

# **The impact on business and consumers of a cap on the total cost of credit**

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**Appendix tables**

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**Appendix Table 1      Socio-demographic profile of customers**

Column percentages		Loan type			
		Home credit	Pawnbroker	Retail Payday	Online Payday
Gender*	Male	35	41	49	61
	Female	65	59	51	39
Age group*	16-29	13	28	32	37
	30-39	17	21	25	25
	40-49	22	23	23	23
	50 up to State Pension Age	25	22	16	15
	Over State Pension Age	23	5	3	1
	Don't know/refused	-	1	1	-
Ethnicity*	White	95	78	81	91
	Non-white	5	22	18	9
	Refused	1	1	2	1
Household composition*	Single adult	23	23	22	18
	Couple, no children	23	17	21	27
	Couple, dependent children	20	22	18	18
	Lone parent, dependent children	15	14	14	9
	Living with parents	5	10	9	12
	Sharers	3	5	5	7
	Other arrangement	5	5	3	2
	Not stated/not asked	8	5	9	7
Housing tenure*	Rents from a private landlord	19	24	33	35
	Rents from a social landlord	60	39	35	19
	Owns home with a mortgage	12	18	17	25
	Owns home outright	3	4	3	2
	Live with parents	5	10	7	14
	Some other arrangement	2	4	4	5
	Do not know refused	0	1	0	1
Employment status*	Working full-time	27	31	63	76
	Working part-time	13	15	13	14
	Unemployed, looking for work	11	22	7	4
	Looking after the home or family	11	13	8	2
	Unable to work due to of ill-health or disability	19	10	4	1
	Retired	18	5	4	1
	Other	1	3	1	2
Any full time earner (respondent or partner)*	Yes	36	38	70	82
	No	64	61	30	18
	Don't know/refused	-	0	-	0
Any earned income (respondent or partner)*	Yes	49	53	81	93
	No	51	47	19	7
	Don't know/refused	-	0	-	-
Weekly income*	Less than £100	8	15	4	4
	£100-199	20	20	13	9
	£200-299	24	16	24	21
	£300-499	18	17	26	29
	£500 or more	8	8	13	25
	Not stated	23	25	21	11
Income group*	Low income	72	70	46	31
	Higher income	28	30	54	69
<i>Base</i>		<i>399</i>	<i>264</i>	<i>393</i>	<i>395</i>

Base is all respondents. \* Indicates that the variation across the groups for this measure is statistically significant (p<.05)

**Appendix Table 2      Are home credit, pawnbroker and payday loan customers vulnerable?**

Column percentages		Loan type			
		Home Credit	Pawnbroker	Retail Payday	Online Payday
Whether have a bank account*	Yes	83	85	99	99
	No	17	15	1	1
Vulnerable?*	Vulnerable	77	77	60	37
	Not vulnerable	23	23	40	63
<i>Base</i>		<i>399</i>	<i>264</i>	<i>393</i>	<i>395</i>
Base is all respondents. * Indicates that the variation across the groups for this measure is statistically significant (p<.05)					

**Appendix Table 3      Perceptions of using high cost credit: agreement with attitudinal statements**

Column percentages		Loan type			
		Home Credit	Pawnbroker	Retail Payday	Online Payday
It is a good way to raise cash quickly*	Agree	93	93	89	90
	Disagree	5	6	10	9
	Don't know/does not apply	2	1	1	1
It helps me to buy things I couldn't otherwise afford*	Agree	89	71	62	49
	Disagree	9	27	34	48
	Don't know/does not apply	2	2	4	3
I use [this type of loan] because I can't borrow from anywhere else*	Agree	56	47	57	50
	Disagree	41	50	42	49
	Don't know/does not apply	3	2	1	1
It makes it easier for me to manage when money is tight*	Agree	85	82	77	81
	Disagree	12	15	21	17
	Don't know/does not apply	3	3	3	1
	<i>Base</i>	<i>399</i>	<i>264</i>	<i>393</i>	<i>395</i>
Base is all respondents. * Indicates that the variation across the groups for this measures is statistically significant (p<.05)					

**Appendix Table 4      Regression to predict using short-term fixed-rate credit to pay for essentials**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female	.965	1.0
Age group	16-29	.304	
	30-39	.388	1.2
	40-49	.706	.9
	50 up to State Pension Age	.981	1.0
	Over State Pension Age	.299	.7
	Don't know/refused	.081	7.3
Ethnicity	White	.461	
	Non-white	.289	1.2
	refused	.495	1.7
Household composition	Single adult	.000	
	Couple, no children	.297	1.2
	Couple, dependent children	.868	1.0
	Lone parent, dependent children	.932	1.0
	Other arrangement	.113	1.4
	Not stated/not asked	.000	.1
Housing tenure	Rents from a private landlord	.041	
	Rents from a social landlord	.022	.7
	Owns home with a mortgage	.006	.6
	Owns home outright	.060	.5
	Live with parents	.043	.6
	Some other arrangement	.375	.8
Employment status	Working full-time	.377	
	Working part-time	.032	1.5
	Unemployed, looking for work	.316	1.3
	Looking after the home or family	.670	1.1
	Unable to work due to of ill-health or disability	.978	1.0
	Retired	.222	1.6
	Other	.912	1.0
Income group	Higher income (ref is low income)	.894	1.0
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.005	
	Worse	.001	1.7
	Stayed the same	.009	1.5
	Fluctuated or too difficult to say	.747	.8
Amount borrowed when taking out most recent loan	£1-£99	.002	
	£100-£199	.001	.5
	£200-£299	.001	.5
	£300-£499	.000	.4
	£500-£999	.000	.3
	£1000+	.138	.6
	Not stated	.270	.7
Experienced one or more bad credit events in the past five years	No (ref is yes)	.361	.9
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.797	
	Strong spending orientation	.438	1.3
	Neutral spending orientation	.737	1.1
	Moderate non-spender	.302	1.2
	Strong non-spender	.704	1.1

Loan type	Home Credit	.000	
	Pawnbroker	.000	2.5
	Retail Payday	.000	6.8
	Online Payday	.000	4.1
Constant		.155	.6
Nagelkerke R Square			.27
Base			1,451

Base is all respondents.

1. Essential expenditure comprises everyday expense, household bills, rent or mortgage payments

**Appendix Table 5**      **Reasons for taking out a loan on the most recent occasion, rather than borrowing in some other way**

Column percentages	Loan type			
	Home Credit	Pawnbroker	Retail Payday	Online Payday
Convenience/local/could get the money quickly/easily *	44	50	54	61
Couldn't borrow the money from anywhere else *	27	24	35	30
Reputation/recommendation/used before *	19	7	2	2
It is the only way to get a very short term loan *	2	7	7	7
It is cheaper than other types of lending *	2	7	3	2
Good service/friendly/helpful/easy to use	4	1	2	2
They will let me extend the loan/increase the pledge *	5	2	1	1
Nowhere else lends such a small sum of money	2	1	2	3
Ease/suitability of repayment method	2	1	3	2
They would only let me borrow what I could afford to repay	1	2	2	0
There was no credit check required	1	1	2	1
Didn't want to borrow money from anywhere else	1	2	1	2
Marketing/canvassing *	3	-	0	1
No charges for late payment	1	0	-	1
Other *	6	12	4	4
Don't Know *	2	3	1	0
Refused	0	-	-	-
Base	369	256	366	372

Base is all respondents, excluding respondents from the pilot. Percentages may sum to more than 100 as more than once response was allowed. \* Indicates that the variation across the groups for this measure is statistically significant ( $p < .05$ ).

**Appendix Table 6      Regression to predict those who said they used this type of loan on this occasion because they could not borrow from anywhere else**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female	.216	.8
Age group	16-29	.052	
	30-39	.595	1.1
	40-49	.004	1.8
	50 up to State Pension Age	.542	1.2
	Over State Pension Age	.234	1.7
	Don't know/refused	.989	1.0
Ethnicity	White	.319	
	Non-white	.158	1.3
	Refused	.555	1.6
Household composition	Single adult	.674	
	Couple, no children	.308	.8
	Couple, dependent children	.310	.8
	Lone parent, dependent children	.796	1.1
	Other arrangement	.331	.8
	Not stated/not asked	.771	.8
Housing tenure	Rents from a private landlord	.255	
	Rents from a social landlord	.160	.8
	Owns home with a mortgage	.051	.7
	Owns home outright	.123	.5
	Live with parents	.823	1.1
	Some other arrangement	.280	.7
Employment status	Working full-time	.279	
	Working part-time	.565	1.1
	Unemployed, looking for work	.027	1.8
	Looking after the home or family	.349	1.3
	Unable to work due to of ill-health or disability	.979	1.0
	Retired	.804	.9
	Other	.412	.6
Income group	Higher income (ref is low income)	.370	1.2
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.000	
	Worse	.000	2.1
	Stayed the same	.232	1.2
	Fluctuated or too difficult to say	.177	2.1
Amount borrowed when taking out most recent loan	£1-£99	.182	
	£100-£199	.115	.7
	£200-£299	.407	.8
	£300-£499	.286	.8
	£500-£999	.590	1.2
	£1000+	.581	.8
	Not stated	.169	.6
Experienced one or more bad credit events in the past five years	No (ref is yes)	.000	.3
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.147	
	Strong spending orientation	.011	2.1
	Neutral spending orientation	.104	1.4
	Moderate non-spender	.216	1.3
	Strong non-spender	.229	1.3

Loan type	Home Credit	.034	
	Pawnbroker	.153	.7
	Retail Payday	.185	1.3
	Online Payday	.415	1.2
Constant		.025	.4
Nagelkerke R Square			.16
Base			1,363

Base is all respondents, excluding those from the pilot.

