

INSIGHTS WEST / VANCITY  
 Survey on Payday Loan Usage

**Over the past 12 months, have you done any of the following?**

	Total General Population	Total Non-Payday Loan Users	Total Payday Loan Users
Unweighted Base: All respondents	882	859	131
<b>NET: Any financial trouble</b>	<b>51%</b>	<b>50%</b>	<b>100%</b>
<b>Used a payday loan service such as Money Mart, Cash Money, Money Tree</b>	<b>3%</b>	<b>n/a</b>	<b>100%</b>
<b>Carried forwards a balance on your credit card</b>	<b>37%</b>	<b>37%</b>	<b>49%</b>
<b>Got behind on bills</b>	<b>23%</b>	<b>22%</b>	<b>67%</b>
<b>Experienced a situation where you had to borrow money from any financial institution, family, friends or credit cards because of an unforeseen financial expense</b>	<b>25%</b>	<b>23%</b>	<b>74%</b>
<b>None of the above</b>	<b>49%</b>	<b>50%</b>	<b>n/a</b>

INSIGHTS WEST / VANCITY  
 Survey on Payday Loan Usage

***All things considered, how would you describe your household's current financial situation?***

	Total General Population	Total Non-Payday Loan Users	Total Payday Loan Users
Unweighted Base: All respondents	882	859	131
<b>NET: Good</b>	<b>74%</b>	<b>75%</b>	<b>53%</b>
<b>Very good</b>	<b>14%</b>	<b>14%</b>	<b>8%</b>
<b>Good</b>	<b>60%</b>	<b>61%</b>	<b>44%</b>
<b>NET: Poor</b>	<b>23%</b>	<b>22%</b>	<b>45%</b>
<b>Poor</b>	<b>20%</b>	<b>19%</b>	<b>35%</b>
<b>Very poor</b>	<b>3%</b>	<b>3%</b>	<b>10%</b>
<b>Not sure</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>

INSIGHTS WEST / VANCITY  
Survey on Payday Loan Usage

***Which of the following describes how often you used the services of a payday loan company over the past 12 months?***

	Total Payday Loan Users
Unweighted Base: All respondents	131
<b>More than once a month</b>	<b>15%</b>
<b>About once a month</b>	<b>19%</b>
<b>A few times</b>	<b>32%</b>
<b>Twice a year</b>	<b>12%</b>
<b>Only once</b>	<b>22%</b>

INSIGHTS WEST / VANCITY  
Survey on Payday Loan Usage

**What were the reasons you used a payday loan service?**

	Total Payday Loan Users
Unweighted Base: All respondents	131
<b>Got behind on paying some bills</b>	<b>37%</b>
<b>Had to lend money to a friend in need</b>	<b>4%</b>
<b>Experienced a period of unanticipated unemployment or underemployment</b>	<b>20%</b>
<b>Had a car repair or household expense</b>	<b>18%</b>
<b>Had a debt that was due</b>	<b>22%</b>
<b>Had an another unforeseen expense that you didn't anticipate</b>	<b>38%</b>
<b>Other (Please specify)</b>	<b>18%</b>

INSIGHTS WEST / VANCITY  
 Survey on Payday Loan Usage

**How likely would you be to consider each one of these options to cover an unexpected expense of [AMOUNT]**

	Total Payday Loan Users	
	\$500 Loan	\$5000 Loan
(Summary: - % Very/Somewhat Likely)	131	131
<b>Use savings</b>	<b>50%</b>	<b>43%</b>
<b>Borrow from a family member</b>	<b>55%</b>	<b>40%</b>
<b>Borrow from a friend</b>	<b>37%</b>	<b>27%</b>
<b>Get a cash advance from a credit card</b>	<b>26%</b>	<b>21%</b>
<b>Arrange for a short-term bank loan</b>	<b>27%</b>	<b>51%</b>
<b>Wait until payday to settle the expense</b>	<b>82%</b>	<b>47%</b>
<b>Use an over-draft</b>	<b>45%</b>	<b>26%</b>
<b>Use a line of credit</b>	<b>38%</b>	<b>34%</b>
<b>Use payday or short-term loan services (e.g. Money Mart,</b>	<b>63%</b>	<b>24%</b>
<b>Sell/ Pawn something</b>	<b>38%</b>	<b>33%</b>
<b>Arrange for a short-term loan with a credit union that offers you same day approval, flexible payback terms up to 2-years at a 19% annual percentage rate, and helps build your credit history.</b>	<b>55%</b>	<b>60%</b>