



**Credit  
Research  
Center**

**MONOGRAPH NO. 17**  
**Commercial Banks: CRC 1979 Creditors Survey**

**1980**

**Krannert Graduate School of Management – Purdue University**

# COMMERCIAL BANKS: CRC 1979 CREDITORS SURVEY

A. Charlene Sullivan and Debra K. Dennis\*

## Abstract

These data were collected as part of a larger research project in which the impact of rate ceilings and creditors' remedy restrictions on the supply of and demand for credit is assessed. The impact is assessed at the local market level because the relevant market for consumer financial services is a local one in contrast to being statewide, regional, or national. Four states were selected for the location of the local markets which represented extremes in terms of rate ceilings and restrictions on creditors' remedies. The local market in each state was selected such that the populations in those markets were similar in terms of demographic, and industrial characteristics, especially the northern markets. A priori it was believed that both rate ceilings and creditors' remedy restrictions would affect the creditors' willingness to extend credit to consumers, and that the effects of rate ceiling restrictions would be more pervasive than those of creditors' remedy restrictions.

Some of the major findings regarding the adjustments of commercial banks to restrictive rate ceilings from the analysis of the data are:

1. The extent to which commercial banks perceived finance companies to be major competitors was a function of the similarity of the rate structure regulation that the two types of lenders operate under.
2. Banks in the states with low rate ceilings were more likely to stress tie-in with other bank services in their advertising for consumer loans.
3. Banks in Arkansas acquired a greater percentage of their secured consumer loan portfolios indirectly than did banks in states with unrestrictive rate ceilings.
4. Banks in Arkansas required higher down payments on auto loans than banks in the other areas. Banks in Arkansas were also not willing to make unsecured personal loans smaller than an average of \$1,500.
5. Banks in Arkansas turned down a higher percentage of new applicants for direct auto loans, second mortgage loans and unsecured personal loans than banks in the other areas.
6. Banks in Arkansas, on average, charged higher fees on consumer demand deposits and mortgage loans than banks in the other areas.
7. In response to increasing market interest rates, banks in states with restrictive rate ceilings were more likely to raise down payment requirements, lend only to depositors or raise charges on consumer checking accounts.

---

\* The authors are respectively, Research Associate and Research Assistant, Credit Research Center, Krannert Graduate School of Management, Purdue University. This study was funded by a National Science Foundation grant #DAR77-20041. However, any opinions, conclusions, or errors contained herein are the sole responsibility of the authors and do not necessarily represent the views of NSF, CRC or Purdue University.

## COMMERCIAL BANKS: CRC 1979 CREDITORS SURVEY

A. Charlene Sullivan and Debra K. Dennis

### The Nature of the Study

This study is part of a larger research project in which the impact of rate and creditors' remedy regulation on the supply of and demand for consumer credit is assessed. The impact is assessed at the local market level because the relevant market for consumer financial services is a local one in contrast to being statewide, regional, or national. In the local market study, four states were identified that represent extremes in terms of rate ceilings and restrictions on creditors' remedies. Local markets in each state were selected such that the populations in those markets had similar demographic, industrial and size characteristics, especially the northern markets. Each market is relatively isolated from other markets such that financial institutions in each local market would primarily serve customers from the identified area; conversely, consumers of financial services would limit their shopping for financial services to the institution in the identified area. An attempt was made to interview all major consumer lenders in each local market as consumers can obtain financial services from many sources.

The four states chosen for the study were: Wisconsin, which has restrictive creditors' remedies and moderately restrictive rate ceilings; Illinois, which does not have restrictive creditors' remedies and which has rate ceilings that are not particularly restrictive; Arkansas, which has a very restrictive~ rate ceiling of ten percent, but which does not have restrictive creditors' remedies; and Louisiana, which has restrictive creditors' remedies but does not have restrictive rate ceilings. A priori it was believed that both rate ceiling and creditor remedy restrictions would affect the creditor's willingness to extend credit to consumers, and that the effects of rate ceiling restrictions would be more pervasive than those of creditors' remedy restrictions.

### **A. The Commercial Bank Sample**

The population of commercial banks in the four market areas consisted of 34 banks: five in Louisiana, eight in Arkansas, seven in Illinois and 14 in Wisconsin. The decision was made to interview a 100 percent sample because commercial banks provide such a large percentage of consumer credit in aggregate and, at the time of the survey, commercial banks were the only institution that could have demand deposits although credit unions could offer share draft accounts.

To encourage full cooperation in the survey, the letters (shown in Appendix A) were sent to the president of each bank included in the sample. As indicated in the letter, calls and letters were also sent to the banks in the sample from the American Bankers Association, a bank trade association.

Thirty-one interviews of consumer credit managers of the commercial banks were completed by trained interviewers employed by a national survey firm in January, 1979. One hundred percent of the banks in the markets in Illinois and Louisiana cooperated in the study and completed the questionnaire. One bank in the Arkansas market and two banks in Wisconsin refused to participate in the study. An analysis of the aggregate market shares of the banks that did participate in the study revealed that the participating banks in Wisconsin and Arkansas controlled 71.5 and 98 percent respectively of total assets of banks in the two market areas. In Illinois and Louisiana, the participating banks controlled 100 percent of the total area bank assets.

Details of the questions asked, the coding specifications for each question and the distribution of responses by commercial banks in the three local markets and for the survey in general are reported in Appendix B. Socio-economic data concerning the four local markets may be found in Appendix C.

## **B. The Relevant Rate Ceilings**

The maximum rate charged by banks on various types and sizes of consumer loans are specified by state law. Those maximum rates are summarized as follows:

### RATE CEILINGS (APR)

| <u>Loan</u>   | <u>Louisiana</u> | <u>Illinois</u> | <u>Wisconsin</u> | <u>Arkansas</u> |
|---|------------------|-----------------|------------------|-----------------|
| <b>Unsecured personal (direct)</b>                        |                  |                 |                  |                 |
| \$ 500 - 12 mo.   | 36.00            | 12.68           | 18.00            | 10              |
| \$1000 - 12 mo.   | 35.45            | 12.68           | 16.31            | 10              |
| \$2000 - 24 mo.   | 32.19            | 12.91           | 14.44            | 10              |
| \$3000 - 36 mo.   | 29.56            | 12.83           | 13.65            | 10              |
| <b>Non-auto installment sales credit (indirect loans)</b> |                  |                 |                  |                 |
| \$ 500 - 1 yr.  | 24               | 28.31           | 18.84            | 10              |
| \$ 500 - 2 yr.  | 24               | 28.22           | 21.16            | 10              |
| \$ 500 - 3 yr.  | 24               | 27.51           | NA               | 10              |
| \$1000 - 1 yr.  | 24               | 25.94           | 18.52            | 10              |
| \$1000 - 3 yr.  | 24               | 25.34           | 22.00            | 10              |
| \$1500 - 1 yr   | 24               | 24.44           | 17.58            | 10              |
| \$1500 - 3 yr.  | 24               | 23.98           | 20.93            | 10              |
| <b>Auto loans direct</b>                                  |                  |                 |                  |                 |
| \$3000 - 3 yr.  | 15               | 14.55           | 12.83            | 10              |
| \$5000 - 4 yr.  | 15               | 14.55           | 12.83            | 10              |

Banks and finance companies operate under the same laws for unsecured personal loans, auto loans and sales credit in Louisiana and Arkansas. In Illinois and Wisconsin the maximum rates allowed for unsecured personal loans are different for banks and finance companies. During the time period which was relevant to this study, the rates ceiling was restrictive for many types of loans in Arkansas. The ceiling was generally not restrictive in Wisconsin during the study period.

### **Major Findings**

Some of the major findings of the study are summarized below. The relevant question number will be specified and more specific information can be found in the tables in Appendix B.

#### **A. Market Structure**

The structure of a product market is described by the number and size of competitors serving that market. Although the structure cannot be totally described without considering other financial institutions serving a market, we will examine the size characteristics of the commercial banks in the market.

The banks participating in the study ranged in size from less than \$30 million in total assets to over \$600 million in total assets. The average size bank was largest in Arkansas (\$249 million) and smallest in Wisconsin (\$48.5 million). (Q.18)

The branching laws in the four states ranged from unit banking in Illinois, severely limited branching in Wisconsin, and less limited branching in Arkansas and Louisiana. The average number of branches operated by respondent banks was one in Illinois, 1.6 in Wisconsin, 7.1 in Arkansas and 7.4 in Louisiana. As free-standing automatic teller machines are considered branches in Illinois, those banks had none. Only one bank in the Illinois market had an ATM in the office. (A.6b) However, two banks in Wisconsin had an average 3.5 automatic teller machines. Four banks in Arkansas had an average of 3.5 ATMs and one bank in Louisiana had six free standing ATMs (Q6a.d). The average number of hours offices were open each week (Q.5) ranged from 33 in Louisiana to 49 in Wisconsin.

All but one bank in Wisconsin and one bank in Arkansas drew at least 75 percent of their consumer depositors from the local market identified (Lake Charles, Louisiana, Little Rock/North Little Rock, Arkansas, Racine/Kenosha, Wisconsin, and Waukegan/North Chicago, Illinois). Those two banks indicated they drew large numbers of consumer depositors from out of the county (Q1,2). Only one bank in Wisconsin indicated that it did not draw at least 75 percent of its loan customers from the identified area (Q.3).

#### Competition (Q7-Q14)

For each of the major types of consumer loans made by commercial banks--direct consumer loans, direct automobile loans, and residential mortgage loans--the bank manager was asked to indicate which financial institutions in the market place were major competitors. These responses are summarized below for each type of loan.

Direct consumer loans. All but two commercial bank managers considered other commercial banks as major competition for direct consumer loans. When asked what factors made commercial banks so competitive, 72 percent of the managers thought "service" provided by other banks was the main competitive factor. Service was further specified as convenient locations or service comparable to that offered by other banks (Q.8).

Only 39 percent of commercial bank managers thought finance companies were major competitors (Q.7). Those who considered finance companies as major sources of competition thought that finance companies were competitive because of service. Louisiana banks operate under the same rate structure as finance companies in that state and were more likely to consider finance companies as major competitors than banks in the other three states (Q.7).

Credit unions were considered major competition by 77 percent of the commercial banks. Only one bank in Arkansas thought credit unions were major competitors. This might be explained by the fact that Federal credit unions in Arkansas can charge a higher rate than banks can. The factors that made credit unions so competitive were rates and tie-in with employer or location.

Automobile loans. Ninety-three percent of commercial banks providing automobile loans considered other commercial banks as major competitors (Q.10). The factors most frequently mentioned as reasons for their competition were rates, and comparable service.

Finance companies were considered competitive in the market for automobile loans by only eight of 31 banks. The banks in Wisconsin were more likely to consider finance companies competitive than banks in the other market areas. Credit unions were considered major competition for automobile loans by 71 percent of the banks interviewed. Rates and service were the factors that made credit unions competitive.

Residential mortgage loans. Savings and loan associations were cited as banks' major competition for first mortgage loans (Q.13). The most frequently mentioned factor that made them competitive was favorable terms and rates.

In summary, commercial banks consider other banks and credit unions as their major sources of competition for consumer services. Savings and loan associations were considered their major source of competition for residential mortgage loans. Finance companies were more likely to be considered as major competitors by banks in Wisconsin and Louisiana.

#### Service (Q.16)

Commercial bank managers were asked what one or two factors were emphasized in their marketing efforts for direct consumer loans. The factors most frequently mentioned were service, tie-in with other services, and convenient location. When asked what they meant by service, the most frequently given explanations were speed, prompt approval, personal service and courtesy. Banks in Arkansas and Wisconsin were more likely mention service and tie-in with other services than the banks operating under less restrictive rate ceilings.

#### Assets (Q. 18)

The bank managers were asked to provide portions of their 1977 call port. Most read the complete information from their records and me provided a copy of the report. Conclusions drawn from the call report information require more extensive analysis than was carried out here.

### **B. Secondary Market Activity**

In a market with low rate ceilings, creditors may choose to purchase paper in the secondary market rather than lend directly to consumers. We expected to find in Arkansas and perhaps Wisconsin a larger average percentage of the secured loan portfolio in purchased paper because of the rate at which the bank can purchase paper is not limited the usury law. Conversely, in Louisiana, we would expect to find, n average, relatively less purchased paper in a bank's loan portfolio.

First, in terms of GNMA-guaranteed mortgage pools (Q. 19a) none f the Louisiana banks reported an investment in such pools. Three of 'the seven banks in Arkansas held investments in mortgage pools, two of seven banks in Illinois had such investments, but only one bank out of .twelve in Wisconsin did.

Thirty-five percent of the banks responding to the survey indicated that they did not purchase new car paper in contrast to an average of 42 percent of the banks in Wisconsin and Arkansas which did not buy such paper; 42 percent did not purchase used car paper in contrast to 46 percent of banks in Wisconsin and Arkansas which did not buy such paper (Q.23).

In terms of new auto loans (Q. 20a), Arkansas banks which bought o paper had purchased an average of 46 percent of the dollar value auto loans in their portfolio while Louisiana banks had purchased age of 12 percent of the new auto loan portfolio. In used autos, s banks had purchased an average of 72 percent of their portfolio ed to only six percent for Louisiana banks. For both new and used there was little variation between the Wisconsin and Illinois banks about 30 percent of auto loans were purchased. (See Exhibit 1)

For other retail consumer goods, banks in Arkansas purchased an average of 70 percent of the dollar value of their loan portfolio and 35 percent for Louisiana banks. In Wisconsin and Illinois 30 percent of the dollar value of the portfolio was in the form of leased paper.

The bank managers were asked to provide specific information on the process of buying auto paper from dealers. Sixty-five percent of the banks that bought new car paper indicated that the bank set the rate charged to the customer on the contract (Q. 24). The paper was most frequently bought under a non-recourse agreement (Q. 29a). Eight percent of the bankers purchasing new auto paper indicated that dealer was required to maintain a reserve account at the bank. Of banks purchasing used auto paper, 66 percent reported that the paper bought under a non-recourse agreement.

### **C. Rates and Terms**

The rates and terms of credit contracts in the four market areas were of particular interest in this study. Of particular importance were the adjustments made in other terms of the credit contract when the rate ceiling became binding. Therefore, we asked the bank managers for specific information about the rates, terms, and availability of various types of auto loans, mortgage loans and personal loans. (Exhibit 1)

#### Auto loans (Q. 23)

The average rate charged on a 36-month direct new car loan was 10.75 percent (APR) with little variation across the states other than Arkansas. The average "most likely" loan-to-dealer cost ratio was 83.3 percent, with a range of 76 percent in Arkansas to 98 percent in Louisiana. The average "most likely" rate on a 36-month late model used car was 11.8 percent. In Arkansas where the rate was restricted by the usury ceiling, bankers, on average, required an average down payment on used auto loans of about 22 percent of dealer cost compared to an average down payment of ten percent required in Louisiana.

Twenty-two percent of the banks interviewed did not provide 48-month direct new auto loans and 71 percent did not provide 48-month direct used auto loans. As expected, the Arkansas banks were the to make 48-month new car loans. None of the Louisiana banks made 48-month used car loans.

The average rate charged on a 48-month new car loan was 11.4 ranging from 10.0 percent in Arkansas and 11.2 percent in Wisconsin to 12.0 percent in Louisiana. The average loan-to-dealer-cost ratio was 85.3 percent, ranging from 80 percent in Wisconsin to 100 percent in Louisiana. Arkansas banks allowed an above average loan-to-dealer cost ratio of 88 percent.

Those banks making 36-month indirect new car loans charged an average of 11.71 percent and required an average loan-to-dealer-cost ratio of 87.5 percent. Arkansas banks reported an average loan-to-dealer-cost ratio of 73 percent. Those banks that provided 36-month indirect late model used car loans (55%), charged an average rate of 12.78 percent and required an average loan-to-dealer-cost ratio of 85.6 percent. Banks in Arkansas and Wisconsin were least likely to provide such loans. Wisconsin banks charged a 12 percent and required a loan-to-dealer-cost ratio of 74 percent.

Fifty-five percent of the banks interviewed did not purchase 48-month new car paper; 90 percent did not purchase 48-month used car paper. The average rate on the 48-month new car paper was 12.15 percent with the average loan-to-dealer-cost requirement of 90 percent. Only three banks in Wisconsin purchased 48-month used car paper. The average rate was 12 percent but the loan-to-dealer-cost ratio was 75 percent.

### Personal loans (Q. 33)

Average rates on a direct unsecured personal loan for \$1000 from 10.1 percent in Arkansas to 15.2 percent in Louisiana. In Wisconsin, the quoted rate on such loans varied widely, ranging from about 11 percent up to 16.4 percent.

On 24-month direct unsecured personal loans for \$2000, the average rate was 12.8 percent, ranging from ten percent in Arkansas to 15.3 percent in Louisiana. On 24-month secured personal loans for \$2,000, the average rate was 12.8 percent, ranging from ten percent in Arkansas to 15.8 percent in Louisiana.

Twenty-nine percent of the interviewed banks would not provide ten year direct mobile home loans for \$12,000. The average rate on such a loan was 11.4 percent; again, Arkansas had the low average of ten percent and Louisiana had the high of 12.5 percent.

Bank managers were asked to specify the smallest size of unsecured personal loans they would be willing to make (Q. 40). Louisiana banks had an average of \$400 for such a loan. Arkansas banks reported an average of \$1571.40 for the smallest sized loan they would be willing to make. Wisconsin and Illinois banks had an average of \$587.50 and \$642.90 respectively. Wisconsin statutes allowed an 18 percent rate on loans less than \$500 for 12 months and eight of the 12 banks in would make loans for \$500 or less.

### Mortgage loans (Q. 41)

Only two of the banks (both in Arkansas) interviewed provided conventional first mortgage loans which were 91-95 percent of the value of the property. Three of the banks interviewed provided second mortgage loans for 91-95 percent of the value of the property. The average rate was 11.6 percent and average maturity was three years on such a loan.

Eighty-one percent of the banks did not provide first or second mortgage loans with a loan to property value ratio of 81-90 percent. Three of the seven Arkansas banks did provide the first mortgage loan. The average rate and maturity on first mortgage loans was 10.05 percent for 21 years. The average rate and maturity on the second mortgage loan was 11.4 percent for 5.75 years.

Thirty-five percent of the banks did not provide first mortgage loans for 71-80 percent of the property value and 61 percent would not provide second mortgage loans for 71-80 percent of the property value. The average rate on first mortgage loans was 10.3 percent with average maturity of 22 years. Louisiana banks provided such loans at the shortest average maturity of 13 years. For second mortgage loans, the average rate was 11.7 percent with average maturity of 7.7 years.

Twenty-six percent of the banks did not provide first mortgage loans for 70 percent or less of the property value and 42 percent did not provide such second mortgage loans. The average rate on first mortgage loans was 10.3 percent for an average maturity of 23.2 years. For second mortgage loans, the average rate was 11.76 percent for an average maturity of 7.4 years. None of the Arkansas banks provided such second mortgage loans.

In summary, rates and information regarding other terms of the credit contract suggest that when rate ceilings become restrictive, adjustments are made in the size of down payment required and availability of auto loans. When rates are restrictive, the minimum size of unsecured personal loans is considerably higher. Arkansas banks were more willing than banks in other areas to offer mortgage loans with high loan to

value ratios. In Louisiana where the maximum rate on consumer loans is unrestrictive, Louisiana banks offered the relatively low interest mortgage loans for a much shorter average maturity than that observed in the other states.

**EXHIBIT 1**  
**TERMS OF AUTO CONTRACTS**

|                      | <u>Percent Direct</u> |           |           |           | <u>Loan/Dealer Cost</u> |           |           |           | <u>Average Rate</u> |           |           |           |
|----------------------|-----------------------|-----------|-----------|-----------|-------------------------|-----------|-----------|-----------|---------------------|-----------|-----------|-----------|
|                      | <u>IL</u>             | <u>WI</u> | <u>AR</u> | <u>LA</u> | <u>IL</u>               | <u>WI</u> | <u>AR</u> | <u>LA</u> | <u>IL</u>           | <u>WI</u> | <u>AR</u> | <u>LA</u> |
| New auto             | 76%                   | 70%       | 54%       | 88%       |                         |           |           |           |                     |           |           |           |
| Used auto            | 74                    | 71        | 19        | 94        |                         |           |           |           |                     |           |           |           |
| New auto - direct    |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| <u>Maturity</u>      |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| 36-mo.               |                       |           |           |           | 11.1%                   | 10.8%     | 10.1%     | 11.1%     | 89%                 | 78%       | 76%       | 98%       |
| 48-mo.               |                       |           |           |           | 11.8                    | 11.2      | 10.0      | 12.0      | 87                  | 80        | 88        | 100       |
| New auto - indirect  |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| <u>Maturity</u>      |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| 36-mo.               |                       |           |           |           | 13.7                    | 11.0      | 10.1      | 12.0      | 91                  | 84        | 73        | 100       |
| 48-mo.               |                       |           |           |           | 13.4                    | 11.2      | 10        | 13.1      | 87                  | 86        | DP        | 100       |
| Used auto direct     |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| <u>Maturity</u>      |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| 36-mo.               |                       |           |           |           | 12.6                    | 11.9      | 10.1      | 13.4      | 91                  | 75        | 78        | 90        |
| 48-mo.               |                       |           |           |           | 12.7                    | 11.8      | 10.0      | OP        | 80                  | 76        | 90        | DP        |
| Used auto - indirect |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| <u>Maturity</u>      |                       |           |           |           |                         |           |           |           |                     |           |           |           |
| 36-mo.               |                       |           |           |           | 15                      | 12        | 10        | 14        | 92                  | 74        | 90        | 88        |
| 48-mo.               |                       |           |           |           | DP                      | 12        | DP        | DP        | DP                  | 75        | DP        | DP        |

**D. Turndown Rates**

The bank managers were asked to indicate the percentage of new applicants which had been turned down for various types of loans in the 12 months prior to the survey (Q. 38a). The turndown rate for direct new auto loans was the same in Arkansas and Illinois (~21.7%) but was relatively low in Louisiana (7.2%) and Wisconsin (11.1%). For unsecured personal loans, the average turndown rate in Arkansas was the highest at 39.7 percent compared to a low of 11 percent in Louisiana. When asked where consumers who had been turned down could go for a loan, the bank managers were most likely to suggest a consumer finance company or a credit union.

The turndown rate on first mortgage loans (Q. 44b) over the 12 months prior to the survey was 49 percent in Illinois where the foreclosure process is very slow. This compared to a turndown rate of nine percent in Louisiana. The turndown rate on second mortgage loans was 47 percent in Arkansas compared to a low of 12.5 percent in Louisiana.

## **E. Fees on Services and Loans**

We expected to find that banks in restrictive rate states would charge higher fees for deposit services or loans to supplement income from making consumer loans. Bank managers were asked to report their charge for check overdrafts. (Q. 61a, b) All of the respondent banks charged for check overdrafts. Arkansas banks charged an (outweighed) average of \$6.21 per overdraft and Wisconsin banks charged an average of \$4.42. Banks in the other two states charged an average of \$5.25 per check overdraft.

Information on mortgage fees were collected and the data suggest that appraisal fees on first and second mortgages were higher in Arkansas than in the other three markets (Q. 45). Six of the Arkansas banks required an escrow account on mortgage loans (Q. 46). Louisiana banks never required such reserves.

## **F. Insurance**

We expected to find that credit insurance would be written more frequently on consumer loans in low-rate states both to increase fee income and to decrease default risk. However, the allowed rates on credit insurance are controlled by state law and those rates differ considerably across the four states. Therefore, differences in penetration rates could be attributable to differences in premiums allowed in the four states.

Private mortgage insurance was required by only two banks on second mortgage loans. For direct auto loans, the average penetration rate for single credit life insurance was 63.6 percent, ranging from 48.8 percent in Arkansas to 73.3 percent in Illinois. The penetration rate for accident and health insurance on direct auto loans ranged from zero in Arkansas to 71.2 percent in Wisconsin. Similar patterns were observable in the insurance penetration rates on direct personal loans.

The most likely insurance charge per \$100 of the initial unpaid balance of a loan was about \$.73 in Wisconsin, Illinois, and Arkansas and \$1.00 in Louisiana (Q. 54a).

## **G. Interest Rate Changes**

Credit managers were asked to describe changes that had been made in operating policies as a result of the steady increase in market interest rates that had taken place several months prior to the survey. Sixty-eight percent reported that they had increased rates on consumer loans (A. 54b). Those loans most likely to carry a higher rate were auto loans (Q. 55). Those that did not raise rates indicated that they had not done so because of rate ceilings and because they were already charging the legal limit (Q. 57).

Twenty-two banks reported that they had also made other changes in consumer loan practices. The change most frequently mentioned was to "limit credit to depositors" or "require higher down payments" (Q. 59a). Banks in Arkansas were most likely to report that higher rates had resulted in a change in charges on checking accounts (Q. 59f). Those changes were in the form of "increased monthly charges" or "higher minimum balance requirements" (Q. 59g).

## **H. Rates on Savings Instruments**

Information on rates paid on various types of savings instruments was collected (Q. 64, 65). There being very little variation across market areas or across banks within a market area in the most likely rate paid on savings instruments. Most banks paid the highest rate allowed by law.

## **I. Credit Evaluation**

Credit managers provided information on the percentage of new applicants for which various types of credit information would be collected on various types of loans. For purchased auto credit (Q.66) Arkansas banks checked with other creditors only 68 percent of the time compared to 100 percent in Illinois and Louisiana. Wisconsin banks obtained a credit report 93 percent of the time compared to almost 100 percent in the other states. For direct auto loans similar patterns were observed. Louisiana banks required a cosigner for 74 percent of direct auto loans compared to an average of about 11 percent in the other three states.

For unsecured personal loans (Q. 66) banks in Arkansas checked with other creditors for only 75 percent of new applicants compared to an overall average of 86 percent. Most banks required a credit report for 100 percent of new applicants. Again, Louisiana banks required a cosigner much more frequently than did banks in the other states.

## **J. Collection Policies**

Bank managers were asked to describe their collection procedures for a delinquent unsecured personal loan with an outstanding balance of \$1200 (Q. 71). Arkansas banks issued an average of three letters when the payment was 10-30 days delinquent and made only one phone call. Conversely, Louisiana banks sent fewer letters but made an average of three phone calls during that period. Few banks made personal contracts with the customer and few banks took any other action.

When the loan was 30-60 days delinquent, most banks sent 0-1 letters and made 0-1 phone calls and made no personal contacts with the consumer. However, banks on average did make some other collection effort during that period, most frequently a threat of legal action or an offer to work with the customer.

Finally, when the account was 60-90 days past due banks were most likely to forego letters, phone calls or personal contacts and threaten legal action or turn the account over to a collection agent and write the loan off as a bad debt. Banks in Arkansas and Wisconsin were more likely to follow that pattern than the banks in Louisiana and Illinois.

## **K. Creditors' Remedies**

The bank managers were asked to choose five creditors' remedies from a set of 14 that they would like to have if they could have no others (Q. 74). The remedies most frequently mentioned were (1) repossession, (2) garnishment, (3) deficiency judgment, (4) late payment charges, and (5) foreclosure. The remedies mentioned the least frequently were (1) waiver of exemption, (2) contacting employee/ relatives, (3) blanket security, (4) attorney's fee charges and (5) wage assignments.

## **Other Data**

Other data were collected on delinquencies charge-offs and recoveries. However, due to the wide variations in reporting techniques of banks, these data proved to be unusable.

## Conclusions

The conclusions that can be drawn from this analysis are as follows:

- (1) Commercial banks perceive that their major competition for non-mortgage consumer loans is from other banks and credit unions. Perceived competition between banks and finance companies is a function of the allowable rate structures for the two types of providers of loans.
- (2) Commercial banks are likely to stress service and convenient location in their advertising for consumer loans. However, banks in Arkansas and Wisconsin were more likely to mention tie-in with other services and service than banks in the other two states.
- (3) Banks in Arkansas acquired a greater percentage of their secured consumer loan portfolios indirectly than did banks in states with less restrictive rate ceilings.
- (4) Banks in Arkansas required, on average, higher down payments on auto loans than banks operating under less restrictive rate ceilings. Banks in Arkansas were not willing to make unsecured personal loans of less than \$1500 while some banks in the other states were willing to make loans for less than \$500. Banks in Arkansas generally seemed more willing to make longer term first and second mortgage loans than banks in the other states.
- (5) Banks in Arkansas turned down a greater percentage of new applicants for direct auto loans, second mortgage loans, and unsecured personal loans than banks in Louisiana.
- (6) Banks in Arkansas, on average, charged higher fees on demand deposit services and on mortgage loans than banks in the other markets. However, Arkansas banks did not have a higher insurance penetration rate than banks in the other states.
- (7) In response to increases in market interest rates, banks that were not already charging rates that were at the ceiling raised rates on consumer loans, especially auto loans. Banks that were restricted by a rate ceiling raised down payment requirements, lent only to depositors or raised charges on checking accounts.
- (8) Arkansas banks were less likely than banks in the other markets to check with other creditors during their credit evaluation process. This could be attributable to the fact that their borrowers are also frequently their depositors. Almost 100 percent of the banks in the sample obtained a credit report for the various types of loans mentioned. Louisiana banks required a cosigner more frequently than banks in the other three states.
- (9) Banks in Arkansas and Wisconsin were more likely to turn a delinquent account over to a collector and write the account off within 60-90 days than banks in the other areas.
- (10) Banks in general preferred to have the following set of creditors' remedies: repossession, garnishment, deficiency judgment, late payment charges and foreclosure. Generally they did not want waiver of exemption, the right to contact third parties, or blanket security.

