



## Diversity Insights

Powered by Equifax Ignite Marketplace

### **The U.S. population is shifting to “majority minority”**

The U.S. population is in the midst of a significant shift. While today’s population is majority white, it is expected that between 2040 and 2050, the population will shift to “majority minority” — with about 49% of the population as white.<sup>1</sup> This transition in diversity can already be seen in younger generations — and will be soon amongst the working class:

- The Gen Z population is approximately 55% white and 45% minority, compared to Boomers which are 75% white and 25% minority.<sup>2</sup>
- For the 66% of the working population that is part of the working class (working people without a college degree), the minority to majority transition is expected to take place by 2032.<sup>3</sup>

As the population shifts, consumers will also shift their financial services needs and expectations. Equifax can help financial institutions and other lenders plan for these upcoming demographic shifts with increased insight into customer diversity.

### **Inform strategic diversity goals with insight on ethnicity and generation of new and current customers**

With Diversity Insights™ powered by Equifax Ignite® Marketplace, financial institutions and other lenders can assess the profile and market share of new and current lending customers by diversity segments. The interactive app allows firms to understand and visualize ethnicity and generational share and distribution across tradelines, compare estimated diversity and inclusion share to peers and other firms, and gain additional financial insight on these demographic segments. Diversity Insights helps firms access ethnicity and generational data to inform diversity marketing strategies and support compliance efforts. Through deep-dive, trended analysis into diversity segments, firms can:

- **Identify** underrepresented or under-penetrated customer segments and geographies
- **Inform** inclusion strategies to market to underrepresented audiences

### **Key benefits**

- **Enables** financial institutions and other lenders to assess the profile and their share of new and current lending customers by diversity segments
- **Compares** performance to peers and other firms in terms of ethnicity and generation across tradelines over time
- **Informs** strategic diversity goals and identifies areas for marketing campaigns to boost diversity and inclusion
- **Leverages** an interactive app for real-time mapping and data analysis via Equifax Ignite Marketplace platform
- **Developed** for use in non-FCRA applications

- **Analyze** customer distribution to better identify areas of possible concern
- **Gauge** performance against diversity goals
- **Gain** market intelligence on consumer behaviors as populations shift

Diversity Insights is based on nationwide U.S. consumer credit and incorporates a comprehensive ethnicity dataset utilizing algorithms including full name and ZIP+4, as well as additional demographics to predict the consumer ethnicity and other demographic factors.

With Diversity Insights, firms can **inform strategic diversity goals**, benchmark against competitors, and identify areas for marketing campaigns to **boost diversity and inclusion**.

### Comprehensive analysis to assess diversity and benchmark performance

Diversity Insights offers the data that firms can use to better understand the diversity and demographic composition of their new and current customers — and compare diversity and inclusion share to peers.

Diversity Insights allows firms to:

- Analyze originations by ethnic groups and generations
- Understand the distribution of ethnic groups and generations across the firm’s portfolio
- Compare share of originations and distribution by ethnicity and generation to peers and other firms
- Assess ethnicity and generation data by tradeline and geography
- Gain insight on estimated risk, affluence, income, and financial durability of target ethnic and generational segments
- View trended data to determine how share and distribution of segments changes over time

