



 MORNING CONSULT



SETTING PRICES FOR LOANS POLLING PRESENTATION

July 2020

Methodology

National Survey Methodology

This poll was conducted between June 29-July 10, 2020 among a national sample of 10,999 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 1 percentage points.

Multilevel Regression with Poststratification (MRP) Methodology

Responses to the survey questions are modeled via multilevel regression as a function of both individual level and state-level variables. Our models use age, gender, education and race as individual-level predictor variables. For our state-level variables, we chose variables that may influence state-level vote choice such as the percent change in state gross domestic product (GDP), state unemployment rates, state median household income and state-level outcomes from the 2016 presidential election.

Morning Consult obtained population parameters for registered voters from the November 2016 Current Population Survey. We applied post-stratification weights at the state level based on gender, age, educational attainment and race using the American Community Survey (ACS).

Key Points

- 1** A quarter of adults (27%) have obtained a loan or cash advance in the past 12 months. Adults are most likely to have used a retail bank (8%) or online-only bank (7%) to obtain a loan or cash.
- 2** Thinking about how much the government should allow lenders to charge adults looking to borrow \$100 for a 2 week period, half of adults (51%) think the government should allow lenders to charge more than \$2 (between \$5 and no limit).
- 3** After learning that more than 90 million Americans are either underbanked or credit-challenged, two thirds of adults (69%) think it is important that those who are underbanked or credit challenged have access to credit to borrow money or receive a loan. Adults with lower credit scores are more likely to think it is *very important* that those who are underbanked or credit-challenged have access to credit to borrow money or receive a loan.
- 4** A majority of adults (58%) support lenders taking into consideration borrowers' credit history when setting prices for loans.

