

Financial Lives 2024 survey

Credit & loans

Selected findings

May 2025



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 - 4.1. **Credit cards:** Product holding; use; main areas of credit card spending; shopping around; product understanding; experience of taking out their card; and awareness of and attitudes to lender support
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 - 4.4. **Motor finance:** Product holding; shopping around; product understanding; experience of taking out their finance; and awareness of and attitudes to lender support
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 - 6.2. **Employer salary advance schemes (ESAS):** Product holding
 - 6.3. **Loans from friends and family and loans from unlicensed moneylenders or other informal lenders:** Product holding; whether loans from friends/family are interest-bearing; and reasons for borrowing
7. **Problems and complaints:** Problems experienced; impacts of the most serious problem; whether they complained – and, if not, why not
8. **Your feedback please**
9. **Abbreviations and Glossary**

Section 1

Introduction

- [FLS fieldwork dates and methodology](#)
- [FLS 2024 questionnaire coverage](#)
- [FLS resources library and links to FLS 2024 reports](#)
- [How to read FLS charts and tables, and reporting conventions](#)
- [FLS key analysis groups](#)



The Financial Lives survey: fieldwork dates and methodology

- Robust survey design, using random probability sampling of addresses (with invitation by post)
- All results are representative of all UK adults aged 18+, or of subgroups of all UK adults
- Each survey takes 2 years to set up, run and report
- The vast majority of fieldwork is conducted online
- Some people who do not use the internet take part online, with support. We also offer a way to take part offline. In 2017 and 2020 this was by in-home interviewing. Since 2022 this has been by telephone interviewing. In 2024, just over 1% of all interviews were conducted by telephone

	2017	2020	2022	2024
Number of interviews	12,865	16,190	19,145	17,950
Fieldwork period	13 Dec 2016 to 3 Apr 2017 95% of the interviews were completed in early 2017 We refer to the results as 2017 or April 2017	30 Aug 2019 to 18 Feb 2020 Over 70% of the interviews were completed in January and February 2020 We refer to the results as 2020 or February 2020	1 Feb 2022 to 6 June 2022 Over 60% of the interviews were completed in May 2022 We refer to the results as 2022 or May 2022	5 Feb 2024 to 16 June 2024 Just under 45% of the interviews were completed in May 2024 – the most in any month We refer to the results as 2024 or May 2024
Fieldwork mode	Online & in-home interviews	Online & in-home interviews	Online & telephone interviews	Online & telephone interviews

For more information on our latest survey, see the [Financial Lives 2024 survey: Technical Report](#)

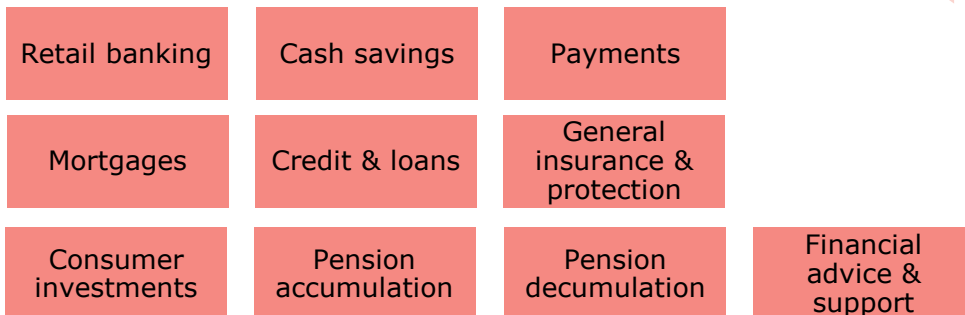
The Financial Lives 2024 survey: questionnaire coverage

Nearly **1,300** questions, covering:

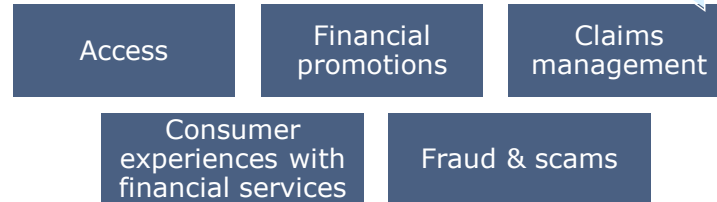
Core question sets



Product-related question sets



Cross-sector question sets



Topic-based question sets



Please visit the FLS resources library for all published outputs



Main reports

We have published key selected findings from the Financial Lives [2024](#), [2022](#), [2020](#) and [2017](#) surveys through main reports and short [interim reports](#).



Sector slide decks

We published [6 retail sector slide decks](#) alongside our 2022 survey main report.
For links to our 2024 slide decks, see the next slide.



Questionnaires

The questionnaires from the Financial Lives [2024](#), [2022](#), [2020](#), and [2017](#) surveys are also published. For a short intro to survey content, see our [2024 survey crib sheets](#).



Data tables

The data tables from our [2024](#), [2022](#), [2020](#), and [2017](#) surveys provide access to the results of almost all the survey questions and cut the results by many different subgroups of consumers.



Raw data

Raw data from the Financial Lives 2022, 2020 and 2017 surveys can be accessed by applying to the [Geographic Data Service \(GeoDS\)](#).
We will make the 2024 survey data available through GeoDS by September 2025.

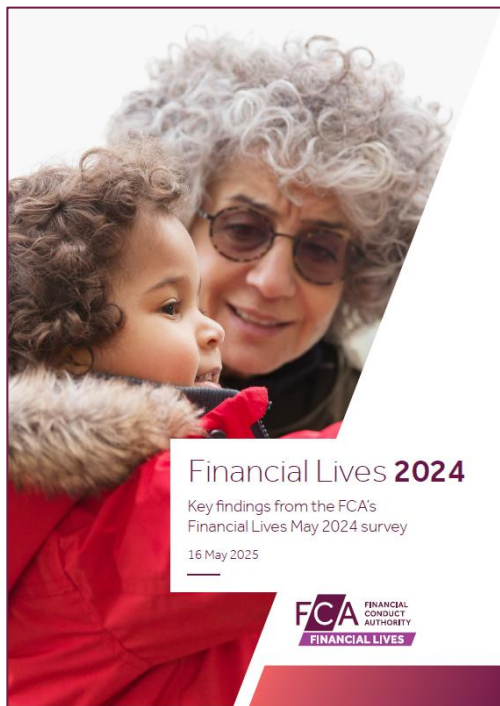


FLS team inbox

Please email us with any queries or to share how you use FLS:
financiallivessurvey@fca.org.uk.

The Financial Lives 2024 survey: a main report and 18 slide-based reports

Main report



Slide-based reports

Sectors/products		More specific topics & cross-sector topics	
<u>Cash savings</u>	<u>Mortgages</u>	<u>Awareness of the FCA</u>	<u>Forbearance & debt advice</u>
<u>Consumer investments</u>	<u>Payments</u>	<u>Claims management</u>	<u>Fraud and scams, and financial promotions</u>
<u>Credit & loans</u>	<u>Pensions</u>	<u>Consumers' experiences with financial services</u>	<u>Platforms (non-advised)</u>
<u>Financial advice & support</u>	<u>Retail banking</u>	<u>Credit information</u>	<u>Vulnerability & financial resilience</u>
<u>General insurance & protection</u>		<u>Financial inclusion</u>	

Citing accurately from our reports

We have tried to provide on the slides all the information you need to read them accurately, not least who was asked the question and the question wording.

Nonetheless, when citing from our reports, we advise that you look at the questionnaire for any additional information given to respondents, eg you will see any definitions provided to respondents.

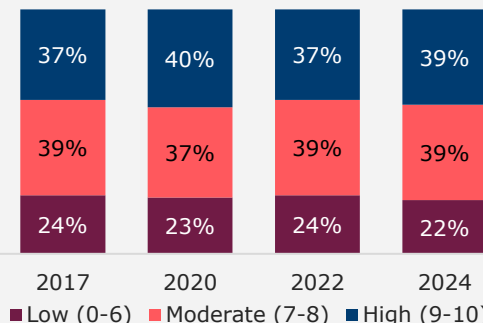
Other useful resources, to help you understand results fully, are:

- o [Annex A \(Product holdings\)](#), a spreadsheet covering over 100 different financial products, or groups of products such as high-risk investments. It shows the proportion and absolute number of UK adults who – in their own name or, where applicable, in joint names – hold each of these products. Results for 2024 are also broken down by sex, age, employment status, ethnicity, individual housing tenure, annual household income, different characteristics of vulnerability, nations and the regions of England, the most and the least deprived areas of the UK, and by rural and urban locations. A Guide to the Annex explains how we calculate product holders, and describes the small changes made to the product holding data we collect in 2024
- o [Annex B \(Full glossary of terms\)](#) covers the terms used in all the slide-based reports. Each slide-based report also has its own glossary (at the end), with entries selected from the Full glossary of terms
- o [Annex C \(Caveats\)](#) sets out small limitations on the interpretation of results between the 2022 and 2024 surveys, where questions have been amended but not so much that results cannot be tracked

Please note: Financial Lives is a consumer survey of UK adults' financial behaviour, perceptions, and experience with financial services. As such, it tells us what consumers think, feel and know. The results may vary from the results of other surveys based on differences in survey methodology or question wording, or from market data not based on respondent recollection.

A guide to reading most charts

Consumer confidence in managing their money (2017/2020/2022/2024)



Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950) excluding 'don't know' responses (1%/1%/1%/1%)

Question: AT1a (Rebased). How confident do you feel managing your money?

Notes: None.

Notes: Any additional notes about the question wording or interpretation, or about the comparison of results between the 2017, 2020, 2022 and 2024 Financial Lives surveys. If there are no notes, this element of the chart will be absent.

Title, including the dates of the survey(s) from which the results come. This chart compares results across the 4 Financial Lives surveys (April 2017, February 2020, May 2022, and May 2024 – although the months are not stated).

Proportions of the reported population, weighted to represent – in this case – all UK adults. Check the **Base** to learn what the reported population is.

The **Legend** clarifies what each colour in the chart indicates. In this case, it is three levels of confidence consumers have in managing their money.

Base. The reported population, including the number of respondents. A smaller number of respondents indicates a larger margin of error around the statistic.

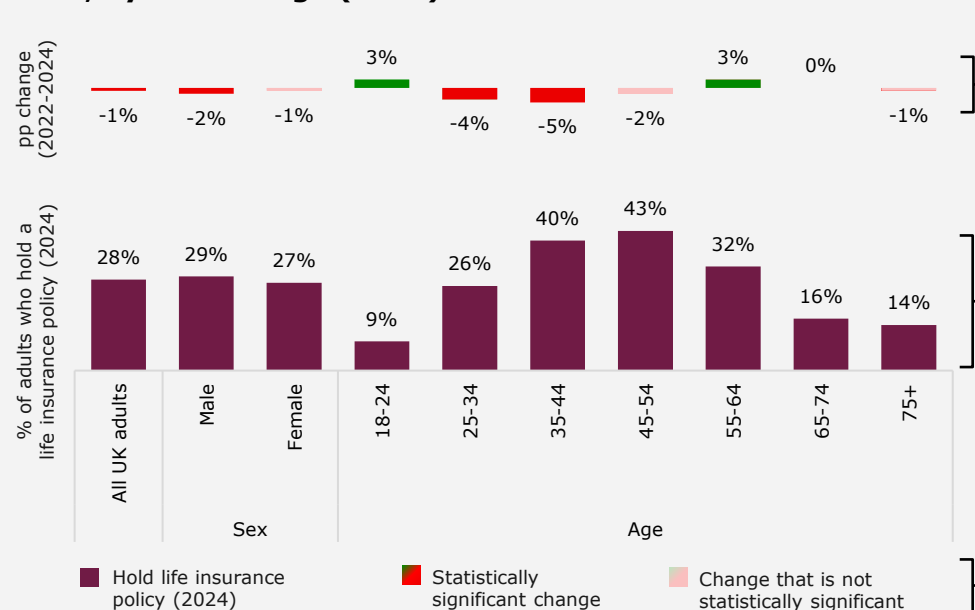
The proportion of respondents selecting 'don't know' (and/or 'prefer not to say') is also indicated in the Base. When the base excludes such respondents, this means we have assumed that, had they given substantive answers, these answers would have been distributed proportionately across the other answer options – which, in this case, were 0 to 10.

Question: The question number (here AT1a) is shown, so that you can find the question in the questionnaire or the full results in the data tables. Although the question wording is shown here, the full context, including any additional information given to respondents, is available in the questionnaire.

Where we chart using a summary variable (the results of two or more questions combined), we include the summary variable number instead of a question number. Summary variables can be found in the data tables.

A guide to reading charts that show percentage point changes

Life insurance policy held and percentage point change since 2022, by sex and age (2024)



Base: All UK adults (2024:17,950/ 2022:19,145)

Question: POSum1. Product holding summary 1

Percentage point (pp) change in the results between 2022 and 2024

For example, in this case, there was a 2pp reduction in the proportion of men who held a life insurance policy between 2022 (31%) and 2024 (29%), and this change was statistically significant (red colour), while there was a 1pp reduction for women, which was not statistically significant (light red). By age, there was a 3pp increase in the proportion of 55-64 year olds with a life insurance policy, and this change was statistically significant (green colour).

2024 results

For example, in this case, 28% of all UK adults held a life insurance policy in 2024.

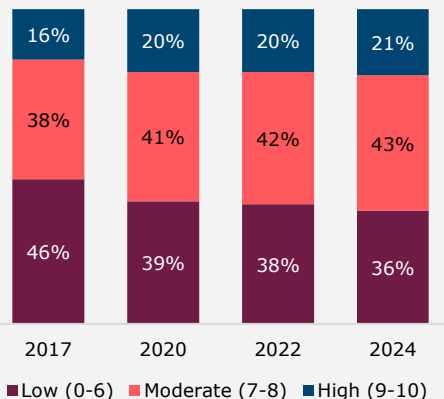
Legends

These clarify what each colour in the chart indicates. For all percentage point change charts, maroon is used for the 2024 results, traffic light green and red are used to indicate a percentage point change of +/- 0.5% or more (ie +/- 1pp when rounded to the nearest whole number), and lighter shades of green and red are used to indicate a percentage point change that is not statistically significant.

A guide to reading tables

Level of knowledge about financial matters (self-rated)

All UK adults (2017/2020/2022/2024)



Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950) excluding 'don't know' responses (1%/1%/1%/1%)

Question: AT5 (Rebased). How knowledgeable would you say you are about financial matters?

Demographic groups most likely to have low knowledge about financial matters (2024)

All UK adults		36%
In financial difficulty		59%
Poor financial numeracy		54%
Unemployed		53%
Aged 18-24		53%

Occasionally, we present results in chart and table form on the same page.

The chart shows the range of results given – in this case, the proportion of all UK adults who rate their knowledge of financial matters as low (36% in 2024), moderate (43%) or high (21%).

Here, we have included **a table** to explore the 2024 results in more detail – in this case, showing demographic groups that were most likely to rate their knowledge about financial matters as low.

The **table title** provides information on the results being explored in the table – in this case, the percentage of adults rating their knowledge as 'low' in 2024.

The **title row in the table** restates the overall results for all UK adults – in this case, the 36% of all UK adults rating their knowledge as low, which can also be seen in the bar chart for 2024.

The **rows in the table** share results for demographic groups most or least likely to state this – in this case, for example, 59% of adults in financial difficulty rated their knowledge as low.

How to read the FLS slides: small but important conventions

Chart conventions

[x%]	Square brackets are used to caveat percentage results that are based on 50 to 99 unweighted observations. We rarely draw attention to such results in the headers to slides. This is a common convention.
*	An asterisk is used, and percentage results are not provided, where the number of respondents or observations (also called the unweighted base) is too low, ie fewer than 50.
0%	The result is less than 0.5%.
0.7%	Statistics are cited to zero decimal place, except for product holdings where 10% or fewer adults hold the product, and for a small number of other ad hoc reasons – in these cases, results are cited to one decimal place.
unp	Unprompted response. The answer code frame for many survey questions includes an 'Other (write in)' response option. This allows respondents to give a response which has not been prompted. These responses are not directly comparable to pre-existing, or prompted, response options
na	Question or response option not asked.
n/a	Not applicable.

How to read the FLS slides: rounding, rebasing and statistically significant differences

Rounding

Totals may not add to 100%, or look like they add up:

- Percentages derived from the survey analysis or associated calculations are usually rounded upwards or downwards to the nearest whole number. Where a percentage, calculated to one decimal place, is x.5%: the convention is to round upwards, eg 56.5% is shown as 57%
- Another example: it may be correct to say there is an 8 percentage point difference between 41% and 48%, if these results are rounded from 40.5% and 48.4%

Multi-coded questions

Many questions in FLS allow respondents to select more than one option from a list of response options. As a result, results for these questions will sum to more than 100%.

Rebasing

Findings are usually rebased to exclude respondents who refuse to answer a question by selecting a 'prefer not to say' code. We also rebase results to exclude respondents who say 'don't know', where this is not a meaningful result. The base information below charts gives the details on the weighted proportion of respondents who have been excluded because they selected 'don't know' or 'prefer not to say'. Whether a result is meaningful or not is sometimes a matter of interpretation. We encourage the reader to consult the weighted data tables, which include both the rebased results and the non-rebased results.

Statistically significant differences

We have tested all the survey results to a confidence interval (CI) of 95%. Where we pick out results in the slide text, they are always statistically significant to a confidence level of 95%, unless we explicitly say they are not. This applies to the comparison of results both for different consumers in the same survey (eg men and women) and for the same consumer group between the Financial Lives surveys (eg results for women in 2022 compared with results for women in 2024).

- An example of where we mention a result that is not statistically significant is: "0.7 million adults (1.4%) made a claim for compensation in the 12 months to May 2024 – not statistically different from the 1.2% who did so in the 12 months to May 2022"

How to read the FLS slides: reporting averages for monetary values

Why we report medians for monetary values

Almost all monetary value questions in the Financial Lives survey, such as household income or savings, ask respondents to select from pre-defined ranges rather than provide an exact figure. This is standard practice in surveys, because it encourages more responses – people are more likely to answer when given a range and less likely to give a 'prefer not to say' or 'don't know' answer.

Our principal goal in reporting these questions is to show the proportion of respondents selecting each range. However, averages can also be useful when comparing different groups of consumers and when tracking changes over time, so we sometimes also report an average measure.

While it is common practice in surveys to report means, we have chosen not to do so because calculating a mean requires selecting a single point within each range, which is not straightforward. Responses within any given range (eg £30,000-£50,000) may not be clustered around the midpoint, and for open-ended top bands (eg £50,000 or more), any assigned value would need to be based on assumptions rather than actual data. Since different choices of the point values to use in calculations can lead to different mean estimates, we have chosen to report medians instead.

To do this, we report the median band. This is the range in which the middle respondent falls and provides an objective summary of the data, without requiring an assumption to be made about the distribution of responses within each range. However, the median band also has its limitations. In particular, it can mask small shifts in responses over time or between different consumer groups, as a substantial difference is often needed to move the median into a different band (or range).

How to read the FLS slides: most commonly used analysis groups

Analysis group	Description
Sex	In the 2017 and 2020 questionnaires, we captured a respondent's gender. In 2022 and 2024 we also asked what their sex is, and we use this as the primary reporting variable. We made this change, as sex is one of the 9 characteristics identified as protected in the Equality Act 2010, and to be able to explore better through FLS the different experiences of consumers from diverse backgrounds. We do not chart results for those who 'prefer not to say'.
Age	As standard, we use the following age bands: 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, and 75+. Occasionally, we use other age bands where these are more helpful for analysis. For example, for reporting on adults who have decumulated a pension, it may be more helpful to report for all adults aged 55+, or when reporting for older adults with a mortgage, it may be more helpful to report for all adults aged 65+.
Ethnicity	We report for: White, Black & Black British, Asian & Asian British, mixed/multiple ethnicity, and other ethnicity. In some instances, sample size constraints mean that we report collectively for 'minority ethnic adults' (which includes all non-White adults and White adults who describe their ethnic background as Gypsy or Irish traveller). We do not chart results for those who 'prefer not to say'.
Employment status	We report for: employed, self-employed, unemployed, retired, semi-retired, and other. 'Other' includes: temporarily sick with no job to go to, permanently sick or disabled, students, looking after the home, and full-time carers. 'Semi-retired' is defined to survey respondents as drawing a pension or other income but still working. We do not chart results for those who 'don't know'.
Housing tenure	We report for: own outright, mortgage, renting, and other. 'Mortgage' includes those who own their property with a mortgage, or with a lifetime mortgage, or who pay part rent/part mortgage (shared ownership). 'Other' includes: those who live rent-free (eg with parents, partner, relatives or in friends' property) or who occupy the property they currently live in in some other way. We do not chart results for those who 'don't know'.
Household income	Household income is defined for survey respondents as their 'total annual household income from all sources (including benefits) before tax and other deductions'. As standard, we use the following bands: Less than £15k, £15k - <£30k, £30k - <£50k, £50k+. We do not chart results for those who 'don't know' or 'prefer not to say'.
Characteristics of vulnerability	We define a vulnerable consumer as someone who, due to their personal circumstances, is especially susceptible to harm, particularly when a firm is not acting with appropriate levels of care. We report for adults with any characteristics of vulnerability, or with characteristics associated with one of the 4 key drivers of vulnerability (poor health, capability, resilience, negative life events). To report on vulnerability, we apply an algorithm to our survey results, to identify whether respondents display at least one characteristic of vulnerability across the 4 drivers.

Section 2

Product holdings overview

- Survey-based estimates, and key definitions
- Any credit or loans held (regulated and unregulated)
- Any regulated credit agreements held (including and excluding transactors)
- Number of holders of all products, and trend data for holding products, broken down into mainstream credit, high-cost credit and unregulated credit products



Survey-based estimates of the number of UK adults who hold credit or loan products, and key definitions

We ask a series of questions to estimate the number and proportion of adults who hold credit or loan products. Because some credit products, such as payday loans, are held for short periods of time we refer to adults holding credit products **now or in the last 12 months**. 'Now' refers to the point at which the survey was undertaken (May 2024, for FLS 2024) or to the 12-month period before the survey was undertaken (the 12 months to May 2024, for FLS 2024).

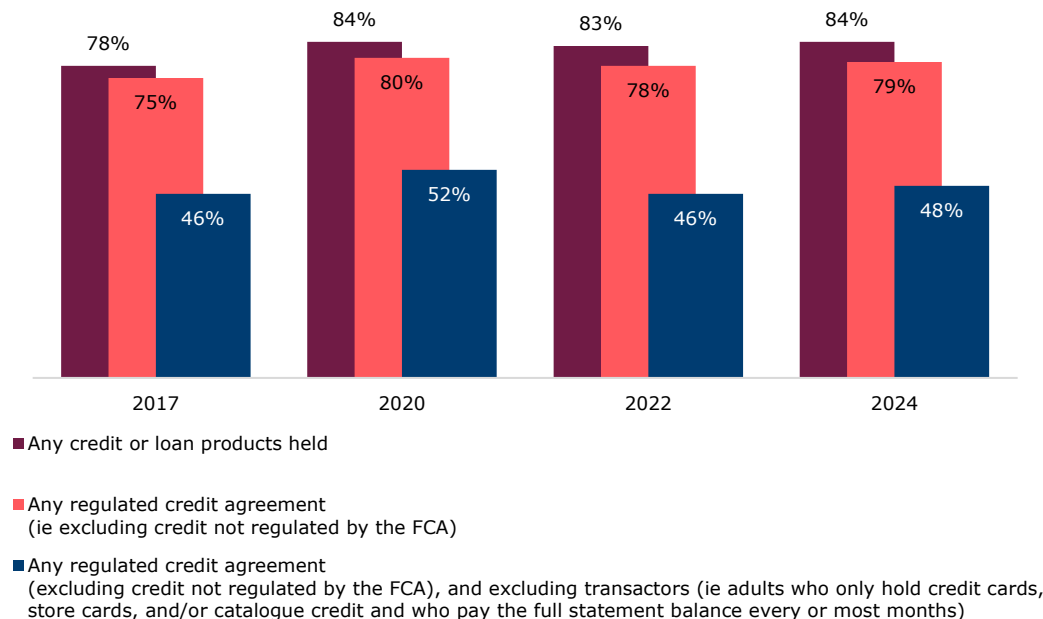
In this report, we segment credit products into 3 groups: These groups of products are used for reporting purposes only and were not described to survey respondents in these terms:

- **Mainstream credit:** Includes the following regulated credit agreements: credit card, overdraft, personal loan, store card, retail instalment credit, motor finance, catalogue credit or shopping account, retail hire purchase (excl. rent-to-own finance), credit union loan, peer-to-peer loan, CDFI loan
- **High-cost credit:** Includes the following regulated credit agreements: short-term instalment loan, rent-to-own finance, payday loan, loan agreement involving a guarantor, pawnbroking loan, home-collected loan, logbook loan
- **Other unregulated credit agreements or loans:** Deferred payment credit (ie unregulated Buy Now, Pay Later), student loan, loan from friends or family, employer salary advance scheme, loans from an unlicensed moneylender or other informal lender (ie illegal moneylender)

When we report results for adults who hold any credit or loan product, we sometimes exclude **transactors**: these are adults whose only credit products are credit cards, store cards, and/or catalogue credit which they usually repay in full every month or most months. When we report results for credit card holders, store card holders or catalogue credit holders we sometimes focus on the results for **revolvers** only: those who do not usually repay, or don't know if they usually repay, their balance in full every month or most months.

In 2024, credit use remained high – 84% of adults (45.7m) held at least one credit or loan product, while 79% (42.5m) held at least one regulated credit agreement

Any credit or loan products held (now or in the last 12 months) (2017/2020/2022/2024)



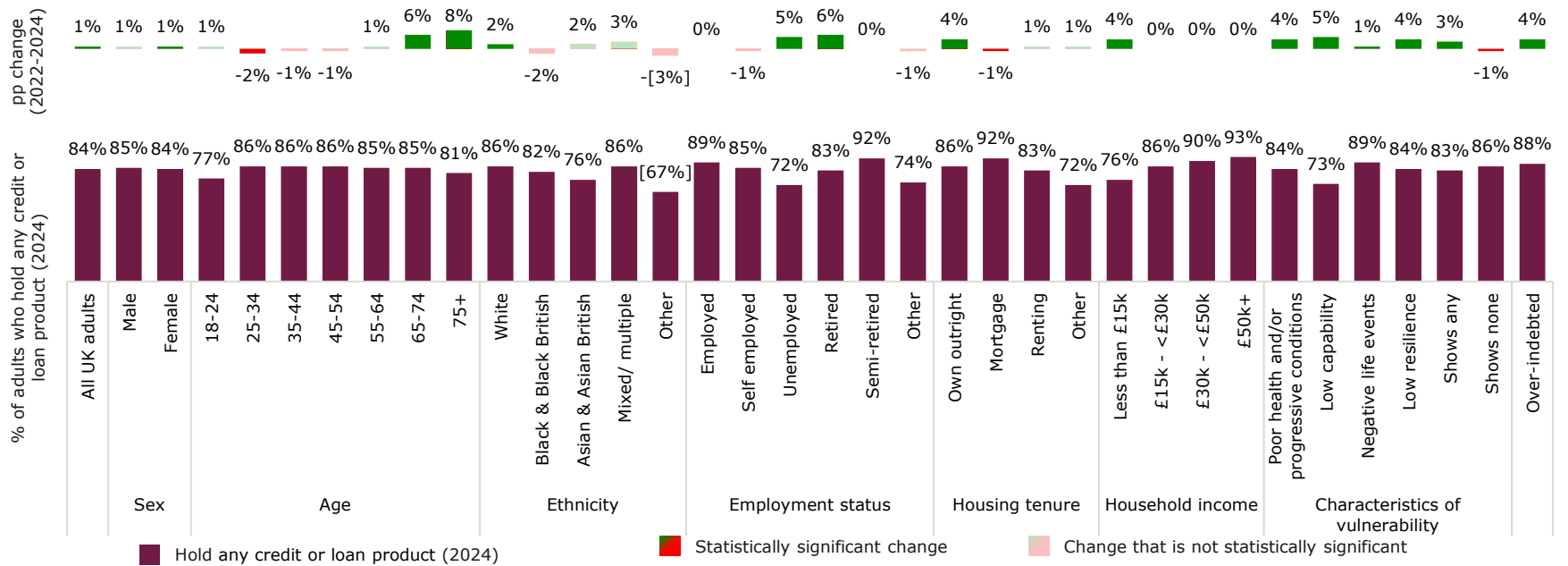
- 84% of adults (45.7m) held at least one credit or loan product in 2024 or had done so at some point in the previous 12 months – this figure includes regulated and/or unregulated credit
- 79% of adults (42.5m) had one or more regulated credit agreements in the same period – this figure excludes those whose only credit is not regulated by the FCA, namely:
 - Non-regulated loans, ie deferred payment credit, as well as student loans and loans from friends or family
 - Employer salary advance schemes
 - Loans from unlicensed moneylenders or other informal lenders (ie illegal moneylenders)
- This figure falls to 48% (25.9m), if we exclude the 31% of adults whose only regulated agreements were credit cards, store cards and/or catalogue credit, which they were paying off in full every or most months

Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950)

Question: POSum_NETs. NETs for Product Ownership

Between 2022 and 2024, the proportion of adults who held one or more credit or loan products (regulated and unregulated) rose slightly overall (from 83% to 84%) with the largest increases in ownership among those aged 65+

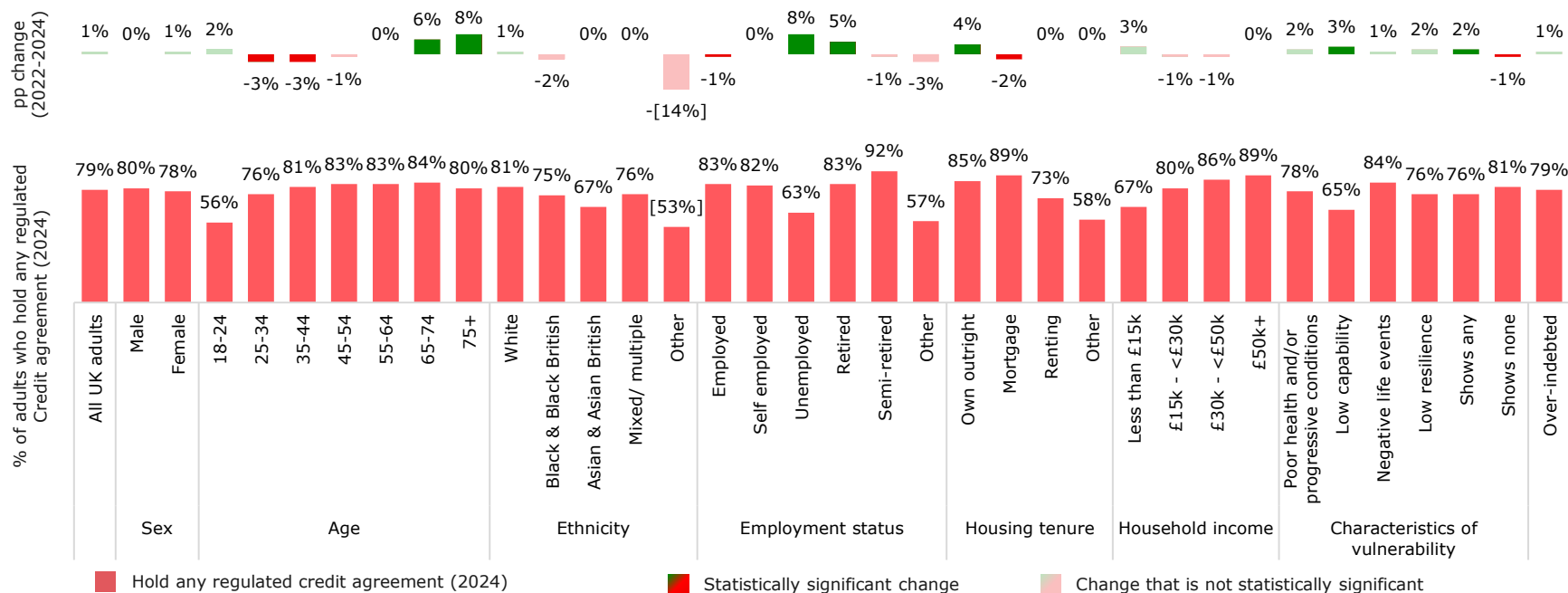
Adults who hold any credit or loan product (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)



Base: All UK adults (2022:19,145/ 2024:17,950)
Question: POSum_NETs. NETs for Product Ownership

In 2024, 79% of adults held any regulated credit agreement – not statistically different from 2022. The highest increases between 2020 and 2024 were among those aged 65+ and the unemployed

Adults who hold any regulated credit agreement (now or in the last 12 months) including transactors and percentage point change since 2022, across a variety of demographic segments (2024)

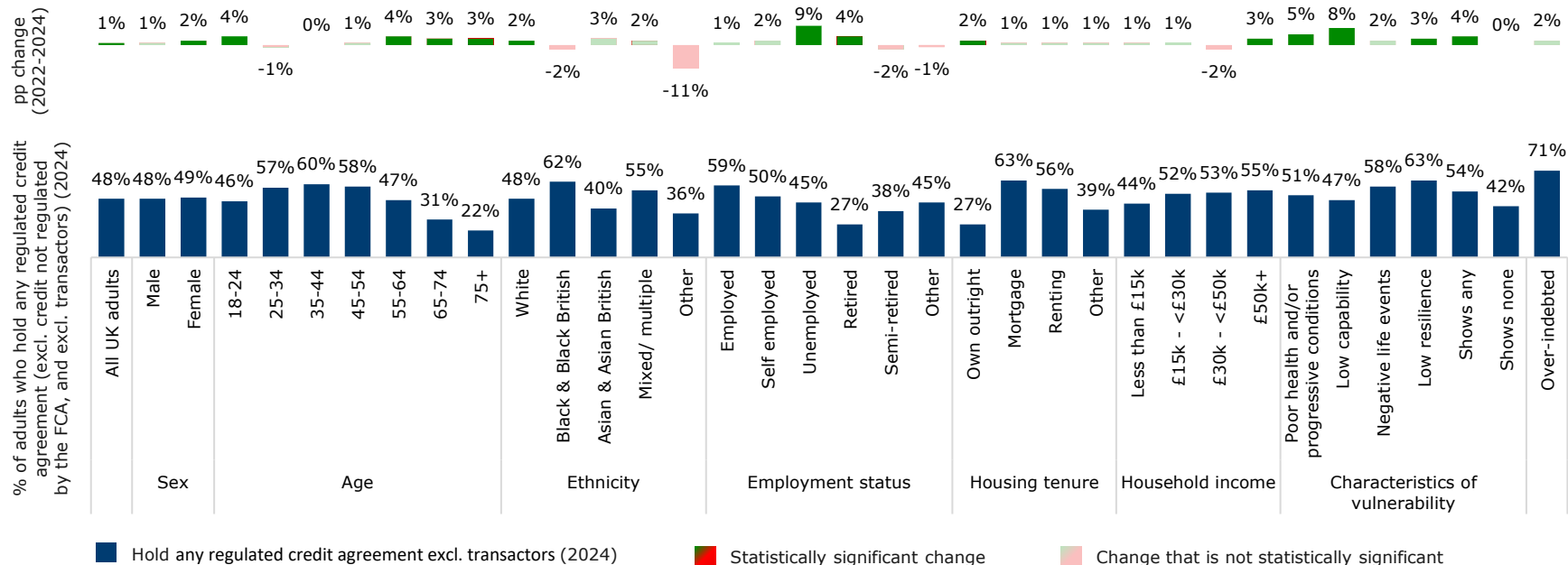


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum_NETs. NETs for Product Ownership

Excluding those who were only transactors, 48% of adults held any regulated credit agreement in 2024 – up 1pp since 2022. The largest increases were among the unemployed, those in poor health, and those with low capability

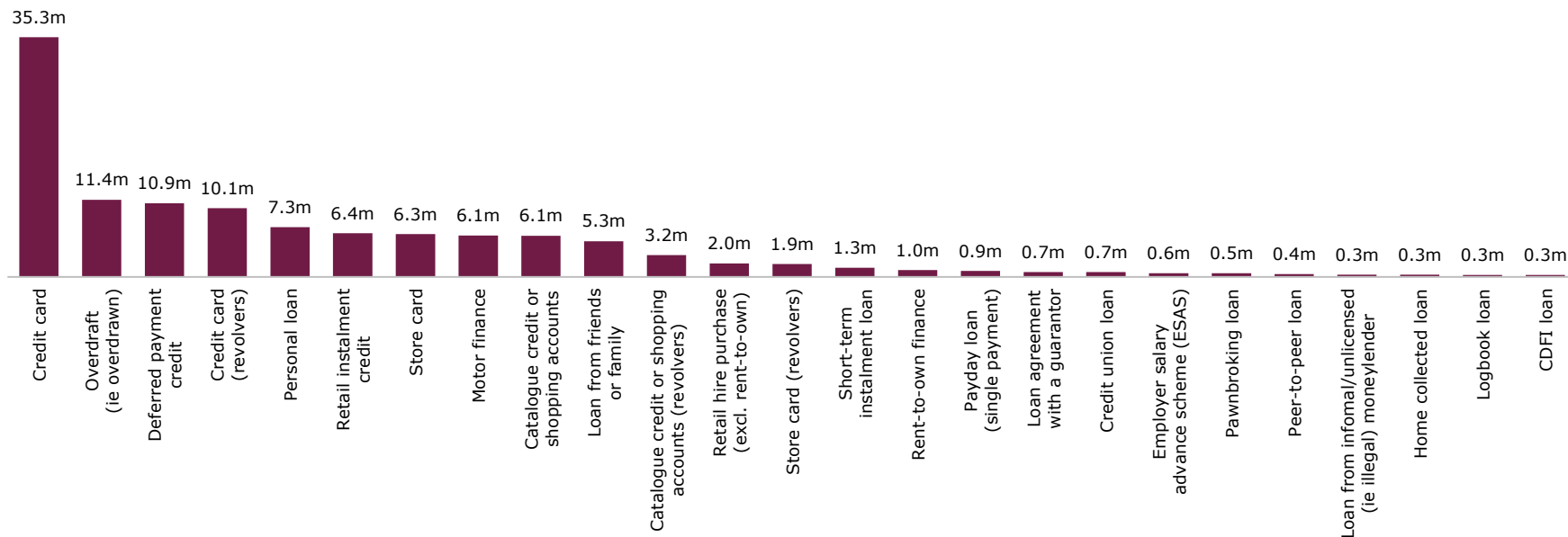
Adults who hold any regulated credit agreement (now or in the last 12 months) excluding transactors and percentage point change since 2022, across a variety of demographic segments (2024)



Base: All UK adults (2022:19,145/ 2024:17,950) **Question:** POSum_NETs. NETs for Product Ownership **Note:** A transactor is someone whose only regulated credit agreements or loans were credit cards, store cards and/or catalogue credit, or a mix of these, which they were paying off in full every month or most months.

In 2024, 35.3m adults held a credit card, but less than a third of them (10.1m) revolved a balance on a credit card – the rest usually paid the balance in full every month or most months

Credit or loan products held (now or in the last 12 months), by product (2024)



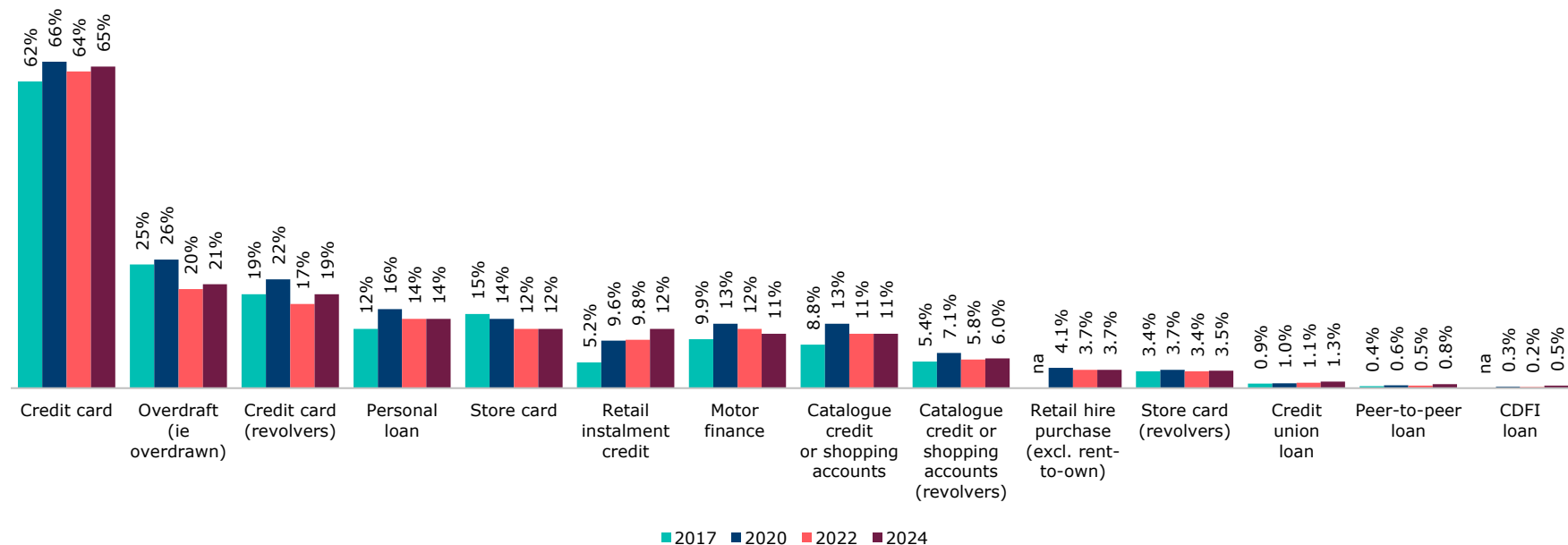
Base: All UK adults (2024:17,950)

Question: POSum1. Product holding summary 1

Notes: Revolvers refers to those who held a credit card, store card, or catalogue credit now or in the last 12 months but do not usually repay, or don't know if usually repay, the balance in full every month or most months. The 35.3m credit card holders include 10.1m who revolve a balance. The 6.3m store card holders include 1.9m who revolve a balance. The 6.1m catalogue credit or shopping account holders include 3.2m who revolve a balance.

