



**Credit  
Research  
Center**

**MONOGRAPH NO. 15  
Credit Unions: CRC 1979 Creditors Survey**

**1980**

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

**CREDIT UNIONS: 1979 CREDITORS SURVEY**  
**Richard L. Peterson and John D. Hancock\***

Abstract

The CRC 1979 Creditors Survey analyzed the behavior of financial institutions that made consumer loans in four distinct local markets. The markets were located in four separate states that were distinguished by wide variation in their legal rate ceilings and restrictions on creditors' remedies. This paper summarizes the findings obtained from interviews with 60 managers of credit unions that operated in the markets under study.

A number of interesting observations can be gleaned from the data obtained in the survey. For instance, credit unions were found to compete extensively both with other financial institutions and with other credit unions. While, in theory, credit unions' common bond requirements might be expected to limit their ability to compete with each other, one-third of the credit unions in the survey reported that other credit unions were significant competitors. Reasons given for their response indicated that family (spouses') membership in other credit unions and credit unions with overlapping (geographic) common bonds accounted for much of the perceived competition.

Further, and most pertinently, the ten percent loan rate ceiling in Arkansas apparently was responsible for substantial differences in behavior observed between Arkansas and other credit unions, possibly because Arkansas credit unions were the quickest, and most likely, to take tough action to collect on delinquent debts. In addition, Arkansas credit unions most frequently required cosigners on auto loans and least frequently made long maturity (48-month) auto loans. Arkansas credit unions also were least likely to provide loan interest rebates, and were least likely to promote low interest rates on consumer loans (since other lenders were all subject to the ten percent usury rate ceiling).

Some Federally chartered credit unions in Arkansas charged more than ten percent on their loans, while state-chartered credit unions could not. Thus, it was not surprising to find that dividend (interest) rates paid on the savings of Federal credit union members exceeded those paid to state-chartered credit union members in Arkansas.

Not all behavior of Arkansas credit unions fit our theoretical expectations, however. They did not apparently require higher down payments on auto loans. Also, they did not check credit reports as frequently as other credit unions before they granted loans.

Regarding creditors' remedies, very few credit unions placed a high value on "blanket security" and "waiver-of-exemption" clauses in loan contracts. However, many placed a high value on garnishment, cosigner agreements, attorney's fee charges, and repossession. In addition, a slightly lesser number placed a high value on wage assignments and the reaffirmation of debts after bankruptcy.

---

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

## **CREDIT UNIONS: CRC 1979 CREDITORS SURVEY**

**Richard L. Peterson and John D. Hancock**

### I. The Nature of the Study

This study is part of a broader study of local consumer credit markets. That study assesses the impact on consumer credit markets of rate ceilings and restrictions on creditors' remedies. Because consumers can obtain credit from many sources the main study attempted to survey all major lenders to consumers, as well as a large number of consumers that participated in local consumer credit markets.

The markets selected for study were located in four states with widely different regulations on rate ceilings and creditors' remedies. Those states 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. It was felt that both rate ceilings and restrictions on creditors' remedies would affect creditors' willingness to extend credit to consumers. However, the effects of rate ceiling restrictions should be more pervasive than restrictions on creditors' remedies--which apply most particularly to high risk loan operations. While restrictions on creditors' remedies may vary among states, different creditors are subject to different rate ceilings. Thus, in this study, only state-chartered Arkansas credit unions were subject to a ten percent rate ceiling, albeit, competition may have held down loan rates charged by Federal credit unions in Arkansas as well. In other states in the sample, all Federally and state-chartered credit unions were subject to a 12 percent rate ceiling, with the exception that Wisconsin state-chartered credit unions could charge up to 18 percent on the first \$500 of a loan.

Credit unions contribute a significant share of the total consumer credit available in the United States. Thus, an attempt was made to survey credit unions in each of the local consumer credit markets that we studied. With the cooperation of the Credit Union National Association, we were able to obtain assistance from the state credit union leagues in each of the four survey states. The state leagues provided us with information and local market contacts in the area. They also provided us with lists of credit unions located in each local market area. Audits and Surveys, Inc. then selected, randomly, one-half of all credit unions located in each area and arranged personal interview surveys with the managers. The only exception to this procedure occurred in Arkansas, where the state league provided us with a list of half of the credit unions operating in the local area. To provide a representative sample of credit unions operating in the area, they were asked to provide a list that was not heavily weighted toward either large or small credit unions.

Audits and Surveys personnel interviewed the managers of all credit unions selected for the survey. The managers were asked to provide detailed information on the nature of their operations. The results of those interviews are summarized in this study. Details on the questions asked in the survey, the manner in which the institutions' responses were coded, and the distribution of responses--both for each local market and in total--are reported in Appendix A. Readers interested in using these data should read Appendix A carefully. Readers interested in procedures used to elicit a high response rate from surveyed credit unions should read Appendix B. Socio-economic characteristics of local markets are provided in Appendix C.

### II. Highlights of the Survey

Some of the major findings of the survey are summarized below. These findings relate to relationships that can be observed in tables that summarize responses to the various questions asked on the survey. Where references to specific questions are made, those questions are referred to as (Q1, Q2, etc.). Readers can then

locate the exact survey questions and obtain detailed information on the distribution of responses to each question by consulting Appendix A of this paper.

### A. Market Structure

Sixty credit unions were interviewed; 42 were state-chartered and 18 were Federally chartered. In Louisiana, half of the credit unions interviewed were Federally chartered and in Arkansas 45 percent were Federally chartered. However, in Wisconsin all credit unions were state chartered credit unions (possibly because Wisconsin laws are less restrictive than Federal credit union regulations). In Illinois, 73 percent of the surveyed credit unions were state-chartered (Card 1, column .1).

Sixty percent of the credit unions surveyed indicated that their membership did not reside solely in the local market areas in which they were located (Q1). However, this may result from the fact that over two-thirds of the credit unions interviewed had "once a member, always a member" membership standards (Q4) and members frequently move. Thus, those credit unions that were able to report the proportion of their total loans and deposits that originated in other market areas, indicated that only about one-seventh of their total loans or deposits came from other market areas. However, only one-half of the surveyed institutions indicated that a significant amount of their loans or deposits came from other areas (M). Thus, on balance, probably less than ten percent of the loans and deposits of the credit unions surveyed in each local market came from outside the market area.

Branching by credit unions was extremely limited. Only two credit unions branched--and both of those were located in Wisconsin. Further, only one credit union--located in Arkansas--used a free standing automatic teller machine to supplement its in-office services (Q6). Finally, there was not much variation in the number of hours per week that credit unions were open with the exception that Illinois credit unions were open only about two-thirds as many hours per week as credit unions located in other states (Q5).

### B. Credit Union Competition

A number of questions were asked to determine the extent to which credit unions compete with each other and other institutions in the consumer credit markets. The purpose was to determine the extent of inter-institutional competition in the consumer financial markets. Often such information is useful when regulators assess branching, chartering, and merger applications. In addition, an attempt was made to assess credit union competition with other credit unions in order to see if "common bond" restrictions effectively prevented such competition.

Respondent credit unions indicated that commercial banks were their most important competitors. Over half of the respondents stated that commercial banks posed effective competition. Only the Arkansas credit unions did not preponderantly mention banks as major competitors (Q7). Banks were seen to be effective competitors because they offered comparable services and often offered comparable or better loan rates. In addition, they could offer quick, easy closing and fast service, had more assets to lend, and could make larger size loans than many credit unions. Also, credit union managers mentioned that banks could offer their loan services in conjunction with other financial services, provide automated services, provide credit through dealers, or had regulatory advantages (Q8).

Forty percent of the credit unions surveyed indicated that finance companies posed significant competition. Very few credit unions in Arkansas cited finance companies as competitors (because no consumer finance companies operate offices in that area). Also, very few Illinois credit unions cited finance companies as major competitors (Q7, Q8). Finance companies were seen to have advantages in that they provided more

convenient closing, quicker approval of loans, and provided credit on more lenient terms. Other reasons cited to explain finance company competition were that they could serve the general public and solicited new business aggressively. While they were perceived as charging higher rates, they also provided more lenient credit to high risk customers.

Only one-third of the surveyed credit unions said that other credit unions were major competitors for them. Competition from other credit unions as mentioned most frequently in Louisiana. However, both Wisconsin and Illinois credit unions perceived competition from other credit unions. Only in Arkansas did credit unions feel that other credit unions were not competitive. Reasons for credit union competition were most frequently provided by Illinois credit unions. Most commonly, credit unions felt that other credit unions were competitive in that they had more funds to lend and could make larger size loans. In addition, other credit unions were sometimes perceived to have rate advantages or advantages in terms of proximity to the consumer.

While it is surprising that one-third of the credit unions felt that other credit unions were major competitors, given that the common bond restriction should limit credit union competition, several credit unions gave an explanation for this. One noted that members of two worker families could always borrow from their spouses' credit union. Others noted that county-wide credit unions gave them considerable competition. The last observation is supported by the fact that the most frequently cited credit union competitor was the Consumers Cooperative Credit Union of Lake County (Illinois). The next most frequently cited were the Cooperative Credit Union (Wisconsin) and the Great Lakes Credit Union (Illinois). This overlapping of common bonds, once-a-member-always-a-member rules, and family membership possibilities all allow for a certain amount of competition to exist between credit unions.

A few credit unions mentioned other institutions that were competitive with them in the consumer loan markets. Most commonly mentioned were savings and loans associations and auto finance companies. (Q8).

Credit unions were asked specifically about competition in the automobile credit market. Their responses to this question were similar to those given for consumer loan market competition except they more frequently mentioned dealers as posing potential competition. They also were asked about competition in the residential mortgage loan market (Q13). However, so few credit unions made first mortgage loans that responses to this question cannot be meaningfully interpreted.

In terms of explaining their own competitive posture, credit unions most commonly indicated that they emphasized their low loan rates in their marketing efforts. They also emphasized ease of obtaining credit and, to a lesser extent, convenient locations and service (Q16). There was considerable variance in their responses across states, however. Because most institutions charge the ceiling rate in Arkansas, only 35 percent of Arkansas credit unions stressed low rates, in contrast with 80 percent in Illinois, 93 percent in Wisconsin, and 100 percent in Louisiana (where other lenders could charge the highest loan rates of any surveyed state). Further, while 63 percent of the non-Arkansas credit unions stressed ease in obtaining credit in their marketing efforts, only 35 percent of the Arkansas credit unions did so." However, Arkansas credit unions were much more likely to stress service and slightly more likely to stress convenient hours than credit unions in other states.

## C. Rates and Rate Changes

### 1. Loan Rates

Credit unions were asked to provide information on the rates they charged on a number of typical types and sizes of loans. Because of the ten percent usury rate ceiling applicable to state chartered Arkansas credit unions, Arkansas credit unions uniformly charged the lowest rates on all loans (Q24, Q25). Not surprisingly, Arkansas credit unions also imposed the largest minimum standards on the size of personal loans that they

would make (Q26). Further, Arkansas credit unions were least likely (Q72) to give rebates on loan interest payments to their customers. Only 10 percent of Arkansas credit unions reported such a practice while 30 percent of the credit unions located in other states reported that they sometimes gave rebates on loan interest payments.

In general, rates were lower on auto loans with shorter maturities and on new auto rather than used auto loans. However, rates charged on secured and unsecured personal loans were essentially the same.

## 2. Loan Rate Changes

In the year (.1978) preceding the survey, market interest rates rose gradually but consistently. The survey contained a number of questions designed to assess the impact of market interest rate increases on the behavior of credit unions (Q60-Q71). Responses to these questions indicated that credit unions were relatively slow to adjust their loan rates to changes in market interest rates. Only 20 percent of them raised their loan rates because of the increase in market rates. Eighty percent did not change their rates at all. One-half of the credit unions that did not raise their rates said they did not need to so do. The second most common reason for not changing loan rates was legal restrictions. Slightly over one-third of the credit-unions that did not change their loan rates cited legal restrictions on their ability to do so.

Those credit unions that did change their loan rates frequently took other actions to increase the profitability of their consumer lending operations as well. Most commonly those credit unions raised down payments on consumer loans, became more selective in their lending, or made loans of shorter maturities.

Credit unions that did not raise their loan rates often took no other action. If they did take other actions they most commonly became more selective in their lending or raised down payments on their consumer loans. Many also cut back on the type and number of loans that they were willing to make. Overall, only one-third of the credit unions that did not raise their loan rates took other actions. However, three-quarters of those that did raise their loan rates also took other actions to increase their consumer lending profitability.

## 3. Deposit Rates

At the time of the survey, Federal credit unions were subject to a seven percent rate ceiling on the rates they could pay to their regular share account holders. State-chartered credit unions were subject to varied ceilings. Because these ceilings were considerably higher than those imposed by Regulation Q on the thrift institution and commercial bank savings accounts, credit unions often found they could pay rates below their ceiling rates and still attract adequate funds. As a result, considerable variation occurred in the rates paid on credit union share accounts (Q51). These variations reflected differences in credit union profitability and also in the competitive market environments in which they operated.

Since credit unions are nonprofit institutions, one expects them to pay higher dividend rates on their share accounts if they are able to earn higher revenues, net of costs, on their loans. This appeared to be the case in Arkansas. There, Federal credit unions were not subject to the state's ten percent usury ceiling, while state-chartered credit unions were. While the difference was not large enough to be statistically significant, Federal credit unions, which could charge the higher loan rates, also paid higher dividend rates in Arkansas than state-chartered credit unions in that state. The difference of 29 basis points (see Table 1) was substantially more than the difference that existed in rates paid by state and Federally chartered credit unions in any other state. However, Federally chartered credit unions in Arkansas did not pay the highest rates of any credit unions, and state-chartered credit unions did not pay the lowest. Thus, it is hard to make a definitive statement regarding the impact that the rate ceilings had on dividend payouts. Nonetheless, the results are consistent with the notion that

credit unions that are subject to lower loan rate ceilings will also pay lower rates on their members' savings deposits.

Very few credit unions offered savings deposits other than regular share accounts. None offered split rate accounts. Only three (two in Wisconsin) offered, share draft accounts, and only ten reported offering one-year share certificates. Thus, rate comparisons on these types of accounts cannot be readily made.

**TABLE I**  
**AVERAGE RATES PAID ON REGULAR SHARE ACCOUNTS**

Credit union charter	Wisconsin	Illinois	Arkansas	Louisiana
State	5.35	6.07	5.93	6.75
Federal		5.94	6.22	6.80
Difference (State-Federal)		+ .13	- .29	- .05

#### 4. Changes in Deposit Rates

Credit unions were asked if they changed their deposit rates in response to the rising interest rates of the previous year (Q60-Q63). Seventeen credit unions indicated that they had increased their dividends to their share holders. Twelve increased rates on their regular share accounts and the remainder indicated that they increased interest rates on certificates of deposit or money market certificates,

Credit unions were able to raise dividend rates on their regular share accounts because Regulation Q ceilings were not binding on them, and only a limited number of them were paying the Federal maximum of seven percent on their share accounts before interest rates rose. Still, only slightly more than a quarter of the credit unions surveyed reported that they raised rates on their liabilities in response to rising interest rates, and only a fifth reported that they raised rates on their passbook savings accounts.. Of those that did not change their rates, ten reported that they did not need to raise rates in order to attract more funds or hold onto their depositors, and another 12 reported that they could not afford to raise their dividend rates based on their current profits. As a percentage of total responses, Arkansas credit unions most frequently indicated that they did not raise their dividend payout rates because they could not afford to do so. Arkansas credit unions also most frequently indicated that legal limits or rate ceilings prevented them from raising their dividend rates (Q63). Approximately an equal percentage (27 to 33percent) of all sampled credit unions in each state reported that they did not increase dividend rates because there was no need to do so.

#### D. Nonrate Loan Terms

Credit unions provided information on their auto loan down payments, loan rejection rates, and mortgage lending fees. Regarding auto loans and their terms, (Q24) a lower percentage of credit unions in Arkansas reported making long maturity auto loans than credit unions in other states. This is particularly the case with 48-month used car loans. Only 20 percent of the Arkansas credit unions reported that they made 48month used car loans whereas 45 percent of the credit unions in the other three states reported making such loans. One can hypothesize that Arkansas credit unions were unwilling to make such risky loans because of their state's low rate ceiling.

Regarding down payments, which can also be varied to control risk, Arkansas credit unions reported the highest down payment requirements on 36-month new car loans. However, in all other categories of auto loans investigated, Arkansas credit unions had the lowest down payment requirements of any credit unions in the survey. Thus, this evidence does not support the hypothesis that Arkansas credit unions may have varied their down payment requirements to compensate for lower rate ceilings.

Finally, an attempt was made to ascertain the minimum size personal loan that credit unions would be willing to make. Arkansas credit unions reported substantially higher minimums than credit unions located in other states (Q26). Wisconsin credit unions also reported above-average minimum loan size requirements, but their average was only half as large as the average minimal size required in Arkansas. This finding is consistent with the hypothesis that Arkansas credit unions require that their personal loans be of larger size in order to earn a higher return, net of costs, in their restricted rate environment.

Credit unions were also asked about their willingness to accept credit applicants (Q27). Here, the survey findings deviated substantially from our expectations. Arkansas credit unions reported rejecting a lower percentage of customers for both direct new car loans and direct unsecured personal loans than credit unions located in other states. Turndown percentages reported by all credit unions were relatively low, however. A maximum turndown percentage of ten percent was reported by Wisconsin credit unions for direct unsecured personal loans, and a minimum turndown percentage of three percent was reported by Arkansas credit unions for direct new car loans.

