

National Pay Day Lending Survey

May 26 – June 1, 2016
800 Registered Voters Nationwide
 - Oversample of African-American Voters (288 Total, 99 Weighted)
 - Oversample of Hispanic Voters (271 Total, 80 Weighted)

Q.2 First of all, are you currently registered to vote in (STATE)?

	Total	Af-Am	Hispanic
Yes	100	100	100
No	-	-	-
(Don't know/refused)	-	-	-
(ref:SCREEN1)			

Now, I'd like to rate your feelings toward some people or groups with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or group. If you have no opinion or have never heard of that person or group, please say so.

	Mean	Fav	Unfav	ID
4 Barack Obama	52	48	39	98
Af-Am	83	83	10	99
Hispanic	62	60	26	98
5 Donald Trump	33	27	60	98
Af-Am	13	7	82	96
Hispanic	21	16	73	98
6 Hillary Clinton	41	36	51	98
Af-Am	70	66	16	98
Hispanic	48	43	42	96

	Mean	Fav	Unfav	ID
7 Elizabeth Warren	45	23	26	59
Af-Am	57	26	15	48
Hispanic	42	15	21	47
8 Payday lenders	19	3	51	63
Af-Am	18	6	56	72
Hispanic	23	6	48	64
9 Wall Street Banks	36	15	44	83
Af-Am	38	15	39	80
Hispanic	35	11	45	79
10 The Consumer Financial Protection Bureau	52	25	17	63
Af-Am	57	36	16	72
Hispanic	52	26	17	68
11 Used car salesmen.....	37	16	46	89
Af-Am	37	17	45	90
Hispanic	37	12	41	82

(ref:THERMFAV)

Q.12 How much do you know about what payday lending is - a lot, some, a little or nothing at all?

	Total	Af-Am	Hispanic
A lot	25	30	20
Some	21	18	16
A little	22	23	28
Nothing.....	32	28	34
(Don't know/refused)	1	0	2
Total Aware.....	67	72	64
(ref:PLAWARE)			

Q.13 How much do you know about what car title lending is - a lot, some, a little or nothing at all?

	Total	Af-Am	Hispanic
A lot	19	26	18
Some	20	18	22
A little	23	23	22
Nothing.....	37	31	38
(Don't know/refused)	1	1	-
Total Aware.....	62	68	62
(ref:CTLAWARE)			

Q.14 Generally speaking, do you think there should be additional government regulation of payday and car title lenders, or not?

	Total	Af-Am	Hispanic
Yes	50	62	51
Not	32	27	30
(Don't know/refused)	17	12	20
Yes - Not	18	35	21
(ref:REGS)			

Q.15 A payday loan is a loan that has payment due when the person taking out the loan receives his or her next paycheck and the payday lender takes payment directly from the borrower's checking account. A typical two-week loan has a fee of between ten and thirty dollars. The annual interest rate on a payday loan is typically between three hundred and four hundred percent. Now that you have heard more information about how payday lending works, do you think there should be additional government regulation of the payday lending industry, or not?

	Total	Af-Am	Hispanic
Yes.....	71	78	72
Not.....	25	19	25
(Don't know/refused).....	4	4	3
Yes - Not	46	59	47
(ref:REGS2)			

Q.16 Car title loans are similar to payday loans, except instead of using the borrower's next paycheck, the borrower must give the lender the title to their car until the loan is re-paid. Interest rates on car title loans are similar to interest rates on payday loans. Now that you have heard more information about how car title lending works, do you think there should be additional government regulation of the car title lending industry, or not?

	Total	Af-Am	Hispanic
Yes.....	66	71	64
Not.....	30	25	33
(Don't know/refused).....	4	4	3
Yes - Not	37	47	31
(ref:CTREGS2)			

Q.17 (If yes in Q.15) How important is passing additional regulation of the payday lending industry to you - very important, somewhat important, not very important, or not important at all?

	Total	Af-Am	Hispanic
Very important.....	35	45	42
Somewhat important.....	35	24	32
Not very important.....	18	11	14
Not important at all.....	12	20	12
(Don't know/refused).....	1	0	1
Total Important	70	69	74
Total Not important	30	31	26
(ref:IMPORTANT)			

[400 Respondents in Split A]

Q.18 (SPLIT A) Would you be more likely to vote for a candidate for Congress who favors additional regulation of the payday lending industry, or a candidate for Congress who opposes additional regulation of the payday lending industry?