**Appendix Table 7      Regression predicting mainstream credit use**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female	.088	1.2
Age group	16-29	.278	
	30-39	.767	1.1
	40-49	.719	0.9
	50 up to State Pension Age	.054	0.7
	Over State Pension Age	.991	1.0
	Don't know/refused	.803	1.3
Ethnicity	White	.033	
	Non-white	.009	1.6
	Refused	.860	1.1
Household composition	Single adult	.329	
	Couple, no children	.088	1.4
	Couple, dependent children	.085	1.4
	Lone parent, dependent children	.168	1.4
	Other arrangement	.033	1.6
	Not stated/not asked	.225	1.4
Housing tenure	Rents from a private landlord	.000	
	Rents from a social landlord	.401	1.1
	Owns home with a mortgage	.000	3.0
	Owns home outright	.197	1.6
	Live with parents	.891	1.0
	Some other arrangement	.094	0.6
Employment status	Working full-time	.156	
	Working part-time	.577	0.9
	Unemployed, looking for work	.011	0.6
	Looking after the home or family	.080	0.6
	Unable to work due to of ill-health or disability	.895	1.0
	Retired	.425	0.8
	Other	.872	1.1
Income group	Higher income (ref is low income)	.012	1.5

Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.153	
	Worse	.258	1.2
	Stayed the same	.274	0.8
	Fluctuated or too difficult to say	.789	1.2
Amount borrowed when taking out most recent loan	£1-£99	.686	
	£100-£199	.424	1.2
	£200-£299	.359	1.2
	£300-£499	.120	1.4
	£500-£999	.102	1.5
	£1000+	.142	1.6
	Not stated	.379	1.3
Experienced one or more bad credit events in the past five years	No	.842	1.0
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.067	
	Strong spending orientation	.024	2.0
	Neutral spending orientation	.629	1.1
	Moderate non-spender	.532	0.9
	Strong non-spender	.904	1.0
Loan type	Home Credit	.000	
	Pawnbroker	.484	1.2
	Retail Payday	.021	1.5
	Online Payday	.000	2.8
Constant		.015	0.4
Nagelkerke R Square			0.181
<i>Base</i>			1,451
Base is all respondents			

**Appendix Table 8**      **Regression predicting whether or not customers could have used an alternative form of credit to home credit, pawnbroker and payday loans**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female	.750	1.1
Age group	16-29	.901	
	30-39	.858	1.0
	40-49	.310	0.8
	50 up to State Pension Age	.399	0.8
	Over State Pension Age	.440	0.7
	Don't know/refused	.999	0.0
Ethnicity	White	.091	
	Non-white	.054	1.5
	refused	.261	2.6
Household composition	Single adult	.789	
	Couple, no children	.385	1.2
	Couple, dependent children	.242	1.4
	Lone parent, dependent children	.302	1.4
	Other arrangement	.160	1.5
	Not stated/not asked	.500	1.3
Housing tenure	Rents from a private landlord	.122	
	Rents from a social landlord	.658	1.1
	Owns home with a mortgage	.107	1.4
	Owns home outright	.054	2.2
	Live with parents	.462	0.8
	Some other arrangement	.247	0.6
Employment status	Working full-time	.015	
	Working part-time	.545	1.1
	Unemployed, looking for work	.037	0.5
	Looking after the home or family	.001	0.1
	Unable to work due to of ill-health or disability	.728	0.9
	Retired	.847	0.9
	Other	.848	1.1
Income group	Higher income (ref is low income)	.472	1.2
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.112	
	Worse	.078	0.7
	Stayed the same	.059	0.7
	Fluctuated or too difficult to say	.416	1.6
Amount borrowed when taking out most recent loan	£1-£99	.108	
	£100-£199	.255	1.4
	£200-£299	.103	1.7
	£300-£499	.020	2.1
	£500-£999	.054	2.0
	£1000+	.018	2.8
	Not stated	.016	2.8
Experienced one or more bad credit events in the past five years	No (ref is yes)	.000	1.9
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.023	
	Strong spending orientation	.178	1.7
	Neutral spending orientation	.110	1.6
	Moderate non-spender	.192	1.5
	Strong non-spender	.003	2.4

Loan type	Home Credit	.000	
	Pawnbroker	.000	2.8
	Retail Payday	.091	1.6
	Online Payday	.000	2.9
Constant		.000	0.0
Nagelkerke R Square			0.15
Base			1,451
Base is all respondents			

**Appendix Table 9**      **Regression predicting those likely to take out the loan if the cost had been higher**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.931	1.0
Age group	16-29	.359	
	30-39	.876	1.0
	40-49	.504	1.1
	50 up to State Pension Age	.080	1.4
	Over State Pension Age	.808	0.9
	Don't know/refused	.395	0.4
Ethnicity	White	.355	
	Non-white	.792	1.0
	Refused	.160	2.9
Household composition	Single adult	.009	
	Couple, no children	.841	1.0
	Couple, dependent children	.683	0.9
	Lone parent, dependent children	.585	0.9
	Other arrangement	.526	1.1
	Not stated/not asked	.001	0.4
Housing tenure	Rents from a private landlord	.500	
	Rents from a social landlord	.236	0.8
	Owns home with a mortgage	.345	0.8
	Owns home outright	.118	0.6
	Live with parents	.377	0.8
	Some other arrangement	.648	1.1
Employment status	Working full-time	.432	
	Working part-time	.093	1.3
	Unemployed, looking for work	.695	1.1
	Looking after the home or family	.106	1.5
	Unable to work due to of ill-health or disability	.119	1.5
	Retired	.252	1.5
	Other	.953	1.0
Income group	Higher income (ref is low income)	.742	1.1
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.102	
	Worse	.294	1.2
	Stayed the same	.033	1.4
	Fluctuated or too difficult to say	.301	0.6
Amount borrowed when taking out most recent loan	£1-£99	.297	
	£100-£199	.782	1.1
	£200-£299	.649	1.1
	£300-£499	.174	1.4

	£500-£999	.199	1.4
	£1000+	.028	2.0
	Not stated	.365	1.3
Experienced one or more bad credit events in the past five years	No (ref is yes)	.152	0.8
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.036	
	Strong spending orientation	.826	1.1
	Neutral spending orientation	.198	0.8
	Moderate non-spender	.025	0.6
	Strong non-spender	.013	0.6
Status of current/most recent loan	Loan repaid in full when first due	.355	
	Loan repaid in full, but not when first due	.279	0.8
	Payment not yet due	.582	1.1
	Loan ongoing and overdue	.161	1.3
	Missing	.632	0.8
Has mainstream credit	No (ref is yes)	.035	1.3
How long ago took out most recent loan	In the last month	.513	
	In the last 3 months	.121	0.7
	In the last six months	.092	0.7
	In the last year	.176	0.8
	More than a year ago	.069	0.6
	Missing	.145	0.7
Loan type	Home Credit	.144	
	Pawnbroker	.565	1.1
	Retail Payday	.845	1.0
	Online Payday	.192	0.8
Constant		.470	1.4
Nagelkerke R Square			.09
Base			1,451
Base is all respondents			

**Appendix Table 10**      **Where did customers try to borrow from?**

Column percentages	Loan type			
	Home Credit	Pawnbroker	Retail Payday	Online Payday
<b>Mainstream sources *</b>	<b>5</b>	<b>3</b>	<b>11</b>	<b>10</b>
From a bank, building society, finance co. (e.g. Norton Finance, Blackhorse car finance)	4	3	9	7
On an overdraft	0	1	2	2
On a credit card	1	1	1	1
On a store card (e.g. Argos, Debenhams)	0	0	-	-
Buying goods on credit (including hire purchase, mail order, rent to buy)	-	0	-	-
<b>High cost sector</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
From online payday lender e.g. Wonga	1	1	2	3
From branch-based payday lender	0	1	1	0
From company that collects payments from your home (e.g. Provident, Greenwoods)	0	1	0	-
From pawnbroker	-	-	1	-
<b>Other</b>	<b>5</b>	<b>9</b>	<b>7</b>	<b>8</b>
From a Credit Union or other community finance organisation (e.g. CDFI)	0	0	0	1
From the Social Fund	1	0	0	0
From a friend or relative *	4	9	5	5
From an unlicensed lender who charges interest (loan shark)	-	-	-	-
Other	1	0	2	2
Don't Know	1	-	0	1
Did not try to borrow *	89	85	81	79
Base	399	264	393	395

Base is all respondents. Percentages may sum to more than 100 as more than once response was allowed.\* Indicates that the variation across the groups for this measure is statistically significant ( $p < .05$ ).