When credit unions responded to a question asking where someone might go if they were turned down for a loan by the credit union (Q28), 12 out of the 20 Arkansas credit unions reported that their members would have nowhere to go to get a loan if they were rejected by the credit union. No credit union in other states reported their members had nowhere else to go for credit. However, consumer finance companies operate in all states but Arkansas. Thus, 31 of the 40 credit unions outside Arkansas indicated that a consumer could always go to a finance or loan company to obtain credit if they were turned down by the credit union. Possibly because consumer finance companies do not operate in Arkansas, credit unions operating there may try harder to satisfy their members' credit needs--albeit, not necessarily on the most lenient credit terms.

Finally, an attempt was made to determine what rates and terms credit unions offered on their mortgage lending (Q30-Q39). However, so few credit unions made mortgage loans that this information was not useful.

#### E. Credit Insurance

A number of questions were asked credit unions about the credit insurance plans that they offered their members (Q40-Q44). The vast majority of credit unions offered credit insurance to their members. Fifty-one credit unions of the 60 credit unions surveyed required their members to take credit insurance (Q40). Forty-seven of those required that credit insurance be acquired on all loans, while several required credit insurance only on auto or unsecured personal loans (Q41).

The types of credit insurance that credit unions offered varied somewhat (Q42-Q43). Credit life insurance, particularly single credit life insurance, was offered most frequently, while accident and health insurance was offered by less than half of the credit unions in the sample. Fifty-two credit unions provided free credit life insurance while only five credit unions charged for it. The rate of charge reported by the five credit unions averaged \$.56 per \$100 of unpaid credit balance per year.

## F. Restrictions on Creditors' Remedies

Credit unions were asked to identify the collection remedies that they thought they would find most useful if they were limited to only five collection remedies (Q87). Nearly three-quarters of the credit unions surveyed selected garnishment as one of the most important remedies to them. Two-thirds selected cosigner agreements as an important way that they could collect on debts. Other remedies were not so uniformly highly ranked. However, at least half of the credit unions selected repossession of property on which they had a lien and charges for attorney's fees necessary to collect defaulted debts as other remedies that they valued highly. Also, nearly half of the credit unions selected reaffirmation of debts after bankruptcy and wage assignment as important remedies to them.. The least important remedies from the credit unions' viewpoint were waiver of statutory exemption and blanket security clauses in consumer loan contracts that would let credit unions collect defaulted debts by seizing household property of the creditor.

In addition to their evaluation of particular creditors' remedies, credit unions were also asked about the collection remedies that they actually used (Q84-Q86). Their responses were diverse and are summarized in the appropriate tables in Appendix A. However, certain responses, such as the initiation of legal action and the turning of I delinquent accounts over to collection agencies and attorneys, are clearly "tougher" than other responses. Table 2 summarizes the frequency with which credit unions took tough action for various states of delinquency. It shows that Arkansas credit unions were somewhat more likely to take tough collection actions than other credit unions. Further, they were much more likely to take tough action sooner than other credit unions. Apparently, the low loan rate ceiling in Arkansas did not allow Arkansas credit unions the luxury of being easy on delinquent debtors.

**TABLE 2**

### **CREDIT UNIONS' COLLECTION ACTIVITY**

(Number reporting that they turn delinquent loans over to attorneys or collection agencies or otherwise took "tough" action to collect on defaulted loans)

Percentage taking tough action when a previously slow-paying loan was:	Arkansas Credit Unions			All Other Credit Unions		
	Federal	State	Total	Federal	State	Total
10 to 30 days past due	11.1%	0%	5%	0%	0%	0%
30 to 60 days past due	11.1%	36.4%	25%	0%	9.7%	7.5%
60 days or more past due	<u>55.6%</u>	<u>54.5%</u>	<u>55%</u>	<u>55.6%</u>	<u>77.4%</u>	<u>72.5%</u>
In total	77.8%	90.9%	85%	55.6%	87.1%	80%
<u>Percent taking no tough action</u>	<u>22.2%</u>	<u>9.1%</u>	<u>15%</u>	<u>44.4%</u>	<u>12.9%</u>	<u>20%</u>
Total	100%	100%	100%	100%	100%	100%
Number of credit unions reporting	9	11	20	9	31	40

## G. Other Data

Credit unions were asked a variety of questions to determine how they conducted their operations. An attempt was made to collect extensive data on their balance sheets. Most provided good data on their total assets and liabilities (Q18) but far fewer provided data on the detailed composition of their assets and liabilities. Only

slightly more than half of the credit unions provided data on their loan charge-offs and recoveries (Q18). However, four-fifths provided data on their previous years' charge-offs (Q82-(10)). Based on these statistics, it appears that Arkansas credit unions charged off a lower percentage of their loans than other credit unions.

Credit unions were asked about the extent to which they offered credit lines of various sorts (Q19-Q23). Twenty-three offered credit lines, almost all of which were tied to loan draft plans. Only one offered a credit line tied to its share draft plan.

Only three credit unions reported that they offered share draft plans (Q46.), and only ten credit unions, out of 60, offered one-year certificates of deposit. In general, Wisconsin credit unions were more likely to offer loan draft, share draft, and share certificates of deposit plans than other credit unions. This may be related to the fact that the credit union movement in Wisconsin is quite active, with over 600 credit unions and the national credit union league (CUNA) operating in the state. Thus, Wisconsin credit unions may be more innovative than credit unions that operate in the other survey states.

Finally, credit unions were queried about their delinquency rates in considerable detail (Q79, Q80). Many could not provide detailed information on the percentage of their loans that were delinquent in their payments. In fact, only 24 provided data on their total delinquency rates (Q79, Q80--Card 13, column 51-72). The average delinquency rate reported by all credit unions was 2.12 percent. Like charge off rates, delinquency rates were lower in Arkansas, at 1.13 percent, than in any other state. However, unlike charge offs, delinquency rates were higher in Louisiana, at 3.51 percent, than in any other state, but only two credit unions in Louisiana reported their delinquency rates.

It is not surprising that Arkansas credit unions had a substantially lower delinquency rate than credit unions in other states, because loan rate ceilings are lowest in that state. However, it is not obvious how they went about reducing their risk. Credit rejection rates of Arkansas credit unions were lower than rejection rates in other states. Also, down payment requirements of Arkansas credit unions were not consistently higher than those of other credit unions. Further, Arkansas credit unions were not more likely than credit unions in other states to check with other creditors when they processed a loan application, and they were less likely to buy credit reports (Q75). However, Arkansas credit unions did not offer long-maturity loans as frequently as credit unions in other states. In addition, Arkansas credit unions were much more likely than other credit unions to require cosigners on auto loans. Finally, they used much more aggressive collection techniques than credit unions in other states to collect on delinquent loans in the early stages of delinquency. The last policies, particularly an aggressive collection policy, could have reduced their delinquencies and losses considerably.

### III. Conclusions

In this study, we looked at the operating policies and financial characteristics of credit unions operating in four states with widely differing legal environments. Arkansas credit unions, which were subject to the most restrictive loan rate ceilings, exhibited substantial differences in behavior from credit unions located in different states.

In Arkansas, fewer credit unions gave rebates of loan interest, fewer made long maturity auto loans, and more used tough loan collection actions and used them sooner, than credit unions in other states. Possibly as a result, Arkansas credit unions reported lower delinquency and loss rates than credit unions in other states.

However, Arkansas credit unions apparently did not take more care in granting loans, and did not uniformly require higher down payment requirements on auto loans, albeit they did require cosigners on auto loans much more frequently than other credit unions.

Arkansas credit unions also differed from other credit unions in that they had much higher minimum loan size requirements than credit unions operating in other states. Further, the difference in dividend rates paid on savings by state and Federally chartered Arkansas credit unions was wider than it was in any other state—most likely because Federal credit unions in Arkansas could charge higher rates on their loans than state chartered credit unions.

Wisconsin credit unions also differed from other credit unions in the sample. Possibly because of more lenient state laws, all surveyed credit unions in Wisconsin were state chartered. Wisconsin credit unions also were the most innovative of the credit unions in the sample--as a higher proportion offered share drafts and loan drafts than credit unions in other states. While they more frequently offered share certificates, their dividend rates on regular share accounts generally were lower than dividend payout rates in other states.

Overall, credit unions felt competition in the consumer credit markets from a number of different sources. Banks were their most formidable competitors, cited by half the credit unions. However, one third of the credit unions felt competition from other credit unions. Spouse affiliations, once-a-member-always-a-member common bond definitions and, most importantly, geographically based cooperative credit unions accounted for much of the intra-credit-union competition.. These same common bonds also contributed to the fact that roughly ten percent of the surveyed credit unions' loans and deposits were made to members living outside their local market area.

Most credit unions were relatively unresponsive to market interest rate changes that occurred in the year prior to the survey. Thus, only 17 of 60 raised their savings rates and 12 raised their loan rates in response to market interest rate changes.- If credit unions raised their loan rates, they were much more likely to take other actions to increase their profitability than if they did not (or could not) raise their loan rates.

Most credit unions provided credit insurance to their members and only five charged for that insurance. The particular types of insurance coverage offered or required varied, but single credit life was most common.

Credit unions had widely varying attitudes toward the importance of various creditors' remedies to them. Most did not care to have blanket security or waiver of exemption clauses in consumer loan contracts. However, over half of the surveyed credit unions placed high values on garnishment cosigner agreements, repossession, and attorney's fee charges. Many credit unions also placed a high value on wage assignments and on the reaffirmation of debts after bankruptcy.

Few credit unions, except in Arkansas, pursued debts aggressively before they were 60 days past due. However, many, especially in Wisconsin, became tougher after 60 days. Nonetheless, credit union delinquency and charge off rates were not high--and in Arkansas were quite low.

Because many credit unions do not collect sophisticated batteries of statistics, this study was hampered by missing data. Tables-in Appendix A must be consulted to determine what proportion of the surveyed credit unions responded to each question on the survey.

## **APPENDIX A**

The following tables summarize the data provided by the 60 credit unions included in the survey. Codes and responses to each question asked are segregated by state, and in total, below the pertinent question. Where categorical responses were given, they are summed up by category. Where numerical responses are given, the mean (Avg.) response for each state, and in total, along with the number (#) of responses included in each average are provided. Occasionally, average responses and categorical responses are mixed. In those cases, the categorical responses provide information on the number of respondents that "didn't provide" (DP) responses or for whom appropriate responses were "not applicable" or "not ascertained."

Where the same set of codes was used for a whole series of questions, the categorical codes are often presented in detail only at the start of that series.

Card 1

CREDIT UNION

Section I Structure of Institution and Market Area

Card 1

Column

- 1 Type of Institution  
 1 = Commercial Bank  
 2 = Finance Company  
 3 = State Credit Union  
  
 4 = Federal Credit Union  
 5 = Savings and Loan  
 6 = Retail Store - Telephone Interview  
 7 = Retail Store - Personal Interview

Code	W	I	A	L	Total
3	15	11	11	5	42
4	0	4	9	5	18

- 2 Metropolitan Area  
 1 = Kenosha/Racine, Wisconsin  
 2 = North Chicago/Waukegan, Illinois  
 3 = Little Rock, Arkansas  
 4 = Lake Charles, Louisiana

- 3-4 Respondent Number  
 Code two digit number

- 5-6 Card Number  
 Code 01

- 7-9 Interview time in minutes  
 Code 001 to 995  
 998 = Record not kept

- 10 1. Does your Credit Union membership live only in this geographic area?  
 1 = Yes - code 0 in columns 11-17  
 5 = No  
 8 = Don't know (DK)  
 9 = Not ascertained (NA)  
 0 = Not appropriate (DP)

Code	W	I	A	L	Total
0	1	-	-	-	1
1	5	4	8	6	23
5	9	11	12	4	36

Card 1  
Column

- 11 2a. From what other geographic areas do you draw members?  
  
 1 = Out of county, other counties in the state, entire state  
 2 = Adjacent state  
 3 = Other states

- 4.= Elsewhere in the county
- 5 = Other countries
- 6 = Wherever members move to
- 8 = DK
- 9 = NA
- 0 = DP

Code	W	I	A	L	Total
1	1	0	6	1	8
2	0	5	3	1	9
3	5	4	3	2	14
4	0	2	0	0	2
5	1	0	0	0	1
6	1	0	0	0	1
8	1	0	0	0	1
9	0	0	0	0	0
0	6	4	8	6	24

12-14 2b. Roughly, what percentage of the dollar amount of your total loans are made in those other areas?

Code percentage (001-100)

- 998 = DK
- 999 = NA
- 000 = DP

Code	W	I	A	L	Total
998	0	1	4	1	6
999	1	0	0	0	1
000	7	5	8	7	27

Code	W	I	A	L	Total
#	7	9	8	2	26
AVG	12	12	23	21	16

Card 1  
Column

15-17 2c. Roughly, what percentage of your total shares and other deposits originate in these other areas?  
Code same as total loans (columns 12-14)

Code	W	I	A	L	Total
998	0	1	4	1	6
999	1	0	0	0	1
000	8	6	8	6	28
#	6	8	8	3	25
AVG	9	14	19	10	14

18-21

4. What are your membership requirements?

- 0010 = Same employer
- 0011 = Same employer plus once a member always a member
- 0012 = Same employer plus once a member always a member plus relatives
- 0020 = Same type of job--i.e., teacher, engineer, priest, etc.
- 0021 = Same type of job plus once a member always a member
- 0022 = Same type of job plus once a member always a member plus relatives
- 0030 = Same geographic location
- 0031 = Same geographic location plus once a member always a member
- 0040 = Common affiliation, i.e., union, church, etc.
- 0041 = Common affiliation, plus once a member always a member
- 0042 = Common affiliation, plus once a member always a member plus relatives

Code	W	I	A	L	Total
0010	1	3	8	2	14
0011	0	1	0	0	1
0012	9	6	12	8	35
0020	0	0	0	0	0
0021	0	0	0	0	0
0022	1	0	0	0	1
0030	3	1	0	0	4
0031	0	0	0	0	0
0040	0	1	0	0	1
0041	0	1	0	0	1
0042	1	2	0	0	3

22-23

5. How many hours per week are your offices open to provide personal consumer financial services?

Code number of hours (01-95)

- 98 = DK, by appointment
- 99 = NA
- 00 = DP

Code	W	A	I	L	Total
#	15	13	20	10	58
AVG	33	22	30	34	30

Card 1  
Column

Code	W	I	A	L	Total
98	0	2	0	0	2
99	0	0	0	0	0
00	0	0	0	0	0

24-25 6.(a) Number of offices providing consumer share deposit, withdrawal, and loan services in this market area.

Code number of offices (01-95)

Code 95 if greater than 95

- 98 = DK
- 99 = NA
- 00 = DP (does not provide this service)

Code	W	I	A	L	Total
1	13	15	20	10	58
3	1	-	-	-	1
4	1	-	-	-	1

26-27

(b) Number of offices providing consumer deposit or withdrawal services, but not consumer loans

Code same as deposit, withdrawal and loans (columns 24-25)

Code	W	I	A	L	Total
0	15	15	20	10	60

28-29 (c) Number of offices providing consumer loans, but not deposit or withdrawal services  
Code same as deposit, withdrawal and loans (columns 24-25)

Code	W	I	A	L	Total
0	15	15	20	10	60

30-31 (d) Number of free-standing Automatic Teller Machines not in area office  
Code same as deposit, withdrawal and loans (columns 24-25)

Code	W	I	A	L	Total
0	15	15	19	10	59
1	-	-	1	-	1

32-33 (e) Number of offices providing 24-hour automatic teller services  
Code same as deposit, withdrawal and loans (columns 24-25)

Code	W	I	A	L	Total
0	15	15	20	10	60

34-35 (f) Total number of Automatic Teller Machines in these offices  
Code same as deposit, withdrawal and loans (columns 24-25)

Code	W	I	A	L	Total
0	15	15	20	10	60

Card 1  
Column

36 7. Thinking about direct consumer loans only within this market area, would you say that commercial banks are major competitors?

- 1 = Yes
- 5 = No -]
- 8 = DK ]-Code 0 in columns 37-44
- 9 = NA ]
- 0 = DP -]

Code	W	I	A	L	Total
1	11	9	5	7	32
5	4	6	15	3	28

37-40 8. What do commercial bank-s do that makes them so competitive?  
Code four reasons using the 2 digit codes below.  
Code 3rd and 4th responses in col. 7-10 of Card 16

- 01 Advertising
- 02 Have funds to make (more) loans, more assets, more money to lend, access to funds
- 05 Regulation, less strictly regulated, Federally backed
- 07 Serve the general public, accessible to anyone
- 10 Rates (not codable 11-19)
- 11 Rates lower, more favorable rates
- 12 Rates higher, pay higher rates on deposits
- 19 Comparable rates or same rates
- 23 Larger size loan, loan size, can make large loans (for higher dollar amounts) finance larger items
- 30 Convenience (not codable 31-36)
- 31 Better hours

- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 33 Tie-in with dealer, accept dealer paper, give dealer kickback, do floor planning also, buy dealer paper (to get new business), look for dealer business
- 35 Proximity, location, near to customer, closeness
- 36 Payroll deduction, convenient payments, have tie-in with employer
- 38 Tie-in with other F. I. services (such as checking or savings accounts), cross-selling
- 39 Comparable (same services)
- 43 Lenient credit, more liberal credit to
- 51 Make second mortgage loans
- 59 Offer same products (e.g., same loans or this type of loan)
- 77 Other miscellaneous
- 98 DK
- 99 NA
- 00 DP, less than 4 responses

Card 1  
Column

Code	W	I	A	L	Total
01	1	-	1	-	2
02	1	-	1	1	3
05	-	-	-	1	1
07	-	1	-	-	1
10	1	2	-	-	3
11	1	2	1	-	4
12	-	1	-	-	1
19	2	-	-	-	2
23	1	-	-	-	1
30	-	-	1	-	1
31	-	1	-	-	1
32	-	3	-	1	4
33	-	1	-	-	1
35	-	1	-	-	1
36	1	-	-	-	1
38	1	2	-	1	4
39	1	-	1	-	2
43	-	-	-	1	1
51	1	-	-	-	1
59	4	1	1	-	6
77	1	1	-	-	2
98	-	-	-	1	1
99	-	-	-	1	1
00	44	44	74	33	195

41-44

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

Code two digit numbers of first two names here.