	Total	Af-Am	Hispanic
Candidate who favors additional regulation	57	65	55
Candidate who opposes additional regulation	21	16	24
(Wouldn't make a difference)	11	10	10
(Don't know/refused)	11	10	11
Favors regulation - Opposes regulation	36	49	31
(ref:REGS3)			

[400 Respondents in Split B]

Q.19 (SPLIT B) Would you be more likely to vote for a candidate for Congress who favors additional regulation of the payday lending industry and refuses to take campaign contributions from payday lenders, or candidate for Congress who opposes additional regulation of the payday lending industry and takes campaign contributions from payday lenders?

	Total	Af-Am	Hispanic
Candidate who favors additional regulation	60	61	58
Candidate who opposes additional regulation	16	21	19
(Wouldn't make a difference)	8	5	7
(Don't know/refused)	16	13	15
Favors regulation - Opposes regulation	44	40	39
(ref:REGS4)			

Now I'm going to read you some words or phrases that could be used to describe payday lending. For each one, please tell me whether you think it describes payday lending very well, well, not too well, or not well at all. If you don't know or have no opinion, please say so and we will move on to the next one.

	Very Well	Well	Not Too Well	Not At all	DK/Ref	Total Well	Total Not Well	Well - Not
20 Fair	5	12	20	51	12	17	71	-54
Af-Am	7	14	21	49	9	21	70	-49
Hispanic	4	18	22	43	13	22	65	-43
21 (SPLIT A) Sensible.....	4	8	22	53	13	12	75	-62
Af-Am	6	12	14	58	10	18	72	-54
Hispanic	6	12	27	40	16	18	67	-49
22 (SPLIT B) Useful.....	6	17	25	39	13	23	65	-42
Af-Am	8	23	24	38	8	30	62	-31
Hispanic	10	17	28	33	12	27	61	-34
23 (SPLIT A) A scam	29	19	15	21	15	49	36	13
Af-Am	30	19	12	31	9	48	43	5
Hispanic	22	25	16	20	17	47	36	11
24 (SPLIT B) Usury	22	14	12	24	28	36	36	1
Af-Am	19	22	15	28	16	41	43	-2
Hispanic	15	14	10	32	28	30	42	-12
25 (SPLIT A) Loan sharking	43	19	9	17	12	62	26	36
Af-Am	37	20	5	25	12	58	31	27
Hispanic	30	25	13	15	17	55	27	28
26 (SPLIT B) A trap	38	18	8	19	17	56	27	30
Af-Am	31	17	12	29	10	48	42	6
Hispanic	28	24	12	21	14	52	33	19

(ref:TRAITS)

Q.27 As you may know, the Consumer Financial Protection Bureau is an independent agency of the United States government responsible for consumer protection in the financial industry. Now I am going to read you a proposed new rule to regulate the payday lending industry that is being considered by the Consumer Financial Protection Bureau. After you hear it, please tell me whether you favor or oppose this rule.

The new rule requires payday lenders to verify—in advance of making a loan—that people applying for a loan have the ability to repay the full amount of the loan. The rule also limits how often lenders can make repeated loans to the same borrower in succession.

Do you favor or oppose this rule?

	Total	Af-Am	Hispanic
Strongly favor	37	37	33
Somewhat favor	36	32	34
Somewhat oppose.....	12	12	16
Strongly oppose.....	10	15	13
(Don't know/refused)	5	4	4
Total Favor	73	69	67
Total Oppose	22	27	29
Favor - Oppose	51	42	39
(ref:RULE)			

Now, I'm going to read you a few facts about payday lending. For each one, please tell me whether it makes you more likely or less likely to support additional regulation of the payday lending industry.