**Appendix Table 11**      **Only or most important piece of cost information considered when taking out the loan**

Column percentages	Home Credit	Pawnbroker	Retail Payday	Online Payday
The regular repayment amount	54	n/a	n/a	n/a
The total amount you had to repay, including the original amount borrowed plus interest	18	40	52	69
The total amount of interest that would be charged	8	14	16	12
The APR	3	9	7	6
Other fees or charges, such as early resettlement or penalty charges	4	10	9	5
None	10	24	13	7
Don't know	3	3	3	1
Base	369	256	366	372

Base is all respondents, excluding respondents from the pilot. \* Indicates that the variation across the groups for this measure is statistically significant ( $p < .05$ ). n/a Indicates that the item is not applicable to this sector.

**Appendix Table 12      The costs of borrowing**

		Loan type			
		Home Credit	Pawnbroker	Retail Payday	Online Payday
The rate of interest I pay is fair*	Agree	43	62	53	46
	Disagree	54	31	44	52
	Don't know/ does not apply	3	7	4	2
It is an expensive way of borrowing*	Agree	81	63	71	79
	Disagree	17	33	25	19
	Don't know/ does not apply	2	5	4	2
I use this [type of loan] because they are cheaper than other types of borrowing*	Agree	35	50	37	19
	Disagree	54	42	55	76
	Don't know/ does not apply	11	8	8	5
I use this [type of loan] because I am less likely to get into difficulty using [this type of loan] compared with a credit card or an overdraft*	Agree	71	68	63	54
	Disagree	24	25	32	43
	Don't know/ does not apply	5	7	5	3
Whether paid any up-front fees when taking out loan*	Yes	3	9	12	5
	No	94	87	85	94
	Don't know	3	4	3	2
Whether lender has added any extra fees or charges other than the interest charged on the loan*	Yes	1	6	10	6
	No	98	88	87	94
	Don't know	2	7	3	-
<i>Base</i>		<i>399</i>	<i>264</i>	<i>393</i>	<i>395</i>

Base is all respondents. \* Indicates that the variation across the groups for this measure is statistically significant ( $p < .05$ )

**Appendix Table 13      Regression to predict that customers agree with the statement ‘I use this type of loan because they are cheaper than other types of borrowing’**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.715	1.0
Age group	16-29	.813	
	30-39	.381	0.8
	40-49	.766	0.9
	50 up to State Pension Age	.832	1.0
	Over State Pension Age	.397	1.4
	Don't know/refused	.732	0.7
Ethnicity	White	.693	
	Non-white	.673	1.1
	Refused	.464	0.6
Household composition	Single adult	.106	
	Couple, no children	.699	0.9
	Couple, dependent children	.047	0.6
	Lone parent, dependent children	.022	0.6
	Other arrangement	.838	1.0
	Not stated/not asked	.896	1.0
Housing tenure	Rents from a private landlord	.019	
	Rents from a social landlord	.379	1.2
	Owns home with a mortgage	.058	0.7
	Owns home outright	.414	0.7
	Live with parents	.052	1.7
	Some other arrangement	.352	0.7
Employment status	Working full-time	.139	
	Working part-time	.298	1.2
	Unemployed, looking for work	.138	1.4
	Looking after the home or family	.016	1.9
	Unable to work due to of ill-health or disability	.050	1.7
	Retired	.644	1.2
	Other	.352	0.6
Income group	Higher income (ref is low income)	.082	0.7
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.001	
	Worse	.001	0.6
	Stayed the same	.616	0.9
	Fluctuated or too difficult to say	.053	0.2
Amount borrowed when taking out most recent loan	£1-£99	.485	
	£100-£199	.125	0.7
	£200-£299	.227	0.7
	£300-£499	.252	0.8
	£500-£999	.026	0.5
	£1000+	.205	0.7
	Not stated	.494	0.8
Experienced one or more bad credit events in the past five years	No (ref is yes)	.015	1.4
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.272	
	Strong spending orientation	.629	0.9
	Neutral spending orientation	.052	0.7
	Moderate non-spender	.566	0.9
	Strong non-spender	.522	0.9
Status of current/most recent loan	Loan repaid in full when first due	.096	
	Loan repaid in full, but not when first due	.116	0.6

	Payment not yet due	.102	1.3
	Loan ongoing and overdue	.424	1.2
	Missing	.429	0.7
Has mainstream credit	No (ref is yes)	.001	1.5
How long ago took out most recent loan	In the last month	.506	
	In the last 3 months	.764	0.9
	In the last six months	.089	0.7
	In the last year	.171	0.7
	More than a year ago	.567	0.9
	Missing (including don't know)	.439	0.8
Loan type	Home Credit	.000	
	Pawnbroker	.000	2.3
	Retail Payday	.004	1.8
	Online Payday	.537	0.9
Constant		.389	0.7
Nagelkerke R Square			0.197
Base			1,451
Base is all respondents			

**Appendix Table 14**      **Regression to predict those who had not been asked to provide information relating to their ability to repay when taking out the loan**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.432	0.8
Age group	16-29	.167	
	30-39	.244	0.6
	40-49	.015	0.3
	50 up to State Pension Age	.023	0.3
	Over State Pension Age	.217	0.3
	Don't know/refused	1.000	0.9
Ethnicity	White	.582	
	Non-white	.298	0.6
	Refused	.999	0.0
Household composition	Single adult	.137	
	Couple, no children	.022	3.1
	Couple, dependent children	.022	3.5
	Lone parent, dependent children	.580	1.5
	Other arrangement	.033	3.3
	Not stated/not asked	.457	2.6
Housing tenure	Rents from a private landlord	.518	
	Rents from a social landlord	.491	1.3
	Owns home with a mortgage	.125	1.9
	Owns home outright	.331	2.3
	Live with parents	.588	0.7
	Some other arrangement	.310	2.0
Employment status	Working full-time	.949	
	Working part-time	.781	1.1
	Unemployed, looking for work	.823	1.1
	Looking after the home or family	.596	0.7
	Unable to work due to of ill-health or disability	.975	1.0
	Retired	.331	2.4
	Other	.873	0.8

Income group	Higher income (ref is low income)	.190	0.6
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.139	
	Worse	.033	2.1
	Stayed the same	.503	1.3
	Fluctuated or too difficult to say	.257	2.8
Amount borrowed when taking out most recent loan	£1-£99	.814	
	£100-£199	.321	1.8
	£200-£299	.304	1.8
	£300-£499	.775	1.2
	£500-£999	.852	1.1
	£1000+	.379	2.0
	Not stated	.722	1.4
Experienced one or more bad credit events in the past five years	No (ref is yes)	.327	1.3
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.356	
	Strong spending orientation	.745	1.2
	Neutral spending orientation	.767	0.9
	Moderate non-spender	.957	1.0
	Strong non-spender	.123	0.4
Has mainstream credit	No (ref is yes)	.854	0.9
How long ago took out most recent loan	In the last month	.380	
	In the last 3 months	.600	0.8
	In the last six months	.135	0.5
	In the last year	.854	1.1
	More than a year ago	.731	1.2
	Missing	.819	1.1
Loan type	Home Credit	.000	
	Retail Payday	.004	0.2
	Online Payday	.164	1.9
Constant		.002	0.0
Nagelkerke R Square			.17
Base			1,107
Base is all respondents, excluding pawnbroker customers			

**Appendix Table 15**      **Whether customers had extended or renewed their loan, based on pawnbroker and payday loan customers who had repaid or should have repaid their loan**

	Pawnbroker	Retail Payday	Online Payday
Yes	14	14	10
No	86	86	90
Base	129	250	333

Base is respondents whose loans had been repaid or should have been repaid by the time of the interview. There were insufficient cases in each cell to enable the measure as a whole to be tested for statistical significance.

**Appendix Table 16**      **Number of times customers had extended or renewed their loan, based on pawnbroker and payday loan customers who had repaid or should have repaid their loan**

	Pawnbroker	Retail Payday	Online Payday
Payment not missed	61	74	86
Payments missed but loan not extended	25	12	4
One extension or renewal	9	4	7
Two extensions/renewals	2	2	1
Three extensions/renewals	-	2	2
Four or more extensions/renewals	2	5	1
Loan extended or rolled over, not reported how many times	0	0	0
<i>Base</i>	<i>129</i>	<i>250</i>	<i>333</i>

Base is respondents whose loans had been repaid or should have been repaid by the time of the interview. There were insufficient cases in each cell to enable the measure as a whole to be tested for statistical significance.