Code 3rd and 4th names in col. 11-14 of Card 16

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

- 95 Can indicate "All" institutions of a given type--such as "all" banks, etc.
- 99 Not ascertained
- 00 Not appropriate

Code	W	I	A	L	Total
95	-	1	4	2	7
99	-	-	-	1	1
00	33	38	73	32	176

Card 1  
Column

Total Responses	<u>Wisconsin</u> Kenosha/Racine	Commercial Banks
2	01	American State Bank
5	02	Bank of Elmwood
5	04	First National Bank and Trust Co. of Racine
1	05	First Wisconsin Bank of Racine
2	06	Heritage National Bank of Racine
3	08	M and I American Bank and Trust Co.
3	09	North Side Bank
1	12	West Kenosha State Bank
1	13	Brown National Bank
2	14	First National of Kenosha
2	17	Heritage Bank of Wind Point

	<u>Illinois</u> North Chicago/Waukegan	Commercial Banks
5	01	American National Bank and Trust Co.
6	03	Bank of Waukegan
2	04	First National Bank of Waukegan
6	06	Citizens National Bank of Waukegan
1	07	National Bank of North Chicago
1	10	Gurnee National Bank

	<u>Arkansas</u> Little Rock Commercial Banks	
1	01	First American National Bank
1	02	First National Bank in Little Rock
1	06	Worthen Bank and Trust Company

Louisiana

Lake Charles Commercial Banks

2	02	Calcasieu Marine National Bank
1	04	Gulf National Bank of Lake Charles
2	05	Lakeside National Bank of Lake Charles

Card 1  
Column

45 7. Thinking about direct consumer loans only within this market area, would you say that finance companies are major competitors?

1 = Yes  
5 = No

Code	W	I	A	L	Total
1	9	3	3	8	23
5	6	12	17	2	37

46-49 8. What do finance companies do that makes them so competitive?

Code same as commercial bank . s (columns 37-40)  
Code 3rd and 4th responses in col. 15-18 of Card 16

- 06 Captive audience, loyal members (customers), ease of access for members
- 07 Serve the general public, accessible to anyone
- 08 Solicit new business aggressively
- 12 Rates higher, pay higher rates on deposits
- 30 Convenience (not codable 31-36)
- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 37 Personal contact, counseling, courtesy, attention, confidentiality, better service, friendliness
- 39 Comparable (same services)
- 43 Lenient credit, more liberal credit to ( xxx )
- 44 Accept higher risk, customers know credit will be "o.k.ed"
- 49 Serve comparable (risk) customers, serve same type of people
- 59 Offer same products (e.g., same loans or this type of loan)
- 60 Make furniture loans
- 77 Other miscellaneous
- 90 A general statement about being competitive
- 98 DK
- 99 NA
- 00 DP, less than 4 responses

Code	W	I	A	L	Total
06	-	-	-	1	1
07	-	1	-	-	1
08	1	-	-	-	1
12	-	1	-	-	1
30	1	-	-	-	1
32	2	-	-	1	3
37	-	1	-	-	1
39	1	-	-	-	1
43	1	-	-	-	1

Code	W	I	A	L	Total
44	-	1	-	1	2
49	1	-	-	-	1
59	3	1	-	-	4
60	-	-	-	1	1
77	1	-	1	1	3
90	-	-	1	-	1
98	-	-	-	1	1
99	-	-	-	1	1
00	49	55	78	33	215

Card 1  
Column

50-53

9. What are the names of finance companies providing the greatest competition?

Code two digit numbers of first two names here.

Code 3rd and 4th names in col. 11-14 of Card 16

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

95 Can indicate "All" institutions of a given type--such as "all" banks, etc.

98 Don't know, no names listed

99 Not ascertained

00 Not appropriate

Code	W	I	A	L	Total
95	-	-	1	4	5
98	1	-	1	1	3
99	-	-	-	1	1
00	44	52	78	33	207

Total

Responses

Wisconsin

Kenosha/Racine

Finance Companies

1 02 Beneficial Finance Co.  
 1 03 Blazer Financial Services, Inc.  
 1 04 C.I.T. Financial Services  
 1 05 Freedom Finance (Kenosha)  
 1 08 Household Finance Corp.  
 1 11 Thorp Financial Co. (Kenosha)  
 4 12 Thorp Financial Corp. (Racine)  
 1 14 Local Loan Co. – Kenosha  
 2 16 Local Loan Co. – Racine  
 2 19 Money Shop

Illinois

North Chicago/Waukegan

Finance Companies

3 04 Beneficial Finance Co.  
 3 07 Household Finance Corp.  
 1 10 Finance America Corp.

Louisiana

Lake Charles

Finance Companies

1 30 Jeffries Finance Corp.

Card 1  
Column

54 7. Thinking about direct consumer loans only within this market area, would you say that credit unions are major competitors?

1 = Yes  
5 = No

Code	W	I	A	L	Total
1	6	6	1	7	20
5	9	9	19	3	40

56-59 8. What do credit unions do that makes them so competitive?

Code same as commercial banks (columns 37-40)  
Code 3rd and 4th reasons in col. 23-26 of Card 16

- 02 Have funds to make (more) loans, more assets, more money to lend, access to funds
- 11 Rates lower, more favorable rates
- 19 Comparable rates or same rates
- 23 Larger size loan, loan size, can make large loans (for higher dollar amounts) finance larger items
- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 35 Proximity, location, near to customer, closeness
- 39 Comparable (same services)
- 59 Offer same products (e.g., same loans or this type of loan)
- 77 Other miscellaneous
- 00 DP, less than 4 responses

Code	W	I	A	L	Total
02	-	2	1	-	3
11	-	1	-	-	1
19	-	2	-	2	4
23	-	2	-	-	2
32	-	1	-	-	1
35	2	-	-	-	2
39	-	2	-	-	2
59	1	-	-	-	1
77	-	1	-	2	3
00	57	49	79	36	221

60-63 9. What are the names of credit unions providing the greatest competition?

Code two digit numbers of first two names here.

3rd and 4th names coded in col. 27-30 of Card 16.

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

Card 1  
Column

- 60-63 (cont'd) 95 Can indicate "All" institutions of a given type--such as (cont'd)"all" banks, etc.
- 98 Don't know, no names listed
- 00 Not appropriate

Code	W	I	A	L	Total
95	-	-	-	1	1
98	-	-	-	1	1
00	55	44	79	35	213

Total  
Responses

Wisconsin

Kenosha/Racine Credit Unions

- 2 03 Cooperative Credit Union
- 1 06 Educators Credit Union
- 1 07 Machinists' Credit Union
- 1 12 St. John Nepomuk Parish Credit Union

Illinois

North Chicago/Waukegan Credit Unions.

- 6 01 Consumers Cooperative Credit Union of Lake County
- 1 02 Fonsteel Employees Credit Union
- 1 03 J. M. Employees Credit Union (Johns-Manville)
- 1 05 North Shore Gas Credit Union
- 1 13 Waukegan Works Federal Credit Union
- 2 22 Great Lakes Credit Union
- 1 26 American Motors Credit Union
- 1 27 Johnson Motors Credit Union,
- 1 28 Fort Sheridan
- 1 29 Illinois Bell

Arkansas

Little Rock Credit Unions

- 1 26 Little Rock Air force Base

Louisiana

Lake Charles Credit Unions

- 1 01 Calcasieu Teachers and Employees Credit Union
- 1 09 Firestone Lake Charles Federal Credit Union
- 1 28 Postal Credit Union

Card 1  
Column  
64

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

1 = Yes  
5 = No

Code	W	I	A	L	Total
95	-	-	-	1	1
98	-	-	-	1	1
00	55	44	79	35	213

65-68

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

Code four reasons using the 2 digit codes below.

Code 3rd and 4th responses in col. of Card 16

10 Rates (not codable 11-19)

19 Comparable rates or same rates

30 Convenience (not codable 31-36)

38 Tie-in with other F. I. services (such as checking or savings accounts), cross-selling

39 Comparable (same services)

41 Attract and/or specializing in serving high quality customers

50 (Can now) make consumer loans

56 Make home improvement loans

99 NA

00 DP, less than 4 responses

Code	W	I	A	L	Total
10	-	1	-	-	1
19	1	-	-	-	1
30	-	-	-	1	1
38	1	1	-	-	2
39	-	-	1	-	1
41	-	1	-	-	1
50	1	1	-	-	2
56	2	-	-	-	2
99	-	-	-	1	1
00	55	56	79	38	228

Card 1  
Column  
69-72

9. What are the names of others providing the greatest competition?

Code type and 3 names using two digit codes below

Code 2nd and 3rd names in col. 35-38 of Card 16

41 Sales Finance, Auto Finance

45 Savings and Loans

60 GMAC

61 Ford Motor

00 DP

Code	W	I	A	L	Total
41	-	-	-	1	1
45	3	1	1	-	5
60	-	-	-	1	1
61	-	-	-	1	1
00	53	56	78	37	224

01 First Savings Association of Wisconsin

03 Pioneer Savings and Loan

05 Republic Savings and Loan Association of Wisconsin (Kenosha - 22nd Ave.)

06 Southeastern Savings

07 Union Savings and Loan

Code	W	I	A	L	Total
01	-	1	-	-	1
03	2	-	-	-	2
05	-	1	-	-	1
06	2	-	-	-	2
07	-	1	-	-	1

Card 2  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6.1.1 Card Number 02

- 7 10. Thinking about automobile loans only within this market area, would you say that commercial banks are major competitors?  
Code same as commercial banks/direct consumer loans (column 36 of card 1)

Code	W	I	A	L	Total
1	12	7	4	6	29
5	3	7	16	3	29
0	-	1	-	-	1
9	-	-	-	1	1

- 8-11 8. What do commercial banks do that makes them so competitive?  
Code four reasons using the 2 digit codes below.  
Code 3rd and 4th responses in Col. 7-10 of Card 16.

- 01 Advertising
- 02 Have funds to make (more) loans, more assets, more money to lend, access to funds
- 03 Only make such loans, specialize in that form of credit, (which gives efficiency, lowers costs, etc.), oriented towards this area
- 08 Solicit new business aggressively
- 10 Rates (not codable 11-19)
- 11 Rates lower, more favorable rates
- 14 Rate structure (imposed by government)
- 19 Comparable rates or same rates
- 22 Smaller down payment, down payment
- 23 Larger size loan, loan size, can make large loans (for higher dollar amounts) finance larger items
- 31 Better hours
- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 33 Tie-in with dealer, accept dealer paper, give dealer kickback, do floor planning also, buy dealer paper (to get new business), look for dealer business
- 37 Personal contact, counseling, courtesy, attention, confidentiality, better service, friendliness
- 39 Comparable (same services)
- 41 Attract and/or specializing in serving high quality customers
- 49 Serve comparable (risk) customers, serve same type of people
- 59 Offer same products (e.g., same loans or this type of loan)
- 77 Other miscellaneous
- 98 DK

Card 2  
Column

Code	W	I	A	L	Total
01	2	-	-	-	2
02	-	1	1	-	2
03	-	-	-	1	1
08	1	-	-	-	1
10	2	1	-	-	3
11	1	1	-	1	3
14	-	1	-	-	1
19	-	1	1	-	2
22	-	-	-	1	1
23	1	-	-	-	1
31	-	1	-	-	1
32	-	2	-	1	3
33	-	1	-	1	2
37	-	-	1	-	1
39	1	-	-	-	1
41	1	1	-	-	2
49	1	-	-	-	1
59	2	-	2	-	4
77	1	1	-	-	2
98	-	-	-	1	1

12-15

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

Code two digit numbers of first two names here.  
Code 3rd and 4th names in col. 11-14 of Card 16.

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

- 95 Can indicate "All" institutions of a given type—such as "all" banks, etc.
- 00 Not appropriate

Code	W	I	A	L	Total
95	-	1	4	4	9
00	33	43	76	35	187

Card 2  
Column

Kenosha/Racine Commercial Banks

- 01 American State Bank
- 02 Bank of Elmwood
- 04 First National Bank and Trust Co. of Racine
- 05 First Wisconsin Bank of Racine
- 06 Heritage National Bank of Racine.
- 08 M and I American Bank and Trust Co.
- 09 North Side Bank
- 12 West Kenosha State Bank
- 13 Brown National Bank
- 14 First National of Kenosha
- 17 Heritage Bank of Wind Point

Code	W	I	A	L	Total
01	2	-	-	-	2
02	5	-	-	-	5
04	5	-	-	-	5
05	1	-	-	-	1
06	1	-	-	-	1
08	3	-	-	-	3
09	3	-	-	-	3
12	1	-	-	-	1
13	2	-	-	-	2
14	2	-	-	-	2
17	2	-	-	-	2

North Chicago/Waukegan Commercial Banks

- 01 American National Bank and Trust Co.
- 03 Bank of Waukegan
- 04 First National Bank of Waukegan
- 06 Citizens National Bank of Waukegan
- 07 National Bank of North Chicago

Code	W	I	A	L	Total
01	-	4	-	-	4
03	-	4	-	-	4
04	-	1	-	-	1
06	-	6	-	-	6
07	-	1	-	-	1

Lake Charles Commercial Banks

- 05 Lakeside National Bank of Lake Charles

Code	W	I	A	L	Total
05	-	-	-	4	4

Card 2  
Column

16 10. Thinking about automobile loans only within this market area, would you say that finance companies are major competitors?

Code	W	I	A	L	Total
1	4	1	2	4	11
5	11	13	18	5	47
0	-	1	-	-	1
9	-	-	-	1	1

17-20 11. What do finance companies do that makes them so competitive?

Code four reasons using the 2 digit codes below.  
3rd and 4th responses coded in Col. 47-50 of Card 16.

- 06 Captive audience, loyal members (customers), ease of access for members
- 08 Solicit new business aggressively
- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 33 Tie-in with dealer, accept dealer paper, give dealer kickback, do floor planning also, buy dealer paper (to get new business), look for dealer business
- 43 Lenient credit, more liberal credit to ( xxx )

- 59 Offer same products (e.g., same loans or this type of loan)
- 00 DP, less than 4 responses

Code	W	I	A	L	Total
06	1	-	-	-	1
08	1	-	1	-	2
32	-	-	-	1	1
33	-	-	-	1	1
43	-	1	-	-	1
59	3	-	1	-	4
00	55	59	78	38	230

21-24

**12. What are the names of finance companies providing the greatest competition?**

Code two digit numbers of first two names here.  
Code 3rd and 4th names in col. 11-14 of Card 16.

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

- 95 Can indicate "All" institutions of a given type—such as "all" banks, etc.
- 98 Don't know, no names listed
- 00 Not appropriate

Card 2  
Column

Code	W	I	A	L	Total
95	-	-	1	1	2
98	2	-	1	-	3
00	54	57	78	39	228

**Kenosha/Racine Finance Companies**

- 03 Blazer Financial Services Inc.
- 04 C.I.T. Financial Services
- 11 Thorp Finance Co. (Kenosha)
- 14 Local Loan Co., - Kenosha

Code	W	I	A	L	Total
03	1	-	-	-	1
04	1	-	-	-	1
11	1	-	-	-	1
14	1	-	-	-	1

**North Chicago/Waukegan Finance Companies**

- 03 Avco Financial Services Inc.
- 07 Household Finance Corp.
- 13 General Acceptance

Code	W	I	A	L	Total
03	-	1	-	-	1
07	-	1	-	-	1
13	-	1	-	-	1

25 10. Thinking about automobile loans only within this market area, would you say that credit unions are major competitors?  
Code same as commercial banks (column 36 of Card 1)

Code	W	I	A	L	Total
1	2	6	-	6	14
5	13	8	20	3	44
0	-	1	-	-	1
9	-	-	-	1	1

Card 2  
Column  
26-29

11. What do credit unions do that makes them so competitive?

Code four reasons using the 2 digit codes below.

Code 3rd and 4th responses in col. 7-10 of Card 16.