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Experience With Loans



**Sentiment Towards Government
Involvement**



Access to Loans

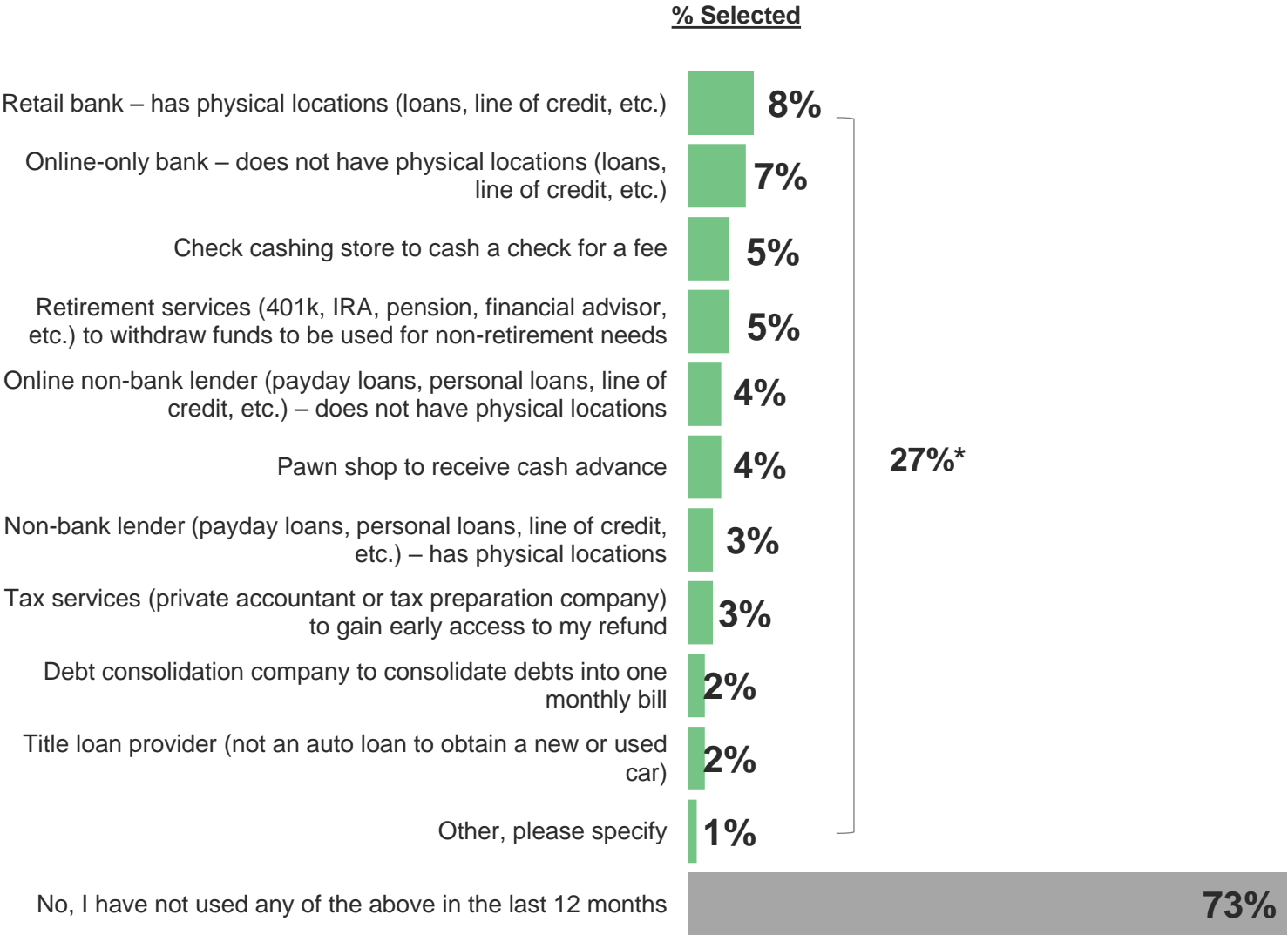


Setting Prices for Loans

Experience With Loans

A quarter of adults (27%) have obtained a loan or cash advance in the past 12 months. Adults are most likely to have used a retail bank (8%) or online-only bank (7%) to obtain a loan or cash.

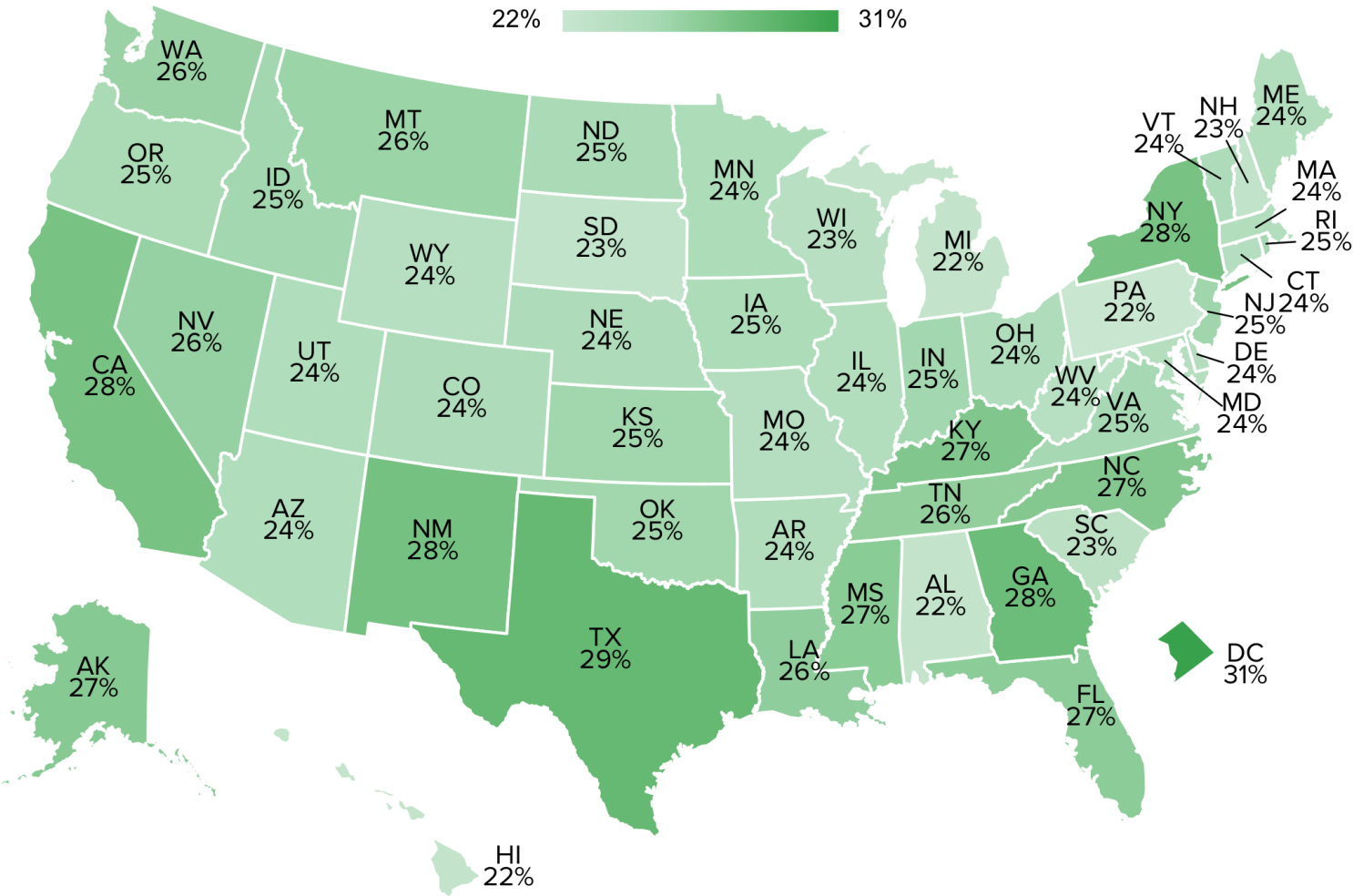
In the last 12 months, have you used any of the following in order to obtain a loan or get cash advance? Please select all that apply.



