

Interview Schedule

Good morning/afternoon/evening. My name is () at POLLARA, the national public opinion research company. May I please speak to ()?

(IF SPEAKING) CONTINUE

(IF YES) Thank you.

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF REFUSED) Thank and terminate.

I would like to ask you some questions about a number of companies you may do business with. All of your answers will be completely confidential. Is this a good time for you to answer some questions?

(IF YES) CONTINUE

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF NO) This is not an attempt to sell you anything - you have been chosen at random to obtain your opinions and input. Your opinions are important. Your responses will be kept strictly confidential and used for statistical purposes only. Individual participants in the survey will not be identified in any way.)

(HOW LONG IS THE SURVEY? The survey is about 15 minutes in length, depending on your answers.)

1. Would you mind telling me what year you were born? (RECORD NUMBER)

Which of the following financial products or services have you ever had or used in the past?
(READ AND ROTATE LIST; ALLOW MULTIPLE MENTIONS)

2A. A personal loan with a bank or credit union

2B. A car loan

2C. A line of credit

2D. A payday loan (MUST ANSWER "YES" TO PAYDAY LOAN. OTHERWISE THANK AND TERMINATE.
KEEP TALLY OF DISQUALIFICATIONS)

I'd like to ask you some questions about different kinds of companies in Canada. Using a scale of 1 to 10, where one is "not at all favourable" and ten is "very favourable", how would you rate your impression of each of the following groups of businesses in Canada? (READ AND ROTATE)

3. Home and car insurance companies

4. Payday loan companies, which offer short-term advances on paycheques

5. Banks

6. Credit Unions

7. Credit card companies

Which of the following financial products or services do you currently have? (READ AND ROTATE LIST; ALLOW MULTIPLE MENTIONS)

8A. A savings account at a bank or credit union

8B. A chequing account at a bank or credit union

8C. A home mortgage

8D. A major credit card, such as VISA, MasterCard, AMEX

8E. A retail credit card, such as a Canadian Tire Card, Sears Card, or a Gas Card

8F. A debit card

8G. Overdraft protection at your bank

Thinking about the following financial products or services overall, please tell me how satisfied are you with each product or service that you use? Please use a scale from one to ten where 1 means you are "very dissatisfied" and 10 means you are "very satisfied" with the product or service. (READ AND ROTATE)

9. (IF ANSWERED A SAVINGS ACCOUNT IN Q8) Savings account at a bank or credit union

10. (IF ANSWERED A CHEQUING ACCOUNT IN Q8) Chequing account at a bank or credit union

11. (IF ANSWERED A MORTGAGE IN Q8) Home mortgage

12. (IF ANSWERED A MAJOR CREDIT CARD IN Q8) Credit card

13. (IF ANSWERED RETAIL CREDIT CARD IN Q8) Retail credit card

14. (IF ANSWERED DEBIT CARD IN Q8) Debit card

15. (IF ANSWERED OVERDRAFT PROTECTION IN Q8) Overdraft protection at your bank

16. (IF ANSWERED PERSONAL LOAN IN Q2) Personal loan with bank or credit union

17. (IF ANSWERED CAR LOAN IN Q2) Car loan

18. (IF ANSWERED A LINE OF CREDIT IN Q2) Line of credit

19. (IF ANSWERED PAYDAY LOAN IN Q2) Payday loan

Thinking about the various financial products that you hold, do you know the approximate amount that you pay for all fees, including administration fees and interest charges on...? (READ AND ROTATE; What about on...?)

20. (IF SAVINGS ACCOUNT OR CHEQUING ACCOUNT AT Q8) Your savings or chequing account at a bank or credit union

21. (IF PAYDAY LOAN AT Q2) Your payday loan

22. (IF HOME MORTGAGE AT Q8) Your home mortgage

23. (IF MAJOR CREDIT CARD AT Q8) Your major credit card

24. Not including a mortgage, what is the total amount of money that you currently owe to financial institutions? By this I mean any outstanding loans, credit card debts, or car payments. If you are unsure of the exact amount, an estimate is fine. Please rest assured that your answer will remain entirely confidential and your answer will be rolled together with those of thousands of other participants to this study. However, if you are uncomfortable answering this question, please tell me and we will move on. (RECORD NUMBER IN DOLLAR AMOUNTS ONLY, NO CENTS)

25. If you needed, say, \$300 a few days before your next payday, what would you do? (DO NOT READ; PROBE: "Is there anything else?"; ALLOW MULTIPLE MENTIONS)

Use A Payday Advance/Payroll Loan Company
Borrow From A Family Member
Get A Cash Advance From Credit Card
Do Without/Wait Until Payday
Borrow From A Friend
Use Bank Over-Draft Protection/Line Of Credit
Withdraw Money From Savings Account/Other Investments
No Need/Never Short Of Cash
Borrow From An Employer
Other

26. If you found yourself in a situation where you needed to borrow \$100 for 2 weeks, how much would you expect to be charged in terms of interest and administration fees? (PROBE: If you're not sure, please provide an estimate of what you would expect to pay to borrow \$100 for a short period.) (RECORD NUMBER IN DOLLAR AMOUNTS ONLY, NO CENTS) (OPEN ENDED)

27. There are many reasons why people choose to obtain a payday loan instead of getting other financial products or services. What was the most important reason you chose to obtain a payday loan in the past rather than using another source of financing? (DO NOT READ LIST; PROBE: Any other reasons?)