- 02 Have funds to make (more) loans, more assets, more money to lend, access to funds
- 06 Captive audience, loyal members (customers), ease of access for members
- 07 Serve the general public, accessible to anyone
- 10 Rates (not codable 11-19)
- 19 Comparable rates or same rates
- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 36 Payroll deduction, convenient payments, have tie-in with employer
- 59 Offer same products (e.g., same loans or this type of loan)
- 77 Other miscellaneous
- 00 DP, less than 4 responses

Code	W	I	A	L	Total
02	-	2	-	-	2
06	-	1	-	-	1
07	-	1	-	-	1
10	-	1	-	1	2
19	-	2	-	-	2
32	-	2	-	-	2
36	1	2	-	-	3
59	1	-	-	-	1
77	1	1	-	2	4
00	57	48	80	37	222

30-33 12. What are the names of credit unions providing the greatest competition?

Code same as commercial banks (columns 41-44 of Card 1)

Code 3rd and 4th names in col. 59-62 of Card 16.

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

98 Don't know, no names listed

00 Not appropriate

Code	W	I	A	L	Total
98	-	-	-	3	3
00	57	47	80	37	221

Card 2  
Column  
 30-33  
 (cont'd)

Kenosha/Racine Credit Unions

- 03 Cooperative Credit Union
- 06 Educators Credit Union
- 07 Machinists' Credit Union

Code	W	I	A	L	Total
03	1	-	-	-	1
06	1	-	-	-	1
07	1	-	-	-	1

North Chicago/Waukegan Credit Unions

- 01 Consumers Cooperative Credit Union of Lake Country
- 05 North Shore Gas Credit Union
- 22 Great Lakes Credit Union
- 26 American Motors Credit Union
- 27 Johnson Motors Credit Union
- 28 Fort Sheridan
- 29 Illinois Bell

Code	W	I	A	L	Total
01	-	6	-	-	6
05	-	1	-	-	1
22	-	2	-	-	2
26	-	1	-	-	1
27	-	1	-	-	1
28	-	1	-	-	1
29	-	1	-	-	1

34 10. Thinking about automobile loans only within this market area, would you say that there are other major competitors?  
 Code same as commercial banks (column 36 of Card 1)

Code	W	I	A	L	Total
1	2	6	0	5	13
5	13	8	20	4	45
0	-	1	-	-	1
9	-	-	-	1	1

Card 2  
Column  
 35-38

11. What do others do that makes them so competitive?

Code four reasons using the 2 digit codes below.  
 3rd and 4th responses coded in col. 63-66 of Card 1

- 04 Offer insurance package, insurance, tied to insurance company
- 11 Rates lower, more favorable rates
- 19 Comparable rates or same rates
- 21 Longer maturity, maturity
- 30 Convenience (not codable 31-36)

- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 33 Tie-in with dealer, accept dealer paper, give dealer kickback, do floor planning also, buy dealer paper (to get new business), look for dealer business
- 35 Proximity, location, near to customer, closeness
- 43 Lenient credit, more liberal credit to (xxx)
- 50 (Can now) make consumer loans
- 77 Other miscellaneous
- 00 DP, less than 4 responses

Code	W	I	A	L	Total
04	-	-	-	1	1
11	-	1	-	-	1
19	-	1	-	1	2
21	-	1	-	-	1
30	-	-	-	1	1
32	-	1	-	-	1
33	-	1	-	1	2
35	-	2	-	-	2
43	-	1	-	-	1
50	1	-	-	-	1
77	1	-	-	-	1
00	58	52	80	36	226

39-42 12. What are the names of others providing the greatest competition?

- 41 Sales Finance, Auto Finance
- 44 Insurance companies
- 45 Savings and Loans
- 60 GMAC
- 61 Ford Motor
- 62 Chrysler
- 90 State Farm
- 91 All State
- 00 DP

Card 2  
Column  
 39-42  
 (cont'd)

Code	W	I	A	L	Total
41	1	4	-	2	7
44	-	1	-	1	2
45	1	1	-	-	2
60	-	4	-	2	6
61	1	4	-	2	7
62	-	-	-	1	1
90	-	1	-	1	2
91	-	-	-	1	1
00	55	44	80	30	207

Kenosha/Racine Savings and Loans

- 03 Pioneer Savings and Loan
- 06 Southeastern Savings

Code	W	I	A	L	Total
03	1	-	-	-	1
06	1	-	-	-	1

North Chicago/Waukegan Savings and Loans  
01 Home Savings and Loan Association of Lake County

Code	W	I	A	L	Total
01	-	1	-	-	1

43 13a. Do you provide residential mortgages on 1-4 family residencies?

	Code	W	I	A	L	Total
Yes	1	-	1	3	2	6
No—code in cols. 44-70	5	15	14	16	8	53
NA	9	-	-	1	-	1

Card 2  
Column  
44

13. Thinking about residential mortgages only within this market area, would you say that commercial banks are major competitors?

Code same as commercial banks/direct consumer loans (column 36 of Card 1)

Code	W	I	A	L	Total
1	-	1	1	1	3
5	-	-	2	-	2
0	15	14	17	8	54
9	-	-	-	1	1

45-48 What do commercial banks do that makes them so competitive?

Code four reasons using the 2 digit codes below.

Code 3rd and 4th responses in col. 7-10 of Card 16.

02 Have funds to make (more) loans, more assets, more money to lend, access to funds

11 Rates lower, more favorable rates

32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service

00 DP, less than 4 responses

Code	W	I	A	L	Total
02	-	-	1	-	1
11	-	-	-	1	1
32	-	1	-	-	1
00	60	59	79	39	237

49-52 9. What are the names of commercial banks providing the greatest competition?

Code two digit numbers of first two names here.

Code 3rd and 4th names in col. 11-14 of Card 16

(The context will indicate the region and type of competitor. For example, if the respondent is from the Kenosha/Racine area and the question refers to Finance company competitors, then 07 will mean General Finance Corp.)

95 Can indicate "All" institutions of a given type—such as "all" banks, etc.

00 Not appropriate

Code	W	I	A	L	total
95	-	-	1	1	2
00	60	57	79	39	235

Card 2  
Column

North Chicago/Waukegan Commercial Banks

- 01 American National Bank and Trust Co.
- 03 Bank of Waukegan
- 06 Citizens National Bank of Waukegan

Code	W	I	A	L	Total
01	-	1	-	-	1
03	-	1	-	-	1
06	-	1	-	-	1

- 53 13. Thinking about residential mortgages only within this market area, would you say that savings and loan associations are major competitors?  
Code same as commercial banks (column-36 of Card 1)

Code	W	I	A	L	Total
1	-	1	1	1	3
5	1	-	2	-	3
0	14	14	17	8	53
9	-	-	-	1	1

- 54-57 14. What do savings and loan associations do that makes them so competitive?  
3<sup>rd</sup> and 4<sup>th</sup> responses coded in col. 15-18 of Card 17.

- 02 Have funds to make (more) loans, more assets, more money to lend, access to funds
- 11 Rates lower, more favorable rates
- 32 Ease of closing loan, quick approval, no delays, give pre-established credit, on-spot financing, fast service
- 00 DP, less than 4 responses

Code	W	I	A	L	Total
02	-	-	1	-	1
11	-	-	-	1	1
32	-	1	-	-	1
00	60	59	79	39	237

Card 2  
Column  
58-61

15. What are the names of savings and loan associations providing the greatest competition?  
North Chicago/Waukegan Savings and Loans

- 03 Waukegan Savings and Loan
- 05 First Federal S&L Assn. of Waukegan
- 06 North Shore Savings and Loan Assoc.

Code	W	I	A	L	Total
03	-	1	-	-	1
05	-	1	-	-	1
06	-	1	-	-	1

62 13. Thinking about residential mortgages only within this market area, would you say that there are other major competitors?

Code	W	I	A	L	Total
0	14	14	17	8	53
5	1	1	3	1	6
9	-	-	-	1	1

63-66 14. What do others do that makes them so competitive?

Code four reasons using the 2 digit codes below.  
Code 3rd and 4th responses in col. 7-10 of Card 16.

00 DP, less than 4 responses

Code	W	I	A	L	Total
00	60	60	80	40	240

67-70 15. What are the names of others providing the greatest competition?

Code	W	I	A	L	Total
00	60	60	80	40	240

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

1 = Yes

5 = No

71 a. Low Rates:

Code	W	I	A	L	Total
1	14	12	7	10	43
5	1	3	13	--	17

Card 2  
Column

72 b. Ease of Obtaining Credit:

Code	W	I	A	L	Total
1	2	7	13	6	28
5	13	8	7	4	32

73 c. Convenient Location:

Code	W	I	A	L	Total
1	5	4	3	2	14
5	10	11	17	8	46

74 d. Convenient Hours:

Code	W	I	A	L	Total
1	1	--	3	--	4
5	14	15	17	10	56

75 e. Tie-In with Other Services:

Code	W	I	A	L	Total
1	--	1	2	1	4
5	15	14	18	9	56

76 f. Service:

Code	W	I	A	L	Total
1	5	3	9	--	17
5	10	12	11	10	43

77 g. Other:

Code	W	I	A	L	Total
1	3	2	3	1	9
5	12	8	17	9	46
0	--	5	--	--	5

Card 3

Card 3  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 03

7-10 17. What do you mean by service?  
Code two responses using the following two digit codes.

- 01 Offer personal service, courtesy, attention, friendly, make customer feel at ease
- 02 Offer financial counseling, fit credit to needs
- 03 Rewrite borrowers notes when necessary to help them meet payments
- 04 Tolerant on late payments
- 05 Speed, prompt approval, no delays, efficient
- 08 Payroll deduction
- 09 House calls, emergency service
- 77 Other
- 99 Not ascertained
- 00 Service not checked, no second answer

Code	W	I	A	L	Total
01	1	1	4	-	6
02	1	-	3	-	4
03	-	1	-	-	1
04	-	-	1	-	1
05	2	1	1	-	4
08	-	-	1	-	1
09	2	-	1	-	3
77	2	2	2	-	6
99	-	1	1	-	2
00	21	25	26	20	92

Section II Credit and Deposit Service Provided

Card 3  
Column

18. Please provide the following data from your year-end 1977 statement of condition or examination reports.

Col. 73 of Card 3 will indicate whether thousands or ten thousands

11-14 a. Total Assets

Code in thousands or ten thousands of dollars (0001-9995)

Code 9995 if greater than \$9,995,000 or \$99,950,000

9998 = DK

9999 = NA

0000 = DP

Code	W	I	A	L	Total
9999	-	-	1	1	2

Code	W	I	A	L	Total
AVG	1265	814	1357	1471	1211
# responses	15	15	19	9	58

15-18 b. Total loans

Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	1122	642	1409	1238	1102
# responses	14	14	16	9	53

19-22 (1) Total Residential Mortgage Loans

Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	458	552	220	497	454
# responses	10	1	1	2	14

23-26 (a) First Mortgage Loans

Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	--	527	220	497	435
# responses	--	1	1	2	4

Card 3  
Column

27-30 (b) Second Mortgage Loans

Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	2	25	--	--	13
# responses	1	1	--	--	2

31-34 (2) Consumer Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	1090	917	940	928	983
# responses	12	8	9	7	36

35-38 (a) Total Automobile Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	896	2378	900	690	1158
# responses	2	2	2	3	9

39-42 (1) New Auto Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	184	--	300	--	223
# responses	2	--	1	--	3

43-45 Percentage Secured (of new auto loans)  
Code percentage (001-100)

46-49 (2) Used Auto Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	711	--	600	--	674
# responses	2	--	1	--	3

Card 3  
Column

50-52 Percentage Secured (of used auto loans)  
Code same as new auto secured loans (columns 43-45)  
(no responses)

53-56 (b) Mobile Home Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	26	90	25	48	49
# responses	2	2	3	2	9

57-60 (c) Other Secured Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	502	124	99	453	273
# responses	2	2	3	2	9

61-64 (d) Unsecured Personal Loans  
Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	80	6339	889	325	1155
# responses	2	1	5	2	10

65-68

(3) Loans to other Credit Unions

Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	--	225	61	20	79
# responses	--	1	5	1	7

69-72

(4) Other Loans (if any)

Code same as total assets (columns 11-14)

Code	W	I	A	L	Total
AVG	15	--	--	--	15
# responses	1	--	--	--	1

Card 3

Column

73

Level of Assets

1 Units of \$10,000 in 18a, 18b, 18b(2), 18c(1), and 18c(1)(a) with units of \$1,000 elsewhere in 18 .

0 Units of \$1,000 everywhere in 18

9 NA

Code	W	I	A	L	Total
1	2	1	--	--	3
0	13	14	19	10	56
9	--	--	1	--	1

Card 4

Card 4

Column

1

Institution Type

2

Metropolitan Area

3-4

Respondent Number

5-6

Card Number 04

C. Total Liabilities

7-10

(1) Total Share Account Balances

Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	1137	795	1156	1286	1083
# responses	15	14	19	9	57

11-14

(a) Regular Share Accounts

Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	1069	795	1117	1286	1051
# responses	13	14	19	9	55

15-18 (b) Split-Rate Share Accounts  
Code same as total assets (columns 11-14 of Card 3)  
(no responses)

19-22 (c) Share-Draft Accounts  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	655	--	--	--	655
# responses	1	--	--	--	1

23-26 (d) Share Certificates  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	989	--	398	--	820
# responses	5	--	2	--	7

Card 4  
Column  
27-30

(e) Other Share Accounts (please describe)  
Code same as total assets (col. 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	5	3	12	--	7
# responses	2	1	2	--	5

31-34 (2) Other Liabilities  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	288	187	115	190	193
# responses	15	12	17	9	53

35-38 (a) Notes Payable  
Code same as total assets (columns 11-14, Card 3)

Code	W	I	A	L	Total
AVG	524	22	10	25	163
# responses	2	2	2	1	7

39-42 (b) Certificates Payable  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	--	--	--	130	130
# responses	--	--	--	1	1

43-46 (c) Borrowing from Other Credit Unions  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	--	75	80	--	77
# responses	--	2	1	--	3

47-50 (d)Total Reserves  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	137	149	231	97	167
# responses	15	12	16	5	48

51-54 (e)Other

Code	W	I	A	L	Total
AVG	55	33	34	52	44
# responses	15	11	8	3	37

55-58 (3) (a) Charged off Loans Cumulative to Dec. 31, 1976  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	81	19	17	17	37
# responses	11	9	10	7	37

Card 4  
Column  
59-62

Charged Off Loans Cumulative to Dec. 31, 1977  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	83	16	16	18	37
# responses	13	10	14	6	43

63-66 (b) Loan Recoveries Cumulative to Dec. 31, 1976  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	6	6	5	3	5
# responses	9	9	8	5	31

67-70 Loan Recoveries Cumulative to Dec. 31, 1977  
Code same as total assets (columns 11-14 of Card 3)

Code	W	I	A	L	Total
AVG	6	6	4	4	5
# responses	11	9	12	4	36

71 19. Do you offer open-end credit where a consumer can use a prearranged credit line at his/her discretion?  
1 = Yes  
5 = No

Code	W	I	A	L	Total
1	8	6	7	2	23
5	7	9	13	8	37

72-76 20. What is the most likely maximum credit line that you offer on such accounts?

Code dollar amount (00001-99995)

Code	W	I	A	L	Total
99998	--	--	1	--	1
00000	7	9	13	8	37

Code	W	I	A	L	Total
1	--	1	--	--	1
300	--	--	1	--	1
1000	--	--	1	--	1
1500	2	2	--	--	4
2000	1	--	--	--	1
2500	4	2	3	2	11
3000	--	--	1	--	1
5000	1	--	--	--	1
6000	--	1	--	--	1

Card 5

Card 5  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 05

7 21 (1) Is your open-end credit tied to a Bank-card plan

1 = Yes  
5 = No  
0 = DP

Code	W	I	A	L	Total
5	8	6	7	2	23
0	7	9	13	8	37

8 (2) Is your open-end credit tied to a Loan-draft plan?  
Code same as bank-card (column 7)

Code	W	I	A	L	Total
0	7	9	13	8	37
1	7	4	7	2	20
5	1	2	--	--	3

9 (3) Is your open-end credit tied to a Share-draft plan?  
Code same as bank-card (column 7)

Code	W	I	A	L	Total
0	7	9	13	8	37
1	1	--	--	--	1
5	7	6	7	2	22

10-13 22a (1) If a bank-card plan, what rate would you charge on a \$500 debit balance?  
Code percentage (0001-9995)

Code	W	I	A	L	Total
0000	15	15	20	10	60

14-17 (2) If a loan-draft plan, what rate would you charge on a \$500 debit balance?  
Code same as bank-card (columns 10-13)

Code	W	I	A	L	Total
AVG	12	11	10	11	1130
# responses	7	4	3	2	16
0, 998, 999	8	11	17	8	44

18-21 (3) If a share draft plan, what rate would you charge on a \$500 debit balance?  
Code same as bank-card (columns 10-13)

Code	W	I	A	L	Total
0	14	15	20	10	59
1200	1	--	--	--	1

22 22b (1) For the bank-card plan, is the rate annual or monthly?

0 = DP  
 1 = Annual  
 8 = Don't Know  
 9 = Not ascertained

Code	W	I	A	L	Total
0	15	15	20	10	60

Card 5  
Column

23 (2) For the loan-draft plan, is the rate annual or monthly?

Code same as bank-card (column 22)

Code	W	I	A	L	Total
1	7	4	4	2	17
0, 8, 9	8	11	16	8	43

24 (3) For the share-draft plan, is the rate annual or monthly?

Code same as bank-card (column 22)

Code	W	I	A	L	Total
0	14	15	20	10	59
1	1	--	--	--	1

25 23. Are there any charges that are made each time a consumer uses his/her credit line?