*Deduplicates responses

Experience
With Loans

Have obtained loan/cash in 12 months
By State, June 29, 2020 - July 10, 2020



Experience
With Loans

Adults with lower credit scores are more likely to have used non-bank resources to receive a loan or cash advance in the last 12 months.

In the last 12 months, have you used any of the following in order to obtain a loan or get cash advance?

Obtaining Loan/Cash By Credit Score						
	Excellent credit	Very good credit	Good credit	Fair credit	Poor credit	Very poor credit
Retail bank	7%	10%	12%	9%	5%	6%
Online-only bank	4%	8%	9%	8%	8%	4%
Check cashing store to cash a check for a fee	2%	4%	6%	7%	9%	6%
Retirement services	4%	7%	6%	6%	3%	1%
Online non-bank lender	2%	4%	5%	5%	9%	3%
Pawn shop to receive cash advance	1%	3%	3%	7%	9%	3%
Non-bank lender has physical locations	1%	2%	4%	8%	6%	5%
Tax services to gain early access to my refund	3%	5%	6%	3%	3%	5%
Debt consolidation company	1%	4%	3%	3%	2%	1%
Title loan provider	1%	2%	2%	2%	1%	2%
Other, please specify	1%	1%	1%	1%	1%	0%
No, I have not used any of the above in the last 12 months	85%	73%	65%	63%	62%	71%

