YouGov

November 12 - 13, 2013

YouGov

1. Personal debt for average American

How much personal debt do you think the average American has?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Owes a lot more than they can afford	65%	62%	69%	49%	68%	70%	73%	63%	66%	68%	68%	60%
Owes a little more than they can afford	23%	28%	19%	30%	20%	23%	19%	27%	19%	25%	23%	22%
Owes about what they can afford	5%	6%	4%	10%	7%	2%	3%	3%	6%	4%	4%	7%
Does not owe anything	2%	1%	2%	7%	1%	–	–	2%	1%	1%	1%	3%
Pays off each month	0%	–	0%	–	–	–	1%	1%	–	–	–	1%
Not sure	5%	4%	7%	5%	5%	6%	4%	4%	7%	3%	4%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(467)	(533)	(96)	(244)	(441)	(219)	(340)	(416)	(244)	(891)	(109)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Owes a lot more than they can afford	65%	67%	70%	53%	71%	62%	68%	60%	75%	61%	70%	70%	58%
Owes a little more than they can afford	23%	25%	15%	18%	19%	22%	22%	29%	21%	29%	24%	20%	23%
Owes about what they can afford	5%	3%	8%	13%	4%	7%	3%	5%	1%	2%	2%	6%	7%
Does not owe anything	2%	0%	5%	4%	–	4%	–	0%	1%	–	1%	2%	2%
Pays off each month	0%	0%	–	–	–	–	1%	–	–	1%	–	–	–
Not sure	5%	5%	2%	10%	6%	5%	6%	6%	2%	7%	3%	2%	10%

continued on the next page . . .

		Race			continued from previous page Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(818)	(101)	(81)	(29)	(262)	(358)	(221)	(130)	(164)	(182)	(380)	(274)

2. Personal debt
How much personal debt do you have?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Owe a lot more than you can afford	17%	14%	21%	11%	30%	16%	9%	23%	15%	13%	17%	18%
Owe a little more than you can afford	19%	16%	21%	18%	20%	22%	14%	20%	20%	16%	17%	23%
Owe about what you can afford	25%	32%	19%	21%	22%	27%	32%	26%	26%	22%	28%	19%
Do not owe anything	19%	19%	19%	33%	13%	14%	20%	16%	18%	24%	19%	17%
Pay off each month	12%	13%	10%	6%	8%	14%	20%	9%	11%	17%	11%	12%
Prefer not to say	5%	4%	6%	6%	3%	5%	4%	3%	5%	7%	4%	6%
Not sure	3%	2%	4%	4%	5%	3%	2%	3%	4%	1%	2%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(466)	(532)	(95)	(243)	(441)	(219)	(340)	(414)	(244)	(890)	(108)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Owe a lot more than you can afford	17%	17%	25%	14%	13%	16%	18%	20%	18%	16%	18%	20%	13%
Owe a little more than you can afford	19%	17%	28%	22%	41%	16%	24%	11%	15%	23%	21%	19%	15%
Owe about what you can afford	25%	28%	14%	23%	18%	28%	23%	25%	25%	22%	27%	27%	24%
Do not owe anything	19%	19%	18%	20%	13%	18%	19%	22%	19%	17%	17%	18%	22%
Pay off each month	12%	14%	2%	9%	8%	10%	10%	18%	19%	13%	12%	8%	16%
Prefer not to say	5%	4%	10%	2%	7%	7%	4%	2%	3%	3%	4%	7%	4%
Not sure	3%	2%	2%	11%	–	6%	2%	3%	–	6%	0%	2%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(817)	(100)	(81)	(29)	(262)	(357)	(220)	(130)	(164)	(182)	(378)	(274)

3. Good or bad debt – Mortgage
Do you consider the following types of debt to be "good" debt or "bad" debt?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
"Good" debt	60%	59%	60%	41%	51%	68%	77%	66%	48%	74%	65%	47%
Neither "good" debt nor "bad" debt	23%	23%	23%	27%	26%	21%	19%	18%	29%	19%	23%	23%
"Bad" debt	10%	12%	8%	21%	14%	6%	2%	10%	14%	5%	8%	15%
Not sure	7%	5%	9%	12%	8%	5%	3%	7%	9%	2%	4%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(464)	(530)	(95)	(243)	(438)	(218)	(339)	(411)	(244)	(887)	(107)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
"Good" debt	60%	65%	43%	47%	34%	57%	58%	72%	69%	63%	61%	61%	54%
Neither "good" debt nor "bad" debt	23%	25%	14%	23%	36%	22%	24%	19%	27%	24%	26%	19%	27%
"Bad" debt	10%	6%	35%	12%	19%	12%	12%	5%	2%	4%	4%	16%	10%
Not sure	7%	5%	9%	18%	11%	9%	7%	4%	2%	9%	8%	4%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(814)	(101)	(79)	(29)	(259)	(356)	(221)	(129)	(162)	(181)	(377)	(274)