5 = No  
 0 = DP

Code	W	I	A	L	Total
5	8	6	7	3	24
0	7	9	13	7	36

26 23b (1) Charge on Bank-card account?

Code	W	I	A	L	Total
0	15	15	20	10	60

27 Charge on Loan-draft plan?

Code same as bank-card (column 26)

Code	W	I	A	L	Total
0	8	12	13	8	41
1	--	1	--	--	1
5	7	2	7	2	18

28 Charge on Share-draft plan?

Code same as bank-card (column 26)

Code	W	I	A	L	Total
0	14	15	20	10	59
5	1	--	--	--	1

29 Charge on Other?  
Code same as bank-card (column 26)

Code	W	I	A	L	Total
0	15	14	20	10	59
5	--	1	--	--	1

30-32 (2) Amount of bank-card use charge?  
Code amount in cents (001-995)  
Code 995 if greater than \$9.95

Code	W	I	A	L	Total
000	15	15	20	10	60

Card 5  
Column

33-35 Amount of loan-draft use charge?  
Code same as bank-card (columns 30-32)

Code	W	I	A	L	Total
0	15	15	20	10	60

36-38 Amount of share-draft use charge?  
Code same as bank card (columns 30-32)

Code	W	I	A	L	Total
0	15	15	20	10	60

39-41 Amount of other-plan use charge?  
Code same as bank-card (columns 30-32)

42-43 (3) How is bank-card use charge calculated?  
98 = DK  
99 = NA  
00 = DP

Code	W	I	A	L	Total
0	15	15	20	10	60

44-45 How is loan-draft use charge calculated?  
Code same as bank-card (columns 42-43)

Code	W	I	A	L	Total
0	15	15	20	10	60

46-47 How is share-draft use charge calculated?  
Code same as bank card (columns 42-43)

Code	W	I	A	L	Total
0	15	15	20	10	60

48-49

How is other-plan use charge calculated?

Code same as bank-card (columns 42-43)

Code	W	I	A	L	Total
0	15	15	20	10	60

50

24.(a) Do you provide 36 month new car loans?

1 = Yes

0 = DP

Code	W	I	A	L	Total
1	15	13	16	10	54
0	--	2	4	--	6

51-54

Most Likely Rate

Code percentage (0001-9995)

Code	W	I	A	L	Total
0000	--	3	4	--	7
AVG	10.8	11.4	10.4	11.3	10.9
# responses	15	12	16	10	53

Card 5

Column

55-57

Usual ratio of loan to dealer cost

Code percentage (001-195)

998 = DK

000

Code	W	I	A	L	Total
998	4	2	2	--	8
000	-	3	4	--	7
AVG	83	80	77	83	82
# responses	11	10	14	10	45

58-65

(b) 36 month late model used car loan

Code same as 36 month new car (columns 50-57)

24 ( ) Do you provide 36 month late model used car loans?

1 = Yes

0 = DP

Code	W	I	A	L	Total
0	--	2	6	--	8
1	15	13	14	10	52

Most Likely Rate

Code percentage (0001-9995)

Code	W	I	A	L	Total
AVG	11.5	12.0	10.6	11.6	11.4
# responses	15	13	14	10	52
000	--	2	6	--	8

Usual ratio of loan to dealer cost

Code percentage (001-195)

Code	W	I	A	L	Total
AVG	84	80	94	97	88
# responses	12	9	11	9	41
DP = 000	--	2	6	--	8
DK = 998	3	4	3	1	11

Card 6

Card 6  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 06

24. Do you provide 48 month new car loans?

1 = Yes

0 = DP

Code	W	I	A	L	Total
1	11	7	9	8	35
0	4	8	11	2	25

Most likely rate

Code percentage (0001-9995)

Code	W	I	A	L	Total
0000	4	8	11	2	25
AVG	11.4	11.4	10.4	11.5	11.2
# responses	11	7	9	8	35

Card 6  
Column

Usual ratio of loan to dealer cost

Code percentage (001-195)

998 = DK

000 = DP

Code	W	I	A	L	Total
998	3	2	2	--	7
000	4	8	11	2	25
AVG	83	82	85	83	83
# responses	8	5	7	8	27

24. ( ) Do you provide 48 month late model used car loans?

1 = Yes

0 = DP

Code	W	I	A	L	Total
1	8	6	4	4	22
0	7	9	16	6	38

Most likely rate

Code percentage (0001-9995),

Code	W	I	A	L	Total
0000	7	9	16	6	38
AVG	12.0	12.0	11.0	11.4	11.7
# responses	8	6	4	4	22

Usual ratio of loan to dealer cost

Code percentage (001-195)

998 = DK

999 = NA

Code	W	I	A	L	Total
998	2	3	2	--	7
000	7	9	16	6	38
AVG	79	87	100	98	88
# responses	6	3	2	4	15

23-38 Code 0

25. Please tell me what rates you would most likely charge today on the following transactions: By "most likely rate" we mean the rate shown on the truth-in-lending statement. Converted to APR if necessary.

39-42 (a) A 12-month direct, unsecured personal loan for \$1,000

Code percentage (0001-9995)

Code	W	I	A	L	Total
0000	1	--	--	--	1
AVG	12.0	11.9	10.9	11.8	11.5
# responses	14	15	20	10	59

43-46 (b) A 24-month direct, unsecured personal loan for \$2,000

Code same as 12-month (columns 39-42)

Code	W	I	A	L	Total
0	3	2	4	1	10
AVG	12.0	11.9	11.0	11.7	11.4
# responses	12	13	16	9	50

Card 6  
Column

47-50

(c) A 24-month personal loan for \$2,000, secured by household goods or other consumer durables

Code same as 12-month (columns 39-42)

Code	W	I	A	L	Total
0	1	3	7	1	12
AVG	11.7	11.9	10.9	11.6	11.5
# responses	14	12	13	9	48

51-54

(d) A 10-year direct loan for \$12,000 on a new mobile home, with a loan-to-dealer cost ratio of 90%

Code	W	I	A	L	Total
0	7	10	12	4	33
AVG	12	12	11	11	11
# responses	8	5	8	6	27

55-58

26. What is the smallest size of direct unsecured personal loan that you would typically be willing to make today?

Code amount in dollars (0001-9995)

0000 = DP

0001 – if no set minimum

Code	W	I	A	L	Total
0000	--	1	--	--	1
0001	1	1	2	2	6
AVG	161	68	280	100	170
# responses	14	13	18	8	53

27. We are interested in the percentage of new applicants for various types of consumer loans that you found it necessary to turn down over the past 12 months.

59-60

a. Turndown percentage for direct new car loans

Code percentage (01-95)

98 = DK

00 = DP

97 = Information given in a different form

Code	W	I	A	L	Total
98	--	2	--	2	4
00	6	6	7	3	22
97	1	--	--	1	2
AVG	8	9	3	7	6
# responses	8	7	13	4	32

61-62

b. Turndown percentage for direct unsecured personal loans

Code same as new car loans (columns 59-60)

Code	W	I	A	L	Total
0	1	3	2	2	8
97	1	1	--	--	2
98	-	-	-	3	3
AVG	10	8	4	5	7
# responses	13	11	18	5	47

Card 6  
Column  
63-66

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

0 = Don't know, no 2nd (3rd, 4th) response

1 = Dealer or store or dealers captive Finance Company

2 = Bank or Savings and Loan, Mortgage Company

- 3 = Consumer (personal) Finance or Loan Company
- 4 = Credit Union
- 5 = Employer or people at work
- 6 = Friend or relative
- 7 = Other (including pawn shops, loan shark, etc.)
- 8 = Nowhere
- 9 = Not ascertained, no answer, etc.

Code	W	I	A	L	Total
0	43	41	60	30	174
2	2	4	5	4	15
3	14	12	--	5	31
4	1	3	2	--	6
6	--	--	1	--	1
8	--	--	12	--	12
9	--	--	--	1	1

67-70 29. If they can't get credit there, where else might they go?  
Code four responses using codes above.

Code	W	I	A	L	Total
0	51	54	75	36	216
2	2	--	1	--	3
3	2	3	1	3	9
4	1	2	2	--	5
6	3	--	--	1	4
7	1	--	--	--	1
8	--	1	1	--	2

Card 7  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 07

30 a. What terms would you most likely apply today on the following mortgage loans on one-to-four family residences? By "Most likely rate" we mean the rate that would be shown on your truth-in-lending statement.

(1) Conventional first mortgage with percentage of total mortgage outstanding to value of property between 91% and 95%

7 (a) Do you provide such mortgages?

- 1 = Yes (do provide)
- 8 = DK ]-Code 0 in columns 8-13
- 0 = DP (do not provide) ]

Code	W	I	A	L	Total
1				2	2
8		1			1
0	15	15	19	8	57

8-11 (b) Most likely rate  
 Code percentage (0001-9995)  
 9995 if greater than 99.95%

Code	W	I	A	L	Total
AVG				11	11
#	0	0	0	2	2
DP = 000	15	15	20	8	58

12-13 (c) Usual maturity  
 Code number of years (01-95)

Code	W	I	A	L	Total
DK = 98				1	1
DP = 00	15	15	20	8	58
AVG				12	12
#	0	0	0	1	1

Card 7  
Column  
 14-20

(2) Second mortgage with percentage of total mortgage outstanding to value of property between 91% and 95%

(a) Do you provide such mortgages?  
 0 = DP (do not provide) - Code 0 in columns 8-13

Code	W	I	A	L	Total
0	15	15	20	10	60

(b) Most likely rate  
 Code percentage (0001-9995) 9995 if greater than 99.95%

Code	W	I	A	L	Total
DP = 0000	15	15	20	10	60

(c) Usual maturity  
 Code number of years (01-95)

Code	W	I	A	L	Total
DP = 00	15	15	20	10	60

21 Code 0

22-28 (3) Conventional first mortgage with percentage of total mortgage outstanding to value of property between 81% and 90%

(a) Do you provide such mortgages?  
 1 = Yes (do provide)  
 8 = DK ]-Code 0 in columns 8-13  
 0 = DP (do not provide) ]

Code	W	I	A	L	Total
1				2	2
8			1		1
0	15	15	19	8	57

(b) Most likely rate

Code percentage (0001-9995) 10.80% = 1080

9995 if greater than 99.95%

Code	W	I	A	L	Total
DP = 0000	15	15	20	8	58
1080				2	2

Card 7  
Column  
22-28  
(cont'd)

(c) Usual Maturity

Code number of years (01-95)

98 = DK

00 = DP

12

Code	W	I	A	L	Total
98				1	1
00	15	15	20	8	58
12				1	1

29-35

(4) Second mortgage with percentage of total mortgage outstanding to value of property between 81% and 90%

(a) Do you provide such mortgages?

DP = (do not provide) - Code 0 in columns 8-13

Code	W	I	A	L	Total
0	15	15	20	10	60

(b) Most likely rate

Code percentage (0001-9995)

9995 if greater than 99.95%

0000 = DP

Code	W	I	A	L	Total
0000	15	15	20	19	60

(c) Usual maturity

Code number of years (01-95)

00 = DP

Code	W	I	A	L	Total
00	15	15	20	10	60

36-42

(5) Conventional first mortgage with percentage of total mortgage outstanding to value of property between 71% and 80%

(a) Do you provide such mortgages?

1 = Yes (do provide)

8 = DK ] -Code 0 in columns 8-13

0 = DP (do not provide) ]

Code	W	I	A	L	Total
1				2	2
8			1		1
0	15	15	19	8	57

Card 7  
Column  
 36-42  
 (cont'd)

(b) Most likely rate  
 Code percentage (0001-9995)  
 9995 if greater than 99.95%

Code	W	I	A	L	Total
DP = 0000	15	15	20	8	58
1080				2	2

(c) Usual maturity  
 Code number of years (01-95)  
 98 = DK  
 00 = DP  
 12

Code	W	I	A	L	Total
98				1	1
00	15	15	20	8	58
12				1	1

43-49 (6) Second mortgage with percentage of total mortgage outstanding to value of property between 71% and 80%  
 (a) Do you provide such mortgages?  
 0 = DP (do not provide) Code 0 in columns 8-13

Code	W	I	A	L	Total
Dp = 0	15	15	20	10	60

(b) Most likely rate  
 Code percentage (0001-9995)  
 9995 if greater than 99.95%  
 0000 = DP

Code	W	I	A	L	Total
0000	15	15	20	10	60

(c) Usual maturity  
 Code number of years (01-95)  
 00 = DP

Code	W	I	A	L	Total
0	15	15	20	10	60

Card 7  
Column  
 50-56

(7) Conventional first mortgage with percentage of total mortgage outstanding to value of property 70% or less  
 (a) Do you provide such mortgages?  
 1 = Yes (do provide)  
 0 = DP (do not provide)

Code	W	I	A	L	Total
1	1		1	2	4
0	14	15	19	8	56

(b) Most likely rate  
 Code percentage (0001-9995) 9999 if greater than 99.95%  
 9998 = DK  
 10000 = DP  
 1000 = 10%  
 1080 = 10.8%

Code	W	I	A	L	Total
9998			1		1
0000	14	15	18	8	55
1000	1		1		1
1080				2	2

(c) Usual maturity

Code number of years 01-95)

Code	W	I	A	L	Total
98 = DK			1	1	2
00 = DP	14	15	18	8	55
6			1		1
12				1	1
25	1				1

57-63

(8) Second mortgage with percentage of total mortgage outstanding to value of property 70% or less

(a) Do you provide such mortgages?

1 = Yes (do provide)

0 = DP (do not provide) - Code 0 in columns 8-13

Code	W	I	A	L	Total
1	2				2
0	13	15	20	10	58

Card 7

Column

57-63

(cont'd)

(b) Most likely rate

Code percentage (0001-9995)

9995 if greater than 99.95%

0000 = DP

12 = 12%

Code	W	I	A	L	Total
0000	13	15	20	10	58
12	2				2

(c) Usual maturity

Code number of years (01-95)

00 = DP

5

8

Code	W	I	A	L	Total
00	13	15	20	10	58
5	1				1
8	1				1

64

31. Would the rates you have cited above vary with the size of loan?

5 = No - Code 0 in columns 65-68

0 = DP - Code 0 in columns 65-68

Code	W	I	A	L	Total
5	2		3	2	7
0	13	15	17	8	53

65-68 32. In what way would the rates vary?

Code	W	I	A	L	Total
0000 = DP	15	15	20	12	60

69-71 33. Of your outstanding mortgage loans secured by 1-4 family residential properties, about what percentages are on in-state residential properties?  
Code percentage (0 1- 00)

Code	W	I	A	L	Total
998 = DK			1		1
999 = NA			1		1
000 = DP	13	15	16	8	52
100 = 100%	2		2	2	6

Card 7  
Column

34. We are interested in the percentage of new applicants for residential mortgage loans that you found it necessary to turn down over the past 12 months.

(a) Turndown percentage for first mortgage loans

Code percentage (01-95)

Code	W	I	A	L	Total
98 = DK				1	1
00 = DP	14	15	18	9	56
1 = 1%			1		1
2 = 2%			1		1
75 = 75%	1				1

Code 95 if greater than 95%

74-75 (b) Turndown percentage for second mortgage loans

Code same as first mortgage (columns 72-73)

Code	W	I	A	L	Total
0	14	15	20	10	59
1	1				1

Card 8

Card 8  
Column

1 Institution Type  
16 Metropolitan Area  
3-4 Respondent Number  
5-6 Card Number 08

We would now like to know about any nonrefundable fees collected at the time of application or closing of first or second mortgage residential loans.

7 35. (1)(a) Do you collect nonrefundable appraisal fees on first mortgages?

1 = Yes

5 = No - Code 0 in Columns 8-10

0 = DP - Code 0 in Columns 8-10

Code	W	I	A	L	Total
1	1			1	2
5			3	1	4
0	14	15	17	8	54

8-10 What is the amount of these fees?  
Code dollar amount (001-995)

Code	W	I	A	L	Total
999 = NA				1	1
000 = DP	14	15	20	9	58
50	1				1

11-14 35.(1)(a) Do you collect nonrefundable appraisal fees on second mortgages  
1 = Yes  
5 = No - code 0 in Columns 8-10  
0 = DP - code 0 in Columns 8-10

Code	W	I	A	L	Total
1	2				2
5			1		1
0	13	15	19	10	57

Card 8  
Column

What is the amount of these fees?  
Code dollar amount (001-995)

Code	W	I	A	L	Total
000 = DP	13	15	20	10	58
50	1				1
75	1				1

15 (2)(a) Do you collect nonrefundable mortgage application processing fees on first mortgages?  
5 = No - Code 0 in columns 16-19  
0 = DP - Code 0 in columns 16-19

Code	W	I	A	L	Total
5	1		3	2	6
0	14	15	17	8	54

16-18 What is the amount of these fees?  
Code dollar amount or code points as percentages (001-995)  
Code 995 if greater than \$995 or 9.95%  
000 = DP

Code	W	I	A	L	Total
000	15	15	20	10	60

19 What is the form of these fees?  
1 = Dollar value  
2 = Percentage of mortgage loan  
0 = DP

Code	W	I	A	L	Total
0	15	15	20	10	60

- 20-24 (b) Nonrefundable mortgage application processing fees on second mortgage  
 5 = No- ---Code 0 in columns 16-19  
 0 = DP

Code	W	I	A	L	Total
5	2		1		3
0	13	15	19	10	57

What is the amount of these fees?