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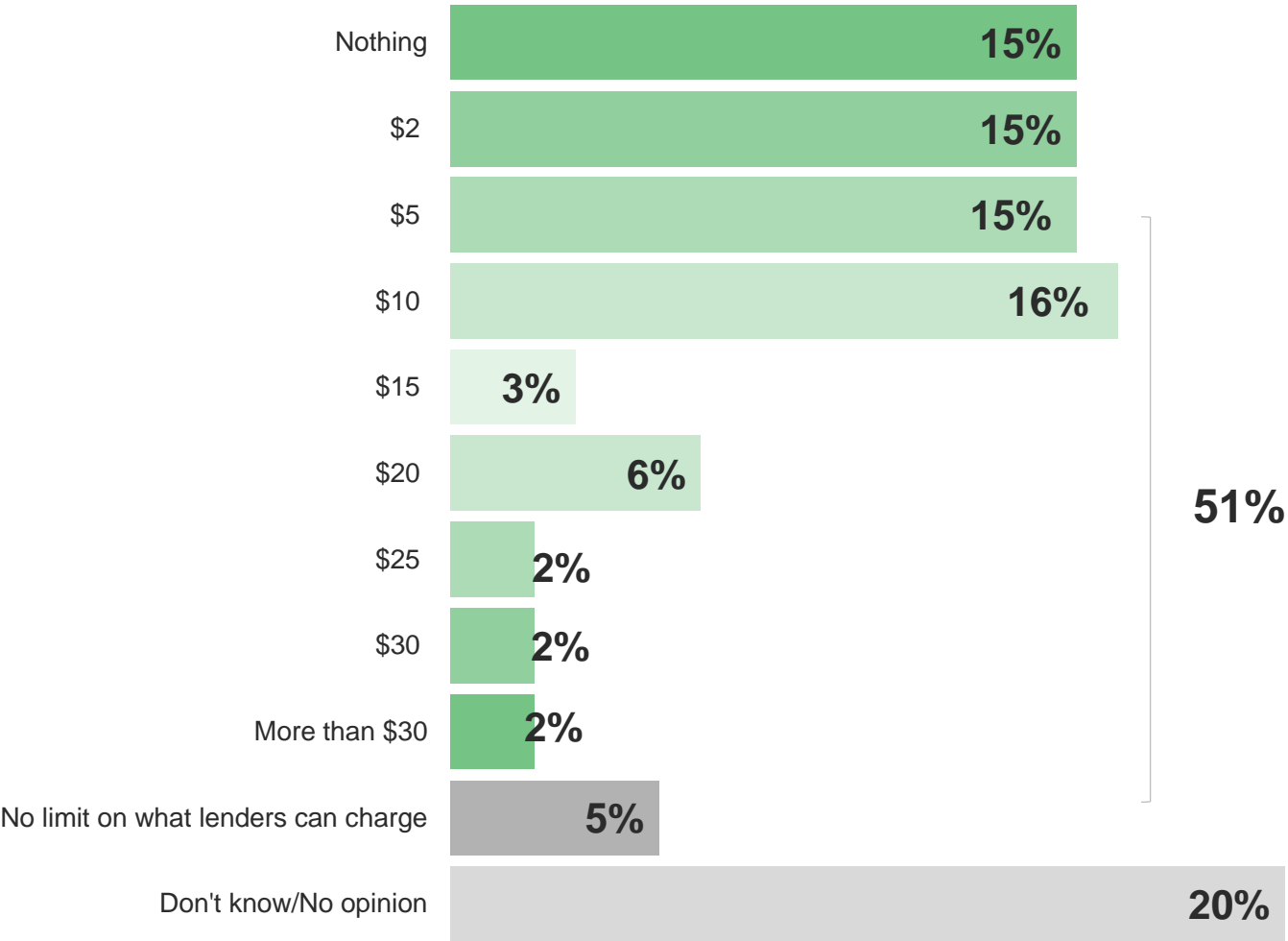


Setting Prices for Loans

Sentiment Towards Government Involvement

Thinking about how much the government should allow lenders to charge adults looking to borrow \$100 for a 2 week period, half of adults (51%) think the government should allow lenders to charge more than \$2 (between \$5 and no limit).

For a 2-week loan, what is the most the government should allow lenders to charge adults wanting to borrow \$100?



Sentiment
Towards
Government
Involvement

When comparing those who have and those who have not obtained loan/cash in the past 12 months, a larger percent of those who have obtained loan/cash think the government should allow lenders to charge between \$20 and more than \$30 for a 2-week loan.

For a 2-week loan, what is the most the government should allow lenders to charge adults wanting to borrow \$100?

Charge For A 2-Week Loan By Obtaining Loan/Cash Past 12 Months		
	Have obtained loan/cash in 12 months	Have NOT obtained loan/cash in 12 months
Nothing	14%	15%
\$2	13%	15%
\$5	13%	15%
\$10	18%	15%
\$15	5%	2%
\$20	8%	5%
\$25	4%	2%
\$30	4%	1%
More than \$30	4%	1%
No limit on what lenders can charge	5%	5%