Credit cards (65%) remained the most widely held mainstream credit product in 2024, followed by overdrafts (21%) and personal loans (14%)

Mainstream regulated credit agreements held (now or in the last 12 months), by product (2017/2020/2022/2024)



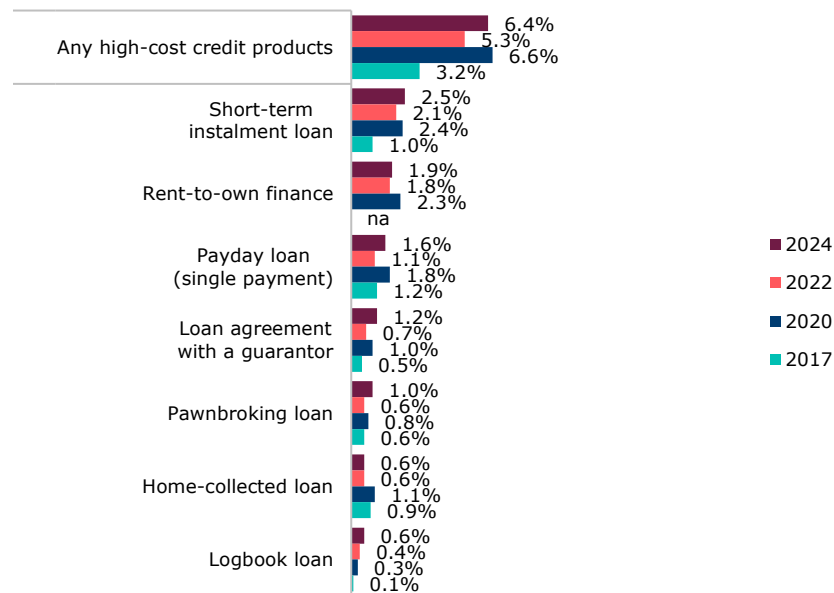
Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

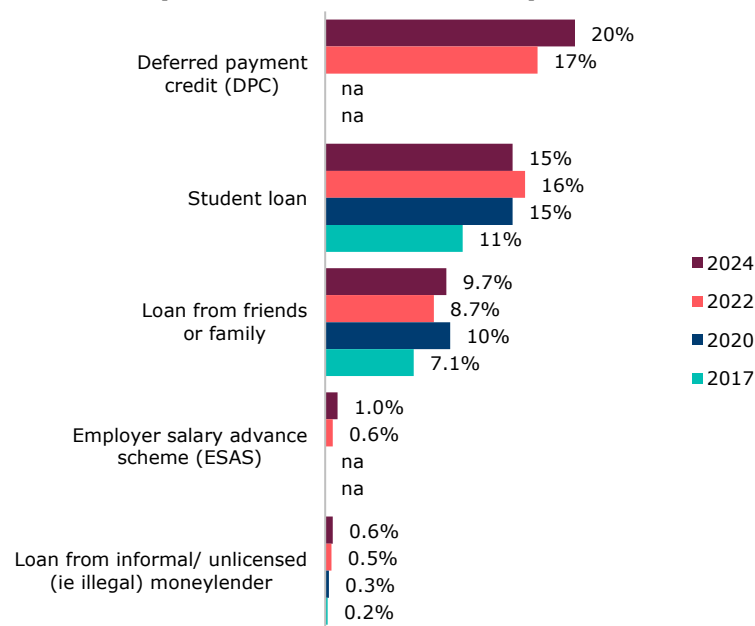
Notes: Revolvers refers to those who held a credit card, store card, or catalogue credit now or in the last 12 months but do not usually repay, or don't know if usually repay, the balance in full every month or most months. Retail hire purchase (excl. rent-to-own) and CDFI loan added to the 2020 survey.

In 2024, 6.4% of adults (3.5m) held any high-cost credit product, up from 5.3% (2.8m) in 2022. Deferred payment credit (DPC) was the most widely used type of non-regulated payment loan in 2024, with 20% of adults (10.9m) having used it in the previous 12 months

High-cost credit products held (now or in the last 12 months), by product (2017/2020/2022/2024)



Other unregulated credit/loan products held (now or in the last 12 months), by product (2017/2020/2022/2024)



Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

Note: Rent-to-own finance added to the 2020 survey. Deferred payment credit and employer salary advance schemes added to the 2022 survey.

Section 3

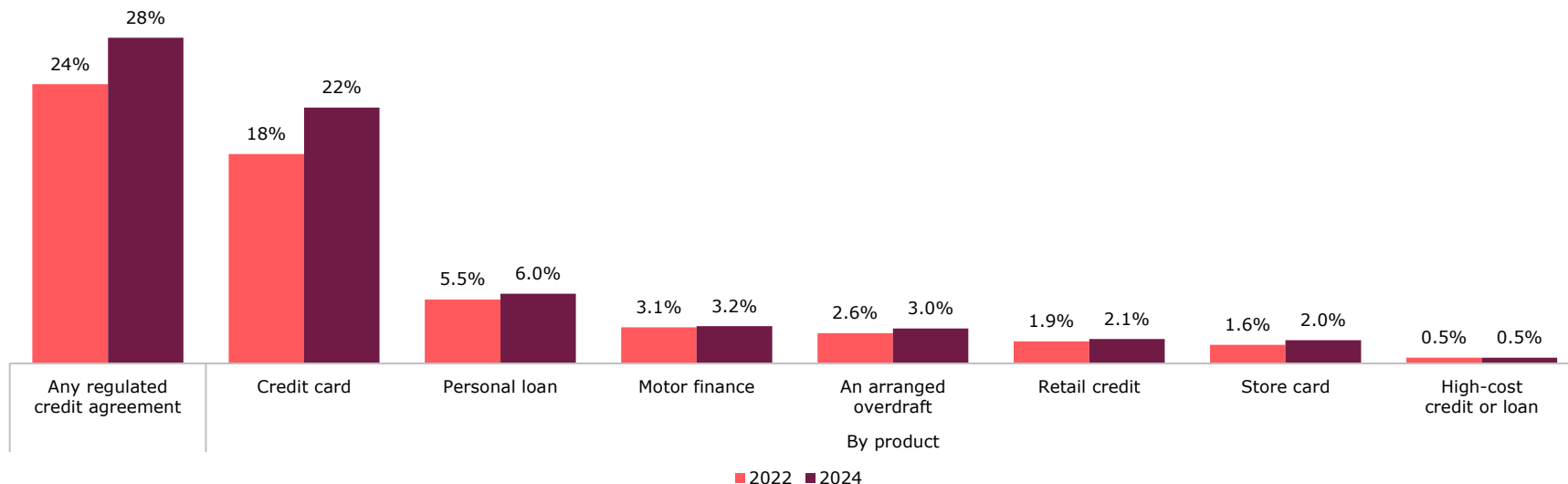
Access to regulated credit

- Adults who have applied for a regulated credit agreement in the last 2 years
- Adults declined a regulated credit agreement, the factors they felt contributed to this, and the impacts of being declined
- Adults offered a regulated credit agreement with a price or terms and conditions they felt to be completely unreasonable, the factors they felt contributed to this, and the actions taken as a result
- Adults who avoided applying for a regulated credit agreement and the main reasons for doing so



28% of adults (15.3m) applied for one or more regulated credit agreements in the 2 years to May 2024 – up from the 24% (12.8m) who did so in the 2 years to May 2022

Adults who have applied for a regulated credit agreement in the last 2 years, by product (2022/2024)



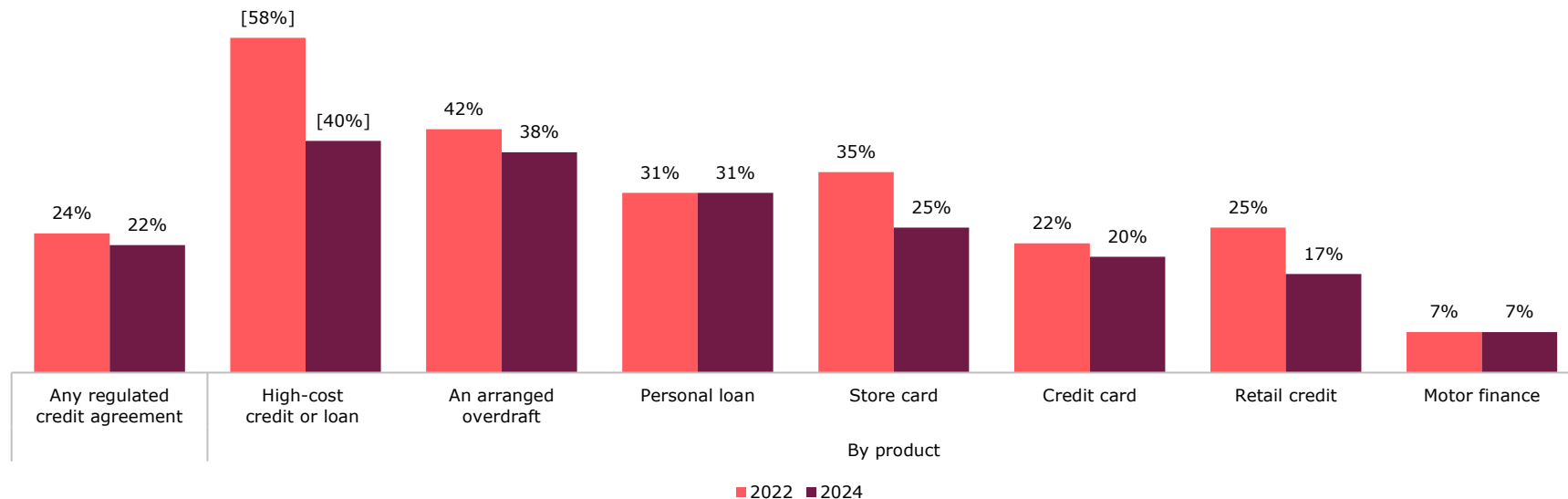
Base: All UK adults (2022:19,145/ 2024:17,950) excluding 'don't know' responses (5%/5%)

Question: AC12 (Rebased). In the last 2 years, have you applied for any of the following financial products, even if your application was declined? Include any instances where you have switched to a new provider or made a new application to an existing provider, regardless of whether the switch or application was successful. Do not include automatic renewals, eg where your insurance rolled over without your having to do anything

Notes: In this question, high-cost or loan includes payday loans, short-term instalment loans, pawnbroking loans, logbook loans or home-collected credit. Retail credit includes catalogue credit, retail instalment credit or retail hire purchase.

Of the 15.3m adults who applied for a regulated credit agreement in the 2 years to May 2024, 22% (3.2m) were declined. The highest refusal rates were among those applying for a high-cost credit or loan, an arranged overdraft, or a personal loan

Applicants declined a regulated credit agreement in the last 2 years, by product (2022/2024)



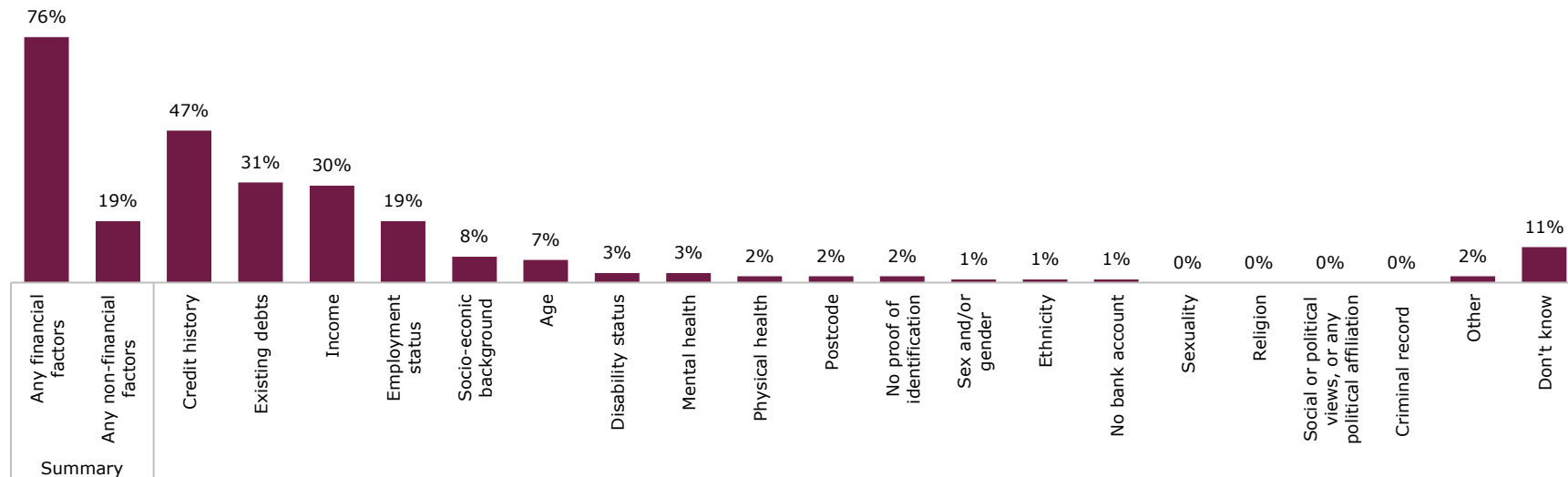
Base: All UK adults who had applied for each product in the previous 2 years (varies by product)

Question: AC12/AC1NEW summary

Notes: In this question, high-cost credit or loan includes payday loans, short-term instalment loans, pawnbroking loans, logbook loans or home-collected credit. Retail credit includes catalogue credit, retail instalment credit or retail hire purchase.

Of the 3.2m adults who were declined a regulated credit agreement in the 2 years to May 2024, three-quarters (76%) thought financial factors (eg their credit history, existing debts or income) contributed to this, while one-fifth (19%) felt non-financial factors were involved

Factors thought to have contributed to being declined a regulated credit agreement (2024)



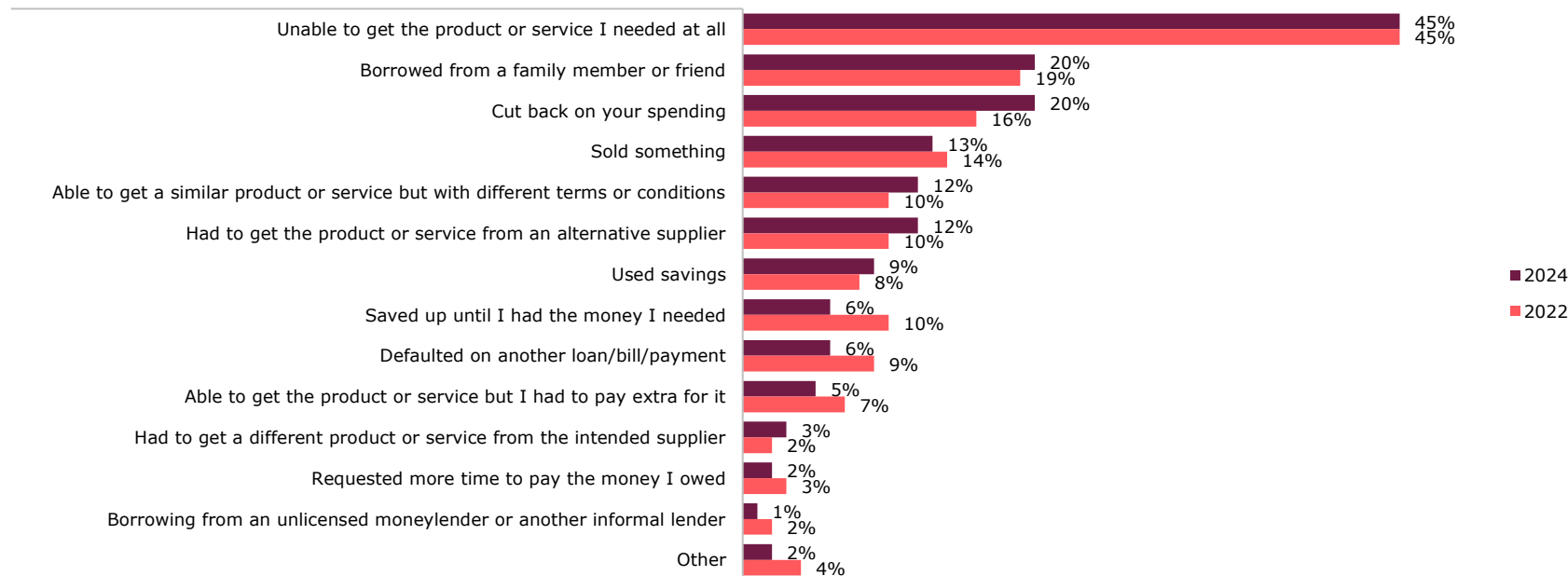
Base: All UK adults declined a regulated credit agreement in the last 2 years (2024:837)

Question: AC9. Do you think any of the following circumstances contributed to your being declined?

Notes: Those who were refused more than one regulated credit agreement in the last 2 years were asked about the most serious instance. 'Any financial factors' include credit history, income, existing debts, employment status, post code, not having a bank account, and/or being unable to provide adequate proof of identification. All other factors are considered 'non-financial'. Socio-economic background is explained as 'a combination of your income, occupation and social background'. Criminal record explained as 'your criminal record or a household member's criminal record (any unspent criminal convictions you, or other people in your household, have)'.

When asked about the impact of being declined, 45% of the 3.2m adults who were declined a regulated credit agreement in the 2 years to May 2024 said they were unable to get the product or service they needed at all

Impact of being declined for a regulated credit agreement (2022/2024)



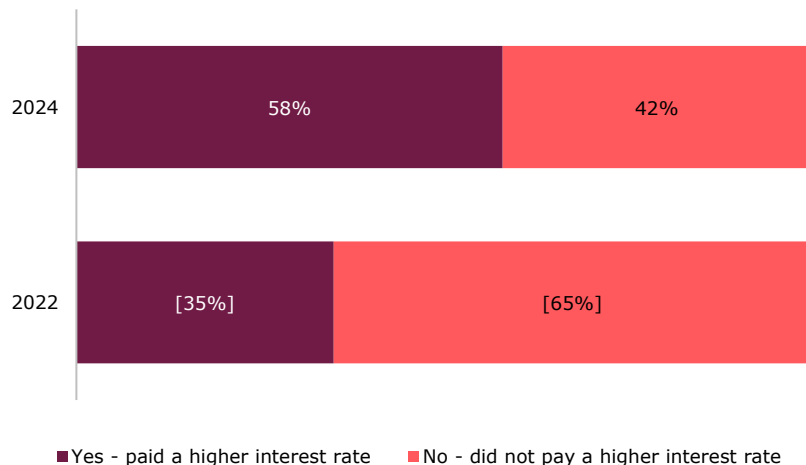
Base: All UK adults declined a regulated credit agreement in the last 2 years (2022:848/ 2024:837) excluding don't know responses (18%/17%)

Question: AC6. When you were declined this financial product or service, what result did this have?

Note: Those who were refused more than one product in the last 2 years were asked about the most serious instance.

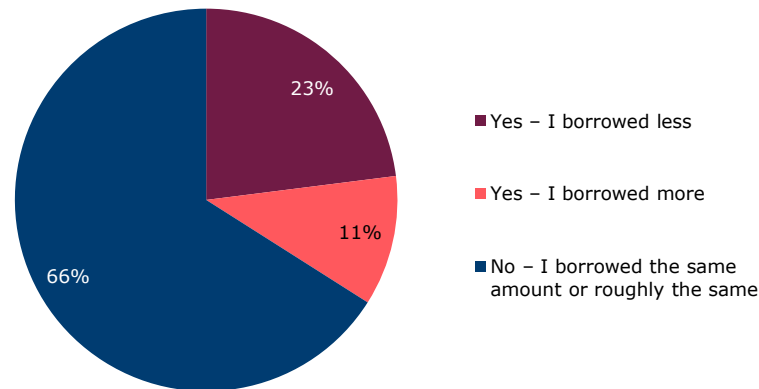
In May 2024, of the 0.5m adults who had been declined a regulated credit agreement in the previous 2 years and as a result had to get a different product or service or use an alternative lender, 58% ended up paying a higher interest rate – 23% ended up borrowing less

Adults who ended up paying a higher interest rate because they had to use an alternative lender or get a different product or service from the intended lender after being declined (2022/2024)



Base: All UK adults declined a regulated credit agreement in the last 2 years and as a result had to get a different product or service from the intended supplier or had to get the product or service from an alternative supplier (2022:96/ 2024:111) excluding 'don't know' responses (12%/13%) **Question:** AC6a (Rebased). You said that you had to get a different product or service because you were declined. Did this new product or service have a higher interest rate, or price, than the one you originally applied for?

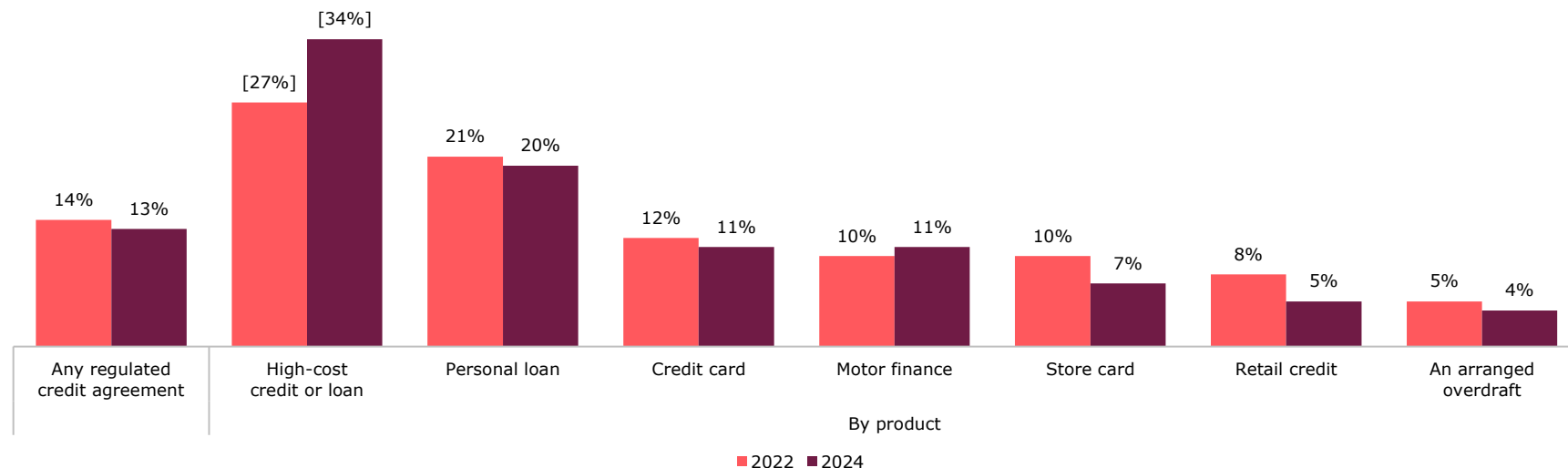
Adults who ended up borrowing a different amount because they had to use an alternative lender or get a different product or service from the intended lender after being declined (2022/2024)



Base: All UK adults declined a regulated credit agreement in the last 2 years and as a result had to get a different product or service from the intended supplier or had to get the product or service from an alternative supplier (2024:108) excluding 'don't know' responses (8%) **Question:** AC11D (Rebased). Still thinking about when you were declined for the product, did you borrow a different amount from the one you originally applied for? **Note:** Results exclude those who were declined an overdraft.

Of the 15.3m adults who applied for a regulated credit agreement in the 2 years to May 2024, 13% (2.0m) said they were offered one at a price, or with terms and conditions, they felt to be completely unreasonable

Applicants offered a regulated credit agreement in the last 2 years at a price or with terms and conditions that they felt were completely unreasonable, by product (2022/2024)



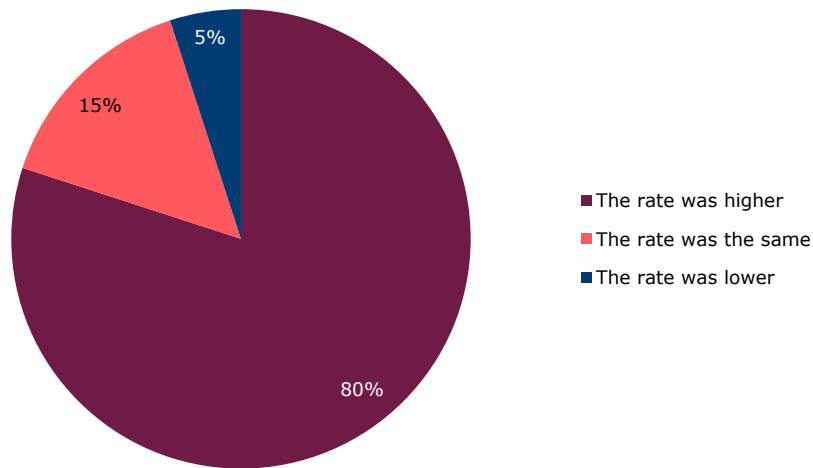
Base: All UK adults who had applied for each product in the previous two years (varies by product)

Question: AC12/AC7 summary

Notes: In this question, high-cost credit or loan includes payday loans, short-term instalment loans, pawnbroking loans, logbook loans or home-collected credit. Retail credit includes catalogue credit, retail instalment credit or retail hire purchase.

Of the 2.0m adults offered a regulated credit agreement at a price, or with terms and conditions, they felt were completely unreasonable in the 2 years to May 2024, 80% were offered a higher interest rate than was initially advertised

Whether the interest rate offered was different from the interest rate initially advertised for adults who were offered a regulated credit agreement in the last 2 years at a price, or with terms and conditions, they felt to be completely unreasonable (2024)



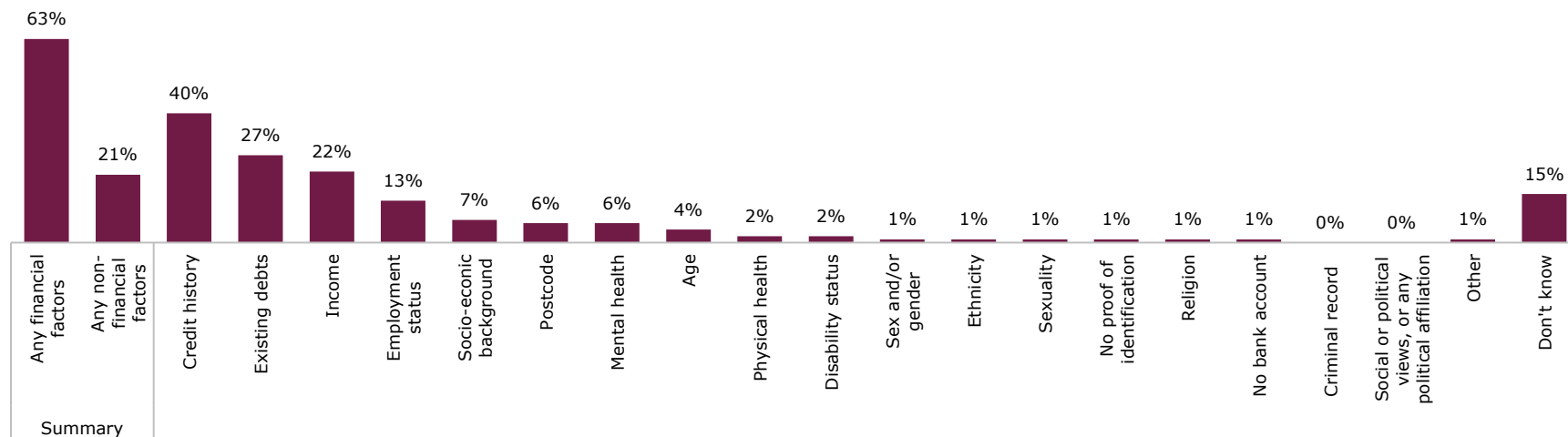
Base: All UK adults offered a regulated credit agreement in last 2 years at price or with terms and conditions felt to be completely unreasonable (434) excluding 'don't know' responses (20%)

Question: AC15D (Rebased). Was the interest rate you were offered different from the interest rate that was initially advertised?

Note: Results exclude those offered an overdraft in the last 2 years and a price, or with terms and conditions, felt to be completely unreasonable.

Of the 2.0m adults offered a regulated credit agreement at a price, or with terms and conditions, they felt were completely unreasonable in the 2 years to May 2024, 21% thought non-financial factors contributed to this

Factors thought to have contributed to being offered a regulated credit agreement at a price, or with terms and conditions, they felt were completely unreasonable (2024)



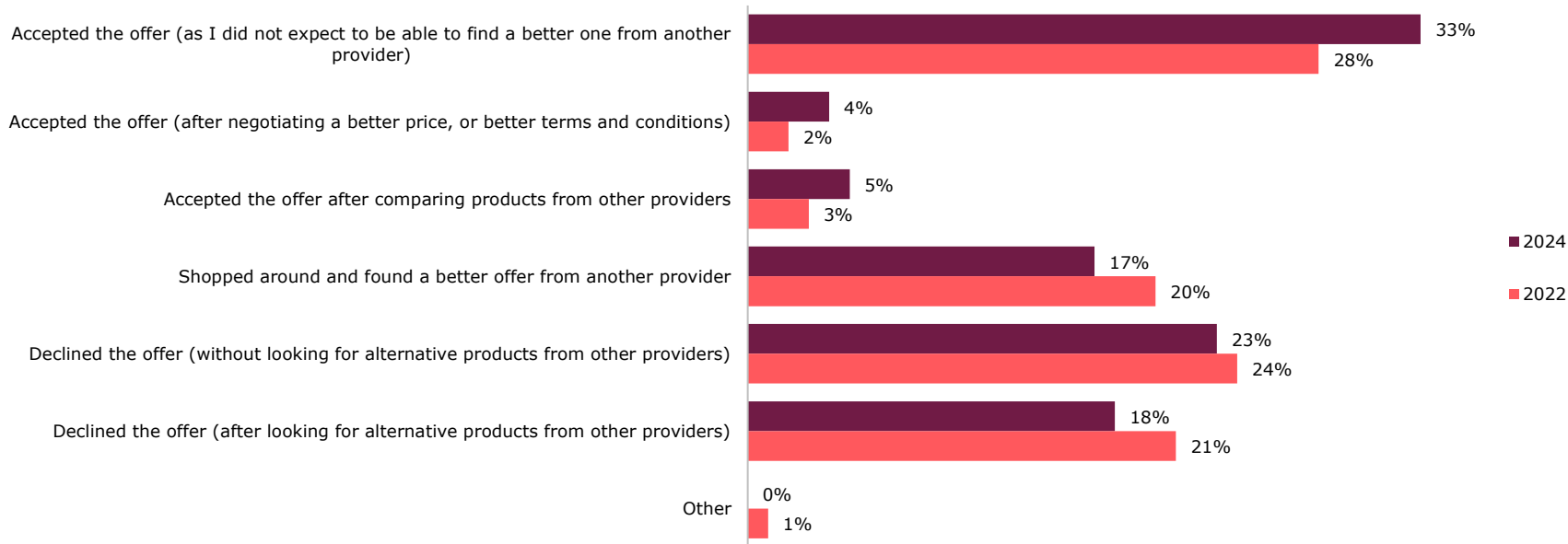
Base: All UK adults who have been offered a regulated credit agreement in last two years at a price, or with terms and conditions, they felt to be completely unreasonable (2024:307)

Question: AC10. Do you think any of the following circumstances contributed to your being offered a product at a price or with terms and conditions that were unreasonable?

Notes: Those who were offered more than one financial product in the last 2 years at a price, or with terms and conditions, they felt to be completely unreasonable were asked about the most serious instance. **'Any financial factors'** include credit history, income, existing debts, employment status, post code, not having a bank account, and/or being unable to provide adequate proof of identification. All other factors are considered **'non-financial'**. Socio-economic background explained as 'a combination of your income, occupation and social background'. Criminal record explained as 'your criminal record or a household member's criminal record (any unspent criminal convictions you, or other people in your household, have)'.

When asked about the impact of being offered a regulated credit agreement in the last 2 years at a price, or with terms and conditions, they felt were completely unreasonable, in 2024, 33% said they accepted the offer as they didn't expect to find a better offer elsewhere

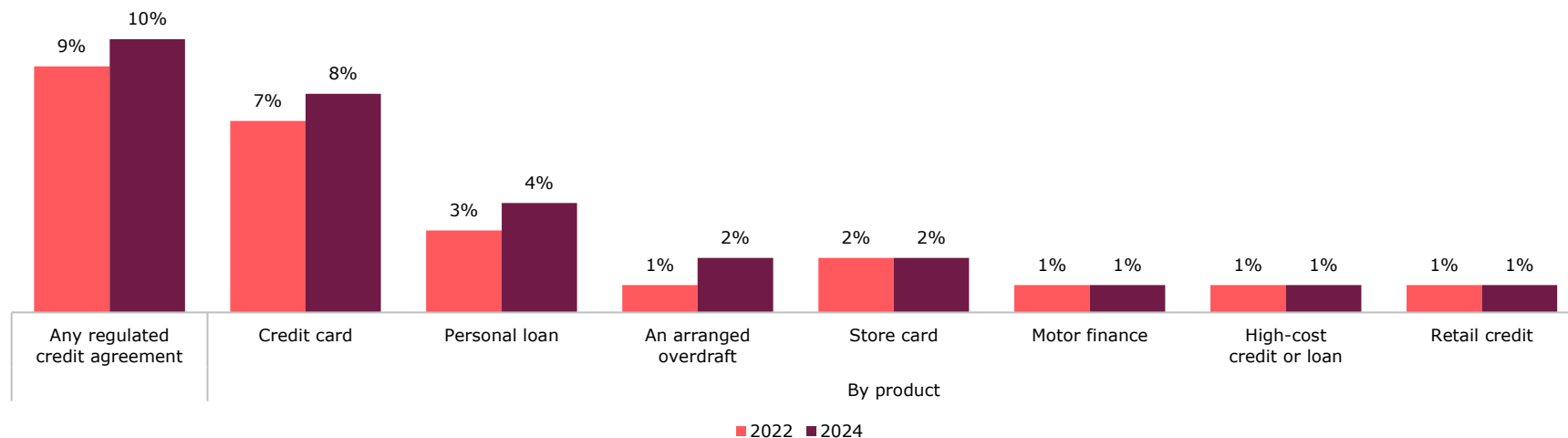
Actions taken by adults offered a regulated credit agreement in the last 2 years at a price, or with terms and conditions, they felt to be completely unreasonable (2022/2024)



Base: All UK adults who have been offered a regulated credit agreement in last 2 years at a price, or with terms and conditions, felt to be completely unreasonable (2022:288/2024:307) excluding 'don't know' responses (17%/22%) **Question:** AC8 (Rebased). Did you accept the price and/or terms and conditions, or did you shop around for an alternative provider? **Note:** Those who were offered more than one financial product in the last 2 years at a price, or with terms and conditions, they felt to be completely unreasonable were asked about the most serious instance.

In the 2 years to May 2024, 10% of adults (5.5m) avoided applying for a regulated credit agreement, because they thought they would not be eligible, not be able to afford it, or their application would be rejected

Adults who avoided applying for a regulated credit agreement in the last 2 years, by product (2022/2024)



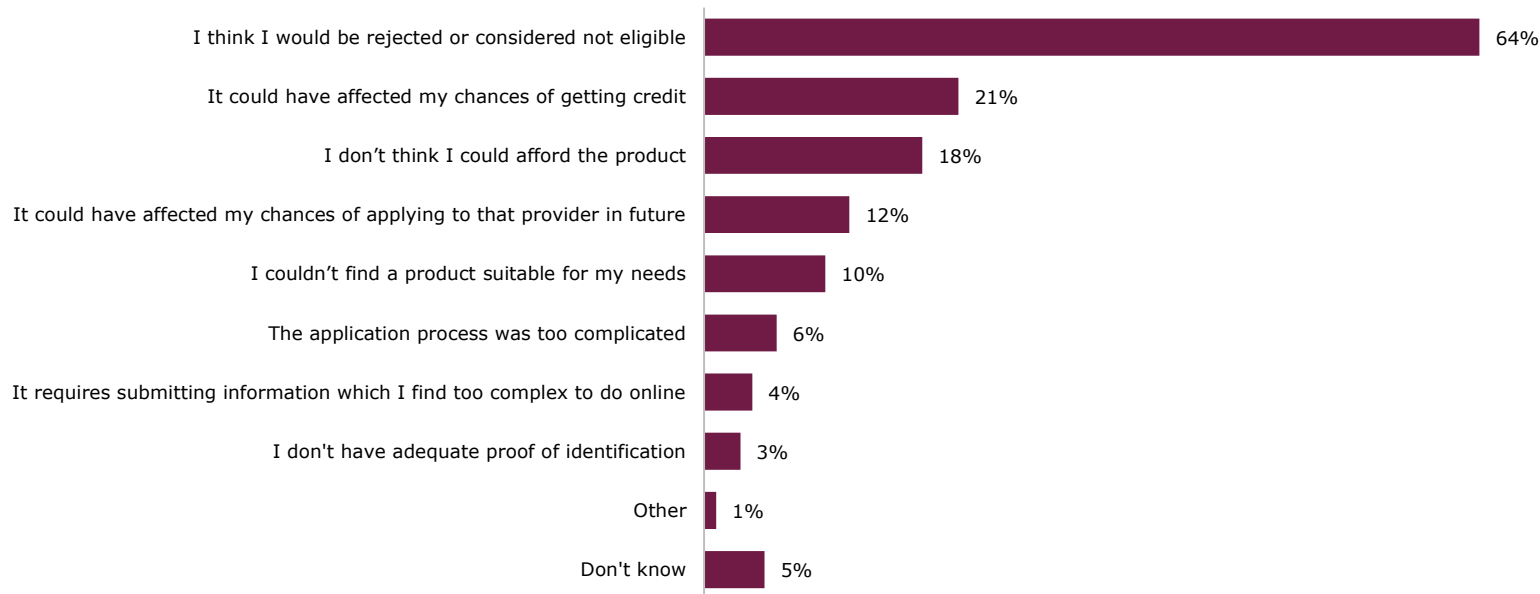
Base: All UK adults (2022:19,145/ 2024:17,950) excluding 'don't know' responses (7%/7%)

Question: AC13 (Rebased). In the last 2 years, have you avoided applying for any of the following, because you thought you would not be eligible, not be able to afford it, or would be rejected?

Notes: In this question, high-cost credit or loan includes payday loans, short-term instalment loans, pawnbroking loans, logbook loans or home-collected credit. Retail credit includes catalogue credit, retail instalment credit or retail hire purchase.

Of the 5.5m adults who avoided applying for a regulated credit agreement in the 2 years to May 2024, 64% did so because they thought they would be rejected or considered not eligible and 21% because it could affect their chances of getting credit

Main reasons for avoiding applying for a regulated credit agreement in the last 2 years (2024)



Base: All UK adults who have avoided applying for a financial product or service in the last 2 years because thought not eligible, could not afford it or application would be rejected (Regulated credit agreement 2024:1,197)

Question: AC14. What are the main reasons you avoided applying for (product)?

Note: Those who had avoided applying for more than one product in the last 2 years were asked to think about the most recent occasion.