Code	W	I	A	L	Total
000 = DP	19	19	20	10	60

What is the form of these fees?

Code	W	I	A	L	Total
0 = DP	15	15	20	10	60

- 25-28 (3) (a) Nonrefundable credit investigation fee on first mortgage  
 5 = No - Code 0 in Columns 8-10  
 0 = DP -

Code	W	I	A	L	Total
5	1		3	2	6
0	14	15	17	8	54

Card 8  
Column

What is the amount of these fees?  
 Code dollar amount (001-995)

Code	W	I	A	L	Total
000	15	15	20	10	60

- 29-32 (b) Nonrefundable credit investigation fee on second mortgages  
 5 = No - - Code 0 in Columns 8-10  
 0 = DP -

Code	W	I	A	L	Total
5	2		1		1
0	13	15	19	10	57

What is the amount of these fees?  
 Code dollar amount (001-995)

Code	W	I	A	L	Total
000 = DP	15	15	20	10	60

- 33-37 (4)(a) Any other nonrefundable fees on first mortgages

5 = No -] -- Code 0 in columns 16-19

0 = DP -]

Code	W	I	A	L	Total
5	1		3	2	6
0	14	15	17	8	54

What is the amount of these fees?

Code dollar amount or code points as percentages (001-995)

Code 995 if greater than \$995 or 9.95%

000 = DP	15	15	20	10	60
----------	----	----	----	----	----

What is the form of these fees?

Code	W	I	A	L	Total
0 = DP	15	15	20	10	60

38-41

(b) Any other nonrefundable fees on second mortgages

5 = No -] ---- Code 0 in Columns 8-10

0 = DP -]

Code	W	I	A	L	Total
5	1		1		2
0	14	15	19	10	58

What is the amount of these fees?

Code dollar amount (001-995)

Code	W	I	A	L	Total
000 = DP	14	15	20	10	59
	1				1

Card 8  
Column

42

36. How frequently do you require that escrow accounts be held on your mortgage loans to guarantee payment of insurance or taxes?

1 = Almost always - Code 0 in columns 43-46

2 = Never - Code 0 in columns 43-50

0 = DP - Code in columns 43-50

Code	W	I	A	L	Total
1	1		3		4
2	1		1	2	4
0	13	15	16	8	52

43-46

37. What specifically are these cases?

Code	W	I	A	L	Total
0000 = DP	15	15	20	10	60

47 38. Do you pay interest on balances in those accounts?  
 1 = Yes  
 5 = No -] --Code 0 in columns 48-50  
 0 = DP -]

Code	W	I	A	L	Total
1			2		2
5	1		1		2
0	14	15	17	10	56

48-50 39. What is the present annual percentage rate paid on those accounts?  
 Code percentage (001-995)  
 Code 995 if greater than 9.95%  
 000 = DP  
 550 = 5.5%  
 600 = 6.0%

Code	W	I	A	L	Total
000	15	15	18	10	58
550			1		1
660			1		1

Card 8  
Column

51 40. Are there any types of loans on which you routinely require credit insurance?  
 1 = Yes  
 5 = No ]--Code 0 in columns 52-59  
 0 = DP ]

Code	W	I	A	L	Total
1	10	15	17	9	51
5	3		3		6
0	2			1	3

52-55 41. What kinds of loans are these?  
 Code 4 responses using codes below  
 0 = DP, less than four responses  
 1 = Auto  
 3 = Personal, unsecured, consumer  
 7 = Other  
 8 = All

Code	W	I	A	L	Total
0	47	45	61	30	183
1	3	2	1		6
3	1		2		3
7				1	1
8	9	13	16	9	47

56-59 42. What kinds of insurance are required?  
 Code 4 responses using codes below.  
 1 = Credit life  
 2 = Accident and health (Disability)  
 3 = Personal property and/or liability (for autos or mobile homes)  
 7 = Other  
 0 = DP

Code	W	I	A	L	Total
1	8	13	18	9	48
2	1	3	1		5
3		2	1		3
7				1	1
0	51	42	60	30	183

Card 8  
Column  
60

43. (a) Do you provide direct auto loans?

1 = Yes (do provide)

0 = DP (do not provide) - Code 0 in columns 61-69

Code	W	I	A	L	Total
1	15	14	16	10	55
0		1	4		5

61-63

On what proportion of direct auto loans do you provide single credit (Code percentage)

Code percentage (001-100)

Code	W	I	A	L	Total
DK = 998	1			1	2
NA = 999					
DP = 000	2	3	6	1	12
70	1				1
98	1				1
100	10	12	14	8	44

64-66

On what proportion of direct auto loans do you provide joint credit life insurance?

Code percentage (001-100)

Code	W	I	A	L	Total
DK = 998	2	2	1	6	11
NA = 999		2			2
DP = 000	10	10	19	4	43
AVG	9	100			32
#	3	1			4

67-69

On what proportion of direct auto loans do you provide accident and health insurance?

Code percentage (001-100)

Code	W	I	A	L	Total
DK = 998	2	2		6	10
NA = 999		1			1
DP = 000	2	3	15	2	22
AVG	37	79	36	51	52
#	11	9	5	2	27

70-79

(b) Direct personal loans

Code	W	I	A	L	Total
Yes = 1	15	15	20	10	60

(do not provide)

Card 8  
Column

On what proportion of direct personal loans do you provide single credit life insurance?  
 Code percentage (001-100)

Code	W	I	A	L	Total
DK = 998	1			1	2
DP = 000	2	2	2		6
AVG	97	100	100	100	99
#	12	13	18	9	52

On what proportion of direct personal loans do you provide joint credit life insurance.  
 Code percentage (001-100)

Code	W	I	A	L	Total
DK = 998	2	2	2	6	12
NA = 999		3			3
DP = 000	11	9	18	4	42
AVG	11	100			40
#	2	1			3

On what proportion of direct personal loans do you provide accident and health insurance?  
 Code percentage (001-100)

Code	W	I	A	L	Total
DK = 998	2	2	1	6	11
NA = 999		2			2
DP = 000	3	2	14	3	22
AVG	61	73	35	2	58
#	10	9	5	1	25

Card 9

Card 9  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 09

7-9 44. 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?  
 Code amount in cents (001-995)

Code	W	I	A	L	Total
DK = 998		3			3
Free or DP = 000	11	15	17	9	52
AVG	54			65	56
#	4			1	5

We would now like to know about the charges you make and the rates that you pay on your member share accounts.

- 10 45. Will you provide material giving this information?
- 1 = Material provided now
- 3 = Material not provided; interviewer must ask respondent
- 0

Code	W	I	A	L	Total
1	3	1	1	2	7
3	11	12	18	7	48
0	1	2	1	1	5

11 46. Do you have any share draft accounts?

1 = Yes

5 = No - Code 0 in columns 12-20

0

Code	W	I	A	L	Total
1	2		1		3
5	11	15	15	9	50
0	2		4	1	7

12-15 47. What charges, if any, are assessed on these accounts and how are they calculated?

0000 = Not appropriate or no charges

1000 = A one dollar charge if the account is overdrawn

Code	W	I	A	L	Total
0000	15	15	19	10	59
1000			1		1

Card 9  
Column

16-18

48. What rate of interest is paid on those accounts?

Code percentage (001-995)

Code 995 if greater than 9.95%

Code	W	I	A	L	Total
DP = 000	13	15	19	10	57
400	1				1
425	1				1
700			1		1

19 49. How is this rate computed?

Code	W	I	A	L	Total
Quarterly = 2	2		1		3
DP = 0	13	15	19	10	57

20 50. What is the balance on which the rate is computed?

Code	W	I	A	L	Total
Minimum balance = 1	1		1		2
DK = 8	1				1
DP = 0	13	15	19	10	57

21-23 51. What rate do you pay on your regular share accounts?

Code percentage (001-995)

Code 995 if greater than 9.95%

Code	W	I	A	L	Total
AVG	535	603	606	678	600
#	15	15	20	10	60

24 52. Do you offer split-rate share accounts?

Code	W	I	A	L	Total
No = 5	14	15	20	10	59—code 0 in cols. 25-36
DP = 0	1				1 – code 0 in cols. 25-36

25-27 54. What is the minimum rate paid on those accounts?

Code percentage (001-995)  
Code 995 if greater than 9.95%

Code	W	I	A	L	Total
DP = 000	15	15	20	10	60

28-31 55. What is the maximum balance to which this rate applies?

Code amount in dollars (0001-9995)  
Code 9995 if greater than \$9,995

DP = 0000	15	15	20	10	60
-----------	----	----	----	----	----

32-34 56. What is the maximum rate paid on these accounts?

Code percentage (001-995)  
Code 995 if greater than 9.95%

DP = 000	15	15	20	10	60
----------	----	----	----	----	----

35 57. How frequently is the interest paid?

DP = 0	15	15	20	10	60
--------	----	----	----	----	----

Card 9  
Column

36 58. How is the balance calculated?

DP = 0	15	15	20	10	60
--------	----	----	----	----	----

37 Code 0

38 59. We would like to know what rates you are currently paying on \$1,000 and \$5,000 certificates of deposit.

1 = Rates provided directly  
2 = Rate folder provided now  
0 = DP – Code 0 in col. 39-70

Code	W	I	A	L	Total
1	4	1	3	3	11
2	2			1	3
0	9	14	17	6	46

39 a. (1) Do you provide a 90 day CD in the amount of \$1,000?

1 = Yes (do provide)  
0 = DP (do not provide) – Code 0 in cols. 40-42

1	14	14	20	10	58
0	1	1			2

40-42 Current rate on 90 day -- \$1,000 CD  
 Code percentage (001-995)  
 Code 995 if greater than 9.95%

Code	W	I	A	L	Total
0	14	14	20	10	58
625		1			1
650	1				1

43-46 (2) 90-day -- \$5,000 CD  
 1 = Yes (do provide)  
 0 = DP (do not provide) – Code 0 in cols. 40-42

1		1			1
0	15	14	20	10	59

Current rate on 90-day - \$1,000 CD  
 Code percentage (001-995)  
 Code 995 if greater than 9.95%

0	15	14	20	10	59
625		1			1

47-50 b. (1) 1 year -- \$1,000  
 1 = Yes (do provide)  
 0 = DP (do not provide) Code 0 in columns 40-42

1	6	1	3		10
0	9	14	17	10	50

Current rate on 1 year - \$1,000 CD  
 Code percentage (001-995)  
 Code 995 if greater than 9.95%

000	9	14	17	10	50
AVG	642	725	692		665
#	6	1	3		10

Card 9  
Column  
 51-54

(2) 1 year -- \$5,000 CD  
 1 = Yes (do provide)  
 0 = DP (do not provide) - Code 0 in columns 40-42

1	1	1	2		4
0	14	14	18	10	56

Current rate on 1 year -- \$5,000 CD  
 Code percentage (001-995)  
 Code 995 if greater than 9.95%

0	14	14	18	10	56
AVG	625	725	700		688
#	1	1	2		4

55-58

c.(1) 4 years -- \$1,000 CD

0 = DP (do not provide) - Code 0 in columns 40-42

0	15	15	20	10	60
---	----	----	----	----	----

Current rate on 4 year --\$1,000 CD

Code percentage (001-995)

Code 995 if greater than 9.95%

0	15	15	20	10	60
---	----	----	----	----	----

59-62

(2) 4 years -- \$5,000 CD

1 = Yes (do provide)

0 = DP (do not provide) Code 0 in columns 40-42

1	1			1	1
0	14	15	20	9	58

Current rate on 4 year - \$5,000 CD

Code percentage (001-995)

Code 995 if greater than 9.95%

0	14	14	20	9	58
AVG	750			775	763
#	1			1	2

63-66

d. (1) 6 years - \$1,000 CD

0 = DP (do not provide) - Code 0 in columns 40-42

0	15	15	20	10	60
---	----	----	----	----	----

Current rate on 6 year - \$1,000 CD

Code percentage (001-995)

Code 995 if greater than 9.95%

0	15	15	20	10	60
---	----	----	----	----	----

67-70

(2) 6 years -- \$5,000 CD

0 = DP (do not provide) - Code 0 in columns 40-42

Code	W	I	A	L	Total
0	15	1	20	10	60

Card 9

Column

Current rate on 6 year \$5,000 CD

Code percentage (001-995)

Code 995 if greater than 9.95%

0	15	15	20	10	60
---	----	----	----	----	----

71

60. Interest rates have risen substantially over the past year. Has this caused you to change the rates that you offer on any of your share accounts or certificates?

1 = Yes Code 0 in columns 7-10 of Card 10

5 = No Code 0 in columns 72-79

1	7	2	3	5	17
5	8	12	17	5	42
0		1			1

72-75

61. On what types of accounts or certificates did you change rates or terms?

Code four responses using codes below

- 1 = Savings deposits--regular share accounts
- 2 = Certificates of deposit
- 4 = Money market certificates
- 9 = NA
- 0 = DP, less than 4 responses

Code	W	I	A	L	Total
1	4	2	1	5	12
2	2				2
4	1				1
9			1		1
0	53	58	78	35	224

76-79

62. What changes did you make in the rates?

Code two responses using two digit codes below

- 1 = Increased rates, general reference
- 2 = Increased rates 1/4% - 1/2%
- 3 = Increased rates 1/2% - 1%
- 4 = Increased rates 1%
- 5 = Increased rates 1 1/2 or 1 to 2%
- 98 = DK
- 99 = NA
- 00 = DP, no second response

Code	W	I	A	L	Total
1	1				1
2	2		1		3
3	4	1		2	7
4				3	3
5		1			1
98			1		1
99			1		1
00	23	28	38	15	104

Card 10  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 10

7-10

63. Why didn't you change your rates?

Code four responses using codes below

- 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 maintain present rate without problems
- 3 = Couldn't afford it

- 4 = Dividend rate is based on earnings, must be within net profits
- 5 = Don't want to raise rate too high and have to lower it later
- 7 = Other
- 8 = DK
- 9 = NA
- 0 = DP, less than 4 responses

Code	W	I	A	L	Total
1	1	1	6	2	10
2	5	4	6	3	18
3		2	4		6
4	1	5			6
5		1			1
7	2		1		3
8			1		1
9		1	2		3
0	51	46	60	35	192

- 11 64. Did you make any changes in your consumer loan rates as a result of the rise in interest rates?  
 1 = Yes code 0 in columns 20-23  
 5 = No code 0 in columns 12-19  
 0

1	6	4		2	12
5	7	6	13	8	34
0	2	5	7		14

Card 10  
Column  
 12-15

65. On what type loans did you change rates?  
 Code 4 responses using codes below,  
 0 = DP, less than four responses  
 1 = Auto  
 2 = Mobile home  
 3 = Personal, unsecured, consumer  
 4 = Home improvement  
 5 = Mortgage  
 6 = Second mortgage only  
 7 = Other  
 8 = All  
 9 = NA

Code	W	I	A	L	total
0	53	56	77	36	222
1	2	2		2	6
2			1		1
3			1		1
4	1				1
5				1	1
6	1				1
7		1	1	1	3
8	2	1			3
9	1				1

16-19

66. What changes did you make in the rates?

Code two responses using two digit codes below

2 = Increased rates 1/4% - 1/2%

4 = Increased rates 1%

5 = Increased rates 1 1/2 or 1 to 2%

6 = Increased rates 2 1/2 or 2 to 3%

10 = Increased rates 3% or more but less than 6%

13 = Moved to maximum rate (more often)

26 = Decreased rates 3%

00 = DP, no second response

2	1				1
4		1			1
5	2	2		2	6
6	3				3
10		1			1
13			1		1
26	1				1
00	23	26	39	18	106

Card 10

Column

20-23

67. Why didn't you make any changes in your rates?

Code 4 responses using codes below

1 = Law, rate ceilings, at legal limit already

2 = Competition, competition holds it to

3 = No reason to change, Not necessary to change, haven't found it necessary, no need to change, able to continue with same rate, already profitable

5 = Stress service instead of rates

7 = Other

8 = DK

0 = Not appropriate, less than 4 responses

Code	W	I	A	L	Total
1		5	12		17
2	1	2			3
3	8	4	4	7	23
5	1	2	1	1	5
7	2	1	3	1	6
8				1	1
0	48	46	60	31	185

24

68. Did you make any other changes in loan policies as a result of rising interest rates? (e.g. higher down payments)

1 = Yes

5 = No Code 0 in columns 26-29

0

1	9	4	6	5	24
5	3	7	13	5	28
0	3	4	1		8

25 Code 0

Card 10  
Column  
26-29

69. What exactly did you do?

Code two responses using codes below

1 = Required better credit records

2 = More selective, higher credit standards, required longer employment records, loan to no one leaving area

8 = Cutback on number of loans

21 = Raised down payments, higher down payments

22 = Changed down payment

23 = Shorter maturities

24 = Longer maturities (on xxx)

28 = Required co-signor for new customers

31 = Increased minimum loan size or minimum repayment

33 = Raised the limit on loan size

43 = Stopped making all mortgage loans

45 = Stopped making interim home loans

46 = Stopped making mobile home loans

77 = Other

00 = DP

30 70. Did you make any other changes in policy as a result of the rising interest rate such as raise or lower interest rebates on consumer loans?

1 = Yes

5 = No – code 0 in cols. 31-34

0

1	1		1	1	3
5	14	14	19	9	56
0		1			1

31-34 71. What did you do?

