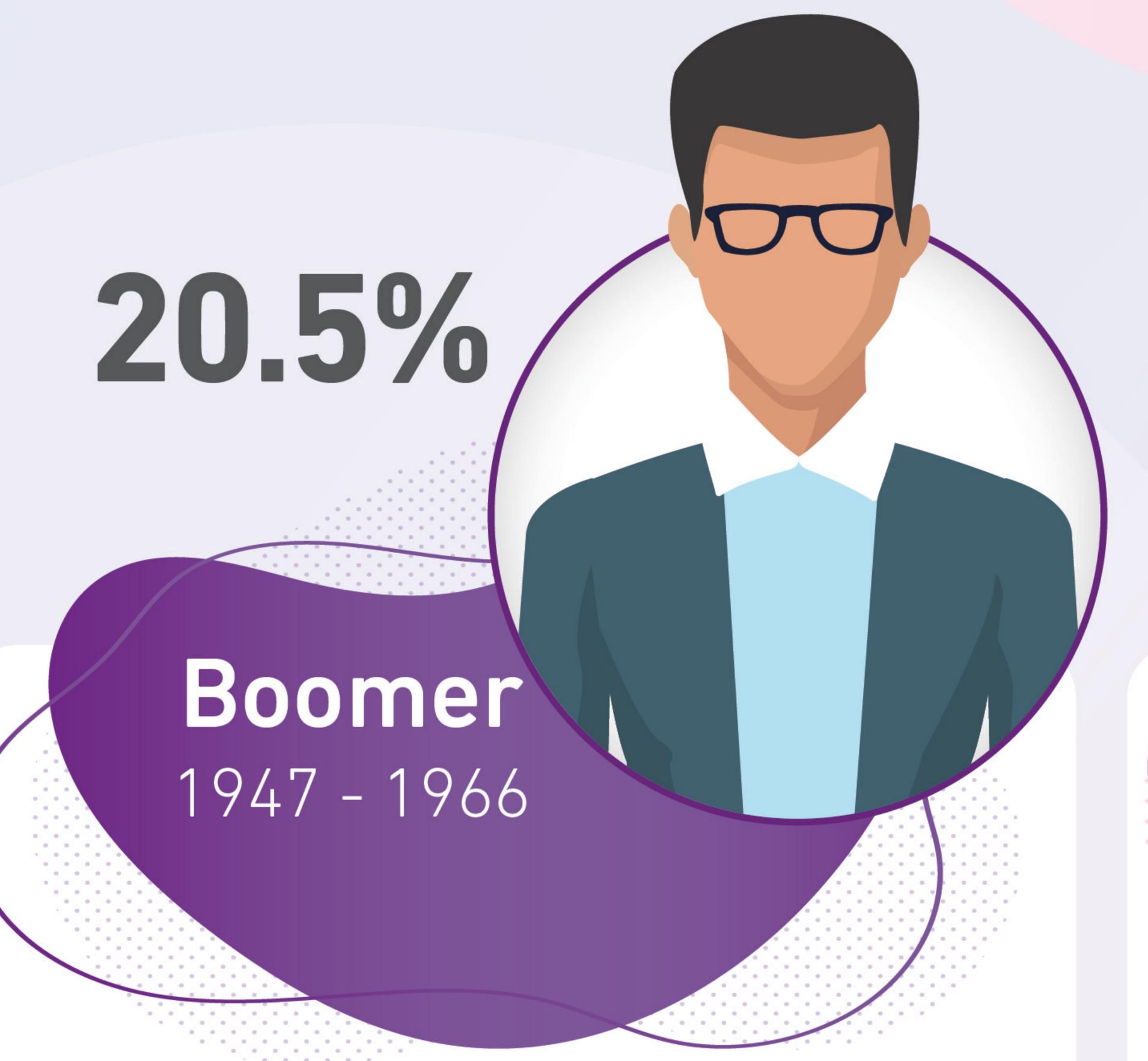
traditional – 1.3%

traditional borrowers for: Credit Card

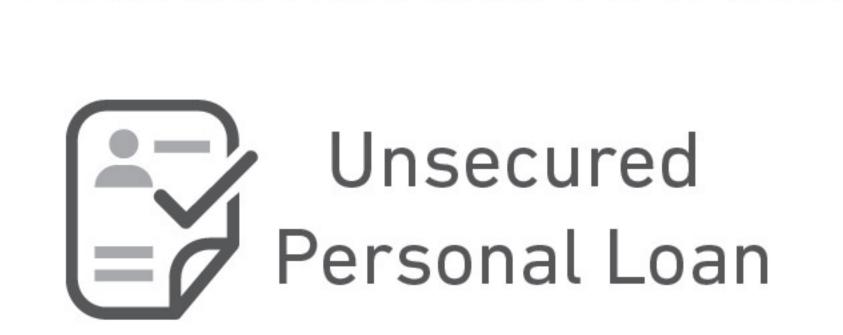
Average loan amount

> -----Average loan balance

> > Consumers 90+ 2.3% traditional – 1.2%



Boomer borrower compared to traditional borrowers for:

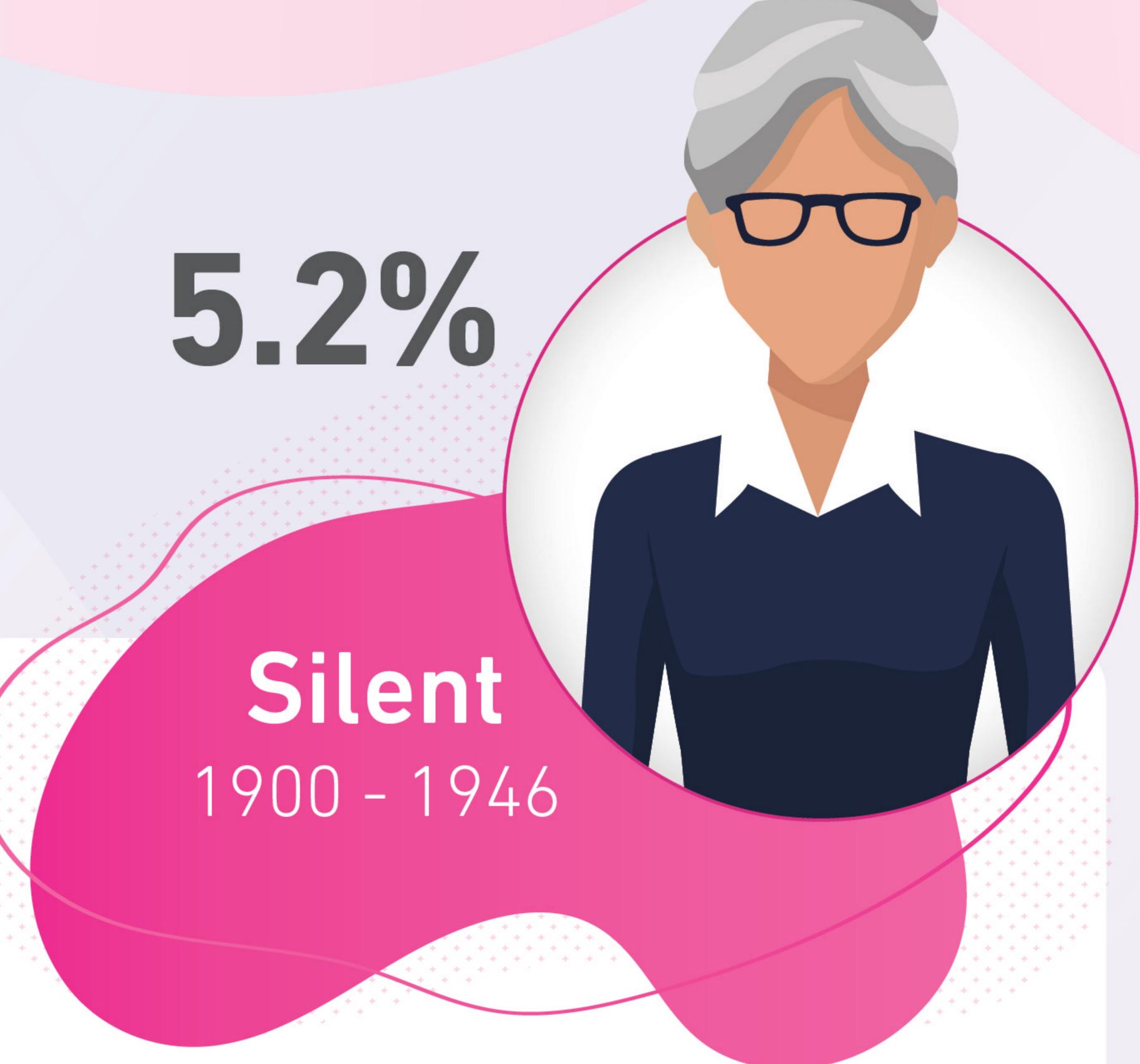


traditional – 703

-----Average loan amount Average loan amount \$8,665 \$3,154 traditional – \$7,603