Section 4

Mainstream credit

- [Section 4.1: Credit cards](#)
- [Section 4.2: Overdrafts](#)
- [Section 4.3: Personal loans](#)
- [Section 4.4: Motor finance](#)
- [Section 4.5: Catalogue credit](#)
- [Section 4.6: Other regulated credit](#)

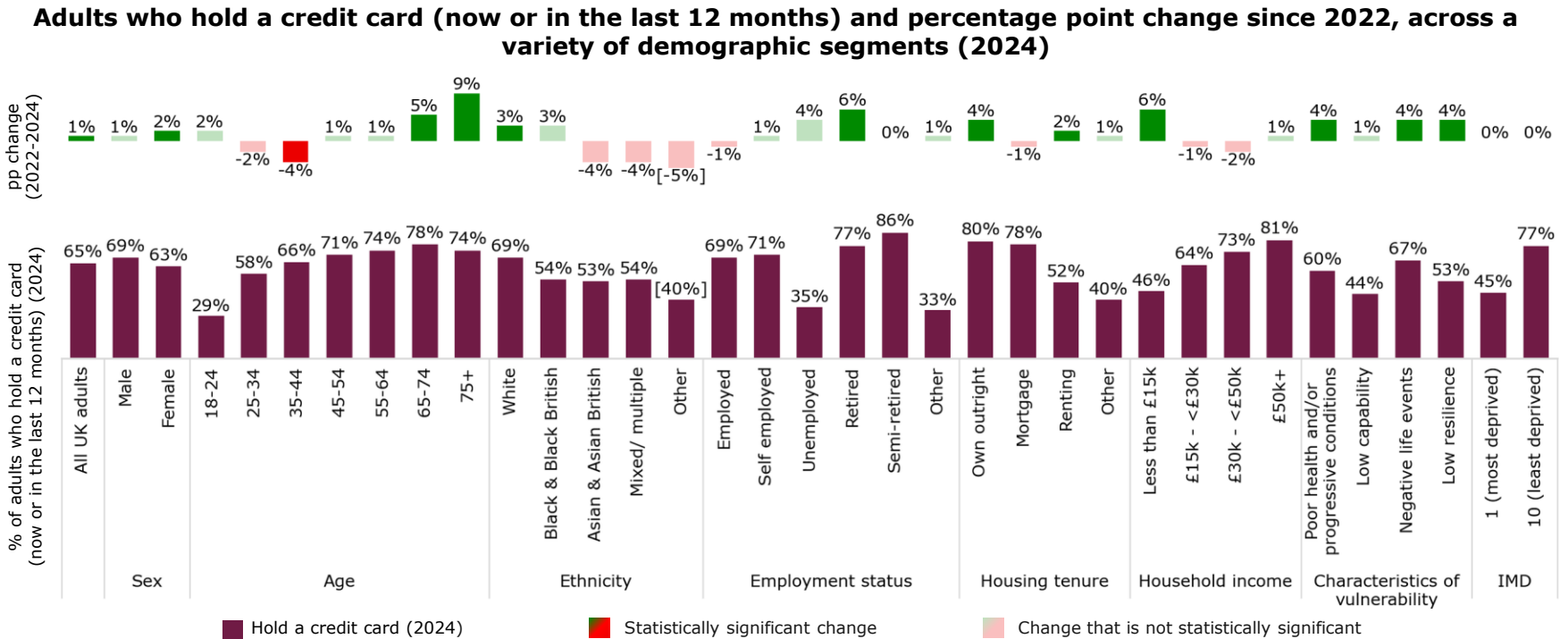


4.1 Credit cards

- Product holdings and use: adults who hold a credit card, those who have used a credit card in the last 12 months, those who revolve a balance, and those in persistent credit card debt
- Credit card revolvers: main areas of credit card spending and those who have withdrawn cash using their credit card
- Credit cards revolvers: those who shopped around for their card, how they shopped around and reasons for choosing their provider. For those who did not shop around, why not
- Credit card revolvers: engagement with credit agreement and pre-contract information, their experience of taking out their card, and their understanding about the product
- Credit card revolvers: how they would feel about talking to their lender if they have trouble making repayments and their understanding of support on offer in this situation



Between 2022 and 2024, there was a 1pp increase in the proportion of adults holding a credit card. The largest increases were among those aged 75+, retirees, or those who lived in a low-income household



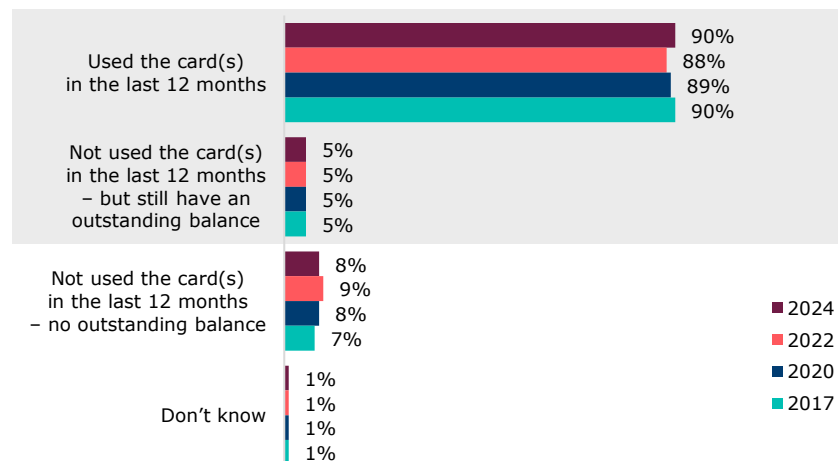
Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

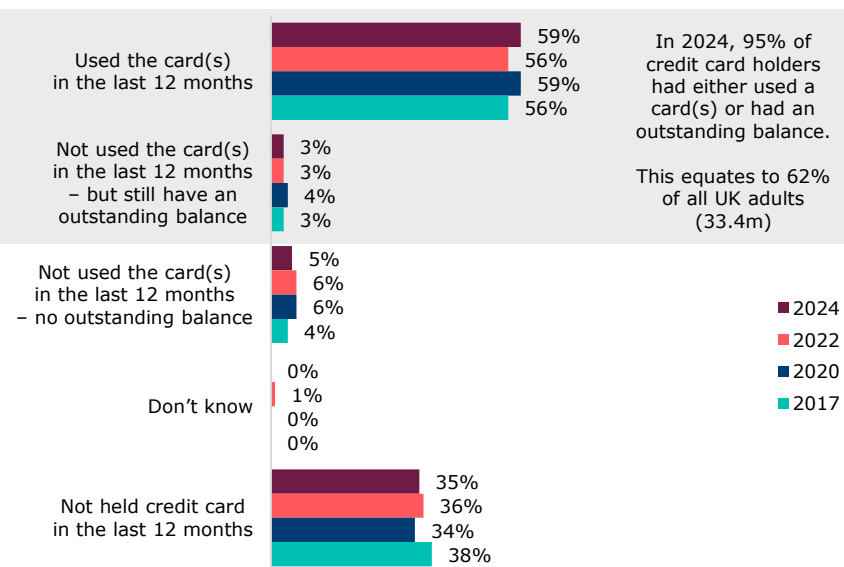
In 2024, 95% of credit card holders had either used their card(s) in the last 12 months (90%) or, if not, still had an outstanding balance (5%) – this equates to 62% of all UK adults or 33.4 million people

Adults who have used a credit card in the last 12 months (2017/2020/2022/2024)

As a proportion of credit card holders



As a proportion of all UK adults



In 2024, 95% of credit card holders had either used a card(s) or had an outstanding balance.

This equates to 62% of all UK adults (33.4m)

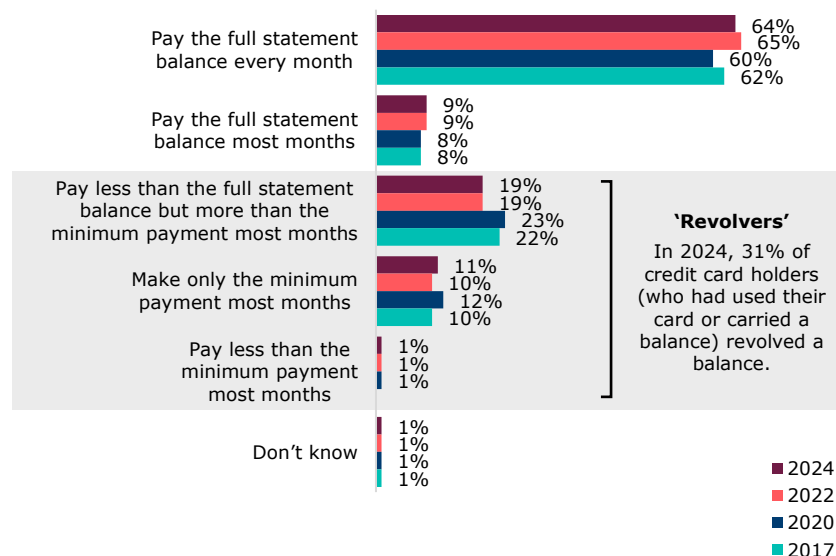
Base: All UK adults who hold a credit card now or in last 12 months (2017:8,767/ 2020:11,529/ 2022:13,678/ 2024:12,654)/ All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950)

Question: P_CC4b. Thinking of the credit card(s) you have now, or have held in the last 12 months, have you...

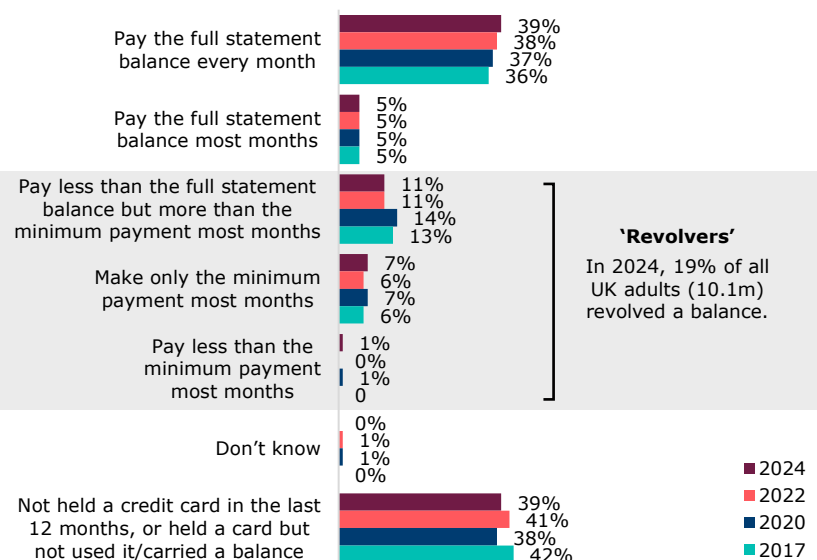
In 2024, of the 33.4 million credit card holders who had used their card or carried a balance in the previous 12 months, 31% revolved a balance – this equates to 19% of all UK adults or 10.1 million people

Credit card repayment behaviour in the last 12 months (2017/2020/2022/2024)

As a proportion of credit card holders who had used a card or carried a balance in the last 12 months



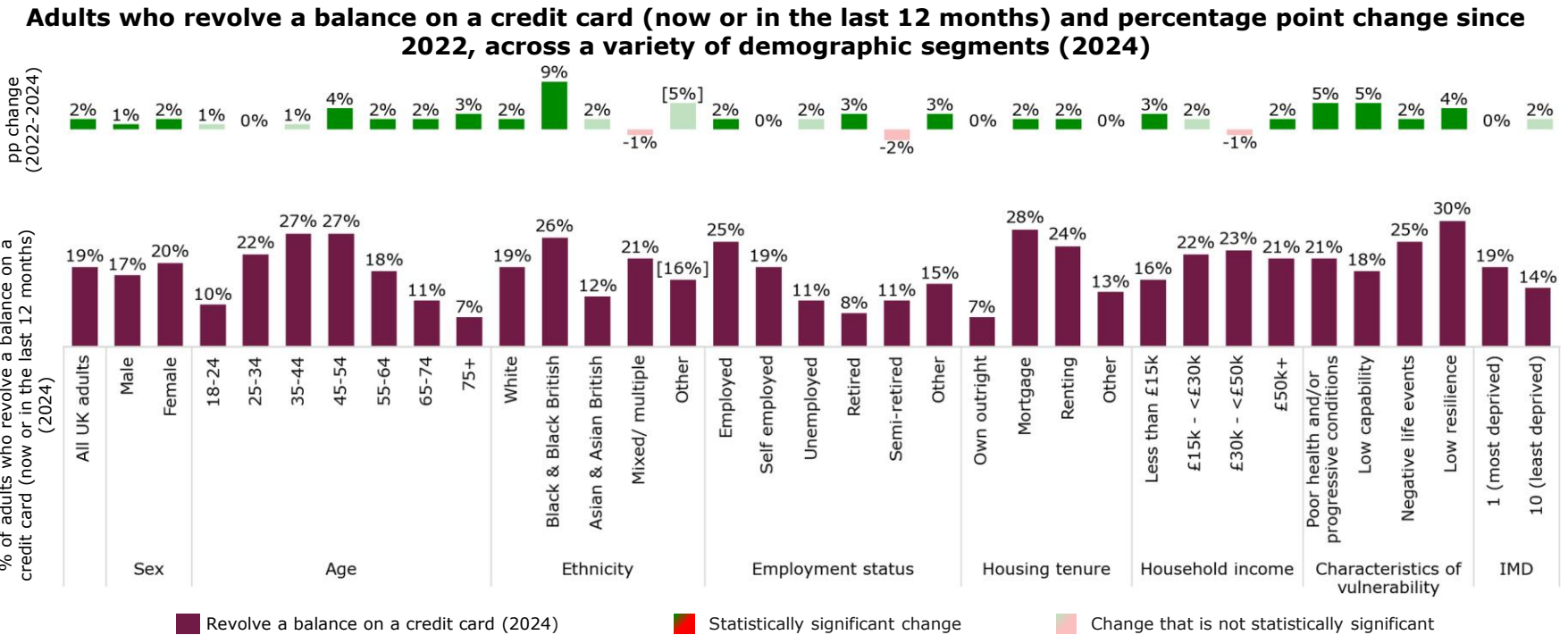
As a proportion of all UK adults



Base: All UK adults who hold a credit card now or in last 12 months and used it in the last 12 months or have not used it but carry a balance (2017:8,289/ 2020:10,829/ 2022:12,674/ 2024:11,903)/ All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950)

Question: P_CC10. Which of the following describes how you usually repay balances on your credit card(s)?

Between 2022 and 2024, there was a 2pp increase in the proportion of all adults who revolved a balance on a credit card. The largest increases were among Black adults, those in poor health, and those with low capability

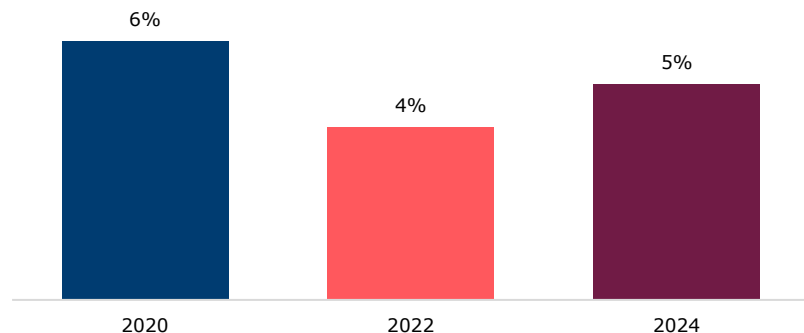


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 5% of adults (2.8m) were in persistent credit card debt – up 1pp since 2022, but down 1pp from 2020. Lone parents and adults with low financial resilience were the most likely to be in persistent credit card debt

Adults in persistent credit card debt: those who had paid more in interest, fees and charges than they had actually paid off on their card(s) over the previous 12-18 months (2020/2022/2024)



Demographic groups most likely to be in persistent credit card debt (2024)

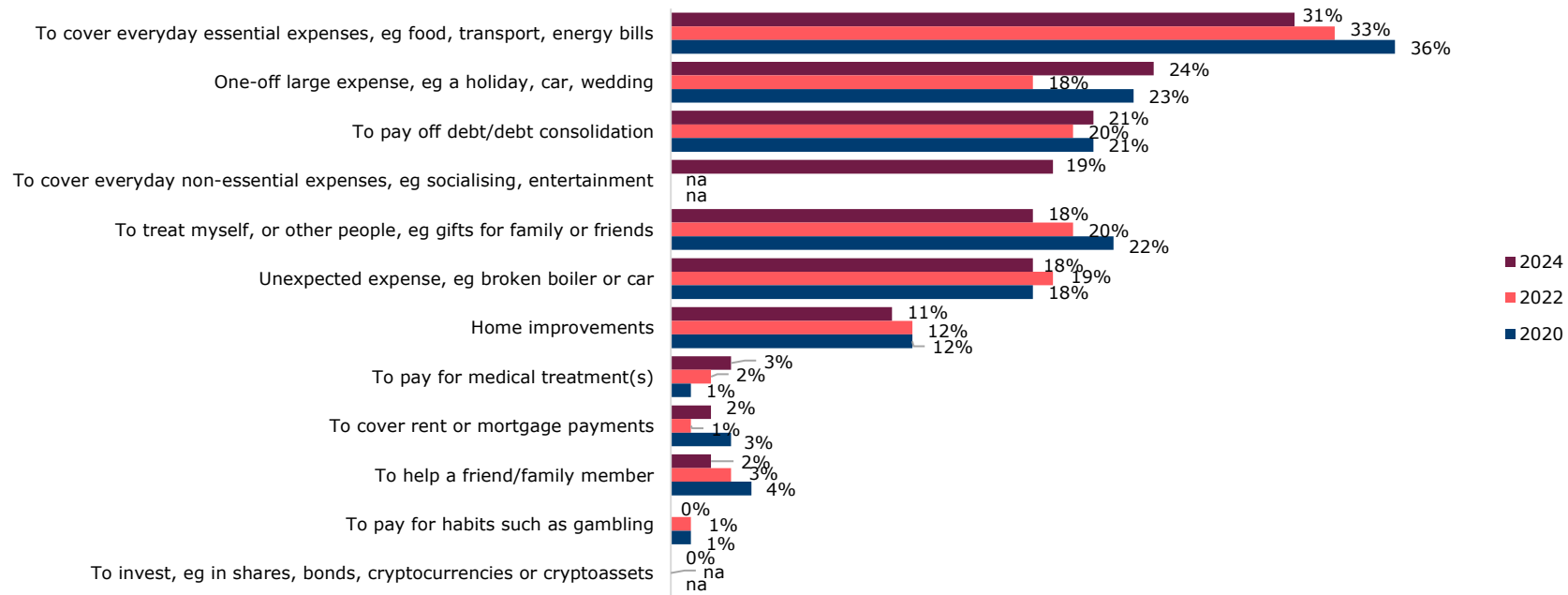
All UK adults	5%
Lone parents	15%
Low financial resilience	14%
Black	10%
Low confidence in managing money (self-rated) (0-6 out of 10)	10%
Renting	9%
Low financial capability	8%
Aged 35-54	8%
Household income of less than £50k	7%

Base: All UK adults (2020:16,190/ 2022:19,145/ 2024:17,950)

Question: P_CC23 (Rebased). Thinking about your credit card repayments over the last 12 to 18 months, do you think you have: 'Paid more in interest, fees and charges than you have actually paid off your card(s)'

The main area credit card revolvers used their cards for in the 12 months to May 2024 was to cover everyday essential expenses (31%, or 3.0m) – down from 36% in 2020. Other main areas of expenditure were one-off large expenses (24%) and debt consolidation (21%)

Main areas of credit card expenditure, among credit card revolvers who took out their card in the last 3 years (2020/2022/2024)



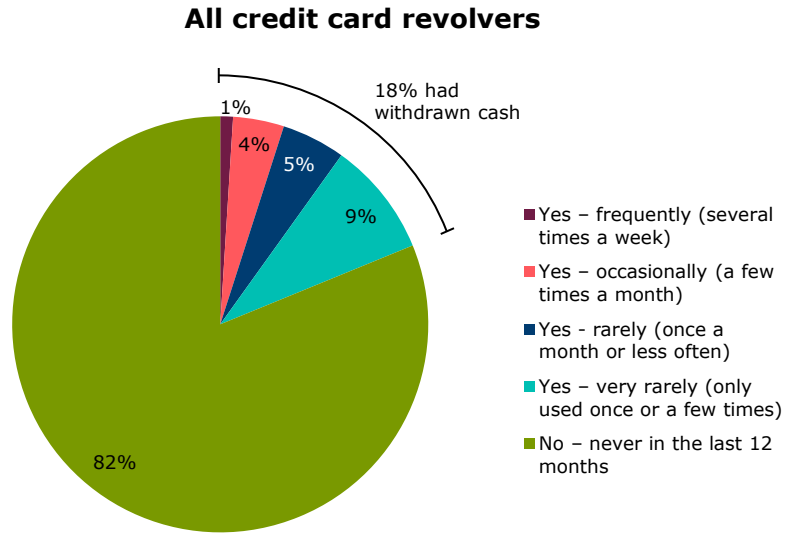
Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2020:1,585/ 2022:1,826/ 2024:1,869)

Question: CC61. When you have used your credit card over the last 12 months, what are the main things you have spent this money on?

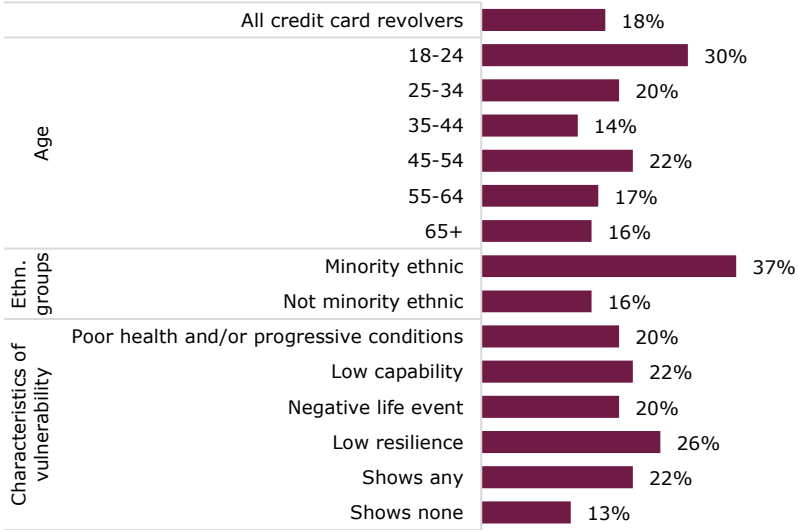
Notes: Not shown on graph: 'Other' responses (1%/1%/2%) and 'Can't remember' responses (10%/13%/11%). Response options 'To cover everyday non-essential expenses' and 'To invest' added to the 2024 survey.

In 2024, 18% of credit card revolvers (1.8m adults) had used their credit card to withdraw cash in the last 12 months. This proportion was higher among credit card revolvers aged 18-24, minority ethnic adults, and those with low resilience

Whether credit card revolvers have used their credit card to withdraw cash in the last 12 months (2024)



Credit card revolvers who have withdrawn cash on their card in the last 12 months, by age, ethnicity, and characteristics of vulnerability



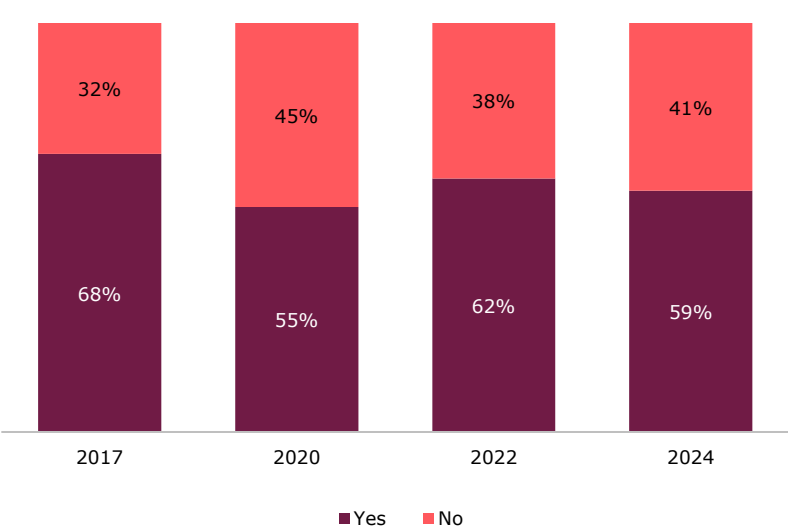
Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2024:1,869) excluding 'don't know' responses (5%)

Question: CC86D (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. In the last 12 months, have you used your credit card to withdraw cash?

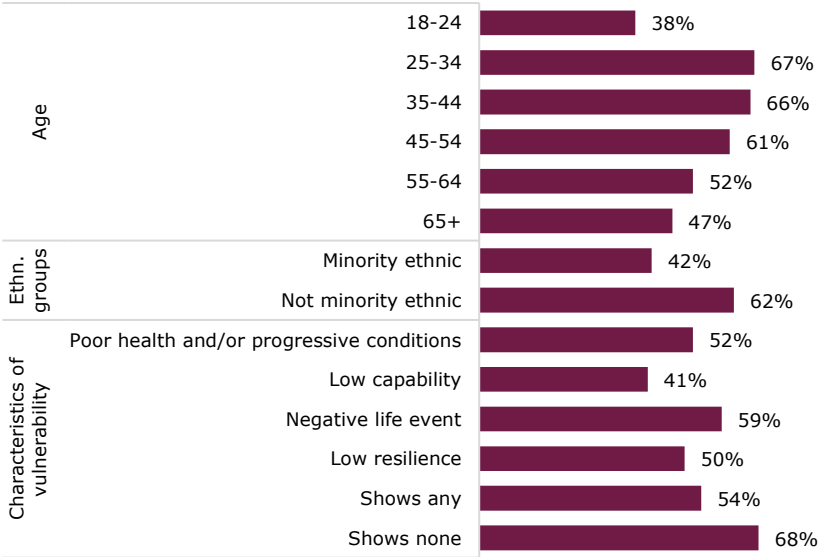
In 2024, 6 in 10 (59%) credit card revolvers who took out their card in the last 3 years shopped around before doing so. Those aged 18-24 (38%) and with low capability (41%) were least likely to shop around

Whether credit card revolvers who took out their card in the last 3 years shopped around before doing so

All credit card revolvers (2020/2022/2024)



Those who shopped around, by age, ethnicity, and characteristics of vulnerability (2024)

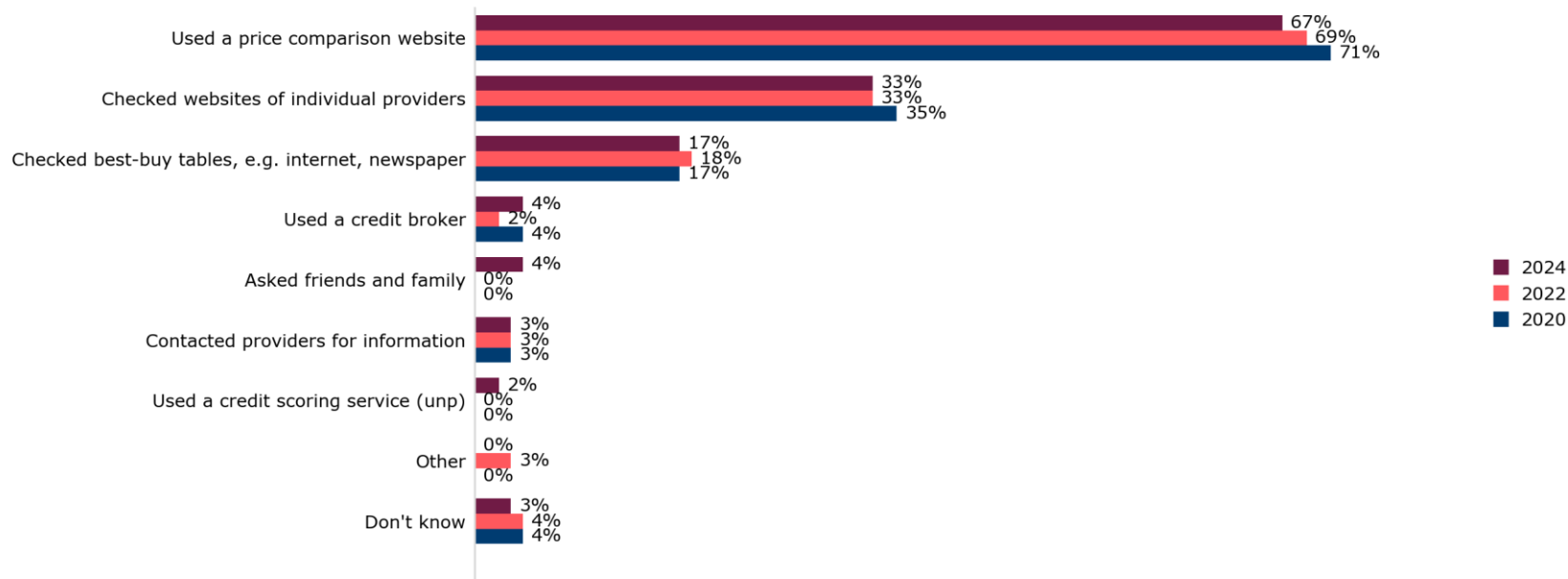


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2017:364/ 2020:1,585/ 2022:1,826/ 2024:1,869), excluding 'don't know' responses (2%/7%/6%/10%)

Question: CC20 (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. Before you took out your credit card, did you compare products from two or more different providers by looking at the product features or prices?

In 2024, 67% of credit card revolvers who shopped around for their credit card did so by using a price comparison website – not statistically different from 2022

How credit card revolvers, who took out their card in the last 3 years and who shopped around, compared credit cards from different providers (2020/2022/2024)

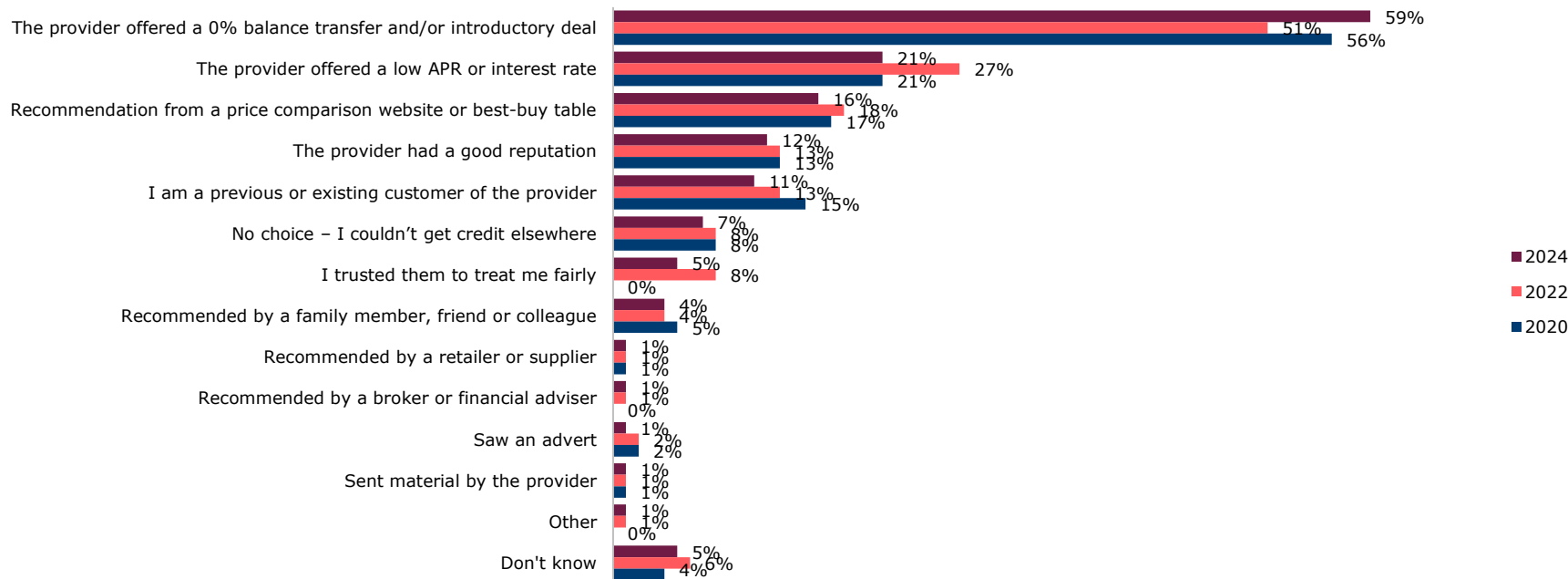


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance and shopped around (2020:840/ 2022:1,066/ 2024:1,050)

Question: CC19. Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. How did you compare products from different providers?

In 2024, three-fifths (59%) of credit card revolvers who shopped around chose their provider because of an introductory deal – not statistically different from 2022

Reasons for choosing their credit card provider, among credit card revolvers who took out their card in the last 3 years and shopped around (2020/2022/2024)

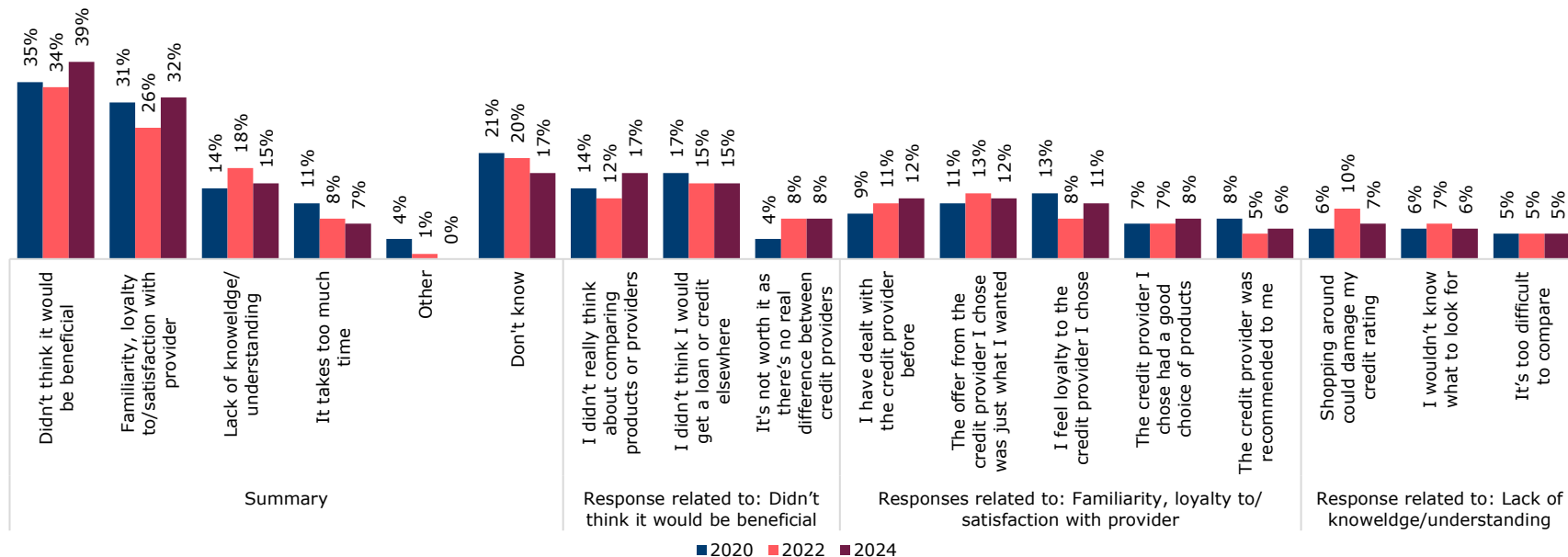


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance and shopped around (2020:840/ 2022:1,066/ 2024:1,050)

Question: CC16. Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. Why did you choose the provider of this product rather than another provider?

We asked credit card revolvers who did not shop around why they did not do so. In 2024, 39% said they didn't think it would be beneficial: they didn't think about it (17%), didn't think they would get a card elsewhere (15%), or felt there was little difference between providers (8%)

Reasons for not shopping around, among credit card revolvers who took out their card in the last 3 years and did not shop around before doing so (2020/2022/2024)



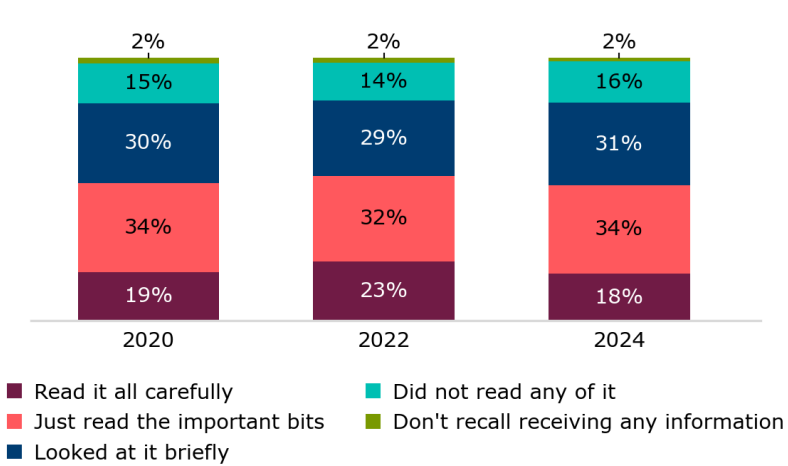
Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance and did not shop around (2020:606/ 2022:627/ 2024:643)

Question: CC20a. Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. Why did you not compare products from different providers?

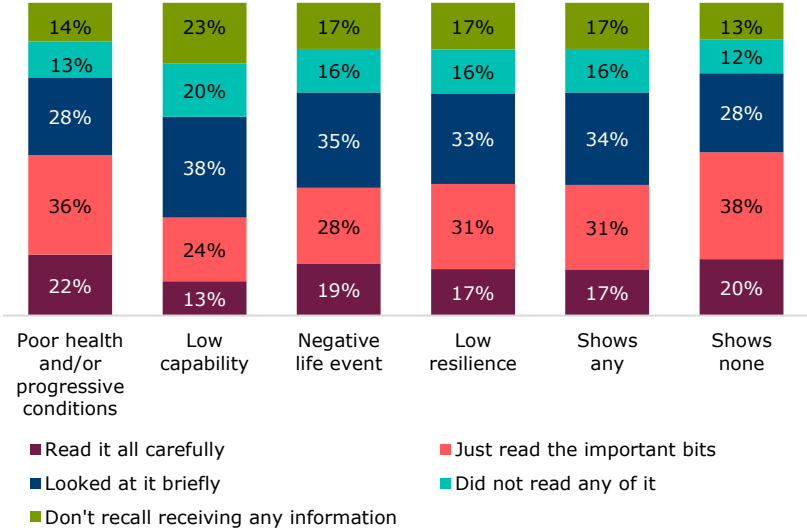
In 2024, 98% of credit card revolvers recalled receiving the credit agreement and pre-contract information when they took out their card. Just 18% said they read all the information carefully – dropping to 13% among those with low capability

Engagement with credit agreement and pre-contract information, among credit card revolvers who took out their card in the last 3 years

All credit card revolvers (2020/2022/2024)



By characteristics of vulnerability (2024)

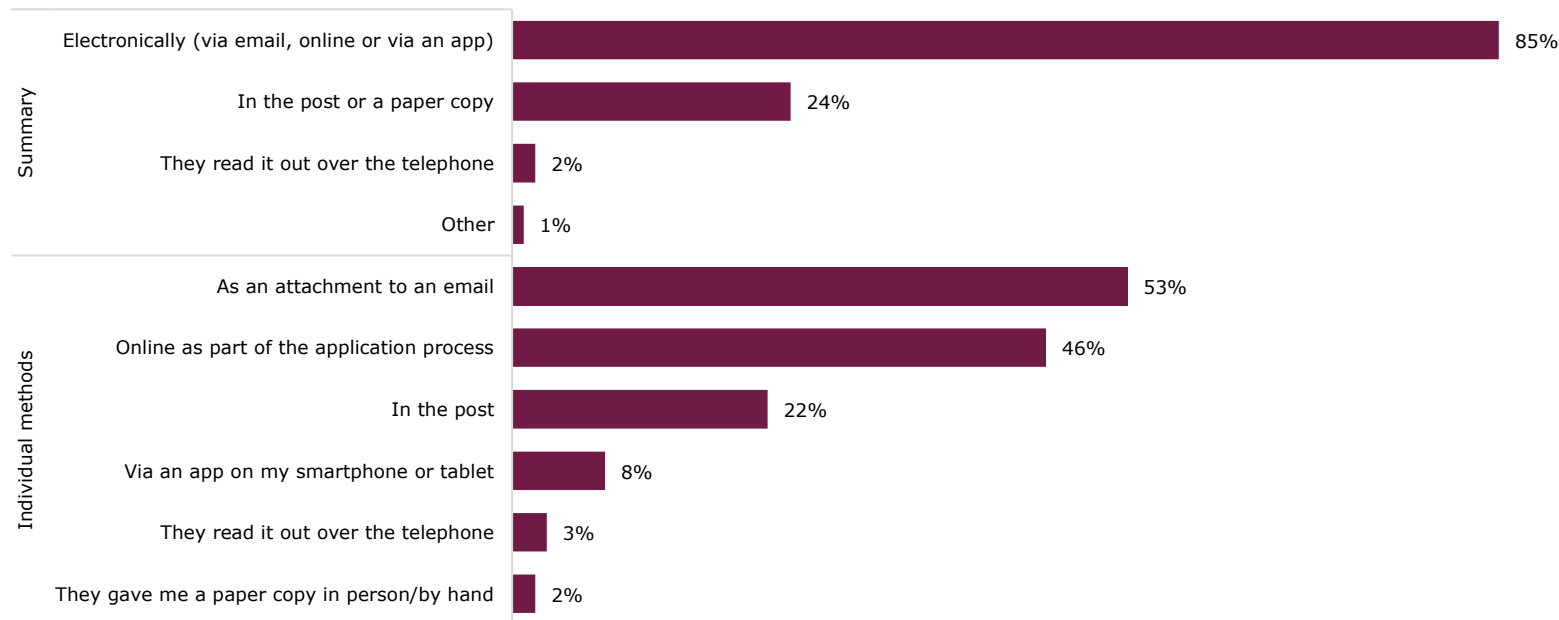


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2020:1,585/ 2022:1,826/ 2024:1,869) excluding 'don't know' responses (8%/9%/9%)

Question: CC25 (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. When you took out this credit card, which of the following best describes how you read the credit agreement and pre-contract information?

In 2024, of credit card revolvers who recalled receiving the credit agreement and pre-contract information when they took out their card, 85% received it electronically, and 24% received a paper copy

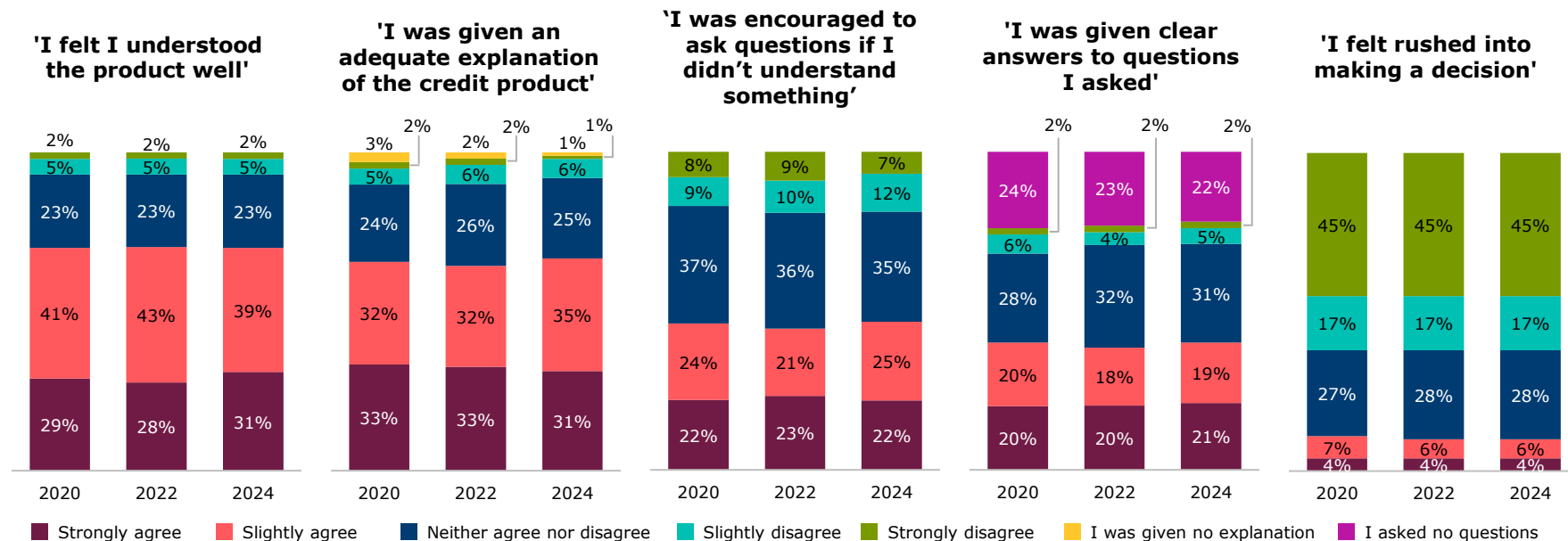
How the credit agreement was shared with credit card revolvers who took out their card in the last 3 years and recall receiving the credit agreement and pre-contract information (2024)



Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance, and recall receiving credit agreement and pre-contract information (2024:1,837) excluding 'don't know' responses (17%) **Question:** CC81D. Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. When you took out this credit card, which of the following best describes how the lender sent you the credit agreement & pre-contract information?