**Appendix Table 17**      **Whether customers had extended or renewed their loan, based on all pawnbroker and payday loan customers**

	Pawnbroker	Retail Payday	Online Payday
Yes	7	9	9
No	93	91	91
<i>Base</i>	<i>257</i>	<i>389</i>	<i>394</i>

Base is all respondents, excluding those for whom there was insufficient information to derive this measure. The apparent variations between groups on this measure was not statistically significant ( $p > .05$ ). Note that this is an underestimate because the loan was not yet due for repayment in all cases.

**Appendix Table 18      Regression to predict whether payday loans had been extended or pawnbroker pledges renewed**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.232	0.7
Age group	16-29	.716	
	30-39	.976	1.0
	40-49	.482	0.8
	50 up to State Pension Age	.900	1.1
	Over State Pension Age	.168	3.6
	Don't know/refused	.999	/
Ethnicity	White	.612	
	Non-white	.322	1.4
	Refused	.999	0.0
Household composition	Single adult	.207	
	Couple, no children	.333	0.7
	Couple, dependent children	.227	0.6
	Lone parent, dependent children	.306	1.6
	Other arrangement	.619	0.8
	Not stated/not asked	.733	1.2
Housing tenure	Rents from a private landlord	.889	
	Rents from a social landlord	.659	0.9
	Owns home with a mortgage	.491	0.8
	Owns home outright	.263	0.3
	Live with parents	.797	0.9
	Some other arrangement	.584	0.7
Employment status	Working full-time	.095	
	Working part-time	.201	1.7
	Unemployed, looking for work	.619	1.3
	Looking after the home or family	.125	2.3
	Unable to work due to of ill-health or disability	.008	6.2
	Retired	.050	4.7
	Other	.690	1.4
Income group	Higher income (ref is low income)	.147	0.6
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.262	
	Worse	.067	0.5
	Stayed the same	.777	0.9
	Fluctuated or too difficult to say	.709	1.4
Amount borrowed when taking out most recent loan	£1-£99	.304	
	£100-£199	.031	4.1
	£200-£299	.030	4.3
	£300-£499	.011	5.7
	£500-£999	.018	5.8
	£1000+	.999	0.0
	Not stated	.046	5.8
Experienced one or more bad credit events in the past five years	No (ref is yes)	.208	0.7
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.182	
	Strong spending orientation	.752	0.8
	Neutral spending orientation	.728	1.1
	Moderate non-spender	.084	0.5
	Strong non-spender	.988	1.0
Has mainstream credit	No (ref is yes)	.752	0.9

How long ago took out most recent loan	In the last month	.246	
	In the last 3 months	.400	1.8
	In the last six months	.084	3.2
	In the last year	.231	2.3
	More than a year ago	.214	2.6
	Missing (including don't know)	.044	4.1
Loan type	Pawnbroker	.851	
	Retail Payday	.904	1.0
	Online Payday	.630	0.8
Constant		.003	0.0
Nagelkerke R Square			.19
Base			712

Base is respondents whose loans had been repaid or should have been repaid by the time of the interview. '/' Indicates that the solution for this category did not converge.

**Appendix Table 19 Refinancing home credit loans**

Had an existing loan with this home credit lender, of which	57
<i>Used part or all of new loan to pay off previous loan</i>	60
<i>Kept repaying previous loan and new loan</i>	32
<i>Most recent loan was extension of previous loan</i>	3
<i>Did something else/don't know</i>	6
Did not have an existing loan with this home credit lender	42
Don't know	1
Base	399

Base is all home credit respondents

**Appendix Table 20 Regression to predict home credit customers who had missed at least one loan repayment**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.831	1.1
Age group	16-29	.127	
	30-39	.044	0.4
	50 up to State Pension Age	.110	0.5
	Over State Pension Age	.015	0.3
	SPA+	.360	0.5
Ethnicity	White	.116	
	Non-white	.038	3.4
	Refused	.922	1.1
Household composition	Single adult	.408	
	Couple, no children	.765	1.1
	Couple, dependent children	.502	0.7
	Lone parent, dependent children	.191	1.8
	Other arrangement	.568	1.3
	Not stated/not asked	.437	1.5
Housing tenure	Rents from a private landlord	.831	
	Rents from a social landlord	.930	1.0
	Owns home with a mortgage	.787	1.1
	Owns home outright	.671	0.7
	Live with parents	.651	1.4
	Some other arrangement	.232	0.2

Employment status	Working full-time	.670	
	Working part-time	.449	1.4
	Unemployed, looking for work	.831	1.1
	Looking after the home or family	.149	2.1
	Unable to work due to of ill-health or disability	.180	1.8
	Retired	.388	1.7
	Other	.212	5.4
Income group	Higher income (ref is low income)	.427	0.7
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.907	
	Worse	.523	1.2
	Stayed the same	.878	1.0
	Fluctuated or too difficult to say	.714	1.4
Amount borrowed when taking out most recent loan	£1-£99	.801	
	£100-£199	.382	0.2
	£200-£299	.424	0.3
	£300-£499	.461	0.3
	£500-£999	.530	0.3
	£1000+	.568	0.4
	Not stated	.340	0.2
Experienced one or more bad credit events in the past five years	No (ref is yes)	.001	0.4
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.538	
	Strong spending orientation	.294	0.5
	Neutral spending orientation	.208	0.6
	Moderate non-spender	.766	0.9
	Strong non-spender	.263	0.6
Has mainstream credit	No (ref is yes)	.032	1.7
How long ago took out most recent loan	In the last month	.046	
	In the last 3 months	.020	3.4
	In the last six months	.010	3.7
	In the last year	.007	4.3
	More than a year ago	.018	4.2
	Missing (including don't know)	.269	1.9
Constant		.946	1.1
Nagelkerke R Square			0.197
Base			399

Base is all home credit respondents

**Appendix Table 21      Regression to predict whether or not customers had paid extra fees or charges such as penalty charges**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.676	0.9
Age group	16-29	.515	
	30-39	.890	0.9
	50 up to State Pension Age	.846	1.1
	Over State Pension Age	.076	0.4
	SPA+	.894	0.9
	Don't know/refused	.999	0.0
Ethnicity	White	.001	
	Non-white	.000	3.3
	Refused	.608	2.0
Household composition	Single adult	.536	
	Couple, no children	.880	0.9
	Couple, dependent children	.718	0.8
	Lone parent, dependent children	.568	1.3
	Other arrangement	.262	0.6
	Not stated/not asked	.472	1.5
Housing tenure	Rents from a private landlord	.768	
	Rents from a social landlord	.323	1.4
	Owns home with a mortgage	.843	1.1
	Owns home outright	.998	0.0
	Live with parents	.158	2.1
	Some other arrangement	.764	1.2
Employment status	Working full-time	.192	
	Working part-time	.736	1.2
	Unemployed, looking for work	.058	2.6
	Looking after the home or family	.068	2.8
	Unable to work due to of ill-health or disability	.053	3.6
	Retired	.838	1.3
	Other	.024	5.9
Income group	Higher income (ref is low income)	.348	1.5
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.062	
	Worse	.022	2.4
	Stayed the same	.019	2.5
	Fluctuated or too difficult to say	.121	4.2
Amount borrowed when taking out most recent loan	£1-£99	.362	
	£100-£199	.153	2.1
	£200-£299	.358	1.7
	£300-£499	.575	1.4
	£500-£999	.048	3.3
	£1000+	.959	1.1
	Not stated	.758	0.7
Experienced one or more bad credit events in the past five years	No (ref is yes)	.823	1.1
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.029	
	Strong spending orientation	.559	1.4
	Neutral spending orientation	.192	1.8
	Moderate non-spender	.459	1.4
	Strong non-spender	.100	0.4

Status of current/most recent loan	Loan repaid in full when first due	.000	
	Loan repaid in full, but not when first due	.000	4.4
	Payment not yet due	.516	0.8
	Loan ongoing and overdue	.000	7.6
	Missing	.082	3.7
Has mainstream credit	No (ref is yes)	.846	0.9
How long ago took out most recent loan	In the last month	.222	
	In the last 3 months	.379	1.6
	In the last six months	.179	1.9
	In the last year	.526	0.7
	More than a year ago	.984	1.0
	Missing (including don't know)	.939	1.0
Loan type	Home Credit	.000	
	Pawnbroker	.000	19.3
	Retail Payday	.000	44.1
	Online Payday	.000	32.3
Constant		.000	0.0
Nagelkerke R Square			0.326
Base			1,451
Base is all respondents			

