Understand Consumer Financial Durability

Financial insights can help you see important differences between consumers.

Both the pandemic and economic uncertainty have impacted numerous U.S. households. But households are being affected unequally — with significant consequences for marketers.

Financial Durability Index™ is a new index to measure a household’s likely ability to keep spending, meet current and future financial obligations, and avoid financial distress. It is a measure that considers many factors in combination, including affluence, estimated income, spending power, and aggregated credit.

Low Durability is a problem for many...

1 in 6 consumers with a healthy credit score of 700+ have low durability.

There is no where you might not expect it...

1 in 6 consumers with a healthy credit score of 700+ have low durability. You wouldn’t know this just from their credit score.

Did you know?... Equifax analysis, 2021

U.S. households have $1M+ in liquid assets

10% have fewer than $100,000 in liquid assets

54% have fewer than $10,000 in liquid assets

22% have fewer than $2,500 in liquid assets

Durability is predictive of financial distress...

In 2021, consumers with the lowest durability had a delinquency rate 13x higher than those with the highest durability.

But there have been financial gains...

12% of consumers with a 660-719 credit score have low durability and may not be a good prospect based solely on their credit score.

Financial Durability helps predict a household’s likely ability to keep spending, and meet current and future financial obligations, even when under financial stress. It’s a measure that considers many factors in combination, including affluence, estimated income, spending power, and aggregated credit.

Learn more about our Financial Durability Index.

Enhance your acquisition targeting and find unseen opportunities in your markets, as well as uncover hidden risk.

Deepen relationships with high-durability customer households.

Augment in-house models that use credit and income variables.

Inform account and portfolio management for focused retention and collections efforts.

Contact your Equifax account representative about a durability analysis of your customers.