In 2024, most credit card revolvers said they understood the product well and were given an adequate explanation of the product when they took it out. Few felt rushed into making a decision

Extent to which credit card revolvers who took out their card in the last 3 years agree with the following statements about their experience of taking out their card (2020/2022/2024)

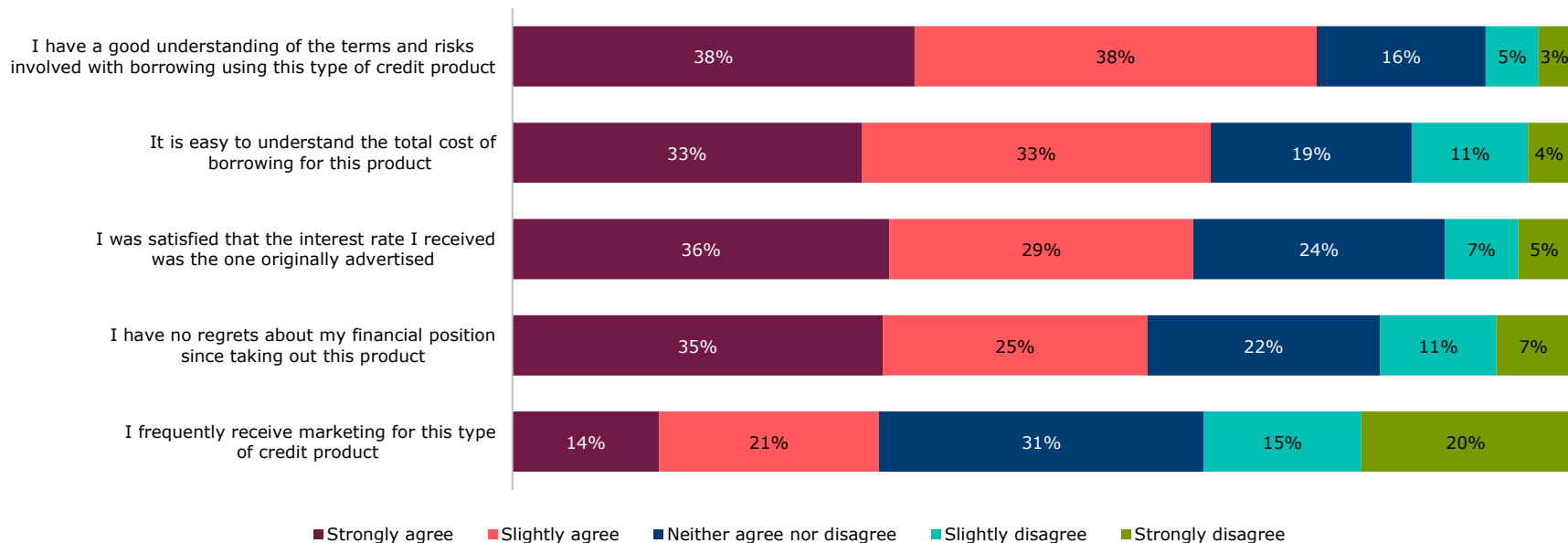


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2020:1,585/ 2022:1,826/ 2024:1,869) excluding 'don't know' responses (9%/8%/8%; 12%/9%/9%; 14%/12%/11%; 11%/11%/9%; 9%/9%/8%)

Question: CC26a-e (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. When you took out this credit card, how much do you agree or disagree with the following statements?

In 2024, two-thirds of credit card revolvers said it is easy to understand the total cost of borrowing on a credit card (66%) and were satisfied the interest rate they got was the one originally advertised (65%)

Extent to which credit card revolvers who took out their card in the last 3 years agree with the following statements about the credit card they took out (2024)

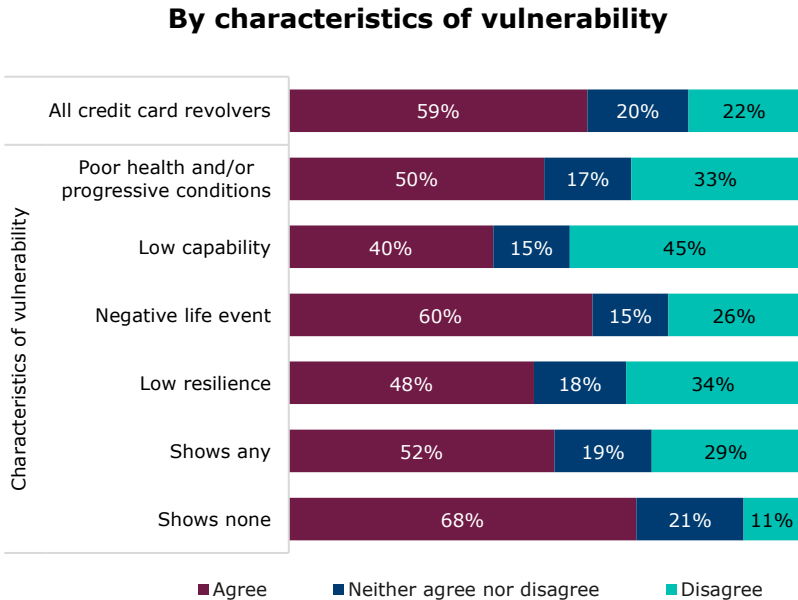
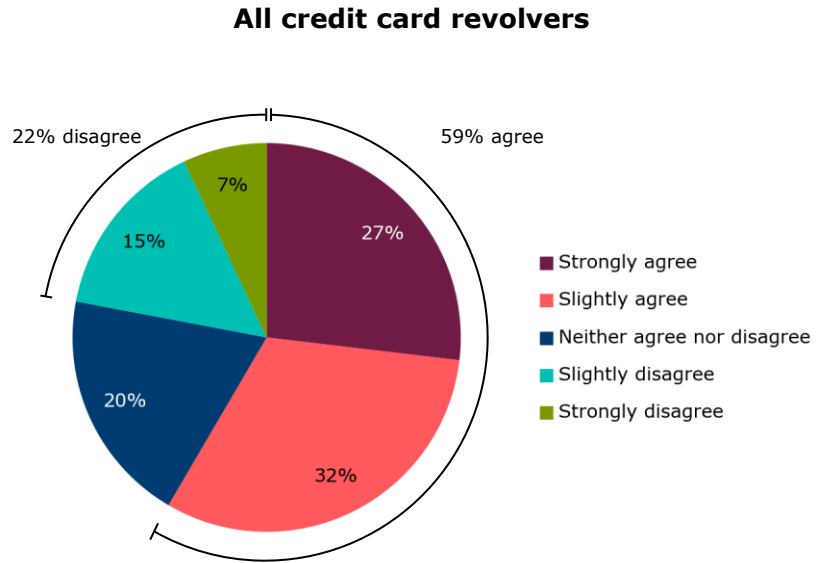


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2024:1,869) excluding 'don't know' responses (7%/7%/10%/7%/11%)

Question: CC82D_a-e (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. How much do you agree or disagree with the following statements?

In 2024, over half (59%) of credit card revolvers agreed they would feel comfortable talking to their credit card provider, if they were worried about being able to make their repayments. However, 22% would not feel comfortable – 45% among those with low capability

Extent to which credit card revolvers who took out their card in the last 3 years agree with the statement: 'I would feel comfortable talking to my lender(s), if I was worried about being able to make my repayments' (2024)

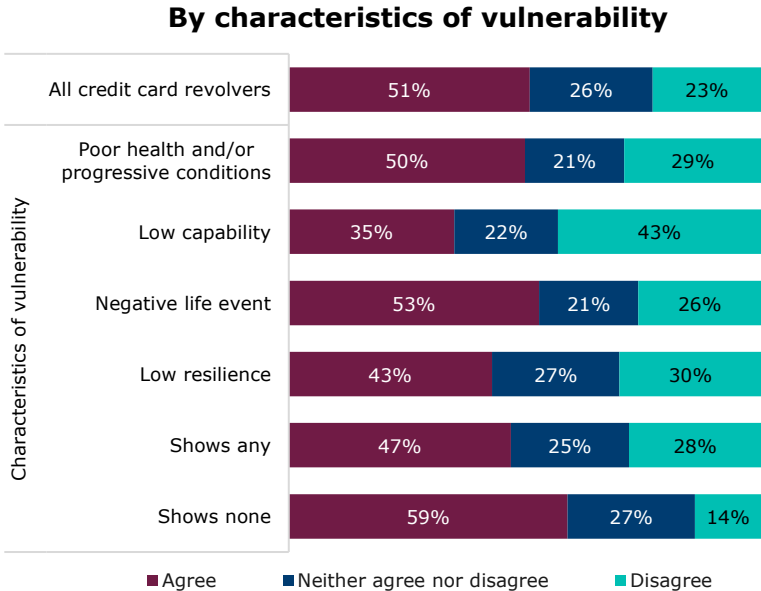
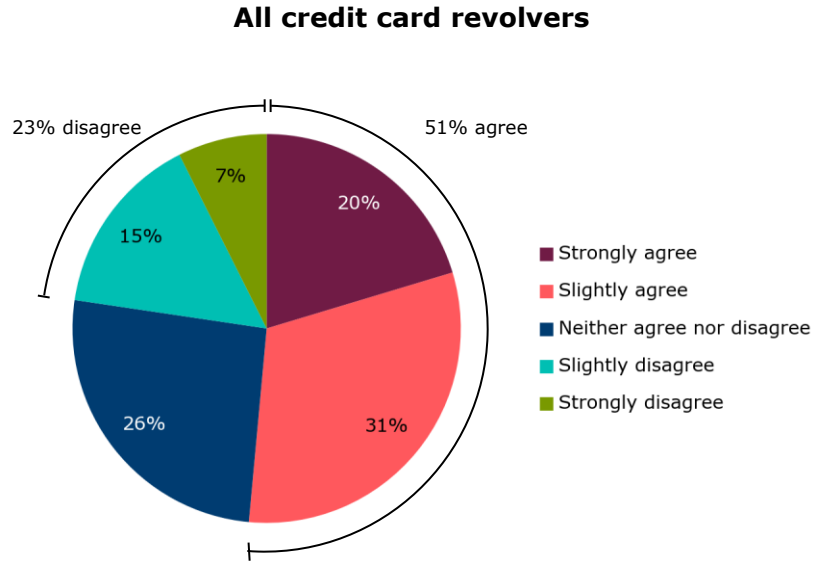


Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2024:1,869) excluding 'don't know' responses (5%)

Question: CC84Da (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. How much do you agree or disagree with the following statement?

In 2024, half (51%) of credit card revolvers agreed they had a good understanding of the types of support on offer from their credit card provider. However, 23% did not agree, and this was 43% among those with low capability

Extent to which credit card revolvers who took out their card in the last 3 years agree with the statement: 'I have a good understanding of the types of support on offer from my provider, if I were to have trouble making my repayments' (2024)



Base: All UK adults with a credit card taken out in the last 3 years and on which they revolve a balance (2024:1,869) excluding 'don't know' responses (5%)
Question: CC84Db (Rebased). Thinking about the credit card (you took out most recently), where you do not pay the full statement balance every or most month. How much do you agree or disagree with the following statement?

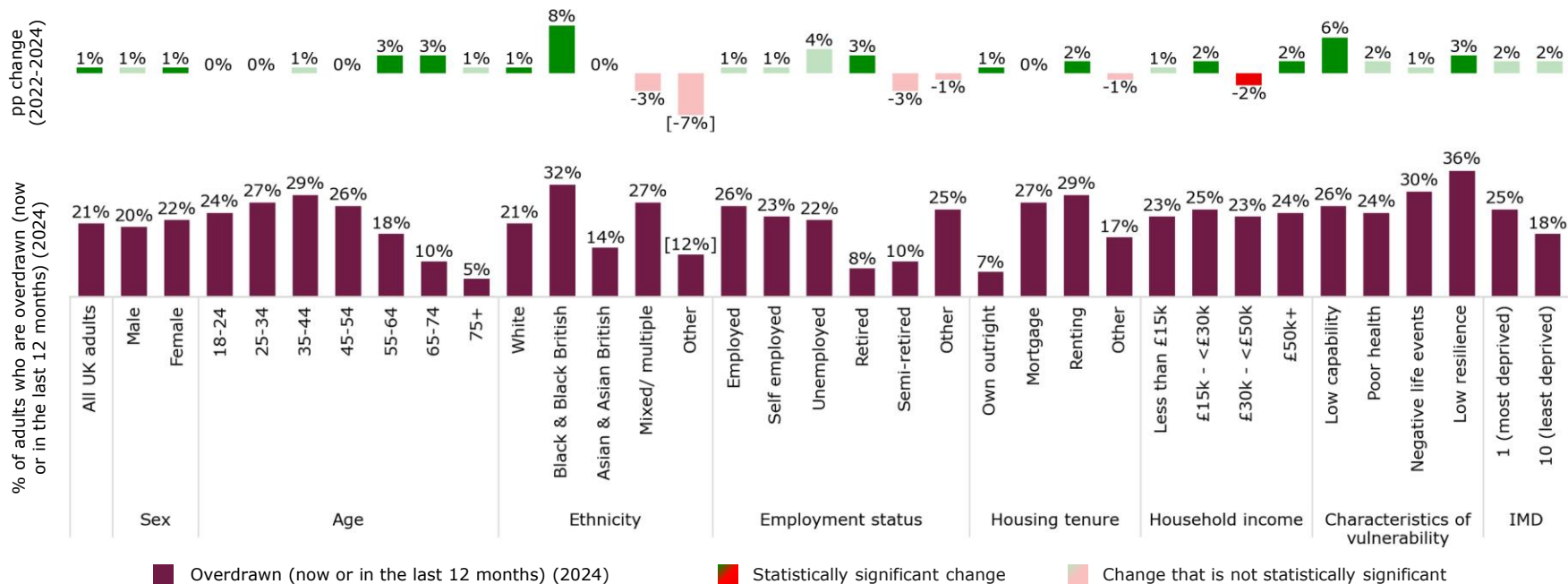
4.2 Overdrafts

- Adults who are overdrawn now or in the last 12 months and those who are constantly or usually overdrawn
- Among current account holders: awareness of the cost of borrowing using an overdraft, ease of comparing the cost of borrowing on an overdraft to the cost of borrowing on other types of credit, and awareness of the support on offer from their current account provider if they were to be in financial difficulty
- Among adults overdrawn now or in the last 12 months: whether their current account provider has been in contact with them regarding the cost of using an overdraft or ways to reduce borrowing, how often their provider has contacted them, and whether this contact has any impact on their overdraft use



In May 2024, 21% of adults (11.4m) were overdrawn or had been at some point in the previous 12 months – up 1pp overall since May 2022, but up 8pp among Black adults and 6pp among those with low capability

Adults who are overdrawn (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

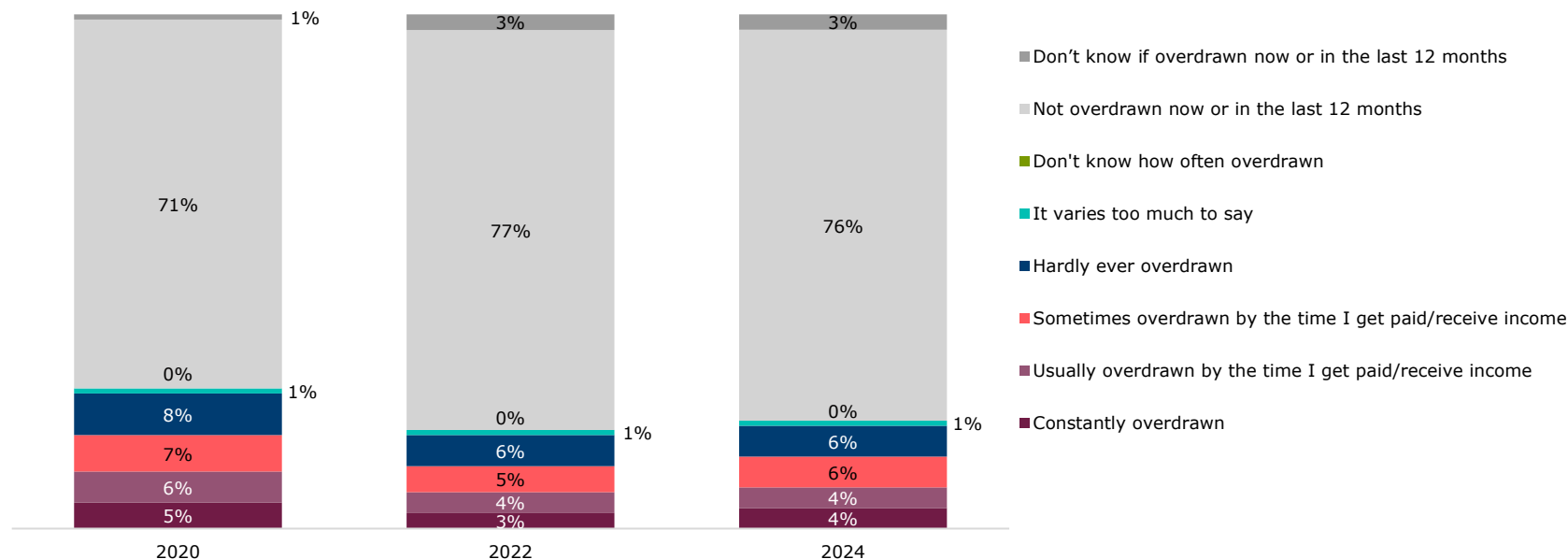


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 8% of UK adults (4.3m) were constantly overdrawn on their current account, or usually overdrawn by the time they got paid – not statistically different from 2022

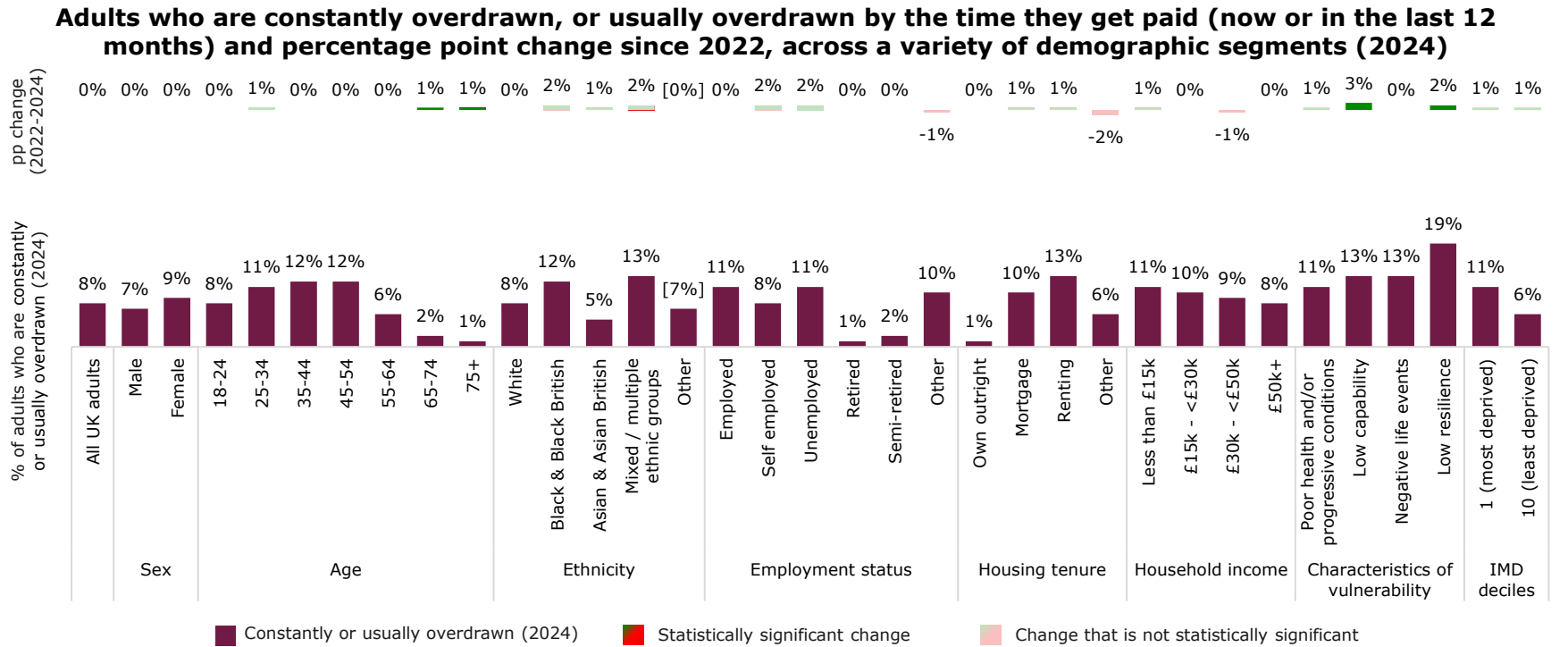
Overdraft use (now or in the last 12 months), among all UK adults (2020/2022/2024)



Base: All UK adults (2020:16,190/ 2022:19,145/ 2024:17,950)

Question: P_CC1c (Rebased). Which of these statements best describes how often you are overdrawn on your current account(s)?

In 2024, adults in the most deprived areas of the UK were almost twice as likely to be constantly or usually overdrawn (11%) than those in the least deprived areas (6%)



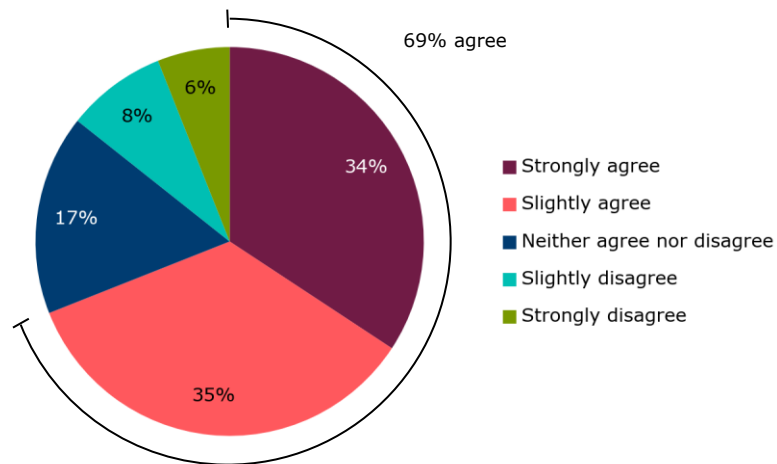
Base: All UK adults (2022:19,145/ 2024:17,950)

Question: P_CC1C (Rebased). Which of these statements best describes how often you are overdrawn on your current account(s)?

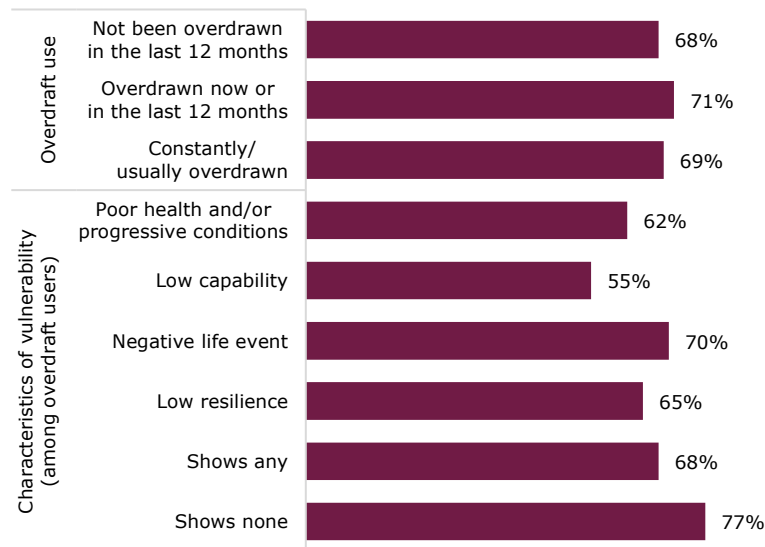
In 2024, 69% of current account holders felt they had a good understanding of the cost of overdraft borrowing – rising slightly to 71% of those overdrawn in May 2024 or in the previous 12 months

Extent to which current account holders agree with the statement: 'I have a good understanding of the cost of borrowing using an overdraft' (2024)

All current account holders



Those who agree, by overdraft use, and characteristics of vulnerability (among overdraft users)



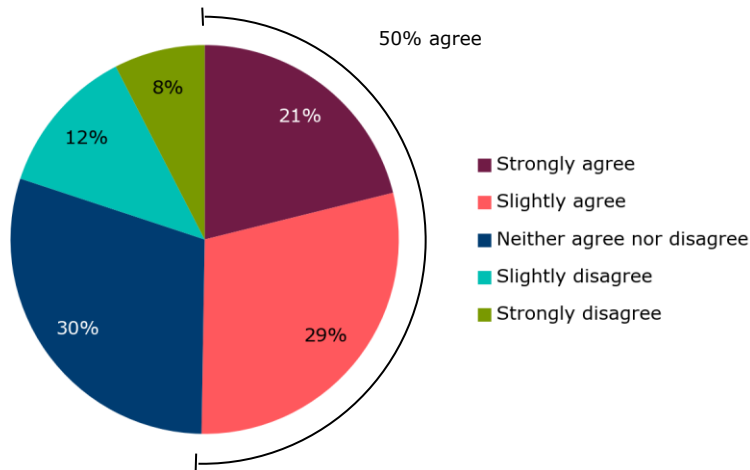
Base: All UK adults with a current account with a bank, building society or credit union (2024:17,523) excluding 'don't know' responses (6%)

Question: P_CC93Da (Rebased). How much do you agree or disagree with the following statement about overdrafts?

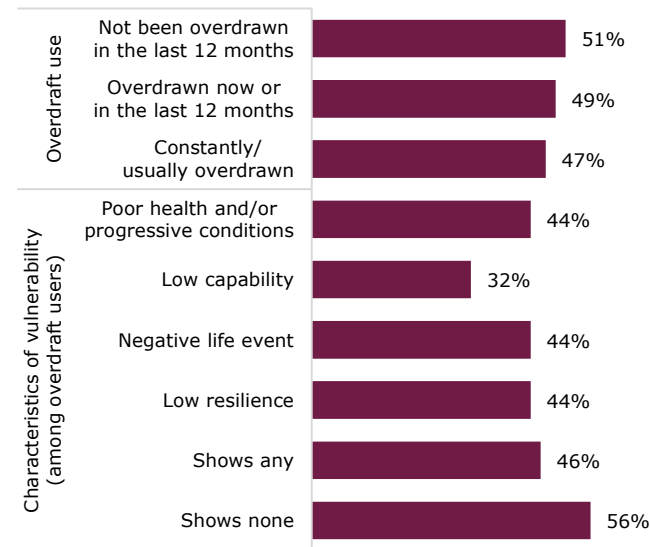
In 2024, 50% of current account holders felt it was easy to compare the cost of borrowing on an overdraft to other types of credit – dropping to 32% of overdraft users with low capability

Extent to which current account holders agree with the statement: 'It is easy to compare the cost of borrowing on an overdraft to the cost of borrowing on other types of credit' (2024)

All current account holders



Those who agree, by overdraft use, and characteristics of vulnerability (among overdraft users)



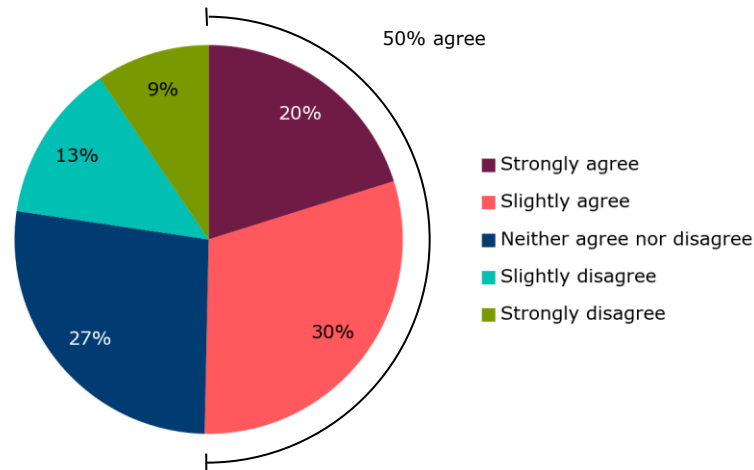
Base: All UK adults with a current account with a bank, building society or credit union (2024:17,523) excluding 'don't know' responses (12%)

Question: P_CC93Db (Rebased). How much do you agree or disagree with the following statement about overdrafts?

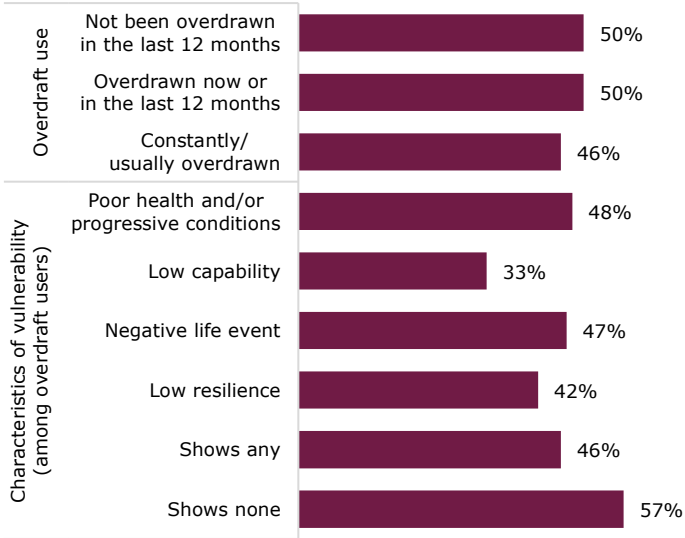
In 2024, 50% of current account holders felt they had a good understanding of the types of support on offer from their lender should they be in financial difficulty – dropping to 33% of overdraft users with low capability

Extent to which current account holders with the statement: 'I have a good understanding of the types of support available from my current account provider if I were to be in financial difficulty' (2024)

All current account holders



Those who agree, by overdraft use, and characteristics of vulnerability (among overdraft users)

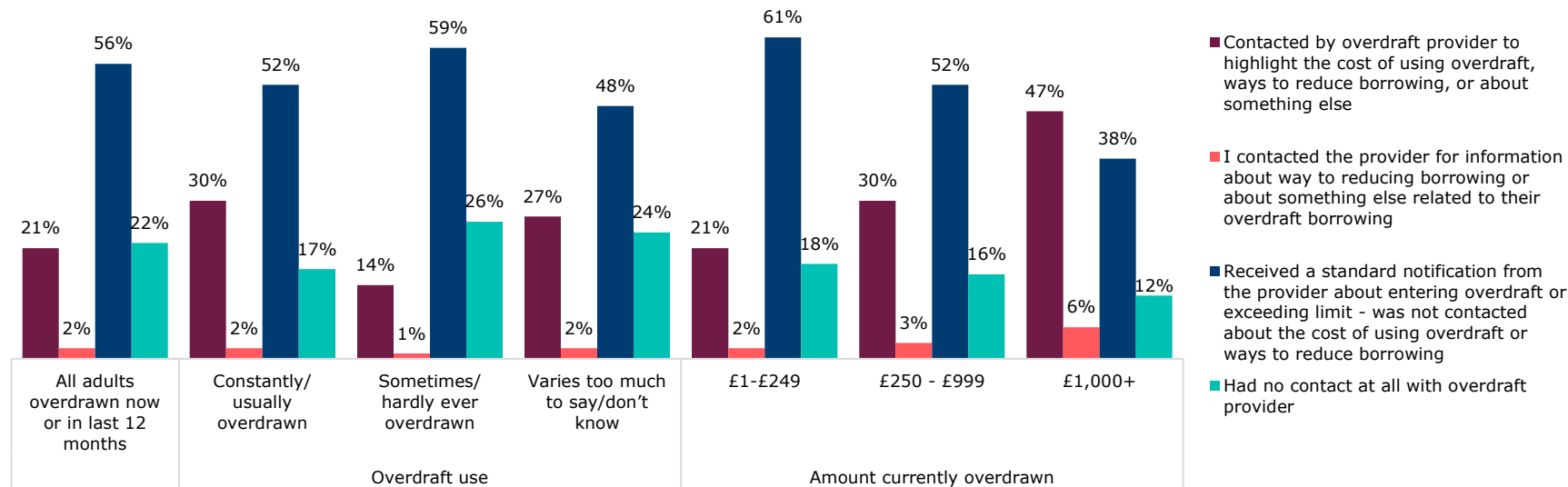


Base: All UK adults with a current account with a bank, building society or credit union (2024:17,523) excluding 'don't know' responses (8%)

Question: P_CC93Dc (Rebased). How much do you agree or disagree with the following statement about overdrafts?

21% of the 11.4m adults who had been overdrawn in the 12 months to May 2024 were contacted by their overdraft provider to highlight the costs of using their overdraft, ways to reduce their borrowing, or about something else related to their overdraft borrowing – rising to 47% among those overdrawn by £1,000+

Types of contact those who are overdrawn (now or in the last 12 months) have had with their overdraft provider(s) in the last 12 months, by overdraft use and by amount currently overdrawn (2024)

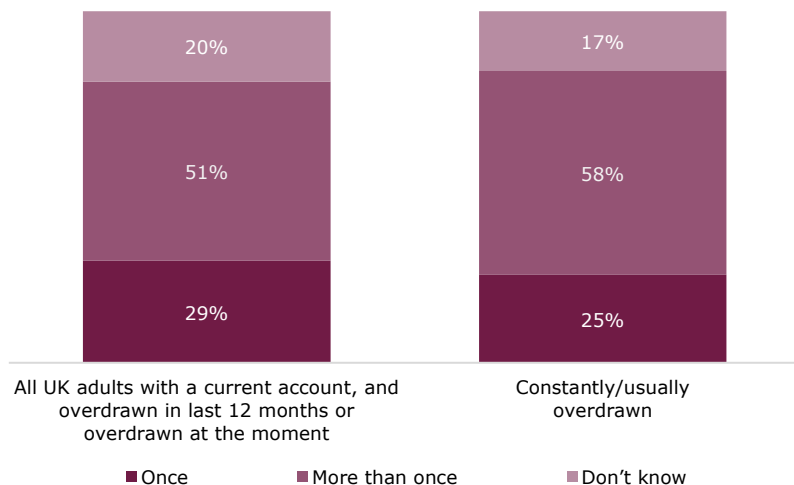


Base: All UK adults with a current account with a bank, building society or credit union, and overdrawn in last 12 months or overdrawn at the moment (2024:3,476) excluding don't know responses (5%)

Question: P_CC101D (Rebased). In the last 12 months, have you had any of these types of contact with your provider(s) about your overdraft use?

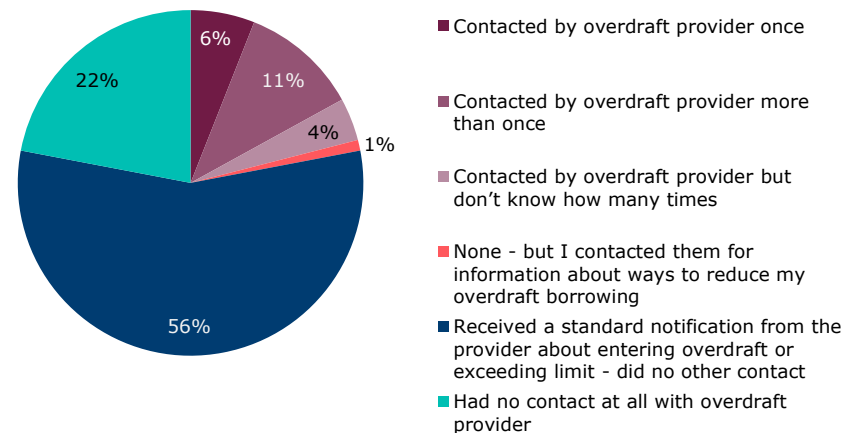
In 2024, among those overdrawn who had been contacted by their provider with more than a standard notification, 51% had been contacted more than once. This equates to one in 10 (11%) for all those who were overdrawn (now or in the last 12 months)

Frequency of contact among those who were contacted by their overdraft provider to highlight the cost of using overdraft, ways to reduce borrowing, or about something else 2024)



Base: All UK adults with a current account with a bank, building society or credit union, and overdrawn in last 12 months or overdrawn at the moment and were contacted by provider about cost of using overdraft, ways to reduce borrowing or something else (2024:679) **Question:** P_CC2d1. How many times did your current account provider contact you to highlight the cost of using your overdraft, to suggest ways to reduce your overdraft borrowing, or about something else related to your overdraft borrowing, in the last 12 months?

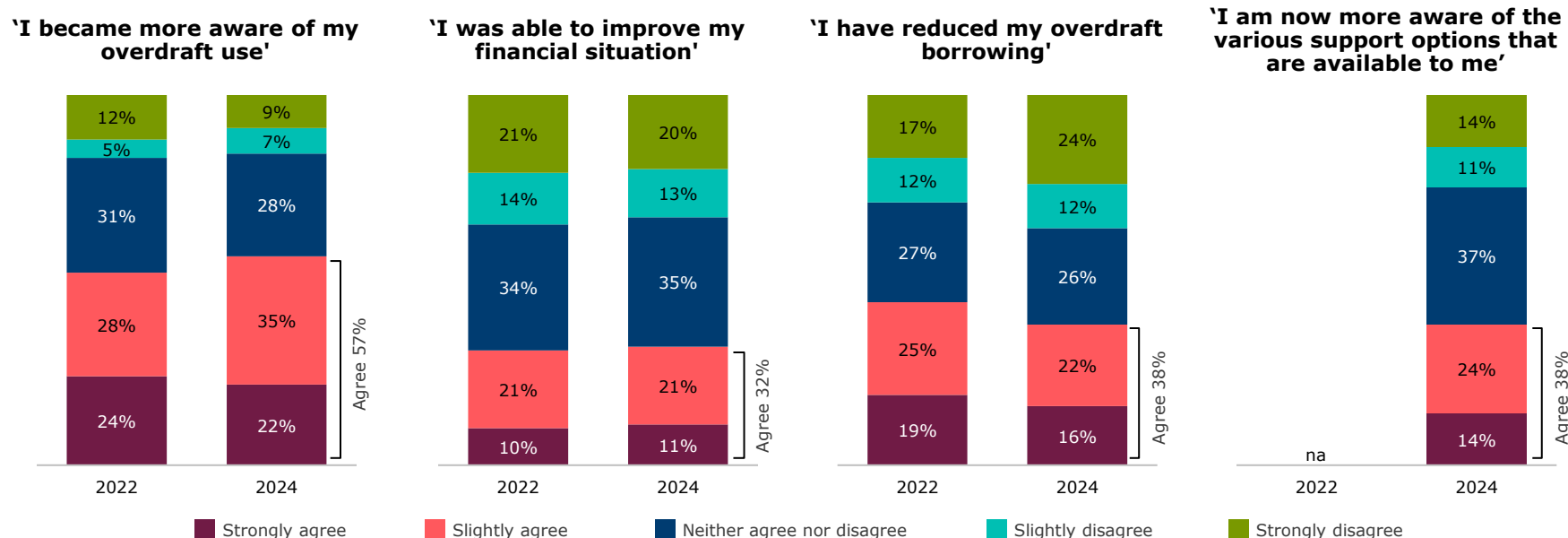
Breakdown of contact for all those who are overdrawn (now or in the last 12 months) (2024)



Base: All UK adults with a current account with a bank, building society or credit union, and overdrawn in last 12 months or overdrawn at the moment (2024:3,476) excluding 'don't know' responses (5%) **Question:** P_CC2dsum2. Summary of number of times contacted by current account provider about overdraft

In 2024, 57% of overdraft users who were contacted by their provider to highlight the cost of using an overdraft, ways to reduce borrowing or something else felt the contact made them more aware of their overdraft use, but just 38% reduced their overdraft borrowing

Extent to which those who are overdrawn (now or in the last 12 months) who were contacted by their provider about cost of using overdraft, ways to reduce borrowing, or something else agree with statements: (2022/2024)



Base: All UK adults with a current account with a bank, building society or credit union, and overdrawn in last 12 months or overdrawn at the moment and were contacted by provider about cost of using overdraft, ways to reduce borrowing or something else (2022:345/ 2024:679) excluding 'don't know' responses (2%/3%; 1%/4%; 4%/4%; na/5%)

Question: P_CC2e_a,b,c,e (Rebased). Thinking about the impact these communications about your overdraft usage may have had on you, how much do you agree or disagree with the following statements?

Note: Statement: 'I am now more aware of the various support options that are available to me' added to the 2024 survey.