## **APPENDIX A**

- I. Letter from Director of Credit Research Center
- II. Letter from American Bankers Association

November 28, 1973

Senior Officer in charge of Consumer Credit  
XYZ Bank  
address  
address

Dear Sir or Madam:

The Credit Research Center at Purdue University is conducting a study to learn about the use and availability of consumer and mortgage credit in your city. In order to interview experts in these fields among the major credit-granting institutions, we seek your participation in this study. You will be receiving (or may already have received) a letter or call from Bob Jaynes of the ABA in support of our project.

Because of the importance of commercial banks in the consumer credit and mortgage market, we are planning to survey all banks in your metropolitan area. You will be called from New York during the week of December 4 by a representative of our survey firm, Audits and Surveys, Inc. They will ask to arrange a personal interview with you or someone that you designate for an interview during the week of December 11. The interviewer will be able to identify herself or himself as representing Audits and Surveys. Yours is the only metropolitan area in the state where credit grantors are to be surveyed. Hence, it is very important for the validity of the survey that we be able to arrange a personal interview at your bank.

Everything that you say and any figures that you provide will be held in strictest confidence, and none of your answers will ever be identified as coming from you. Your figures will be merged with those from other firms in your city and compared in totals with similar figures from firms in other cities. You and other respondents will receive a summary of the results of our analysis, probably during the coming summer or fall.

I hope that you will help us with this important research and contribute your knowledge and understanding of the consumer credit area to our project.

Sincerely,

Robert W. Johnson  
Director

RWJ:mhl

Credit Research Center

Krannert Graduate School, Purdue University  
West Lafayette, Indiana 17907 (317) -19-1-5043

Dear ABA Member:

The Credit Research Center at- Purdue University has informed us that they are engaged in a research project on the effects on consumers and credit grantors of restrictions on creditors' remedies and rate ceilings. In the process of this research, they will seek information from credit grantors in Lake Charles, Louisiana; Little Rock, Arkansas; Waukegan/North Chicago, Illinois; and Racine/ Kenosha, Wisconsin. Because their study is based upon an intensive analysis of these selected local markets, it is particularly important that they receive the full cooperation of the credit grantors operating in these markets.

We have reviewed the research project and believe that it is of interest to the American Bankers Association. Two representatives of the credit industry serve on the Advisory Board for this project, and representatives of this segment of the industry are on the Advisory Council of the Credit Research Center (CRC). The researchers have assured us that they will respect the source and confidentiality of any information received. Results of this important research will be disseminated to credit grantors through your association and the facilities of CRC.

We encourage you to participate in providing the information requested. The results of this study are of immediate and significant interest to the entire credit industry.

Sincerely,

Robert Jaynes  
Director  
Consumer Credit Division

## APPENDIX B

### I. Summary of questions and responses of 31 banks

#### COMMERCIAL BANKS

##### Section I                      **Structure of Institution and Market Area**

##### CARD I Column

| Var.<br>1           |     | <u>Type of Institution</u><br>1 = Commercial Bank<br>2 = Finance Company<br>3 = State Credit Union<br>4 = Federal Credit Union<br>5 = Savings and Loan<br>6 = Retail Store-Telephone Interview<br>7 Retail Store-Personal Interview | <table border="1" style="border-collapse: collapse; width: 100%;"> <tr> <th style="padding: 2px;">W</th> <th style="padding: 2px;">I</th> <th style="padding: 2px;">A</th> <th style="padding: 2px;">L</th> <th style="padding: 2px;">Total</th> </tr> <tr> <td style="text-align: center; padding: 2px;">12</td> <td style="text-align: center; padding: 2px;">7</td> <td style="text-align: center; padding: 2px;">7</td> <td style="text-align: center; padding: 2px;">5</td> <td style="text-align: center; padding: 2px;">31</td> </tr> </table>  | W     | I     | A | L | Total | 12    | 7                  | 7  | 5 | 31 |   |    |                     |    |  |   |   |    |
|---------------------|-----|---|--|-------|-------|---|---|-------|-------|--------------------|----|---|----|---|----|---------------------|----|--|---|---|----|
| W                   | I   | A   | L  | Total |       |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| 12                  | 7   | 7   | 5  | 31    |       |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| Var.<br>2           | 2   | <u>Metropolitan Area</u><br>1 = Kenosha/Racine, Wisconsin<br>2 = North Chicago/Waukegan, Illinois<br>3 = Little Rock, Arkansas<br>4 = Lake Charles, Louisiana   |  |       |       |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| Var.<br>3           | 3-4 | <u>Respondent Number</u>  |  |       |       |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| Var.<br>4           | 5-6 | <u>Card Number</u>  |  |       |       |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| Var.<br>5           | 7-9 | <u>Interview time in minutes</u>  |  |       |       |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| Var.<br>6           | 10  | 1. Do at least three-fourths of your consumer depositors come from<br><u>this market area?</u>  | <hr/> <table border="1" style="border-collapse: collapse; width: 100%; text-align: center;"> <tr> <th style="width: 30%;"></th> <th style="width: 5%;">W</th> <th style="width: 5%;">I</th> <th style="width: 5%;">A</th> <th style="width: 5%;">L</th> <th style="width: 5%;">Total</th> </tr> <tr> <td style="text-align: left; padding-left: 5px;">1 = Yes</td> <td style="padding: 2px;">11</td> <td style="padding: 2px;">7</td> <td style="padding: 2px;">6</td> <td style="padding: 2px;">5</td> <td style="padding: 2px;">29</td> </tr> <tr> <td style="text-align: left; padding-left: 5px;">5 = No</td> <td style="padding: 2px;">1</td> <td style="padding: 2px;"></td> <td style="padding: 2px;">1</td> <td style="padding: 2px;"></td> <td style="padding: 2px;">2</td> </tr> </table>                        |       | W     | I | A | L     | Total | 1 = Yes            | 11 | 7 | 6  | 5 | 29 | 5 = No              | 1  |  | 1 |   | 2  |
|                     | W   | I   | A  | L     | Total |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| 1 = Yes             | 11  | 7   | 6  | 5     | 29    |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| 5 = No              | 1   |   | 1  |       | 2     |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| Var.<br>7           | 11  | 2. From what other areas do you draw large numbers of consumer<br><u>depositors?</u>  | <hr/> <table border="1" style="border-collapse: collapse; width: 100%; text-align: center;"> <tr> <th style="width: 30%;"></th> <th style="width: 5%;">W</th> <th style="width: 5%;">I</th> <th style="width: 5%;">A</th> <th style="width: 5%;">L</th> <th style="width: 5%;">Total</th> </tr> <tr> <td style="text-align: left; padding-left: 5px;">1 = Out of country</td> <td style="padding: 2px;">1</td> <td style="padding: 2px;"></td> <td style="padding: 2px;">1</td> <td style="padding: 2px;"></td> <td style="padding: 2px;">2</td> </tr> <tr> <td style="text-align: left; padding-left: 5px;">0 = Not appropriate</td> <td style="padding: 2px;">11</td> <td style="padding: 2px;"></td> <td style="padding: 2px;">7</td> <td style="padding: 2px;">6</td> <td style="padding: 2px;">29</td> </tr> </table> |       | W     | I | A | L     | Total | 1 = Out of country | 1  |   | 1  |   | 2  | 0 = Not appropriate | 11 |  | 7 | 6 | 29 |
|                     | W   | I   | A  | L     | Total |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| 1 = Out of country  | 1   |   | 1  |       | 2     |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |
| 0 = Not appropriate | 11  |   | 7  | 6     | 29    |   |   |       |       |                    |    |   |    |   |    |                     |    |  |   |   |    |

Card 1  
Column

Var. 8 12 3. Do at least three-fourths of your consumer borrows come from this market area?

|                           | W  | I | A | L | Total |
|---------------------------|----|---|---|---|-------|
| 1 = Yes—Code 0 in Col. 13 | 11 | 7 | 7 | 5 | 31    |
| 5 = No                    | 1  |   |   |   | 1     |

Var. 9 13 4. From what other areas do you draw large numbers of consumer borrowers?

|                     |    |   |   |   |    |
|---------------------|----|---|---|---|----|
| 1 = Out of country  | 1  |   |   |   | 1  |
| 0 = Not appropriate | 11 | 7 | 7 | 5 | 31 |

2

Var. 10 14-15 5. How many hours per week are your offices open to provide personal consumer banking services?

Hours offices open

Code # hours 00-95

|                      |      |      |      |      |
|----------------------|------|------|------|------|
| 98 = Don't know Avg. | 49.3 | 44.6 | 40.4 | 33.2 |
| 99 = Not ascertained |      |      |      |      |

Var. 11 16-17 6a.a. Number office - consumer deposit, withdrawal, loan services

| Code      | W   | I   | A   | L   | Total |
|-----------|-----|-----|-----|-----|-------|
| 1         | 6   | 7   | 1   |     | 14    |
| 2-5       | 6   |     | 1   | 1   | 8     |
| 6-9       |     |     | 3   | 3   | 6     |
| 10 & Over |     |     | 2   | 1   | 3     |
| Avg.      | 1.6 | 1.0 | 7.1 | 7.4 | 3.6   |

Var. 12 18-19 b. Number office - deposit/withdrawal but not consumer loans

|      |   |   |     |   |     |
|------|---|---|-----|---|-----|
| 1    | 3 |   |     | 1 | 4   |
| 2    |   |   | 1   |   | 1   |
| 6    |   |   | 1   |   | 1   |
| 15   |   |   | 1   |   | 1   |
| 0    | 9 | 7 | 4   | 4 | 24  |
| Avg. | 1 |   | 7.7 | 1 | 3.9 |

Var. 13 20-21 c. Number office - consumer loans - but not deposit or withdrawal

|   |   |   |   |   |
|---|---|---|---|---|
| 0 | 0 | 0 | 0 | 0 |
|---|---|---|---|---|

Var. 14 22-23 d. Number free standing ATM but not located in offices  
Code # ATMs 00-95

|      |     |   |     |     |     |
|------|-----|---|-----|-----|-----|
| 0    | 10  | 7 | 1   | 3   | 21  |
| 1-2  | 1   |   | 1   |     | 2   |
| 3-4  | 1   |   | 2   |     | 3   |
| 5-6  |     |   | 1   | 2   | 3   |
| Avg. | 2.5 | 0 | 4.7 | 5.5 | 4.4 |

Card 1  
Column

Var. 15      24-25      e. Number of offices providing 24 hour automatic teller services  
Code # ATMs 00-95 offices

|      |     |   |     |     |     |
|------|-----|---|-----|-----|-----|
| 0    | 10  | 7 | 1   | 3   | 21  |
| 1-2  | 1   |   | 1   |     | 2   |
| 3-4  | 1   |   | 2   |     | 3   |
| 5-6  |     |   | 1   | 2   | 3   |
| 7-8  |     |   | 2   |     | 2   |
| Avg. | 2.5 | 0 | 4.7 | 5.5 | 4.4 |

Var. 16      26-27      f. Number of ATMs in these offices  
Code # ATMs 00-95

|      |     |   |     |     |     |
|------|-----|---|-----|-----|-----|
| 0    | 10  | 7 | 1   | 3   | 21  |
| 1-2  | 1   |   | 1   |     | 2   |
| 3-4  | 1   |   | 2   |     | 3   |
| 5-6  |     |   | 1   | 2   | 3   |
| 7-8  |     |   | 1   |     | 1   |
| 9    |     |   | 1   |     | 1   |
| Avg. | 2.5 | 0 | 4.8 | 5.5 | 4.5 |

Var. 17      28      6b. Illinois - Provide 24 hr. ATM service?  
1 = Yes

5 = No code 00 in columns 29-30  
0 = Not appropriate - Not Illinois

| W  | I | A | L | Total |
|----|---|---|---|-------|
|    | 1 |   |   | 1     |
|    | 6 |   |   | 6     |
| 12 |   | 7 | 5 | 24    |

Var. 18      29-30      6c. Illinois - #ATM in your office?  
Code # ATMs 00-95

| Code | W  | I | A | L | Total |
|------|----|---|---|---|-------|
| 0    |    | 6 |   |   | 6     |
| 1    |    | 1 |   |   | 1     |
| NA   | 12 |   | 7 | 5 | 24    |

Var. 19      31      7. Thinking about direct consumer loans within this market area, would you say that commercial banks are your major competitors?  
1 = Yes  
5 = No - code 0 in Col. 32-39

| W  | I | A | L | Total |
|----|---|---|---|-------|
| 11 | 7 | 6 | 5 | 29    |
| 1  |   | 1 |   | 2     |

Card 1  
Column

Var.  
20, 21

32-35

8. What do commercial banks do that make them so competitive?  
(Note: allowed 4 responses)

|             |               | W | I | A | L | Total |
|-------------|---------------|---|---|---|---|-------|
| 10-19       | Rates         | 2 | 1 |   | 1 | 4     |
| 20-29       | Terms         |   |   |   | 1 | 1     |
| 30-39       | Service       | 7 | 3 | 8 | 3 | 21    |
| 40-49       | Risk          | 1 |   |   |   | 1     |
| 50-59       | Loans offered |   |   | 1 | 1 | 2     |
| 1-10, 77-90 | Misc.         | 6 | 5 | 2 |   | 13    |

Breaking down service category

|    |                     | W | I | A | L | Total |
|----|---------------------|---|---|---|---|-------|
| 34 | Branches            |   |   | 2 | 1 | 3     |
| 35 | Location            | 1 | 3 | 3 | 1 | 8     |
| 37 | Personal attn.      |   |   | 1 |   | 1     |
| 38 | Tie-in sales        | 1 |   |   |   | 1     |
| 39 | Comparable services | 5 |   | 2 | 1 | 8     |

Var.  
22, 23  
453-454

36-39

9. What are the names of the commercial banks providing the greatest competition?

Var.  
24

40

7. Thinking about direct consumer loans within this market area, would you say that Finance Companies are your major competitors?

1 = Yes

5 = No

| W | I | A | L | Total |
|---|---|---|---|-------|
| 6 | 3 |   | 3 | 12    |
| 6 | 4 | 7 | 2 | 19    |

Var.  
25, 26  
455-456

41-44

8. What do Finance Companies do that make them so competitive?

|             |               | W | I | A | L | Total |
|-------------|---------------|---|---|---|---|-------|
| 10-19       | Rates         | 1 |   |   |   | 1     |
| 20-29       | Terms         | 2 | 2 |   |   | 4     |
| 30-39       | Service       | 3 |   |   | 2 | 5     |
| 40-49       | Risk          | 2 | 1 |   | 1 | 4     |
| 50-59       | Loans Offered |   |   |   |   |       |
| 1-10, 77-90 | Misc.         | 3 | 3 |   | 2 | 8     |

Var.  
27, 28  
457, 458

45-48

9. What are the names of Finance Companies providing the greatest competition?

Card 1  
Column  
49

Var.  
29

7. Thinking about direct consumer loans within this market area,  
would you say that Credit Unions are major competition?  
1 = Yes  
5 = No

| W  | I | A | L | Total |
|----|---|---|---|-------|
| 11 | 7 | 1 | 5 | 24    |
| 1  |   | 6 |   | 7     |

Var.  
30, 31  
459-460

50-53

8. What do Credit Unions do that make them so competitive?

|               | W  | I | A | L | Total |
|---------------|----|---|---|---|-------|
| Rates         | 2  | 4 |   | 4 | 10    |
| Terms         |    |   |   |   |       |
| Service       | 11 | 5 |   | 2 | 18    |
| Risk          | 2  | 1 |   | 1 | 4     |
| Loans offered |    |   |   | 1 | 1     |
| Misc.         | 6  | 2 |   | 2 | 10    |

Breaking down service category

|    |                     |   |   |  |   |   |
|----|---------------------|---|---|--|---|---|
| 30 | Convenience         | 1 | 1 |  |   | 2 |
| 32 | Ease of Closing     |   | 1 |  |   | 1 |
| 34 | Branches            | 1 |   |  |   | 1 |
| 35 | Location            | 2 | 2 |  | 1 | 5 |
| 36 | Tie-in w/ employer  | 5 | 1 |  | 1 | 7 |
| 39 | Comparable services | 1 |   |  |   | 1 |

Var.  
32, 33  
461, 462

54-57

..... 9. What are the names of Credit Unions providing the greatest competition?

Var.  
34

58

7. Thinking about direct consumer loans within this market area, would you say  
there are other major competitors?

|                             | W | I | A | L | Total |
|-----------------------------|---|---|---|---|-------|
| 1 = Yes                     | 4 |   | 4 | 2 | 10    |
| 5 = No—Code 0 in col. 59-66 | 8 | 7 | 3 | 3 | 21    |

Var.  
35, 36  
463, 464

59-62

8. What do others do that make them so competitive?

|               |   |  |   |   |   |
|---------------|---|--|---|---|---|
| Rates         | 2 |  | 1 |   | 3 |
| Terms         |   |  | 2 | 1 | 3 |
| Service       | 2 |  | 2 |   | 4 |
| Risk          | 1 |  |   | 1 | 1 |
| Loans offered |   |  |   | 1 | 1 |
| Misc.         | 1 |  |   |   | 1 |

Card 1  
Column

Var. 63-66 9. What are the names of others providing the most competition?  
37, 38  
465, 466

Var. 67 10. Thinking about automobile loans within this market area, would  
39 you say that Commercial Banks are your major competitors?

|                     |    |   |   |   |    |
|---------------------|----|---|---|---|----|
| 1 = Yes             | 10 | 7 | 6 | 5 | 28 |
| 5 = No              | 1  |   | 1 |   | 2  |
| 0 = Not appropriate | 1  |   |   |   | 1  |

Var. 68-71 11. What do Commercial Banks do that make them so competitive?  
40, 41  
467, 468

|             |               | W | I | A | L | Total |
|-------------|---------------|---|---|---|---|-------|
| 10-19       | Rates         | 6 | 1 |   | 2 | 9     |
| 20-29       | Terms         |   |   |   | 2 | 2     |
| 30-39       | Service       | 4 | 3 | 6 | 3 | 16    |
| 40-49       | Risk          |   |   |   |   |       |
| 50-59       | Loans offered |   |   | 1 | 1 | 2     |
| 1-10, 77-90 | Misc.         | 7 | 5 | 3 | 1 | 16    |
|             | DK            |   | 1 |   |   | 1     |

Var. 72-75 12. What are the names of Commercial Banks providing the greatest competition?  
42, 43  
469, 470

Card 2  
Column

Var. 7 10. Thinking about automobile loans within this market area, would you say the  
44 Finance Companies are your major competitors?

1 = Yes  
5 = No

Var. 8-11 11. What do Finance Companies do that make them so competitive?  
45, 46  
471, 472

|               | W | I | A | L | Total |
|---------------|---|---|---|---|-------|
| Rates         | 1 |   |   | 2 | 3     |
| Terms         | 2 |   |   |   | 2     |
| Service       | 3 |   |   | 2 | 5     |
| Risk          |   |   |   |   |       |
| Loans offered |   |   |   |   |       |
| Misc.         | 2 |   |   |   | 2     |
| DK            |   | 1 |   |   | 1     |

Card 2  
Column

Var. 12-15 12. What are the names of Finance Companies providing the greatest  
47, 48 competition?  
473, 474

Var. 16 10. Thinking about automobile loans within this market area, would  
49 you say that Credit Unions are your major competitors?

|         | W | I | A | L | Total |
|---------|---|---|---|---|-------|
| 1 = Yes | 7 | 6 | 1 | 5 | 19    |
| 5 = No  | 5 | 1 | 6 |   | 12    |

Var. 17-20 11. What do Credit Unions do that make them so competitive?  
50, 51  
475, 476

|             |               | W | I | A | L | Total |
|-------------|---------------|---|---|---|---|-------|
| 10-19       | Rates         | 5 | 3 |   | 6 | 14    |
| 20-29       | Terms         |   |   |   | 1 | 1     |
| 30-39       | Service       | 5 | 4 |   | 1 | 10    |
| 40-49       | Risk          |   |   |   |   |       |
| 50-59       | Loans offered |   |   |   |   |       |
| 1-16, 77-90 | Misc.         | 2 |   | 1 |   | 3     |

Var. 21-24 12. What are the names of Credit Unions providing the greatest competition?  
52, 53  
477, 478

Var. 25 10. Thinking about automobile loans within this market area, do you have any  
54 other major competitors?

|         | W | I | A | L | Total |
|---------|---|---|---|---|-------|
| 1 = Yes | 9 | 4 | 6 | 3 | 22    |
| 5 = No  | 3 | 3 | 1 | 2 | 9     |

Var. 26-29 11. What do these others do that make them so competitive?  
55,56  
479,480

|               | W | I | A | L | Total |
|---------------|---|---|---|---|-------|
| Rates         | 1 | 1 |   | 1 | 3     |
| Terms         | 1 | 1 | 2 | 1 | 5     |
| Service       | 9 | 3 | 4 | 1 | 17    |
| Risk          | 1 |   |   |   | 1     |
| Loans offered |   |   |   |   |       |
| Misc.         | 1 | 2 | 1 | 1 | 5     |

Card 2  
Column

Var. 30-33 12. What are the names of the others providing the greatest competition?  
57, 58  
481, 482

Var. 34 13. Thinking about residential mortgages on 1-4 family residences within this  
59 market area, would you say that Commercial Banks are your major  
competition?

|                     | W | I | A | L | Total |
|---------------------|---|---|---|---|-------|
| 1 = Yes             | 7 | 3 | 3 |   | 13    |
| 5 = No              | 5 | 3 | 4 | 5 | 17    |
| 0 = Not appropriate | 1 | 1 |   |   | 1     |

Var. 35-38 14. What do Commercial Banks do that make them so competitive?  
60, 61  
483, 484

|             |               | W | I | A | L | Total |
|-------------|---------------|---|---|---|---|-------|
| 10-19       | Rates         | 3 |   |   |   | 3     |
| 20-29       | Terms         | 2 |   |   |   | 2     |
| 30-39       | Service       |   |   |   |   |       |
| 40-49       | Risk          |   |   |   |   |       |
| 50-59       | Loans Offered |   | 1 |   |   | 1     |
| 1-10, 77-90 | Misc.         | 5 | 2 | 3 |   | 10    |

Var. 39-42 15. What are the names of Commercial Banks that provide the greatest  
62, 63 competition?  
485, 486

Var. 43 13. Thinking about residential mortgages on 1-4 family residences within this  
64 market area, would you say Savings and Loan Associations are major  
competitors?

|                     | W  | I | A | L | Total |
|---------------------|----|---|---|---|-------|
| 1 = Yes             | 12 | 6 | 7 | 3 | 28    |
| 5 = No              |    |   |   | 2 | 2     |
| 0 = Not appropriate |    | 1 |   |   | 1     |

Var. 44-47 14. What do Savings and Loan Associations do that makes them s competitive?  
65-66  
487, 488

|               | W  | I | A | L | Total |
|---------------|----|---|---|---|-------|
| Rates         | 4  | 1 | 1 |   | 6     |
| Terms         | 5  |   | 6 | 1 | 12    |
| Service       | 1  |   | 1 |   | 2     |
| Risk          |    |   |   |   |       |
| Loans offered |    |   | 1 |   | 1     |
| Misc.         | 11 | 6 | 4 | 3 | 24    |

Card 2  
Column

Var. 48-51 15. What are the names of the Savings & Loan Associations providing the greatest competition? 67, 68  
489, 490

Var. 52 13. Thinking about residential mortgages on 1-4 family residences within this  
69 market area, would you say there are any major competitors?

|                     | W | I | A | L | Total |
|---------------------|---|---|---|---|-------|
| 1 = Yes             | 3 | 1 | 2 | 1 | 7     |
| 5 = No              | 9 | 5 | 5 | 4 | 23    |
| 0 = Not appropriate |   | 1 |   |   | 1     |

Var. 53-56 14. What do those others do that make them so competitive?  
70, 71  
491, 492

|             |               | W | I | A | L | Total |
|-------------|---------------|---|---|---|---|-------|
| 10-19       | Rates         | 1 |   |   |   | 1     |
| 20-29       | Terms         | 1 |   |   |   | 1     |
| 30          | Service       |   | 1 | 1 | 1 | 3     |
| 40          | Risk          | 1 |   |   |   | 1     |
| 50          | Loans offered |   |   | 1 |   | 1     |
| 1-10, 77-90 | Misc.         | 1 |   | 1 | 1 | 3     |

Var. 57-60 15. What are the names of others that provide major competition?  
72, 73  
493, 494

Var. 61 16. Talking about direct loans, what one or two factors do your marketing efforts  
74 emphasize?

|         |                             | W  | I | A | L | Total |
|---------|-----------------------------|----|---|---|---|-------|
| Var. 61 | a. Low rates                |    |   |   |   |       |
| 74      | 1 = Yes                     |    | 2 |   | 1 | 3     |
|         | 0 = Not checked             | 11 | 5 | 7 | 4 | 27    |
|         | 5 = No                      | 1  |   |   |   | 1     |
| Var. 62 | b. Ease of obtaining credit |    |   |   |   |       |
| 75      | 1 = Yes                     | 3  | 4 |   | 1 | 8     |
|         | 0 = Not checked             | 9  | 3 | 7 | 4 | 23    |
| Var. 63 | c. Convenient location      |    |   |   |   |       |
| 76      | 1 = Yes                     | 4  |   | 3 | 4 | 11    |
|         | 0 = Not checked             | 7  | 7 | 4 | 1 | 19    |
|         | 5 = No                      | 1  |   |   |   | 1     |
| Var. 64 | d. Convenient hours         |    |   |   |   |       |
| 77      | 1 = Yes                     | 3  | 5 | 1 | 1 | 10    |
|         | 0 = Not checked             | 8  | 2 | 6 | 4 | 20    |
|         | 5 = No                      | 1  |   |   |   | 1     |

Card 2  
Column

|             |    |   | <u>W</u>     | <u>I</u>    | <u>A</u>    | <u>L</u>    | <u>Total</u>  |
|-------------|----|---|--------------|-------------|-------------|-------------|---------------|
| Var .<br>78 | 65 | e. Tie in with other services<br>1 = Yes<br>0 = Not checked<br>5 = No | 6<br>5<br>1  | 1<br>6<br>0 | 4<br>3<br>0 | 2<br>3<br>0 | 13<br>17<br>1 |
| Var.<br>79  | 66 | f. Service<br>1 = Yes<br>0 = Not checked<br>Code 0 in<br>col. 68-71   | 7<br>5       | 2<br>5      | 6<br>1      | 1<br>4      | 16<br>15      |
| Var .<br>80 | 67 | g. Other<br>1 = Yes<br>0 = Not checked<br>5 = No                      | 11<br>0<br>1 | 7<br>0<br>0 | 7<br>0<br>0 | 5<br>0<br>0 | 30<br>0<br>1  |

Var. 68-71 17. What do you mean by service?  
81, 82

|    |  | W | I | A | L | Total |
|----|--|---|---|---|---|-------|
| 01 | Offer personal service, courtesy             | 4 | 1 | 3 |   | 8     |
| 02 | Offer financial counseling                   | 1 | 2 |   |   | 3     |
| 05 | Speed, prompt approval, no delays, efficient | 7 |   | 2 |   | 9     |
| 06 | Cross-selling                                |   |   | 1 | 1 | 2     |
| 77 | Other  |   |   | 1 |   | 1     |

23 responses were given by 16 respondents.  
(They could give up to 2 responses each).

**SECTION II CREDIT SERVICES PROVIDED**

18. We need some information from the balance sheet and schedule of loans of your Call Report for December 31, 1977. If you would be willing to provide a copy of the balance sheet and schedule A of the Call Report, we can skip this question. Otherwise, please read the figures from the Call Report.

