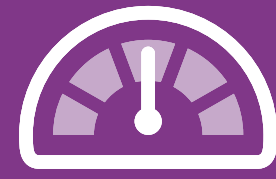
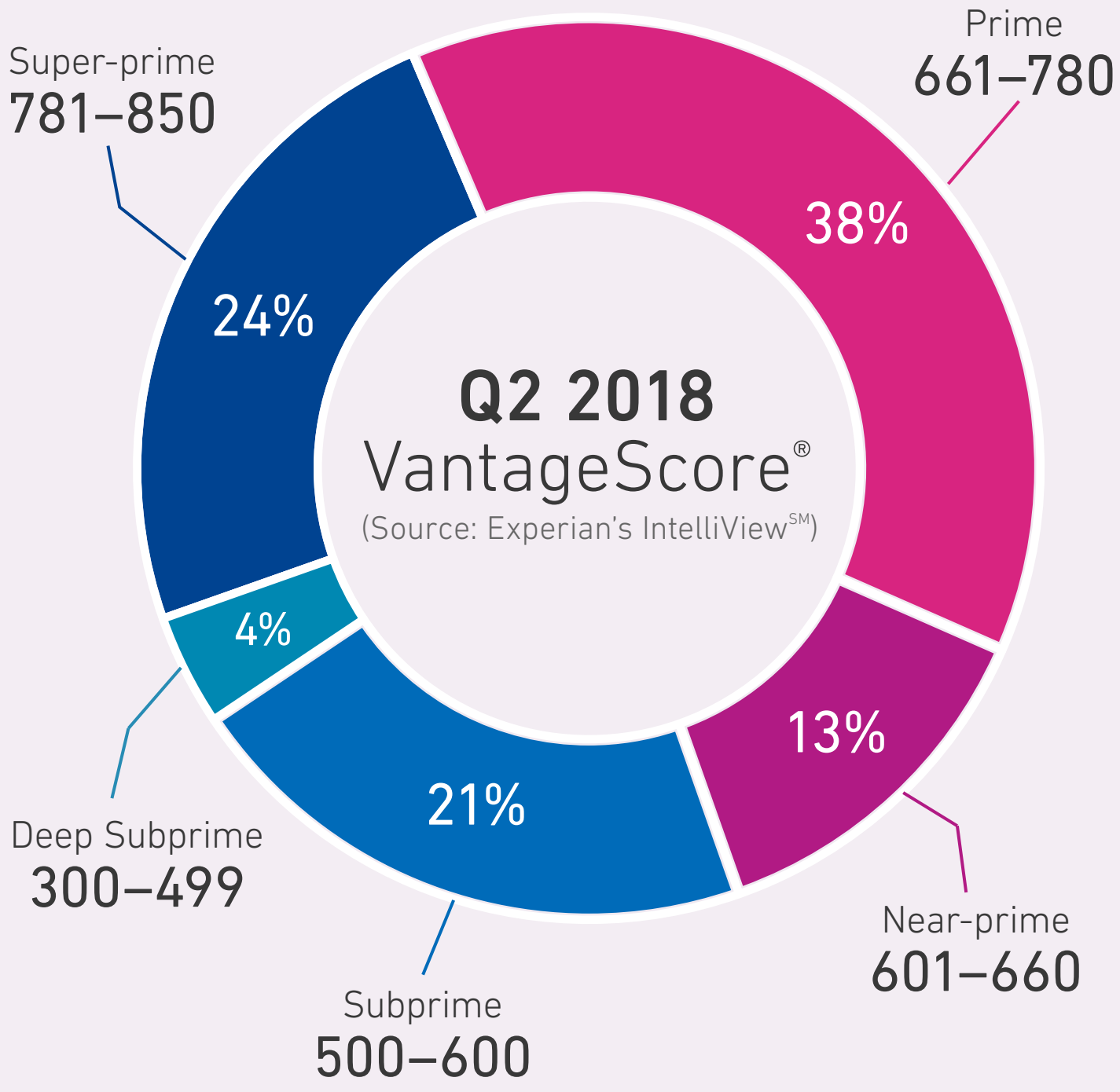


# Let's get personal (about loans and lending)

Personal loans were the fastest growing unsecured lending product in the market in the second quarter of 2018. From debt consolidation to major purchases, consumers are increasingly choosing these flexible, easy-access loans over plastic. Here are some other Q2 insights on personal loan trends:

## What Q2 2018 industry data shows



**680**

Average VantageScore® for credit cards

Existing personal loan debt hit

**\$273 billion**

Personal loan originations

**↑12%** vs. Q2 2017



**35.7 million**

existing personal loan trades

Late stage delinquencies (90-180 days)

**↓12.4%** vs. prior year

Balance to credit limit

**68.2%**

**87%**

of direct mail personal loan offers are prescreened



## What consumer data shows



reason consumers take a personal loan is debt consolidation.



of Millennials applied for their last unsecured loan and/or credit card online.



of Generation X applied for their last personal loan at a bank branch.

## The important factors in choosing the lender(s) for unsecured loans.<sup>1</sup>

Factors	All	Millennials Age 22-35	Generation X Age 36-50	Baby Boomers Age 51-71
Interest rate	42%	40%	47%	41%
Lender has a good reputation	32%	31%	34%	31%
I already have an account there	26%	23%	25%	33%
Ability to apply online	23%	28%	23%	19%

\*1,215 internet users aged 18+ who have an unsecured loan or credit card

Visit [Experian.com/LendingInsights](https://Experian.com/LendingInsights) today to learn about how to optimize your personal loan portfolio.

<sup>1</sup>Lightspeed/Mintel Comperemedia.