



CDIA

CONSUMER DATA INDUSTRY ASSOCIATION

**Survey of Americans Attitudes Toward the Credit Reporting Industry,
“Risk-Based” Pricing and a Public Credit Bureau**

November 2020

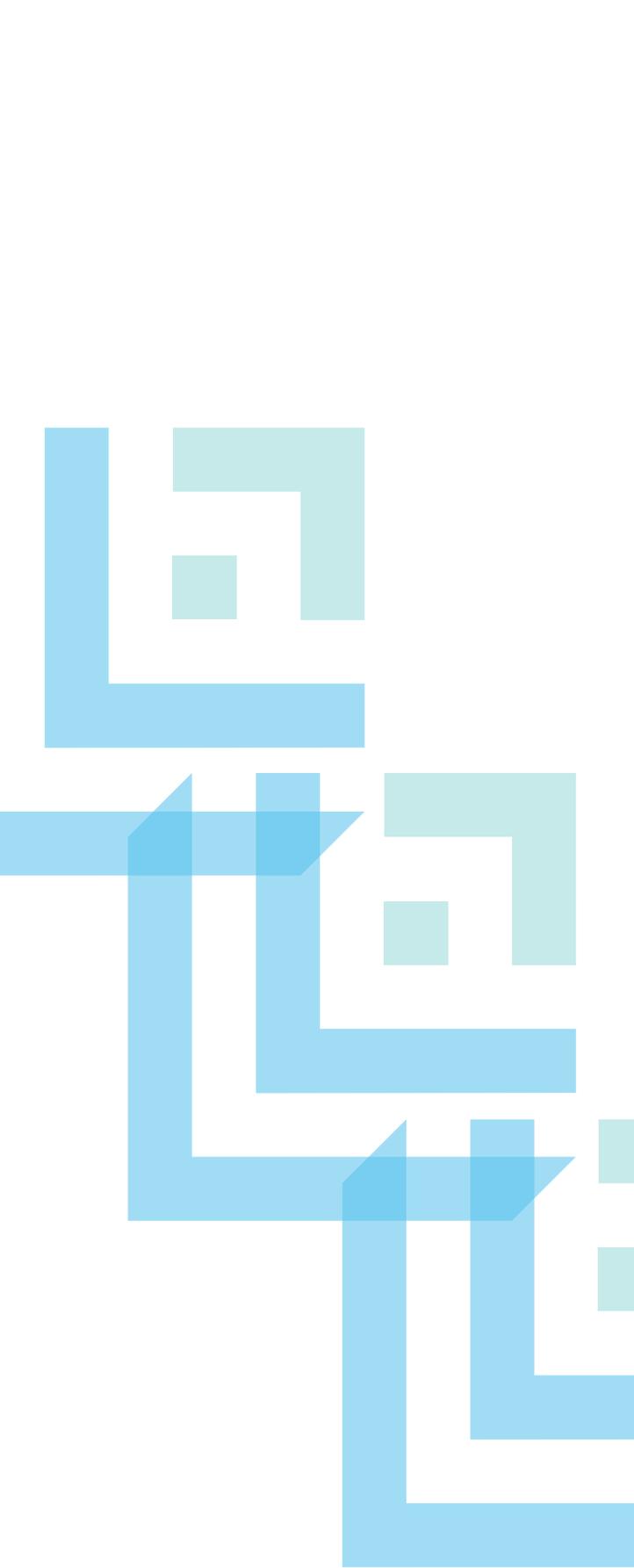


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Disclaimer: These are the findings from an Ipsos poll conducted September 23 -24, 2020 on behalf of CDIA. For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

EXECUTIVE SUMMARY

A new CDIA-Ipsos Poll finds that a majority of Americans not only hold a favorable opinion of credit bureaus, but also believe that the credit bureaus are doing a good job to serve consumers and lenders. Most Americans also support the use of “risk-based pricing,” have a favorable opinion of credit bureaus and believe that credit reporting is critical to a healthy economy.

Conversely, Americans believe that a proposed government-run public credit reporting agency is prone for fraud and abuse, and uncomfortable giving the government access to their personal financial information. Nearly three in four are uncomfortable expanding the government’s role in lending decisions.



ABOUT CDIA

The Consumer Data Industry Association (CDIA) is the voice of the consumer reporting industry, representing consumer reporting agencies including the nationwide credit bureaus, regional and specialized credit bureaus, background check companies, and others. Founded in 1906, CDIA promotes the responsible use of consumer data to help consumers achieve their financial goals, and to help businesses, governments and volunteer organizations avoid fraud and manage risk. Through data and analytics, CDIA members empower economic opportunity, helping ensure fair and safe transactions for consumers, facilitating competition and expanding consumers’ access to financial and other products suited to their unique needs.

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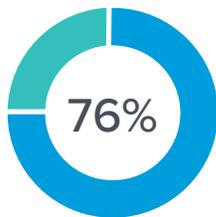
ABOUT IPSOS

Ipsos is the world’s third largest market research company, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions. Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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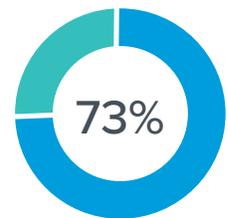
TOPLINE FINDINGS

Most Americans support “risk-based pricing,” which involves lenders looking at a borrower’s financial history to verify how they have handled credit and using this information to determine interest rates for loans.



Three quarters of adults (76%) support risk-based pricing that looks at a borrower’s credit history to determine decisions and terms related to loans or credit cards.

73% also support risk-based pricing based on a borrower’s credit history and alternative data such as rent, utilities and cell phones, related to credit.