20%

9%

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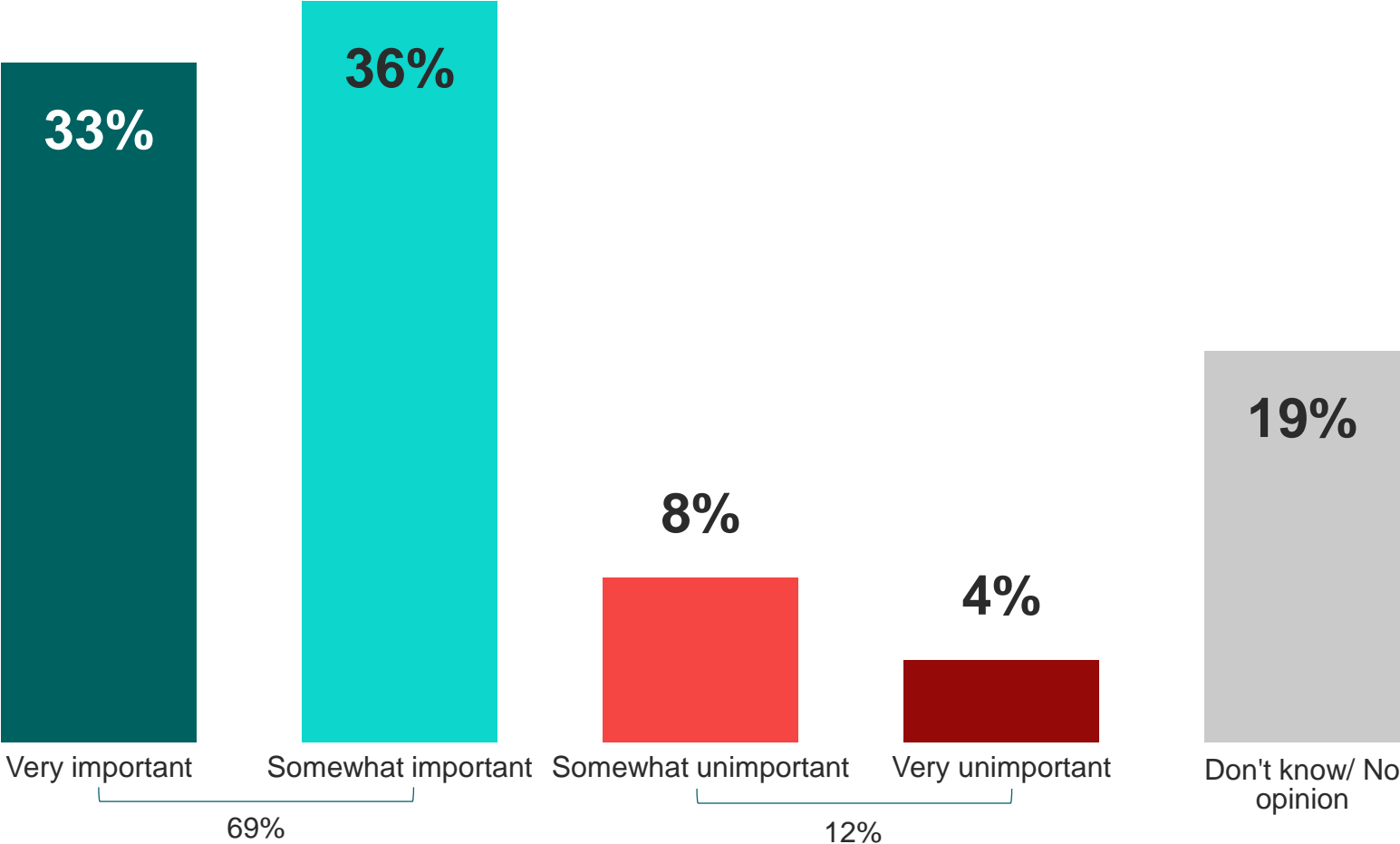