**Appendix Table 22      Regression to predict customers being very satisfied with the service they received from the short-term fixed-rate lender they used**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.001	1.5
Age group	16-29	.000	
	30-39	.019	1.5
	40-49	.008	1.6
	50 up to State Pension Age	.000	2.6
	Over State Pension Age	.002	3.6
	Don't know/refused	.390	0.4
Ethnicity	White	.002	
	Non-white	.001	0.6
	Refused	.177	2.9
Household composition	Single adult	.310	
	Couple, no children	.149	1.3
	Couple, dependent children	.075	1.4
	Lone parent, dependent children	.545	1.1
	Other arrangement	.844	1.0
	Not stated/not asked	.903	1.0
Housing tenure	Rents from a private landlord	.124	
	Rents from a social landlord	.169	0.8
	Owns home with a mortgage	.853	1.0
	Owns home outright	.277	0.7
	Live with parents	.275	1.3
	Some other arrangement	.061	0.6
Employment status	Working full-time	.920	
	Working part-time	.428	1.2
	Unemployed, looking for work	.664	0.9
	Looking after the home or family	.620	0.9
	Unable to work due to of ill-health or disability	.501	0.8
	Retired	.975	1.0
	Other	.578	0.8
Income group	Higher income ref is low income)	.168	0.8
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.000	
	Worse	.000	0.5
	Stayed the same	.350	0.9
	Fluctuated or too difficult to say	.708	0.8
Amount borrowed when taking out most recent loan	£1-£99	.358	
	£100-£199	.191	0.8
	£200-£299	.663	0.9
	£300-£499	.633	1.1
	£500-£999	.324	0.8
	£1000+	.508	0.8
	Not stated	.411	0.8
Experienced one or more bad credit events in the past five years	No (ref is yes)	.006	1.4
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.534	
	Strong spending orientation	.702	0.9
	Neutral spending orientation	.307	0.8
	Moderate non-spender	.799	1.0
	Strong non-spender	.705	1.1

Status of current/most recent loan	Loan repaid in full when first due	.003	
	Loan repaid in full, but not when first due	.001	0.4
	Payment not yet due	.306	1.2
	Loan ongoing and overdue	.566	0.9
	Missing	.466	0.8
Has mainstream credit	No (ref is yes)	.067	1.3
How long ago took out most recent loan	In the last month	.164	
	In the last 3 months	.138	0.7
	In the last six months	.290	0.8
	In the last year	.805	0.9
	More than a year ago	.161	0.7
	Missing (including don't know)	.476	1.2
Loan type	Home Credit	.576	
	Pawnbroker	.586	0.9
	Retail Payday	.507	0.9
	Online Payday	.738	1.1
Constant		.672	1.2
Nagelkerke R Square			.16
Base			1,451

Base is all respondents

**Appendix Table 23** Options customers would consider if they needed to borrow a similar amount of money to their most recent short-term fixed-rate loan for a similar purpose

Percentages	Home Credit	Pawn-broking	Retail Payday	Online Payday
An informal loan from a friend or relative*	39	61	63	76
An overdraft*	25	38	48	60
A payday loan from a store or branch (e.g. MoneyShop)*	7	35	<b>55</b>	24
A credit card*	16	25	31	45
A loan from a Credit Union or other community finance organisation*	21	30	36	27
A payday loan from an online lender (e.g. Wonga)*	6	14	20	<b>69</b>
A loan from a company that collects payments from your home (e.g. Provident, Greenwoods)*	<b>50</b>	23	21	12
Any other type of loan from a bank, building society or finance company e.g. Norton Finance, Blackhorse car finance*	13	23	27	34
A loan from the Social Fund*	23	32	22	10
A loan from a pawnbroker*	4	<b>56</b>	14	7
A store card (e.g. Argos, Debenhams)*	13	21	14	17
Borrowing in some other way*	4	10	9	9
A loan from an unlicensed lender who charges interest such as loan shark*	2	5	2	1
No answer*	20	8	6	3
Don't Know	0	0	0	0
Base	369	256	366	372

Base is all respondents, excluding respondents from the pilot. Percentages may sum to more than 100 as more than once response was allowed.\* Indicates that the variation across the groups for this measure is statistically significant (p<.05).

**Appendix Table 24      Regression to predict customers who did not repay their loan in full when it first became due (payday loan and pawnbroker customers only)**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.182	0.7
Age group	16-29	.520	
	30-39	.507	1.2
	40-49	.358	0.7
	50 up to State Pension Age	.323	1.4
	Over State Pension Age	.453	1.9
	Don't know/refused	.999	/
Ethnicity	White	.316	
	Non-white	.930	1.0
	Refused	.131	5.2
Household composition	Single adult	.041	
	Couple, no children	.987	1.0
	Couple, dependent children	.362	0.7
	Lone parent, dependent children	.038	2.3
	Other arrangement	.187	1.6
	Not stated/not asked	.999	1.0
Housing tenure	Rents from a private landlord	.254	
	Rents from a social landlord	.220	1.4
	Owns home with a mortgage	.284	0.7
	Owns home outright	.670	0.8
	Live with parents	.387	1.4
	Some other arrangement	.410	0.6
Employment status	Working full-time	.217	
	Working part-time	.078	1.7
	Unemployed, looking for work	.144	1.7
	Looking after the home or family	.253	1.7
	Unable to work due to of ill-health or disability	.046	3.0
	Retired	.419	1.8
	Other	.070	3.4
Income group	Higher income (ref is low income)	.165	0.7
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.483	
	Worse	.404	1.2
	Stayed the same	.793	1.1
	Fluctuated or too difficult to say	.157	3.0
Amount borrowed when taking out most recent loan	£1-£99	.009	
	£100-£199	.024	2.3
	£200-£299	.057	2.1
	£300-£499	.001	3.8
	£500-£999	.001	4.7
	£1000+	.959	1.1
	Not stated	.024	3.9
Experienced one or more bad credit events in the past five years	No (ref is yes)	.165	0.8
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.704	
	Strong spending orientation	.971	1.0
	Neutral spending orientation	.429	1.3
	Moderate non-spender	.753	0.9
	Strong non-spender	.545	1.2
Has mainstream credit	No (ref is yes)	.718	1.1

How long ago took out most recent loan	In the last month	.327	
	In the last 3 months	.339	1.6
	In the last six months	.076	2.2
	In the last year	.195	1.8
	More than a year ago	.239	1.8
	Missing	.037	2.7
Loan type	Pawnbroker	.030	
	Retail Payday	.422	0.8
	Online Payday	.014	0.5
Constant		.000	0.1
Nagelkerke R Square			.21
Base			734

Base is all respondents except those whose loan was not yet due for repayment. The question was not asked of home credit customers. '/' Indicates that the solution for this category did not converge.

**Appendix Table 25      Regression to predict customers who had missed payments on at least one household bill or credit commitment in the last 12 months**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.954	1.0
Age group	16-29	.412	
	30-39	.362	0.8
	40-49	.118	0.7
	50 up to State Pension Age	.050	0.6
	Over State Pension Age	.353	0.7
	Don't know/refused	.319	0.3
Ethnicity	White	.000	
	Non-white	.000	2.4
	Refused	.391	1.9
Household composition	Single adult	.766	
	Couple, no children	.917	1.0
	Couple, dependent children	.920	1.0
	Lone parent, dependent children	.787	0.9
	Other arrangement	.758	1.1
	Not stated/not asked	.188	1.4
Housing tenure	Rents from a private landlord	.435	
	Rents from a social landlord	.734	1.1
	Owns home with a mortgage	.550	1.1
	Owns home outright	.126	0.5
	Live with parents	.404	1.3
	Some other arrangement	.483	0.8
Employment status	Working full-time	.519	
	Working part-time	.601	0.9
	Unemployed, looking for work	.514	1.2
	Looking after the home or family	.215	1.4
	Unable to work due to of ill-health or disability	.214	1.4
	Retired	.596	0.8
	Other	.424	0.7
Income group	Higher income (ref is low income)	.447	0.9
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.000	
	Worse	.000	3.3
	Stayed the same	.018	1.5
	Fluctuated or too difficult to say	.796	0.9
Amount borrowed when taking out most recent loan	£1-£99	.316	
	£100-£199	.115	0.7
	£200-£299	.448	0.8
	£300-£499	.087	0.6
	£500-£999	.188	0.7
	£1000+	.857	1.1
	Not stated	.142	0.6
Experienced one or more bad credit events in the past five years	No (ref is yes)	.000	0.3
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.046	
	Strong spending orientation	.519	0.8
	Neutral spending orientation	.261	1.3
	Moderate non-spender	.588	0.9
	Strong non-spender	.208	0.8

Status of current/most recent loan	Loan repaid in full when first due	.000	
	Loan repaid in full, but not when first due	.007	2.0
	Payment not yet due	.433	1.2
	Loan ongoing and overdue	.001	2.2
	Missing	.001	4.1
Has mainstream credit	No (ref is yes)	.000	0.4
How long ago took out most recent loan	In the last month	.204	
	In the last 3 months	.982	1.0
	In the last six months	.649	0.9
	In the last year	.046	0.6
	More than a year ago	.925	1.0
	Missing	.901	1.0
Loan type	Home Credit	.002	
	Pawnbroker	.004	2.0
	Retail Payday	.000	2.2
	Online Payday	.001	2.3
Constant		.367	0.6
Nagelkerke R Square			.32
Base			1,451
Base is all respondents			