72  
1 = Balance sheet and schedule A provided now.  
2 = Or at the end of the interview  
3 = Figures read from the Call Report  
9 = Refused information -- Code 9 in col. 7-78 of Card 3

Card 3  
Column

18. Information from Balance Sheet and Schedule of Loans of your  
Call Report for December 31, 1977.

|      |                             |          |          |          |          |              |
|------|-----------------------------|----------|----------|----------|----------|--------------|
| 7-12 | Total Assets (in thousands) | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Less than \$30000           | 4        | 3        | -        | -        | 7            |
|      | \$30000 to 49999            | 4        | -        | -        | 1        | 5            |
|      | \$50000 to 79999            | 3        | 2        | 1        | -        | 6            |
| Var. | \$75000 to 124999           | -        | 2        | 2        | 3        | 7            |
| 84   | \$125000 to 600000          | 1        |          | 4        | 1        |              |
|      |                             | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average                     | \$48502  | \$52751  | \$248888 | \$134529 | \$108585     |

|       |   |          |          |          |          |              |
|-------|---|----------|----------|----------|----------|--------------|
| 13-18 | Real Estate Loans-FHA or VA<br><u>in thousands of dollars (000001-999995)</u> |          |          |          |          |              |
|       | NA  | 6        | 4        |          | 3        | 13           |
|       | Less than \$10  | 1        | 2        |          | 1        | 4            |
|       | \$10 to 99  | 1        | 1        | 1        |          | 3            |
| Var.  | \$100 to 199  | 1        |          | 1        | 1        | 3            |
| 85    | \$200 to 999  | 2        |          | 1        |          | 3            |
|       | \$1000 to 5000  |          | 4        |          |          | 4            |
|       | Not Ascertained   | 1        |          |          |          | 1            |
|       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       | Average   | \$223    | \$11.7   | \$8157   | \$65.5   | \$3243       |

|       |   |          |          |          |          |              |
|-------|---|----------|----------|----------|----------|--------------|
| 19-24 | Conventional Real Estate Loans (in thousands) |          |          |          |          |              |
|       | Less than \$3000                              | 1        | 2        | 1        | 2        | 6            |
|       | \$3000 to 5599                                | 3        | 2        | 1        | 1        | 7            |
| Var.  | \$5600 to 7499                                |          | 3        | 1        | 1        | 5            |
| 86    | \$7500 to 14999                               | 5        |          | 2        |          | 7            |
|       | \$15000 to 30000                              | 2        |          | 2        | 1        | 5            |
|       | Not Ascertained.                              | 1        |          |          | 1        |              |
|       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       | Average                                       | \$10531  | \$4237   | \$9143   | \$6099   | \$8000       |

|       |   |          |          |          |          |              |
|-------|---|----------|----------|----------|----------|--------------|
| 25-30 | Conventional Auto Loans - to purchase private passenger car on<br>installment basis in thousands of dollars |          |          |          |          |              |
|       | Less than \$1500  | 5        | 2        |          |          | 7            |
|       | \$1500 to 3999  | 3        | 2        | 1        |          | 6            |
| Var.  | \$4000 to 6999  | 2        | 3        |          |          | 5            |
| 87    | \$7000 to 10999   |          |          | 5        | 2        | 7            |
|       | \$11000 to 30000  | 1        |          | 1        | 3        | 5            |
|       | Not Ascertained   | 1        |          |          |          | 1            |
|       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       | Average   | \$3080   | \$3496   | \$11270  | \$11648  | \$6516       |

Card 3  
Column

|      |         |   |          |          |          |              |    |
|------|---------|---|----------|----------|----------|--------------|----|
|      | 31-36   | Retail (charge account) credit card plans in thousands of dollars                               |          |          |          |              |    |
|      |         | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|      |         | NA  | 4        | 6        | 5        | 4            | 19 |
| Var. |         | Less than \$100   | 4        |          |          |              | 4  |
| 88   |         | \$100 to 399  | 2        | 1        |          |              | 3  |
|      |         | \$400 to 25000  | 1        |          | 2        | 1            | 4  |
|      |         | Not Ascertained   | 1        |          |          |              | 1  |
|      |         | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|      | Average | \$195.3   | \$330    | \$13518  | \$548    | \$2661.9     |    |
|      | 37-42   | Check credit and revolving Credit Plans in thousands of dollars                                 |          |          |          |              |    |
|      |         | NA  | 6        | 5        | 4        | 3            | 18 |
|      |         | Less than \$25  | 1        | 1        |          |              | 2  |
| Var. |         | \$25 to 99  | 2        |          | 1        | 1            | 4  |
| 89   |         | \$100 to 299  | 1        | 1        | 1        | 1            | 4  |
|      |         | \$300 to 799  | 1        |          | 1        |              | 2  |
|      |         | Not Ascertained   | 1        |          |          |              | 1  |
|      |         | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|      | Average | \$153.4   | \$118    | \$364    | \$142.5  | \$198.3      |    |
|      | 43-48   | Mobile Home Loans (exclude travel trailers) in thousands of dollars                             |          |          |          |              |    |
|      |         | NA  | 2        | 1        |          | 1            | 4  |
|      |         | Less than \$100   | 4        |          | 1        |              | 5  |
| Var. |         | \$100 to 249  | 2        | 3        | 1        |              | 6  |
| 90   |         | \$250 to 399  | 1        | 3        | 1        | 1            | 6  |
|      |         | \$400 to 2499   | 2        |          | 2        | 1            | 5  |
|      |         | \$2500 to 25000   |          |          | 2        | 2            | 4  |
|      |         | Not Ascertained   | 1        |          |          |              | 1  |
|      |         | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|      | Average | \$327.9   | \$233    | \$2866.6 | \$6505.8 | \$2002       |    |
|      | 49-54   | Other Retail Consumer Goods (exclude credit cards and related plans)<br>in thousands of dollars |          |          |          |              |    |
|      |         | NA  | 1        |          |          |              | 1  |
|      |         | Less than \$100   | 3        | 1        |          |              | 4  |
|      |         | \$100 to 399  | 5        | 1        | 1        |              | 7  |
| Var. |         | \$400 to 999  |          | 3        | 2        | 1            | 6  |
| 91   |         | \$1000 to 1599  | 1        | 2        | 1        | 2            | 6  |
|      |         | \$1600 to 18000   | 1        |          | 3        | 2            | 6  |
|      |         | Not Ascertained   | 1        |          |          |              | 1  |
|      |         | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|      | Average | \$420.6   | \$597.7  | \$3972.3 | \$2233.8 | \$1626.9     |    |

Card 3  
Column

55-60 Installment loans to repair and modernize residential property  
in thousands of dollars

|                      | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|----------------------|----------|----------|----------|----------|--------------|
| Less than \$125      | 5        |          |          | 1        | 6            |
| \$125 to 299         | 3        | 2        |          | 1        | 6            |
| Var. 92 \$300 to 999 | 2        | 2        | 1        | 2        | 7            |
| \$1000 to 2999       | 1        | 2        | 3        | 1        | 7            |
| \$3000 to 12500      |          | 1        | 3        |          | 4            |
| Not Ascertained      | 1        |          |          |          | 1            |
|                      | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average              | \$266.8  | \$1085.1 | \$3655   | \$900.2  | \$1353.9     |

61-66 Other installment loans for household, family, and other personal expenditures in  
thousands of dollars

|                      |          |          |          |          |              |
|----------------------|----------|----------|----------|----------|--------------|
| NA                   |          | 1        |          |          | 1            |
| Less than \$300      | 3        | 2        |          |          | 5            |
| Var. 93 \$300 to 999 | 5        | 1        |          |          | 6            |
| \$1000 to 1999       | 3        | 1        | 1        | 1        | 6            |
| \$2000 to 3999       |          | 1        | 4        | 2        | 7            |
| \$4000 to 8000       |          | 1        | 2        | 2        | 5            |
| Not Ascertained      | 1        |          |          |          | 1            |
| Average              |          |          |          |          |              |
|                      | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average              | \$648.6  | \$1764.3 | \$3338   | \$3995.4 | \$2105.7     |

67-72 Single-payment loans for household, family, and other personal expenditures  
in thousands of dollars

|                      |          |          |          |          |              |
|----------------------|----------|----------|----------|----------|--------------|
| NA                   |          | 1        |          |          | 1            |
| Loss than \$400      | 2        | 2        |          | 1        | 5            |
| Var. 94 \$400 to 799 | 3        | 1        | 1        | 1        | 6            |
| \$800 to 1999        | 4        | 1        | 1        |          | 6            |
| \$2000 to 3999       | 2        | 1        | 1        | 2        | 6            |
| \$4000 to 30000      |          | 1        | 4        | 1        | 6            |
| Not Ascertained      | 1        |          |          |          | 1            |
|                      | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average              | \$1173.9 | \$1936.2 | \$9200.9 | \$2472.4 | \$3493.0     |

73-78 Total Loans in thousands of dollars

|                           |           |           |          |           |              |
|---------------------------|-----------|-----------|----------|-----------|--------------|
| Var. 95 Less than \$15000 | 3         | 3         |          |           | 6            |
| \$15000 to 29999          | 5         | 1         | 1        |           | 7            |
| \$30000 to 39999          | 3         | 2         |          | 2         | 7            |
| \$40000 to 99999          | 1         | 1         | 2        | 2         | 6            |
| \$100000 to 320000        |           |           | 4        | 1         | 5            |
|                           | <u>W</u>  | <u>I</u>  | <u>A</u> | <u>L</u>  | <u>Total</u> |
| Average                   | \$27642.2 | \$23953.7 | \$137541 | \$68273.8 | \$58178.7    |

Card 4  
Column

7-12 19a. At year end 1977, what was your reported investment in GNMA-backed Securities and other similar mortgage pools?

in thousands of dollars

|      |                  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|------------------|----------|----------|----------|----------|--------------|
| Var. | DK,NA            | 11       | 5        | 4        | 5        | 25           |
| 96   | Less than \$1500 | 1        | 1        | 1        |          | 3            |
|      | \$1500 to 5000   |          | 1        | 2        |          | 3            |
|      |                  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average          | \$1021   | \$1400   | \$3024.7 | 0        | \$2149.2     |

13 19b. Is this in addition to or part of the dollar amount of the mortgage holdings you just reported?

|      |                    |    |   |   |   |    |
|------|--------------------|----|---|---|---|----|
|      | 1 = In addition to | 1  | 2 | 2 |   | 5  |
| Var. | 2 = Part of        |    |   | 1 |   | 1  |
| 97   | 8 = DK             |    | 1 | 3 |   | 4  |
|      | 9 = NA             |    |   |   |   |    |
|      | 0 = DP             | 11 | 4 | 1 | 5 | 21 |

14 20a. The following section deals with the dollar amounts and percentages of different types of loans on the respondent's year end 1977 portfolios.

1. New Auto Loans

Estimate of dollar amount?

|      |                          |   |   |   |   |    |
|------|--------------------------|---|---|---|---|----|
|      | I = Estimate             | 2 | 2 | 2 | 1 | 7  |
| Var. | 2 = Actual Dollar amount |   |   |   |   |    |
| 98   | given                    | 3 | 2 | 1 | 1 | 7  |
|      | 8 = DK                   | 5 | 2 | 3 | 3 | 13 |
|      | 9 = NA                   | 2 | 1 | 1 |   | 4  |

15-19 Dollar Amount (in thousands)

| Var. | Less than \$2499    | 3        | 3        |          |           | 6            |
|------|---------------------|----------|----------|----------|-----------|--------------|
| 99   | \$2500 to 6999      | 2        | 1        | 2        |           | 5            |
|      | \$7000 to 14000     |          |          | 1        | 2         | 3            |
|      | DK, Not Ascertained | 7        | 3        | 4        | 3         | 17           |
|      |                     | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u>  | <u>Total</u> |
|      | Average             | \$1610   | \$1935.5 | \$6034   | \$10197.5 | \$3878       |

20 Estimate of percentage direct loans?

|      |                       |   |   |   |   |    |
|------|-----------------------|---|---|---|---|----|
| Var. | 1 = Estimate          | 1 | 2 | 1 | 1 | 5  |
| 100  | 2 = Actual percentage | 6 | 2 | 2 | 3 | 13 |
|      | 8 = DK                | 5 | 3 | 4 | 1 | 13 |
|      | 9 = NA                |   |   |   |   |    |



36-38 Percentage direct loans

|                        | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------------------------|----------|----------|----------|----------|--------------|
| 0 = DP                 | 2        |          |          |          | 2            |
| Var. 107 Less than 60% |          | 4        |          |          | 4            |
| 60 to 75%              | 2        |          | 1        | 1        | 4            |
| 76 to 97%              | 1        | 1        | 2        | 1        | 5            |
| 99.5% or more          | 4        | 1        |          | 2        | 7            |
| DK, Not Ascertained    | 3        | 1        | 4        | 1        | 9            |

4. New Mobile Homes

|  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|--|----------|----------|----------|----------|--------------|
| Var. 108 <u>Estimate of dollar amount?</u> |          |          |          |          |              |
| 1 = Estimate                               | 1        | 3        | 2        | 1        | 7            |
| 2 = Actual                                 | 3        |          | 1        |          | 4            |
| 8 = DK                                     | 7        | 4        | 4        | 3        | 18           |
| 9 = NA                                     | 1        |          |          | 1        | 2            |
| 0 = DP                                     |          |          |          |          |              |

|                               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|-------------------------------|----------|----------|----------|----------|--------------|
| Var. 109 <u>Dollar Amount</u> |          |          |          |          |              |
| 0 = DP                        | 1        |          |          | 1        | 2            |
| Less than \$100               | 1        | 2        |          |          | 3            |
| \$100 to 999                  | 3        | 1        | 1        |          | 5            |
| \$1000 to 20000               |          |          | 2        | 1        | 3            |
| DK, NA                        |          |          |          |          |              |
| Average                       | \$475    | \$99     | \$4140.3 | \$19192  | \$3073.7     |

|  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|--|----------|----------|----------|----------|--------------|
| Var. 110 <u>Estimate of percentage direct loans?</u> |          |          |          |          |              |
| 1 = Estimate   | 2        | 2        | 2        | 1        | 7            |
| 2 = Actual   | 3        | 2        | 1        | 2        | 8            |
| 8 = DK   |          |          |          |          |              |
| 9 = NA   | 6        | 3        | 4        | 1        | 14           |
| 0 = DP   | 1        |          |          | 1        | 2            |

|   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---|----------|----------|----------|----------|--------------|
| Var. 111 <u>Percentage Direct Loans</u> |          |          |          |          |              |
| 0 = DP                                  | 1        |          |          | 1        | 2            |
| Less than 20%                           | 2        |          | 1        | 1        | 4            |
| 20-95%                                  | 1        | 1        | 2        |          | 4            |
| 99.5% or more                           | 2        | 3        |          | 2        | 7            |
| DK, NA                                  | 6        | 3        | 4        | 1        | 14           |
| Average                                 | 50.7%    | 97.1%    | .5%      | 50.7%    | 60.1%        |

49-58

5. Used Mobile Homes

|          | <u>W</u>                          | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |           |
|----------|-----------------------------------|----------|----------|----------|--------------|-----------|
|          | <u>Estimate of dollar amount?</u> |          |          |          |              |           |
|          | 1                                 | 3        |          | 1        | 5            |           |
| Var. 112 | 2 = Actual                        |          | 1        |          | 4            |           |
|          | DK,NA                             | 7        | 4        | 4        | 16           |           |
|          | 0 = DP                            | 1        |          | 2        | 3            | 6         |
|          | <u>Dollar Amount</u>              |          |          |          |              |           |
|          | 0 = DP                            | 2        |          | 3        | 2            | 7         |
| Var. 113 | Less than \$150                   | 2        | 2        |          |              | 4         |
|          | \$150 to 90000                    | 1        | 1        |          | 2            | 4         |
|          | DK, NA                            | 7        | 4        | 4        | 1            | 16        |
|          | <u>W</u>                          | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |           |
| Average  | \$104                             | \$147.7  |          |          | \$45500      | \$11469.4 |

|          |   |          |          |          |              |       |
|----------|---|----------|----------|----------|--------------|-------|
|          | <u>Estimate of percentage direct loans?</u> |          |          |          |              |       |
|          | 1 = Estimate                                | 1        | 2        |          | 1            | 4     |
| Var. 114 | 2 = Actual                                  | 4        | 2        |          | 1            | 7     |
|          | DK, NA                                      | 6        | 3        | 3        | 1            | 13    |
|          | 0 = DP                                      | 1        |          | 4        | 2            | 7     |
|          | <u>Percentage Direct Loans</u>              |          |          |          |              |       |
| Var. 115 | 0 = DP                                      | 2        |          | 4        | 2            | 8     |
|          | Less than 30%                               | 3        |          |          | 1            | 4     |
|          | 95% or more                                 | 1        | 4        |          | 1            | 6     |
|          | DK, NA                                      | 6        | 3        | 3        | 1            | 13    |
|          | <u>W</u>                                    | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |       |
| Average  | 89.1%                                       | 98.4%    |          |          | 57.3%        | 63.4% |

59-63

6. Total Mobile Home Loans

|          |   |          |          |          |              |    |
|----------|---|----------|----------|----------|--------------|----|
|          | <u>Estimate of percentage direct loans?</u> |          |          |          |              |    |
|          | 1 = Estimate                                | 1        | 3        | 1        | 1            | 6  |
| Var. 116 | 2 = Actual                                  | 4        | 3        |          | 2            | 9  |
|          | 0 = DP                                      | 2        |          |          | 1            | 3  |
|          | DK, NA                                      | 5        | 1        | 6        | 1            | 13 |
|          | <u>Percentage direct loans</u>              |          |          |          |              |    |
|          | 0 = DP                                      | 3        |          | 1        | 1            | 5  |
| Var. 117 | Less than 25%                               |          | 1        | 1        | 1            | 3  |
|          | 25 to 95%                                   | 2        | 2        |          |              | 4  |
|          | 99.5% or more                               | 2        | 3        |          | 2            | 7  |
|          | DK, NA                                      | 5        | 1        | 5        | 1            | 12 |
|          | <u>W</u>                                    | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
| Average  | 74.8%                                       | 76.3%    | 20.0%    | 71.3%    | 42.0%        |    |

Card 4  
Column

64 7. Other Retail Consumer Goods (Excluding Credit Cards and Related Plans)

65 Estimate of percentage direct loans

|          | <u>W</u>                                | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|----------|---|----------|----------|----------|--------------|----|
| Var. 118 | 1 = Estimate                            | 1        | 2        | 2        | 1            | 6  |
|          | 2 = Actual                              | 7        | 4        |          | 1            | 12 |
|          | 0 = DP<br>(does not provide such loans) |          |          |          | 2            | 2  |
|          | DK, NA                                  | 4        | 1        | 5        | 1            | 11 |

66-68 Percentage direct loans

|          |               |          |          |          |          |              |
|----------|---------------|----------|----------|----------|----------|--------------|
| Var. 119 | 0 = DP        | 1        |          |          | 2        | 3            |
|          | Less than 30% | 2        | 1        | 1        |          | 4            |
|          | 30 to 60%     | 1        | 2        | 1        | 1        | 5            |
|          | 99.5% or more | 5        | 3        |          | 1        | 9            |
|          | DK, NA        | 3        | 1        | 5        | 1        | 10           |
|          |               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|          | Average       | 72.1%    | 69.8%    | 30.0%    | 64.8%    | 65.8%        |

Card 5  
Column

7 21. Do you directly or through dealers offer consumer automobile leases (as contrasted to fleet leasing)?

|          | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|----------|----------|----------|----------|----------|--------------|----|
| Var. 120 | 1 = Yes  | 1        | 3        | 1        |              | 5  |
|          | 5 = No   | 11       | 4        | 6        | 5            | 26 |

8-11 22(1) On December 31, 1977, what was the number of cars under lease to consumers?

|          |              |          |          |          |          |              |
|----------|--------------|----------|----------|----------|----------|--------------|
| Var. 121 | 0 = DP       | 11       | 4        | 6        | 5        | 26           |
|          | Less than 25 |          | 2        |          |          | 2            |
|          | 25 to 50     |          |          | 1        |          | 1            |
|          | more than 50 |          | 1        |          |          | 1            |
|          | DK           |          | 1        |          |          | 1            |
|          |              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|          | Average      |          | 56.7     | 35       |          | 51.3         |

12-14 22(2) On December 31, what was the percentage of these cars under open-end lease (where the consumer's last payment varies, depending upon the resale value of the car)?

|          |         |          |          |          |          |              |
|----------|---------|----------|----------|----------|----------|--------------|
| Var. 122 | 0 = DP  | 11       | 7        | 6        | 5        | 29           |
|          | 10      |          |          | 1        |          | 1            |
| 2        | DK      |          | 1        |          |          | 1            |
|          |         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|          | Average |          |          | 10%      |          | 10%          |

Card 5  
Column  
15-19

22(3) On December 31, 1977, what was the dollar volume of cars  
under lease? (in thousands)

|                | W        | I        | A        | L        | Total        |
|----------------|----------|----------|----------|----------|--------------|
| 0              | 11       | 4        | 6        | 5        | 26           |
| Less than \$50 |          | 1        |          |          | 1            |
| \$50 to 100    |          | 1        |          |          | 1            |
| \$100 to 999   |          | 1        | 1        |          | 2            |
| DK             | 1        |          |          |          | 1            |
|                | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average        |          | \$324.3  | \$350    |          | \$330.8      |

20-23 23. What terms you would most likely apply today on the following transactions:  
Direct 36 mo. New Car Loan

|                         | W        | I        | A        | L        | Total        |
|-------------------------|----------|----------|----------|----------|--------------|
| <u>Most Likely Rate</u> |          |          |          |          |              |
| 10 to 10.4%             | 1        |          | 6        |          | 7            |
| 10.5 to 10.9%           | 6        |          | 1        |          | 7            |
| 11 to 11.05%            | 3        |          |          | 1        | 4            |
| 11.08%                  | 1        | 6        |          | 3        | 10           |
| 11.1% or more           | 1        | 1        |          | 1        | 3            |
|                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average                 | 10.8%    | 11.1%    | 10.1%    | 11.1%    | 10.75%       |

24-26 Loan/Dealer Cost

|               | W        | I        | A        | L        | Total        |
|---------------|----------|----------|----------|----------|--------------|
| Less than 75% | 3        |          | 1        |          | 4            |
| 75%           | 4        |          |          |          | 4            |
| 80%           | 2        | 3        | 2        |          | 7            |
| 85 to 95%     | 1        | 1        | 3        | 1        | 6            |
| 100%          | 2        | 2        |          | 4        | 8            |
| DK            |          |          | 1        | 1        | 2            |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average       | 77.9%    | 89.2%    | 75.8%    | 98.0%    | 83.3%        |

27 Direct 36 mo. Late Model Used Car

|                                       | W  | I | A | L | Total |
|---------------------------------------|----|---|---|---|-------|
| <u>Do you provide?</u>                |    |   |   |   |       |
| 0 = DP                                | 2  |   |   |   | 2     |
| 1 = Yes (does provide used car loans) | 10 | 7 | 7 | 5 | 29    |

28-31 Most Likely Rate

|                | W        | I        | A        | L        | Total        |
|----------------|----------|----------|----------|----------|--------------|
| 0              | 2        |          |          |          | 2            |
| 10%            |          |          |          | 6        | 6            |
| 10.5 to 11.9%  | 2        | 1        | 1        |          | 4            |
| 12%            | 8        |          |          |          | 8            |
| 12.1 to 12.83% |          |          | 6        | 2        | 8            |
| 12.84 to 15%   |          |          |          | 3        | 3            |
|                | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average        | 11.9%    | 12.6%    | 10.1%    | 13.4%    | 11.9%        |

Card5  
Column

32-34 Loan/Dealer Cost

|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---------------|----------|----------|----------|----------|--------------|
| 0             | 2        |          |          |          | 2            |
| Less than 75% | 2        | 1        |          |          | 3            |
| 75 to 79%     | 3        | 1        |          |          | 4            |
| 80%           | 1        | 1        | 1        | 1        | 4            |
| 90%           | 1        | 1        | 3        | 2        | 7            |
| 100%          |          | 3        | 1        | 1        | 5            |
| DK            | 3        | 1        | 1        | 1        | 6            |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average       | 75%      | 91.3%    | 78.3%    | 90%      | 82.7%        |

35-41 Direct 48 mo. New Car Loan

|                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|-------------------------|----------|----------|----------|----------|--------------|
| <u>Most Likely Rate</u> |          |          |          |          |              |
| 0                       | 1        |          | 4        | 2        | 7            |
| 10%                     |          |          | 3        |          | 3            |
| 11%                     | 6        |          |          |          | 6            |
| 11.01 to 11.6%          | 4        | 1        |          |          | 5            |
| 11.7 to 11.9%           |          | 5        |          | 2        | 7            |
| 12% or more             | 1        | 1        |          | 1        | 3            |
|                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average                 | 11.2%    | 11.8%    | 10.0%    | 12.0%    | 11.4%        |

Loan/Dealer Cost

|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---------------|----------|----------|----------|----------|--------------|
| 0             | 1        |          | 3        | 2        | 7            |
| Less than 75% | 2        |          |          |          | 2            |
| 75%           | 4        | 1        |          |          | 5            |
| 80%           | 3        | 2        | 1        |          | 6            |
| 81 to 99%     |          | 2        | 1        |          | 3            |
| 100%          | 2        | 1        |          | 3        | 6            |
| DK            |          | 1        | 1        |          | 2            |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average       | 80%      | 86.7%    | 87.5%    | 100%     | 85.3%        |

42-49 Direct 48 mo. Late Model Used Car

|                          | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |   |       |
|--------------------------|----------|----------|----------|----------|--------------|---|-------|
| <u>Do you provide?</u>   |          |          |          |          |              |   |       |
| 0 = DP                   |          |          | 7        | 6        | 4            | 5 | 22    |
| 1 = Yes                  |          |          | 5        | 1        | 3            |   | 9     |
| <u>Most likely rate?</u> |          |          |          |          |              |   |       |
| 0                        |          |          | 7        | 6        | 4            | 5 | 22    |
| 10%                      |          |          |          |          | 3            |   | 3     |
| 11%                      |          |          | 1        |          |              |   | 1     |
| 12%                      |          |          | 4        |          |              |   | 4     |
| 12.68%                   |          |          |          | 1        |              |   | 1     |
|                          | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |   |       |
| Average                  | 11.8%    | 12.68%   | 10.0%    |          |              |   | 11.3% |

Card 5  
Column  
42-49  
(cont.)

Loan/Dealer Cost

|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---------------|----------|----------|----------|----------|--------------|
| 0             | 7        | 6        | 4        | 5        | 22           |
| Less than 75% | 1        |          |          |          | 1            |
| 75 to 85%     | 2        | 1        | 1        |          | 4            |
| 90%           | 1        |          |          |          | 1            |
| 100%          |          |          | 1        |          | 1            |
| DK            | 1        |          | 1        |          | 2            |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average       | 76%      | 80%      | 90%      |          | 80.7%        |

|          |                                      |    |   |   |   |    |
|----------|--------------------------------------|----|---|---|---|----|
| Var. 134 | Do you make direct loans?<br>1 = Yes | 12 | 7 | 7 | 5 | 31 |
|----------|--------------------------------------|----|---|---|---|----|

51-57 Purchased 36 mo. New Car Loans

Most likely rate

|                | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|----------------|----------|----------|----------|----------|--------------|----|
| 0 = DP         |          | 5        | 2        | 3        | 1            | 11 |
| 10%            |          | 1        |          | 3        |              | 4  |
| 10.1 to 10.99% |          | 3        |          | 1        |              | 4  |
| 11 to 11.99%   |          | 2        |          |          | 2            | 4  |
| 12 to 12.99%   |          | 1        | 2        |          | 2            | 5  |
| 13 to 15%      |          |          |          | 3        |              | 3  |
|                | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
| Average        | 11.02%   | 13.7%    | 10.1%    | 12.0%    | 11.71%       |    |

Loan/Dealer Cost

|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|---------------|----------|----------|----------|----------|--------------|----|
| 0 = DP        |          | 5        | 2        | 3        | 1            | 11 |
| Less than 75% |          | 1        |          | 1        |              | 2  |
| 75%           |          | 2        |          |          |              | 2  |
| 80%           |          | 1        | 1        |          |              | 2  |
| 90%           |          | 1        | 1        | 2        |              | 4  |
| 100%          |          | 2        | 1        |          | 4            | 7  |
| DK            |          |          | 1        | 1        |              | 2  |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
| Average       | 84.3%    | 91.3%    | 73.3%    | 100%     | 87.5%        |    |

58-65 Purchased 36 mo. Late Model Used Car

|          |                        |   |   |   |   |    |
|----------|------------------------|---|---|---|---|----|
| Var. 137 | <u>Do you provide?</u> |   |   |   |   |    |
|          | 0 = DP                 | 7 | 2 | 3 | 2 | 14 |
|          | 1 = Yes                | 5 | 5 | 4 | 3 | 17 |

Most Likely Rate

|              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
|--------------|----------|----------|----------|----------|--------------|----|
| 0 = DP       |          | 7        | 2        | 3        | 2            | 14 |
| 10 to 10.99% |          |          |          | 4        |              | 4  |
| 12 to 12.99% |          | 5        |          |          | 1            | 6  |
| 13 to 14.99% |          |          | 2        |          | 2            | 4  |
| 15 to 16.99% |          |          | 3        |          |              | 3  |
|              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |    |
| Average      | 12%      | 15.1%    | 10.1%    | 13.8%    | 12.78%       |    |

Card 5  
Column  
58-65  
(cont.)