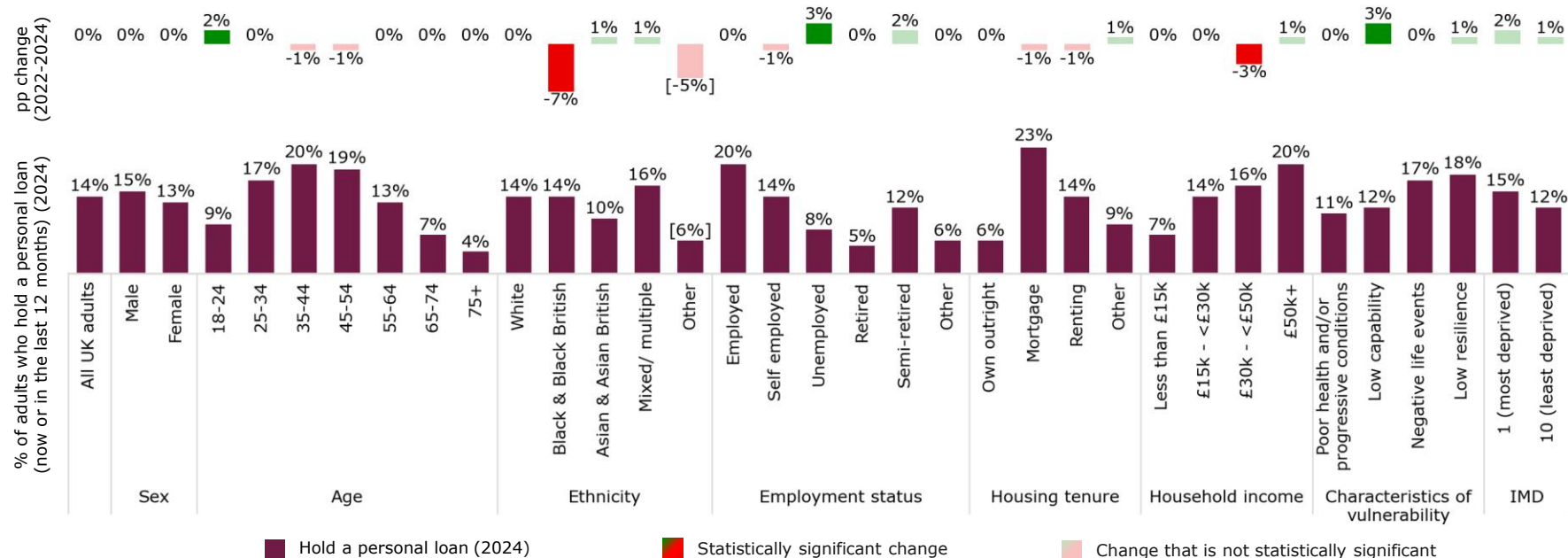
4.3 Personal loans

- Adults who hold a personal loan
- Among personal loan holders who took out their loan in the last 12 months: main things personal loan was spent on
- Among personal loan holders who took out their loan in the last 12 months: those who shopped around for their loan, how they shopped around and reasons for choosing their provider. For those who did not shop around, why not
- Among personal loan holders who took out their loan in the last 12 months: engagement with credit agreement and pre-contract information, their experience of taking out their loan, and their understanding about the product
- Among personal loan holders who took out their loan in the last 12 months: how they would feel about talking to their lender if they have trouble making repayments and their understanding of support on offer in this situation



In 2024, nearly twice as many mortgage holders (23%) held a personal loan, compared to the national average (14%). Since 2022, there was no increase overall in the proportion of adults holding a personal loan, but more unemployed adults (up 3pp) and 18-24 year olds (up 2pp) did so

Adults who hold a personal loan (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

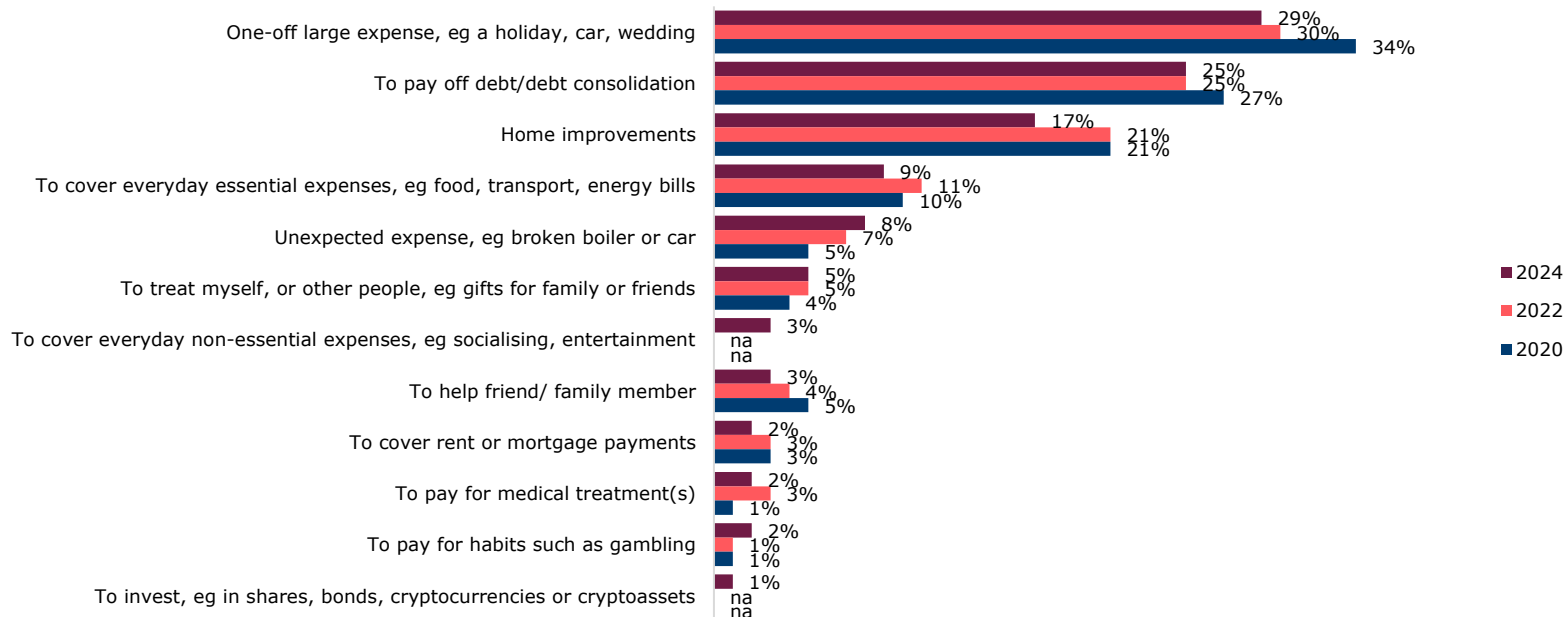


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

Looking at the main things money was spent on: of adults who took out a personal loan in the 12 months to May 2024, 29% used their loan to pay for a one-off large expense, 25% for debt consolidation, and 17% to pay for home improvements

Main things personal loan was spent on, among those who took out their loan in the last 12 months (2020/2022/2024)



Base: All UK adults with personal loan taken out in the last 12 months (2020:675/ 2022:835/ 2024:768)

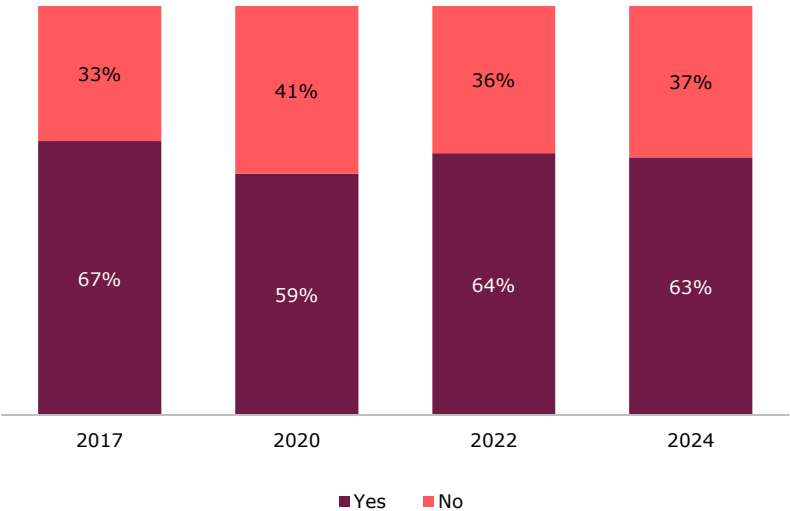
Question: CC61. What are the main things you actually spent the money from your personal loan on?

Notes: Responses given for 'other (write in)' (0%/0%/1%) and 'can't remember' (9%/9%/8%) are not show in this chart. Response options 'To cover everyday non-essential expenses' and 'To invest' added to the 2024 survey.

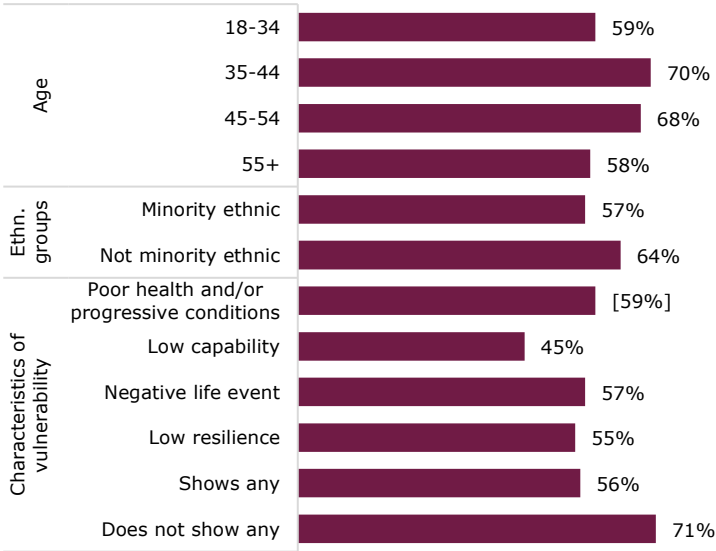
In 2024, 63% of personal loan holders shopped around before they took out their loan. The proportion who shopped around was lowest among adults with low capability (45%)

Personal loan holders who shopped around before they took out their personal loan in the last 12 months

All who took out their loan in the last 12 months
(2017/2020/2022/2024)



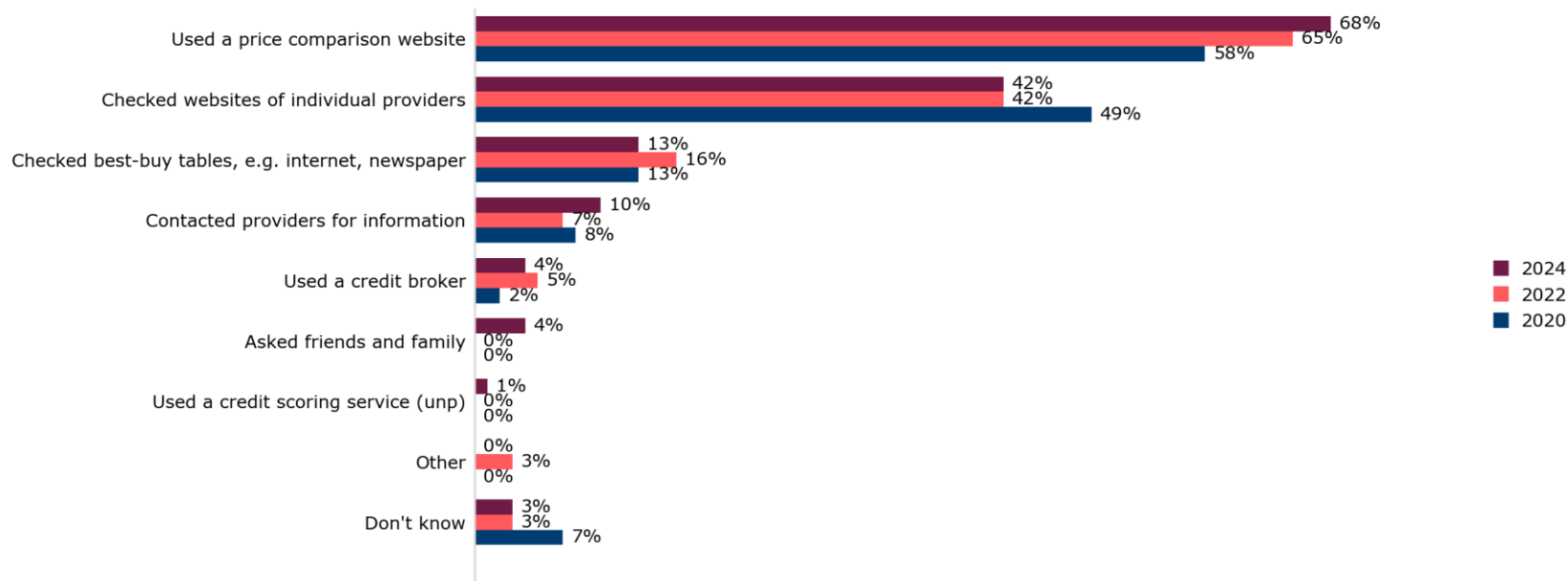
By age, ethnicity, and characteristics of vulnerability
(2024)



Base: All UK adults with personal loan taken out in the last 12 months (2017:238/ 2020:675/ 2022:835/ 2024:768) excluding 'don't know' (1%/6%/8%/8%) responses
Question: CC20 (Rebased). Thinking about the personal loan you took out most recently. Before you took it out, did you compare products from two or more different providers by looking at the product features or prices?

In 2024, 68% of personal loan holders who shopped around did so by using a price comparison website – not statistically different from 2022

How personal loan holders who shopped around compared personal loans from different lenders (2020/2022/2024)

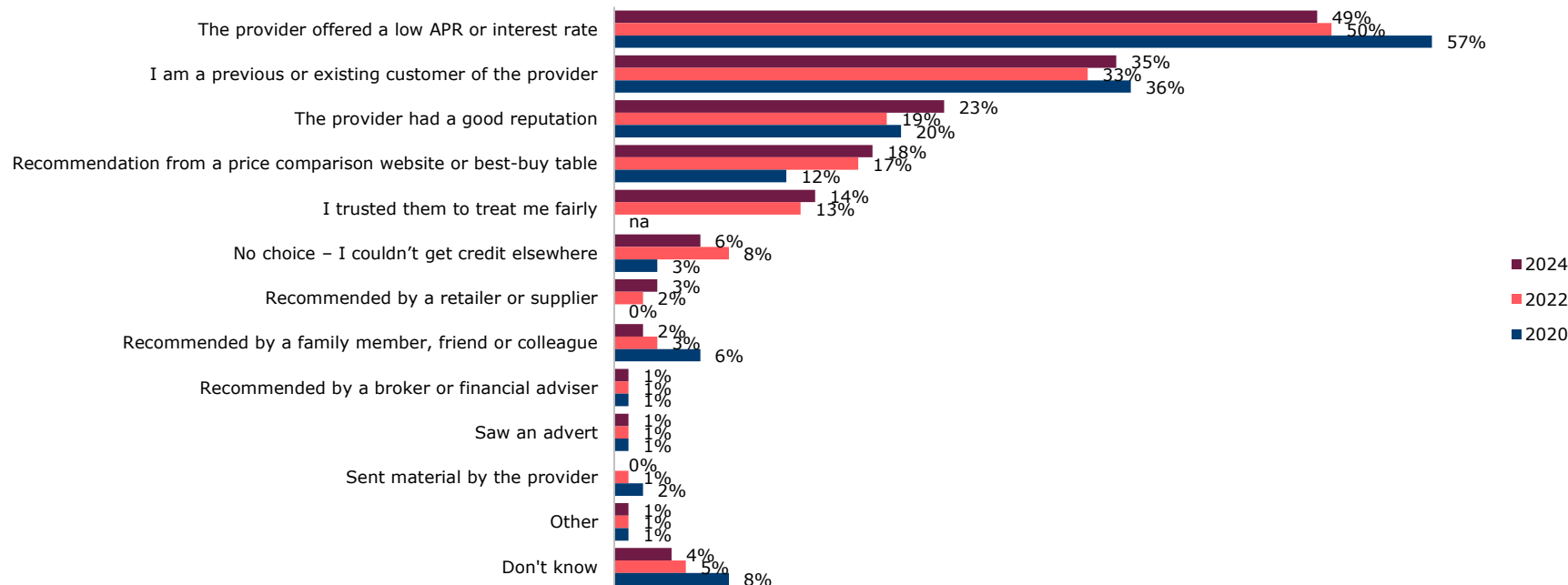


Base: All UK adults with a personal loan taken out in the last 12 months and shopped around (2020:373/ 2022:509/ 2024:464)

Question: CC19. Thinking about the personal loan you took out most recently. How did you compare products from different providers?

In 2024, among personal loan holders who shopped around, half (49%) chose their lender based on a low APR or interest rate and 35% because they had used the lender before

Reasons for choosing their lender, among personal loan holders who shopped around (2020/2022/2024)

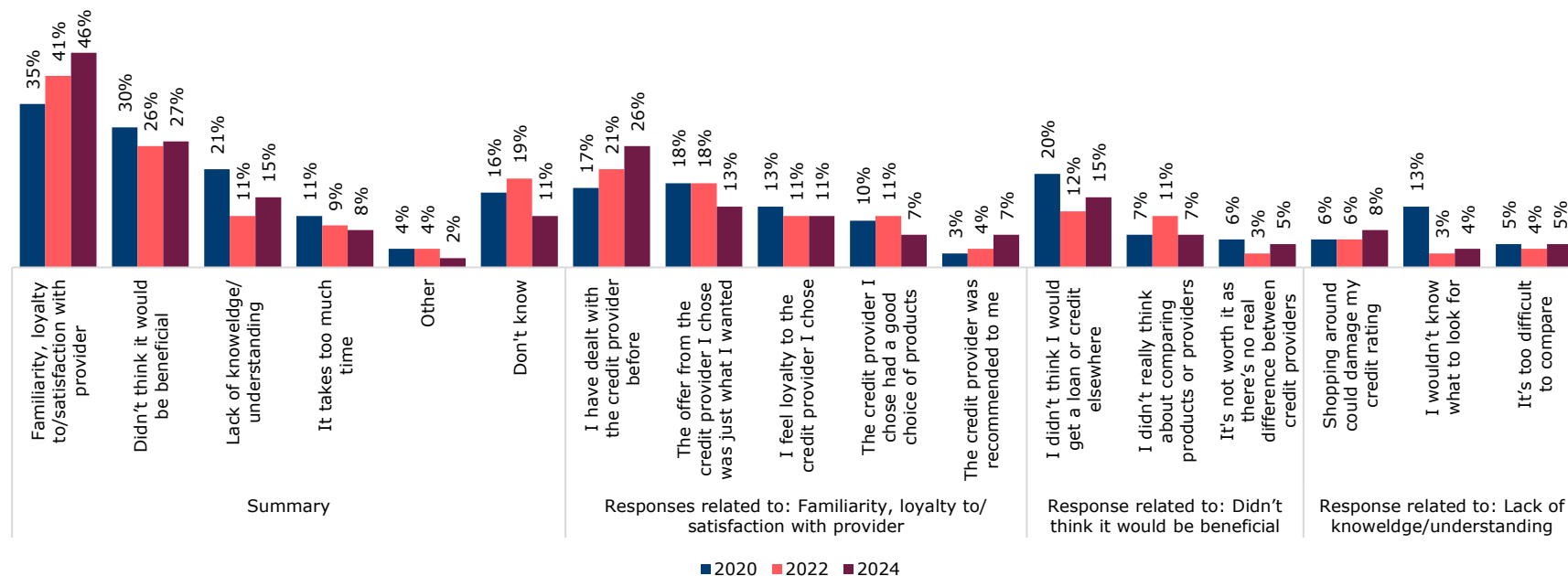


Base: All UK adults with a personal loan taken out in the last 12 months who shopped around (2020:373/ 2022: 509/ 2024:464)

Question: CC16. Thinking about the personal loan you took out most recently. Why did you choose the provider of this personal loan rather than another provider?

We asked personal loan holders who did not shop around why they did not do so. In 2024, 26% said this was because they had dealt with the provider before and 11% felt loyalty to their provider

Reasons for not shopping around, among personal loan holders who took out their loan in the last 12 months and did not shop around before doing so (2020/2022/2024)



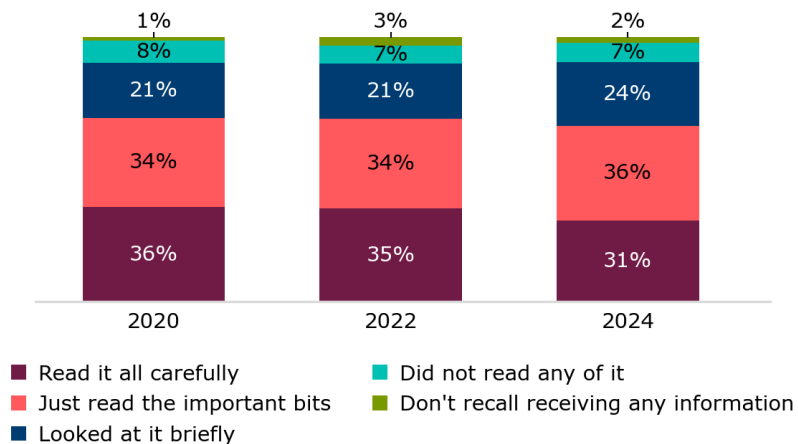
Base: All UK adults with a personal loan taken out in the last 12 months and did not shop around (2020:236/ 2022:272/ 2024:244)

Question: CC20a. Thinking about the personal loan you took out most recently. Why did you not compare products from different providers?

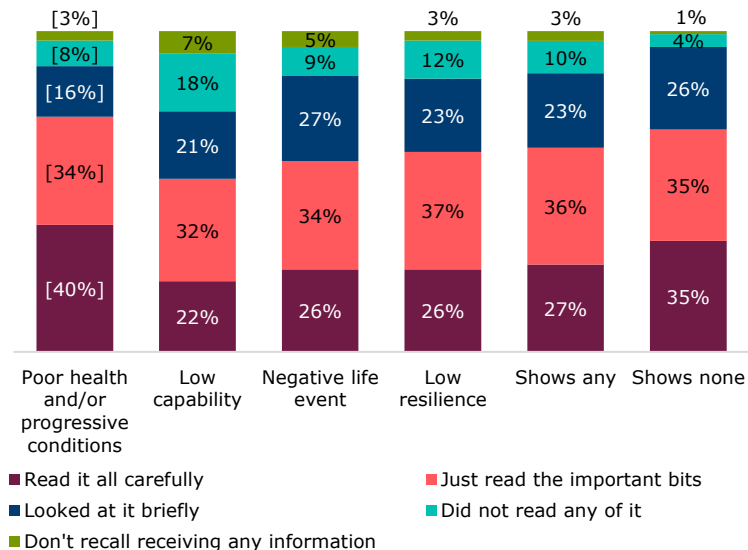
In 2024, 98% of personal loan holders recalled receiving the credit agreement and pre-contract information when they took out their loan. Just 31% said they read all the information carefully – dropping to 22% among those with low capability

Engagement with credit agreement and pre-contract information, among personal loan holders who took out their loan in the last 12 months

All personal loan holders (2020/2022/2024)



By characteristics of vulnerability (2024)

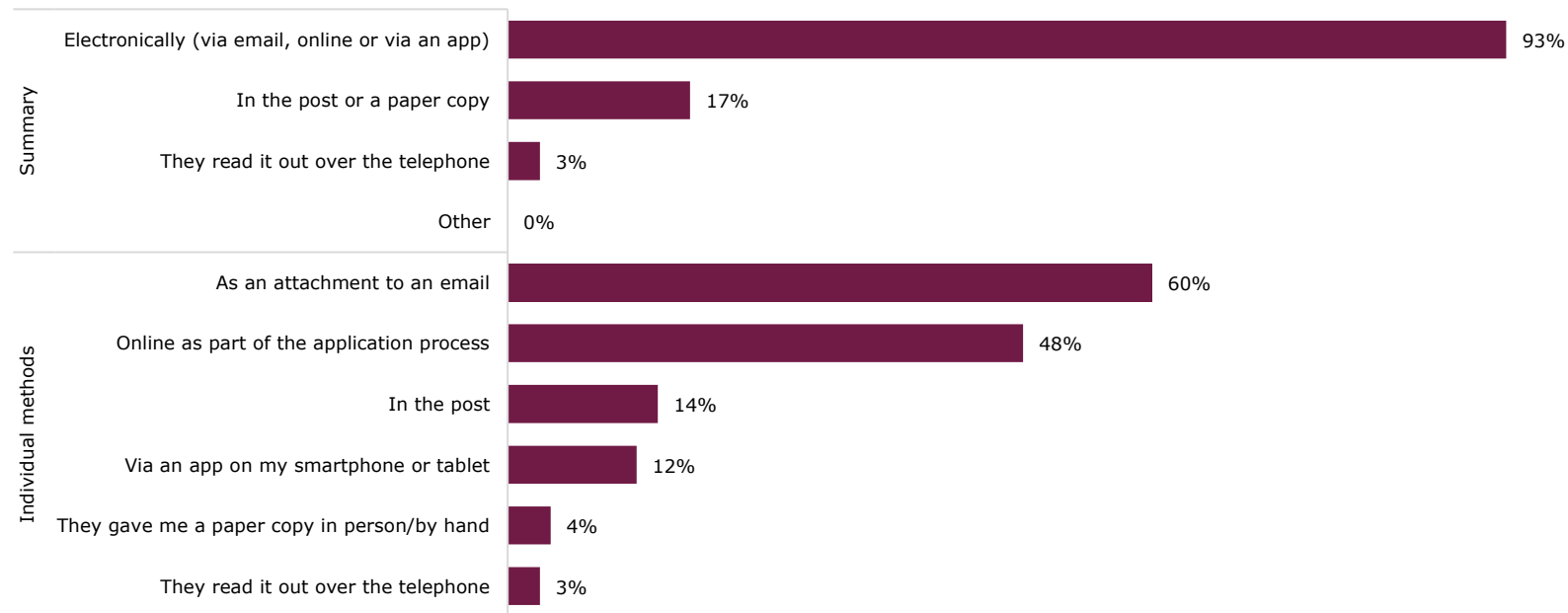


Base: All UK adults with personal loan taken out in the last 12 months (2020:675/ 2022:835/ 2024:768) excluding 'don't know' responses (7%/8%/7%)

Question: CC25 (Rebased). When you took out the personal loan, which of the following best describes how you read the credit agreement and pre-contract information?

In 2024, of personal loan holders who recalled receiving the credit agreement and pre-contract information when they took out their loan, 93% received it electronically, and 17% received a paper copy

How the credit agreement was shared with personal loan holders who took out their loan in the last 12 months and recall receiving the credit agreement and pre-contract information (2024)

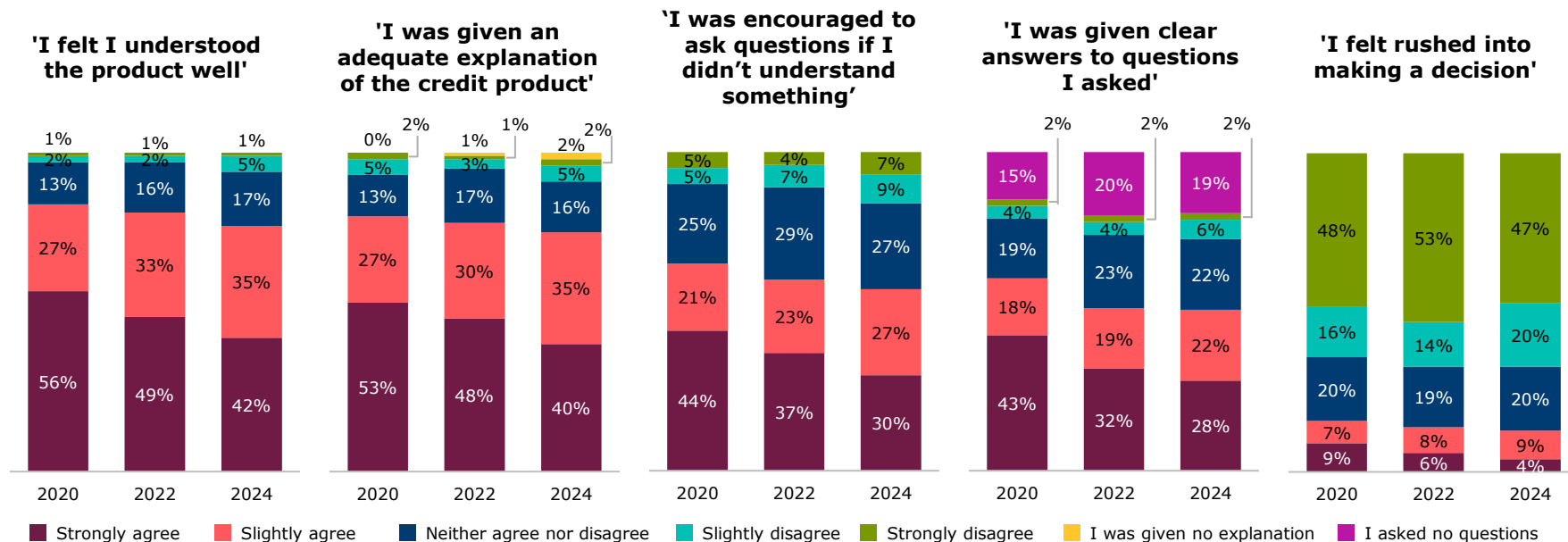


Base: All UK adults with personal loan taken out in the last 12 months and recall receiving credit agreement and pre-contract information (2024:752) excluding 'don't know' responses (9%)

Question: CC81D. When you took out the personal loan most recently, which of the following best describes how the lender sent you the credit agreement & pre-contract information?

In 2024, most personal loan holders said they understood the product well and were given an adequate explanation of the product when they took it out. Few felt rushed into making a decision

Extent to which personal loan holders who took out their loan in the last 12 months agree with the following statements about their experience of taking out their loan

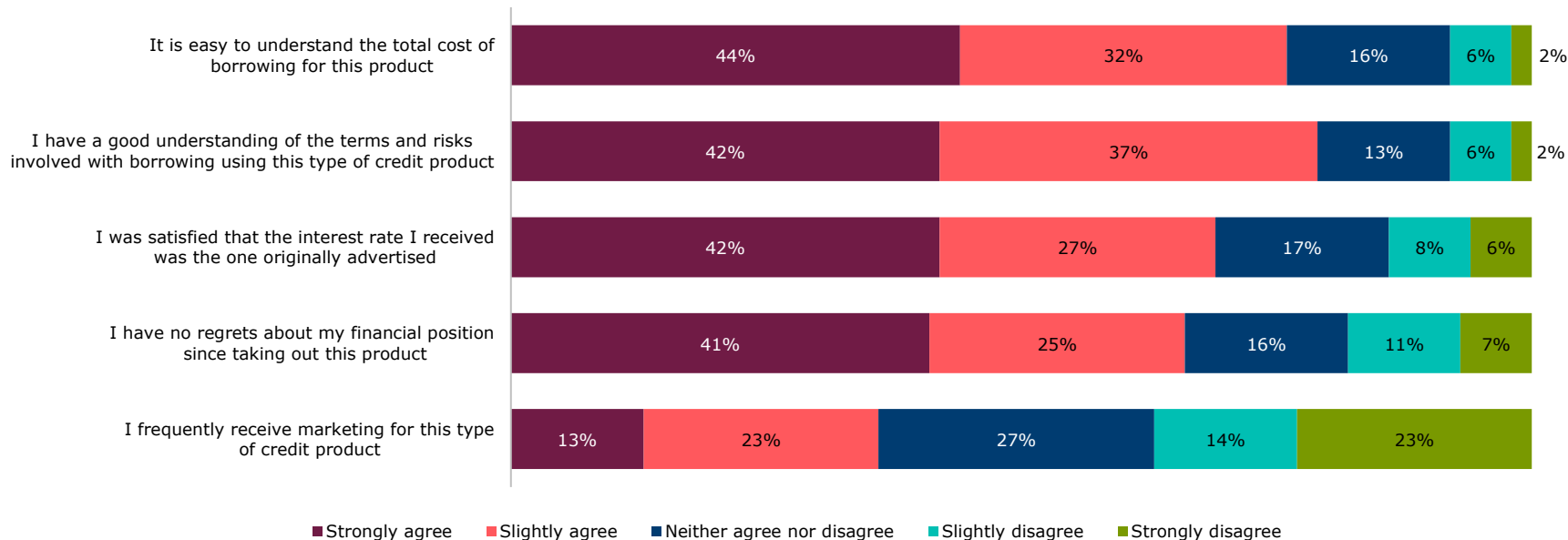


Base: All UK adults with personal loan taken out in the last 12 months (2020:675/ 2022:835/ 2024:768) excluding 'don't know' responses (6%/8%/5%; 8%/8%/6%; 10%/12%/8%; 8%/10%/5%; 7%/8%/5%)

Question: CC26a-e (Rebased). Thinking about the personal loan you took out most recently. When you took out this personal loan, how much do you agree or disagree with the following statements?

In 2024, three-quarters (76%) of personal loan holders said it is easy to understand the total cost of borrowing on their personal loan. Over two-thirds (69%) were satisfied the interest rate they got was the one originally advertised

Extent to which personal loan holders who took out their loan in the last 12 months agree with the following statements about the loan they took out (2024)

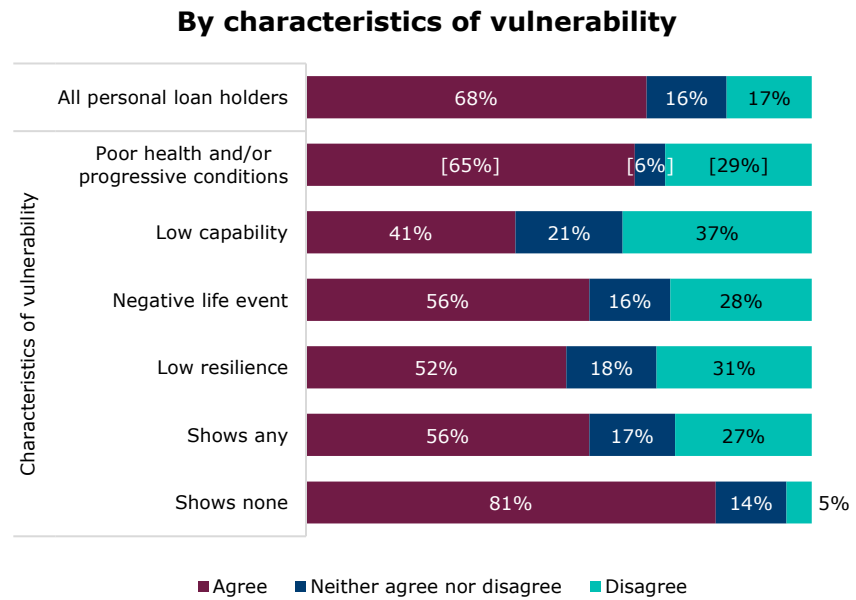
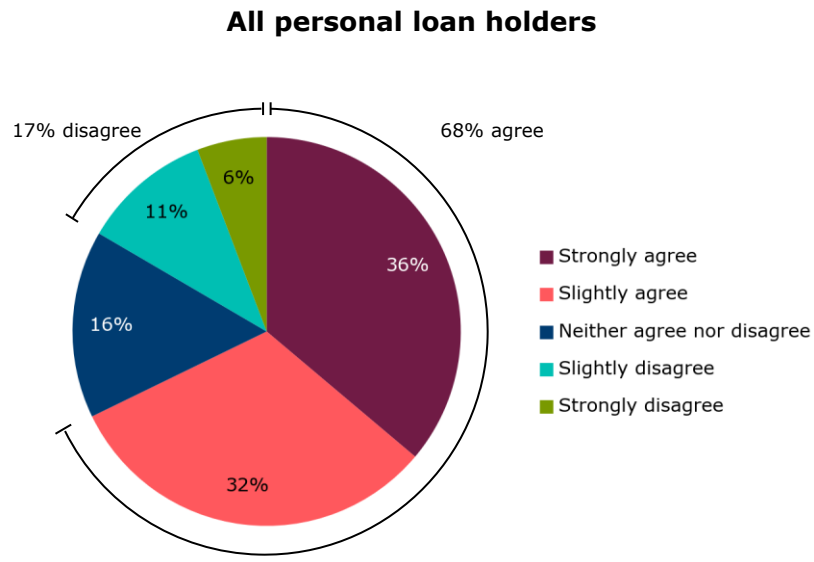


Base: All UK adults with personal loan taken out in the last 12 months (2024:768) excluding 'don't know' responses (6%/7%/7%/6%/11%)

Question: CC82D_a-e (Rebased). Thinking about the personal loan you took out most recently, how much do you agree or disagree with the following statements?

In 2024, 68% of personal loan holders agreed they would feel comfortable talking to their lender, if they were worried about being able to make repayments. However, 17% would not feel comfortable – 37% among those with low capability

Extent to which personal loan holders who took out their loan in the last 12 months agree with the statement: 'I would feel comfortable talking to my lender(s), if I was worried about being able to make my repayments' (2024)

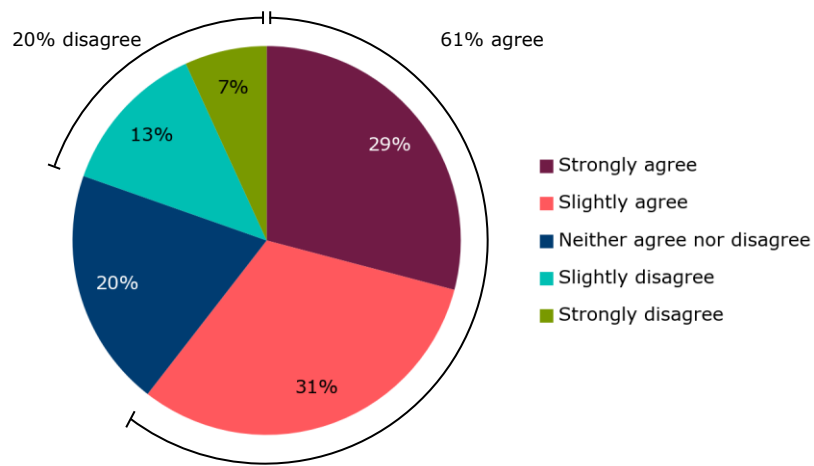


Base: All UK adults with personal loan taken out in the last 12 months (2024:768) excluding 'don't know' responses (4%)
Question: CC84Da (Rebased). Thinking about the personal loan you took out most recently how much do you agree or disagree with the following statement?

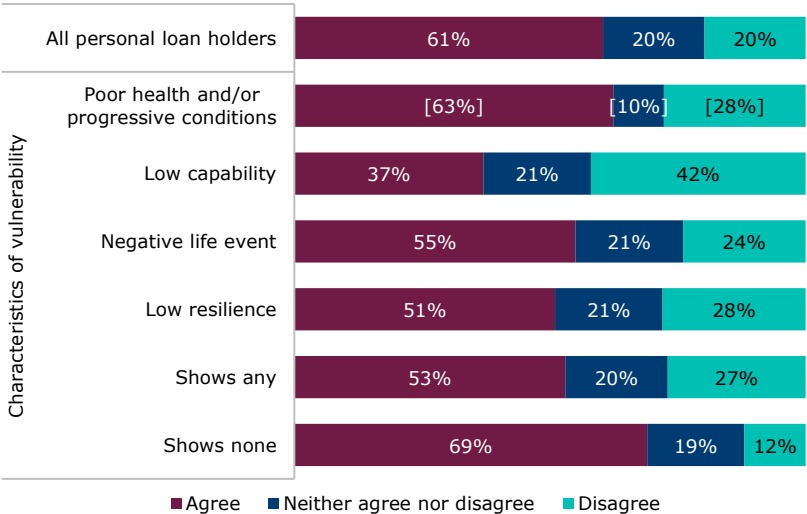
In 2024, 61% of personal loan holders agreed they had a good understanding of the types of support on offer from their lender. However, 20% did not agree, and this was 42% among those with low capability

Extent to which personal loan holders who took out their loan in the last 12 months agree with the statement: 'I have a good understanding of the types of support on offer from my lender, if I were to have trouble making my repayments' (2024)

All personal loan holders



By characteristics of vulnerability



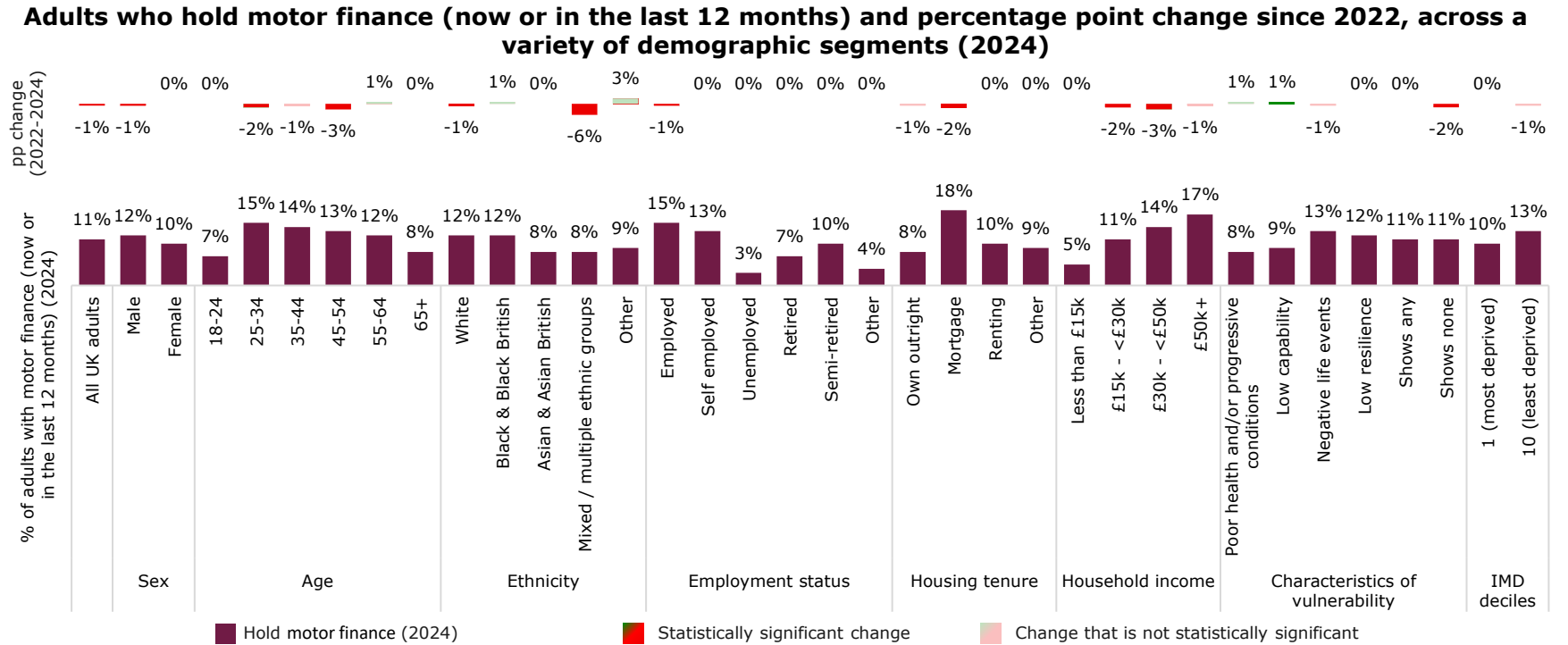
Base: All UK adults with personal loan taken out in the last 12 months (2024:768) excluding 'don't know' responses (4%)
Question: CC84Db (Rebased). Thinking about the personal loan you took out most recently how much do you agree or disagree with the following statement?