______ ---------Average loan balance Average loan balance \$7,814 traditional – \$7,038

Consumers 90+ Consumers 90+ 1.8% 1.7% traditional – 1.0% traditional - 0.6%



borrowers for:



traditional – 723

traditional – \$6,874

----------Average loan balance \$7,063 traditional – \$6,056

1.7%

Silent borrower compared to traditional



Average loan amount

Consumers 90+ traditional – 1.1%

______ Average loan amount

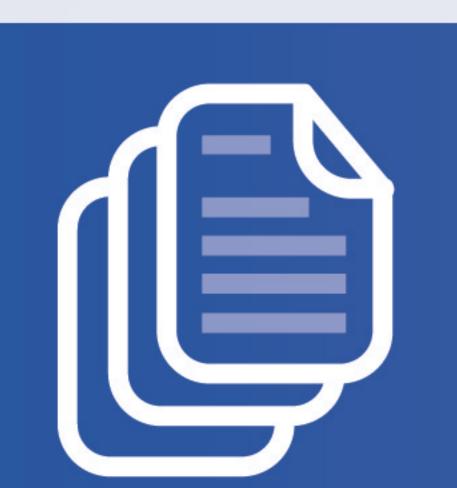
Average loan balance

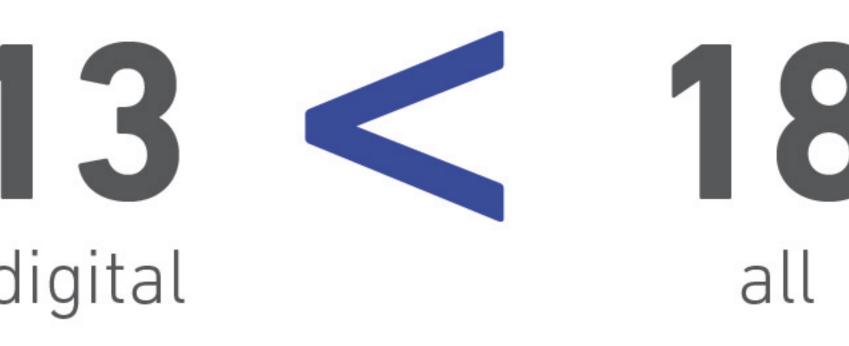
Consumers 90+ 0.9% traditional – 0.5%

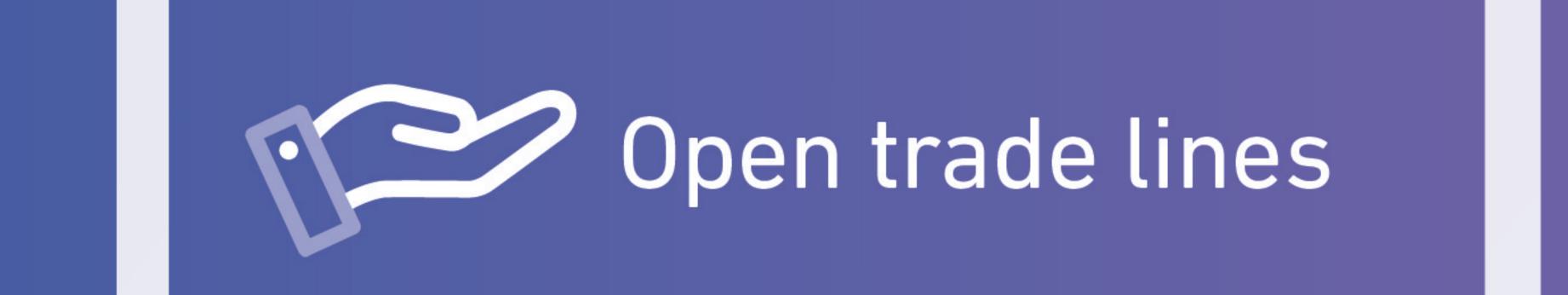
Digital borrowers compared to all U.S. Consumers:

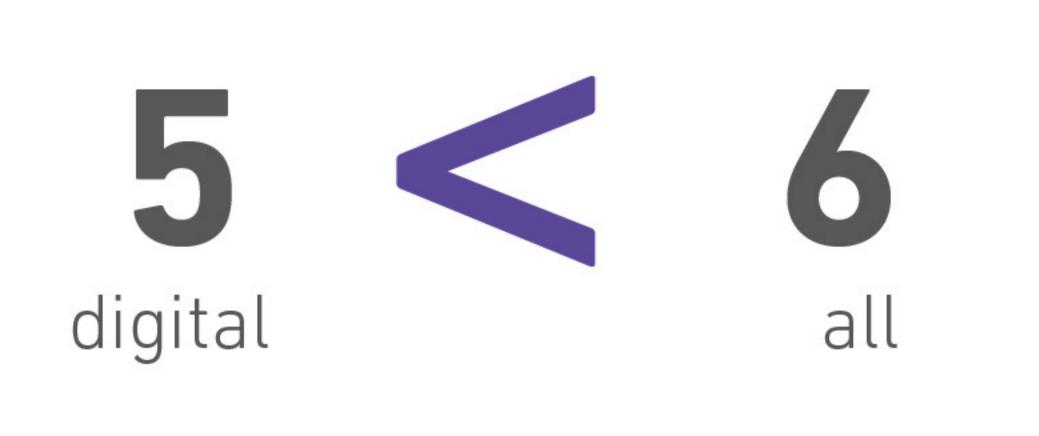






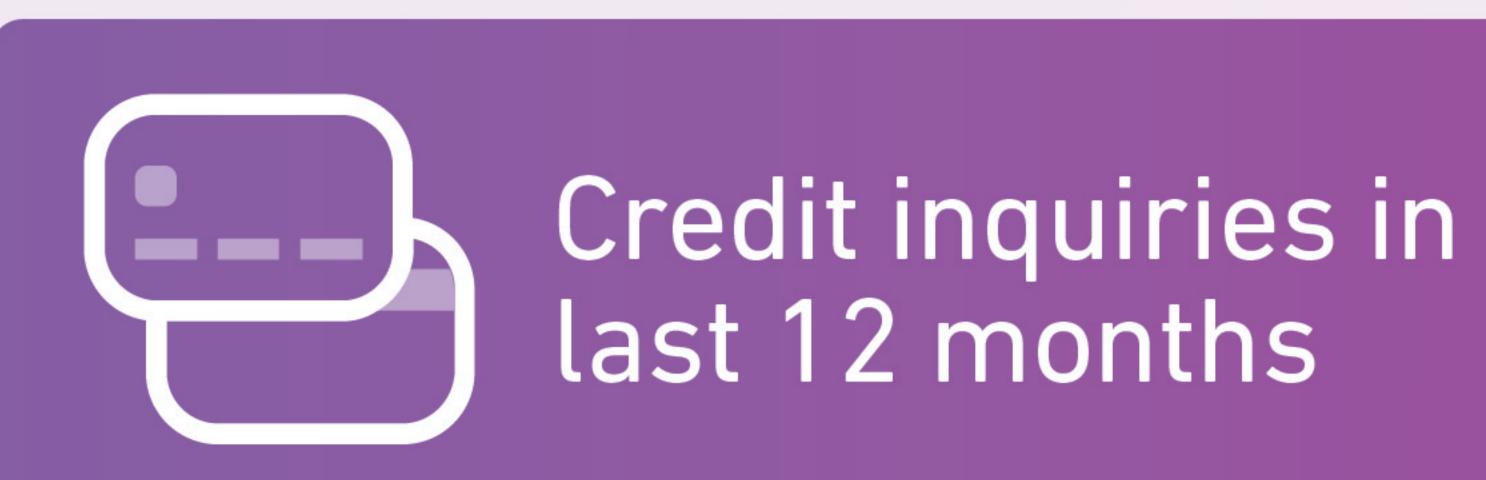




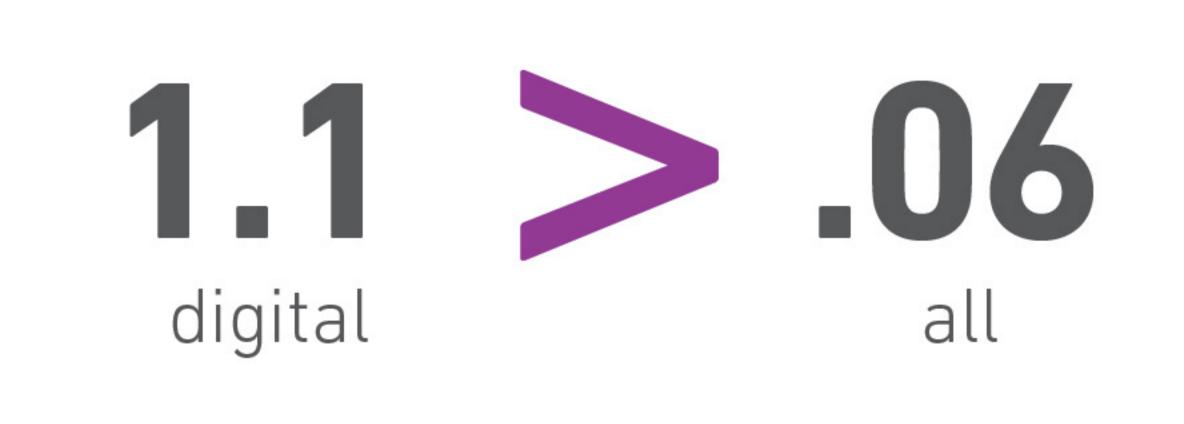








Credit Card





62% > 51%