Quick And Easy Process
A More Convenient Location
No Other Alternative Source For Borrowing
Discipline Of Short Term Or No Revolving Debt Forces
Me To Pay It Back More Quickly
Necessity/Needed It/Emergency
Bad Credit/No Credit Check
Greater Privacy
Less Harm To My Credit
Less Expensive Than Other Services Borrowing Cash
Convenience (NONSPECIFIC)
More Respectful Employees
Other

28. Which of the following was the main reason why you needed a payday loan? (READ LIST)
For 'Emergency' Cash To Pay For Necessities

To Help Out With An Unexpected Expense, Like A Car Or Household Repair
To Help Avoid Late Charges On Routine Bills
To Avoid Bouncing Cheques
To Help Get Through Temporary Reduction In Income
To Buy Something You Wanted
Rent/Moving/Starting Over
All Of The Above
Other

30. On average, how much money do you normally borrow when you get a payday loan?
(ENTER DOLLAR AMOUNT ONLY. NO CENTS)

31. Thinking about all the payday loans you received in the past, did you pay back all, most, some, or none of the loans back on time?

Paid Back All The Loans On Time
Paid Back Most Of The Loans On Time
Paid Back Some Of The Loans On Time
Paid Back None Of The Loans On Time

Thinking about the payday loan that you last received, please indicate your overall satisfaction with each of the following attributes. Please use a scale from 1 to 10 where 1 means you are "very dissatisfied" and 10 means you are "very satisfied". (READ AND ROTATE)

32. Your understanding of the terms of the loan and when payment on the loan was due.

33. The total cost of the payday loan, including interest and administration fees.

34. The way you were treated by the customer service representative who provided your loan

35. (READ LAST) The overall customer service experience

(READ AND ASK ALL) Now I would like you to think about three types of companies that offer cash advances or loans, namely, banks, credit unions, and payday loan providers. I am going to read you a list of attributes that you might consider when getting a cash advance or short-term loan, and I would like you to tell me which of the three providers you think is best described by the attribute. (READ AND ROTATE)

36. Convenient
Bank
Credit Union
Payday Loan Provider

37. Good value
Bank
Credit Union
Payday Loan Provider

38. Fast
Bank
Credit Union
Payday Loan Provider

39. Long hours of operation

Bank

Credit Union

Payday Loan Provider

40. Easy to use

Bank

Credit Union

Payday Loan Provider

41. Good service

Bank

Credit Union

Payday Loan Provider

42. Respectful to me

Bank

Credit Union

Payday Loan Provider

I'm going to read you a list of statements. For each, please indicate whether you agree or disagree, using a scale from one to ten where one means you "disagree strongly" and ten means you "agree strongly". (READ AND ROTATE)

43. *Since the large banks may not provide short-term loans for small amounts, Canadians who need or want these services should have the option of obtaining them from payday loans providers.*

44. *If you take out a payday loan, the payday loan provider should be able to share your personal financial information with other lenders, banks and credit unions.*

45. *Since credit cards can be used at any time, as long as the credit limit is not exceeded, you should also be allowed to get a payday loan whenever you need it, as long as you repay the loan.*

46. *The government should limit the number of payday loans you can get.*

Do you think the government should impose a limit on the amount of money you can spend if you use a...(READ AND ROTATE; What about if they use a...?)

47. Credit Card

48. Payday loan

49. Line-of-credit

50. Home mortgage

DEMOGRAPHICS

51. *If a provincial election were held today, which political party would you most likely vote for? (READ AND ROTATE)*

The Liberal Party
The Conservative Party
The NDP
The Green Party
Other

52. (IF UNDECIDED) Which party, if any, are you leaning towards?

The Liberal Party
The Conservative Party
The NDP
The Green Party
Other

52A. Vote Intent: Solid and Leaning

The Liberal Party
The Conservative Party
The NDP
The Green Party
Other
Undecided
Would Not Vote

52B. Vote Intent: Potential

The Liberal Party
The Conservative Party
The NDP
The Green Party
Other
Undecided

52C. Vote Intent: Decided

The Liberal Party
The Conservative Party
The NDP
The Green Party
Other

52D. Vote Intent: Gender

Liberal Men
Liberal Women
PC Men
PC Women
NDP Men
NDP Women
Green Men
Green Women
Other Men
Other Women

53. How many people live in your household?

54. (IF ANSWERED MORE THAN 1 IN Q53) How many children, if any under the age of 10 live in your household?

55. (IF ANSWERED MORE THAN 1 IN Q53) How many children, if any between the ages of 10 and 17 live in your household?

56. What is the highest level of schooling that you have completed? (READ LIST)

Elementary School

High School

Community College

University

Post-Graduate/Professional

57. Do you rent or own your home?

Rent

Own

58. What is your current marital status?

Married, Or Living Together Common-Low

Separated Or Divorced

Single, Never Married

59. Would you describe yourself as...? (READ LIST)

Currently Employed Full-Time

Currently Employed Part-Time

Self-Employed

Currently Unemployed

Retired

A Homemaker

A Student

Other

60. What is the total annual household income of your family, before taxes? Is it...? (READ LIST)

Less Than \$25,000

\$25,000 To Less Than \$50,000

\$50,000 To Less Than \$75,000

\$75,000 To Less Than \$100,000

\$100,000 Or More

61. Gender

Male

Female

62. Generation

Male - 18 To 34

Male - 35 To 54

Male - 55+

Female - 18 To 34

Female - 35 To 54

Female - 55+