### Drill down to gain relevant diversity and generational insights

|  |  |   |  |
|--|--|---|--|
| <p><b>Audience</b></p> <ul style="list-style-type: none"> <li>• Originations (new customers)</li> <li>• Current lending customers</li> </ul>  | <p><b>Competitive set</b></p> <ul style="list-style-type: none"> <li>• Your firm</li> <li>• Peer set (optional)</li> <li>• All other firms</li> </ul>   | <p><b>Tradeline by number or balance</b></p> <ul style="list-style-type: none"> <li>• Auto</li> <li>• Bankcard</li> <li>• Consumer Finance Installment</li> <li>• Consumer Finance Revolving</li> <li>• Home Equity Installment</li> <li>• Home Equity Line of Credit</li> <li>• Mortgage</li> <li>• Retail</li> <li>• Student Loan</li> <li>• Other</li> </ul>  | <p><b>Geography</b></p> <ul style="list-style-type: none"> <li>• All U.S.</li> <li>• State</li> <li>• MSA</li> <li>• 5 digit ZIP</li> </ul>   |
| <p><b>Credit risk</b></p> <ul style="list-style-type: none"> <li>• VantageScore®</li> </ul>   | <p><b>Financial measures</b></p> <ul style="list-style-type: none"> <li>• WealthComplete®* Premier (estimated assets)</li> <li>• Affluence Index™</li> <li>• Spending Power™</li> <li>• Income360® (estimated income)</li> <li>• Financial Durability Score™</li> </ul> <p><small>*For IXL™ Network Members only</small></p>  | <p><b>Ethnicity</b></p> <ul style="list-style-type: none"> <li>• African American</li> <li>• American Indian</li> <li>• Asian</li> <li>• Hispanic</li> <li>• Pacific Islander</li> <li>• White</li> <li>• Other</li> </ul>   | <p><b>Generation</b></p> <ul style="list-style-type: none"> <li>• Gen Z: &lt;=22</li> <li>• Millennials: 23-38</li> <li>• Gen X: 39-54</li> <li>• Boomers: 55-73</li> <li>• Silent: 74+</li> </ul>  |

# Reveal opportunities to **enhance diversity marketing** and support compliance efforts.



## Visualize data with an interactive platform

Diversity Insights is powered by Equifax Ignite Marketplace, offering a unified environment that provides firms with access to comprehensive, multi-sourced differentiated data.

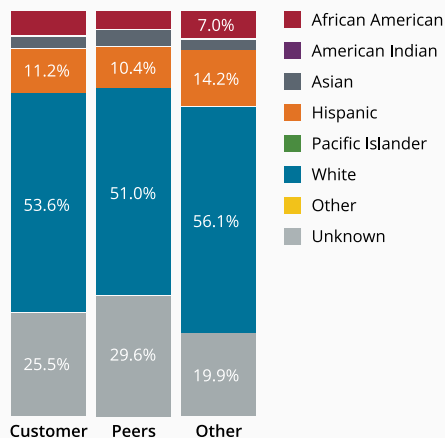
- **Real-time** interactive analysis and mapping
- **Visualize** ethnicity and generational share and distribution
- **View** trended data to assess ethnicity and generational changes over time
- **Analyze** risk and financial capacity by segment
- **Drill down** and view maps by state, MSA, or ZIP
- **Data** updated quarterly

## Compare your firm to peers:

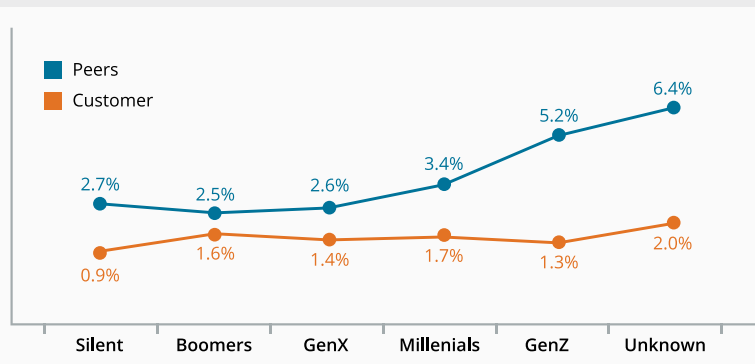
- **Option to choose 5+** firms to comprise peer set
- **Option to develop more than one** competitive set
- **Data will not be displayed** if a single firm comprises more than 30% of the market

## Application snapshots

### Evaluate originations by ethnicity



### Compare share of originations by generation



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1. U.S. Census, Brookings Institution  
 2. Pew Research Current Population Survey 2020  
 3. Economic Policy Institute

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