4.4 Motor finance

- Adults who hold motor finance
- Among motor finance holders who took out their finance in the last 12 months: those who shopped around for their finance, how they shopped around and reasons for choosing their provider. For those who did not shop around, why not
- Among motor finance holders who took out their finance in the last 12 months: engagement with credit agreement and pre-contract information, their experience of taking out their finance, and their understanding about the product
- Among motor finance holders who took out their loan in the last 12 months: how they would feel about talking to their lender if they have trouble making repayments and their understanding of support on offer in this situation



In 2024, 11% of adults held motor finance – down 1pp since 2022. Adults most likely to hold motor finance in 2024 include 25-34 year olds (15%), mortgage holders (18%) and those living in a household with an income of £50k+ (17%)

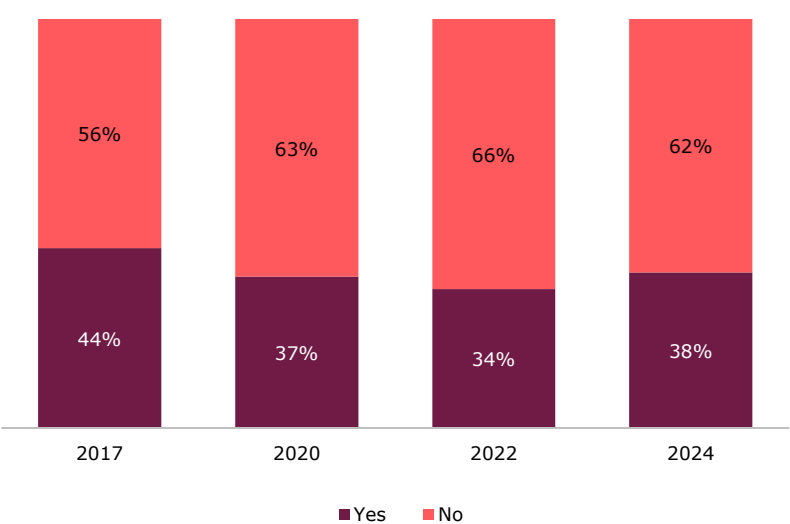


Base: All UK adults (2022:19,145/ 2024:17,950) **Question:** POSum1. Product holding summary 1 **Note:** Motor finance includes hire purchase (HP), a personal contract purchase (PCP), and conditional sale products. It excludes personal contract hire and subscription service products.

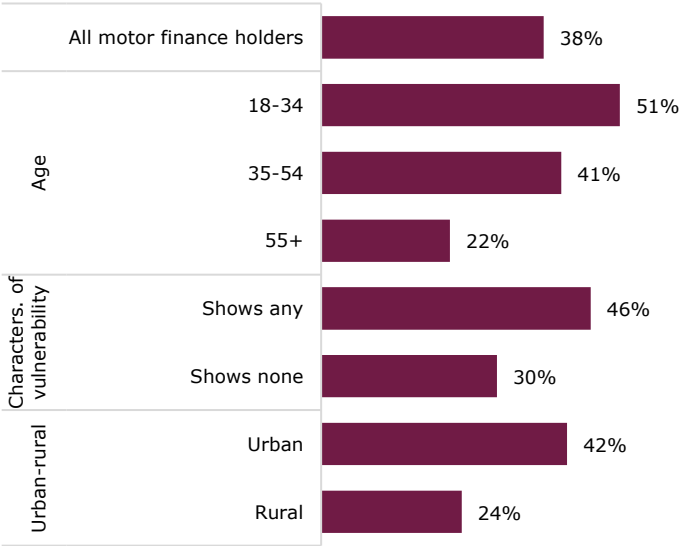
In 2024, just 38% of motor finance holders shopped around before they took out their finance. This proportion was lowest among adults aged 55+ (22%)

Motor finance holders who shopped around before they took out their motor finance in the last 12 months

All who took out their motor finance in the last 12 months (2020/2022/2024)



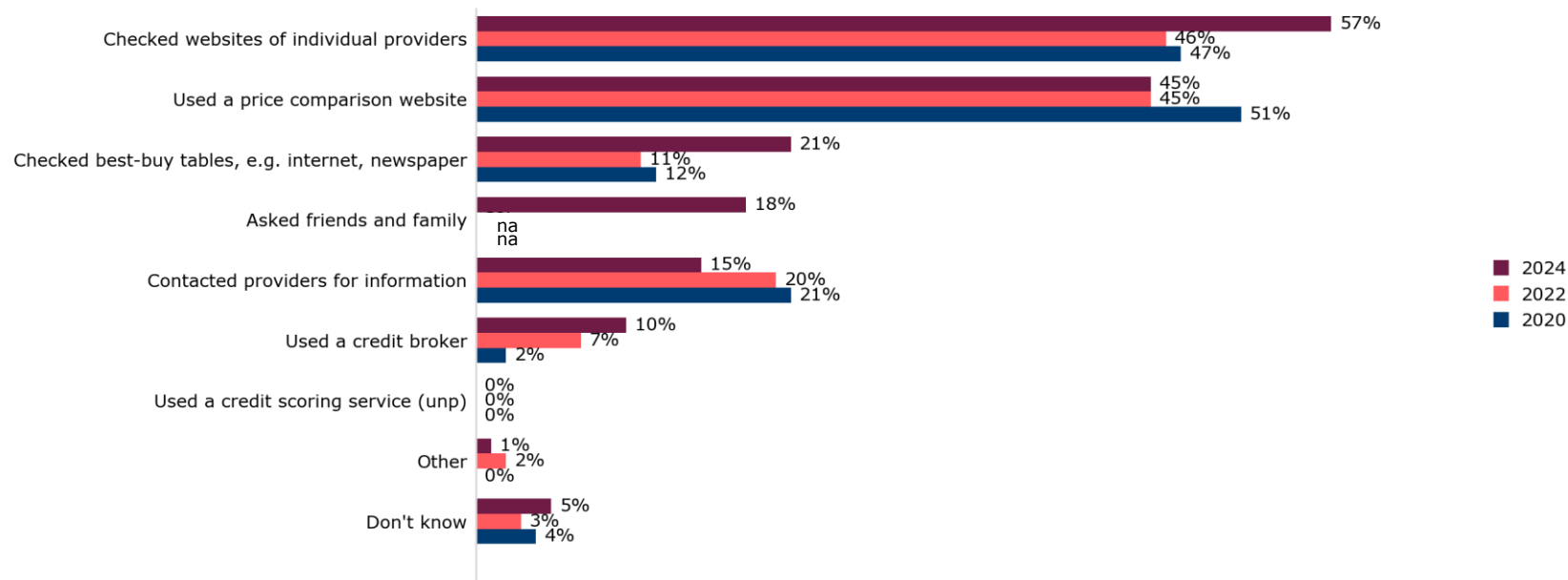
By age, characteristics of vulnerability, and whether they live in a rural or urban area (2024)



Base: All UK adults with motor finance taken out in the last 12 months (2017:145/ 2020:422/ 2022:562/ 2024:457) excluding 'don't know' (6%/3%/3%/5%) responses
Question: CC20 (Rebased). Thinking about the motor finance you took out most recently. Before you took it out, did you compare products from two or more different providers by looking at the product features or prices?

In 2024, 57% of motor finance holders who shopped around did so by checking websites of individual providers (up from 46% in 2022) and 45% by using a price comparison website (unchanged from 2022)

How motor finance holders who shopped around compared motor finance from different lenders
(2020/2022/2024)

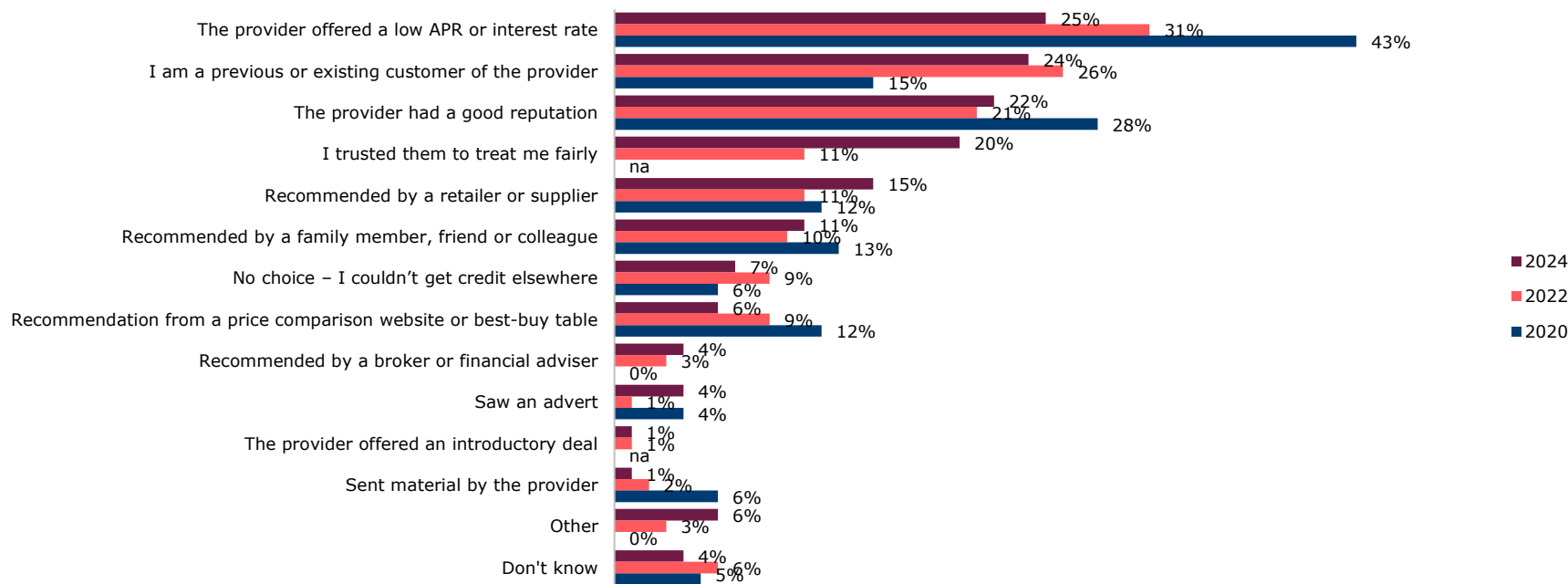


Base: All UK adults with motor finance taken out in the last 12 months and shopped around (2020:138/ 2022:174/ 2024:152)

Question: CC19. Thinking about the motor finance you took out most recently. How did you compare products from different providers?

In 2024, among motor finance holders who shopped around, 25% chose their lender based on a low APR or interest rate, and a similar proportion (24%) because they had used the lender before

Reasons for choosing their lender, among motor finance holders who shopped around (2020/2022/2024)

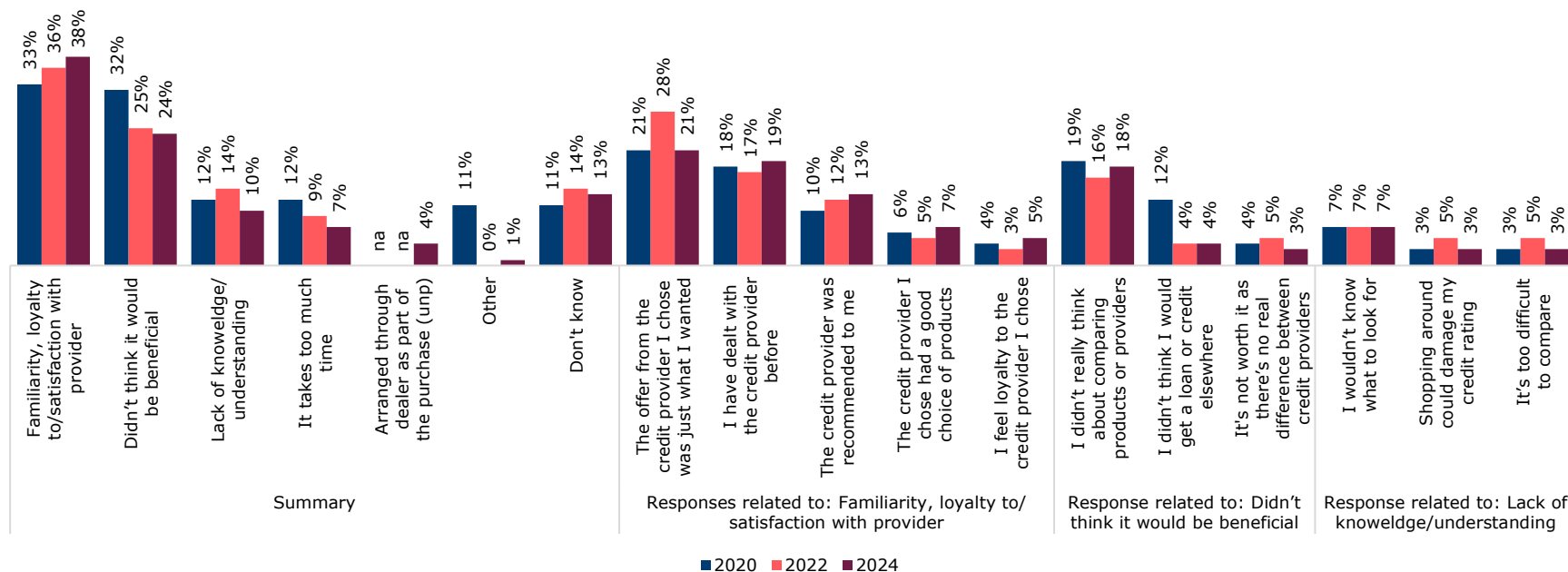


Base: All UK adults with motor finance taken out in the last 12 months and shopped around (2020:138/ 2022:174/ 2024:152)

Question: CC16. Thinking about the motor finance you took out most recently. Why did you choose the provider of this product rather than another provider?

We asked motor finance holders who did not shop around why they did not do so. In 2024, 38% gave reasons to do with familiarity and loyalty to, or satisfaction with, their provider

Reasons for not shopping around, among motor finance holders who took out their finance in the last 12 months and did not shop around before doing so (2020/2022/2024)



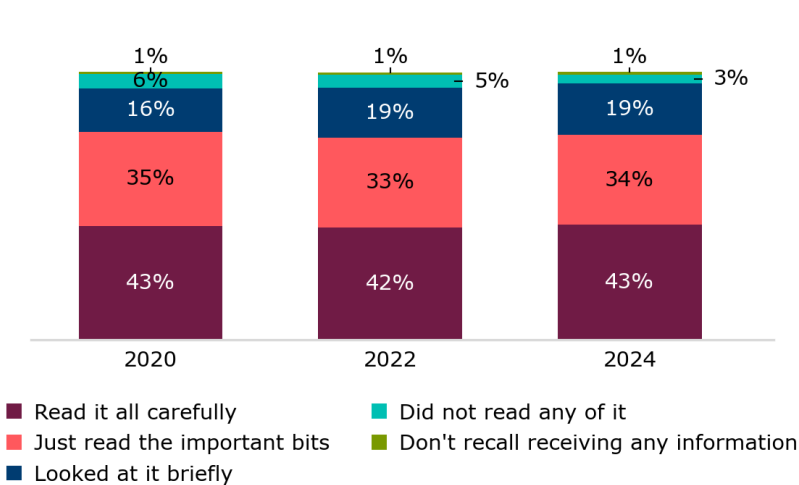
Base: All UK adults with motor finance taken out in the last 12 months and did not shop around (2020:260/ 2022: 371/ 2024:287)

Question: CC20a. Thinking about the motor finance you took out most recently. Why did you not compare products from different providers?

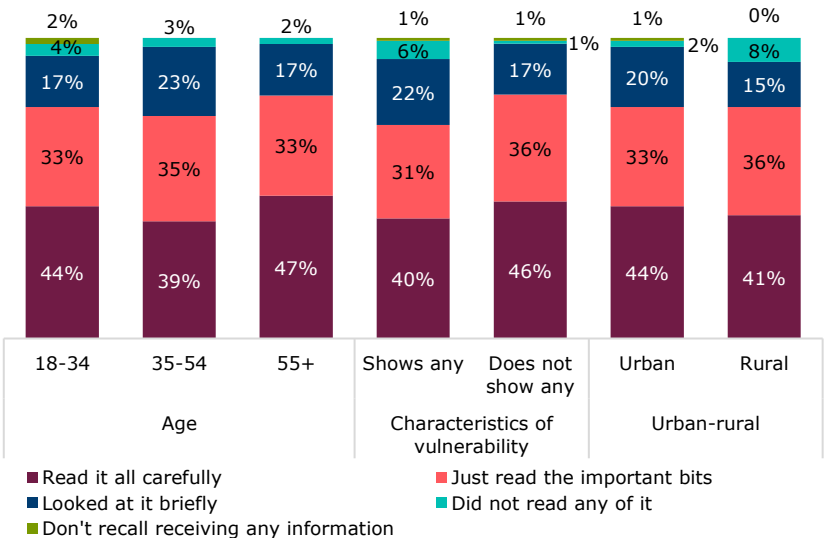
In 2024, 99% of motor finance holders recalled receiving the credit agreement and pre-contract information when they took out their finance. 43% said they read all the information carefully – rising to 47% among adults aged 55+

Engagement with credit agreement and pre-contract information

All motor finance holders (2020/2022/2024)



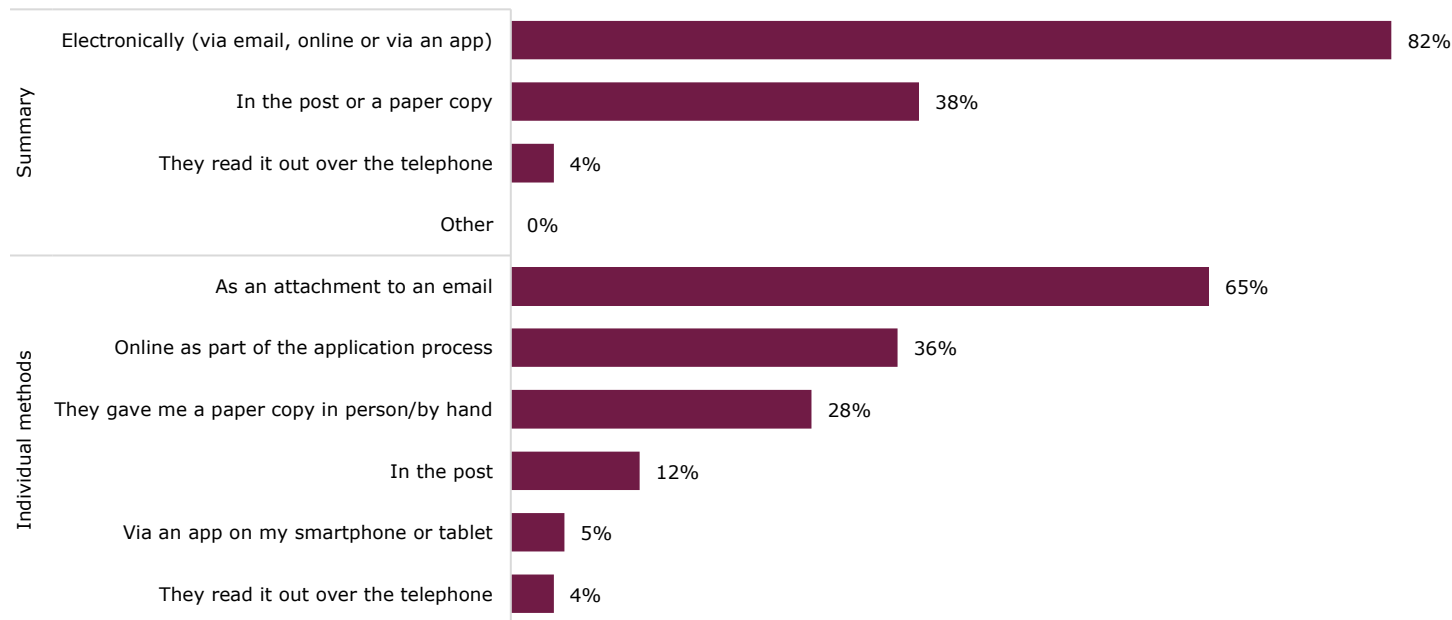
By age, characteristics of vulnerability, and whether they live in a rural or urban area (2024)



Base: All UK adults with motor finance taken out in the last 12 months (2020:422/ 2022:562/ 2024:457) excluding 'don't know' responses (3%/4%/4%)
Question: CC25. When you took out this motor finance product, which of the following best describes how you read the credit agreement and pre-contract information?

In 2024, of motor finance holders who recalled receiving the credit agreement and pre-contract information when they took out their finance, 82% received it electronically, and 38% received a paper copy

How the credit agreement was shared with motor finance holders who took out their finance in the last 12 months and recall receiving the credit agreement and pre-contract information (2024)

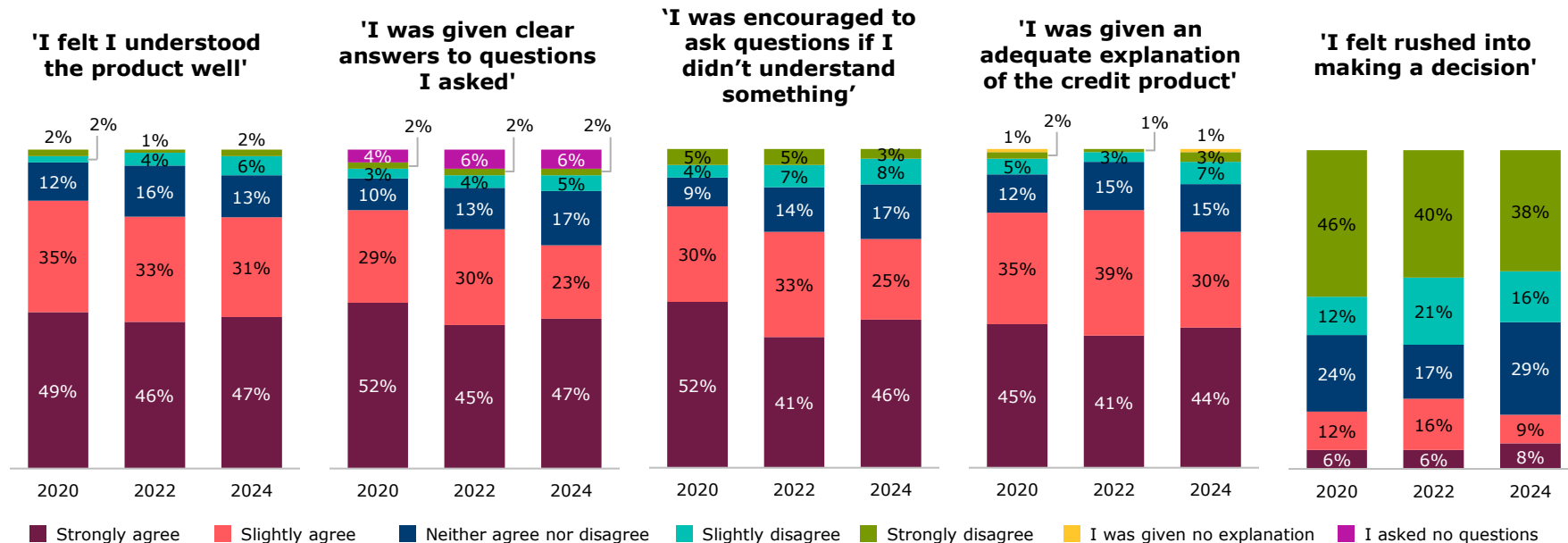


Base: All UK adults with motor finance taken out in the last 12 months (2024:454) excluding 'don't know' responses (5%)

Question: CC81D. When you took out this motor finance product most recently, which of the following best describes how the lender sent you the credit agreement & pre-contract information?

In 2024, most motor finance holders agreed that they understood the product they took out, were given clear answers to question asked, and were encouraged to ask questions if they didn't understand something. Few felt rushed into making a decision

Extent to which motor finance holders who took out their finance in the last 12 months agree with the following statements about their experience of taking out the finance

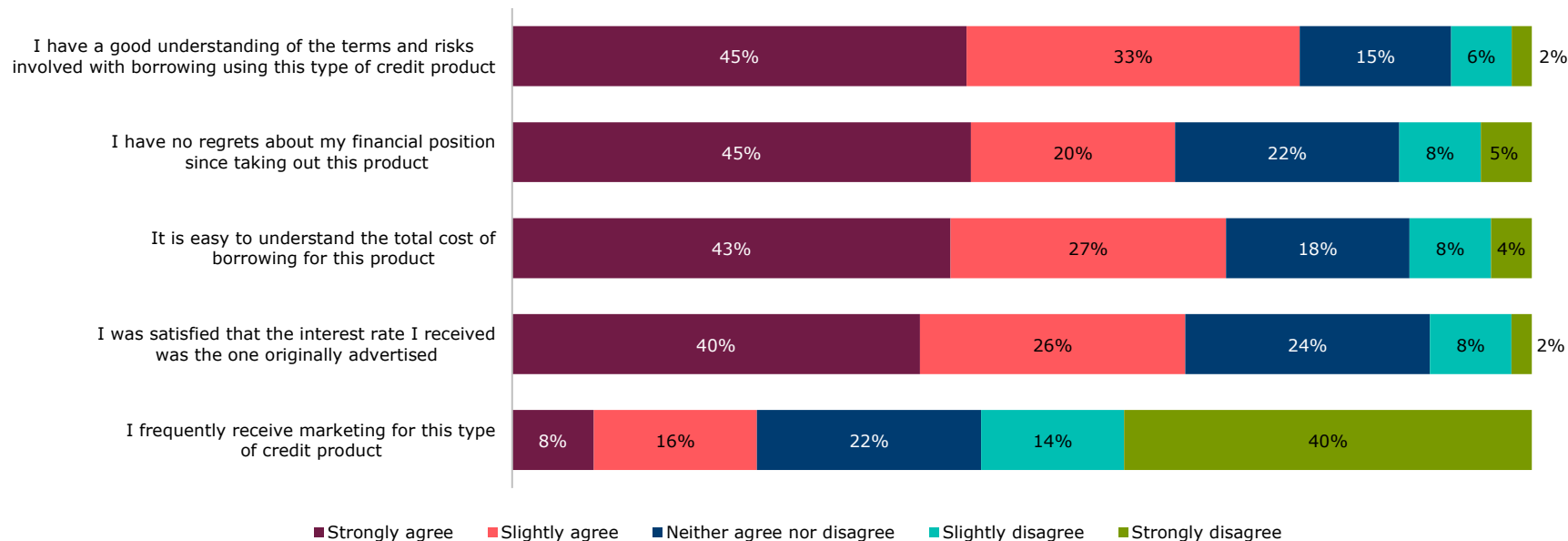


Base: All UK adults with motor finance taken out in the last 12 months (2020:422/ 2022:562/ 2024:457) excluding 'don't know' responses (2%/3%/4%; 2%/3%/5%; 3%/4%/5%; 3%/4%/4%; 2%/4%/5%)

Question: CC26a-e (Rebased). When you took out this motor finance product, how much do you agree or disagree with the following statements?

In 2024, most motor finance holders said they had a good understanding of the terms and risks involved (78%), that it was easy to understand the total cost of borrowing (70%), and were satisfied the interest rate they got was the one originally advertised (66%)

Extent to which motor finance holders who took out their finance in the last 12 months agree with the following statements about the finance they took out (2024)



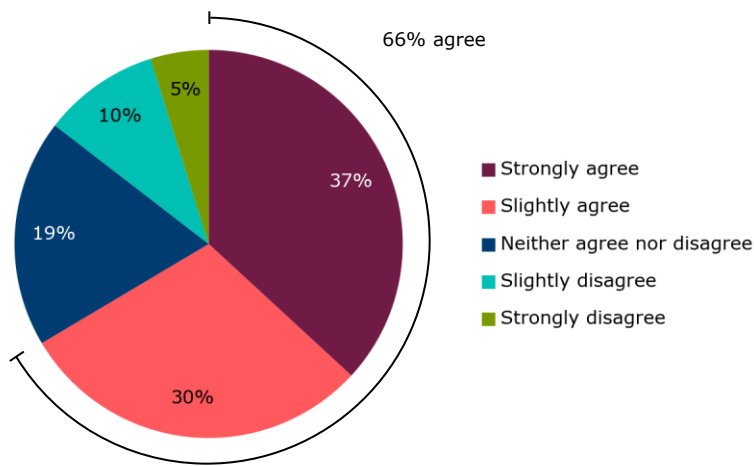
Base: All UK adults with motor finance taken out in the last 12 months (2024:457) excluding 'don't know' responses (4%/3%/4%/6%/9%)

Question: CC82D_a-e (Rebased). Thinking about the motor finance product you took out most recently, how much do you agree or disagree with the following statements?

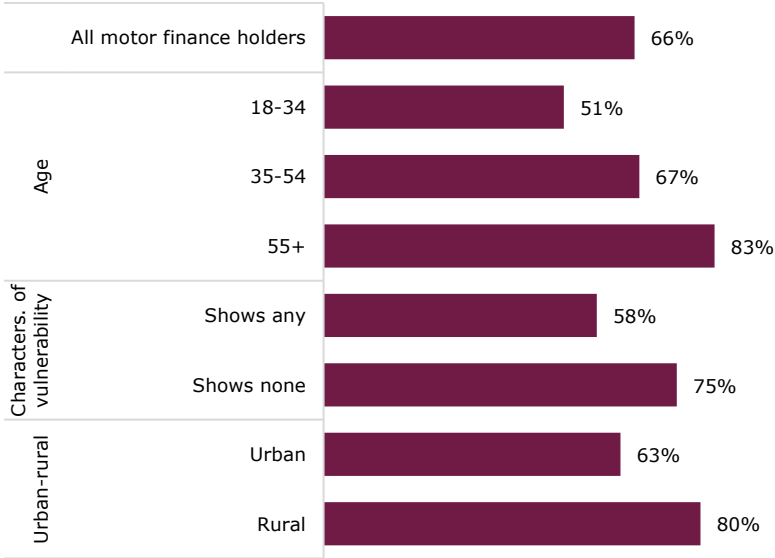
In 2024, 66% of motor finance holders agreed they would feel comfortable talking to their lender if they were worried about being able to make repayments – lowest among those aged 18-34 (51%)

Extent to which motor finance holders who took out their finance in the last 12 months agree with the statement: 'I would feel comfortable talking to my lender(s), if I was worried about being able to make my repayments' (2024)

All motor finance holders



Those who agree, by age, characteristics of vulnerability, and whether they live in a rural or urban area

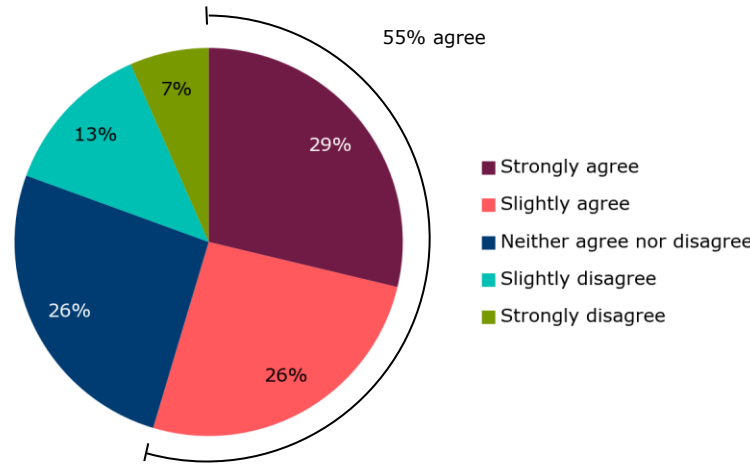


Base: All UK adults with motor finance taken out in the last 12 months (2024:457) excluding 'don't know' responses (3%)
Question: CC84Da (Rebased). Thinking about the motor finance product you took out most recently how much do you agree or disagree with the following statement?

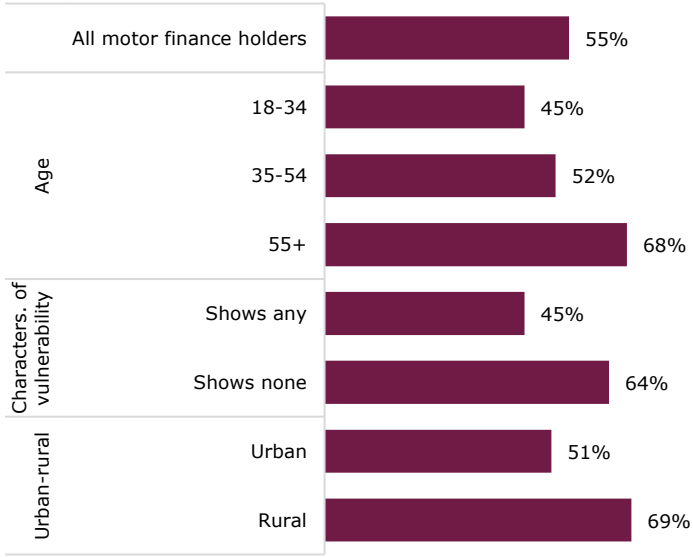
In 2024, 55% of motor finance holders agreed they had a good understanding of the types of support on offer from their lender – lowest among those aged 18-34 (45%) and those with characteristics of vulnerability (45%)

Extent to which motor finance holders who took out their finance in the last 12 months agree with the statement: 'I have a good understanding of the types of support on offer from my lender, if I were to have trouble making my repayments' (2024)

All motor finance holders



Those who agree, by age, characteristics of vulnerability, and whether they live in a rural or urban area



Base: All UK adults with motor finance taken out in the last 12 months (2024:457) excluding 'don't know' responses (4%)
Question: CC84Db (Rebased). Thinking about the motor finance product you took out most recently how much do you agree or disagree with the following statement?

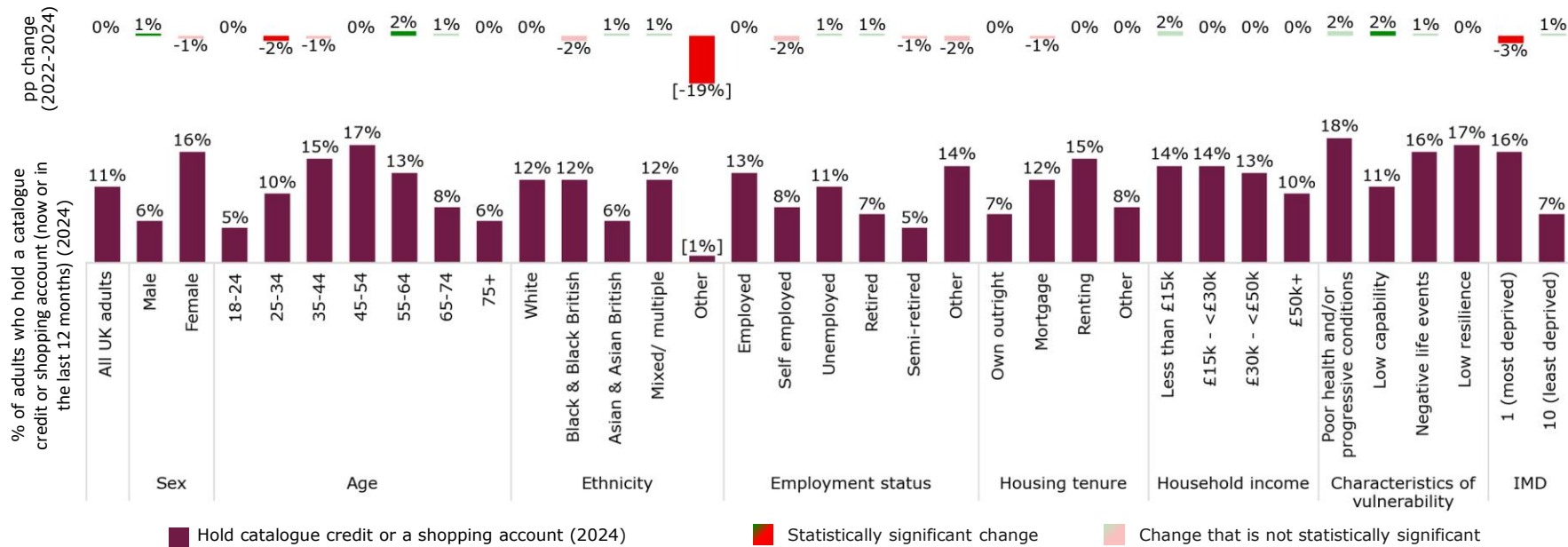
4.5 Catalogue credit

- Adults who hold a catalogue credit or shopping account
- Adults who revolve a balance on a catalogue credit or shopping account
- How catalogue credit or shopping account holders make their repayments
- Catalogue credit or shopping account holders' understanding about the product
- How catalogue credit or shopping account holders would feel about talking to their lender if they have trouble making repayments and their understanding of support on offer in this situation



In 2024, women remained almost 3 times more likely than men to hold a catalogue credit or shopping account. Between 2022 and 2024, there was a 2pp decrease in the proportion of 25-34 year olds who held an account and a 2pp increase among those aged 55-64

Adults who hold catalogue credit or a shopping account (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

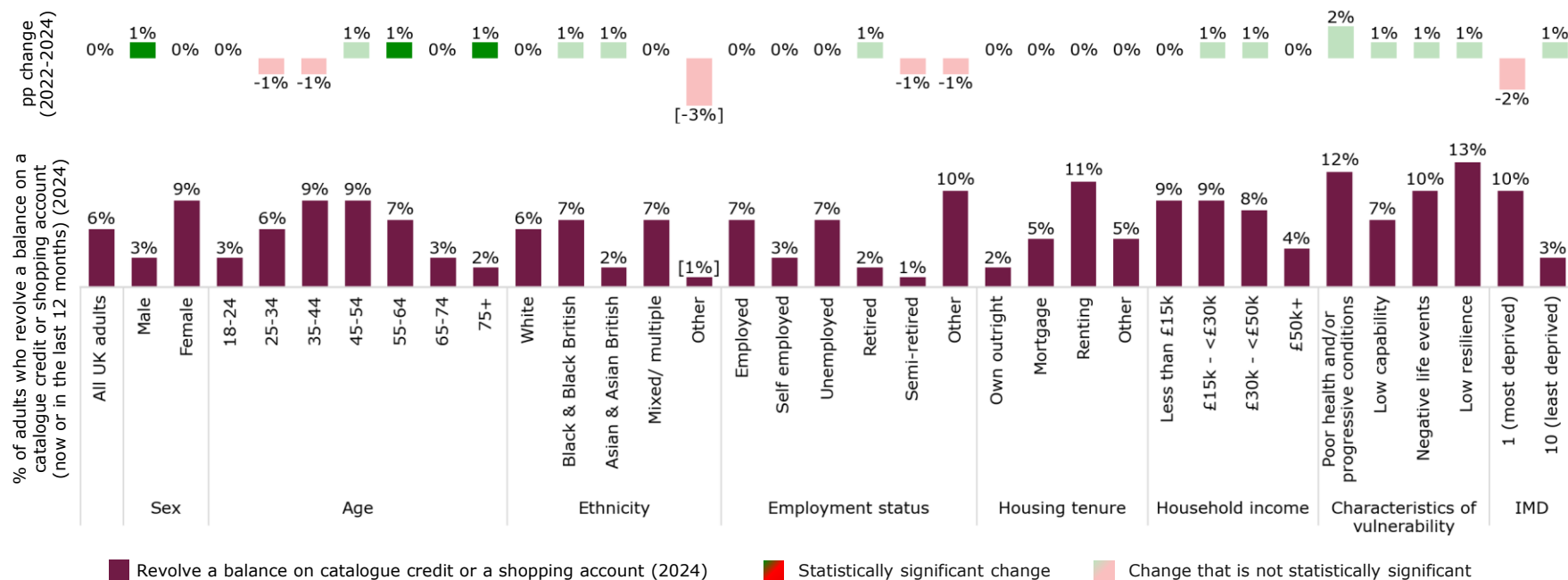


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, women (9%) were 3 times more likely to revolve a balance on a catalogue credit or shopping account than men (3%)

Adults who revolve a balance on catalogue credit or a shopping account (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

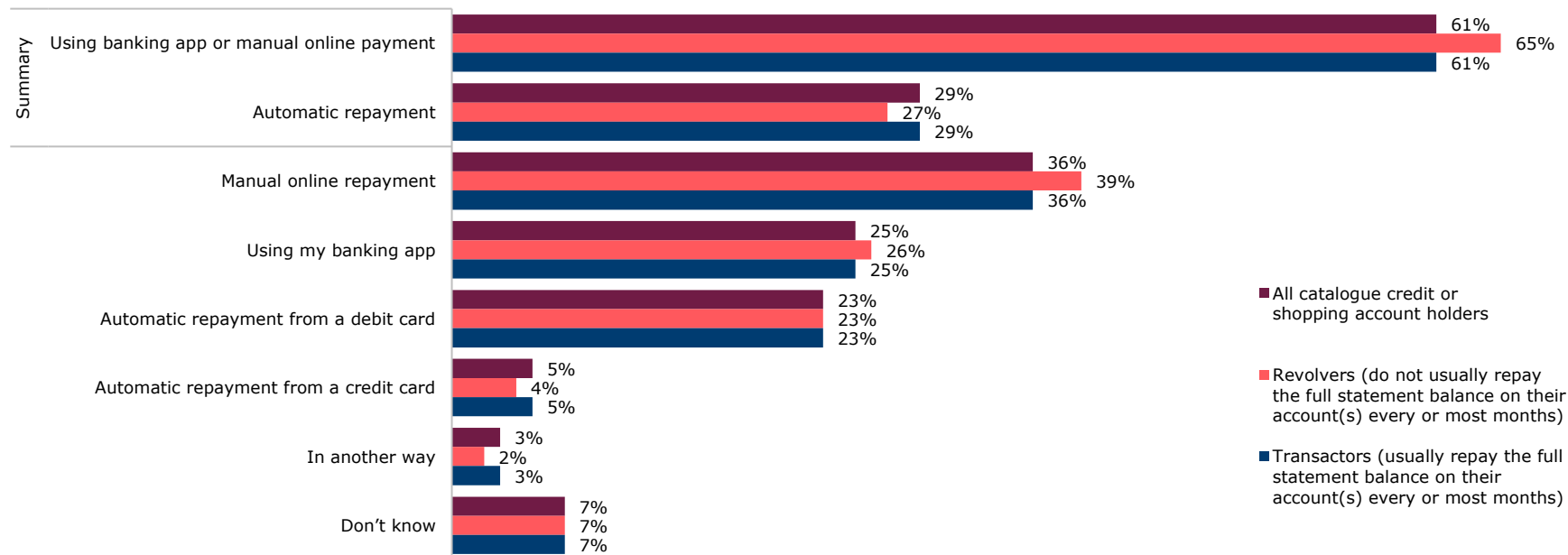


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, of the 6.1m adults who held a catalogue credit or shopping account, 61% (3.7m) made their repayments via a banking app or via a manual online payment. Repayment methods did not vary much between revolvers and transactors

How catalogue credit or shopping account holders make their repayments, by whether they revolve a balance (2024)

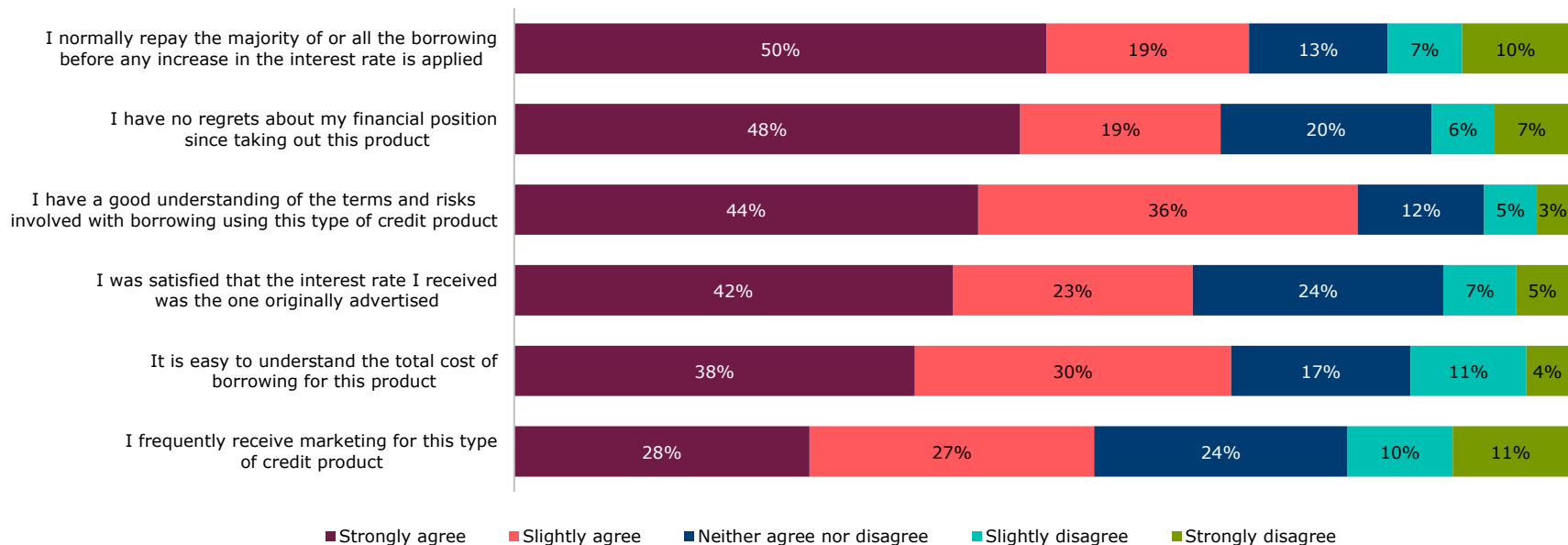


Base: All UK adults who hold a catalogue credit or shopping account now or in the last 12 months (2024:366)

Question: CC89D. Thinking about all the times you have bought goods or services using your catalogue credit or shopping account in the last 12 months, how do you normally make your repayments?