Setting Prices for Loans

Access to Loans

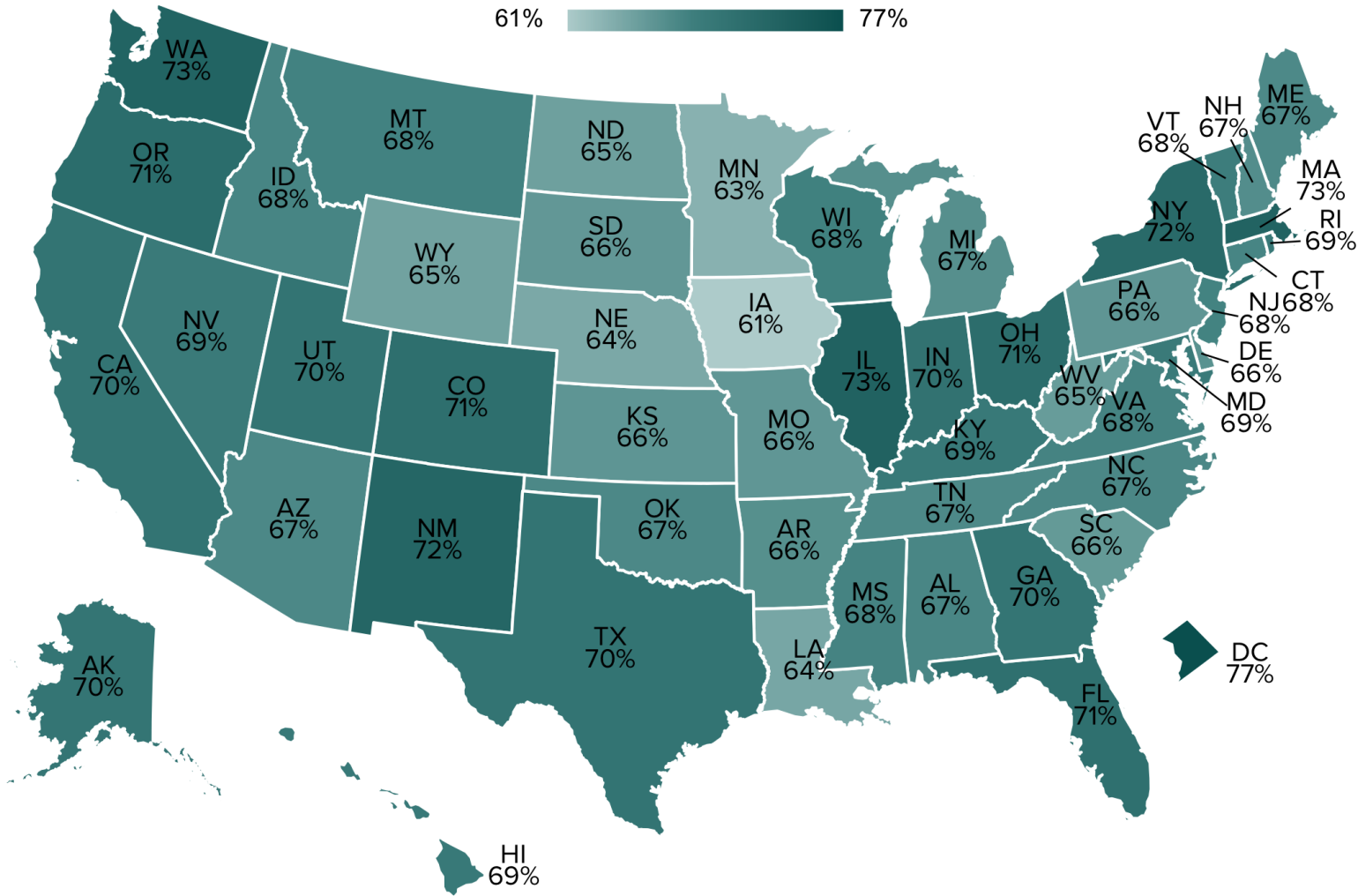
After learning that more than 90 million Americans are either underbanked or credit-challenged, meaning it can be difficult for them to access credit and receive a loan from banks or credit unions, two thirds of adults (69%) think it is important that those who are underbanked or credit challenged have access to credit to borrow money or receive a loan.

As you may know, more than 90 million Americans are underbanked or credit-challenged, meaning it can be difficult for them to access credit and receive a loan from banks and credit unions. How important or unimportant is it that those who are underbanked or credit-challenged have access to credit to borrow money or receive a loan?



Access to
Loans

Access important
By State, June 29, 2020 - July 10, 2020



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Setting Prices for Loans

A majority of adults (58%) support lenders taking into consideration borrowers' credit history when setting prices for loans.

Do you support or oppose lenders taking into consideration borrowers' credit history when setting prices for loans?

