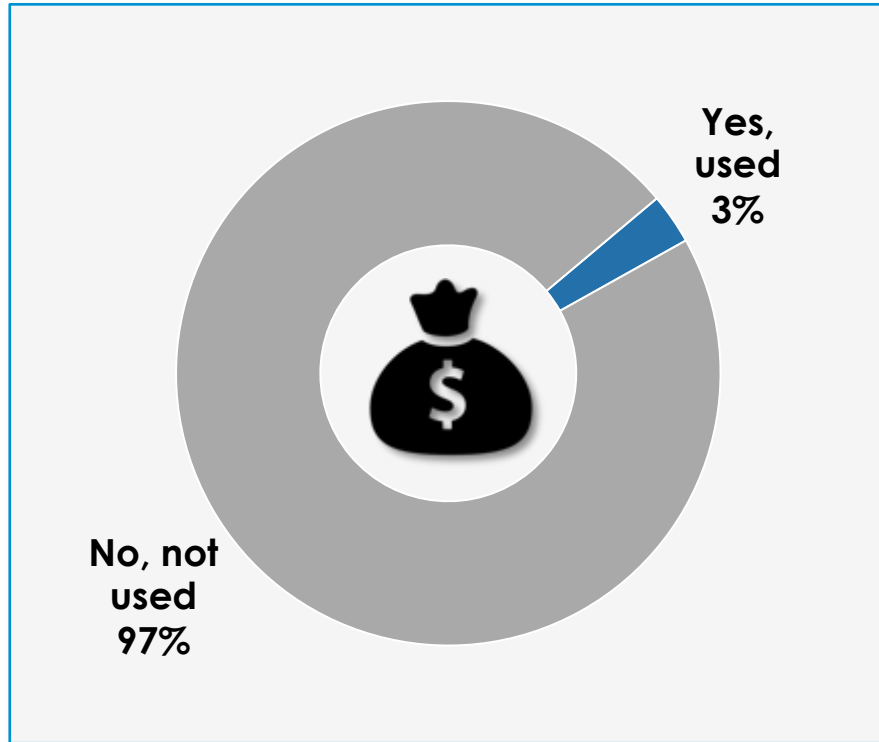


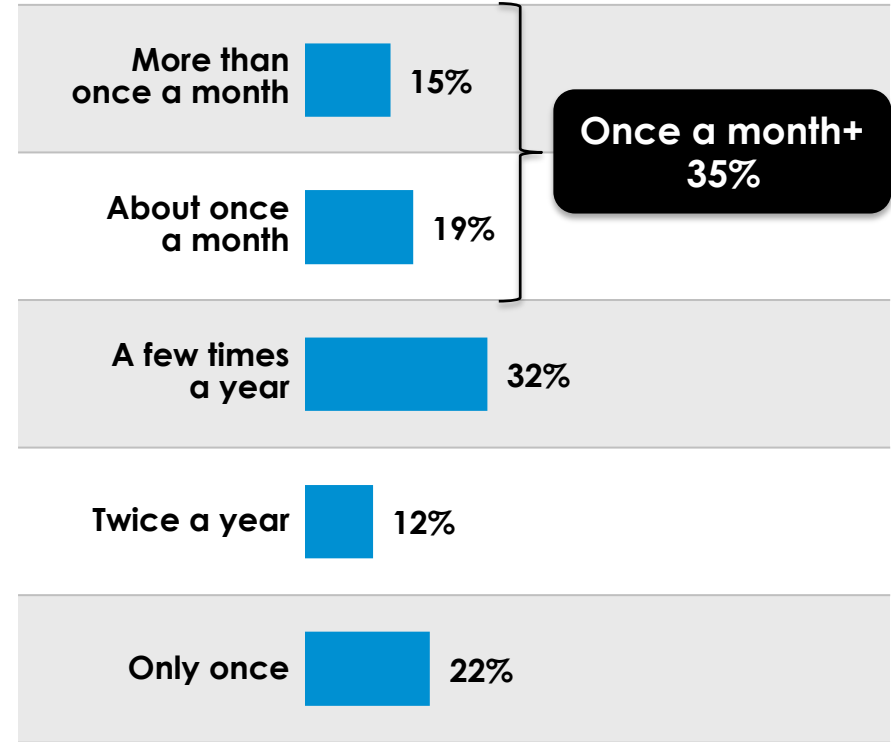


# Over the past 12 months, have you done any of the following [used a payday loan service]?

## Used a Payday Loan Service



## Frequency of Payday Loan Use



Base: All respondents (n=882)

Base: Payday Loan Users (n=131)

**Simplified Understanding**



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

## Motivations for Payday Loan Use

Had an another unforeseen expense that you didn't anticipate 38%

Got behind on paying some bills 37%

Had a debt that was due 22%

Experienced a period of unanticipated unemployment or underemployment 20%

Had a car repair or household expense 18%

Had to lend money to a friend in need 4%

Other 18%

Base: Payday Loan Users (n=131)