Loan/Dealer Cost

|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---------------|----------|----------|----------|----------|--------------|
| 0 = DP        | 7        | 2        | 3        | 2        | 14           |
| Less than 75% | 2        |          |          |          | 2            |
| 75% to 89%    | 1        | 1        |          | 2        | 4            |
| 90%           | 1        | 1        | 3        |          | 5            |
| 100%          |          | 2        |          | 1        | 3            |
| DK            | 1        | 1        | 1        |          | 3            |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average       | 73.8%    | 92%      | 90%      | 88.3%    | 85.6%        |

Purchased 48 mo. New Car

Most Likely Rate

|              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|--------------|----------|----------|----------|----------|--------------|
| 0 = DP       | 6        | 3        | 6        | 2        | 17           |
| 10 to 10.99% | 1        |          | 1        |          | 2            |
| 11 to 11.99% | 4        | 1        |          |          | 5            |
| 12 to 12.99% | 1        |          |          | 1        | 2            |
| 13 to 13.99% |          | 1        |          | 2        | 3            |
| 14 to 14.99% |          | 2        |          |          | 2            |
|              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average      | 11.2%    | 13.4%    | 10.0%    | 13.1%    | 12.15%       |

Loan/Dealer Cost

|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---------------|----------|----------|----------|----------|--------------|
| 0 = DP        | 6        | 3        | 6        | 2        | 17           |
| Less than 75% | 1        |          |          |          | 1            |
| 75%           | 1        | 1        |          |          | 2            |
| 80 to 99%     | 2        | 2        |          |          | 4            |
| 100%          | 2        |          |          | 3        | 5            |
| DK            |          |          | 1        | 1        | 2            |
|               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average       | 85.8%    | 86.7%    |          | 100%     | 90%          |

73-80

Purchased 48 mo. late Model Used Car

Do you provide?

|         |   |   |   |   |    |
|---------|---|---|---|---|----|
| 0 = DP  | 9 | 7 | 7 | 5 | 28 |
| 1 = Yes | 3 |   |   |   | 3  |

Most Likely Rate?

|        |   |   |   |   |    |
|--------|---|---|---|---|----|
| 0 = DP | 9 | 7 | 7 | 5 | 28 |
| 12%    | 3 |   |   |   | 3  |

|         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|---------|----------|----------|----------|----------|--------------|
| Average | 12%      |          |          |          | 12%          |

Loan/Dealer Cost

|         |          |          |          |          |              |
|---------|----------|----------|----------|----------|--------------|
| 0 = DP  | 9        | 7        | 7        | 5        | 28           |
| 60      | 1        |          |          |          | 1            |
| 90      | 1        |          |          |          | 1            |
| DK      |          |          |          |          | 1            |
|         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average | 75%      |          |          |          | 75%          |

Card 6  
Column

|      |       |   |                      |          |          |          |              |
|------|-------|---|----------------------|----------|----------|----------|--------------|
|      | 7     | <u>R carries New Car Purchased Paper</u>  |                      |          |          |          |              |
| Var. |       |   | <u>W</u>             | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| 145  |       | 0 = DP - Code 0 in Col 9-25   | 5                    | 2        | 3        | 1        | 11           |
|      |       | 1 = Does have   | 7                    | 5        | 4        | 4        | 20           |
|      | 8     | <u>R carries Used Car Purchased Paper</u>   |                      |          |          |          |              |
| Var. |       | 0 = DP - Code 0 in Col 26-31  | 6                    | 2        | 3        | 2        | 13           |
| 146  |       | 1 = Does have   | 6                    | 5        | 4        | 3        | 18           |
|      | 9     | <u>For New Car Purchased Paper:</u>   |                      |          |          |          |              |
|      |       | 24. <u>Who sets rate charged by the dealer to the customer?</u>                                       |                      |          |          |          |              |
|      |       | 1 = The Bank -- Code 0 in   |                      |          |          |          |              |
| Var. |       | col. 10-14  | 2                    | 4        | 4        | 3        | 13           |
| 147  |       | 2 = The Dealer  | 4                    | 1        |          | 1        | 6            |
|      |       | 0 = DP  | 5                    | 2        | 3        | 1        | 11           |
|      |       | 3   | 1                    |          |          |          | 1            |
|      | 10    | 25. <u>Do you place limits on dealer rate?</u>  |                      |          |          |          |              |
| Var. |       | 1 = Yes   | 1                    | 1        |          | 1        | 3            |
| 148  |       | 5 = No  | 3                    |          |          |          | 3            |
|      |       | 0 = DP  | 8                    | 6        | 7        | 4        | 25           |
|      |       | 26. <u>What are limits?</u>   |                      |          |          |          |              |
|      | 11-14 | 0   | 11                   | 6        | 7        | 4        | 28           |
| Var. |       | 10 Not over 16.24   | 1                    |          |          |          | 1            |
| 149  |       | 12 Not over 14.55   |                      |          |          | 1        | 1            |
| 150  |       | 20 Rate limits vary by state  |                      | 1        |          |          | 1            |
|      |       | 27. <u>What is your usual purchase or retention rate from dealers on a 36-month new car contract?</u> |                      |          |          |          |              |
|      | 15-18 | <u>Code percentage</u>  | <u>Converted APR</u> |          |          |          |              |
|      |       | 0 = DP  | 5                    | 2        | 3        | 1        | 11           |
| Var. |       | Up to 10.01%  | 2                    |          | 2        |          | 4            |
| 151  |       | 10.01 to 11%  | 3                    | 2        | 1        |          | 6            |
|      |       | 11.01 to 12%  | 1                    | 3        |          | 4        | 8            |
|      |       | NA  | 1                    |          | 1        |          | 2            |
|      |       |   | <u>W</u>             | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      |       | Average   | 10.5%                | 11.0%    | 10.2%    | 11.1%    | 10.7%        |
|      |       | 28. <u>New Car retention rate expressed as:</u>   |                      |          |          |          |              |
| Var. | 19    | 0 = DP  | 6                    | 2        | 3        | 1        | 12           |
| 152  |       | 1 = annual percentage rate(APR)   | 4                    | 3        | 4        | 3        | 14           |
|      |       | 3 = add on rate per \$100 per year  | 2                    | 2        |          | 1        | 5            |
|      | 20    | 29a. <u>Do you typically buy new car paper under a:</u>   |                      |          |          |          |              |
|      |       | 0 = DP  | 5                    | 2        | 3        | 1        | 11           |
| Var. |       | 11 = Recourse or repurchase   |                      | 2        | 3        |          | 5            |
| 153  |       | 2 = No recourse   | 7                    | 3        | 1        | 3        | 14           |
|      |       | 3 = Other   |                      |          |          | 1        | 1            |

Card 6  
Column

|      |       |   |          |          |          |          |              |
|------|-------|---|----------|----------|----------|----------|--------------|
|      | 21    | 29b. Do you require that your dealers maintain a reserve account with <u>you?</u>   |          |          |          |          |              |
|      |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Var. |       | 1 = Yes   | 6        | 5        | 3        | 2        | 16           |
| 154  |       | 5 = No  | 1        |          | 1        | 2        | 4            |
|      |       | 0 = DP  | 5        | 2        | 3        | 1        | 11           |
|      | 22-23 | 29c. <u>What is your most likely minimum reserve account?</u><br>dollar amount in thousands   |          |          |          |          |              |
|      |       | 0 = DP  | 6        | 4        | 5        | 4        | 19           |
| Var. |       | 1   | 3        | 3        | 1        |          | 7            |
| 155  |       | 15  |          |          |          | 1        | 1            |
|      |       | 40  | 1        |          |          |          | 1            |
|      |       | DK, NA, etc.  | 2        |          | 1        |          | 3            |
|      |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      |       | Average   | \$10.3   | 1        | 1        | 15       | \$6.9        |
|      | 24-25 | 29c. <u>What is your most likely minimum reserve account?</u><br>Percentage of outstanding balance  |          |          |          |          |              |
|      |       | 0   | 9        | 5        | 5        | 3        | 22           |
| Var. |       | 1   |          | 1        |          |          | 1            |
| 156  |       | 20 to 94%   | 2        | 1        | 1        |          | 3            |
|      |       | 95% or more   |          |          |          | 2        | 2            |
|      |       | DK, NA, etc.  | 1        |          | 1        |          | 2            |
|      |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      |       | Average   | 58.5%    | 15       | 50       | 95       | 48.5%        |
|      | 26-29 | 30. What is your usual purchase or retention rate from dealers on a <u>24-month contract on a late model used car?</u><br>Code percentage |          |          |          |          |              |
| Var. |       | 0   | 5        | 2        | 3        | 3        | 13           |
| 157  |       | 10 to 10.99%  | 2        |          | 3        |          | 5            |
|      |       | 11 to 11.99%  | 3        | 1        |          | 1        | 5            |
|      |       | 12 to 15%   | 1        | 15       |          | 1        | 5            |
|      |       | NA  | 1        | 1        | 1        |          | 3            |
|      |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      |       | Average   | 11.2%    | 12.3%    | 10.2%    | 12.8%    | 11.5%        |
|      | 30    | 31. <u>This retention rate on used cars is expressed as:</u>  |          |          |          |          |              |
| Var. |       | 1 = Annual percentage rate (APR)  | 4        | 3        | 4        | 2        | 13           |
| 158  |       | 3 = Add on rate per \$100 per year  | 2        | 1        |          |          | 3            |
|      |       | 4 = Other   | 1        |          |          |          | 1            |
|      |       | 9 = NA  |          | 1        |          |          | 1            |
|      |       | 0 = DP  | 5        | 2        | 3        | 3        | 13           |

31

32. Do you typically buy used car paper under a...

|      |                            | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|----------------------------|----------|----------|----------|----------|--------------|
| Var. | 1 = Recourse or repurchase |          | 1        | 3        |          | 4            |
| 159  | 2 = Non-recourse           | 7        | 3        | 1        | 1        | 12           |
|      | 3-7 = Other                |          |          |          | 1        | 1            |
|      | 9 = NA                     |          | 1        |          |          | 1            |
|      | 0 = DP                     | 5        | 2        | 3        | 3        | 13           |

33. Please tell me what rates you would most likely charge on:

32-35

(a) 12 mo. direct, unsecured personal loan for \$1,000

|      |                 |          |          |          |          |              |
|------|-----------------|----------|----------|----------|----------|--------------|
|      | 10%             |          |          | 6        |          | 6            |
| Var. | 10.01 to 11.99% | 1        |          | 1        |          | 2            |
| 160  | 12%             | 5        |          |          |          | 5            |
|      | 12.01 to 12.99% |          | 5        |          |          | 5            |
|      | 13 to 15.99%    |          | 2        |          | 3        | 5            |
|      | 16 to 16.25%    | 2        |          |          | 2        | 4            |
|      | 16.26 to 16.5%  |          | 4        |          |          | 4            |
|      |                 | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average         | 14.1%    | 13.5%    | 10.1%    | 15.2%    | 13.2%        |

36-39

(b) 24 mo. direct unsecured personal loan for \$2,000

|      |                 |          |          |          |          |              |
|------|-----------------|----------|----------|----------|----------|--------------|
|      | 10%             |          |          | 6        |          | 6            |
|      | 10.01 to 11.99% |          |          | 1        |          | 1            |
| Var. | 12%             | 6        |          |          |          | 6            |
| 161  | 12.01 to 12.99% | 1        | 5        |          |          | 6            |
|      | 13 to 14.5%     | 5        |          |          | 1        | 6            |
|      | 14.51 to 16.5%  | 2        |          |          | 4        | 6            |
|      |                 | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average         | 13%      | 13.6%    | 10.1%    | 15.3%    | 12.8%        |

40-43

(c) 24 mo. personal loan for \$2,000 secured by household goods

|      |                 |          |          |          |          |              |
|------|-----------------|----------|----------|----------|----------|--------------|
|      | 0 = DP          | 3        | 1        | 1        |          | 5            |
|      | 10 to 10.99%    |          |          | 6        |          | 6            |
| Var. | 12%             | 7        |          |          |          | 7            |
| 162  | 12.01 to 12.99% | 5        |          |          | 5        | 10           |
|      | 14 to 14.99%    | 2        |          |          | 2        | 4            |
|      | 15 to 19%       |          |          | 1        | 3        | 4            |
|      |                 | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average         | 12.5%    | 13.3%    | 10.1%    | 15.8%    | 12.8%        |

Card 6  
Column  
 44-47

(d) 10 yr. direct loan for \$12,000 for new mobile home with loan/dealer cost 90%

|      |                | W     | I     | A     | L     | Total |
|------|----------------|-------|-------|-------|-------|-------|
|      | 0 = DP         | 3     | 2     | 2     | 2     | 9     |
| Var. | 10 to 10.99%   |       | 1     | 5     |       | 6     |
| 163  | 11 to 11.99%   | 3     | 2     |       |       | 5     |
|      | 12%            | 6     |       |       | 1     | 7     |
|      | 12.01 to 13.5% |       | 1     |       | 2     | 3     |
|      | NA             |       | 1     |       |       | 1     |
|      |                | W     | I     | A     | L     | Total |
|      | Average        | 11.8% | 11.6% | 10.1% | 12.5% | 11.4% |

34. Do you offer a check credit or overdraft plan?

|      |         |   |   |   |   |    |
|------|---------|---|---|---|---|----|
| 48   |         |   |   |   |   |    |
| Var. | 1 = Yes | 7 | 2 | 4 | 2 | 15 |
| 164  | 5 = No  | 5 | 5 | 3 | 3 | 16 |

35. Do you have a transaction charge on this plan?

|      |         |   |   |   |   |    |
|------|---------|---|---|---|---|----|
| Var. | 1 = Yes |   | 1 | 3 | 2 | 6  |
| 165  | 5 = No  | 7 | 1 | 1 |   | 9  |
|      | 0 = DP  | 5 | 5 | 3 | 3 | 16 |

36a. What is the charge?

|       |             | amount in cents or percent |   |   |   |    |
|-------|-------------|----------------------------|---|---|---|----|
| 50-53 | 0 = DP      | 12                         | 6 | 4 | 3 | 25 |
|       | Up to .50   |                            |   | 2 |   | 2  |
| Var.  | .50 to 1.00 |                            |   | 1 | 1 | 2  |
| 166   | 15%         |                            | 1 |   |   | 1  |
|       | 18%         |                            |   |   | 1 | 1  |

36b. How is the charge calculated?

|      |                              |    |   |   |   |    |
|------|------------------------------|----|---|---|---|----|
| Var. | 0000 = DP                    | 12 | 6 | 4 | 3 | 25 |
| 167  | 0001 = Dollar charge per use |    | 3 | 1 | 4 |    |
|      | 0002 = Percent of draft      |    | 1 |   | 1 | 2  |

38a. What percentage of new applicants for various types of consumer loans have you found it necessary to turn down in the past 12 months.

Turndown rate for direct new-car loans:

|      |           |       |       |       |      |       |
|------|-----------|-------|-------|-------|------|-------|
| Var. | Up to 10% | 5     |       |       | 2    | 7     |
| 168  | 10%       | 4     | 1     | 1     | 3    | 9     |
|      | 11 to 19% |       | 1     | 2     |      | 3     |
|      | 20 to 29% | 2     | 2     | 1     |      | 5     |
|      | 30 to 40% | 1     | 1     | 2     |      | 4     |
|      | DK, NA    |       | 2     | 1     |      | 3     |
|      |           | W     | I     | A     | L    | Total |
|      | Average   | 11.1% | 21.6% | 21.8% | 7.2% | 14.6% |

60-61

Turndown rate for direct, unsecured personal loans:

|           | W        | I        | A        | L        | Total        |
|-----------|----------|----------|----------|----------|--------------|
| Up to 10% | 2        |          |          | 3        | 5            |
| 11 to 19% | 3        |          |          | 1        | 4            |
| 20 to 29% | 5        | 4        | 1        | 1        | 11           |
| 30 to 49% | 1        |          | 3        |          | 4            |
| 50 to 75% | 1        | 1        | 2        |          | 4            |
| DK, NA    |          | 2        |          |          | 2            |
|           | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average   | 20.8%    | 33.0%    | 39.7%    | 11.0%    | 25.3%        |

62-65

39. When applicants for personal loans are turned down, where else  
would they go if they really wanted to get credit?

|  | W  | I | A | L | Total |
|--|----|---|---|---|-------|
| Code four responses using codes below  |    |   |   |   |       |
| 0 = Don't know, no 2nd (3rd, 4th) response                                   |    |   |   |   |       |
| 1 = Dealer or Store or Dealer's<br>Captive Finance Company (such as<br>GMAC) |    |   | 2 |   | 2     |
| 2 = Bank or Savings and Loan   | 2  | 3 | 7 |   | 12    |
| 3 = Consumer (Personal) Finance or<br>Loan Company                           | 11 | 7 | 1 | 4 | 23    |
| 4 = Credit Union   | 8  | 4 | 6 |   | 18    |
| 6 = Friend or relative   |    | 2 |   |   | 2     |
| 9 = Not ascertained, no answer etc.  |    |   |   |   |       |

40.  
66-69

What is the smallest size of direct, unsecured personal loan  
that you would typically be willing to make?  
dollar amount

|              | W        | I        | A        | L        | Total        |
|--------------|----------|----------|----------|----------|--------------|
| 0            |          |          |          | 1        | 1            |
| Up to \$500  | 2        |          |          | 1        | 3            |
| \$500        | 6        | 4        |          | 2        | 12           |
| \$501 to 999 | 1        | 2        |          |          | 3            |
| \$1000       | 3        | 1        | 1        |          | 5            |
| \$1500       |          |          | 4        |          | 4            |
| \$2000       |          |          | 2        |          | 2            |
| NA           |          |          |          | 1        | 1            |
|              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average      | \$587.5  | \$642.9  | \$1571.4 | \$400    | \$819        |

Card 7  
Column  
7

41. What terms would you most likely apply on the following mortgage loans for one-to-four family residences?

Var. 175 Conventional first mortgage—91-95% total mortgage outstanding to value of property

|                   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|-------------------|----------|----------|----------|----------|--------------|
| 0 = Don't provide | 11       | 7        | 5        | 5        | 28           |
| 1 = Did provide   |          |          | 2        |          | 2            |
| 9 = NA            | 1        |          |          |          | 1            |

Var. 176 8-11 Most likely rate

|        |          |          |          |          |              |
|--------|----------|----------|----------|----------|--------------|
| 0 = DP | 11       | 7        | 5        | 5        | 28           |
| 9.5 %  |          |          | 1        |          | 1            |
| 10.75% |          |          | 1        |          | 1            |
| NA     | 1        |          |          |          | 1            |
|        | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|        |          |          | 10.1%    |          | 10.1%        |

Var. 177 12-13 Most likely maturity (years)

|         |          |          |          |          |              |
|---------|----------|----------|----------|----------|--------------|
| 0 = DP  | 11       | 7        | 5        | 5        | 28           |
| 20      |          |          | 1        |          | 1            |
| 30      |          |          | 1        |          | 1            |
| NA      | 1        |          |          |          | 1            |
|         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average |          |          | 25       |          | 3.7          |

Var. 178 14-20 Second mortgage—91-95% mortgage/value

|                 |    |   |   |   |    |
|-----------------|----|---|---|---|----|
| Provide         | 10 | 6 | 6 | 5 | 27 |
| 0 = DP          | 1  | 1 | 1 |   | 3  |
| 1 = Did Provide | 1  |   |   |   | 1  |

Var. 179 Most likely rate

|         |          |          |          |          |              |
|---------|----------|----------|----------|----------|--------------|
| 0 = DP  | 10       | 6        | 6        | 5        | 27           |
| 10%     |          |          | 1        |          | 1            |
| 12%     | 1        |          |          |          | 1            |
| 12.83%  |          | 1        |          |          | 1            |
| NA      | 1        |          |          |          | 1            |
|         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Average | 12%      | 12.8%    | 10.0%    |          | 11.6%        |

Var. 180 Most likely Maturity

|         |    |   |   |   |    |
|---------|----|---|---|---|----|
| Provide |    |   |   |   |    |
| 0 = DP  | 10 | 6 | 6 | 5 | 27 |
| 3       | 1  | 1 |   |   | 2  |
| DK, NA  | 1  |   | 1 |   | 2  |
| Average | 3  | 3 |   |   | 3  |

Card 7  
Column  
21-27

Conventional first mortgage 81-90% mortgage/value

|          | Provide                 | W        | I        | A        | L        | Total        |
|----------|-------------------------|----------|----------|----------|----------|--------------|
|          | 0 = DP                  | 10       | 7        | 4        | 4        | 25           |
| Var. 181 | 1 = Did Provide         | 1        |          | 3        | 1        | 5            |
|          | 9 = NA                  | 1        |          |          |          | 1            |
|          | <u>Most Likely Rate</u> |          |          |          |          |              |
|          | 0 = DP                  | 10       | 7        | 4        | 4        | 25           |
|          | 9 to 9.9%               |          |          | 2        |          | 2            |
| Var. 182 | 10 to 10.9%             |          |          | 1        | 1        | 2            |
|          | 11%                     | 1        |          |          |          | 1            |
|          | NA                      | 1        |          |          |          | 1            |
|          |                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|          | Average                 | 11.0%    |          | 9.75%    | 10.0%    | 10.05%       |

Most Likely Maturity

|          |         |    |   |    |    |    |
|----------|---------|----|---|----|----|----|
|          | 0 = DP  | 10 | 7 | 4  | 4  | 25 |
| Var. 183 | 10      |    |   |    | 1  | 1  |
|          | 20      |    |   | 2  |    | 2  |
|          | 25      | 1  |   |    |    | 1  |
|          | 30      |    |   | 1  |    | 1  |
|          | NA      | 1  |   |    |    | 1  |
|          | Average | 25 |   | 25 | 10 | 21 |

28-34 Second mortgage—81-90% mortgage/value

|          | Provide                 | W        | I        | A        | L        | Total        |
|----------|-------------------------|----------|----------|----------|----------|--------------|
|          | 0 = DP                  | 10       | 6        | 5        | 4        | 25           |
| Var. 184 | 1 = Did Provide         | 1        | 1        | 2        | 1        | 5            |
|          | 9 = NA                  | 1        |          |          |          | 1            |
|          | <u>Most Likely Rate</u> |          |          |          |          |              |
|          | 0 = DP                  | 10       | 6        | 5        | 4        | 25           |
|          | 10%                     |          |          | 2        |          | 2            |
| Var. 185 | 12%                     | 1        |          |          | 1        | 2            |
|          | 12.83%                  |          |          | 1        |          | 1            |
|          | NA                      | 1        |          |          |          | 1            |
|          |                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|          | Average                 | 12%      | 12.8%    | 10.0%    | 12.0%    | 11.4%        |

Most Likely Maturity

|          |         |    |   |    |   |      |
|----------|---------|----|---|----|---|------|
|          | 0 = DP  | 10 | 6 | 5  | 4 | 25   |
|          | 3       | 1  | 1 |    |   | 2    |
| Var. 186 | 7       |    |   |    | 1 | 1    |
|          | 10      |    |   | 1  |   | 1    |
|          | DK, NA  | 1  |   | 1  |   | 2    |
|          | Average | 3  | 3 | 10 | 7 | 5.75 |

35-41 Conventional first mortgage - 71-80% mortgage/value

| Var. | Provide                 | W        | I        | A        | L        | Total        |
|------|-------------------------|----------|----------|----------|----------|--------------|
| 187  | 0 = DP                  | 5        | 1        | 3        | 2        | 11           |
|      | 1 = Did Provide         | 6        | 6        | 4        | 3        | 19           |
|      | 9 = NA                  | 1        |          |          |          | 1            |
|      | <u>Most Likely Rate</u> |          |          |          |          |              |
|      | 0 = DP                  | 5        | 1        | 3        | 2        | 11           |
| Var. | Less than 10%           |          | 1        | 1        |          | 2            |
| 188  | 10%                     |          | 2        | 2        | 2        | 6            |
|      | 10.01 to 10.74%         | 4        | 3        |          |          | 7            |
|      | 10.75 to 11.5%          | 2        |          | 1        | 1        | 4            |
|      | NA                      | I        |          |          |          | I            |
|      |                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average                 | 10.5%    | 10.2%    | 10.1%    | 10.3%    | 10.3%        |

| Var. | Provide      | W        | I        | A        | L        | Total        |
|------|--------------|----------|----------|----------|----------|--------------|
| 189  | 0 = DP       | 5        | 1        | 3        | 2        | 11           |
|      | Less than 20 | 1        | 1        |          | 2        | 4            |
|      | 20 to 24     | 1        | 1        | 2        |          | 4            |
|      | 25           | 3        | 3        |          |          | 6            |
|      | 29, 30       | 1        | 1        | 2        |          | 4            |
|      | NA           | 1        |          |          |          | 1            |
|      |              | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average      | 23.3     | 23.7     | 25       | 13.3     | 22.2         |

42-48 Second mortgage— 71-80% mortgage/value

| Var. | Provide                 | W        | I        | A        | L        | Total        |
|------|-------------------------|----------|----------|----------|----------|--------------|
| 190  | 0 = DP                  | 5        | 4        | 6        | 4        | 19           |
|      | 1 = Did Provide         | 6        | 3        | 1        | 1        | 11           |
|      | 9 = NA                  | 1        |          |          |          | 1            |
|      | <u>Most Likely Rate</u> |          |          |          |          |              |
|      | 0 = DP                  | 5        | 4        | 6        | 4        | 19           |
| Var. | 10 to 11.99%            | 2        | 2        | 1        |          | 5            |
| 191  | 12 to 12.99%            | 4        | 1        |          | 1        | 6            |
|      | NA                      | 1        |          |          |          | 1            |
|      |                         | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average                 | 11.8%    | 12.0%    | 10.0%    | 2.0%     | 11.7%        |

| Var. | Provide      | W   | I | A | L | Total |
|------|--------------|-----|---|---|---|-------|
| 192  | 0 = DP       | 5   | 4 | 6 | 4 | 19    |
|      | Less than 10 | 2   | 2 |   | 1 | 5     |
|      | 10           | 4   | 1 |   |   | 5     |
|      | DK, NA       | 1   |   | 1 |   | 2     |
|      | Average      | 8.7 | 6 |   | 7 | 7.7   |

Card 7  
Column

| 49-55 |                 | <u>Conventional first mortgage 70% or less mortgage/value</u> |          |          |          |              |
|-------|-----------------|---|----------|----------|----------|--------------|
|       |                 | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       |                 | <u>Provide</u>  |          |          |          |              |
| Var.  | 0 = DP          |   | 1        | 5        | 2        | 8            |
| 193   | 1 = Did Provide | 11  | 6        | 2        | 2        | 21           |
|       | 9 = NA          | 1   |          |          | 1        | 2            |
|       |                 | <u>Most Likely Rate</u>                                       |          |          |          |              |
|       | 0 = DP          |   | 1        | 5        | 2        | 8            |
| Var.  | Less than 10.01 | 1   | 3        | 1        | 1        | 6            |
| 194   | 10.01 to 10-49% | 4   | 1        |          |          | 5            |
|       | 10.5%           | 5   | 2        |          |          | 7            |
|       | 10.6 to 11-01%  | 1   |          | 1        | 1        | 3            |
|       | NA              | 1   |          |          | 1        | 2            |
|       |                 | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       | Average         | 10.4%   | 10.2%    | 10.1%    | 10.4%    | 10.3%        |
|       |                 | <u>Most Likely Maturity</u>                                   |          |          |          |              |
|       | 0 = DP          |   | 1        | 5        | 2        | 8            |
| Var.  | Less than 20    | 1   | 1        |          | 2        | 4            |
| 195   | 20 to 24        | 1   | 1        | 1        |          | 3            |
|       | 25              | 7   | 3        |          |          | 10.          |
|       | 29, 30          | 2   | 1        | 1        |          | 4            |
|       | NA              | 1   |          |          | 1        | 2            |
|       |                 | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       | Average         | 24.5  | 23.7     | 25       | 12.5     | 23.2         |
| 59-62 |                 | <u>Second mortgage 70% or less mortgage/value</u>             |          |          |          |              |
|       |                 | <u>Provide</u>  |          |          |          |              |
| Var.  | 0 = DP          | 2   | 2        | 7        | 2        | 13           |
| 196   | 1 = Did Provide | 9   | 5        |          | 3        | 17           |
|       | 9 = NA          | 1   |          |          |          | 1            |
|       |                 | <u>Most Likely Rate</u>                                       |          |          |          |              |
|       | 0 = DP          | 2   | 1        | 7        | 2        | 12           |
| Var.  | 10.5 to 11.01%  | 3   | 1        |          |          | 4            |
| 197   | 11.01 to 11.6%  | 2   | 1        |          |          | 3            |
|       | 11.61 to 11.9%  | 1   | 1        |          |          | 2            |
|       | 12%             | 3   |          |          | 2        | 5            |
|       | 12.01 to 12.99% |   | 3        |          | 1        | 4            |
|       | NA              | I   |          |          |          | I            |
|       |                 | <u>W</u>  | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|       | Average         | 11.5%   | 11.9%    |          | 12.2%    | 11.76%       |