	Much More Lkly	Smwt More Lkly	Smwt Less Lkly	Much Less Lkly	Nthr	DK/ Ref	Total More Lkly	Total Less Lkly	More -
28 Seventy-five percent of payday loan fees come from borrowers with more than ten loans a year.....	41	25	14	12	2	5	66	27	39
Af-Am	47	20	16	12	1	4	66	29	38
Hispanic	44	23	18	12	2	2	67	29	37
29 (SPLIT A) There are more payday lending stores than Starbucks and McDonalds combined.	47	18	14	12	5	5	65	26	39
Af-Am	57	14	9	14	1	5	71	23	48
Hispanic	46	19	20	9	2	5	65	29	36
30 (SPLIT B) The typical interest on a payday loan is close to four hundred percent annually. That compares to a standard credit card interest rate of no higher than thirty percent.....	49	24	16	8	1	3	72	24	48
Af-Am	42	19	24	14	-	2	61	37	24
Hispanic	46	16	28	8	0	2	62	35	27
31 (SPLIT A) Eighty percent of payday loan borrowers report that without payday loans they would have to cut back on necessities like food and clothing.....	26	25	24	16	2	7	51	40	12
Af-Am	35	19	20	19	2	5	54	39	15
Hispanic	34	26	23	14	1	3	60	37	23

	Much More Lkly	Smwt More Lkly	Smwt Less Lkly	Much Less Lkly	Nthr	DK/ Ref	Total More Lkly	Total Less Lkly	More - Less
32 (SPLIT B) The Payday loan industry employs more than fifty thousand people and pays two-point-six billion dollars in federal, state and local tax revenue.....	26	22	29	14	6	4	48	42	6
Af-Am	36	19	27	11	5	2	55	38	17
Hispanic	38	23	25	10	2	2	61	35	26

(ref:FACTS)

Finally, I would like to ask you a few questions for statistical purposes.

Q.33 In what year were you born?

	Total	Af-Am	Hispanic
18 - 24	9	7	12
25 - 29	10	12	13
30 - 34	7	6	8
35 - 39	10	11	16
40 - 44	7	7	6
45 - 49	9	11	8
50 - 54	7	7	7
55 - 59	10	10	7
60 - 64	10	9	9
Over 64.....	20	21	15
(No answer)	1	0	-
(ref:AGE)			

Q.34 What is the last year of schooling that you have completed?

	Total	Af-Am	Hispanic
1 - 11th grade	3	6	6
High School graduate.....	21	29	22
Non-college post H.S.	2	4	4
Some college.....	28	23	39
College graduate.....	28	22	19
Post-graduate school.....	16	11	9
(Don't know/refused)	2	4	2
H.S. or less.....	24	35	28
Post H.S.	29	27	43
College graduate.....	45	33	28
(ref:EDUC)			

Q.35 Generally speaking, do you think of yourself as a Democrat, a Republican or what?

	Total	Af-Am	Hispanic
Strong Democrat	25	59	25
Weak Democrat.....	11	11	22
Independent-lean Democrat.....	8	7	9
Independent	13	13	11
Independent-lean Republican	11	2	8
Weak Republican	12	4	12
Strong Republican	17	1	8
(Don't know/Refused)	3	3	5
(ref:PTYID1)			

Q.36 Which of the following do you feel best describes your political perspective?

	Total	Af-Am	Hispanic
Conservative	32	20	31
Liberal	17	22	24
Libertarian	7	4	6
Moderate	26	30	20
Progressive	11	12	10
(Other).....	1	0	1
(Don't know/refused)	6	12	7
(ref:SELFIDEO)			

Q.37 What racial or ethnic group best describes you?

	Total	Af-Am	Hispanic
White or Caucasian.....	71	-	-
African-American or Black	12	100	-
Hispanic or Latino	10	-	100
Native American	1	-	-
Asian	3	-	-
(Other).....	2	-	-
(Don't know/refused)	1	-	-
Total Non-white	28	100	100
(ref:RACETHN)			

Q.38 Have you, yourself, ever received a payday loan? (IF NO) Do you know of any friends or family members who have received a payday loan?

	Total	Af-Am	Hispanic
Yes, self.....	11	17	14
Yes, family member or friend.....	24	30	28
No	62	47	52
(Don't know/refused)	3	6	6
Total Yes.....	35	47	42
(ref:LOAN)			

Q.3 Record respondent's gender

	Total	Af-Am	Hispanic
Male	47	43	48
Female.....	53	57	52
(ref:GENDER)			