4. Good or bad debt – Car loan
Do you consider the following types of debt to be "good" debt or "bad" debt?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
"Good" debt	35%	32%	38%	26%	26%	43%	43%	43%	29%	37%	36%	33%
Neither "good" debt nor "bad" debt	40%	41%	40%	34%	40%	41%	46%	36%	40%	49%	43%	34%
"Bad" debt	17%	21%	13%	27%	25%	10%	8%	15%	22%	11%	16%	20%
Not sure	7%	5%	9%	14%	8%	6%	2%	7%	10%	3%	5%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(462)	(528)	(94)	(241)	(437)	(218)	(338)	(408)	(244)	(883)	(107)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
"Good" debt	35%	37%	30%	32%	7%	36%	37%	37%	36%	40%	35%	33%	35%
Neither "good" debt nor "bad" debt	40%	44%	26%	32%	50%	39%	39%	44%	42%	39%	46%	41%	37%
"Bad" debt	17%	14%	31%	19%	33%	15%	17%	16%	19%	12%	11%	22%	17%
Not sure	7%	5%	13%	16%	10%	10%	7%	4%	3%	9%	7%	5%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(812)	(100)	(78)	(29)	(258)	(354)	(221)	(128)	(161)	(180)	(376)	(273)

5. Good or bad debt – Student loan
Do you consider the following types of debt to be "good" debt or "bad" debt?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
"Good" debt	34%	32%	35%	40%	29%	33%	35%	45%	24%	35%	35%	30%
Neither "good" debt nor "bad" debt	33%	30%	36%	22%	36%	34%	37%	30%	34%	35%	36%	25%
"Bad" debt	25%	32%	19%	27%	27%	25%	23%	19%	30%	25%	23%	30%
Not sure	8%	6%	10%	11%	9%	8%	5%	6%	12%	5%	5%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(461)	(527)	(94)	(242)	(435)	(217)	(337)	(408)	(243)	(881)	(107)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
"Good" debt	34%	34%	38%	27%	40%	29%	34%	40%	37%	40%	30%	33%	33%
Neither "good" debt nor "bad" debt	33%	35%	23%	32%	20%	32%	34%	31%	39%	30%	39%	34%	28%
"Bad" debt	25%	25%	32%	23%	27%	25%	27%	25%	22%	23%	20%	27%	27%
Not sure	8%	7%	7%	18%	13%	14%	5%	4%	2%	7%	10%	6%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(810)	(100)	(78)	(29)	(255)	(355)	(220)	(129)	(159)	(178)	(377)	(274)

6. Good or bad debt – Credit card
Do you consider the following types of debt to be "good" debt or "bad" debt?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
"Good" debt	5%	5%	6%	9%	6%	4%	4%	5%	7%	3%	5%	6%
Neither "good" debt nor "bad" debt	30%	31%	30%	30%	19%	34%	40%	31%	28%	34%	31%	29%
"Bad" debt	59%	61%	58%	51%	70%	58%	55%	61%	57%	62%	61%	54%
Not sure	5%	3%	7%	10%	5%	5%	1%	4%	8%	1%	2%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(460)	(530)	(96)	(241)	(437)	(216)	(337)	(411)	(242)	(882)	(108)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
"Good" debt	5%	5%	3%	9%	3%	5%	6%	7%	2%	5%	3%	5%	8%
Neither "good" debt nor "bad" debt	30%	31%	41%	17%	18%	33%	30%	28%	29%	29%	29%	29%	34%
"Bad" debt	59%	60%	53%	58%	68%	53%	61%	62%	67%	60%	62%	64%	49%
Not sure	5%	4%	3%	15%	10%	9%	3%	3%	2%	6%	5%	2%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(812)	(99)	(79)	(29)	(259)	(354)	(220)	(128)	(161)	(182)	(375)	(272)