Card 7  
Column

Most Likely Maturity

|      |             | W   | I   | A | L   | Total |
|------|-------------|-----|-----|---|-----|-------|
|      | 0 = DP      | 2   | 1   | 7 | 2   | 12    |
|      | Less than 5 |     | 1   |   |     | 1     |
| Var. | 5           | 1   | 4   |   | 2   | 7     |
| 198  | 7           | 2   |     |   | 1   | 3     |
|      | 10          | 5   | 1   |   |     | 6     |
|      | 15          | 1   |     |   |     | 1     |
|      | NA          | 1   |     |   |     | 1     |
|      |             | W   | I   | A | L   | Total |
|      | Average     | 9.3 | 5.5 |   | 5.7 | 7.4   |

|      |    |   |   |   |   |    |
|------|----|---|---|---|---|----|
| Var. | 63 | 42. <u>Would the rates you have cited above vary with the size of loan?</u> |   |   |   |    |
| 199  |    | 1 = Yes   |   |   |   |    |
|      |    |   |   |   | 1 | 1  |
|      |    | 5 = No  |   |   |   |    |
|      |    | 12  | 7 | 5 | 3 | 27 |
|      |    | 0 = DP  |   |   |   |    |
|      |    |   |   | 2 | 1 | 3  |

|      |       |  |   |   |   |    |
|------|-------|--|---|---|---|----|
| Var. | 64-67 | 43. <u>In what way would the rates vary?</u> |   |   |   |    |
| 200  |       | Code 2 responses using 2 digit codes below:  |   |   |   |    |
| 201  |       | 00. DP                                       |   |   |   |    |
|      |       | 12   | 7 | 7 | 4 | 30 |
|      |       | 77. Other                                    |   |   |   |    |
|      |       |  |   |   | 1 | 1  |

|      |         |   |       |       |      |       |
|------|---------|---|-------|-------|------|-------|
| Var. | 68-70   | 44a. Of your year-end 1977 outstanding mortgage loans secured by 1-4 family residential properties, about what percentage are on in-state residential properties? |       |       |      |       |
| 202  |         | 0 = DP  |       |       |      |       |
|      |         |   |       |       | 2    | 2     |
|      |         | 85%   |       |       |      |       |
|      |         |   |       | 1     |      | 1     |
|      |         | 95-99%  |       |       |      |       |
|      |         | 1   | 1     | 1     |      | 3     |
|      |         | 100%  |       |       |      |       |
|      |         | 11  | 6     | 5     | 3    | 25    |
|      |         | W   | I     | A     | L    | Total |
|      | Average | 99.8%   | 99.9% | 97.1% | 100% | 99.2% |

|      |         |  |       |     |    |       |
|------|---------|--|-------|-----|----|-------|
| Var. | 71-72   | 44b. What would you estimate to have been your turndown percentage of new applicants for residential mortgage loans in the past 12 months? |       |     |    |       |
| 203  |         | <u>First mortgage loans:</u>   |       |     |    |       |
|      |         | 0  |       |     |    |       |
|      |         |  |       |     | 2  | 2     |
|      |         | Less than 10%  |       |     |    |       |
|      |         | 3  | 2     |     | 1  | 6     |
|      |         | 10%  |       |     |    |       |
|      |         | 2  |       | 2   | 1  | 5     |
|      |         | 11 to 34%  |       |     |    |       |
|      |         | 6  | 1     | 1   |    | 8     |
|      |         | 35 to 95%  |       |     |    |       |
|      |         | 1  | 3     | 2   |    | 6     |
|      |         | DK   |       |     |    |       |
|      |         |  |       | 1   | 2  | 4     |
|      |         | W  | I     | A   | L  | Total |
|      | Average | 17.3%  | 48.8% | 28% | 9% | 18.7% |

Card 7  
Column

73-74 Second mortgage loans:

|      |               | W        | I        | A        | L        | Total        |
|------|---------------|----------|----------|----------|----------|--------------|
|      | 0 = DP        | 2        | 2        | 3        | 2        | 9            |
| Var. | Less than 10% | 3        |          |          | 1        | 4            |
| 204  | 10 to 19%     | 4        | 1        | 1        |          | 6            |
|      | 20 to 34%     | 1        | 3        |          | 1        | 5            |
|      | 35 to 76%     | 2        | 1        | 2        |          | 5            |
|      | DK            |          |          | 1        | 1        | 2            |
|      |               | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      | Average       | 15.7%    | 25.6%    | 46.7%    | 12.5%    | 22.5%        |

Card 8  
Column

|      |   |     |   |   |   |   |   |    |
|------|---|-----|---|---|---|---|---|----|
|      | 7 | 45. | Do you collect non-refundable appraisal fees on first mortgage loans? |   |   |   |   |    |
| Var. |   |     | 1 = Yes, do collect   | 9 | 6 | 4 | 2 | 21 |
| 205  |   |     | 5 = No, do not collect  | 3 | 1 | 3 | 1 | 8  |
|      |   |     | 0 = DP  |   |   |   | 2 | 2  |

|      |      |      |   |          |          |          |          |              |
|------|------|------|---|----------|----------|----------|----------|--------------|
|      | 8-10 | (a). | <u>What is the amount of appraisal fee?</u> |          |          |          |          |              |
| Var. |      |      | 0   | 3        | 1        | 3        | 3        | 10           |
| 206  |      |      | Less than \$50                              | 1        | 3        |          |          | 4            |
|      |      |      | \$50  | 3        |          |          | 1        | 4            |
|      |      |      | \$51 to 75                                  | 3        | 2        | 1        | 1        | 7            |
|      |      |      | \$76 to 120                                 | 2        | 1        | 2        |          | 5            |
|      |      |      | DK  |          |          |          | I        | I            |
|      |      |      |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      |      |      | Average                                     | \$68.1   | \$54.2   | \$88.3   | \$62.5   | \$66.4       |

|      |    |     |   |   |   |   |   |    |
|------|----|-----|---|---|---|---|---|----|
|      | 11 | 45. | <u>Do you collect non-refundable appraisal fees on second mortgage loans?</u> |   |   |   |   |    |
| Var. |    |     | 1 = Yes, do collect   | 6 | 4 | 2 | 1 | 13 |
| 207  |    |     | 5 = No, do not collect  | 5 | 2 | 3 | 2 | 12 |
|      |    |     | 0 = DP  | 1 | 1 | 2 | 2 | 6  |

|      |       |     |   |          |          |          |          |              |
|------|-------|-----|---|----------|----------|----------|----------|--------------|
|      | 12-14 | (a) | <u>What is the amount of appraisal fee?</u> |          |          |          |          |              |
| Var. |       |     | 0   | 6        | 3        | 5        | 4        | 18           |
| 208  |       |     | Less than \$50                              | 3        |          |          | 3        |              |
|      |       |     | \$50 to 79                                  | 4        |          |          | 1        | 5            |
|      |       |     | \$80 to \$120                               | 2        | 1        | 2        |          | 5            |
|      |       |     |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|      |       |     | Average                                     | \$73.8   | \$43.8   | \$92.5   | \$75     | \$67.5       |

|      |    |     |  |    |   |   |   |    |
|------|----|-----|--|----|---|---|---|----|
|      | 15 | 45. | Do you collect non-refundable mortgage application processing fees on first mortgage loan? |    |   |   |   |    |
| Var. |    |     | 1 = Yes, do collect  | 2  | 2 | 2 | 1 | 7  |
| 209  |    |     | 5 = No, do not collect   | 10 | 5 | 5 | 2 | 22 |
|      |    |     | 0 = DP   |    |   |   | 2 | 2  |

Card 8  
Column

|      |       |   |      |    |      |   |       |
|------|-------|---|------|----|------|---|-------|
|      | 16-18 | (a) <u>What is the amount of processing fee?</u>  |      |    |      |   |       |
|      |       |   | W    | I  | A    | L | Total |
| Var. |       | 0   | 10   | 5  | 5    | 4 | 24    |
| 210  |       | 10%   | 1    |    | 1    |   | 2     |
|      |       | 15%   |      | 1  |      |   | 1     |
|      |       | 20%   | 1    | 1  |      | 1 | 3     |
|      |       | \$100   |      |    | 1    |   | 1     |
|      | 19-22 | 45. <u>Do you collect non-refundable mortgage application processing fees on second mortgage loans?</u> |      |    |      |   |       |
| Var. |       | 1 = Yes   | 1    | 1  | -    | - | 2     |
| 211  |       | 5 = No  | 10   | 5  | 5    | 3 | 23    |
|      |       | 0 = DP  | 1    | 1  | 2    | 2 | 6     |
|      |       | (a) <u>What is the amount of processing fees?</u>   |      |    |      |   |       |
| Var. |       | 0   | 11   | 6  | 7    | 5 | 29    |
| 212  |       | 20%   | 1    |    |      |   | 1     |
|      |       | \$75  |      | 1  |      |   | 1     |
|      | 23-26 | 45. <u>Do you collect a non-refundable credit investigation fee on first mortgage loans?</u>            |      |    |      |   |       |
| Var. |       | 1 = Yes   | 6    | 1  | 3    | - | 10    |
| 213  |       | 5 = No  | 6    | 6  | 4    | 3 | 19    |
|      |       | 0 = DP  |      |    |      | 2 | 2     |
| Var. |       | (a) <u>What is the amount of appraisal fees?</u>  |      |    |      |   |       |
| 214  |       | 0 = DP  | 6    | 6  | 4    | 5 | 21    |
|      |       | Less than \$10  | 2    |    |      |   | 2     |
|      |       | \$10  | 2    |    |      |   | 2     |
|      |       | \$15  | 1    | 1  | 1    |   | 3     |
|      |       | \$20-\$30   | 1    |    | 2    |   | 3     |
|      |       | Average   | \$11 | 15 | 23.3 |   | \$15  |
|      | 27-30 | 45. <u>Do you collect a non-refundable credit investigation fee on second mortgage loans?</u>           |      |    |      |   |       |
| Var. |       | Yes   | 3    |    | 1    |   | 4     |
| 215  |       | No  | 8    | 6  | 4    | 3 | 21    |
|      |       | DP  | 1    | 1  | 2    | 2 | 6     |
| Var. |       | (a) <u>What is the amount of the fee?</u>   |      |    |      |   |       |
| 216  |       | 0 = DP  | 9    | 7  | 6    | 5 | 27    |
|      |       | \$10  | 1    |    |      |   | 1     |
|      |       | \$15  | 1    |    | 1    |   | 2     |
|      |       | \$20  | 1    |    |      |   | 1     |
|      |       | Average   | \$15 |    |      |   | \$15  |

Card 8  
Column

|                     |       |   |          |          |          |          |              |
|---------------------|-------|---|----------|----------|----------|----------|--------------|
|                     | 31-34 | 45. Do you collect any other fees on first mortgage loans?  |          |          |          |          |              |
| Var.<br>217         |       | Yes   | 10       | 1        | 1        | 1        | 13           |
|                     |       | No  | 2        | 6        | 6        | 2        | 16           |
|                     |       | DP  |          |          |          | 2        | 2            |
| Var.<br>218         |       | (a) <u>What is the amount?</u>  |          |          |          |          |              |
|                     |       | 10%   | 7        |          |          |          | 7            |
|                     |       | 15%   | 1        |          |          |          | 1            |
|                     |       | \$50  | 1        |          |          |          | 1            |
|                     |       | \$150   |          |          |          | 1        | 1            |
|                     |       | DK,NA   | 3        | 7        | 7        | 4        | 21           |
|                     | 35-38 | 45. <u>Do you collect any other fees on second mortgage loans?</u>  |          |          |          |          |              |
|                     |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Var.<br>219         |       | Yes   | 5        | 1        | 1        | 1        | 8            |
|                     |       | No  | 6        | 5        | 4        | 2        | 17           |
|                     |       | DP  | 1        | 1        | 2        | 2        | 6            |
|                     |       | (a) <u>What is the amount of these fees?</u>  |          |          |          |          |              |
| Var.<br>218         |       | 10%   | 2        |          |          |          | 2            |
|                     |       | Less than \$50  |          |          |          |          | 2            |
|                     |       | \$50 thru \$100   |          |          | 1        | 1        | 2            |
|                     |       | NA  | 1        |          |          |          | 1            |
|                     |       | DP  | 7        | 7        | 6        | 4        | 24           |
|                     | 39    | 46. How frequently do you require that escrow accounts be held on your mortgage loans to guarantee payment on insurance or taxes? |          |          |          |          |              |
| Var.<br>221         |       | 1 = Almost always   | 2        | 2        |          |          | 10           |
|                     |       | 2 = Never   | 6        | 3        | 1        | 3        | 13           |
|                     |       | 3 In some cases   | 4        | 2        |          |          | 6            |
|                     |       | 0 DP  |          |          |          | 2        | 2            |
|                     | 40-43 | 47. <u>What specifically are those cases? (Where escrow accounts are required)?</u>   |          |          |          |          |              |
| Var.<br>222-<br>223 |       | 00. Don't provide   |          |          |          |          |              |
|                     |       | 01. Where regular tax payments are required   |          |          |          |          |              |
|                     |       | 02. Where the individual has fallen behind on past tax or insurance payments  |          |          |          |          |              |
|                     |       | 03. Where the individual has a questionable overall credit record   |          |          |          |          |              |
|                     |       | 04. Where the individual has not specifically asked to handle his own tax and/or insurance obligations himself                    |          |          |          |          |              |
|                     |       | 05. Other responses pertaining to the individual  |          |          |          |          |              |
|                     |       | 06. Responses such as "its our policy to do so--"   |          |          |          |          |              |
|                     |       | 07. Other   |          |          |          |          |              |
|                     |       | DK,NA   |          |          |          |          |              |

Card 8  
Column

|                  |  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------------------|--|----------|----------|----------|----------|--------------|
| 40-43<br>(cont.) |  | 8        | 5        | 7        | 5        | 25           |
|                  |  | 2        |          |          |          | 2            |
|                  |  |          | 1        |          |          | 1            |
|                  |  | 1        |          |          |          | 1            |
|                  |  | 1        | 1        |          |          | 2            |
| 44               | 48. <u>Do you pay interest on balances on those escrow accounts?</u>   |          |          |          |          |              |
|                  |  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Var.<br>224      | 1 = Yes  | 1        | 1        | 1        |          | 3            |
|                  | 5 = No   | 5        | 4        | 5        |          | 14           |
|                  | 0 = DP   | 6        | 2        | 1        | 5        | 14           |
| 45-47            | 49. <u>What is the present annual percentage rate paid on those escrow accounts?</u>   |          |          |          |          |              |
| Var.<br>225      | 0 , DP   | 11       | 6        | 6        | 5        | 28           |
|                  | 5, 0%  | 1        | 1        | 1        |          | 3            |
| 48               | 50. <u>Are there any types of loans on which you routinely require credit insurance?</u>   |          |          |          |          |              |
| Var.<br>226      | 1 = Yes  |          |          |          |          | 2            |
|                  | 5 = No   | 11       | 6        | 7        | 5        | 29           |
| 49-52            | 51. <u>What kinds of loans are these?</u>  |          |          |          |          |              |
| Var.<br>227      | Second mortgage only   | 1        | 1        |          |          | 2            |
| 228              | 0  | 11       | 6        | 7        | 5        | 29           |
| 229              |  |          |          |          |          |              |
| 230              |  |          |          |          |          |              |
| 53-56            | 52. <u>What kinds of insurance are required?</u><br>Code 4 responses using codes below.  |          |          |          |          |              |
| Var.<br>231      | 1 = Credit life  |          | 1        |          |          | 1            |
| 232              | 4 = MGIC, private mortgage   | 1        |          |          |          | 1            |
| 233              | 0 = DP   | 11       | 6        | 7        | 5        | 29           |
| 234              |  |          |          |          |          |              |
| 57               | 53a. <u>On what proportion of direct auto loans do you write single credit life, joint credit life or accident and health insurance?</u> |          |          |          |          |              |
| Var.<br>235      | 0 = Do not provide   |          |          |          |          |              |
|                  | 1 = Do provide   | 12       | 7        | 7        | 5        | 31           |
| 58-60            | (a) <u>Single Credit Life</u>  |          |          |          |          |              |
| Var.<br>236      | 0  | 1        |          |          |          | 1            |
|                  | Less than 50%  | 1        | 1        | 2        | 1        | 5            |
|                  | 50 to 59%  | 1        |          | 2        | 1        | 4            |
|                  | 60 to 69%  | 2        | 1        | 2        | 1        | 6            |
|                  | 70 to 84%  | 2        | 2        |          | 2        | 6            |
|                  | 85 thru 100%   | 5        | 2        |          |          | 7            |
|                  | DK,NA  |          | 1        | 1        |          | 2            |
|                  | Average  | 71%      | 73.3     | 48.8     | 53.4     | 63.6%        |

Card 8  
Column

|             |       |   |          |          |          |          |              |
|-------------|-------|---|----------|----------|----------|----------|--------------|
|             | 61-63 | (b) <u>Joint Credit Life</u>  |          |          |          |          |              |
|             |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Var.<br>237 |       | 0   | 3        | 1        | 5        | 2        | 11           |
|             |       | Less than 5%  | 1        | 1        |          | 2        | 4            |
|             |       | 5%  | 4        | 2        |          | 1        | 7            |
|             |       | 10%   | 3        | 1        | +        |          | 4            |
|             |       | 30 to 80%   | 1        | 1        | 1        |          | 3            |
|             |       | DK,NA   |          | 1        | 1        |          | 2            |
|             |       | Average   | 14.7%    | 10.4     | 35       | 2.7      | 12.6%        |
|             | 64-66 | (c) <u>Accident and Health</u>  |          |          |          |          |              |
| Var.<br>238 |       | 0   |          | 1        | 6        | 2        | 9            |
|             |       | Less than 50% 1   | 1        |          | 3        | 5        |              |
|             |       | 50 to 74%   | 4        | 4        |          |          | 8            |
|             |       | 75 to 95%   | 7        |          |          |          | 7            |
|             |       | DK,NS   |          | 1        | 1        |          | 2            |
|             |       | Average   | 71.2%    | 55       |          | 9        | 57.8%        |
| Var.<br>239 | 67    | 53b. On what proportion of direct personal loans do you write single credit life, joint credit life or accident and health insurance? |          |          |          |          |              |
|             |       | 1 = Do provide  | 12       | 7        | 7        | 5        | 31           |
|             | 68-70 | (a) <u>Single Credit Life</u>   |          |          |          |          |              |
| Var.<br>240 |       | 0   | 1        |          |          |          | 1            |
|             |       | Less than 50%   | 2        | 1        | 1        | 1        | 5            |
|             |       | 50%   | 1        | 1        | 3        | 1        | 6            |
|             |       | 51 to 79%   | 2        | 1        | 2        | 2        | 7            |
|             |       | 80 to 90%   | 5        | 2        |          | 1        | 8            |
|             |       | 95, 100%  | 1        | 1        |          |          | 2            |
|             |       | DK,NA   |          | 1        | 1        |          | 2            |
|             |       | Average   | 66.4%    | 70.8     | 54.2     | 52.4     | 62.2%        |
|             | 71-73 | (b) <u>Joint Credit Life</u>  |          |          |          |          |              |
|             |       | 0   | 3        | 1        | 5        | 2        | 11           |
| Var.<br>241 |       | Less than 5%  | 1        | 2        |          | 2        | 5            |
|             |       | 5%  | 5        | 2        |          | 1        | 8            |
|             |       | 10% or more   | 3        | 1        | 1        |          | 5            |
|             |       | DK,NA   |          | 1        | 1        |          | 2            |
|             |       | Average   | 14.1%    | 8.8      | 35       | 2.7      | 11.9%        |
|             | 74-76 | (c) <u>Accident and Health</u>  |          |          |          |          |              |
| Var.<br>242 |       | 0   |          | 1        | 6        | 2        | 9            |
|             |       | Less than 50%   | 1        | 1        |          | 3        | 5            |
|             |       | 50 to 75%   | 4        | 4        |          |          | 8            |
|             |       | 75% or more   | 7        |          |          |          | 7            |
|             |       | DK,NA   |          | 1        | 1        |          | 2            |
|             |       | Average   | 68.8%    | 54       |          | 24.7     | 58.5%        |

Card 9  
Column  
7-9

Var. 243 54a. On single credit life insurance on the declining balance of an installment loan contract, what is your most likely charge per year per \$100 of initial unpaid balance?

| in cents       | W     | I   | A   | L    | Total |
|----------------|-------|-----|-----|------|-------|
| 0-NA           |       | 1   |     |      | 1     |
| \$.60          | 5     |     |     |      | 5     |
| \$.65 + .70    | 2     | 5   |     |      | 7     |
| \$.75          | 1     |     | 6   |      | 7     |
| \$.9 to \$1.25 | 2     | 1   |     | 5    | 8     |
| DK             | 2     |     | 1   |      | 3     |
| Average        | \$.72 | .72 | .75 | 1.00 | \$.77 |

10 54b. Interest rates have risen substantially over the past year. Has this caused you to change the rates that you charge on your consumer loans?

|         |    |   |   |   |    |
|---------|----|---|---|---|----|
| 1 = Yes | 11 | 6 |   | 4 | 21 |
| 5 = No  | 1  | 6 | 6 | 1 | 9  |
| 0 = DP  |    |   | 1 |   | 1  |

11-13 55. On what types of credit did you do so?

|                                  |   |   |   |   |    |
|----------------------------------|---|---|---|---|----|
| 0 = Don't Provide                | 1 | 1 | 7 | 1 | 10 |
| 1 = Auto                         | 5 | 4 |   | 3 | 12 |
| 2 = Mobile Home                  |   | 2 |   |   | 2  |
| 3 = Personal, unsecured consumer | 4 | 1 |   | 1 | 6  |
| 4 = Home Improvement             | 2 |   |   | 1 | 3  |
| 5 = Mortgage                     | 3 | 1 |   |   | 4  |
| 8 = All                          | 6 | 2 |   | 1 | 9  |

14-17 56. What changes did you make in rates?

- 0 = DP
- 01. Increased rates, general reference
  - 02. Increased rates 1/4%
  - 03. Increased rates 1/2%
  - 04. Increased rates 1%
  - 05. Increased rates 1-1/2 or 1 to 2%
  - 06. Increased rates 2-1/2 to 2 to 3%
  - 07. Increased rates to fair market levels
  - 08. Increased rates but don't know exact amount, or by different amounts on different loans
  - 09. Increased rates 6% on the first \$500 of a loan (in Wisconsin)
  - 10. Decreased rates
  - 77. Other

56. continued

| W | I | A | L | Total |
|---|---|---|---|-------|
| 1 | 1 | 7 | 1 | 10    |
| 4 | 1 |   | 1 | 6     |
|   | 1 |   |   | 1     |
|   |   |   | 1 | 1     |
|   | 2 |   | 1 | 3     |
| 1 | 1 |   |   | 2     |
| 3 |   |   |   | 3     |
| 1 |   |   |   | 2     |
| 4 |   |   |   | 4     |
| 1 |   |   |   | 4     |

|                                     |       |  |                   |             |        |                   |
|-------------------------------------|-------|--|-------------------|-------------|--------|-------------------|
| Var.<br>250,<br>251,<br>252,<br>253 | 18-21 | 57. <u>Why didn't you change your rates?</u><br>0 = NA<br>1 Law, rate ceilings, at legal limit already<br>2 Competition, competition holds it to<br>3 No reason to change, not necessary to change,<br>haven't found it necessary, no need to change, able<br>to continue with same rate, already profitable   | 11<br>1<br>1<br>1 | 6<br>7<br>1 | 4      | 21<br>8<br>1<br>1 |
| Var.<br>254                         | 22    | 58. <u>Did you make any other changes in your consumer loan practices?</u><br>1 = Yes<br>5 = No  | 8<br>4            | 4<br>3      | 6<br>1 | 4<br>1<br>22<br>9 |
| Var.<br>255<br>256                  | 23-26 | 59a. <u>What exactly did you do (in terms of changes in loan practices)?</u><br>00 - DP<br>02. More selective, higher credit standards,<br>required longer employment records, loan to no<br>one leaving area<br>03. Limited credit to depositors, must be depositor<br>10.<br>11. Raised dealer rates<br>12. Increased retention rate on dealer paper<br>13. Reduced indirect purchases<br>14. Discontinued indirect loans<br>15.<br>21. Raised down payments, higher down payments<br>23. Shorter maturities<br>25. Became more liberal on extended term (longer<br>maturity) financing<br>31. Increased minimum loan size<br>NA |                   |             |        |                   |

| 59a. <u>Continued</u> |  | W | I | A | L | Total |
|-----------------------|--|---|---|---|---|-------|
| 00                    |  | 4 | 3 | 1 | 1 | 9     |
| 02                    |  | 1 |   |   | 1 | 2     |
| 03                    |  | 3 |   | 4 |   | 7     |
| 10                    |  |   |   | 1 |   | 1     |
| 11                    |  | 1 | 2 |   |   | 3     |
| 12                    |  | 1 |   |   |   | 1     |
| 13                    |  | 1 |   |   |   | 1     |
| 14                    |  |   |   |   |   |       |
| 15                    |  |   | 2 |   |   | 2     |
| 21                    |  | 2 | 1 | 3 | 1 | 7     |
| 23                    |  | 1 |   | 2 |   | 3     |
| 24                    |  | 1 |   |   |   | 1     |
| 25                    |  |   |   |   | 1 | 1     |
| 31                    |  | 1 |   | 1 | 1 | 3     |
| NA                    |  |   |   |   | 1 | 1     |

27 59b. Have higher interest rates caused you to change the rates or terms that you pay on deposits?

|          |         |    |   |   |   |    |
|----------|---------|----|---|---|---|----|
| Var. 257 | 1 = Yes | 10 | 3 | 5 | 5 | 23 |
|          | 5 = No  | 2  | 3 | 2 |   | 7  |
|          | 8 = DK  |    |   |   |   |    |
|          | 9 = NA  |    | 1 |   |   | 1  |
|          | 0 = DP  |    |   |   |   |    |

28-31 59c. On what kind of deposits did you make changes?

|                         |  |   |   |   |   |       |
|-------------------------|--|---|---|---|---|-------|
| Var. 258, 259, 260, 261 | 1 Savings deposits--regular share accounts |   |   |   |   |       |
|                         | 2 Certificates of deposit                  |   |   |   |   |       |
|                         | 3 Certificates of deposit over \$100,000   |   |   |   |   |       |
|                         | 4 Money market certificates                |   |   |   |   |       |
|                         | 5 Time deposits, general reference         |   |   |   |   |       |
|                         | 6 IRA certificates                         |   |   |   |   |       |
|                         | 7 Other                                    |   |   |   |   |       |
|                         | 8 DK                                       |   |   |   |   |       |
|                         | 9 NA                                       |   |   |   |   |       |
|                         | 0 DP, less than 4 responses                |   |   |   |   |       |
|                         | Code                                       | W | I | A | L | Total |
|                         | 1  | 1 |   |   |   | 1     |
|                         | 2  | 4 | 2 | 1 | 3 | 10    |
|                         | 3  | 2 | 1 | 3 | 1 | 7     |
|                         | 4  | 6 | 1 | 4 | 1 | 12    |
|                         | 5  |   |   |   | 1 | 1     |
|                         | 6  | 1 |   |   |   | 1     |
|                         | 7  | 1 |   |   |   | 1     |
|                         | 0  | 2 | 4 | 1 |   | 7     |

