



M E M O R A N D U M

TO: INTERESTED PARTIES

FROM: GLEN BOLGER/JIM HOBART

RE: IOWA REPUBLICAN CAUCUS-GOERS SURVEY:
KEY FINDINGS

DATE: JANUARY 7, 2015

Methodology

Public Opinion Strategies conducted a survey of 400 likely Republican caucus-goers in Iowa. The survey was conducted December 14-16, 2015 and has a margin of error of +4.9% in 95 out of 100 cases. Three hundred (300) interviews were conducted with land-line respondents and 100 interviews were conducted with cell phone respondents,

Key Findings

1. ***Republican caucus-goers in Iowa are strongly opposed to companies issuing payday loans in the state.***

Just 14% of Republican caucus-goers favor issuing payday loans in Iowa, compared to 60% who say they are opposed. Twenty-four percent (24%) of voters do not have an opinion. Looking at intensity, only 2% of caucus-goers strongly favor issuing payday loans, compared to 37% who are strongly opposed.

Opposition to payday loans is especially strong among religious conservatives (9% favor/65% oppose), who make up 50% of Republican caucus-goers in Iowa.

2. ***Opposition to issuing payday loans in Iowa increases when caucus-goers learn that the average payday loan in the state carries a two-hundred and sixty-eight annual percentage rate (APR).***

After hearing of the average APR on payday loans in Iowa, a similar 13% of caucus-goers say they favor payday loans in the state, while opposition increases considerably to 82% oppose. The intensity of opposition also increases, with 64% of voters saying they are strongly opposed to companies issuing payday loans in Iowa.

Among religious conservative voters, 87% say they oppose payday loans in Iowa after they hear the average APR, with 68% saying they are strongly opposed.

3. ***There is significant support for increasing protections for consumers who use payday loans.***

Sixty-nine percent (69%) of caucus-goers favor increasing protections for consumers who use payday loans, while only 21% are opposed. Intensity of support is nearly four times higher in support (43% strongly favor) than in opposition (11% strongly oppose). Base Republicans, older men, and voters in Davenport DMA drive support for increased protections for consumers who use payday loans.

4. ***There is very strong support for two specific protections for consumers who use payday loans.***

More than seventy percent of voters support requiring payday loan lenders to first determine the borrower's ability to pay back the loan without defaulting on or delaying other expenses (78% favor/14% oppose).

Support is similarly strong for limiting the amount of interest that can be charged on a payday loan to thirty-six percent (74% favor/21% oppose).

Both of these proposals are strongly supported by Republican caucus-goers across demographic and ideological lines.

The Bottom Line

Payday loans are deeply unpopular with Republican caucus-goers in Iowa. Initial opposition to these loans is high, and it only increases when caucus-goers learn of the interest rates that can be charged. There is also consistent and clear support for increased protections for consumers who use payday loans. As a result, supporting these types of increased protections is a political winner with Republican caucus-goers in Iowa.