**Appendix Table 26      Regression to predict customers who agreed that ‘It is too easy for me to borrow this way’**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.190	0.9
Age group	16-29	.062	
	30-39	.007	0.6
	40-49	.053	0.7
	50 up to State Pension Age	.140	0.7
	Over State Pension Age	.631	0.8
	Don't know/refused	.070	0.1
Ethnicity	White	.312	
	Non-white	.170	1.3
	Refused	.535	0.7
Household composition	Single adult	.098	
	Couple, no children	.756	0.9
	Couple, dependent children	.378	1.2
	Lone parent, dependent children	.181	1.4
	Other arrangement	.128	1.4
	Not stated/not asked	.024	1.8
Housing tenure	Rents from a private landlord	.437	
	Rents from a social landlord	.418	1.1
	Owns home with a mortgage	.701	0.9
	Owns home outright	.127	0.6
	Live with parents	.473	0.8
	Some other arrangement	.880	1.0
Employment status	Working full-time	.759	
	Working part-time	.888	1.0
	Unemployed, looking for work	.915	1.0
	Looking after the home or family	.760	0.9
	Unable to work due to of ill-health or disability	.150	0.7

	Retired	.522	0.8
	Other	.339	0.7
Income group	Higher income (ref is low income)	.013	0.7
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.459	
	Worse	.127	1.2
	Stayed the same	.222	1.2
	Fluctuated or too difficult to say	.839	1.1
Amount borrowed when taking out most recent loan	£1-£99	.299	
	£100-£199	.562	0.9
	£200-£299	.162	1.4
	£300-£499	.536	1.2
	£500-£999	.446	1.2
	£1000+	.789	1.1
	Not stated	.602	1.2
Experienced one or more bad credit events in the past five years	No (ref is yes)	.756	1.0
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.002	
	Strong spending orientation	.924	1.0
	Neutral spending orientation	.032	0.7
	Moderate non-spender	.144	0.7
	Strong non-spender	.000	0.5
Status of current/most recent loan	Loan repaid in full when first due	.157	
	Loan repaid in full, but not when first due	.361	1.3
	Payment not yet due	.372	0.9
	Loan ongoing and overdue	.508	1.1
	Missing	.093	0.5
Has mainstream credit	No (ref is yes)	.109	1.2
How long ago took out most recent loan	In the last month	.011	
	In the last 3 months	.132	0.7
	In the last six months	.052	0.7
	In the last year	.059	0.7
	More than a year ago	.179	1.4
	Missing	.710	0.9
Loan type	Home Credit	.580	
	Pawnbroker	.339	0.8
	Retail Payday	.855	1.0
	Online Payday	.770	1.1
Constant		.009	3.3
Nagelkerke R Square			.09
Base			1,451
Base is all respondents			

**Appendix Table 27      Regression to predict customers with more than one short-term fixed-rate loan at the time of the Consumer Survey**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.241	0.8
Age group	16-29	.108	
	30-39	.268	1.3
	40-49	.025	1.7
	50-SPA	.886	1.0
	SPA+	.333	1.5
	Don't know/refused	.999	0.0
Ethnicity	White	.918	
	Non-white	.815	1.1
	Refused	.738	0.7
Household composition	Single adult	.011	
	Couple, no children	.976	1.0
	Couple, dependent children	.241	1.3
	Lone parent, dependent children	.480	0.8
	Other arrangement	.749	1.1
	Not stated/not asked	.002	2.4
Housing tenure	Rents from a private landlord	.611	
	Rents from a social landlord	.189	1.3
	Owens home with a mortgage	.671	1.1
	Owens home outright	.406	0.7
	Live with parents	.614	1.2
	Some other arrangement	.385	1.4
Employment status	Working full-time	.361	
	Working part-time	.391	1.2
	Unemployed, looking for work	.454	1.2
	Looking after the home or family	.172	1.5
	Unable to work due to of ill-health or disability	.074	1.7
	Retired	.417	1.4
	Other	.043	2.9
Income group	Higher income (ref is low income)	.816	1.0
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.045	
	Worse	.013	1.6
	Stayed the same	.011	1.6
	Fluctuated or too difficult to say	.411	1.6
Amount borrowed when taking out most recent loan	£1-£99	.653	
	£100-£199	.175	0.7
	£200-£299	.643	0.9
	£300-£499	.417	0.8
	£500-£999	.471	0.8
	£1000+	.120	0.6
	Not stated	.300	0.7
Experienced one or more bad credit events in the past five years	No	.001	0.6
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.074	
	Strong spending orientation	.197	0.6
	Neutral spending orientation	.032	0.6
	Moderate non-spender	.195	0.7
	Strong non-spender	.007	0.5

Status of current/most recent loan	Loan repaid in full when first became due	.000	
	Loan repaid in full, but not when first became due	.877	1.1
	Payment not yet due	.000	2.7
	Loan ongoing and overdue	.000	4.3
	Missing	.019	2.7
Has mainstream credit	No (ref is yes)	.038	0.7
How long ago took out most recent loan	In the last month	.005	
	In the last 3 months	.158	0.7
	In the last six months	.023	0.6
	In the last year	.000	0.4
	More than a year ago	.021	0.5
	Missing (including don't know)	.651	0.9
Loan type	Home Credit	.000	
	Pawnbroker	.003	0.5
	Retail Payday	.000	0.5
	Online Payday	.000	0.3
Constant		.194	0.5
Nagelkerke R Square			0.28
Sample size			1,451

**Appendix Table 28**      **How customers had repaid or planned to repay their most recent short-term fixed-rate loan**

Column percentages	Home Credit	Pawnbroker	Retail Payday	Online Payday
Earnings	52	57	77	93
Other income, including social security benefits or a pension	42	19	13	1
A loan from a friend or family member	3	8	2	2
Another loan from the same lender	1	2	2	0
A loan from another payday lender	0	-	-	1
Some other type of commercial borrowing	-	-	0	0
Money from insurance/tax rebate/student loan	0	1	1	2
Savings	-	3	1	0
Will be unable to make the payment	1	2	1	0
Not intending to repay	-	3	0	-
Other	0	0	1	0
Don't know	0	2	0	-
Refused	1	3	1	-
<b>Base</b>	<b>399</b>	<b>264</b>	<b>393</b>	<b>395</b>

Base is all respondents. The apparent variation across the groups for this measure is not statistically significant ( $p > .05$ )

**Appendix Table 29      Regression analysis to predict borrowing to repay non-mortgage debts**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.040	0.6
Age group	16-29	.240	
	30-39	.422	0.8
	50 up to State Pension Age	.021	0.5
	Over State Pension Age	.146	0.6
	SPA+	.841	1.1
	Don't know/refused	.999	0.0
Ethnicity	White	.309	
	Non-white	.126	1.5
	Refused	.999	0.0
Household composition	Single adult	.033	
	Couple, no children	.118	0.6
	Couple, dependent children	.874	0.9
	Lone parent, dependent children	.330	1.5
	Other arrangement	.048	2.0
	Not stated/not asked	.826	1.3
Housing tenure	Rents from a private landlord	.792	
	Rents from a social landlord	.584	0.9
	Owns home with a mortgage	.391	0.7
	Owns home outright	.696	0.8
	Live with parents	.161	0.6
	Some other arrangement	.861	0.9
Employment status	Working full-time	.729	
	Working part-time	.307	0.7
	Unemployed, looking for work	.770	1.1
	Looking after the home or family	.562	1.3
	Unable to work due to of ill-health or disability	.918	1.1
	Retired	.660	1.3
	Other	.248	2.0
Income group	Higher income (ref is low income)	.266	0.7
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.452	
	Worse	.297	1.3
	Stayed the same	.178	1.4
	Fluctuated or too difficult to say	.522	0.5
Amount borrowed when taking out most recent loan	£1-£99	.232	
	£100-£199	.015	2.9
	£200-£299	.035	2.6
	£300-£499	.011	3.2
	£500-£999	.008	3.8
	£1000+	.036	3.6
	Not stated	.135	2.5
Experienced one or more bad credit events in the past five years	No (ref is yes)	.005	0.5
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.427	
	Strong spending orientation	.598	0.8
	Neutral spending orientation	.352	0.7
	Moderate non-spender	.564	1.2
	Strong non-spender	.715	0.9

Status of current/most recent loan	Loan repaid in full when first due	.270	
	Loan repaid in full, but not when first due	.246	1.5
	Payment not yet due	.599	0.9
	Loan ongoing and overdue	.337	0.7
	Missing	.125	0.3
Has mainstream credit	No (ref is yes)	.041	0.6
How long ago took out most recent loan	In the last month	.112	
	In the last 3 months	.320	0.7
	In the last six months	.259	0.7
	In the last year	.723	0.9
	More than a year ago	.401	1.4
	Missing (including don't know)	.058	0.5
Loan type	Home Credit	.016	
	Pawnbroker	.026	2.2
	Retail Payday	.633	1.2
	Online Payday	.576	0.8
Constant		.006	0.1
Nagelkerke R Square			0.143
Base			1,363

Base is all respondents excluding respondents to the pilot survey.