Credit reporting is seen as critical to a healthy economy by most (77%).



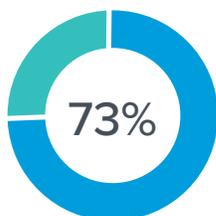
Seven in ten adults (70%) report having a favorable view of credit reporting agencies.



Nearly eight in ten adults (79%) are ok with the current private credit bureau system.



72% agree that credit bureaus today are doing a good job to serve consumers and lenders.

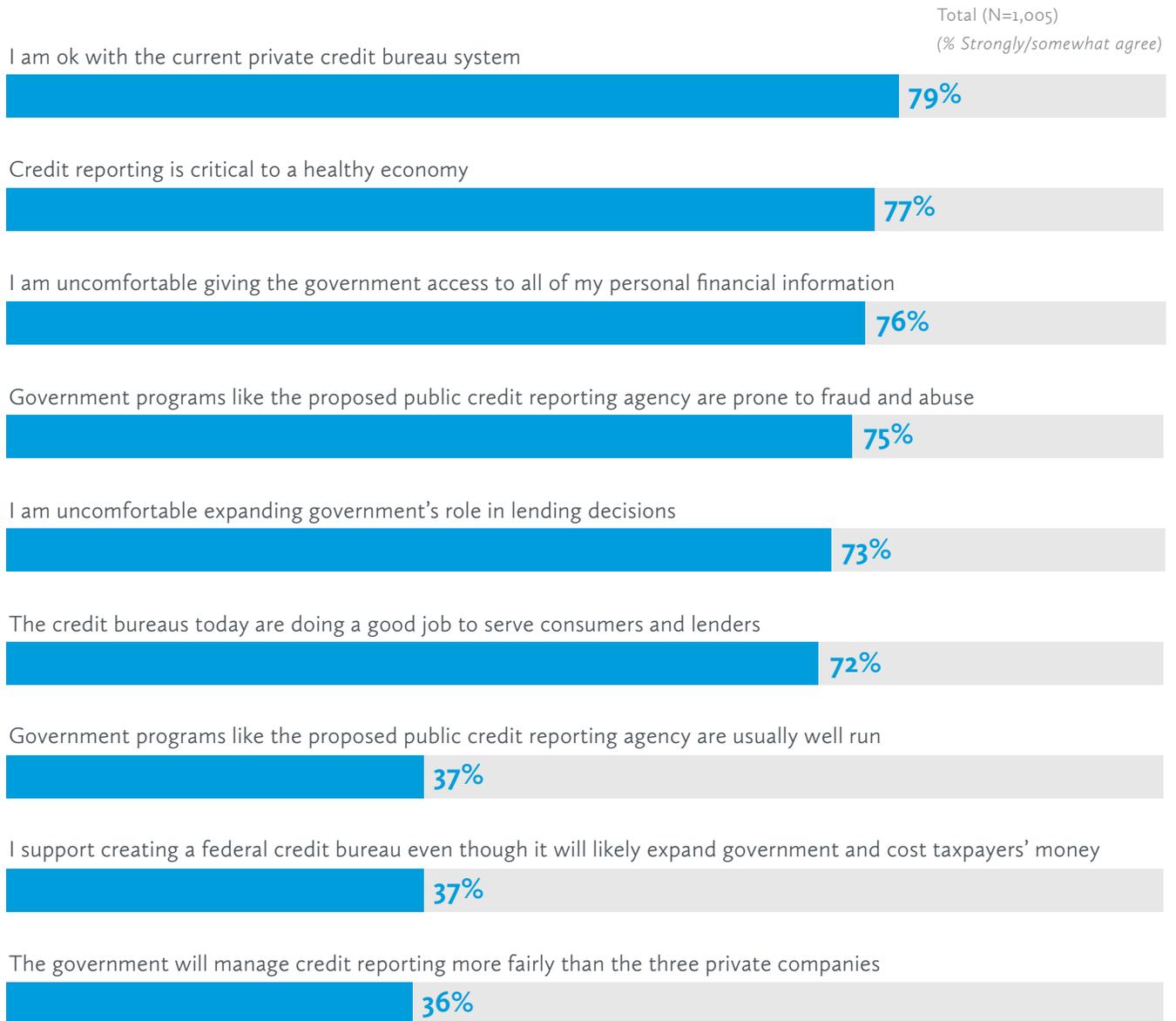


Finally, more than seven in ten (73%) are uncomfortable expanding the government’s role in lending decisions.

76% of adults are uncomfortable giving the government access to their personal financial information. Similarly, 75% believe government programs (like a proposed public credit reporting agency) are prone for fraud and abuse.

Would you support or oppose the creation of a government operated credit bureau that would receive all the same information that banks currently send to the private credit bureaus?

Below are a series of statements related to the potential creation of a federal government run credit bureau. How much do you agree or disagree?



CONCLUSION

Americans have an overwhelmingly favorable view of the current credit reporting system and the industry as a whole. They overwhelmingly support risk-based pricing and alternative data, and believe that credit reporting is important to the economy.

Conversely, Americans are uncomfortable giving the government access to their personal financial information, expanding the government's role in lending decisions, and view a government-run public reporting system as prone to fraud and abuse.

METHODOLOGY

These are the findings from an Ipsos poll conducted September 23 – 24, 2020 on behalf of the Consumer Data Industry Association (CDIA). For the survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel ([*click here for more information on "Access Panels and Recruitment"*](#)), partner online panel sources, and "river" sampling ([*click for more information on the Ipsos "Ampario Overview" sample method*](#)) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,005$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points for all respondents).