Card 9  
Column

32-35      59d.    What adjustments did you make?  
 1 Followed competition  
 2 Adjusted to (or with market, market rates  
 3 Raised rates  
 4 Paid from date of deposit to date of withdrawal  
 5 Added new types of certificates with longer (different) maturities  
 6 Added many market certificates  
 7 Other  
 8 DK--or vary too much, or difficult to describe  
 0 Less than four responses

Var.  
262,  
263,  
264,  
265

| Code | W | I | A | L | Total |
|------|---|---|---|---|-------|
| 1    |   | 1 |   | 1 | 2     |
| 2    | 3 |   | 2 |   | 5     |
| 3    | 4 | 1 | 2 | 1 | 8     |
| 4    |   |   |   |   |       |
| 5    |   |   |   |   | 3     |
| 6    | 5 |   | 3 | 1 | 9     |
| 8    |   |   |   |   |       |
| 0    | 2 | 4 | 1 |   | 7     |

36-39      59e.    Why didn't you change Your rates or terms?  
 1 Legal limits, rate ceilings, not allowed to (by state)  
 2 No need to change, have enough (funds), doing OK, No need to obtain more funds, have held on to depositors, were able to continue with same rates, can present rate without problems  
 6 Competitive rates have not changed  
 0 DP, less than 4 responses

Var.  
266,  
267,  
2689  
269

|   |    |   |   |   |    |
|---|----|---|---|---|----|
| 1 | 2  | 1 | 1 |   | 4  |
| 2 |    | 1 |   |   | 1  |
| 6 |    | 1 |   |   | 1  |
| 0 | 10 | 4 | 6 | 5 | 25 |

40            59f.    Did higher rates cause you to change your charges on checking accounts?  
 1 = Yes  
 5 = No  
 8 = DK  
 9 = NA  
 0 = DP

Var.  
270

|         |   |   |   |   |    |
|---------|---|---|---|---|----|
| 1 = Yes | 3 | 1 | 4 | 2 | 10 |
| 5 = No  | 9 | 6 | 3 | 2 | 20 |
| 8 = DK  |   |   |   |   |    |
| 9 = NA  |   |   |   | 1 | 1  |
| 0 = DP  |   |   |   |   |    |

Card 9  
Column

| 41-44                               | 59g.                                     | <u>What changes did you make?</u><br>1 Increase in NSF (insufficient funds) charges<br>2 Increase in overdraft charges<br>3 Initiated charges for cashing checks (not drawn on for non customers)<br>4 Initiated monthly service charge<br>5 Increased monthly service charge<br>6 Raised minimum balances necessary to avoid a monthly service charge<br>7 Started (or raised) charges per check<br>8 Other<br>9 NA or DP<br>0 DP  |                |       |       |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
|-------------------------------------|--|---|----------------|-------|-------|---|--------|-------|---|----|----------------|--|---|---|---|---|--|---|-------------|---|---|---|---|---|--|----|----------------|---|---|---|---|---|---|---|----------------|---|---|-----|----|----|--|-------|---------|---|--------|------|-------|------|--|--------|---|---|---|---|---|----|
| Var.<br>271,<br>272,<br>273,<br>274 |  |   |                |       |       |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
|                                     |  | <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Code</th> <th style="text-align: center;">W</th> <th style="text-align: center;">I</th> <th style="text-align: center;">A</th> <th style="text-align: center;">L</th> <th style="text-align: right;">Total</th> </tr> </thead> <tbody> <tr> <td>1</td> <td></td> <td></td> <td></td> <td style="text-align: center;">2</td> <td style="text-align: right;">2</td> </tr> <tr> <td>2</td> <td style="text-align: center;">1</td> <td></td> <td></td> <td style="text-align: center;">2</td> <td style="text-align: right;">3</td> </tr> <tr> <td>3</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: right;">1</td> </tr> <tr> <td>4</td> <td style="text-align: center;">2</td> <td></td> <td></td> <td></td> <td style="text-align: right;">2</td> </tr> <tr> <td>5</td> <td></td> <td></td> <td style="text-align: center;">3</td> <td></td> <td style="text-align: right;">3</td> </tr> <tr> <td>6</td> <td></td> <td></td> <td style="text-align: center;">2</td> <td></td> <td style="text-align: right;">2</td> </tr> <tr> <td>7</td> <td></td> <td style="text-align: center;">1</td> <td></td> <td></td> <td style="text-align: right;">1</td> </tr> <tr> <td>0</td> <td style="text-align: center;">9</td> <td style="text-align: center;">6</td> <td style="text-align: center;">3</td> <td style="text-align: center;">3</td> <td style="text-align: right;">21</td> </tr> </tbody> </table>                 | Code           | W     | I     | A | L      | Total | 1 |    |                |  | 2 | 2 | 2 | 1 |  |   | 2           | 3 | 3 |   |   |   |  | 1  | 4              | 2 |   |   |   | 2 | 5 |   |                | 3 |   | 3   | 6  |    |  | 2     |         | 2 | 7      |      | 1     |      |  | 1      | 0 | 9 | 6 | 3 | 3 | 21 |
| Code                                | W  | I   | A              | L     | Total |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 1                                   |  |   |                | 2     | 2     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 2                                   | 1  |   |                | 2     | 3     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 3                                   |  |   |                |       | 1     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 4                                   | 2  |   |                |       | 2     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 5                                   |  |   | 3              |       | 3     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 6                                   |  |   | 2              |       | 2     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 7                                   |  | 1   |                |       | 1     |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 0                                   | 9  | 6   | 3              | 3     | 21    |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 45-46                               | 60.                                      | Of your total demand (checking) accounts, about what proportion of your <u>outstandings are in the form of special checking accounts?</u><br>(a) <u>Percent of dollar amount outstanding</u>  |                |       |       |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Var.<br>275                         |  | <table border="0" style="width: 100%;"> <tbody> <tr> <td style="width: 5%;">0</td> <td style="width: 15%;"></td> <td style="width: 10%; text-align: center;">11</td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: center;">2</td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: right;">16</td> </tr> <tr> <td>Less than 20%</td> <td></td> <td></td> <td style="text-align: center;">1</td> <td style="text-align: center;">3</td> <td></td> <td></td> <td style="text-align: right;">4</td> </tr> <tr> <td>20 to 59%</td> <td></td> <td></td> <td style="text-align: center;">2</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: right;">4</td> </tr> <tr> <td>60% or more</td> <td></td> <td></td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: right;">2</td> </tr> <tr> <td>DK</td> <td></td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: center;">2</td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: right;">5</td> </tr> <tr> <td>Average</td> <td></td> <td></td> <td style="text-align: center;">42%</td> <td style="text-align: center;">11.25</td> <td style="text-align: center;">76</td> <td></td> <td style="text-align: right;">36.5%</td> </tr> </tbody> </table>  | 0              |       | 11    | 3 |        | 2     |   | 16 | Less than 20%  |  |   | 1 | 3 |   |  | 4 | 20 to 59%   |   |   | 2 | 1 | 1 |  | 4  | 60% or more    |   |   | 1 |   | 1 |   | 2 | DK             |   | 1 |     | 2  | 1  |  | 5     | Average |   |        | 42%  | 11.25 | 76   |  | 36.5%  |   |   |   |   |   |    |
| 0                                   |  | 11  | 3              |       | 2     |   | 16     |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Less than 20%                       |  |   | 1              | 3     |       |   | 4      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 20 to 59%                           |  |   | 2              | 1     | 1     |   | 4      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 60% or more                         |  |   | 1              |       | 1     |   | 2      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| DK                                  |  | 1   |                | 2     | 1     |   | 5      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Average                             |  |   | 42%            | 11.25 | 76    |   | 36.5%  |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 47-48                               | (b) <u>Percent of Number of Accounts</u> |   |                |       |       |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Var.<br>276                         |  | <table border="0" style="width: 100%;"> <tbody> <tr> <td style="width: 5%;">0</td> <td style="width: 15%;"></td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: right;">18</td> </tr> <tr> <td>Less than 20%</td> <td></td> <td></td> <td></td> <td style="text-align: center;">3</td> <td style="text-align: center;">2</td> <td></td> <td style="text-align: right;">5</td> </tr> <tr> <td>20% or more</td> <td></td> <td></td> <td style="text-align: center;">2</td> <td></td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: right;">3</td> </tr> <tr> <td>DK</td> <td></td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: center;">3</td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: right;">5</td> </tr> <tr> <td>Average</td> <td></td> <td style="text-align: center;">0</td> <td style="text-align: center;">55%</td> <td style="text-align: center;">10</td> <td style="text-align: center;">42</td> <td></td> <td style="text-align: right;">33.3%</td> </tr> </tbody> </table>  | 0              |       |       | 5 | 1      | 1     |   | 18 | Less than 20%  |  |   |   | 3 | 2 |  | 5 | 20% or more |   |   | 2 |   | 1 |  | 3  | DK             |   | 1 |   | 3 | 1 |   | 5 | Average        |   | 0 | 55% | 10 | 42 |  | 33.3% |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 0                                   |  |   | 5              | 1     | 1     |   | 18     |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Less than 20%                       |  |   |                | 3     | 2     |   | 5      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 20% or more                         |  |   | 2              |       | 1     |   | 3      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| DK                                  |  | 1   |                | 3     | 1     |   | 5      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Average                             |  | 0   | 55%            | 10    | 42    |   | 33.3%  |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 49                                  | 61a.                                     | <u>Do you charge for check overdrafts?</u><br>1 = Yes   |                |       |       |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Var.<br>277                         |  | <table border="0" style="width: 100%;"> <tbody> <tr> <td style="width: 5%;">1 = Yes</td> <td style="width: 15%;"></td> <td style="width: 10%; text-align: center;">12</td> <td style="width: 10%; text-align: center;">7</td> <td style="width: 10%; text-align: center;">7</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: right;">31</td> </tr> </tbody> </table>  | 1 = Yes        |       | 12    | 7 | 7      | 5     |   | 31 |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 1 = Yes                             |  | 12  | 7              | 7     | 5     |   | 31     |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| 50-52                               | 61b.                                     | <u>What is the charge for check overdrafts?</u><br>\$3.00 to 3.99<br>\$4.00 to 4.99<br>\$5.00<br>\$6.00 to 6.99<br>\$7.00 to 8.00<br>Average  |                |       |       |   |        |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Var.<br>278                         |  | <table border="0" style="width: 100%;"> <tbody> <tr> <td style="width: 5%;">\$3.00 to 3.99</td> <td style="width: 15%;"></td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%; text-align: right;">4</td> </tr> <tr> <td>\$4.00 to 4.99</td> <td></td> <td style="text-align: center;">2</td> <td style="text-align: center;">2</td> <td style="text-align: center;">1</td> <td></td> <td></td> <td style="text-align: right;">5</td> </tr> <tr> <td>\$5.00</td> <td></td> <td style="text-align: center;">6</td> <td style="text-align: center;">4</td> <td></td> <td style="text-align: center;">4</td> <td></td> <td style="text-align: right;">14</td> </tr> <tr> <td>\$6.00 to 6.99</td> <td></td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> <td style="text-align: center;">1</td> <td></td> <td></td> <td style="text-align: right;">3</td> </tr> <tr> <td>\$7.00 to 8.00</td> <td></td> <td></td> <td></td> <td style="text-align: center;">4</td> <td></td> <td></td> <td style="text-align: right;">5</td> </tr> <tr> <td>Average</td> <td></td> <td style="text-align: center;">\$4.42</td> <td style="text-align: center;">5.00</td> <td style="text-align: center;">6.21</td> <td style="text-align: center;">5.50</td> <td></td> <td style="text-align: right;">\$5.13</td> </tr> </tbody> </table> | \$3.00 to 3.99 |       | 3     |   | 1      |       |   | 4  | \$4.00 to 4.99 |  | 2 | 2 | 1 |   |  | 5 | \$5.00      |   | 6 | 4 |   | 4 |  | 14 | \$6.00 to 6.99 |   | 1 | 1 | 1 |   |   | 3 | \$7.00 to 8.00 |   |   |     | 4  |    |  | 5     | Average |   | \$4.42 | 5.00 | 6.21  | 5.50 |  | \$5.13 |   |   |   |   |   |    |
| \$3.00 to 3.99                      |  | 3   |                | 1     |       |   | 4      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| \$4.00 to 4.99                      |  | 2   | 2              | 1     |       |   | 5      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| \$5.00                              |  | 6   | 4              |       | 4     |   | 14     |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| \$6.00 to 6.99                      |  | 1   | 1              | 1     |       |   | 3      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| \$7.00 to 8.00                      |  |   |                | 4     |       |   | 5      |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |
| Average                             |  | \$4.42  | 5.00           | 6.21  | 5.50  |   | \$5.13 |       |   |    |                |  |   |   |   |   |  |   |             |   |   |   |   |   |  |    |                |   |   |   |   |   |   |   |                |   |   |     |    |    |  |       |         |   |        |      |       |      |  |        |   |   |   |   |   |    |



Card 10  
Column

| Var. |       |                                    | W     | I   | A   | L    | Total |
|------|-------|------------------------------------|-------|-----|-----|------|-------|
| 290  | 15-18 | <u>Rate on \$1000 CD—1 year</u>    |       |     |     |      |       |
|      |       | 6%                                 | 12    | 7   | 7   | 4    | 30    |
|      |       | 9.5%                               |       |     |     | 1    | 1     |
|      |       | Average                            | 6%    | 6   | 6   | 6.7  | 6.1%  |
| 291  | 19-22 | <u>\$5000 CD - 1 year</u>          |       |     |     |      |       |
| 292  |       | 1 = Provide                        | 12    | 7   | 7   | 5    | 31    |
|      |       | <u>Rate on \$5000 CD - 1 year</u>  |       |     |     |      |       |
|      |       | 6%                                 | 12    | 7   | 7   | 4    | 30    |
|      |       | 9.5%                               |       |     |     | 1    | 1     |
|      |       | Average                            | 6.0%  | 6.0 | 6.0 | 6.7  | 6.1   |
| 293  | 23-26 | <u>\$1000 CD - 4 years</u>         |       |     |     |      |       |
| 294  |       | 1 = Provide                        | 12    | 7   | 7   | 5    | 31    |
|      |       | <u>Rate on \$1000 CD 4 years</u>   |       |     |     |      |       |
|      |       | 6.5%                               |       |     | 1   |      | 1     |
|      |       | 7.0%                               |       | 3   |     |      | 3     |
|      |       | 7.25%                              | 12    | 4   | 6   | 5    | 27    |
|      |       | Average                            | 7.25% | 7.1 | 7.1 | 7.25 | 7.2   |
| 295  | 27-30 | <u>\$5000 CD - 4 years</u>         |       |     |     |      |       |
| 296  |       | 1 = Provide                        | 12    | 7   | 7   | 5    | 31    |
|      |       | <u>Rate on \$5000 CD - 4 years</u> |       |     |     |      |       |
|      |       | 6.5%                               |       |     | 1   |      | 1     |
|      |       | 7.0%                               |       | 2   |     |      | 2     |
|      |       | 7.25%                              | 12    | 5   | 6   | 5    | 28    |
|      |       | Average                            | 7.25% | 7.2 | 7.1 | 7.25 | 7.2   |
| 297  | 31-34 | <u>\$1000 CD - 6 years</u>         |       |     |     |      |       |
| 298  |       | 0                                  | 2     |     |     | 2    | 3     |
|      |       | 1 = Provide                        | 10    | 7   | 7   | 3    | 27    |
|      |       | 9 = NA                             |       |     |     | 1    | 1     |
|      |       | <u>Rate on \$1000 CD - 6 years</u> |       |     |     |      |       |
|      |       | 0                                  | 2     |     |     | 1    | 3     |
|      |       | 7.5%                               | 10    | 7   | 7   | 3    | 27    |
|      |       | NA                                 |       |     |     | 1    | 1     |
|      |       | Average                            | 7.5%  | 7.5 | 7.5 | 7.5  | 7.5   |
| 299  | 35-38 | <u>\$5000 CD - 6 years</u>         |       |     |     |      |       |
|      |       | 0                                  | 2     |     |     | 1    | 3     |
|      |       | 1 = Provide                        | 10    | 7   | 7   | 3    | 27    |
|      |       | 9 = NA                             |       |     |     | 1    | 1     |

Card 10  
Column

| 300 |  | <u>Rate on \$5000 CD - 6 years</u> | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|-----|--|------------------------------------|----------|----------|----------|----------|--------------|
|     |  | 0                                  | 2        |          |          | 1        | 3            |
|     |  | 7.5%                               | 10       | 7        | 7        | 3        | 27           |
|     |  | NA                                 |          |          |          | I        | I            |
|     |  | Average                            | 7.5%     | 7.5      | 7.5      | 7.5      | 7.5          |

| Var.<br>301 | 39-41 | 65. | <u>What rate are you currently paying on your regular pass book savings accounts?</u> |      |     |     |     |      |
|-------------|-------|-----|---|------|-----|-----|-----|------|
|             |       |     | 4%  | 1    |     |     |     | 1    |
|             |       |     | 4.5%  | 1    |     |     |     | 1    |
|             |       |     | 5.0%  | 10   | 7   | 6   | 5   | 28   |
|             |       |     | 5.25  |      |     | 1   |     | 1    |
|             |       |     | Average   | 4.9% | 5.0 | 5.0 | 5.0 | 5.0% |

### SECTION III. Credit Granting and Collection Practices

|             |       |   |   |       |      |      |     |       |
|-------------|-------|---|---|-------|------|------|-----|-------|
| 42          | 66.   | <u>What percentage of the time do you check with other credit grantors when a consumer applies for the first time for purchased auto paper?</u> |   |       |      |      |     |       |
| Var.<br>302 |       |   | 0 = Don't provide   | 5     | 2    | 1    | 1   | 9     |
|             |       |   | 1 = Does provide  | 7     | 5    | 6    | 4   | 22    |
|             | 43-45 |   | <u>Percentage of time you check with other creditors</u>  |       |      |      |     |       |
| Var.<br>303 |       |   | 0   | 6     | 2    | 1    | 1   | 10    |
|             |       |   | Less than 100%  | 1     |      | 3    |     | 4     |
|             |       |   | 100%  | 5     | 5    | 3    | 4   | 17    |
|             |       |   | Average   | 90.8% | 100  | 67.5 | 100 | 88%   |
|             | 46-48 |   | <u>Percentage of time you obtain a credit report</u>  |       |      |      |     |       |
| Var.<br>304 |       |   | 0   | 5     | 2    | 1    | 1   | 9     |
|             |       |   | 80 to 85%   | 3     |      | 1    |     | 4     |
|             |       |   | 100%  | 4     | 5    | 5    | 4   | 18    |
|             |       |   | Average   | 92.9% | 100  | 99.2 | 100 | 97.5% |
|             | 49    | 66.   | <u>What percentage of the time do you check with other creditors when a consumer applied for the first time for a direct auto loan?</u> |       |      |      |     |       |
| Var.<br>305 |       |   | 1 = Does provide  | 12    | 7    | 7    | 5   | 31    |
|             | 50-52 |   | <u>Percentage of time you check with other creditors</u>  |       |      |      |     |       |
| Var.<br>306 |       |   | 0   | 1     |      |      |     | 1     |
|             |       |   | Less than 50%   | 1     |      | 2    | 1   | 4     |
|             |       |   | 50 to 99%   | 2     | 1    | 1    |     | 4     |
|             |       |   | 100%  | 8     | 6    | 4    | 4   | 22    |
|             |       |   | Average   | 84.1% | 98.6 | 72.1 | 85  | 84.8% |
|             | 53-55 |   | <u>Percentage of time you obtain a credit report</u>  |       |      |      |     |       |
| Var.<br>307 |       |   | 60 to 99%   | 4     | 1    | 1    |     | 6     |
|             |       |   | 100%  | 8     | 6    | 6    | 5   | 25    |
|             |       |   | Average   | 93.3% | 96.4 | 99.3 | 100 | 96.3% |

Card 10  
Column

|      |       |   |          |          |          |          |              |
|------|-------|---|----------|----------|----------|----------|--------------|
|      | 56-57 | <u>Percentage of time you require a co-signor</u>   |          |          |          |          |              |
|      |       |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Var. |       | 0   | 3        |          |          |          | 4            |
| 308  |       | Less than 5%  | 2        | 2        | 3        |          | 7            |
|      |       | 5%  | 5        | 1        | 3        |          | 9            |
|      |       | 6 to 19%  |          | 3        |          | 1        | 4            |
|      |       | 20 to 29%   | 2        | 1        |          |          | 3            |
|      |       | 95% or more   |          |          | 1        | 3        | 4            |
|      |       | Average   | 8.2%     | 8.9      | 16.6     | 73.3     | 26.4         |
|      | 58    | 66. <u>What percentage of the time do you check with other creditors when a consumer applies for the first time for an unsecured personal loan?</u> |          |          |          |          |              |
| Var. |       | 1 = Does provide  | 12       | 7        | 7        | 5        | 31           |
| 309  |       |   |          |          |          |          |              |
|      | 59-61 | <u>Percentage of time you check with other creditors</u>  |          |          |          |          |              |
| Var. |       | 0   | 1        |          |          |          | 1            |
| 310  |       | Less than 51%   | 3        |          | 2        | 1        | 6            |
|      |       | 100%  | 8        | 7        | 5        | 4        | 24           |
|      |       | Average   | 84.5%    | 100      | 75       | 85       | 86%          |
|      | 62-64 | <u>Percentage of time you obtain a credit report</u>  |          |          |          |          |              |
| Var. |       | 80 to 99%   | 4        |          | 1        |          | 5            |
| 311  |       | 100%  | 8        | 7        | 6        | 5        | 26           |
|      |       | Average   | 96.2%    | 100      | 97.9     |          | 98%          |
|      | 65-66 | <u>Percentage of time you require a co-signer</u>   |          |          |          |          |              |
| Var. |       | 0   | 3        |          |          | 1        | 4            |
| 312  |       | Less than 5%  | 2        | 2        | 1        |          | 5            |
|      |       | 5%  | 2        | 1        | 5        |          | 8            |
|      |       | 10%   | 4        | 2        |          |          | 6            |
|      |       | 20 to 35%   | 1        | 2        |          | 1        | 4            |
|      |       | 95% or more   |          |          | 1        | 3        | 4            |
|      |       | Average   | 7.6%     | 11.3     | 17.4     | 76.3     | 21.9%        |
|      | 67    | 68a. <u>We would like to talk about delinquent loans for year-end 1977. Do your records indicate delinquencies for year end 1977?</u>               |          |          |          |          |              |
| Var. |       | 1 = Yes - Code 0 in 68-70   | 11       | 4        | 6        | 4        | 25           |
| 313  |       | 5 = No  | 1        | 3        | 1        | 1        | 6            |
|      | 68-70 | 68b. <u>What time period can you provide this information for?</u>  |          |          |          |          |              |
| Var. |       | 0 = DP  | 11       | 4        | 6        | 4        | 25           |
| 314  |       | Sept. 30, 1978  | 1        | 1        |          |          | 2            |
|      |       | Nov. 30, 1978   |          |          |          | 1        | 1            |
|      |       | Dec. 16i 1978   |          | 1        |          |          | 1            |
|      |       | DK, NA  |          | 1        | 1        |          | 2            |

Please consider a loan delinquent if it is one payment past due.



Card 11  
Column

|             |       |  |          |          |          |          |              |
|-------------|-------|--|----------|----------|----------|----------|--------------|
|             | 25    | (h) <u>What is this other time period?</u>       | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| Var.<br>322 |       | 0 = Not appropriate                              | 12       | 4        | 4        | 3        | 23           |
|             |       | 7  |          | 1        |          | 1        | 2            |
|             |       | 8 = DK   |          | 2        | 1        | 1        | 4            |
|             |       | 9 = NA   |          |          | 2        |          | 2            |
|             | 26-28 | (i) <u>Total delinquencies - new auto direct</u> |          |          |          |          |              |
| Var.<br>323 |       | 0  | 1        |          |          |          | 1            |
|             |       | Less than 19%                                    | 2        |          | 1        |          | 3            |
|             |       | 1 to 2%  | 2        | 1        | 1        |          | 4            |
|             |       | 2 to 5%  | 1        | 2        | 1        |          | 4            |
|             |       | 5 to 9%  |          | 1        | 1        | 2        | 4            |
|             |       | 997, DK, NA                                      | 6        | 3        | 3        | 3        | 15           |
|             |       | Average  | 1.2%     | 6.5      | 2.7      | 6.5      | 3.0          |
|             | 29-50 | 68c.-68d. 2. <u>Used Auto Direct Loans</u>       |          |          |          |          |              |
| Var.<br>324 |       | <u>Provide</u>                                   |          |          |          |          |              |
|             |       | 0  |          |          |          | 1        | 1            |
|             |       | 1 = Yes  | 6        | 4        | 6        | 1        | 17           |
|             |       | 3  | 5        | 3        | 1        | 3        | 12           |
|             |       | 9  | 1        |          |          |          | 1            |
| Var.<br>325 |       | <u>Percent Delinquent</u>                        |          |          |          |          |              |
|             |       | 0  | 2        |          |          | 1        | 3            |
|             |       | Less than 2%                                     | 2        | 1        | 1        |          | 4            |
|             |       | 2 to 4%  | 2        | 2        | 1        |          | 5            |
|             |       | 4% or more                                       |          | 1        | 2        | 1        | 4            |
|             |       | 997, DK, NA                                      | 6        | 3        | 3        | 3        | 15           |
|             |       | Average  | 2.0%     | 4.1      | 3.3      | 9.9      | 4%           |
| Var.<br>326 |       | <u>Under 30 days delinquent</u>                  |          |          |          |          |              |
|             |       | 0  | 3        | 1        | 1        | 1        | 6            |
|             |       | Less than 4%                                     | 1        | 2        | 1        |          | 4            |
|             |       | 4% or more                                       |          | 1        | 1        | 1        | 3            |
|             |       | 997, DK, NA                                      | 8        | 3        | 4        | 3        | 18           |
|             |       | Average  | 2%       | 3.6      | 2.5      | 9.9      | 4%           |
| Var.<br>327 |       | <u>30-59 days delinquent</u>                     |          |          |          |          |              |
|             |       | 0  | 2        |          |          | 1        | 3            |
|             |       | Less than 1%                                     | 2        | 3        | 1        | 1        | 7            |
|             |       | 1% to 2%   | 1        | 1        | 1        |          | 3            |
|             |       | 997, DK, NA                                      | 7        | 3        | 5        | 3        | 18           |
|             |       | Average  | 83.U     | .6       | .75      |          | .7           |
| Var.<br>328 |       | <u>60-89 days delinquent</u>                     |          |          |          |          |              |
|             |       | 0  | 3        | 1        |          | 1        | 5            |
|             |       | Less than .75%                                   | 2        | 2        | 1        | 1        | 6            |
|             |       | .75% or more                                     |          | 1        | 1        |          | 2            |
|             |       | 997, DK, NA                                      | 7        | 3        | 5        | 3        | 18           |
|             |       | Average  | .5%      | .6       | 1.2      |          | .73          |