7. Good or bad debt – Payday loan
Do you consider the following types of debt to be "good" debt or "bad" debt?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
"Good" debt	3%	3%	2%	2%	6%	1%	2%	3%	1%	4%	2%	4%
Neither "good" debt nor "bad" debt	9%	8%	9%	9%	13%	6%	7%	11%	7%	9%	7%	12%
"Bad" debt	79%	82%	77%	69%	73%	85%	87%	77%	79%	83%	84%	68%
Not sure	9%	7%	12%	20%	8%	7%	4%	8%	13%	4%	6%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(985)	(460)	(525)	(95)	(241)	(435)	(214)	(337)	(407)	(241)	(878)	(107)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
"Good" debt	3%	2%	4%	7%	—	3%	2%	6%	—	1%	2%	3%	3%
Neither "good" debt nor "bad" debt	9%	8%	8%	12%	16%	8%	11%	7%	4%	11%	6%	10%	7%
"Bad" debt	79%	83%	78%	63%	70%	78%	78%	80%	92%	73%	82%	82%	77%
Not sure	9%	8%	10%	17%	13%	11%	9%	7%	4%	15%	9%	5%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(985)	(807)	(100)	(78)	(29)	(255)	(353)	(221)	(127)	(159)	(179)	(375)	(272)

8. Good or bad debt – Installment loan
Do you consider the following types of debt to be "good" debt or "bad" debt?

		Gender		Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
"Good" debt	10%	10%	11%	6%	9%	12%	12%	12%	8%	12%	10%	11%
Neither "good" debt nor "bad" debt	35%	32%	37%	24%	33%	38%	45%	32%	35%	40%	37%	32%
"Bad" debt	39%	46%	33%	43%	40%	37%	38%	41%	37%	41%	41%	35%
Not sure	16%	12%	19%	27%	19%	12%	5%	14%	20%	8%	12%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(462)	(528)	(95)	(243)	(436)	(216)	(338)	(410)	(242)	(882)	(108)

		Race			Education					Region			
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
"Good" debt	10%	10%	12%	9%	1%	9%	12%	14%	5%	16%	11%	8%	9%
Neither "good" debt nor "bad" debt	35%	37%	23%	36%	52%	36%	35%	29%	33%	29%	40%	36%	34%
"Bad" debt	39%	39%	50%	33%	37%	37%	40%	38%	50%	39%	32%	44%	38%
Not sure	16%	14%	15%	22%	10%	17%	13%	19%	12%	16%	17%	11%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(990)	(812)	(101)	(77)	(29)	(258)	(355)	(219)	(129)	(162)	(179)	(377)	(272)

9. Save up or use debt
When making a large purchase (e.g. refrigerator, washing machine, computer), do you save up money to buy the item or do you use some form of credit and pay it off over time?

	Total	Gender		Age				Party ID			Voter Registration	
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Save up money and pay for the item at once	45%	49%	42%	48%	48%	42%	44%	44%	47%	43%	45%	46%
Use some form of credit and pay it off over time	18%	16%	19%	13%	16%	20%	21%	21%	13%	21%	18%	16%
Both, save up some money and use credit to pay for the rest	28%	29%	27%	23%	26%	31%	29%	29%	24%	32%	30%	21%
Prefer not to say	3%	2%	4%	7%	3%	1%	4%	2%	5%	1%	2%	5%
Not sure	6%	4%	8%	10%	7%	6%	2%	4%	10%	2%	4%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(466)	(532)	(95)	(244)	(440)	(219)	(340)	(414)	(244)	(890)	(108)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Save up money and pay for the item at once	45%	47%	52%	32%	48%	39%	46%	54%	50%	45%	46%	47%	42%
Use some form of credit and pay it off over time	18%	18%	16%	19%	34%	17%	16%	20%	16%	19%	18%	18%	16%
Both, save up some money and use credit to pay for the rest	28%	29%	21%	29%	10%	31%	29%	20%	33%	28%	29%	28%	26%
Prefer not to say	3%	2%	7%	9%	—	6%	2%	2%	1%	3%	1%	4%	4%
Not sure	6%	5%	5%	12%	7%	9%	6%	4%	1%	5%	6%	4%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(817)	(101)	(80)	(29)	(261)	(358)	(221)	(129)	(164)	(182)	(378)	(274)