Simplified Understanding

Vancity

Insights West



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

## Current Financial Situation

Poor

Good

23%

3%

Total General Population  
(n=882)

14%

74%

Users

▲ 45%

10%

Payday Loan Users  
(n=131)

8%

53%

22%

3%

Non-Payday Loan Users  
(n=859)

14%

75% ▲

Poor ■ Very poor ■

■ Very good ■ Good

- ▲ Statistically significantly higher than comparison group(s)
- ▼ Statistically significantly lower than comparison group(s)

Base: All respondents

Simplified Understanding

Vancity

Insights West



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

## Used a Payday Loan Service

Experienced a situation where you had to borrow money from any financial institution, family, friends or credit cards because of an unforeseen financial expense



Got behind on bills



Carried forwards a balance



■ Payday Loan Users (n=131)  
■ Non-Payday Loan Users (n=859)

▲ Statistically significantly higher than comparison group(s)  
▼ Statistically significantly lower than comparison group(s)

Base: All respondents

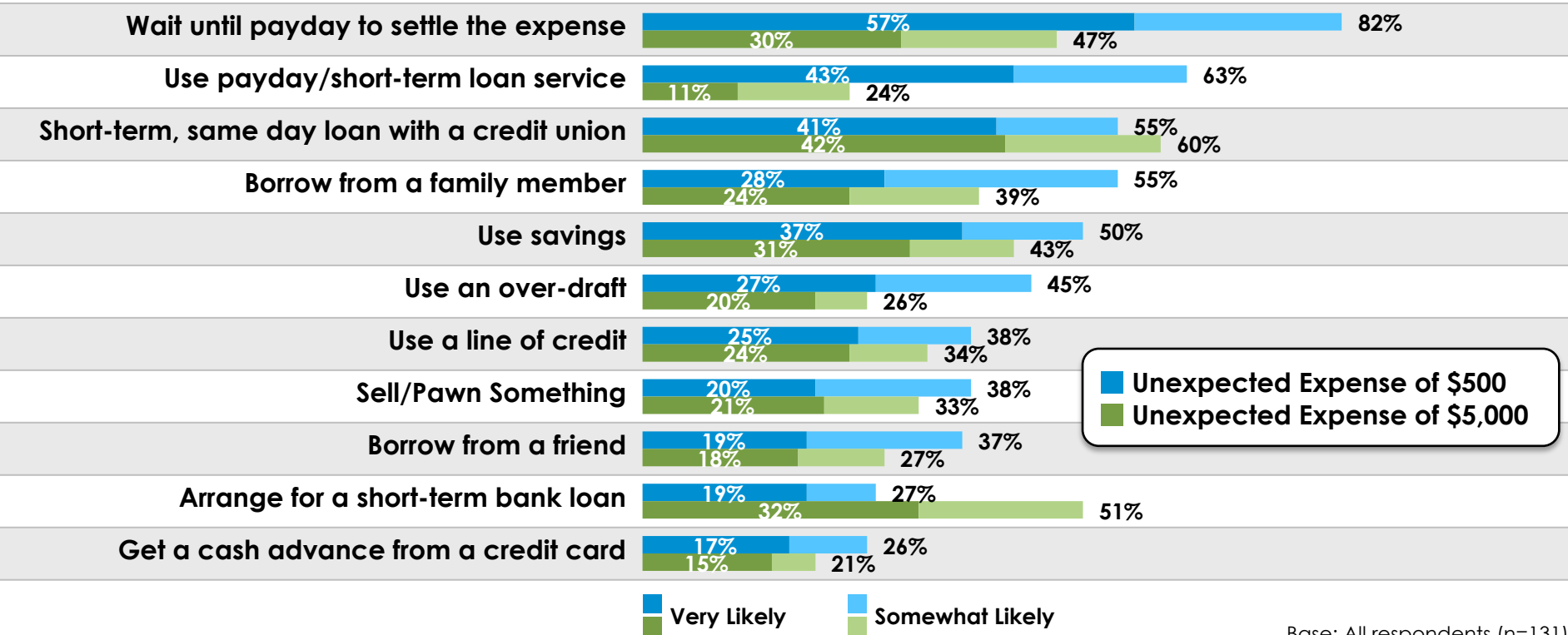
**Simplified Understanding**



# How likely would you be to consider each one of these options to cover an unexpected expense of \$500/\$5,000?

## Considerations for Unexpected Expenses (\$500 vs. \$5,000)

### Payday Loan Users



■ Unexpected Expense of \$500  
■ Unexpected Expense of \$5,000

Base: All respondents (n=131)

Simplified Understanding