Card 11  
Column

|             |       |   |          |          |          |          |              |
|-------------|-------|---|----------|----------|----------|----------|--------------|
| Var.<br>329 | 29-50 | <u>90 days and over delinquent</u>          | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|             |       | 0   | 2        | 1        |          | 1        | 4            |
|             |       | Less than .5%                               | 1        | 2        | 1        | 11       | 5            |
|             |       | .5 to 1%                                    | 2        | 1        | 1        |          | 4            |
|             |       | 997, DK, NA                                 | 7        | 3        | 5        | 3        | 18           |
|             |       | Average                                     | .53%     | .38      | .32      | .08      | .38          |
| Var.<br>330 |       | <u>Other time period delinquent</u>         |          |          |          |          |              |
|             |       | 0   | 12       | 5        | 4        | 3        | 24           |
|             |       | NA  |          | 2        | 3        | 2        | 7            |
| Var.<br>331 |       | <u>What is this time period?</u>            |          |          |          |          |              |
|             |       | 0   | 12       | 5        | 4        | 3        | 24           |
|             |       | 7   |          | 1        |          | 1        | 2            |
|             |       | DK, NA                                      |          | 1        | 3        | 1        | 5            |
| Var.<br>332 |       | <u>Total delinquencies used auto direct</u> |          |          |          |          |              |
|             |       | 0   | 2        |          |          | 1        | 3            |
|             |       | Less than 2%                                | 2        | 1        | 1        |          | 4            |
|             |       | 2.5 to 4%                                   | 2        | 2        | 1        |          | 5            |
|             |       | 4% or more                                  |          | 1        | 2        | 1        | 4            |
|             |       | 997, DK, NA                                 | 6        | 3        | 3        | 3        | 15           |
|             |       | Average                                     | 2.0%     | 4.1      | 3.0      | 9.9      | 2.9          |
| Var.<br>333 | 51-72 | 68c.-68d. 3. <u>New Auto Purchased</u>      |          |          |          |          |              |
|             |       | <u>Provide</u>                              |          |          |          |          |              |
|             |       | 0   | 4        | 1        | 3        | 1        | 9            |
|             |       | 1 = Yes                                     | 5        | 3        | 3        | 2        | 13           |
|             |       | 3   | 2        | 3        | 1        | 2        | 8            |
|             |       | 9   | 1        |          |          |          | 1            |
| Var.<br>334 |       | <u>Percent delinquent</u>                   |          |          |          |          |              |
|             |       | 0   | 6        | 1        | 3        | 1        | 11           |
|             |       | Less than 2%                                | 2        | 2        |          |          | 4            |
|             |       | 2% and more                                 | 1        | 1        | 1        | 2        | 5            |
|             |       | 997, DK, NA.                                | 3        | 3        | 3        | 2        | 11           |
|             |       | Average                                     | 1.9%     | 1.5      | 2.0      | 7.9      | 3.1          |
| Var.<br>335 |       | <u>Under 30 days delinquent</u>             |          |          |          |          |              |
|             |       | 0   | 6        | 3        | 4        | 1        | 14           |
|             |       | .5% and more                                | 1        | 1        |          | 2        | 4            |
|             |       | 997, DK, NA                                 | 5        | 3        | 3        | 2        | 13           |
|             |       | Average                                     | 3.0%     | .5       |          | 6.9      | 4.           |
| Var.<br>336 |       | <u>30-59 days delinquent</u>                |          |          |          |          |              |
|             |       | 0   | 6        | 1        | 3        | 2        | 12           |
|             |       | Less than 1%                                | 2        | 1        |          | 1        | 4            |
|             |       | 1% to 2%                                    |          | 2        |          |          | 2            |
|             |       | 997, DK, NA                                 | 4        | 3        | 4        | 2        | 13           |
|             |       | Average                                     | .5%      | 1.0      |          | .6       | .8           |

Card 11  
Column

| Var. | 51-72 | <u>60-89 days delinquent</u>                    | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|-------|---|----------|----------|----------|----------|--------------|
| 337  |       | 0   | 6        | 3        | 3        | 2        | 14           |
|      |       | Less than 1%                                    | 2        | 1        |          | 1        | 4            |
|      |       | 997, DK, NA                                     | 4        | 3        | 4        | 2        | 13           |
|      |       | Average   | 25%      | .5       |          | .1       | .3           |
| Var. |       | <u>90 days and over delinquent</u>              |          |          |          |          |              |
| 338  |       | 0   | 7        | 3        | 3        | 2        | 15           |
|      |       | 0 to 2%   | 1        | 1        |          | 1        | 3            |
|      |       | 997, DK, NA                                     | 4        | 3        | 4        | 2        | 13           |
|      |       | Average   | .2%      | .5       |          | 1.9      | .9%          |
| Var. |       | <u>Other time period delinquent</u>             |          |          |          |          |              |
| 339  |       | 0   | 12       | 5        | 4        | 4        | 25           |
|      |       | NA  |          | 2        | 3        | 1        | 6            |
| Var. |       | <u>What is this other time p6riod?</u>          |          |          |          |          |              |
| 340  |       | 0   | 12       | 5        | 4        | 4        | 25           |
|      |       | 7, DK, NA                                       |          | 2        | 3        | 1        | 6            |
| Var. |       | <u>Total delinquencies - new auto purchased</u> |          |          |          |          |              |
| 341  |       | 0   | 6        | 1        | 3        | 1        | 11           |
|      |       | Less than 2%                                    | 2        | 2        |          |          | 4            |
|      |       | More than 2%                                    | 1        | 1        | 1        | 2        | 5            |
|      |       | 997, DK, NA                                     | 3        | 3        | 3        | 2        | 11           |
|      |       | Average   | 1.9%     | 1.5      | 2.0      | 7.9      | 3.1          |

Card 12  
7-28

| Var. | 68c.-68d. 4. <u>Used Auto Purchased</u> |              |      |     |   |     |     |
|------|---|--------------|------|-----|---|-----|-----|
| 342  | <u>Provide used auto purchased</u>      | 0            | 4    | 1   | 4 | 3   | 12  |
|      |   | 1 = Yes      | 5    | 4   | 2 | 1   | 12  |
|      |   | 3            | 2    | 2   | 1 | 1   | 6   |
|      |   | 9            | 1    |     |   |     | 1   |
| Var. | <u>Percent delinquent</u>               |              |      |     |   |     |     |
| 343  |   | 0            | 6    | 1   | 4 | 3   | 14  |
|      |   | Less than 2% | 2    | 2   |   |     | 4   |
|      |   | More than 2% | 1    | 1   |   | 1   | 3   |
|      |   | 997, DK, NA  | 3    | 3   | 3 | 1   | 10  |
|      |   | Average      | 2.1% | 1.5 |   | 9.9 | 3.0 |
| Var. | <u>Under 30 days delinquent</u>         |              |      |     |   |     |     |
| 344  |   | 0            | 6    | 3   | 4 | 3   | 16  |
|      |   | .5% and more | 1    | 1   |   | 1   | 3   |
|      |   | 997, DK, NA  | 5    | 3   | 3 | 1   | 12  |
|      |   | Average      | 3.0% | .5  |   | 9.9 | 4.5 |
| Var. | <u>30-59 days delinquent</u>            |              |      |     |   |     |     |
| 345  |   | 0            | 6    | 1   | 4 | 3   | 14  |
|      |   | Less than 1% | 2    | 1   |   |     | 3   |
|      |   | 1% and more  |      | 2   |   | 1   | 3   |
|      |   | 997, DK, NA  | 4    | 3   | 3 | 1   | 11  |
|      |   | Average      | .65% | 1.0 |   | 9.9 | 1%  |

Card 12  
Column

|             |  | W    | I   | A   | L   | Total |
|-------------|--|------|-----|-----|-----|-------|
|             | <u>60-89 days delinquent</u>                           |      |     |     |     |       |
| Var.<br>346 | 0  | 7    | 3   | 4   | 3   | 17    |
|             | .3 to 9%   | 1    | 1   |     | 1   | 3     |
|             | DK, NA   | 4    | 3   | 3   | 1   | 11    |
|             | Average  | .3%  | .5  |     | .9  | 2.6   |
|             | <u>90 days and over delinquent-used auto purchased</u> |      |     |     |     |       |
| Var.<br>347 | 0  | 6    | 3   | 4   | 4   | 17    |
|             | Less than 1%   | 2    | 1   |     |     | 3     |
|             | 997, DK, NA  | 4    | 3   | 3   | 1   | 11    |
|             | Average  | .35% | .5  |     |     | .4    |
|             | <u>Other time period delinquent</u>                    |      |     |     |     |       |
| Var.<br>348 | 0  | 12   | 5   | 4   | 5   | 26    |
|             | NA   |      | 2   | 3   |     | 5     |
| Var.<br>349 | <u>What is other time period?</u>                      |      |     |     |     |       |
|             | 0  | 12   | .5  | 4   | 5   | 26    |
|             | 7, DK, NA  |      | 2   | 3   |     | 5     |
|             | <u>Total delinquencies - used auto purchased</u>       |      |     |     |     |       |
| Var.<br>350 | b  | 6    | 1   | 4   | 3   | 14    |
|             | Less than 2%   | 2    | 2   |     |     | 4     |
|             | 2% and more  | 1    | 1   |     | 1   | 3     |
|             | 997, DK, NA  | 3    | 3   | 3   | 1   | 10    |
|             | Average  | 2.1% | 1.2 |     | 9.9 | 3.    |
|             | 29-49  |      |     |     |     |       |
|             | 68c.-68d.4a. <u>Total Auto</u>                         |      |     |     |     |       |
|             | Used if some combination of above not broken down      |      |     |     |     |       |
|             | <u>Percent delinquent</u>                              |      |     |     |     |       |
| Var.<br>351 | 0  | 5    | 3   | 4   | 2   | 14    |
|             | Less than 2%   | 3    | 1   |     |     | 4     |
|             | More than 2%   | 3    |     | 1   | 1   | 5     |
|             | 997, DK, NA  | 1    | 3   | 2   | 2   | 8     |
|             | Average  |      | .9% | 4.6 | 9.0 | 3.5   |
|             | <u>Under 30 days delinquent</u>                        |      |     |     |     |       |
| Var.<br>352 | 0  | 5    | 4   | 4   | 2   | 15    |
|             | .5%  | 1    |     |     |     | 1     |
|             | 997, DK, NA  | 6    | 3   | 3   | 3   | 15    |
|             | Average  | .5%  |     |     |     | .5%   |
|             | <u>30-59 days delinquent</u>                           |      |     |     |     |       |
| Var.<br>353 | 0  | 5    | 3   | 4   | 2   | 14    |
|             | Less than 4%   | 1    | 1   |     |     | 2     |
|             | 997, DK, NA  | 6    | 3   | 3   | 3   | 15    |
|             | Average  | 3.0% | .25 |     |     | 1.6   |

Card 12  
Column

|             |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|-------------|---|----------|----------|----------|----------|--------------|
| Var.<br>354 | <u>60-89 days delinquent</u>            |          |          |          |          |              |
|             | 0                                       | 5        | 3        | 4        | 2        | 14           |
|             | Less than 2%                            | 2        | 1        |          |          | 3            |
|             | 997, DK, NA                             | 5        | 3        | 3        | 3        | 14           |
|             | Average                                 | .6%      | .25      |          |          | .5%          |
| Var.<br>355 | <u>90 days and over delinquent</u>      |          |          |          |          |              |
|             | 0                                       | 5        | 3        | 4        | 2        | 14           |
|             | Less than 2%                            | 2        | 1        |          |          | 3            |
|             | 997, DK, NA                             | 5        | 3        | 3        | 3        | 14           |
|             | Average                                 | .8%      | .25      |          |          | .6%          |
| Var.<br>356 | <u>Other time period delinquent</u>     |          |          |          |          |              |
|             | 0                                       | 12       | 5        | 4        | 3        | 24           |
|             | NA                                      |          | 2        | 3        | 2        | 7            |
| Var.<br>357 | <u>What is other time period?</u>       |          |          |          |          |              |
|             | 0                                       | 12       | 5        | 4        | 3        | 24           |
|             | 7, DK, NA                               |          | 2        | 3        | 2        | 7            |
| Var.<br>358 | <u>Total delinquencies - total auto</u> |          |          |          |          |              |
|             | 0                                       | 5        | 3        | 4        | 2        | 14           |
|             | Less than 2%                            | 3        | 1        |          |          | 4            |
|             | 2% to 10%                               | 3        |          | 1        | 1        | 5            |
|             | 997, DK, NA                             | 1        | 3        | 2        | 2        | 8            |
|             | Average                                 | 3.0%     | .75      | 4.6      | 9.0      | 3.5          |
|             | 50-71                                   |          |          |          |          |              |
|             | 68c.68d.5. <u>Personal Loans</u>        |          |          |          |          |              |
| Var.<br>359 | <u>Provide information on:</u>          |          |          |          |          |              |
|             | 1 = Yes                                 | 6        | 7        | 7        | 3        | 23           |
|             | 3                                       | 5        |          |          | 2        | 7            |
|             | NA                                      | 1        |          |          |          | 1            |
| Var.<br>360 | <u>Percent Delinquent</u>               |          |          |          |          |              |
|             | 0                                       | 1        |          |          |          | 1            |
|             | Less than 1%                            | 2        | 2        |          |          | 4            |
|             | 1% to 3%                                | 3        | 1        | 2        |          | 6            |
|             | 3% to 6%                                | 4        |          | 2        |          | 6            |
|             | 6% and more                             | 1        | 1        | 1        | 2        | 5            |
|             | 997, DK, NA                             | 1        | 3        | 2        | 3        | 9            |
|             | Average                                 | 2.95%    | .2.2     | 4.5      | 9.9      | 4.2          |
| Var.<br>361 | <u>Under 30 days delinquent</u>         |          |          |          |          |              |
|             | 0                                       | 2        | 2        |          |          | 4            |
|             | Less than 3.5%                          | 1        | 1        | 2        |          | 4            |
|             | More than 3.5%                          | 1        | .1       |          | 2        | 4            |
|             | 997, DK, NA                             | 8        | 3        | 5        | 3        | 19           |
|             | Average                                 | 4.0%     | 2.0      | 2.0      | 8.4      | 4.1          |
| Var.<br>362 | <u>30-59 days delinquent</u>            |          |          |          |          |              |
|             | 0                                       | 1        | 1        |          |          | 2            |
|             | Less than 1%                            | 2        | 2        | 1        |          | 5            |
|             | 1% to 3%                                | 3        | 1        | 1        | 2        | 7            |
|             | 997, DK, NA                             | 6        | 3        | 5        | 3        | 17           |
|             | Average                                 | 1.5%     | .6       | 1.3      | 2.0      | 1.3          |

Card 12  
Column

| Var. |                                     | W     | I   | A   | L   | Total  |
|------|-------------------------------------|-------|-----|-----|-----|--------|
| 363  | <u>60-89 days delinquent</u>        |       |     |     |     |        |
|      | 0                                   | 1     | 2   |     |     | 3      |
|      | Less than .5%                       | 3     |     |     | 1   | 4      |
|      | .5 to 1%                            | 2     | 2   | 1   |     | 5      |
|      | 1% to 2.5%                          | 1     |     | 1   | 1   | 3      |
|      | 997, DK, NA                         | 5     | 3   | 5   | 3   | 16     |
|      | Average                             | .6%   | .6  | 1.3 | 1.3 | .8%    |
| 364  | <u>90 days and over delinquent</u>  |       |     |     |     |        |
|      | 0                                   | 2     | 3   | 1   |     | 6      |
|      | Less than .75%                      | 3     |     | 1   | 1   | 5      |
|      | .75 to 2%                           | 2     | 1   |     | 1   | 4      |
|      | 997, DK, NA                         | 5     | 3   | 5   | 3   | 16     |
|      | Average                             | .6%   | 1.8 | .5  | .5  | .7%    |
| 365  | <u>Other time period delinquent</u> |       |     |     |     |        |
|      | 0                                   | 12    | 5   | 4   | 3   | 24     |
|      | NA                                  |       | 2   | 3   | 2   | 7      |
| 366  | <u>What is other time period?</u>   |       |     |     |     |        |
|      | 0                                   | 12    | 5   | 4   | 3   | 24     |
|      | 7, DK, NA                           |       | 2   | 3   | 2   | 7      |
| 367  | <u>Total delinquencies</u>          |       |     |     |     |        |
|      | 0                                   | 1     |     |     |     | 1      |
|      | Less than 1%                        | 2     | 2   |     |     | 4      |
|      | 1% to 3%                            | 3     | 1   | 2   |     | 6      |
|      | 3% to 5%                            | 4     |     | 1   |     | 5      |
|      | 5% and more                         | 1     | 1   | 2   | 2   | 6      |
|      | 997, DK, NA                         | 1     | 3   | 2   | 3   | 9      |
|      | Average                             | 2.95% | 2.2 |     | 4.5 | 9.93.2 |

Card 13

| Var. | 7-28         | 68c.-68d.6. <u>Property Improvement Loans</u> |     |     |     |    |
|------|--------------|---|-----|-----|-----|----|
| 368  |              | Provide information for:                      |     |     |     |    |
|      | 0            |   | 1   | 2   |     | 3  |
|      | 1 = Yes      | 7   | 5   | 5   | 3   | 20 |
|      | 3            | 4   | 1   |     | 2   | 7  |
|      | NA           | 1   |     |     |     | 1  |
| 369  |              | <u>Percent delinquent</u>                     |     |     |     |    |
|      | 0            | 4   | 2   | 2   |     | 8  |
|      | Less than 1% | 3   |     |     |     | 3  |
|      | 1% to 3%     | 2   | 2   | 1   |     | 5  |
|      | 3% to 5%     | 1   |     | 1   | 1   | 3  |
|      | 5% and more  | 1   |     | 1   | 1   | 3  |
|      | 997, DK, NA  | 1   | 3   | 2   | 3   | 9  |
|      | Average      | 2.1%  | 1.2 | 4.5 | 5.6 | 3  |

Card 13  
Column

| Var.  |   | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|-------|---|----------|----------|----------|----------|--------------|
| 370   | <u>Under 30 days delinquent</u>                         |          |          |          |          |              |
|       | 0   | 5        | 3        | 2        |          | 10           |
|       | Under 2%  |          | 1        |          | 1        | 2            |
|       | Over 2%   | 2        |          | 1        | 1        | 4            |
|       | 997, DK, NA   | 5        | 3        | 4        | 3        | 15           |
|       | Average   | 3.5%     | 1.4      | 2.0      | 4.1      | 3.1%         |
| 371   | <u>30-59 days delinquent</u>                            |          |          |          |          |              |
|       | 0   | 4        | 4        | 2        | 1        | 11           |
|       | Less than 1%  | 4        |          |          |          | 4            |
|       | 1% to 4%  | 1        |          | 1        | 1        | 3            |
|       | 997, DK, NA   | 3        | 3        | 4        | 3        | 13           |
|       | Average   | .8%      |          | 1.0      | 3.0      | 1.1%         |
| 372   | <u>60-89 days delinquent</u>                            |          |          |          |          |              |
|       | 0   | 5        | 3        | 2        | 2        | 12           |
|       | Less than .5%   | 3        |          |          |          | 3            |
|       | .5% and more  | 1        | 1        | 1        |          | 3            |
|       | 997, DK, NA   | 3        | 3        | 4        | 3        | 13           |
|       | Average   | .4%      | .5       | 1.0      |          | .6%          |
| 373   | <u>90 days and over delinquent</u>                      |          |          |          |          |              |
|       | 0   | 7        | 3        | 3        | 2        | 15           |
|       | Less than 1%  | 3        | 1        |          |          | 3            |
|       | 997, DK, NA   | 3        | 3        | 4        | 3        | 13           |
|       | Average   | .15%     | .5       |          |          | .3%          |
| 374   | <u>Other time period delinquent</u>                     |          |          |          |          |              |
|       | 0   | 12       | 5        | 4        | 3        | 24           |
|       | NA  |          | 2        | 3        | 2        | 7            |
| 375   | <u>What is other time period?</u>                       |          |          |          |          |              |
|       | 0   | 12       | 5        | 4        | 3        | 24           |
|       | 7, DK, NA   |          | 2        | 3        | 2        | 7            |
| 376   | <u>Total delinquencies - property improvement loans</u> |          |          |          |          |              |
|       | 0   | 4        | 2        | 2        |          | 8            |
|       | Less than 1%  | 3        |          |          |          | 3            |
|       | 1% to 3%  | 2        | 2        | 1        |          | 5            |
|       | 3% and more   | 2        |          | 2        | 2        | 6            |
|       | 997, DK, NA   | 1        | 3        | 2        | 3        | 9            |
|       | Average   | 2.1%     | 1.2      | 4.5      | 5.6      | 3%,          |
| 29-50 | 68c.-68d.7. <u>First Mortgage Consumer Loans</u>        |          |          |          |          |              |
| 377   | <u>Provide</u>  |          |          |          |          |              |
|       | 0   |          | 1        | 5        | 2        | 8            |
|       | 1 = Yes   | 9        | 5        | 2        | 1        | 17           |
|       | 3   | 2        | 1        |          | 2        | 5            |
|       | 9   | 1        |          |          |          | 1            |

Card 13  
Column

| Var. | <u>Percent delinquent</u>          | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|------------------------------------|----------|----------|----------|----------|--------------|
| 378  | 0                                  | 4        | 3        | 5        | 2        | 14           |
|      | Less than 1%                       | 3        |          |          |          | 3            |
|      | 1% to 2%                           | 1        | 2        |          |          | 3            |
|      | 2% and more                        | 3        | 1        |          | 1        | 5            |
|      | 997, DK, NA                        | 1        | 2        | 2        | 2        | 6            |
|      | Average                            | 2.4%     | 1.6      |          | 9.9      | 2.9          |
| Var. | <u>Under 30 days delinquent</u>    |          |          |          |          |              |
| 379  | 0                                  | 5        | 4        | 5        | 2        | 16           |
|      | Less than 2%                       | 2        | 1        |          | 1        | 4            |
|      | 2% and more                        | 1        | 1        |          |          | 2            |
|      | 997, DK, NA                        | 4        | 1        | 2        | 2        | 9            |
|      | Average                            | 2.4%     | 1.7      |          | .4       | 1.8          |
| Var. | <u>30-59 days delinquent</u>       |          |          |          |          |              |
| 380  | 0                                  | 5        | 4        | 5        | 3        | 17           |
|      | Less than 3%                       | 3        | 2        |          |          | 5            |
|      | 997, DK, NA                        | 4        | 1        | 2        | 2        | 9            |
|      | Average                            | 1.7%     | .4       |          |          | 1.2          |
| Var. | <u>60-89 days delinquent</u>       |          |          |          |          |              |
| 381  | 0                                  | 6        | 5        | 5        | 2        | 18           |
|      | Less than 1%                       | 1        | 1        |          |          | 2            |
|      | 1% and more                        | 1        |          |          | 1        | 2            |
|      | 997, DK, NA                        | 4        | 1        | 2        | 2        | 9            |
|      | Average                            | .8%      | .2       |          | 9.9      | 2.9          |
| Var. | <u>90 days and over delinquent</u> |          |          |          |          |              |
| 382  | 0                                  | 5        | 5        | 5        | 3        | 18           |
|      | Less than 1%                       | 3        | 1        |          |          | 4            |
|      | 997, DK, NA                        | 4        | 1        | 2        | 2        | 9            |
|      | Average                            | .3%      | .6       |          |          | .4           |
| Var. | <u>Other time period</u>           |          |          |          |          |              |
| 383  | 0                                  | 12       | 6        | 5        | 4        | 27           |
|      | NA                                 |          | 1        | 2        | 1        | 4            |
| Var. | <u>What is other time period?</u>  |          |          |          |          |              |
| 384  | 0                                  | 12       | 6        | 5        | 4        | 27           |
|      | 7, DK, NA                          |          | 1        | 2        | 1        | 4            |
| Var. | <u>Total delinquencies</u>         |          |          |          |          |              |
| 385  | 0                                  | 4        | 3        | 5        | 2        | 14           |
|      | Less than 1%                       | 3        |          |          |          | 3            |
|      | 1% to 2%                           | 1        | 2        |          |          | 3            |
|      | 2% and more                        | 3        | 1        |          | 1        | 5            |
|      | 997, DK, NA                        | 1        | 1        | 2        | 2        | 6            |
|      | Average                            | 2.4%     | 1.6      |          |          | 2.9          |

Card 13  
Column

51-72

68c.-68d.8.Second Mortgage Consumer Loans

| Var. | <u>Provide</u>  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|---|----------|----------|----------|----------|--------------|
| 386  | 0   | 2        | 1        | 6        | 3        | 12           |
|      | 1 Yes   | 6        | 5        | 1        |          | 12           |
|      | 3   | 3        | 1        |          | 2        | 6            |
|      | NA  | 1        |          |          |          | 1            |
| Var. | <u>Percent delinquent</u>                                 |          |          |          |          |              |
| 387  | 0   | 3        | 3        | 6        | 3        | 15           |
|      | Less than 1%  | 4        | 1        |          |          | 5            |
|      | 1% and more   | 4        | 1        | 1        |          | 6            |
|      | 997, DK, NA   | 1        | 2        |          | 2        | 5            |
|      | Average   | 2.3%     | .9       | 1.0      |          | .8           |
| Var. | <u>Under 30 days delinquent</u>                           |          |          |          |          |              |
| 388  | 0   | 4        | 3        | 6        | 3        | 16           |
|      | Less than 2%  | 1        | 2        |          |          | 3            |
|      | 2% and more   | 2        |          |          |          | 2            |
|      | 997, DK, NA   | 5        | 2        | 1        | 2        | 10           |
|      | Average   | 2.9%     | .9       |          |          | 2.1          |
| Var. | <u>30-59 days delinquent</u>                              |          |          |          |          |              |
| 389  | 0   | 4        | 5        | 6        | 3        | 18           |
|      | Less than 3%  | 4        |          |          |          | 4            |
|      | 997, DK, NA   | 4        | 2        | 1        | 2        | 9            |
|      | Average   | 1.3%     |          |          |          | 1.4          |
| Var. | <u>60-89 days delinquent</u>                              |          |          |          |          |              |
| 390  | 0   | 5        | 5        | 6        | 3        | 19           |
|      | Less than 2%  | 3        |          |          |          | 3            |
|      | 997, DK, NA   | 4        | 2        | 1        | 2        | 9            |
|      | Average   | .6%      |          |          |          | .6           |
| Var. | <u>90 days and over delinquent</u>                        |          |          |          |          |              |
| 391  | 0   | 5        | 5        | 6        | 3        | 19           |
|      | Less than 1%  | 3        |          |          |          | 3            |
|      | 997, DK, NA   | 4        | 2        | 1        | 2        | 9            |
|      | Average   | .3%      |          |          |          | .3           |
| Var. | <u>Other time period delinquent</u>                       |          |          |          |          |              |
| 392  | 0   | 12       | 5        | 7        | 4        | 28           |
|      | NA  |          | 2        |          | 1        | 3            |
| Var. | <u>What is other time period?</u>                         |          |          |          |          |              |
| 393  | 0   | 12       | 5        | 7        | 4        | 28           |
|      | 7, DK, NA   |          | 2        |          | 1        | 3            |
| Var. | <u>Total delinquencies-second mortgage consumer loans</u> |          |          |          |          |              |
| 394  | 0   | 3        | 3        | 6        | 3        | 15           |
|      | Less than 1%  | 4        | 1        |          |          | 5            |
|      | 1% and more   | 4        | 1        | 1        |          | 6            |
|      | 997, DK, NA   | 1        | 2        |          | 2        | 5            |
|      | Average   | 2.3%     | .9       | 1.0      |          | 1.9          |

Card 13  
Column  
73

69. We would now like to obtain information on your charge offs and recoveries for consumer credit for 1977. What method do you use to report these figures?

I = % of year-end outstandings, 1977

2 = % of average monthly outstanding during 1977

3 = Dollar amounts

9 = NA

| W  | I | A | L | Total |
|----|---|---|---|-------|
|    | 1 | 1 |   | 2     |
| 12 | 6 | 5 | 5 | 28    |
|    |   | 1 |   | 1     |

70. Please provide data on charge-offs and recoveries for your consumer credit during 1977 on the types of loans on this card.