**Appendix Table 30      Regression to predict customers who said the total amount they had to repay (so far) was more than they expected**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.113	0.8
Age group	16-29	.053	
	30-39	.171	0.7
	40-49	.004	0.5
	50 up to State Pension Age	.005	0.5
	Over State Pension Age	.084	0.4
	Don't know/refused	.786	0.7
Ethnicity	White	.001	
	Non-white	.000	2.1
	Refused	.372	0.4
Household composition	Single adult	.656	
	Couple, no children	.979	1.0
	Couple, dependent children	.379	0.8
	Lone parent, dependent children	.858	1.0
	Other arrangement	.173	0.7
	Not stated/not asked	.448	0.6
Housing tenure	Rents from a private landlord	.605	
	Rents from a social landlord	.781	1.1
	Owens home with a mortgage	.459	0.8
	Owens home outright	.288	0.6
	Live with parents	.536	1.2
	Some other arrangement	.368	0.7
Employment status	Working full-time	.277	
	Working part-time	.316	0.8
	Unemployed, looking for work	.261	0.7
	Looking after the home or family	.119	0.6
	Unable to work due to of ill-health or disability	.672	1.1

	Retired	.216	0.5
	Other	.577	1.3
Income group	Higher income (ref is low income)	.533	0.9
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.001	
	Worse	.002	1.8
	Stayed the same	.749	0.9
	Fluctuated or too difficult to say	.424	1.6
Amount borrowed when taking out most recent loan	£1-£99	.545	
	£100-£199	.523	0.8
	£200-£299	.839	1.1
	£300-£499	.885	1.0
	£500-£999	.504	1.2
	£1000+	.607	1.2
	Not stated	.172	1.7
Experienced one or more bad credit events in the past five years	No (ref is yes)	.672	0.9
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.338	
	Strong spending orientation	.724	1.1
	Neutral spending orientation	.178	0.7
	Moderate non-spender	1.000	1.0
	Strong non-spender	.346	0.8
Status of current/most recent loan	Loan repaid in full when first due	.000	
	Loan repaid in full, but not when first due	.000	6.2
	Payment not yet due	.002	1.9
	Loan ongoing and overdue	.000	2.6
	Missing	.539	1.3
Has mainstream credit	No (ref is yes)	.785	1.0
How long ago took out most recent loan	In the last month	.302	
	In the last 3 months	.365	1.3
	In the last six months	.183	1.4
	In the last year	.874	1.0
	More than a year ago	.171	1.5
	Missing	.668	0.9
Considered cost information at time took out the loan	Yes	.347	
	No	.264	1.3
	Not asked/don't know	.343	2.0
Loan type	Home Credit	.009	
	Pawnbroker	.562	1.2
	Retail Payday	.180	0.7
	Online Payday	.009	0.5
Constant		.015	0.3
Nagelkerke R Square			.17
Base			1,451
Base is all respondents			

**Appendix Table 31      Regression to predict customers who feel worse off financially as a result of their most recent short-term fixed-rate loan**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.917	1.0
Age group	16-29	.836	
	30-39	.904	1.0
	50 up to State Pension Age	.775	1.1
	Over State Pension Age	.503	0.8
	SPA+	.275	0.6
	Don't know/refused	.999	0.0
Ethnicity	White	.260	
	Non-white	.111	1.4
	Refused	.636	1.5
Household composition	Single adult	.026	
	Couple, no children	.591	1.1
	Couple, dependent children	.845	1.1
	Lone parent, dependent children	.920	1.0
	Other arrangement	.660	0.9
	Not stated/not asked	.003	2.5
Housing tenure	Rents from a private landlord	.624	
	Rents from a social landlord	.338	1.2
	Owns home with a mortgage	.898	1.0
	Owns home outright	.797	1.1
	Live with parents	.328	1.4
	Some other arrangement	.133	1.8
Employment status	Working full-time	.247	
	Working part-time	.711	0.9
	Unemployed, looking for work	.023	2.0
	Looking after the home or family	.342	1.4
	Unable to work due to of ill-health or disability	.062	1.8
	Retired	.974	1.0
	Other	.411	1.6
Income group	Higher income (ref is low income)	.017	1.7
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.000	
	Worse	.000	2.7
	Stayed the same	.674	0.9
	Fluctuated or too difficult to say	.809	1.2
Amount borrowed when taking out most recent loan	£1-£99	.571	
	£100-£199	.684	0.9
	£200-£299	.971	1.0
	£300-£499	.710	1.1
	£500-£999	.541	1.2
	£1000+	.433	1.4
	Not stated	.144	1.8
Experienced one or more bad credit events in the past five years	No (ref is yes)	.000	0.5
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.014	
	Strong spending orientation	.172	0.6
	Neutral spending orientation	.003	0.5
	Moderate non-spender	.004	0.5
	Strong non-spender	.002	0.5

Status of current/most recent loan	Loan repaid in full when first due	.000	
	Loan repaid in full, but not when first due	.565	1.2
	Payment not yet due	.011	1.8
	Loan ongoing and overdue	.000	3.8
	Missing	.001	4.2
Has mainstream credit	No (ref is yes)	.572	0.9
How long ago took out most recent loan	In the last month	.619	
	In the last 3 months	.757	0.9
	In the last six months	.602	0.9
	In the last year	.199	0.7
	More than a year ago	.763	0.9
	Missing (including don't know)	.144	0.7
Loan type	Home Credit	.020	
	Pawnbroker	.988	1.0
	Retail Payday	.054	1.6
	Online Payday	.615	0.9
Constant		.000	0.1
Nagelkerke R Square			.23
Base			1,451
Base is all respondents			

**Appendix Table 32**      **Regression to predict that customers agreed with the statement '*It traps me into a cycle of borrowing*'**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.329	1.1
Age group	16-29	.604	
	30-39	.244	0.8
	40-49	.302	0.8
	50 up to State Pension Age	.551	0.9
	Over State Pension Age	.247	0.6
	Don't know/refused	.234	0.3
Ethnicity	White	.000	
	Non-white	.000	2.1
	Refused	.225	2.4
Household composition	Single adult	.240	
	Couple, no children	.371	0.9
	Couple, dependent children	.154	1.3
	Lone parent, dependent children	.913	1.0
	Other arrangement	.408	0.8
	Not stated/not asked	.796	0.9
Housing tenure	Rents from a private landlord	.602	
	Rents from a social landlord	.235	1.2
	Owns home with a mortgage	.880	1.0
	Owns home outright	.156	1.7
	Live with parents	.826	1.1
	Some other arrangement	.687	1.1
Employment status	Working full-time	.497	
	Working part-time	.509	0.9
	Unemployed, looking for work	.780	1.1

	Looking after the home or family	.871	1.0
	Unable to work due to of ill-health or disability	.072	0.6
	Retired	.926	1.0
	Other	.475	0.7
Income group	Higher income (ref is low income)	.613	0.9
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.001	
	Worse	.000	1.8
	Stayed the same	.087	1.3
	Fluctuated or too difficult to say	.810	0.9
Amount borrowed when taking out most recent loan	£1-£99	.116	
	£100-£199	.114	0.7
	£200-£299	.729	1.1
	£300-£499	.181	0.7
	£500-£999	.980	1.0
	£1000+	.555	0.8
	Not stated	.294	0.7
Experienced one or more bad credit events in the past five years	No (ref is yes)	.000	0.6
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.011	
	Strong spending orientation	.232	1.4
	Neutral spending orientation	.048	0.7
	Moderate non-spender	.034	0.7
	Strong non-spender	.037	0.7
Status of current/most recent loan	Loan repaid in full when first became due	.022	
	Loan repaid in full, but not when first became due	.189	1.4
	Payment not yet due	.803	1.0
	Loan ongoing and overdue	.044	1.5
	Missing	.046	2.3
Has mainstream credit	No (ref is yes)	.459	1.1
How long ago took out most recent loan	In the last month	.040	
	In the last 3 months	.465	0.9
	In the last six months	.259	0.8
	In the last year	.162	0.7
	More than a year ago	.156	1.5
	Missing (including don't know)	.072	0.7
Loan type	Home Credit	.000	
	Pawnbroker	.000	0.5
	Retail Payday	.103	1.4
	Online Payday	.056	0.7
Constant		.131	2.0
Nagelkerke R Square			.17
Base			1,451