Code two responses

00 = DP, no second response

10 = Lowered interest rebate

11 = Eliminated interest rebate (at least temporarily)

20 = Added open-end credit

00	29	30	39	19	117
10	1				1
11				1	1
20			1		1

Card 10  
Column  
35

72. Do you ever give interest rebates on consumer loans?

1 = Yes

5 = No - code 0 in columns 36-38

0

Code	W	I	A	L	Total
1	3	5	2	4	14
5	11	10	18	6	45
0	1				1

36-38

73. What percent rebate did you grant in 1977?

Code percentage (001-995)

Code 995 if greater than 99.5%

000 = DP	12	13	19	6	50
AVG	90	115	333	155	145
#	3	2	1	4	10

Section III Credit Granting and Collection Practices

We would like to learn what you do to reduce your credit losses and to control delinquent accounts.

39

75 a. Do you provide direct auto loans?

1 = Yes (do provide)

0 = DP (do not provide) - code 0 in columns 40-48

5

1	14	12	16	10	52
0		3	4		7
5	1				1

40-42 What percentage of the time do you check with other creditors when a consumer applies for the first time (for an auto loan)?

Code percentage (001-100)

DK = 998				2	2
DP = 000	4	9	10	6	29
AVG	33	65	48	100	49
#	11	6	10	2	29

Card 10

Column

43-45

auto loan)?

What percentage of the time do you obtain a credit report when a consumer applies for the first time (for an auto loan)?

Code	W	I	A	L	Total
0	4	7	10	3	24
AVG	56	64	33	66	44
#	11	8	10	7	36

46-68

76 a. What percentage of the time do you require a cosigner on your direct auto loans?

0	1	6	12	5	24
998				2	2
AVG	16	20	49	34	26
#	14	9	8	3	34

49-58

75-76 b. Unsecured personal loans

1 = Yes (do provide)

0 = DP (do not provide - code 0 in columns 40-48)

5

1	14	14	20	10	58
0		1			1
5	1				1

What percentage of the time do you check with other creditors when a consumer applies for the first time?  
Code percentage (001-100)

DK = 998			1	1	2
DP = 000	7	7	9	7	30
AVG	69	59	46	100	60
#	8	8	10	2	28

What percentage of the time do you obtain a credit report when a consumer applies for the first time?

0	4	6	9	3	22
998			1		1
AVG	56	63	32	72	54
#	11	9	10	7	37

Card 10  
Column

49-58 (continued) 76 a. What percentage of the time do you require a cosigner?

Code	W	I	A	L	Total
0	3	3	8	2	16
998			2	2	4
999	1				1
AVG	15	35	38	54	33
#	11	12	10	6	39

59 77. We would not like to talk about delinquent loans for year end 1977. Do your records indicate these delinquencies for year-end 1977?  
1 = Yes - code 0 columns 60-62  
5 = No

1	13	13	20	9	55
5	2	2		1	5

60-62 78. What time period can you provide this information for?  
100 = September 30, 1978  
777 = Other  
998 = DK  
000 = DP  
999 = NA

100	1				1
777	1				1
998				1	1
000	13	13	20	9	55
999		2			2

Card 11  
Column

1 Institution Type  
2 Metropolitan Area  
3-4 Respondent Number

5-6

Card Number 11

Please consider a loan delinquent if it is one payment past due. For various types of loans, the following questions are concerned with the number of delinquent loans as a percentage of the total number of that type of loan outstanding, plus a breakdown of this percentage over several time periods.

Card 11

Column

7

79-80 1. New Auto

(a) Is this type of loan provided?

1 = Yes, does provide

0 = Don't provide - code 0 in columns 8-28

Code	W	I	A	L	Total
1	15	14	16	10	55
0		1	4		5

8-10

(b) Percentage delinquent

Code percentage (001-995)

100 = 1.00%

998 = DK

999 = NA

000 = DP

997 = information given in a different form

998	13	8	11	5	37
999		1	1	2	4
000		5	5	1	11
997	2		1	1	4
AVG		500	150	50	213
#		1	2	1	4

11-13

(c) Under 30 days delinquent

000		6	6	1	13
997	2		1	1	4
998	13	8	10	5	36
999		1	1	2	4
AVG			125	25	92
#			2	1	3

14-16

(d) 30-59 days

0		6	8	1	15
25				1	1
997	2		1	1	4
98	13	8	10	5	36
999		1	1	2	4

17-19

(e) 60-89 days

0		6	8	2	16
997	2		1	1	4
998	13	8	10	5	36
999		1	1	2	4

Card 11

Column

20-22

90 days and over

Code	W	I	A	L	Total
0		5	7	2	14
500		1			1
997	2		1	1	4
999		1	1	2	4

23

(g) What is this other time period?

1 = 60 days or more, 2 months – 1 year, 2 months - 6 months

2 = 6 months and over

3 = 12 payments or longer

4 = Breakdown is completely different

5 = 1 year or over

6 = 5 and 6 months

9 = NA or DK

0 = DP

1	1	1			2
2	2			1	3
3	1				1
4	3				3
5	1				1
6			1		1
9	1	4	9	6	20
0	6	10	10	3	29

24-25

(h) Other time period

Code percentage (01-95)

97 = information given in a different form

98 = DK

99 = NA

00 = DP 5

97	1		1	1	3
98	8	4	7	4	23
99		1	1	2	4
00	6	10	10	3	29
5			1		1

Card 11  
Column  
 25-28

(i) Total (Sum of (c)-(f) plus (h): should (but may not) equal (b))

Code	W	I	A	L	Total
97	1		1	1	3
98	8	4	7	4	23
99		1	1	2	4
00	6	10	10	3	29
5			1		1

29-50

79-80 (2) Used auto

	Code	W	I	A	L	Total
Provide Used Auto Loan	0		1	4		5
	1	15	14	16	10	55
Pct Delinquent (x 100)	0		5	4		9
	997	2		1	2	5
	998	13	8	11	5	37
	999		1	1	2	4
	AVG		500	120	50	182
	#		1	3	1	5
Under 30 Day Delinquent	0		6	6	1	13
	997	2		1	1	4
	998	13	8	10	5	26
	999		1	1	2	4
	AVG			125	25	92
	#			2	1	3
30-59 Days Delinquent	0		6	7		13
	10			1		1
	25				1	1
	997	2		1	2	5
	998	13	8	10	5	36
	999		1	1	2	4
60-89 Days	0		6	7	2	15
	50			1		1
	997	2		1	1	4
	998	13	8	10	5	36
	999		1	1	2	4
90 Days & Over	0		5	7	2	14
	500		1			1
	997	2		1	1	4
	998	13	8	11	5	37
	999		1	1	2	4

Card 11  
Column  
 29-50  
 (cont.)

	Code	W	I	A	L	Total
What is other time period?	0	6	10	10	3	29
	1	1	1			2
	2	2			1	3
	3	1				1
	4	3				3
	5	1				1
	6			1		1
	9	1	4	9	6	20
Other time period delinquencies?	0	6	10	10	3	29
	5			1		1
	97	1		1	1	3
	98	8	4	7	4	23
	99		1	1	2	4
Total Delinquencies	0		5	4		9
	997	2		1	2	5
	998	13	8	11	5	37
	999		1	1	2	4
	AVG		500	120	50	182
	#		1	3	1	5

51-72      79-80 (3) Total Auto (in case cannot split new from used)

	Code	W	I	A	L	Total
Provide Auto Loans	0		1	4		5
	1	15	14	16	10	55
Pct Delinquent (x 100)	0		5	4		9
	997	2		1	2	5
	998	13	8	11	3	35
	999		1	1	2	4
	AVG		500	53	83	130
	#		1	3	3	7
Under 30 Days Delinquent	0		6	7	1	14
	997	2		1	2	5
	998	13	8	10	3	34
	999		1	1	2	4
	AVG			10	73	52
	#			1	2	3

Card 11  
Column  
 51-72 (cont.)

	Code	W	I	A	L	Total
60-89 Days Delinquent	0		6	8	4	18
	997	2		1	1	4
	998	13	8	10	3	34
	999		1	1	2	4
90 Days and Over	0		5	6	4	15
	50			1		1
	500		1			1
	997	2		1	1	4
	998	13	8	11	3	35
	999		1	1	2	4
What is Other Time Period	0	6	10	9	3	28
	1	1	1			2
	2	2			1	3
	3	1				1
	4	3				3
	5	1				1
	6				1	1
	9	1	4	10	6	21
Other Time Period Delinquencies	0	6	10	9	3	28
	5			1		1
	8				1	1
	97	1		1	1	3
	98	8	4	8	3	33
	99		1	1	2	4
Total Delinquencies	0		5	4		9
	997	2	0	1	2	5
	998	13	8	11	3	35
	999		1	1	2	4
	AVG		500	53	83	130
	#		1	3	3	7

Card 12  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 12
- 7-28 79-80 (4) Mobile home loans

	Code	W	I	A	L	Total
Provide Mobile Home Loans	0	2	6	12	1	21
	1	13	9	8	9	39
Pct Delinquent (x 100)	0	2	9	13	3	27
	997	2				2
	998	11	6	5	4	26
	999			1	2	3
	34				1	1
	50			1		1
Under 30 Days Delinquent	0	2	9	14	4	29

	997	2				2
	998	11	6	5	4	26
	999			1	2	3
30-59 Days	0	2	9	14	4	29
	997	2				2
	998	11	6	5	4	26
	999			1	2	3
60-89 Days	0	2	9	14	4	29
	997	2				2
	998	11	6	5	4	26
	999			1	2	3
90 Days and Over	0	2	9	13	4	28
	997	2				2
	998	11	6	6	4	27
	999			1	2	3
Other Time Period	0	7	11	16	3	37
	1	1	1			2
	2	1			1	2
	3	1				1
	4	3				3
	5	1				1
	9	1	3	4	6	14
What is Other Time Period	0	7	11	16	3	37
	3				1	1
	97	1				1
	98	7	4	3	4	18
	99			1	2	3
Total Delinquencies	0	2	9	12	3	26
	34				1	1
	50			1		1
	997	2				2
	998	11	6	6	4	27
	999			1	2	3

29-50

79-80 (5) Total Consumer Loans

	Code	W	I	A	L	Total
Do you provide	0			1		1
	1	15	15	19	10	59
Pct Delinquent (x 100)	0		3	3		6
	995	2				2
	997	2			2	4
	998	6	10	12	5	33
	999		1	1	2	4
	AVG	203	650	138	43	205
	#	5	1	4	1	11
Under 30 Days Delinquent	0	2	4	4	2	12
	75			1		1
	995	2				2
	997	2			1	3
	998	9	10	14	5	38
	999		1	1	2	4
30-59 Days	0	3	4	4	2	13

	50			1		1
	997	2			1	3
	998	10	10	14	5	39
	999		1	1	2	4
60-89 Days	0		3	4	2	9
	997	2			1	3
	998	11	10	14	5	40
	999		1	1	2	4
	AVG	384	100	25		223
	#	2	1	1		4
90 Days and Over	0		3	4	1	8
	997	2			2	4
	998	10	10	14	5	39
	999		1	1	2	4
	AVG	122	150	200		143
	#	3	1	1		5
Other Time Period	0	6	8	8	2	24
	1	1	2			3
	2	2			1	3
	3	1				1
	4	2				2
	5	1				1
	6			1		1
	9	2	5	11	7	25

	Code	W	I	A	L	Total
What is Other Time Period	0	6	8	8	2	24
	4				1	1
	17	1				1
	19	1				1
	40		1			1
	97	1			1	2
	98	6	5	11	4	26
	99		1	1	2	4
Total Delinquent	0		3	3		6
	995	2				2
	997	2			2	4
	998	6	10	12	5	33
	999		1	1	2	4
	AVG	203	650	138	43	205
	#	5	1	4	1	11

51-72

79-80 (b) Personal Loans

	Code	W	I	A	L	Total
Provide	0				1	1
	1	15	15	20	9	59
Pct Delinquent (x 100)	0		2	3	2	7
	995	1	1			2
	997	2			1	3
	998	11	8	12	4	35

	999		1	1	2	4
	AVG	23	333	103	51	165
	#	1	3	4	1	9
Under 30 Days Delinquent	0	1	5	5	4	15
	110			1		1
	995	1				1
	997	2				2
	998	11	9	13	4	37
	999		1	1	2	4
30-59 Days	0	2	4	5	4	15
	25		1			1
	100			1		1
	997	2				2
	998	11	9	13	4	37
	999		1	1	2	4

Card 12  
Column

51-72 (cont)

	Code	W	I	A	L	Total
60-89 Days	0		3	6	4	13
	8	1				1
	100		2			2
	760	1				1
	997	2				2
	998	11	9	13	4	37
	999		1	1	2	4
90 Days and Over	0		2	5	3	10
	995		1			1
	997	2			1	3
	998	11	8	14	4	37
	999		1	1	2	4
	AVG	171	92			123
	#	2	3			5
What is Other Time Period	0	6	8	8	3	25
	1	1	2			3
	2	2			1	3
	3	1				1
	4	3				3
	5	1				1
	6			1		1
	9	1	5	11	6	23
Other Time Period	0	6	8	8	3	25
	5				1	1
	10		1			1
	40		1			1
	97	1				1
	98	8	4	11	4	27
	99		1	1	2	4
Total Delinquent	0		2	3	2	7
	995	1	1			2

	997	2			1	3
	998	11	8	12	4	35
	999		1	1	2	4
	AVG	23	333	103	51	165
	#	1	3	4	1	9

Card 13  
Column

1 Institution Type  
2 Metropolitan Area  
3-4 Respondent Number  
5-6 Card Number 13

7-28 79-80 (7) First mortgage consumer loans

	Code	W	I	A	L	Total
Provide 1 <sup>st</sup> Mortgage Consumer Loans	0	10	13	15	6	44
	1	5	2	5	4	16
Percent Delinquent (x 100)	0	10	14	16	6	46
	93				1	1
	100	1				1
	121				1	1
	997	1				1
	998	3	1	3		7
	999			1	2	3
Under 30 Days Delinquent	0	10	14	17	8	49
	997	1				1
	998	4	1	2		7
	999			1	2	3
30-59 Days	0	10	14	17	7	48
	121				1	1
	997	1				1
	998	4	1	2		7
	999			1	2	3
60-89 Days	0	10	14	17	8	49
	997	1				1
	998	4	1	2		7
	999			1	2	3
90 Days & Over	0	10	14	16	8	48
	997	1				1
	998	4	1	3		8
	999			1	2	3
Other Time Period	0	12	14	18	7	51
	2	1			1	2
	4	2				2
	9		1	2	2	5
What is Other Time Period	0	12	14	18	7	51
	9				1	1
	98	3	1	1		5
	99			1	2	3
Total Delinquencies	0	10	14	16	6	46

	93				1	1
	100	1				1
	121				1	1
	997	1				1
	998	3	1	3		7
	999			1	2	3

29-50

79-80(8) Second mortgage consumer loans

	Code	W	I	A	L	Total
Provide 2 <sup>nd</sup> Mortgage Consumer Loans	0	9	13	18	9	49
	1	6	2	2	1	11
Percent Delinquent (x 100)	0	9	14	18	9	50
	997	1				1
	998	5	1	1		7
	999			1	1	2
Under 30 Days Delinquent	0	9	14	18	9	50
	997	1				1
	998	5	1	1	7	
	999			1	1	2
30-59 Days	0	9	14	18	9	50
	997	1				1
	998	5	1	1		7
	999			1	1	2
60-89 Days	0	9	14	18	9	50
	997	1				1
	998	5	1	1		7
	999			1	1	2
90 Days and Over	0	9	14	18	9	50
	997	1				1
	998	5	1	1		7
	999			1	1	2
Other Time Period	0	11	14	19	9	53
	2	2				2
	4	2				2
	9		1	1	1	3
What is Other Time Period	0	11	14	19	9	53
	98	4	1			5
	99			1	1	2
Total Delinquencies	0	9	14	18	9	50
	997	1				1
	998	5	1	1		7
	999			1	1	2

	Code	W	I	A	L	Total
Do You Provide	1	15	15	20	10	60
Percent Delinquent (x 100)	0		3	2		5
	995	1	2	1		4
	997	5		2	3	10
	998	5		5	2	12
	999		1	1	3	5
	AVG	290	244	113	351	212
	#	4	9	9	2	24
Under 30 Days Delinquent	0	3	8	7	2	20
	40		1			1
	131	1				1
	200		1		1	2
	995	1				1
	997	5		2	2	9
	998	5	4	10	2	21
	999		1	1	3	5
30-59 Days	0	3	6	6	1	16
	997	5		2	3	10
	998	5	4	10	2	21
	999		1	1	3	5
	AVG	80	174	50	200	138
	#	2	4	1	1	8
60-89 Days	0	2	8	5	3	18
	997	5		2	2	9
	998	5	4	10	2	21
	999		1	1	3	5
	AVG	119	107	76		101
	#	4	5	4		13
	Code	W	I	A	L	Total
Other Time Period	0	6	10	8	2	26
	1	1	2			3
	2				1	3
	3	1				1
	4	3				3
	5	1				1
	6			1		1
	9	1	3	11	7	22
What is Other Time Period	0	6	10	8	2	26
	4	1				1
	5			1		1
	10	1	1			2
	20		1			1
	30				1	1
	60	1				1
	97	3		2	2	7
	98	3	2	8	2	15
	99		1	1	3	5
Total Delinquencies	0		3	2		5
	995	1	2	1		4

	997	5		2	3	10
	998	5		5	2	12
	999		1	1	3	5
	AVG	290	244	114	351	212
	#	4	9	9	2	24

Card 14  
Column

- 1 Institution Type
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 14

7 81. 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?