Card 14  
7-9

1. New Auto - Direct

Charge-offs in 1977 (percentage of thousands of dollars)

|              |   |   |      |   |      |
|--------------|---|---|------|---|------|
| 0            | 6 |   |      |   | 6    |
| Less than 20 |   |   | 3    |   | 3    |
| 997, DK, NA  | 6 | 7 | 4    | 5 | 22   |
| Average      |   |   | \$11 |   | \$11 |

10-12

Recoveries in 1977 (percentage of thousands of dollars)

|             |   |   |   |   |    |
|-------------|---|---|---|---|----|
| 0           | 4 |   | 2 | 1 | 7  |
|             |   |   | 1 |   | 1  |
| 997, DK, NA | 8 | 7 | 4 | 4 | 23 |
| Average     |   |   | 3 |   | 3  |

13-15

2. Used auto-direct

Charge-offs in 1977

|              |   |   |      |   |    |
|--------------|---|---|------|---|----|
| 0            | 5 |   |      |   | 5  |
| Less than 50 |   |   | 3    |   | 3  |
| 997, DK, NA  | 7 | 7 | 4    | 5 | 23 |
| Average      |   |   | 16.3 |   | 16 |

16-18

Recoveries in 1977

|             |   |   |     |   |     |
|-------------|---|---|-----|---|-----|
| 0           | 3 |   |     | 1 | 4   |
| Less than 5 |   |   | 3   |   | 3   |
| 997, DK, NA | 9 | 7 | 4   | 4 | 24  |
| Average     |   |   | 1.7 |   | 1.7 |

19-21

3. New auto purchased

|             |   |   |   |   |    |
|-------------|---|---|---|---|----|
| 0           | 8 | 1 | 3 | 1 | 13 |
| 997, DK, NA | 4 | 6 | 4 | 4 | 18 |

22-24

Recoveries in 1977

|             |   |   |   |   |    |
|-------------|---|---|---|---|----|
| 0           | 6 | 1 | 3 | 2 | 12 |
| 997, DK, NA | 6 | 6 | 4 | 3 | 19 |

Var.  
395

Var.  
396

Var.  
397

Var.  
398

Var.  
399

Var.  
400

Var.  
401

| Card 14<br>Column |       |  | W    | I   | A  | L | Total |
|-------------------|-------|--|------|-----|----|---|-------|
|                   | 25-27 | 4. <u>Used auto purchase</u>                     |      |     |    |   |       |
| Var.<br>402       |       | 0  | 8    | 1   | 3  | 1 | 13    |
|                   |       | 997, DK, NA                                      | 4    | 6   | 4  | 4 | 18    |
|                   | 28-30 | <u>Recoveries in 1977</u>                        |      |     |    |   |       |
| Var.<br>403       |       | 0  | 6    | 1   | 3  | 2 | 12    |
|                   |       | 997, DK, NA                                      | 6    | 6   | 4  | 3 | 19    |
|                   | 31-33 | 4a. <u>Total auto - combination</u>              |      |     |    |   |       |
| Var.<br>404       |       | <u>Charge-offs in 1977</u>                       |      |     |    |   |       |
|                   |       | 0  | 6    |     | 3  |   | 9     |
|                   |       | Less than 50                                     |      | 1   | 1  |   | 2     |
|                   |       | 997, DK, NA                                      | 6    | 6   | 3  | 5 | 20    |
|                   |       | Average  |      | 9   | 25 |   | 17    |
|                   | 34-36 | <u>Recoveries in 1977</u>                        |      |     |    |   |       |
| Var.<br>405       |       | 0  | 3    |     | 3  | 1 | 7     |
|                   |       | Less than 20                                     | 1    | 1   | 1  |   | 3     |
|                   |       | 997, DK, NA                                      | 8    | 6   | 3  | 4 | 21    |
|                   |       | Average  | 4    | 2   | 15 |   | 7     |
|                   | 37-39 | 5. <u>Personal loans</u>                         |      |     |    |   |       |
| Var.<br>406       |       | <u>Charge-offs in 1977</u>                       |      |     |    |   |       |
|                   |       | 0  | 1    | 1   |    |   | 2     |
|                   |       | Less than 10                                     | 4    | 1   |    |   | 5     |
|                   |       | 10 to 35   |      |     | 3  |   | 3     |
|                   |       | 997, DK, NA                                      | 7    | 5   | 4  | 5 | 21    |
|                   |       | Average  | 1.25 | 1   | 23 |   | 9.4   |
|                   | 40-42 | <u>Recoveries in 1977</u>                        |      |     |    |   |       |
| Var.<br>407       |       | 0  | 2    | 1   |    | 1 | 4     |
|                   |       | Less than 25                                     | 2    |     | 3  |   | 5     |
|                   |       | 997, DK, NA                                      | 8    | 6   | 4  | 4 | 22    |
|                   |       | Average  | 1.5  |     | 9  |   | 6     |
|                   | 43-45 | 6. <u>Property improvement loans - own plans</u> |      |     |    |   |       |
| Var.<br>408       |       | <u>Charge-offs in 1977</u>                       |      |     |    |   |       |
|                   |       | 0  | 8    | 3   | 1  |   | 12    |
|                   |       | Less than 10                                     |      |     | 2  |   | 2     |
|                   |       | 192  |      | 1   |    |   | 1     |
|                   |       | 997, DK, NA                                      | 4    | 3   | 4  | 5 | 16    |
|                   |       | Average  |      | 192 | 4  |   | 66.6  |
|                   | 46-48 | <u>Recoveries in 1977</u>                        |      |     |    |   |       |
| Var.<br>409       |       | 0  | 7    | 3   | 1  | 1 | 14    |
|                   |       | 997, DK, NA                                      | 5    | 4   | 4  | 4 | 17    |

Card 14  
Column  
49-51

|          |  | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|----------|--|----------|----------|----------|----------|--------------|
|          | 7. <u>First mortgage consumer loans</u>  |          |          |          |          |              |
| Var. 410 | <u>Charge-offs in 1977</u>               |          |          |          |          |              |
|          | 0  | 8        | 4        | 4        |          | 16           |
|          | 997, DK, NA                              | 4        | 3        | 3        | 5        | 15           |
|          | 52-54 <u>Recoveries in 1977</u>          |          |          |          |          |              |
| Var. 411 | 0  | 7        | 4        | 4        | 1        | 16           |
|          | 997, DK, NA                              | 5        | 3        | 3        | 4        | 15           |
|          | 8. <u>Second mortgage consumer loans</u> |          |          |          |          |              |
| Var. 412 | <u>Charge-offs in 1977</u>               |          |          |          |          |              |
|          | 0  | 8        | 4        | 4        |          | 16           |
|          | 997, DK, NA                              | 4        | 3        | 3        | 5        | 15           |
|          | 58-60 <u>Recoveries in 1977</u>          |          |          |          |          |              |
| Var. 413 | 0  | 7        | 4        | 4        | 1        | 16           |
|          | 997, DK, NA                              | 5        | 3        | 3        | 4        | 15           |
|          | 9. <u>Bank credit cards</u>              |          |          |          |          |              |
| Var. 414 | <u>Charge-offs in 1977</u>               |          |          |          |          |              |
|          | 0  | 6        | 4        | 3        | 2        | 15           |
|          | 1  | 2        |          |          |          | 2            |
|          | 41                                       |          |          | 1        |          | 1            |
|          | 997, DK, NA                              | 4        | 3        | 3        | 3        | 13           |
|          | Average                                  | 1        |          | 41       |          | 14           |
|          | 64-66 <u>Recoveries in 1977</u>          |          |          |          |          |              |
| Var. 415 | 0  | 6        | 4        | 4        | 2        | 16           |
|          | 1  | 1        |          |          |          | 1            |
|          | 997, DK, NA                              | 5        | 3        | 3        | 3        | 14           |
|          | Average                                  | 1        |          |          |          | 1            |

You have a delinquent unsecured personal loan with an outstanding balance of \$1200. Assume that payments have been made for six months, although two payments were 15 days late.

71. What is your collection policy when this loan is from 10 days to 30 days delinquent?

|          | 67 <u>Number of letters</u> |     |     |     |     |     |
|----------|-----------------------------|-----|-----|-----|-----|-----|
| Var. 416 | 0                           | 2   |     |     |     | 2   |
|          | 1                           | 7   | 3   | 3   | 2   | 15  |
|          | 2 to 7                      | 2   | 4   | 4   | 3   | 13  |
|          | NA                          | 1   |     |     |     | 1   |
|          | Average                     | 1.2 | 2.6 | 3.0 | 1.8 | 3.5 |
|          | 68 <u>Number of calls</u>   |     |     |     |     |     |
| Var. 417 | 0                           | 7   |     | 3   | 2   | 12  |
|          | 1                           | 4   | 6   | 4   | 2   | 16  |
|          | 7                           |     | 1   |     | 1   | 2   |
|          | NA                          | 1   |     |     |     | 1   |
|          | Average                     | 1   | 1.9 | 1   | 3   | 1.7 |

Card 14  
Column

|         |                                    |          |          |          |          |              |
|---------|------------------------------------|----------|----------|----------|----------|--------------|
| Var. 69 | <u>Number of personal contacts</u> | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
| 418     | 0                                  | 11       | 7        | 5        | 4        | 27           |
|         | 1                                  |          |          | 1        | 1        | 2            |
|         | 7                                  |          |          | 1        |          | 1            |
|         | NA                                 | 1        |          |          |          | 1            |
|         | Average                            |          |          | 4        | 1        | 3            |

|           |                                    |    |   |   |   |    |
|-----------|------------------------------------|----|---|---|---|----|
| 70-77     | <u>Other collection procedures</u> |    |   |   |   |    |
| Var. 419, | 0                                  | 11 | 5 | 4 | 5 | 25 |
| 420,      | 46 late charge fee                 |    | 2 |   |   | 2  |
| 421,      | 61 turn over to collection agency  |    | 1 | 2 |   | 3  |
| 422       | 78 WCA                             | 1  |   |   |   | 1  |
|           | 86 Nothing                         |    |   | 1 |   | 1  |

Card 15

7-17 72. During the period that the loan is from 30 days to 60 days delinquent, what would you typically do next and when would you do it?

|          |                          |   |   |   |   |     |
|----------|--------------------------|---|---|---|---|-----|
| Var. 423 | <u>Number of letters</u> |   |   |   |   |     |
|          | 0                        | 5 | 4 | 5 | 3 | 17  |
|          | 1                        | 5 | 2 | 2 | 1 | 10  |
|          | 7                        | 1 | 1 |   | 1 | 3   |
|          | NA                       | 1 |   |   |   | 1   |
|          | Average                  | 2 | 3 | 1 | 4 | 2.4 |

|          |                        |          |          |          |          |              |
|----------|------------------------|----------|----------|----------|----------|--------------|
| Var. 424 | <u>Number of calls</u> | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|          | 0                      | 1        | 2        | 4        | 2        | 9            |
|          | 1                      | 7        | 4        | 2        | 1        | 14           |
|          | 2                      | 1        |          |          |          | 1            |
|          | 7                      | 2        | 1        | 1        | 2        | 6            |
|          | NA                     | 1        |          |          |          | 1            |
|          | Average                | 2.3      | 2.2      | 3.0      | 5        | 2.8          |

|          |                                    |     |   |     |   |     |
|----------|------------------------------------|-----|---|-----|---|-----|
| Var. 425 | <u>Number of personal contacts</u> |     |   |     |   |     |
|          | 0                                  | 9   | 6 | 5   | 5 | 25  |
|          | 1                                  | 1   | 1 | 1   |   | 3   |
|          | 4                                  | 1   |   |     |   | 1   |
|          | 7                                  |     |   | 1   |   | 1   |
|          | NA                                 |     |   |     |   | 1   |
|          | Average                            | 2.5 | 1 | 4.0 |   | 2.8 |

Card 15  
Column

|                                    |                             | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------------------------------------|-----------------------------|----------|----------|----------|----------|--------------|
| <u>Other collection procedures</u> |                             |          |          |          |          |              |
|                                    | 0                           | 8        | 2        | 2        | 1        | 13           |
|                                    | 10 contacted someone else   |          | 1        |          |          | 1            |
| Var.                               | 49 right to default notice  | 1        |          |          |          | 1            |
| 426,                               | 50 threatened legal action  |          | 1        | 1        | 1        | 3            |
| 427,                               | 51 threatened and initiated |          |          |          |          |              |
| 428,                               | legal action                |          |          | 1        | 1        | 2            |
| 429                                | 52 notify cosigner          |          |          |          | 1        | 1            |
|                                    | 53 collect from cosigner    |          |          |          | 1        | 1            |
|                                    | 61 turn over to collection  |          |          |          |          |              |
|                                    | agency                      |          |          | 1        |          | 1            |
|                                    | 77 Other                    |          |          |          | 1        | 1            |
|                                    | 78 WCA                      | 1        |          |          |          | 1            |
|                                    | 79                          |          | 1        |          |          | 1            |
|                                    | 80 rewrite loan             | 2        |          |          |          | 2            |
|                                    | 85                          | 1        |          |          |          | 1            |
|                                    | 87 work with consumer       |          | 2        | 3        | 1        | 6            |
|                                    | 90                          |          | 1        |          |          | 1            |
|                                    | 92 go after vigorously      |          | 1        |          |          | 1            |

18-28 73. And, as the loan continued to be delinquent, what would you typically do next, and when would you do it?

|                                    |           | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------------------------------------|-----------|----------|----------|----------|----------|--------------|
| <u>Number of letters</u>           |           |          |          |          |          |              |
| Var.                               | 0         | 9        | 6        | 6        | 5        | 26           |
| 430                                | 1         | 2        | 1        |          |          | 3            |
|                                    | 7, NA     | 1        |          | 1        |          | 2            |
|                                    | Average   | 1        | 1        | 7        |          | 2.5          |
| <u>Number of calls</u>             |           |          |          |          |          |              |
| Var.                               | 0         | 10       | 7        | 6        | 5        | 28           |
| 431                                | 7, DK, NA | 2        |          | 1        |          | 3            |
|                                    | Average   |          |          | 7        |          | 7            |
| <u>Number of personal contacts</u> |           |          |          |          |          |              |
| Var.                               | 0         | 11       | 6        | 6        | 4        | 27           |
| 432                                | 1         |          |          |          | 1        | 1            |
|                                    | 2         |          | 1        |          |          | 1            |
|                                    | 7, NA     | 1        |          | 1        |          | 2            |
|                                    | Average   |          | 2        | 7        |          | 3.3          |

Card 15  
Column

| Var. |  | <u>Other collection procedures</u>       | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|--|--|----------|----------|----------|----------|--------------|
| 433, |  | 0  | 1        | 1        |          |          | 2            |
| 434, |  | 47                                       |          | 1        |          |          | 1            |
| 435, |  | 48                                       |          |          |          | 1        | 1            |
| 436  |  | 49                                       | 4        |          |          |          | 4            |
|      |  | 50 threatened legal action               | 1        |          | 1        | 2        | 4            |
|      |  | 51 threatened and initiated legal action | 2        | 3        | 2        | 3        | 10           |
|      |  | 54 reposess                              |          |          | 1        |          | 1            |
|      |  | 58                                       | 4        |          | 1        |          | 5            |
|      |  | 61 turn over to collection agency        | 2        |          |          |          | 2            |
|      |  | 62                                       | 2        | 1        | 3        |          | 6            |
|      |  | 66                                       |          |          | 1        |          | 1            |
|      |  | 70 write off                             | 3        |          | 3        | 1        | 7            |
|      |  | 78                                       | 1        |          |          |          |              |
|      |  | 87                                       | 1        |          |          |          | 1            |
|      |  | 91                                       | 1        |          |          |          | 1            |
|      |  | 92                                       | 1        | 2        |          |          | 3            |

1

74. We would like to know which groups of remedies--taken together--are most important to you to reduce your collection costs and minimize your credit losses. If you were forced to chose five remedies that you could always have available, which five would you choose from this list of fourteen?

| Var. |    |                                      | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|----|--------------------------------------|----------|----------|----------|----------|--------------|
|      | 29 | <u>Late payment charges</u>          |          |          |          |          |              |
| Var. |    | 1 = Yes                              | 6        | 2        | 5        | 3        | 16           |
| 437  |    | 5 = No                               | 6        | 5        | 2        | 2        | 15           |
|      | 30 | <u>Attorney's fee charges</u>        |          |          |          |          |              |
| Var. |    | 11 = Yes                             | 1        |          | 3        |          | 4            |
| 438  |    | 5 = No                               | 11       | 7        | 4        | 5        | 27           |
|      | 31 | <u>Confession of judgment</u>        |          |          |          |          |              |
| Var. |    | 1 = Yes                              | 5        | 3        |          | 1        | 9            |
| 439  |    | 5 = No                               | 7        | 4        | 7        | 4        | 22           |
|      | 32 | <u>Repossession</u>                  |          |          |          |          |              |
| Var. |    | 1 = Yes                              | 9        | 6        | 5        | 4        | 24           |
| 440  |    | 5 = No                               | 3        | 1        | 2        | 1        | 7            |
|      | 33 | <u>Deficiency judgment</u>           |          |          |          |          |              |
| Var. |    | I = Yes                              | 6        | 4        | 4        | 5        | 19           |
| 441  |    | 5 = No                               | 6        | 3        | 3        |          | 12           |
|      | 34 | <u>Blanket Security</u>              |          |          |          |          |              |
| Var. |    | 1 = Yes                              | 1        |          | 1        |          | 2            |
| 442  |    | 5 = No                               | 11       | 7        | 6        | 5        | 29           |
|      | 35 | <u>Waiver of statutory exemption</u> |          |          |          |          |              |
| Var. |    | 1 = Yes                              | 1        |          |          |          | 1            |
| 443  |    | 5 = No                               | 11       | 7        | 7        | 5        | 30           |

Card 15  
Column

|      |    | <u>Garnishment</u>                    | <u>W</u> | <u>I</u> | <u>A</u> | <u>L</u> | <u>Total</u> |
|------|----|---------------------------------------|----------|----------|----------|----------|--------------|
| Var. | 36 | 1 = Yes                               | 6        | 6        | 4        | 4        | 20           |
| 444  |    | 5 = No                                | 6        | 1        | 3        | 1        | 11           |
|      | 37 | <u>Wage assignment</u>                |          |          |          |          |              |
| Var. |    | 1 = Yes                               | 4        | 1        |          |          | 5            |
| 445  |    | 5 = No                                | 8        | 6        | 7        | 5        | 26           |
|      | 38 | <u>Acceleration upon default</u>      |          |          |          |          |              |
| Var. |    | 1 = Yes                               | 4        | 2        | 5        | 4        | 15           |
| 446  |    | 5 = No                                | 8        | 5        | 2        | 1        | 16           |
|      | 39 | <u>Reaffirmation after bankruptcy</u> |          |          |          |          |              |
| Var. |    | 1 = Yes                               | 4        | 2        | 1        |          | 7            |
| 447  |    | 5 = No                                | 8        | 5        | 6        | 5        | 24           |
|      | 40 | <u>Co-signor agreement</u>            |          |          |          |          |              |
| Var. |    | 1 = Yes                               | 7        | 4        | 3        | 1        | 15           |
| 448  |    | 5 = No                                | 5        | 3        | 4        | 4        | 16           |
|      | 41 | <u>Contacting employers/relatives</u> |          |          |          |          |              |
| Var. |    | 1 = Yes                               | 1        |          |          |          | 1            |
| 449  |    | 5 = No                                | 11       | 7        | 7        | 5        | 30           |
|      | 42 | <u>Foreclosure</u>                    |          |          |          |          |              |
| Var. |    | 1 = Yes                               | 4        | 5        | 4        | 3        | 16           |
| 450  |    | 5 = No                                | 8        | 2        | 3        | 2        | 15           |

## APPENDIX C: THE LOCAL MARKETS

The local markets selected for the survey had to meet a number of requirements. First, they had to be located in states with substantial differences in rate ceilings and restrictions on creditors' remedies. Second, they had to encompass well defined market areas. Since consumer credit shopping is ordinarily confined to local markets, it was important that each survey area be self-contained. Third, each market had to contain a labor market where a relatively high proportion of workers was employed in construction, manufacturing, or trade. This requirement was established so that each locality would include a high proportion of people who might be dependent on fluctuating sources of income and, thus, might be relatively risky credit users. Finally, it was deemed desirable to include in the survey two adjacent localities that had many similar socio-economic characteristics, but differed in that they were located in states with substantially different creditor remedies and rate ceilings.

The adjacent markets selected for study were Racine/Kenosha, Wisconsin and Waukegan/North Chicago, Illinois. In addition, Lake Charles, Louisiana and Little Rock/North Little Rock, Arkansas were selected for study because of the unique laws applicable in each state. These cities met all of the study's requirements with only minor deviations.

A principle deviation was that the proportion of workers employed in cyclical industries (at 45 percent in manufacturing, trades, and construction) in the Arkansas market was somewhat below the proportion employed in such occupations in the other markets--particularly the Northern markets. However, mitigating factors--principally the fact that Little Rock was the only large city in central Arkansas and, as such, would be expected to be the site for consumer finance companies if any operated in the state, overcame this limitation. A second deviation laying the fact that average incomes generally were higher in the Northern than in the Southern cities. However, this could be explained by North-South "cost-of-living" differences, so it need not invalidate North-South comparisons so long as such differences are taken into account when appropriate. In spite of the income differences, the educational status of residents in both the Northern and Southern cities was quite similar.

An extensive set of economic and social characteristics applicable to each market was compiled before the surveys were undertaken. Those data are presented in the following table.

**TABLE 1**

**SOCIO-ECONOMIC DATA ON SURVEY CITIES**

| Market<br>Characteristic       | Illinois      |        | Wisconsin |               |
|--------------------------------|---------------|--------|-----------|---------------|
|                                | North Chicago |        | Waukegan  | RacineKenosha |
| Population (000)               | 47            | 65     | 95        | 79            |
| Population per sq. mi. (000)   | 8.01          | 4.05   | 7.26      | 5.75          |
| Pop. change 1960-1970 (%)      | 106.1         | 17.1   | 6.8       | 16.1          |
| White population               | 39            | 56     | 85        | 77            |
| Black population               | 8             | 8      | 10        | 2             |
| Change in black '60-'70 (%)    | 71.2          | 86.3   | +114      | 105.0         |
| Median age                     | 20.0          | 27.6   | 27.2      | 27.3          |
| One person N.H. (000)          | .7            | 3.7    | 5.6       | 4.2           |
| Age 25 or over (000)           | 13            | 35     | 50        | 42            |
| Median schooling               | 12.1          | 12.2   | 11.9      | 11.9          |
| H.S.-Grad (%)                  | 63.7          | 66.7   | 49.5      | 49.1          |
| Labor force (000)              | 32            | 30     | 39        | 32            |
| Civilian labor force (000)     | 6             | 29     | 39        | 32            |
| Female labor force (000)       | 3             | 12     | 15        | 12            |
| Married female labor force (%) | 64.5          | 57.4   | 54.9      | 57.2          |
| Unemployed (%)                 | 4.3           | 3.3    | 5.1       | 4.7           |
| Employed (000)                 | 6             | 28     | 38        | 30            |
| Employed in mfg. (%)           | 35.7          | 35.9   | 48.4      | 43.8          |
| Employed in trade (%)          | 14.8          | 17.4   | 17.9      | 19.6          |
| Employed in services (%)       | 6.8           | 6.5    | 5.3       | 4.0           |
| Employed in education (%)      | 5.4           | 5.9    | 7.0       | 8.2           |
| Employed in construction (%)   | 2.6           | 4.6    | 2.2       | 3.4           |
| Employed in gov't. (%)         | 28.2          | 18.4   | 11.2      | 12.4          |
| White collar employment        |               |        |           |               |
| Professional or managerial (%) | 14.8          | 21.9   | 19.8      | 19.5          |
| Sales employment (%)           | 24.1          | 27.9   | 24.4      | 22.1          |
| Craftsmen & foremen (%)        | 12.3          | 13.1   | 14.0      | 14.8          |
| Income under \$3,000 %         | 5.5           | 5.5    | 6.3       | 6.3           |
| 3 to 5 K %                     | 8.7           | 6.9    | 7.8       | 7.7           |
| 5 to 7 K %                     | 19.7          | 9.0    | 9.5       | 9.8           |
| 15 to 25 K %                   | 13.1          | 23.3   | 1.7.3     | 15.6          |
| 26 K or more %                 | 2.1           | 4.7    | 3.1       | 2.3           |
| Median (family) income         | 8,898         | 11,473 | 10,522    | 10,191.       |
| Median for whites              | 8,776         | 11,796 | 10,730    | 10,244        |
| Median for blacks              | 10,019        | 8,448  | 7,684     | 7,313         |
| Per capita income              | 2,432         | 3,656  | 3,193     | 3,039         |
| % below poverty level          | 6.8           | 6.0    | 6.6       | 6.1           |
| Avg. persons per household     | 3.6           | 3.1    | 3.2       | 3.3           |
| Owner occupied housing (%)     | 37.3          | 57.8   | 63.8      | 66.2.         |

**TABLE 1 (CON'T.)**

| Market<br>Characteristic       | Illinois      |          | Wisconsin |         |
|--------------------------------|---------------|----------|-----------|---------|
|                                | North Chicago | Waukegan | Racine    | Kenosha |
| Manufacturers (#)              | 28            | 76       | 244       | 106     |
| % with 20+ employees           | 53.6          | 48.7     | 40.6      | 37.7    |
| Retail trade outlets (#)       | 117           | 589      | 868       | 721     |
| % with payroll                 | 72.6          | 81.0     | 76.2      | 73.2    |
| Retail sales (million \$)      | 12.16         | 166.45   | 166       | 121     |
| Change '63-'67                 | 38.3          | 29.5     | 23.5      | 13.4    |
| Food (% of retail sales)       | 15.2          | 19.6     | 28.5      | 25.0    |
| Auto (% of retail sales)       | D             | 16.1     | 15.8      | 12.3    |
| General mdse. (% retail sales) | D             | 21.4     | 15.3      | 17.3    |
| Wholesale outlets (#)          | 9             | 90       | 131       | 78      |
| Sales (million \$)             | 3.16          | 101.57   | 102       | 45      |
| # of banks                     | 1             | 5        | 7         | 5       |
| # extra branches               | 0             | 0        | 2         | 0       |

D - withheld to avoid disclosure

**TABLE 1 (CON'T.)**

**SOCIO-ECONOMIC DATA ON SURVEY CITIES**

| Market<br>Characteristic       | Arkansas<br>Little Rock | N. Little Rock | Louisiana<br>Lake Charles |
|--------------------------------|-------------------------|----------------|---------------------------|
| Population (000)               | 132                     | 60             | 78                        |
| Population per sq. mi. (000)   | 2.51                    | 2.33           | 3.391                     |
| Pop. change 1960-1970 (%)      | 22.9                    | 3.5            | 23.0                      |
| White population               | 99                      | 50             | 54                        |
| Black population               | 33                      | 10             | 25                        |
| Change in black '60-'70 (%)    | 31                      | -27.3          | 77.1                      |
| Median age                     | 30.3                    | 30.3           | 24.3                      |
| One person H.H. (000)          | 9.7                     | 3.3            | 3.7                       |
| Age 26 or over (000)           | 75                      | 34             | 38.1                      |
| Median schooling               | 12.4                    | 12.1           | 12.0                      |
| H.S. Grad (%)                  | 64.1                    | 54.2           | 50.6                      |
| Labor force (000)              | 57                      | 25             | 28                        |
| Civilian labor force (000)     | 57                      | 24             | 28                        |
| Female labor force (000)       | 25                      | 10             | 10                        |
| Married female labor force (%) | 53.5                    | 64.2           | 56.0                      |
| Unemployed (%)                 | 3.3                     | 3.1            | 6.2                       |
| Employed (000)                 | 55                      | 24             | 26                        |
| Employed in mfg. (%)           | 16.4                    | 17.4           | 15.2                      |
| Employed in trade (%)          | 21.5                    | 22.9           | 23.9                      |
| Employed in services (%)       | 9.4                     | 8.9            | 10.6                      |
| Employed in education (%)      | 7.6                     | 5.6            | 10.1                      |
| Employed in construction (%)   | 5.3                     | 6.3            | 9.3                       |
| Employed in gov't. (%)         | 20.8                    | 17.4           | 15.8                      |
| White collar employment        |                         |                |                           |
| Professional or managerial (%) | 29.6                    | 23.7           | 25.0                      |
| Sales employment (%)           | 29.7                    | 29.3           | 24.6                      |
| Craftsmen & foremen (%)        | 9.19                    | 14.4           | 14.8                      |
| Income under \$3,000 %         | 12.2                    | 13.0           | 14.8                      |
| 3 to 5 K %                     | 12.4                    | 12.4           | 12.3                      |
| 5 to 7 K %                     | 13.4                    | 12.8           | 14.1                      |
| 15 to 25 K %                   | 13.8                    | 11.6           | 12.3                      |
| 25 K or more %                 | 5.0                     | 2.5            | 3.1                       |
| Median (family) income         | 8,785                   | 8,467          | 8,297                     |
| Median for whites              | 10,075                  | 9,190          | 9,883                     |
| Median for blacks              | 4,835                   | 3,510          | 4,634                     |
| Per capita income              | 3,165                   | 2,764          | 2,600                     |
| % below poverty level          | 13.5                    | 14.7           | 17.5                      |
| Avg. persons per household     | 2.9                     | 3.0            | 3.4                       |
| Owner occupied housing (%)     | 60.3                    | 62.7           | 64.5                      |

**TABLE 1 (CON'T.)**

| Market<br>Characteristic       | Arkansas    |                | Louisiana    |
|--------------------------------|-------------|----------------|--------------|
|                                | Little Rock | N. Little Rock | Lake Charles |
| Manufacturers (#)              | 220         | 67             | 45           |
| % with 20+ employees           | 41.4        | 29.9           | 28.9         |
| Retail trade outlets (#)       | 1,515       | 658            | 716          |
| % with payroll                 | 71.9        | 63.5           | 70.5         |
| Retail sales (million \$)      | 318         | 100            | 136          |
| Change '63-'67                 | 36.3        | 19.6           | 35.3         |
| Food (% of retail sales)       | 18.0        | 22.8           | 22.5         |
| Auto (% of retail sales)       | 22.8        | 33.5           | 19.6         |
| General mdse. (% retail sales) | 17.1        | 3.1            | 19.6         |
| Wholesale outlets (#)          | 427         | 112            | 126          |
| Sales (million \$)             | 543         | 119            | 112          |
| # of banks                     | 7           | 2              | 5            |
| # extra branches               | 27          | 7              | 9            |

Sources:

County and City Data Book 1972, 317.3 St29 sco 1972 set 5  
 Operating Banking Offices - January 1, 1973 FDIC 332 F317o 1973