Base is all respondents

**Appendix Table 33a**      **Regression to predict that customers agreed with the statement '*It traps me into a cycle of borrowing*', incorporating additional measures**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.102	1.2
Age group	16-29	.758	
	30-39	.541	0.9
	40-49	.651	0.9
	50 up to State Pension Age	.727	1.1
	Over State Pension Age	.645	0.8
	Don't know/refused	.279	0.3
Ethnicity	White	.002	
	Non-white	.001	1.9
	Refused	.172	2.7
Household composition	Single adult	.142	
	Couple, no children	.430	0.9
	Couple, dependent children	.085	1.4
	Lone parent, dependent children	.969	1.0
	Other arrangement	.376	0.8
	Not stated/not asked	.783	0.9
Housing tenure	Rents from a private landlord	.649	
	Rents from a social landlord	.386	1.1
	Owns home with a mortgage	.899	1.0
	Owns home outright	.114	1.8
	Live with parents	.814	1.1
	Some other arrangement	.849	1.1
Employment status	Working full-time	.347	
	Working part-time	.596	0.9
	Unemployed, looking for work	.890	1.0
	Looking after the home or family	.963	1.0
	Unable to work due to of ill-health or disability	.033	0.6
	Retired	.963	1.0
	Other	.381	0.7
Income group	Higher income (ref is low income)	.413	0.9
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.015	
	Worse	.002	1.6
	Stayed the same	.123	1.3
	Fluctuated or too difficult to say	.778	0.9
Amount borrowed when taking out most recent loan	£1-£99	.096	
	£100-£199	.047	0.6
	£200-£299	.954	1.0
	£300-£499	.174	0.7
	£500-£999	.696	0.9

	£1000+	.390	0.8
	Not stated	.126	0.6
Experienced one or more bad credit events in the past five years	No (ref is yes)	.000	0.6
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.005	
	Strong spending orientation	.258	1.4
	Neutral spending orientation	.021	0.6
	Moderate non-spender	.021	0.6
	Strong non-spender	.022	0.6
Status of current/most recent loan	Loan repaid in full when first became due	.198	
	Loan repaid in full, but not when first became due	.703	1.1
	Payment not yet due	.744	0.9
	Loan ongoing and overdue	.099	1.4
	Missing	.267	1.7
Has mainstream credit	No (ref is yes)	.280	1.1
How long ago took out most recent loan	In the last month	.067	
	In the last 3 months	.245	0.8
	In the last six months	.122	0.7
	In the last year	.095	0.7
	More than a year ago	.341	1.3
	Missing (including don't know)	.070	0.7
Whether total repayment amount was more, less or about what expected	More than a year ago	.050	
	Less	.016	0.5
	About as I expected	.467	0.9
	I did not know what to expect	.274	0.5
	Not stated	.174	2.2
Whether incurred extra fees, such as penalty charges	Yes	.859	
	No	.849	0.9
	Not stated	.721	1.2
Satisfaction with service received from lender	Very satisfied	.000	
	Fairly satisfied	.000	2.0
	Fairly dissatisfied	.007	2.6
	Very dissatisfied	.000	4.6
	Not stated	.172	2.9
Loan type	Home Credit	.000	
	Pawnbroking	.000	0.4
	Retail Payday	.189	1.3
	Online Payday	.067	0.7
Constant		.233	2.0
Nagelkerke R Square			.22
Base			1,451

Base is all respondents

**Appendix Table 34      Regression to predict customers who said they were most likely to go without or sell something if they were unable to take out a short-term fixed-rate loan**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.887	1.0
Age group	16-29	.002	
	30-39	.104	1.3
	40-49	.014	1.6
	50-SPA	.000	2.2
	SPA+	.055	2.0
	Don't know/refused	.017	12.4
Ethnicity	White	.005	
	Non-white	.002	.5
	refused	.301	.5
Household composition	Single adult	.649	
	Couple, no children	.533	.9
	Couple, dependent children	.384	1.2
	Lone parent, dependent children	.733	.9
	Other arrangement	.689	1.1
	Not stated/not asked	.658	.9
Housing tenure	Rents from a private landlord	.208	
	Rents from a social landlord	.152	.8
	Owns home with a mortgage	.042	.7
	Owns home outright	.488	1.3
	Live with parents	.585	1.1
	Some other arrangement	.694	.9
Employment status	Working full-time	.514	
	Working part-time	.500	.9
	Unemployed, looking for work	.520	1.2
	Looking after the home or family	.104	1.5
	Unable to work due to of ill-health or disability	.209	1.4
	Retired	.910	1.0
	Other	.665	1.2
Income group	Higher income (ref is low income)	.505	1.1
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.493	
	Worse	.590	1.1
	Stayed the same	.350	1.1
	Fluctuated or too difficult to say	.178	2.0
Amount borrowed when taking out most recent loan	£1-£99	.309	
	£100-£199	.160	1.4
	£200-£299	.873	1.0
	£300-£499	.937	1.0
	£500-£999	.755	.9
	£1000+	.516	1.2
	Not stated	.548	.8
Experienced one or more bad credit events in the past five years	No (ref is yes)	.009	.7
Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.157	
	Strong spending orientation	.833	.9
	Neutral spending orientation	.750	.9
	Moderate non-spender	.267	1.2
	Strong non-spender	.370	.8

Loan type	Home Credit	.039	
	Pawnbroker	.006	.6
	Retail Payday	.052	.7
	Online Payday	.030	.7
Constant		.273	.6
Nagelkerke R Square			.12
Sample size			1,451

Base is all respondents.

**Appendix Table 35      What customers would forgo if they were unable to take out a short-term fixed-rate loan and did without the money**

Percentages	Home Credit	Pawnbroker	Retail Payday	Online Payday
Used loan to meet everyday expenses (expected/unexpected) *	11	33	44	38
To pay other household bills such as gas and electric, water and telephone (including arrears) *	13	25	41	22
To pay for a Birthday/Christmas/other special occasion (e.g. presents, catering) *	42	16	10	19
To pay for repairs (e.g. to a car or washing machine) or to decorate *	18	9	4	5
To make any other purchase *	18	5	6	7
To pay rent or mortgage (including arrears) *	2	-	6	1
To pay for a holiday	8	7	3	4
To pay off another loan from the same lender	2	-	1	1
Used loan to repay any other borrowing	3	2	4	5
Other *	1	9	6	3
Don't know *	1	7	2	8
Refused	1	-	-	1
Base	159	55	108	104

Base is all respondents, excluding respondents from the pilot, who said they would have 'gone without' had they been unable to take the loan out. Percentages may sum to more than 100 as more than once response was allowed. \* Indicates that the variation across the groups for this measures is statistically significant ( $p < .05$ )

**Appendix Table 36**      **Regression to predict customer who said they would most likely have borrowed in some other way if they were unable to take out a short-term fixed-rate loan (none of the variables included in the analysis are significant predictors of the outcome)**

		Significance (p value)	Odds ratio Exp (B)
Gender	Female (ref is male)	.318	.8
Age group	16-29	.921	
	30-39	.681	.9
	40-49	.489	1.3
	50-SPA	.929	1.0
	SPA+	.965	1.0
	Don't know/refused	.999	.0
Ethnicity	White	.089	
	Non-white	.028	1.8
	refused	.999	.0
Household composition	Single adult	.883	
	Couple, no children	.640	1.2
	Couple, dependent children	.797	1.1
	Lone parent, dependent children	.218	1.6
	Other arrangement	.800	1.1
	Not stated/not asked	.935	1.0
Housing tenure	Rents from a private landlord	.876	
	Rents from a social landlord	.594	.9
	Owns home with a mortgage	.530	.8
	Owns home outright	.665	1.3
	Live with parents	.551	.8
	Some other arrangement	.355	.6
Employment status	Working full-time	.407	
	Working part-time	.640	.9
	Unemployed, looking for work	.516	.8
	Looking after the home or family	.045	.2
	Unable to work due to of ill-health or disability	.992	1.0
	Retired	.298	1.8
	Other	.445	.4
Income group	Higher income (ref is low income)	.689	1.1
Whether financial situation has got better, worse, or stayed the same over the last five years	Better	.124	
	Worse	.036	1.7
	Stayed the same	.777	1.1
	Fluctuated or too difficult to say	.426	1.9
Amount borrowed when taking out most recent loan	£1-£99	.446	
	£100-£199	.463	1.4
	£200-£299	.047	2.4
	£300-£499	.162	1.9
	£500-£999	.149	2.0
	£1000+	.484	1.5
	Not stated	.432	1.6
Experienced one or more bad credit events in the past five years	No (ref is yes)	.495	1.2

Orientation to spending, composite of three attitudinal variables	Moderate spending orientation	.689	
	Strong spending orientation	.164	1.9
	Neutral spending orientation	.360	1.4
	Moderate non-spender	.630	1.2
	Strong non-spender	.479	1.3
Loan type	Home Credit	.586	
	Pawnbroker	.204	1.6
	Retail Payday	.781	1.1
	Online Payday	.681	1.2
Constant		.000	.0
Nagelkerke R Square			.07
<i>Sample size</i>			<i>1,451</i>
Base is all respondents.	Any type of borrowing, excluding from friends or relatives		