- 1 = % of year-end outstandings, 1,977
- 2 = % of average monthly outstandings during 1977
- 3 = dollar amounts
- 7
- 9 = NA
- 0 = DP

Code	W	I	A	L	Total
1	1				1
2			2		2
3	14	11	15	9	49
7	1	2	1	4	7
9		2	1		3
0		1			1

82. Where possible, please provide data on charge-offs and recoveries for your consumer credit during 1977 on the following types of loans.

(1) New auto

8-10

(a) Total new charge-offs in 1977

Code percentage or thousands of dollars (001-995)

Code 995 if greater than \$995,000 or 9.95%

Code	W	I	A	L	Total
DK = 998	12	7	8	4	31
NA = 999		1	1	1	3
DP = 000	3	7	9	5	24
Info. Provided in a different form = 997			1		1
10			1		1

11-13

(b) Total new recoveries in 1977

Code same as charge-offs (columns 8-10)

0	3	6	11	8	28
997		1	1		2
998	12	7	7	1	27
999		1	1	1	3

Card 14  
Column  
 14-19

(2) Used auto

Code same as new auto (columns 8-13)

	Code	W	I	A	L	Total
Used Auto Charge-offs in 1977	0	1	6	8	9	20
	1	1	1			3
	2	1			1	2
	997			1		1
	998	12	7	9	4	32
	999		1	1	1	3
Recoveries	0	3	6	10	8	27
	997		1	1		2
	998	12	7	8	1	28
	999		1	1	1	3

20-25

(3) Total auto (in case cannot split new from used)

Code same as new auto (columns 8-13)

	Code	W	I	A	L	Total
Total Auto Charge-offs in 1977	0	1	6	9	5	21
	1	1	1			2
	2	1			1	2
	997			1		1
	998	12	7	9	3	31
	999		1	1	1	3
Recoveries	0	3	6	10	8	27
	997		1	1		2
	998	12	7	8	1	28
	999		1	1	1	3

26-31

(4) Mobile home loans

Code same as new auto (columns 8-13)

	Code	W	I	A	L	Total
Mobile Home Loans Charge-offs in 1977	0	4	8	11	5	28
	2			1		1
	997			1		1
	998	11	7	6	4	28
	999			1	1	2
Recoveries	0	4	7	12	8	31
	1			1		1
	997			1		1
	998	11	7	5	1	24
	999		1	1	1	3

32-37

(5) Total consumer loans

Code same as new auto (columns 8-13)

	Code	W	I	A	L	Total
Total consumer loans charge offs 1977	0	2	5	6	5	18
	1		2	2		4
	2	1			1	2
	4			1		1
	9		1			1

	997			1		1
	998	12	6	9	3	30
	999		1	1	1	3
Recoveries	0	2	7	8	8	25
	1	1	1	2		4
	997			1		1
	998	12	6	8	1	27
	999		1	1	1	3

Card 14  
Column

(6) Personal loans

Code same as new auto (cos. 8-13)

	Code	W	I	A	L	Total
Total personal loan charge offs in 1977	0	2	4	7	3	16
	1		3	1	1	5
	2			1		1
	4				1	1
	5	1				1
	997			2		2
	998	12	7	8	4	31
	999		1	1	1	3
Recoveries	0	2	5	1	6	22
	1	1	2	2	2	7
	997			1		1
	998	12	7	7	1	27
	999		1	1	1	3

44-49

(7) First mortgage consumer loans

Code same as new auto (columns 8-13)

	Code	W	I	A	L	Total
1 <sup>st</sup> Mortgage Charge offs in 1977	0	6	12	13	7	38
	997			1		1
	998	9	3	5	2	19
	999			1	1	2
Recoveries	0	5	12	12	8	37
	997			1		1
	998	10	3	6	1	20
	999			1	1	2

50-55(8) Second mortgage consumer loans

Code same as new auto (cols. 8-13)

	Code	W	I	A	L	Total
2 <sup>nd</sup> Mortgage Charge offs in 1977	0	6	12	15	7	40
	997			1		1
	998	9	3	3	2	17
	999			1	1	2
Recoveries	0	5	12	14	8	39
	997			1		1
	998	10	3	4	1	18
	999			1	1	2

56

(9) Open end credit plans

(a) (1) Specify type one

0 = DP

1 = Loan Draft (Kwik cash, revolving credit, etc.)

Code	W	I	A	L	Total
0	11	15	13	8	47
1	1		7	2	10
9	3				3

Card 14  
Column

57

(b) (1) Specify type one

Code same as type 1 (column 56)

0	12	15	20	10	57
9	3				3

58

Code 0 (since will always be total loans)

59-61

(a)(2) Total new charge-offs in 1977 for type one

Code same as new auto charge-offs (columns 8-10)

Type I Total New Charge offs in 1977

0	8	13	14	9	44
997			1		1
998	7	1	5	1	14
999		1			1

62-64

(a)(3) Total new recoveries in 1977 for type one

Code same as new auto charge offs (columns 8-10)

Recoveries

0	8	13	14	9	44
997			1		1
998	7	1	5	1	14
999		1			1

65-67

(b)(2) Total new charge offs in 1977 for type two

Code same as new auto charge offs (columns 8-10)

0	13	13	20	10	56
998	2	1			3
999		1			1

68-70

(b)(3) Total new recoveries in 1977 for type two

Code same as new auto charge offs (columns 8-10)

Code	W	I	A	L	Total
0	13	13	20	10	56
998	2	1			3
999		1			1

71-76

(10) Total loans (in case no breakdown)  
Code same as new auto (columns 8-13)

	Code	W	I	A	L	Total
Total Loans Total New Charge offs in 1977	0	1	5	3	3	12
	997			1	1	2
	998	1	2	7		10
	999			1	1	2
	AVG	32	133	10	15	48
	#	13	8	8	5	34
Recoveries	0	1	7	4	6	18
	995	1				1
	997		1	1		2
	998	1	2	7		10
	999			1	1	2
	AVG	53	5	1	4	24
	#	12	5	7	3	27

Card 15  
Column

- 1 Institution
- 2 Metropolitan Area
- 3-4 Respondent Number
- 5-6 Card Number 15

Now let us turn to your collection practices and policies. Please describe your typical policy concerning a delinquent unsecured personal loan with an outstanding balance of \$1,200. Assume that payments have been made for six months, although two payments were 15 days late.

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

7

Number of letters

Code number 0-6

8 = DK

9 = NA

7 = More than 6 or number unspecified

Code	W	I	A	L	Total
0	5	5	6	6	22
1	10	4	14	3	31
2		4			4
3		2			2
9				1	1

8

Number of calls

Code same as number of letters

0	12	10	17	8	47
1	3	3	3	1	10
7		2			2
9				1	1

9

Number of personal contacts

- 0 = No personal visits
- 1 = 1 personal visit or field call (location unspecified)
- 4 = See in office of credit grantor
- 9 = NA
- 7 = Number unspecified

0	15	9	18	9	51
1		4	1		5
4		2			2
9				1	1
7			1		1

10-17

Other collection procedures

Code 4 responses using 2 digit codes below.

- 10 = Contacted someone else, employer, relative, etc.
- 20 = If ill and has insurance, follow up on insurance
- 25 = Payroll deduction
- 46 = Assess late fee charge(s)
- 47 = Consider legal action
- 48 = Take action (not specified)
- 49 = Send a "right to care default" notice
- 50 = Threatened legal action, send attorney's letter
- 51 = Threatened and initiated legal action, file legal action
- 52 = Notify cosigner
- 54 = Repossess, start replevin action, complete replevin action
- 55 = Repossess and sue
- 56 = Garnish
- 57 = Invoke wage assignment

Card 15

Column

10-17 (cont.)

- 58 = Take judgment to recover security, foreclosure
- 59 = Take every type of action
- 60 = Threaten to turn over to collection agency
- 61 = Turn over to collection agency, or collection department or board
- 62 = Turn over to attorney, give to attorney
- 63 = Check with employer (to try to locate him, etc.)
- 64 = Check with friends and relatives (to try to locate him, etc.)
- 65 = Initiate skip tracing
- 66 = Turn over to Credit Bureau, report it to Credit Bureau
- 70 = Write off (charge-off)
- 71 = Collect or charge-off
- 77 = Other
- 78 = Follow Wisconsin Consumer Act
- 79 = Follow government rules and regulations
- 80 = Rewrite loan, extend loan
- 81 = Grant forbearance due to illness, job loss, etc.
- 83 = Change due date
- 84 = Accept partial payment
- 85 = Debt counsel
- 86 = Hope they will continue paying
- 87 = Try to work with the customer (general statement)

- 88 = Develop a file, watch the customer  
 90 = Depends, all are individual  
 91 = If he is cooperative, work with him  
 92 = If he is uncooperative or does not want to pay, go after him vigorously  
 95 = Depends on circumstances  
 98 = DK  
 99 = NA  
 00 = DP, Not appropriate or no second, third or fourth response

Code	W	I	A	L	Total
10				1	1
25		1			1
52			1		1
61			1		1
80		1			1
87		3			3
99				1	1
00	60	55	78	38	231

18-28

85. 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?

Code same as 10-30 days delinquent, col. 7-17.

	Code	W	I	A	L	Total
Number of letters sent	0	4	6	10		20
	1	9	5	10	7	31
	2		1		1	2
	3	1				1
	7	1	3		1	5
	9				1	1
Number of calls	0	11	11	14	9	45
	1	3	3	6		12
	7	1	1			2
	9				1	1
Number of personal contacts	0	14	11	18	9	52
	1		1	1		2
	4	1	2			3
	7		1	1		2
	9				1	1
Other collection procedures	0	59	46	75	38	218
	10		2			2
	46				1	1
	50	1	2			3
	53		1			1
	57		1			1
	61		1	3		4
	62		1	2		3
	80		1			1
	81		2			2
	87		2			2
	90		1			1
	99				1	1

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

Code same as 10-30 days delinquent, col. 7-17

	Code	W	I	A	L	Total
Number of letters sent	0	10	12	19	7	48
	1	2	2	1	1	6
	2	1	1			2
	3				1	1
	5	1				1
	7	1				1
	9				1	1
Number of calls	0	11	12	19	7	49
	1	2	2	1	2	7
	2	1				1
	7	1	1			2
	9				1	1
Number of personal contacts	0	15	12	19	9	55
	1		1	1		2
	4		2			2
	9				1	1
Other collection procedures	0	34	40	66	29	169
	20	1				1
	48		1			1
	49	7				7
	50		1		1	2
	51	2	1			3
	53		1			1
	54		1	1		2
	56	1				1
	58	2				2
	60		2			2
	61	7	6	6	4	23
	62	4	1	2	3	10
	66			1		1
	70	1	4	3		8
	87		1		1	2
	88		1			1
	90				1	1
	95	1		1		2
	99				1	1

87. We would now like to talk about collection remedies. We would like to understand which groups of remedies--taken together--are most important to you to reduce your collection costs and to minimize your credit losses. If you had no remedies and could choose five remedies that you could always have available, which five would you choose from this group of fourteen?

40 1. Late Payment Charges

1 = Yes  
 5 = No  
 9 = NA

Code	W	I	A	L	Total
1	1	3	8	4	16
5	14	12	11	6	43
9			1		1

41 2. Attorney's Fees Charges

1 = Yes  
 5 = No  
 9 = NA

1	8	3	14	5	30
5	7	12	5	5	29
9			1		1

42 3. Confession of Judgment (Cognovit Note)

Yes = 1	1	3	1	3	8
No = 5	5	9	11	3	28
NA = 9			1		1

43 4. Repossession

Yes = 1	10	6	8	7	31
No = 5	5	9	11	3	28
NA = 9			1		1

44 5. Deficiency Judgment

Yes = 1	6		5	3	14
No = 5	9	15	14	7	45
NA = 9		1			1

6. Blanket Security

Code	W	I	A	L	Total
Yes = 1		3	2		5
No = 5	15	12	17	10	54
NA = 9			1		1

46

7. Waiver of Statutory Exemption

Yes = 1	1		1		2
No = 5	14	15	18	10	57
NA = 9			1		1

47

8. Garnishment

Yes = 1	10	11	17	5	43
No = 5	5	4	2	5	16
NA = 9			1		1

48

9. Wage Assignment

Yes = 1	8	10	6	2	26
No = 5	13	12	14	6	45
NA = 9			1		1

49

10. Acceleration upon Default

Yes = 1	2	3	5	4	14
No = 5	13	12	14	6	45
NA = 9			1		1

50

11. Reaffirmation of Debts after Bankruptcy

Yes = 1	9	7	7	4	27
No = 5	6	8	12	6	32
NA = 9			1		1

51

12. Co-Signor Agreement

Yes = 1	11	13	12	4	40
No = 5	11	2	7	6	19
NA = 9			1		1

Card 15

Column

52

13. Contacting Employers and Relatives

Code	W	I	A	L	Total
Yes = 1	4	10	5	2	21
No = 5	11	5	14	8	38
NA = 9			1		1

53

14. Foreclosure

Yes = 1	3	1	4	3	11
No = 5	12	14	15	7	48
NA = 9			1		1

## APPENDIX B

The cooperation of the Credit Union National Association (CUNA) and of the state credit union leagues was invaluable in obtaining the cooperation of the credit unions included in this survey. CUNA wrote the state credit unions leagues asking for their assistance And they, in turn, provided lists of credit unions operating in the local markets that we wished to survey. In addition, some state leagues alerted credit unions in those areas to the fact that some would be interviewed and asked them to cooperate. Samples of various letters sent out by the cooperating organizations are included in this Appendix.

Credit Union National Association Inc.  
1617 Sherman Ave. Box 431 Madison, WI 53701 608-241-1211

Herb Wegner  
President

September 6, 1978

Mr. Edgar L. Fontaine  
Managing Director  
Louisiana Credit Union League  
1440 Canal Street, Suite 804  
Canal LaSalle Building  
New Orleans, LA 70112

Dear Edgar:

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

We have reviewed the research project and believe that it is of interest to Credit Union National Association, Inc. Two representatives from segments of the consumer credit industry serve on the Advisory Board of this research project and three representatives of the credit union movement are on the Advisory Council of the Credit Research Center. 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 unions through CUNA and the leagues with the facilities of CRC.

We encourage you to participate in this project by asking credit unions in the target areas to provide the information requested. The results of this study are of immediate and significant interest to all suppliers of consumer credit.

Sincerely,

Herb Wegner  
President

HW-sb

cc-Robert W. Johnson, Director  
Credit Research Center

November 22, 1978

Mr. Edgar L. Fontaine  
Managing Director  
Louisiana Credit Union League  
1440 Canal Street, Suite 804  
Canal LaSalle Building  
New Orleans, Louisiana 70112

Dear Mr. Fontaine:

On September 6, 1978, Herb Wegner wrote to you regarding our survey of consumer and mortgage credit. To bring you up to date on our progress, I am enclosing a copy of a letter going to the manager of each credit union in Lake Charles. As you can see from the letter, representatives of our survey firm, Audits and Surveys, will be telephoning your member credit unions from New York during the week of December 4 to arrange interviews. They will conduct the interviews during the week of December 11.

Enclosed is a list of the credit unions that will be contacted by Audits and Surveys. We would appreciate any assistance that you can give to encourage their participation in this important study. Also, we would be pleased to answer any questions that you might have or to consider any suggestions that you care to offer.

Sincerely,

Robert W. Johnson  
Director

RWJ/bis

enclosures

cc: Herb Wegner  
Richard L. Peterson (Credit Research Center)

Credit Research Center  
Krannert Graduate School, Purdue University  
West Lafayette, Indiana 47907 (317) 494-5043

November 28, 1978

Manager  
XYZ Credit Union  
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 obtained the name and address of your credit union from your State Association. We were assisted by a letter from Herb Wegner, copy of which is enclosed.

Your credit union may be surveyed on the basis of a randomly selected sample. If your credit union is one of those randomly chosen, 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 with you.

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  
enclosure

Credit Research Center  
Krannert Graduate School, Purdue University  
West Lafayette, Indiana 47907 (317) 494-5043

## 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 lay in 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 I**  
**SOCIO-ECONOMIC DATA ON SURVEY CITIES**

<b>Market Characteristic</b>	<b>Illinois</b>		<b>Wisconsin</b>	
	<b>North Chicago</b>	<b>Waukegan</b>	<b>Racine</b>	<b>Kenosha</b>
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 H.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 (%)	53.7	56.7	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 mf g. (%)	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	17.3	15.6
25 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	3,919	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
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	Arkansas Little Rock	N. Little Rock	Louisiana Lake Charles
<b>Characteristic</b>			
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 25 or over (000)	75	34	38.1
Median schooling	12.4	12.1	12.0
H.S. Grad (%)	64.1	54.2	50.5
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 (%)	9.9	14.4	14.8
Income under \$3,000 %	12.2	13.0	14.8
3 to 5 K %	%	12.4	12.412.3
5 to 7 K %	%	13.4	12.814.1
16 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 I (CON'T.)**

Market Characteristic	Arkansas Little Rock	N. Little Rock	Louisiana 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