In 2024, over-two thirds (69%) of catalogue credit or shopping account holders said they normally repay the majority of or all the borrowing before any increase in the interest rate is applied

Extent to which catalogue credit or shopping account holders agree with the following statements about the credit they hold (2024)



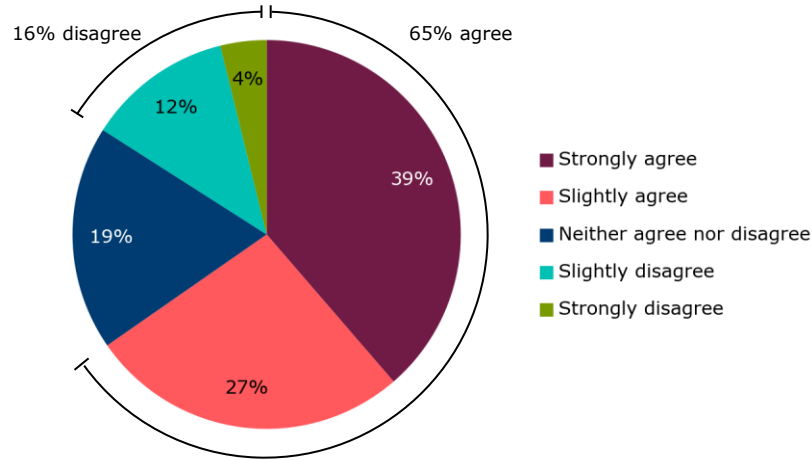
Base: All UK adults who hold a catalogue credit or shopping account now or in the last 12 months (2024:366) excluding 'don't know' responses (4%/5%/5%/14%/6%/10%)

Question: CC90Da-f (Rebased). Thinking about the catalogue credit or shopping account you took out most recently. How much do you agree or disagree with the following statements? **Note:** Results for the statement: 'I normally repay the majority or all of the borrowing before any increase in the interest rate is applied' also excludes 'not applicable' responses (9%)

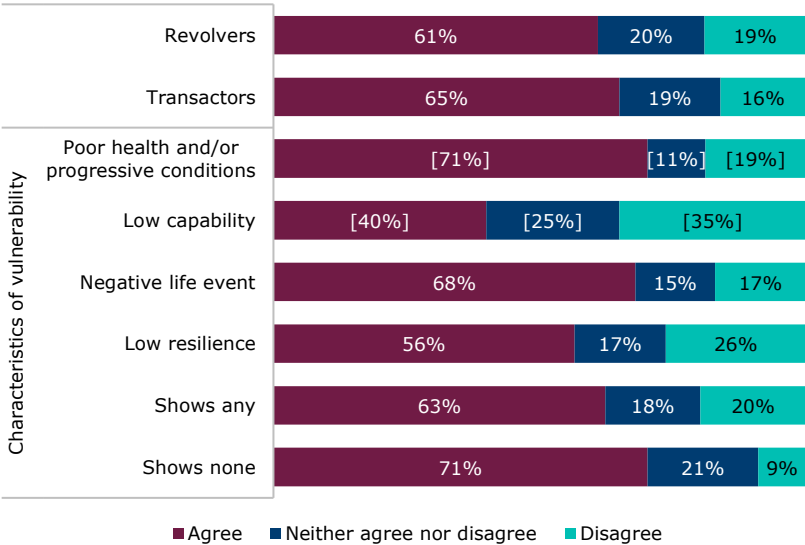
In 2024, 65% of catalogue credit or shopping account holders agreed they would feel comfortable contacting their lender if they were having trouble making repayments. However, 16% would not feel comfortable – [35%] among those with low capability

Extent to which catalogue credit or shopping account holders agree with the statement: 'I would feel comfortable contacting my lender if I was having trouble making repayments' (2024)

All catalogue credit or shopping account holders



By whether they revolve a balance, and characteristics of vulnerability

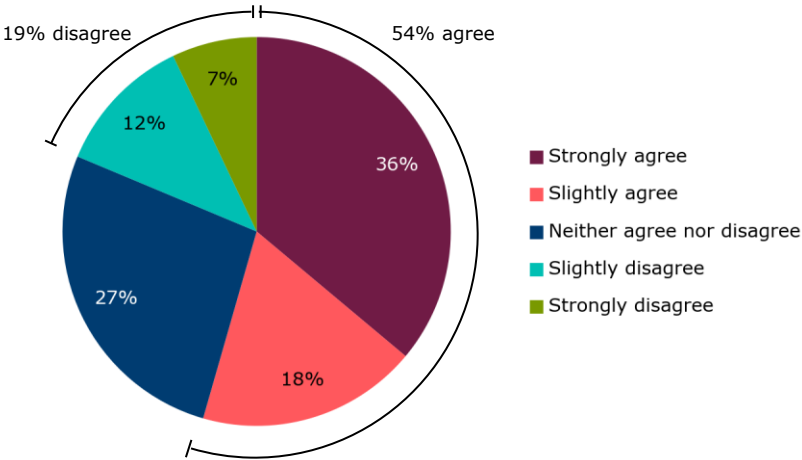


Base: All UK adults who hold a catalogue credit or shopping account now or in the last 12 months (2024:366) excluding 'don't know' responses (6%)
Question: CC90Dg (Rebased). Thinking about the catalogue credit or shopping account you took out most recently. How much do you agree or disagree with the following statement?

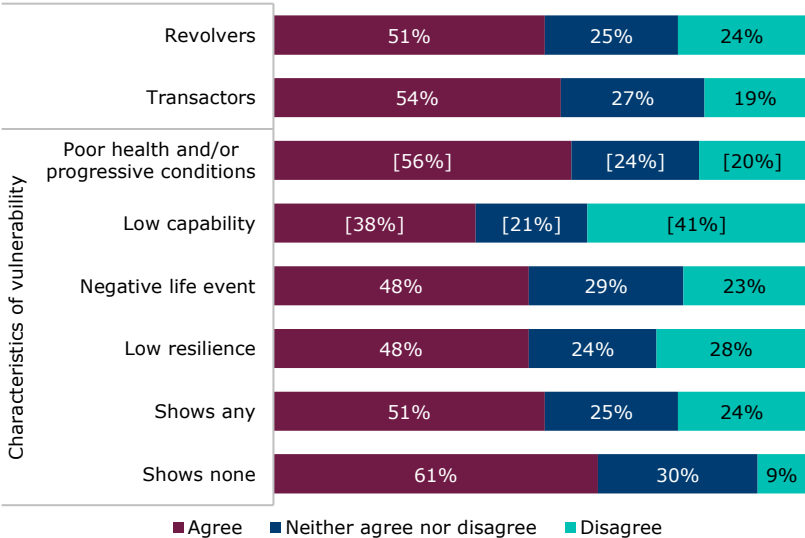
In 2024, 54% of catalogue credit or shopping account holders agreed they have a good understanding of the types of support these lenders can offer. However, 19% did not agree, and this was [41%] among those with low capability

Extent to which catalogue credit or shopping account users agree 'I have a good understanding of the types of support these lenders can offer, if I have trouble making repayments' (2024)

All catalogue credit or shopping account holders



Those who agree, by whether they revolve a balance, and characteristics of vulnerability



Base: All UK adults who hold a catalogue credit or shopping account now or in the last 12 months (2024:366) excluding 'don't know' responses (8%)
Question: CC90Dh (Rebased). Thinking about the catalogue credit or shopping account you took out most recently. How much do you agree or disagree with the following statement?

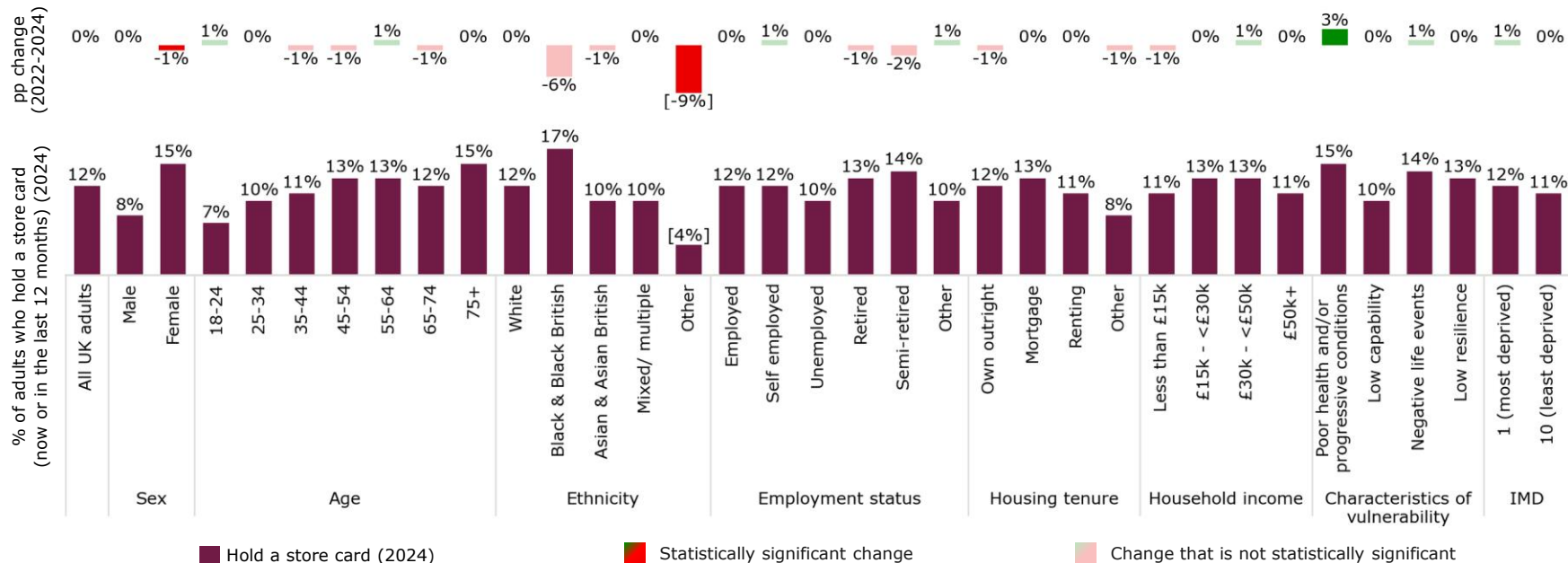
4.6 Other regulated credit

- Adults who hold a store card and those who revolve a balance on a store card
- Adults who hold retail instalment credit
- Adults who hold a retail hire purchase
- Adults who hold a credit union loan
- Adults who hold a peer-to-peer loan
- Adults who hold a community development finance institution (CDFI) loan



In 2024, 12% of adults (6.3m) held a store card – unchanged from 2022. Women (15%), adults aged 75+ (15%) and Black adults (17%) were much more likely to hold a store card in 2024 than the UK average

Adults who hold a store card (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

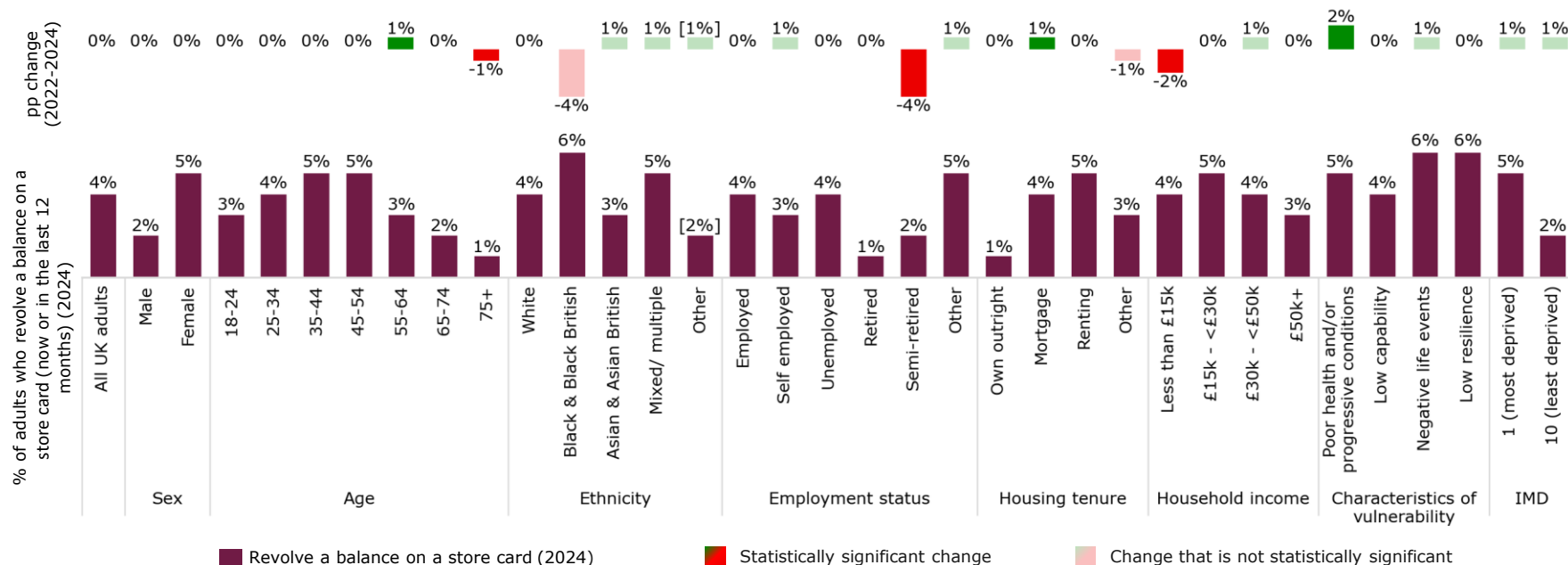


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 4% of adults (1.9m) revolved a balance on a store card – unchanged from 2022, with women (5%), 35-54 year olds (5%), Black adults (6%) and those with low resilience (6%) among the most likely to do so

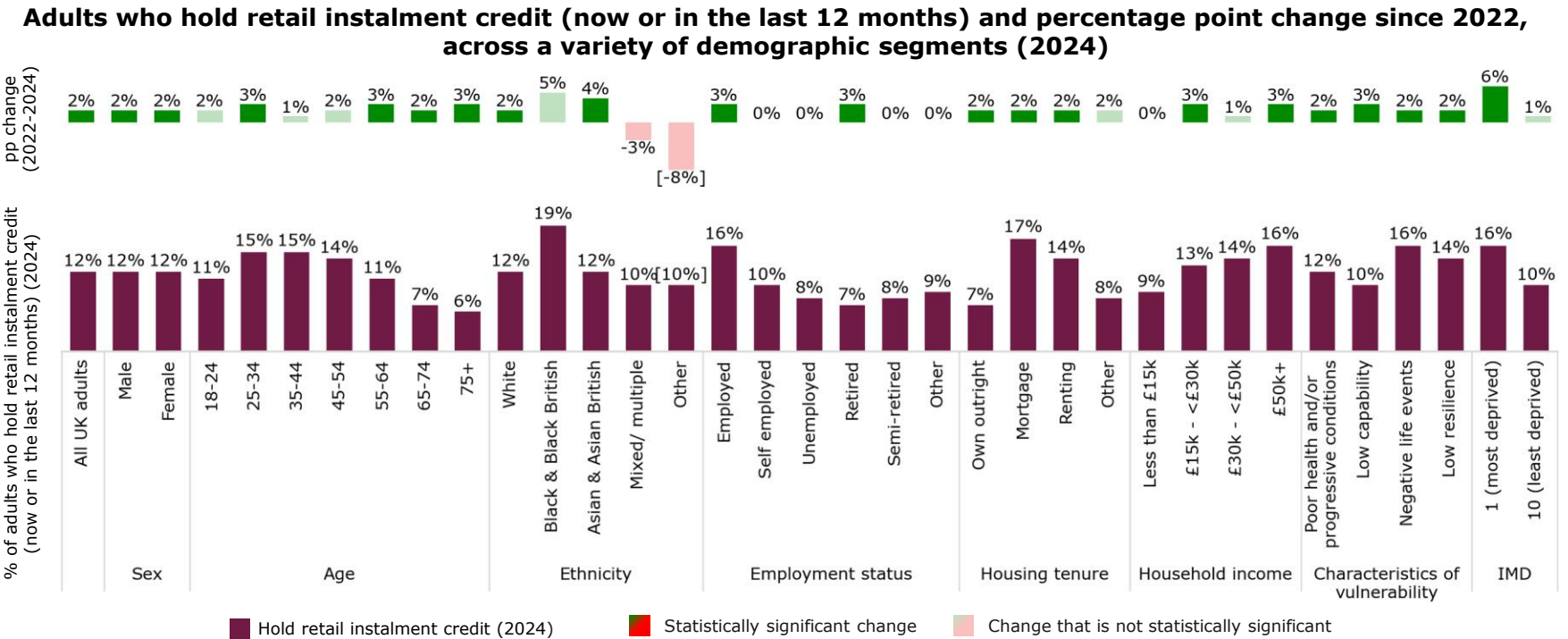
Adults who revolve a balance on a store card (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)



Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

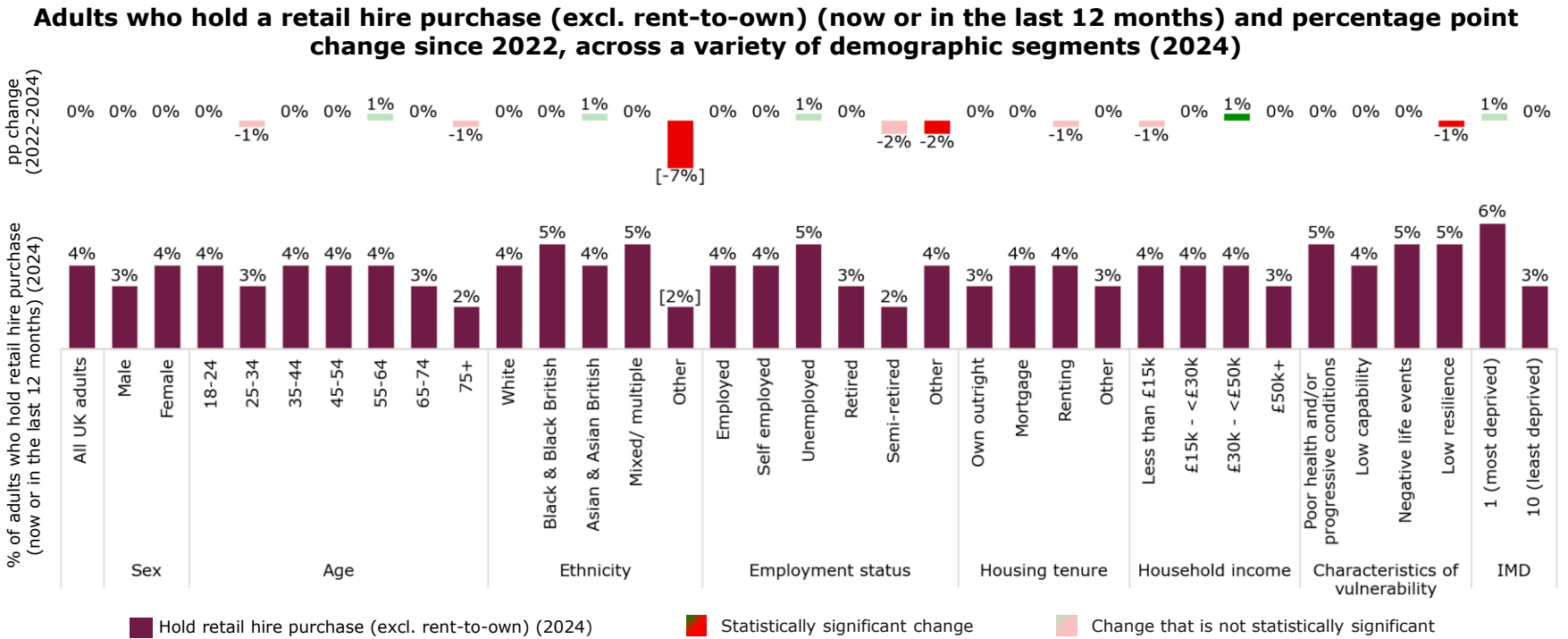
In 2024, 12% of adults (6.4m) held retail instalment credit – up 2pp since 2022, with this increase seen across demographic groups



Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 4% of adults (2.0m) held retail hire purchase(s) – unchanged since 2022

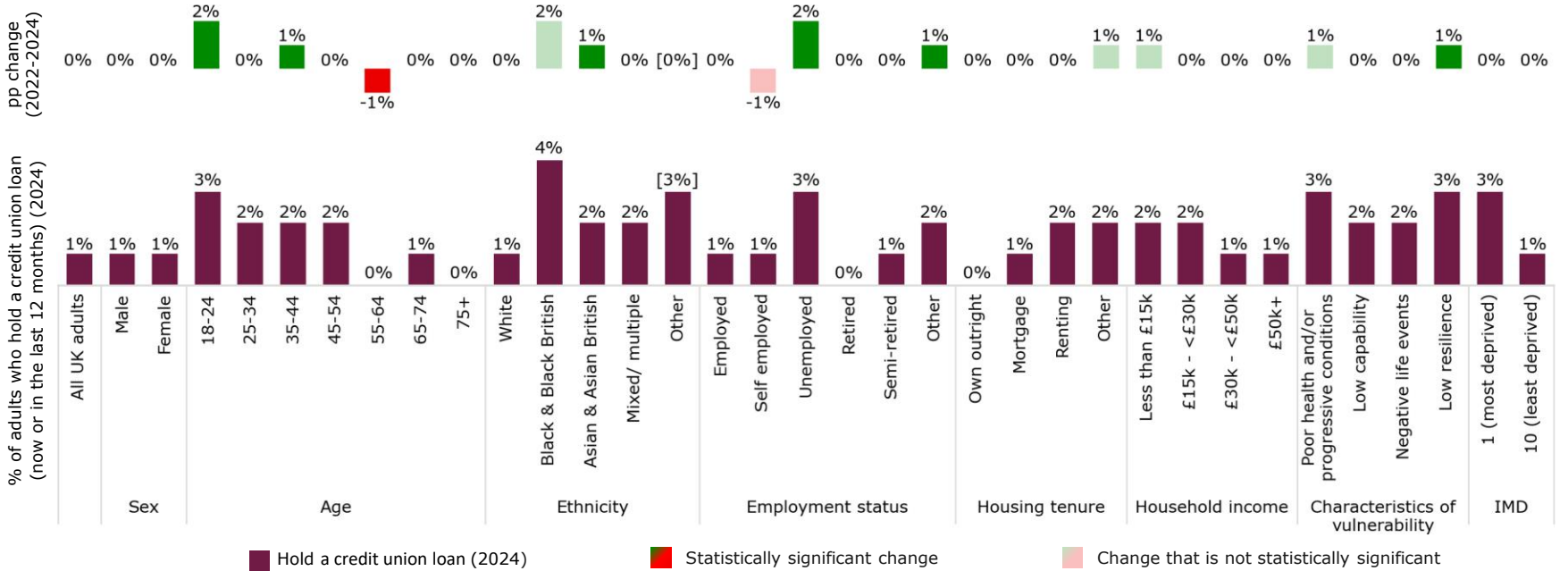


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 1% of adults (0.7m) held a credit union loan – unchanged from 2022. Black adults (4%), unemployed adults (3%) and those with low resilience (3%) were more likely to hold one than the UK average

Adults who hold a credit union loan (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

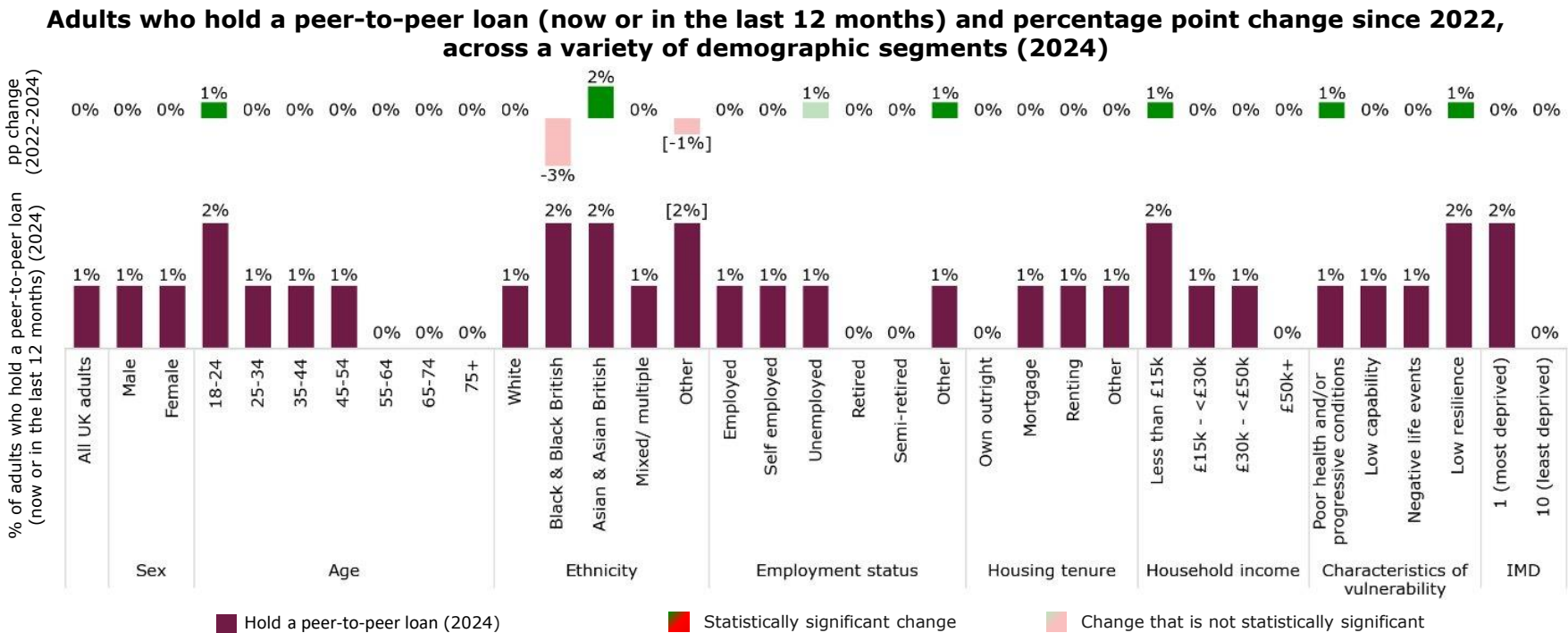


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

Note: Credit unions loans are included in the mainstream credit category, although they are broadly exempt from regulation.

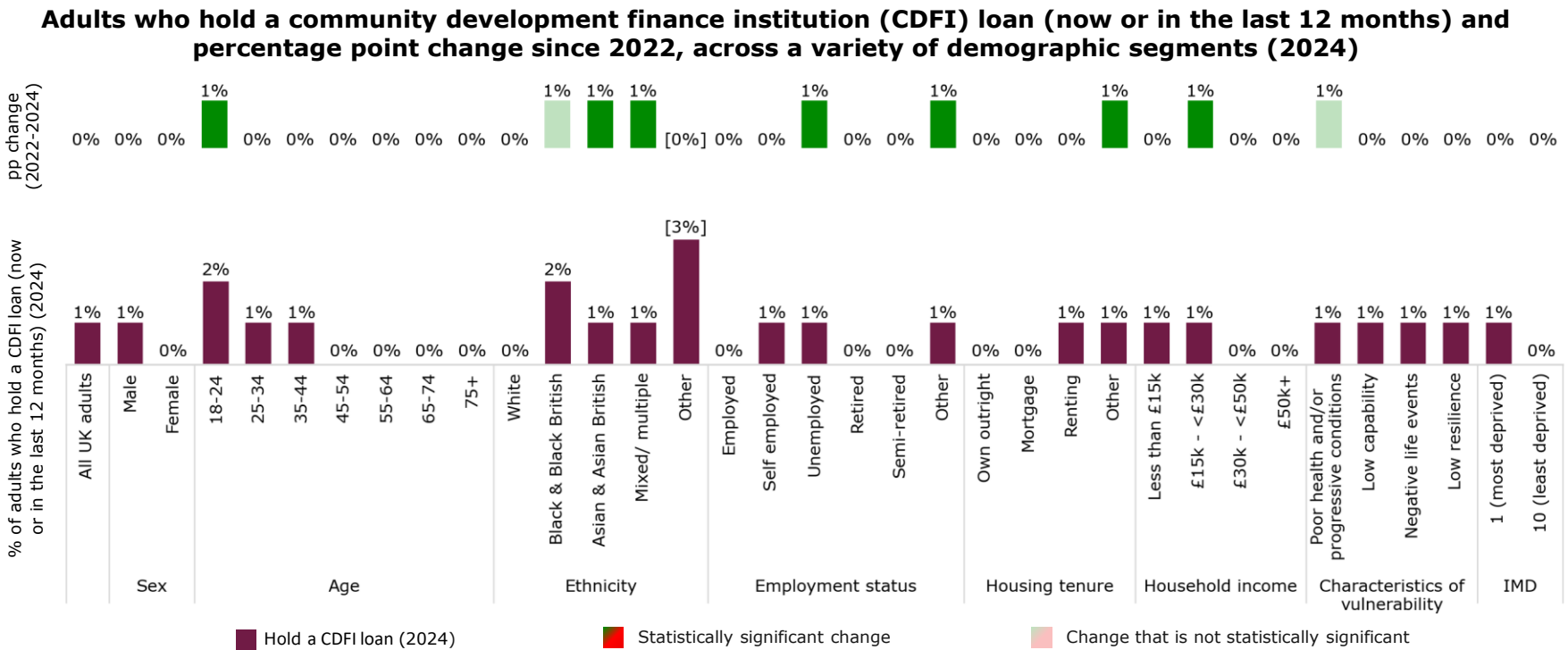
In 2024, 1% of adults (0.4m) held a peer-to-peer loan – unchanged from 2022



Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 1% of adults (0.3m) held a CDFI loan – unchanged from 2022



Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

Section 5

High-cost credit

- [Section 5.1: Product holdings](#)
- [Section 5.2: Provider choice and product understanding](#)



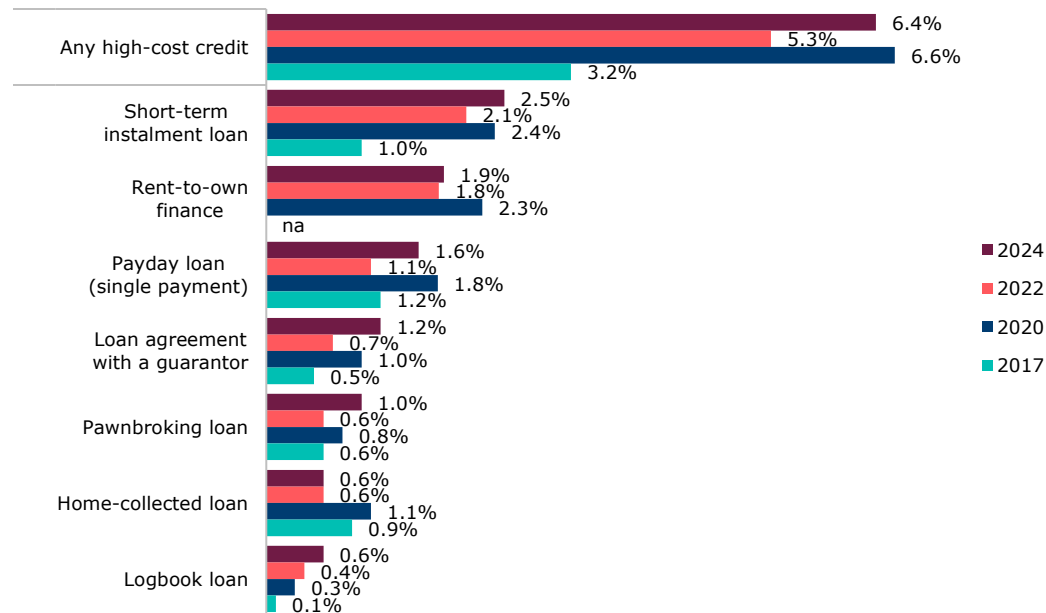
5.1 Product holdings

- Adults who hold high-cost credit, by product
- Adults who hold any high-cost credit, across a variety of demographic segments
- Frequency of use of high-cost credit, among high-cost credit holders
- Holding the following high-cost credit products, across a variety of demographic segments: short-term instalment loan, rent-to-own finance, payday loan, loan agreement involving a guarantor, pawnbroking loan, home-collected loan, log-book loan



In 2024, 6.4% of adults (3.5m) held high-cost credit, up from 5.3% (2.8m) in 2022. Short-term instalment loans, rent-to-own finance and payday loans were the most commonly-held high-cost credit products

High-cost credit products held (now or in the last 12 months), by product (2017/2020/2022/2024)



Holding any high-cost credit means holding one or more of the products shown in this chart, now or in the last 12 months – ie at the point at which the survey was undertaken (May 2024, for FLS 2024) or in the 12-month period before the survey was undertaken (the 12 months to May 2024, for FLS 2024).

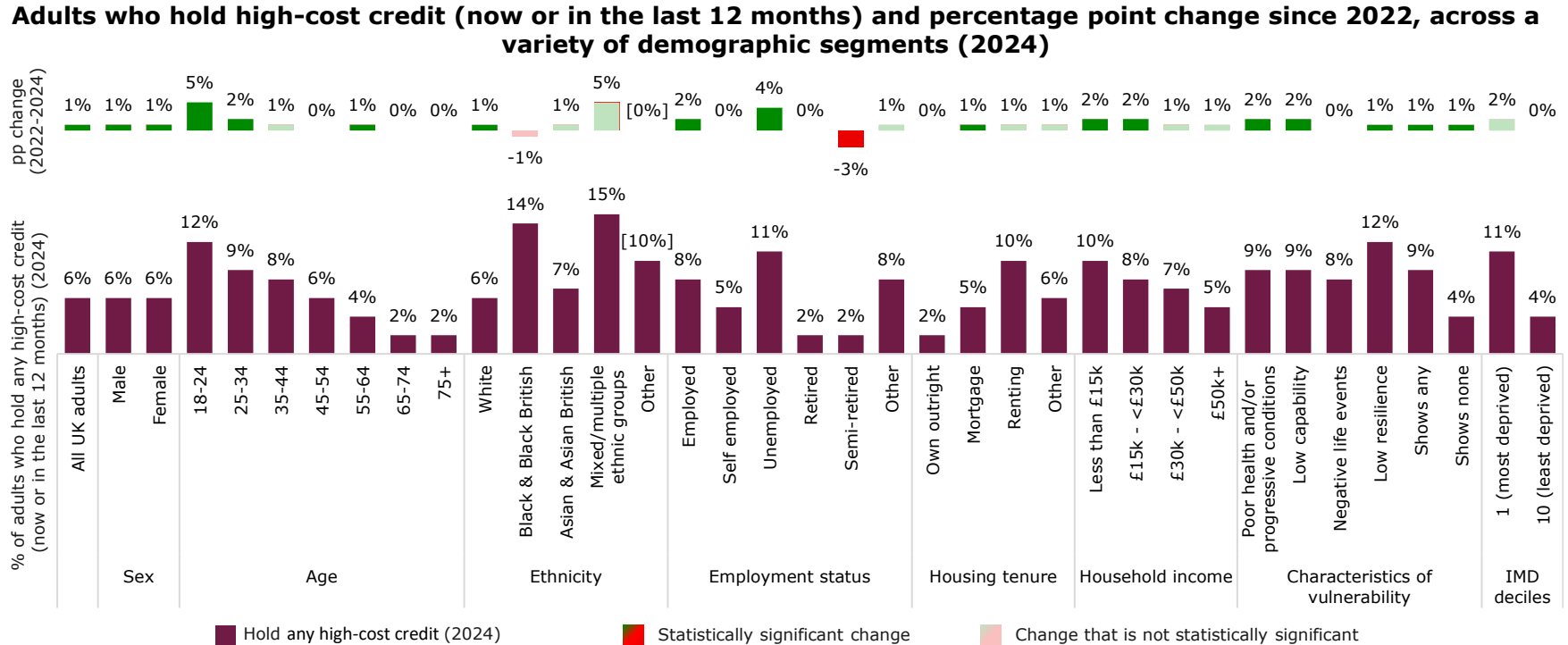
This grouping of products is used for reporting purposes. These products were not described to respondents as high-cost credit.

Our high-cost credit definition was revised for 2024 and no longer includes those who revolve a balance on a catalogue credit or shopping account, and it now includes those who have a loan agreement involving a guarantor. All historic figures presented in this report use the 2024 definition.

Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, those most likely to hold high-cost credit included 18-24 year olds (12%, up 5pp since 2022), Black adults (14%), mixed/multiple ethnic adults (15%), and those with low resilience (12%)



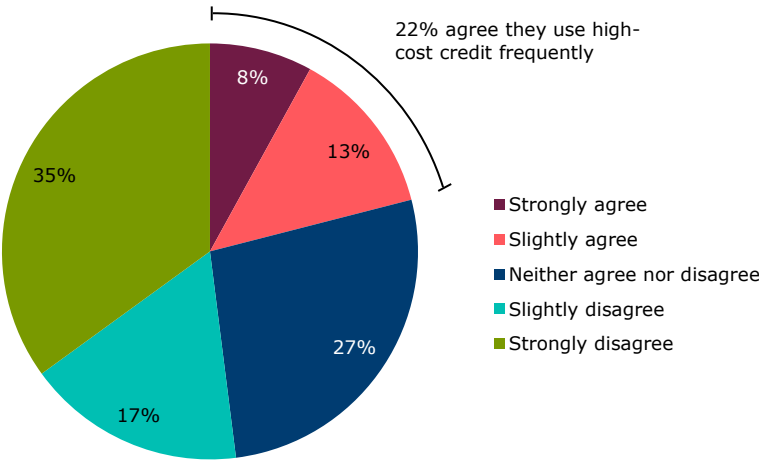
Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 22% of high-cost credit holders (0.7m) said they use this type of credit frequently – rising to 32% of high-cost credit holders in financial difficulty

Extent to which high-cost credit holders agree with the statement: 'I use this type/these types of loan frequently' (2024)

All adults who hold high-cost credit



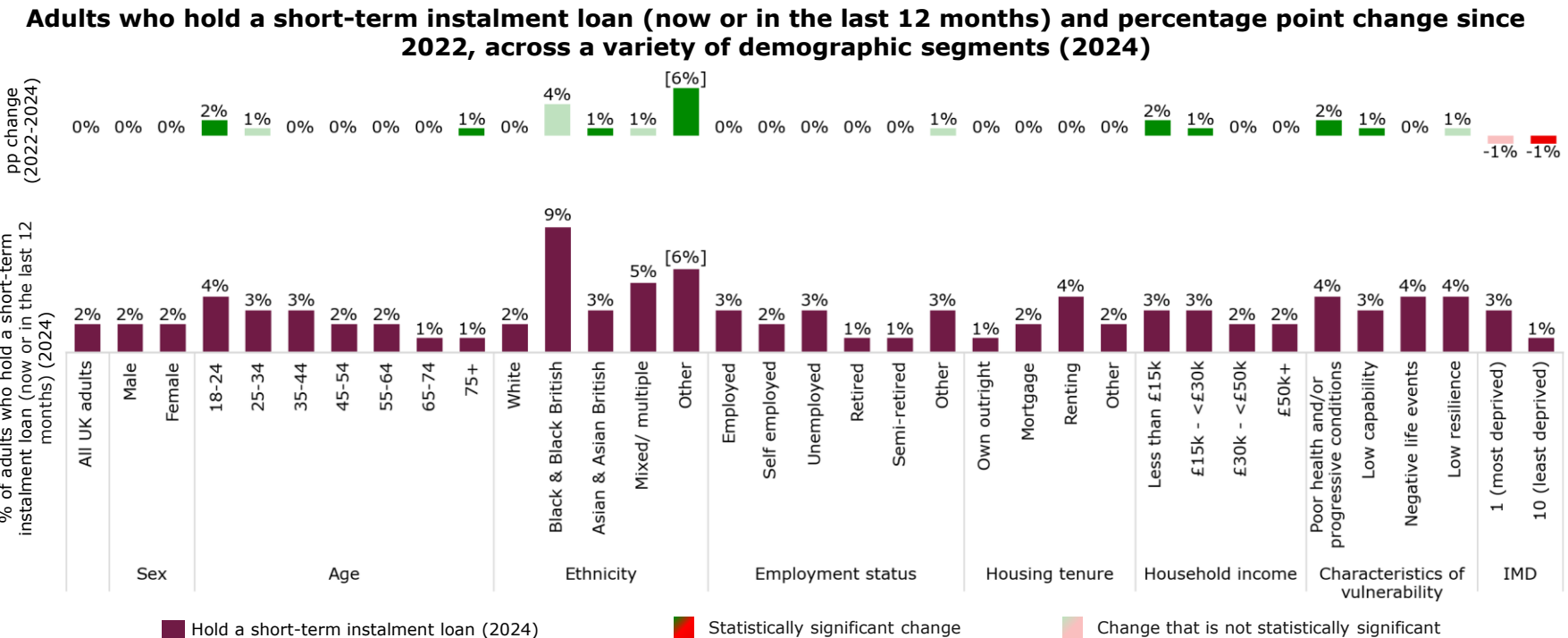
Demographic groups most likely to agree they use high-cost credit frequently

All adults who hold high-cost credit	22%
In financial difficulty	32%
Other employment status	32%
In poor health and/or had cancer, MS, or HIV infection	31%
Have no investible assets	29%
Renting	28%

Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months: logbook loan, home-collected loan, payday loan, rent-to-own finance, pawnbroking loan, short-term instalment loan, or loan agreement involving a guarantor (2024:940) excluding 'don't know' responses (22%)

Question: HCC80Dc (Rebased). Thinking about you (HCC product(s)) how much do you agree or disagree with the following statement?

In 2024, 2% of adults (1.3m) held a short-term instalment loan or had held one in the previous 12 months – unchanged from 2022. Black adults were over 4 times more likely to hold a short-term instalment loan in 2024 than the UK average

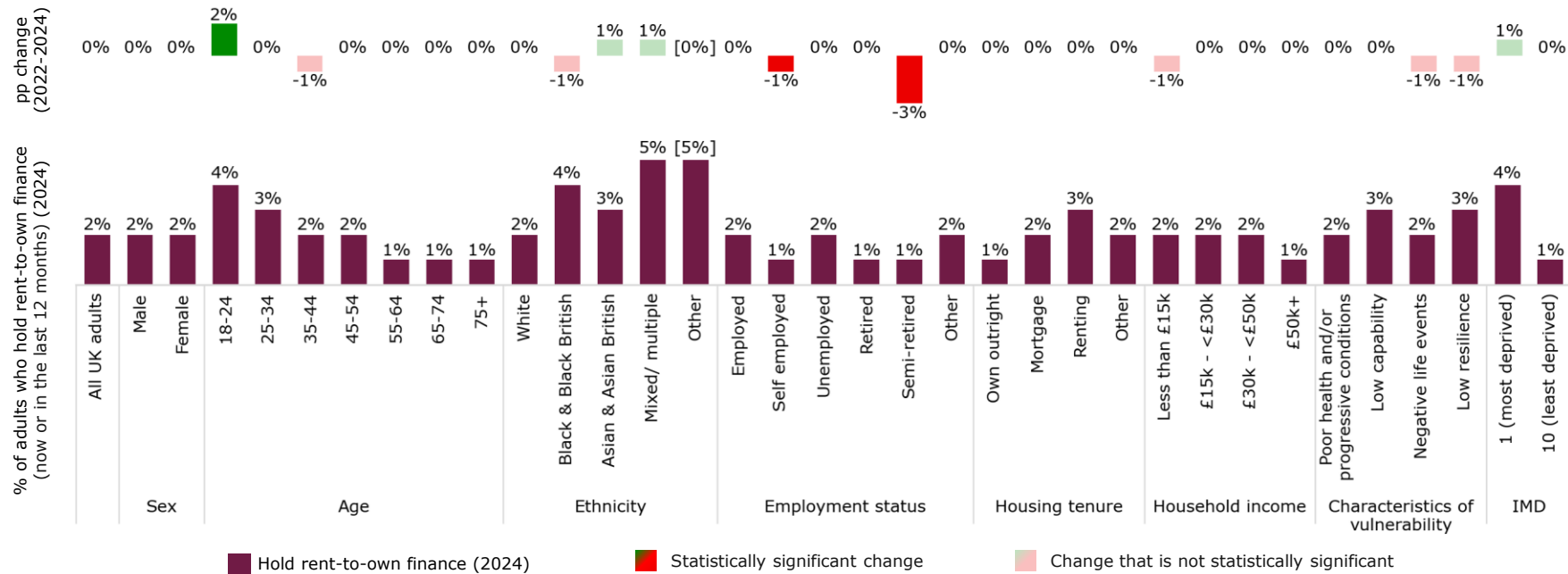


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 2% of adults (1.0m) held rent-to-own finance – unchanged from 2022. Between 2022 and 2024, there was a 2pp increase in the proportion of 18-24 year olds holding rent-to-own finance

Adults who hold any rent-to-own finance (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

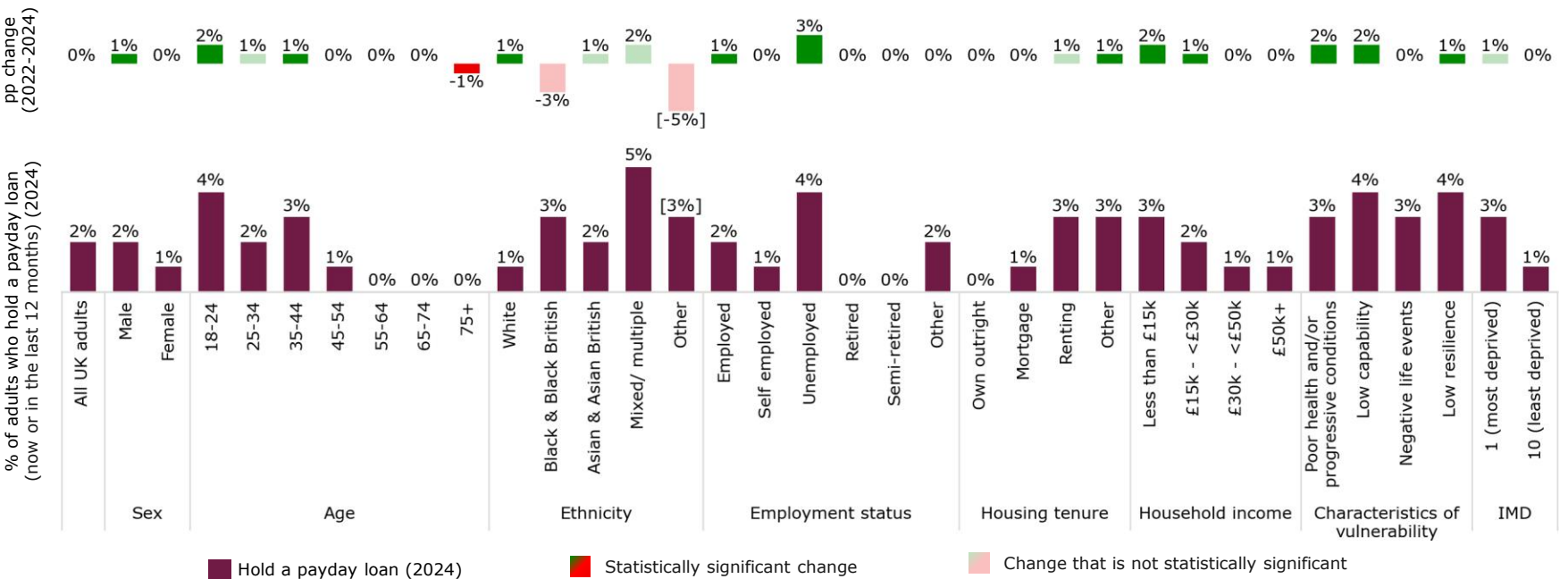


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

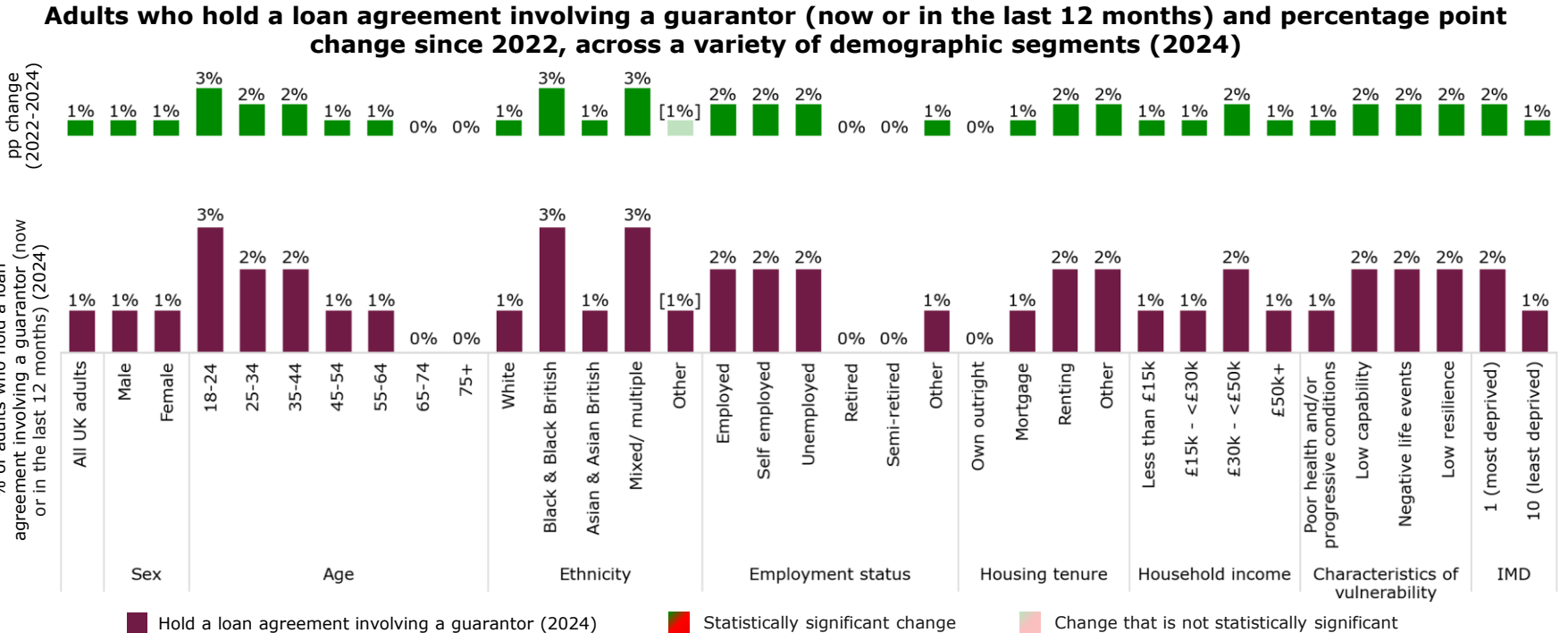
In 2024, 2% of adults (0.9m) held a payday loan. Between 2022 and 2024, there was a 3pp increase in the proportion of unemployed adults holding a payday loan, and a 2pp increase among 18-24 year olds and those in a low-income household

Adults who hold a payday loan (single payment) (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

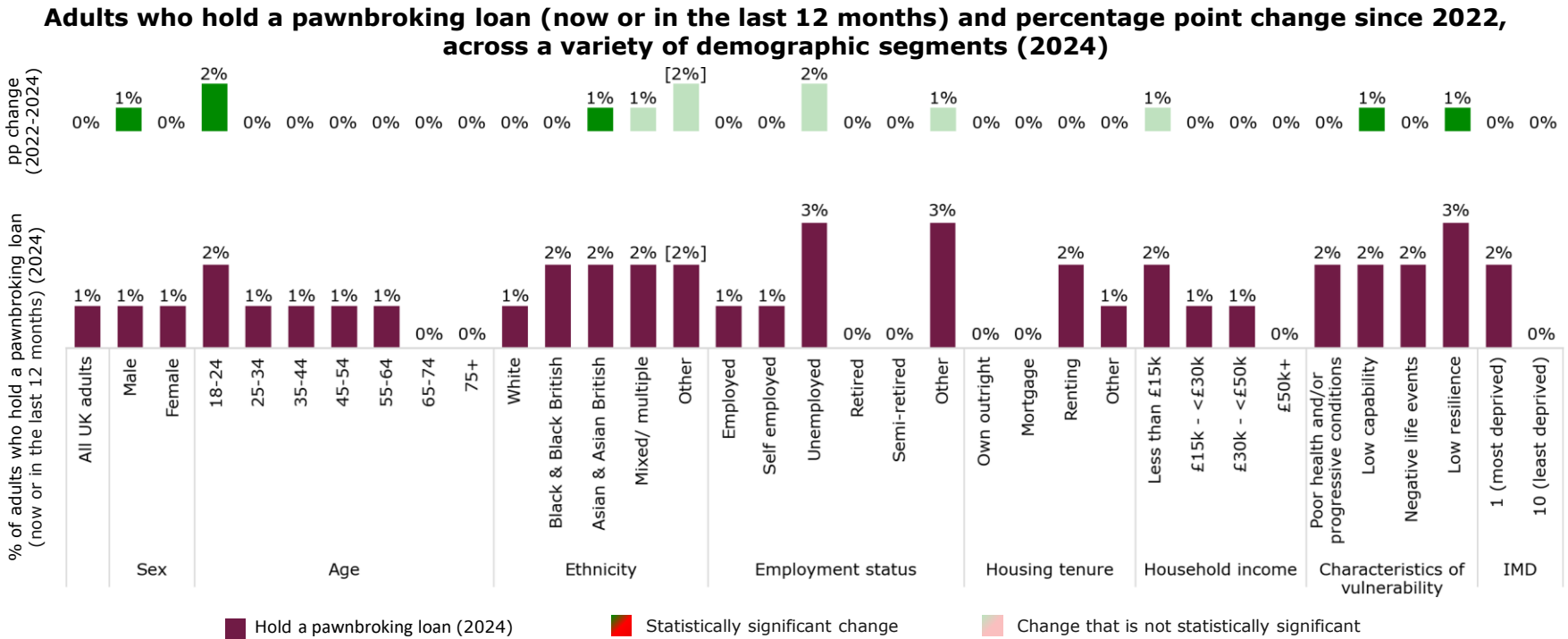


Base: All UK adults (2022:19,145/ 2024:17,950)
Question: POSum1. Product holding summary 1

In 2024, 1% of adults (0.7m) held a loan agreement involving a guarantor – up 1pp since 2022. 18-24 year olds, Black adults and adults from mixed or multiple ethnic groups were the most likely to hold a loan agreement involving a guarantor in 2024

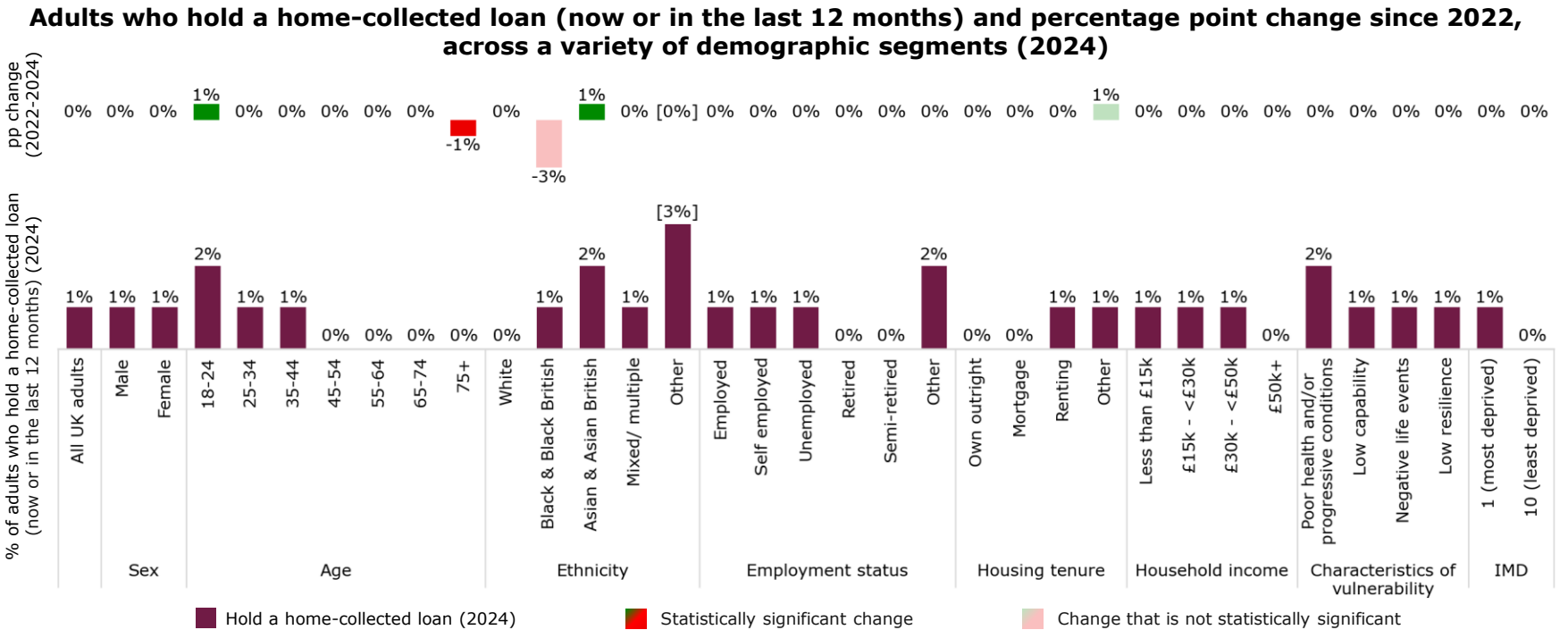


In 2024, 1% of adults (0.5m) held a pawnbroking loan – unchanged since 2022. In 2024, these loans were most-commonly held by the unemployed, and ‘others’ not in work, and those with low resilience



Base: All UK adults (2022:19,145/ 2024:17,950) **Question:** POSum1. Product holding summary 1
Note: ‘Other’ employment status includes: temporarily sick with no job to go to, permanently sick or disabled, students, looking after the home, and full-time carers.

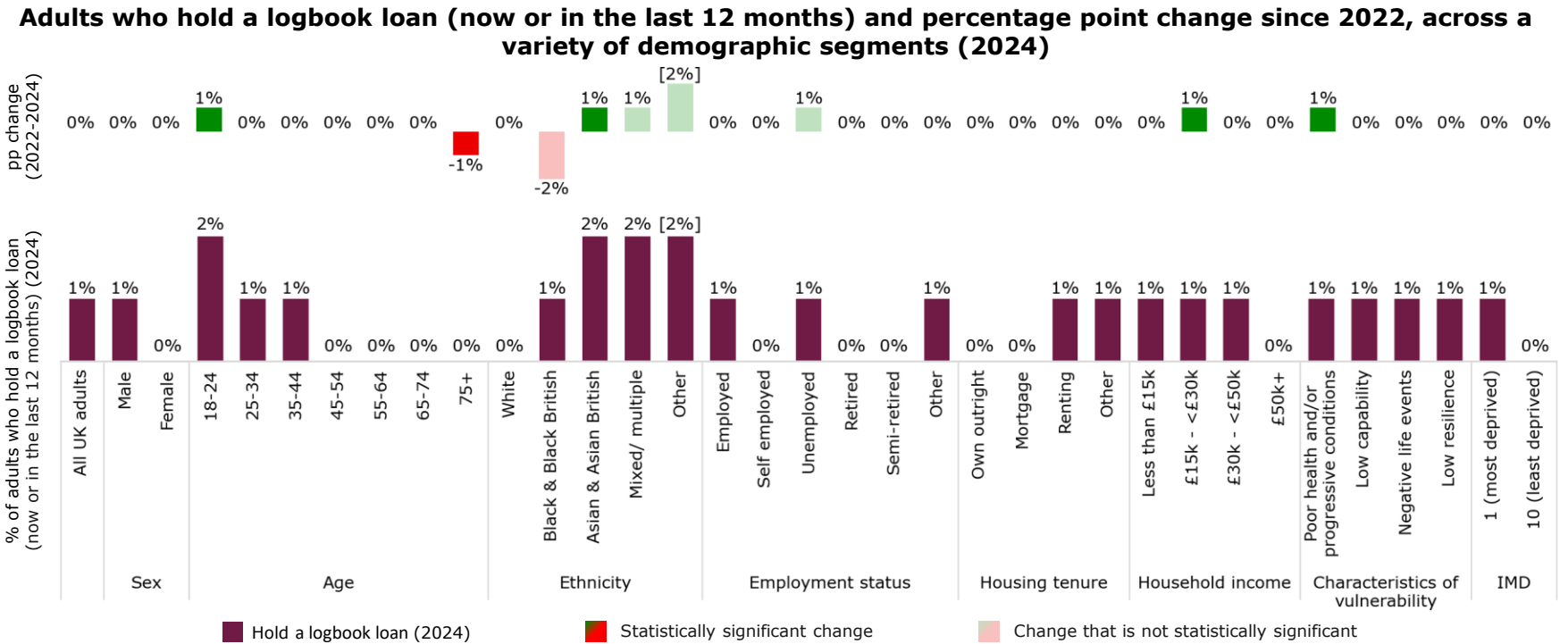
In 2024, 1% of adults (0.3m) held a home-collected loan – unchanged since 2022. In 2024, these loans were most-commonly held by 18-24 year olds, Asian adults, and those in poor health



Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 1% of adults (0.3m) held a logbook loan – unchanged since 2022. These loans were most-commonly held by 18-24 year olds, and Asian or mixed/multiple ethnic adults



Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

5.2 Provider choice and product understanding

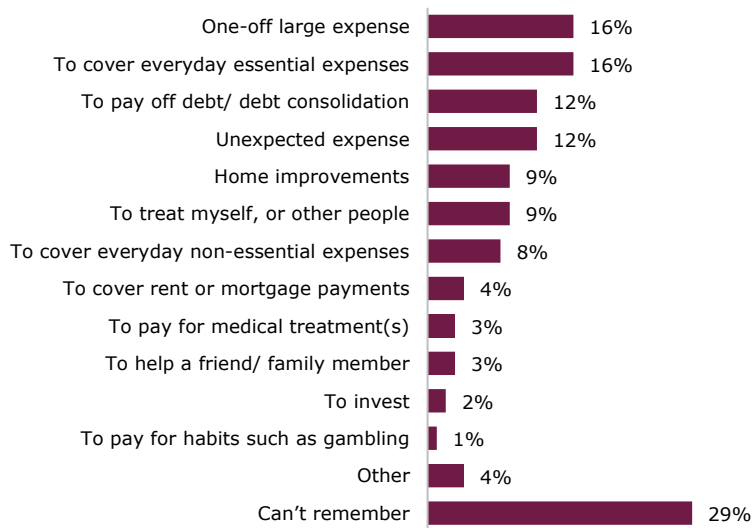
- Main reasons for taking out high-cost credit
- Factors considered before taking out high-cost credit
- High-cost credit holders who normally compare products on offer from different providers
- High-cost credit holders who mainly use the same lender for this type of loan
- High-cost credit holders' understanding of and experience with the product
- How high-cost credit holders would feel about talking to their lender if they have trouble making repayments, and their understanding of support on offer in this situation



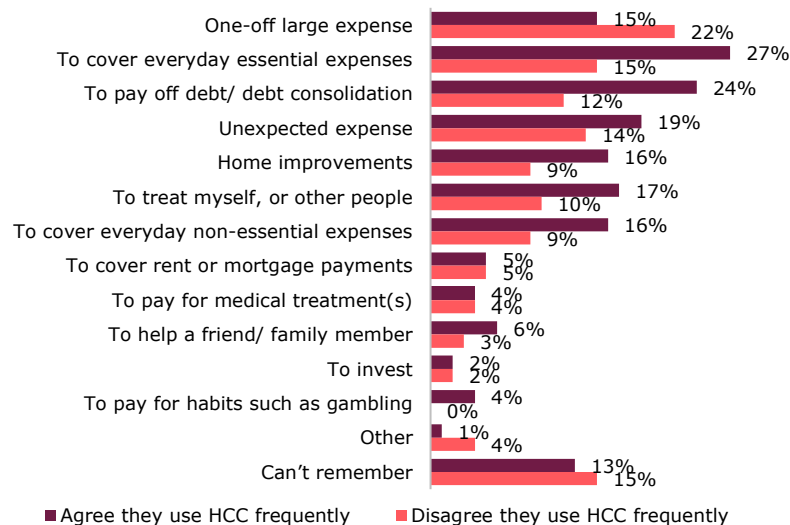
Looking at the main reasons for taking out high-cost credit: in 2024, 16% took out their high-cost credit to pay for everyday essential expenses such as food, transport, or energy bills. This rose to 27% for those who used this type of credit frequently

Main reasons for taking out high-cost credit (2024)

All adults who hold high-cost credit



By frequency of use of high-cost credit

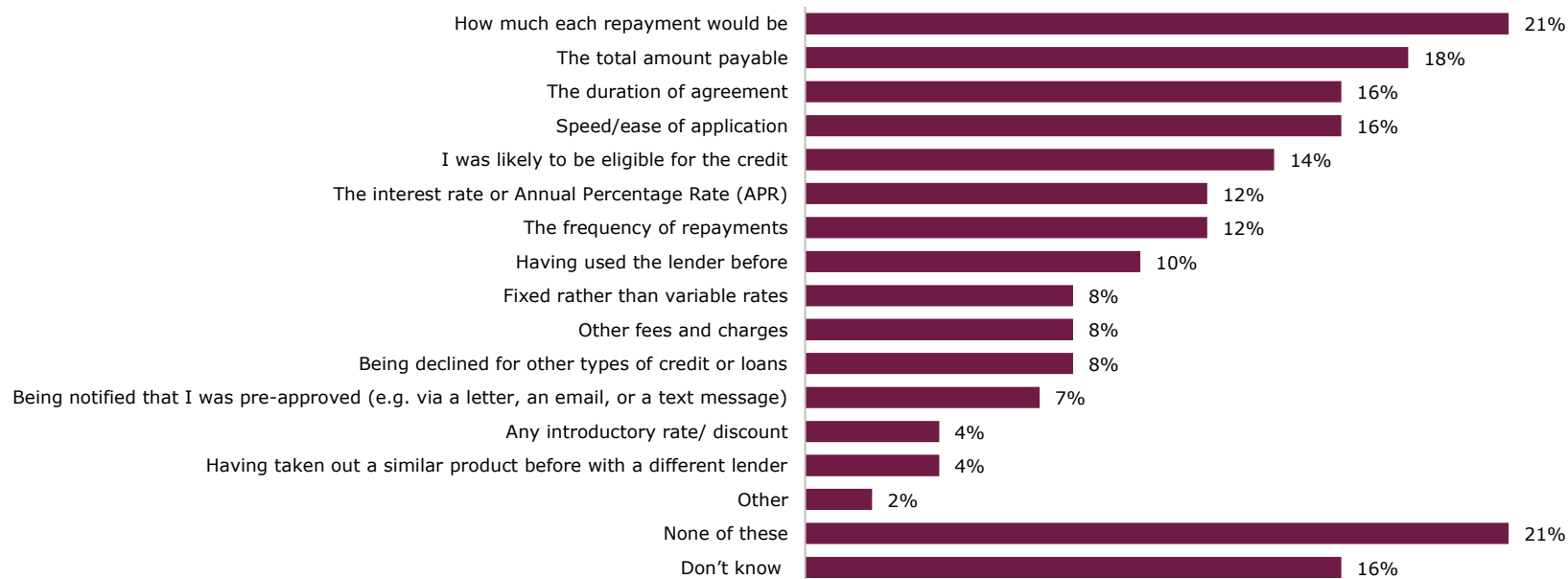


Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months (2024:940)/ All UK adults who hold any high-cost credit or loan product now or in the last 12 months and use this type of credit frequently (2024:162)/ All UK adults who hold any high-cost credit or loan product now or in the last 12 months and do not use this type of credit frequently (2024:390)

Question: HCC70D. What were the main reasons you took out your (HCC product(s))?

In 2024, one in five (21%) high-cost credit holders considered how much the repayment would be before taking out their high-cost credit. Just one in eight (12%) considered the interest rate or APR

Factors considered before taking out high-cost credit (2024)



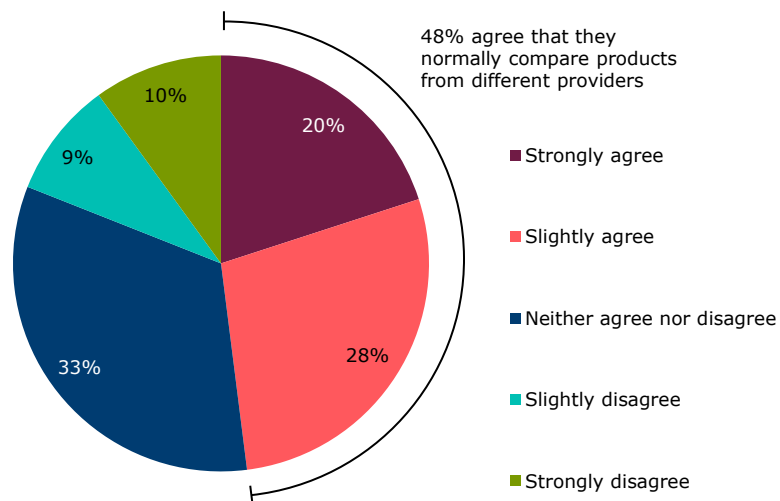
Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months: logbook loan, home-collected loan, payday loan, rent-to-own, pawnbroking loan, short-term instalment loan, or loan agreement involving a guarantor (2024:940)

Question: HCC71D. Which of the following factors did you consider when taking out your (HCC product(s))?

In 2024, 48% of high-cost credit holders said they normally compare products from different providers when taking out these loans – but this was lower for those with no investible assets (33%) and those with low financial capability (34%)

Extent to which high-cost credit holders agree with the statement: 'When taking out (this/these) loans I normally compare products on offer from different providers' (2024)

All adults who hold high-cost credit



Demographic groups least likely to agree that they normally compare products from different providers

All adults who hold high-cost credit	48%
Have no investible assets	33%
Low financial capability	34%
Low financial resilience	39%
Household income of less than £15k	39%

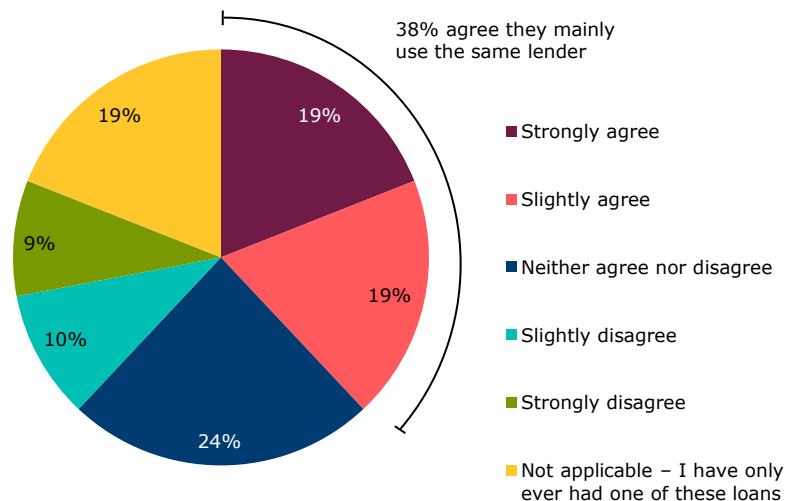
Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months: logbook loan, home-collected loan, payday loan, rent-to-own finance, pawnbroking loan, short-term instalment loan, or loan agreement involving a guarantor (2024:940) excluding 'don't know' responses (18%)

Question: HCC81Dc (Rebased). Thinking about all your (HCC product(s)), how much do you agree or disagree with the following statements?

In 2024, almost two-fifths (38%) of high-cost credit holders agreed they mainly use the same lender for their high-cost credit products – rising to 52% of those in poor health

Extent to which high-cost credit holders agree the statement: 'I mainly use the same lender for this type of loan/for each type of loan I have, I mainly use the same lender' (2024)

All adults who hold high-cost credit



Demographic groups most likely to agree they mainly use the same lender

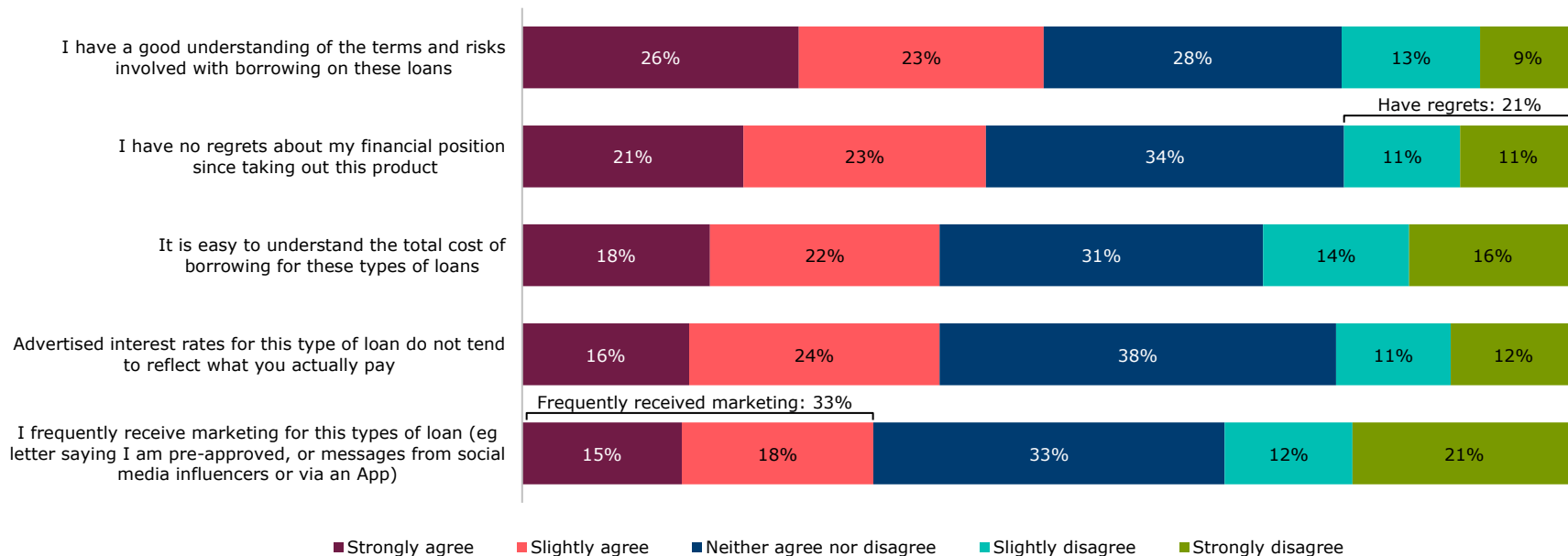
All adults who hold high-cost credit		38%
Those in poor health and/or had cancer, MS, or HIV infection		52%
Household income of less than £15k		50%
Aged 45+		46%

Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months: logbook loan, home-collected loan, payday loan, rent-to-own finance, pawnbroking loan, short-term instalment loan, or loan agreement involving a guarantor (2024:940) excluding 'don't know' responses (22%)

Question: HCC80Dd (Rebased). Thinking about you (HCC product(s)) how much do you agree or disagree with the following statements?

In 2024, around one-fifth (21%) of high-cost credit holders have regrets about their financial position since taking out high-cost credit. One-third (33%) frequently received marketing about high-cost credit products

Extent to which high-cost credit holders agree with the following statements about the high-cost credit they hold and about high-cost credit in general (2024)



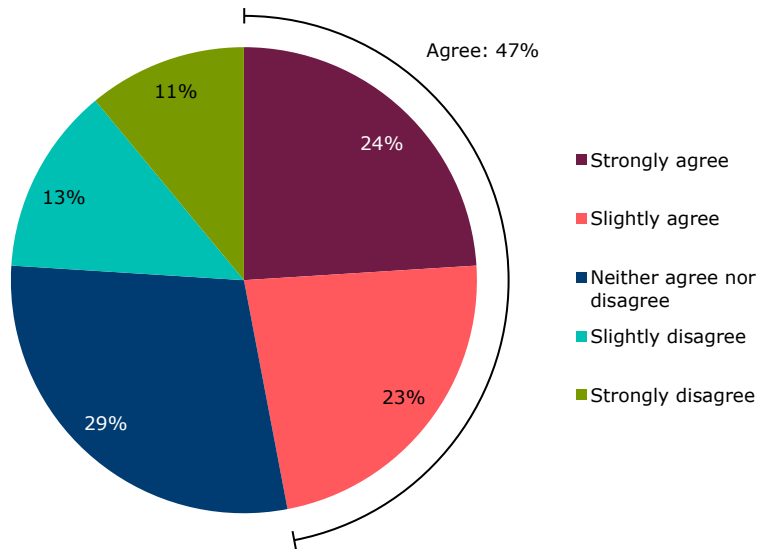
Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months: logbook loan, home-collected loan, payday loan, rent-to-own finance, pawnbroking loan, short-term instalment loan, or loan agreement involving a guarantor (2024:940) excluding 'don't know' responses (17%/16%/18%/19%/18%)

Question: HCC81Da-b (Rebased). Thinking about all your (HCC product(s)), how much do you agree or disagree with the following statements? HCC82Da-c (Rebased). Thinking collectively about these types of loans, how much do you agree or disagree with the following statements?

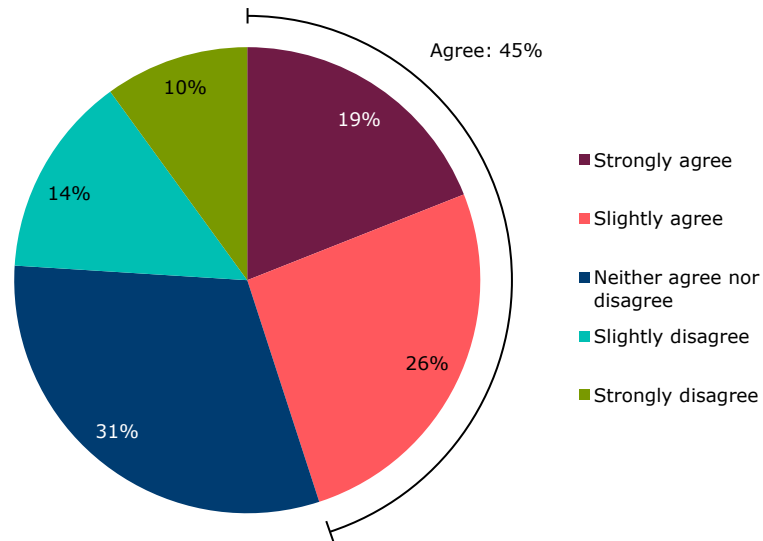
In 2024, 47% of high-cost credit holders agreed they would be comfortable talking to their lender if they were worried about making their repayments, and 45% said they have a good understanding of the types of support on offer

Extent to which high-cost credit holders agree with the following statements (2024)

'I would feel comfortable talking to my lender(s), if I was worried about being able to make my repayments'



'I have a good understanding of the types of support on offer from my lender(s), if I were to have trouble making my repayments'



Base: All UK adults who hold any high-cost credit or loan product now or in the last 12 months: logbook loan, home-collected loan, payday loan, rent-to-own, pawnbroking loan, short-term instalment loan, or loan agreement involving a guarantor (2024:940) excluding 'don't know' responses (22%/22%)

Question: HCC80Da/b (Rebased). Thinking about all your (HCC product(s)), how much do you agree or disagree with the following statements?

Section 6

Unregulated credit agreements or loans

- [Section 6.1: Deferred payment credit \(DPC\)](#)
- [Section 6.2: Employer salary advance scheme \(ESAS\)](#)
- [Section 6.3: Loans from friends and family and loans from illegal money lenders](#)



6.1 Deferred payment credit (DPC)

- How we define and measure the use of DPC in Financial Lives
- Adults who hold DPC, across a variety of demographic segments
- Adults who used DPC the last time they bought an everyday/high-value item online
- Amounts currently owed on DPC and the number of times DPC was used in the last 12 months
- Reasons for using DPC, types of purchases made using DPC, and preferences for using DPC compared with other forms of credit
- How repayments on DPC are made and how easy it is to keep track of repayments
- Whether DPC holders would feel comfortable talking to their provider if they have trouble making repayments, and their understanding of support on offer in this situation
- Whether DPC holders are aware that fees could be payable if they miss a payment, and whether they have paid a fee for late payment
- Among DPC holders who had missed any repayments in the last 12 months and paid a fee for late payment, whether they recall being contacted by their provider



How we define and measure the use of DPC in Financial Lives

Financial Lives measures the use of unregulated Buy Now, Pay Later (BNPL) in the last 12 months – which we refer to in this report as deferred payment credit (DPC).

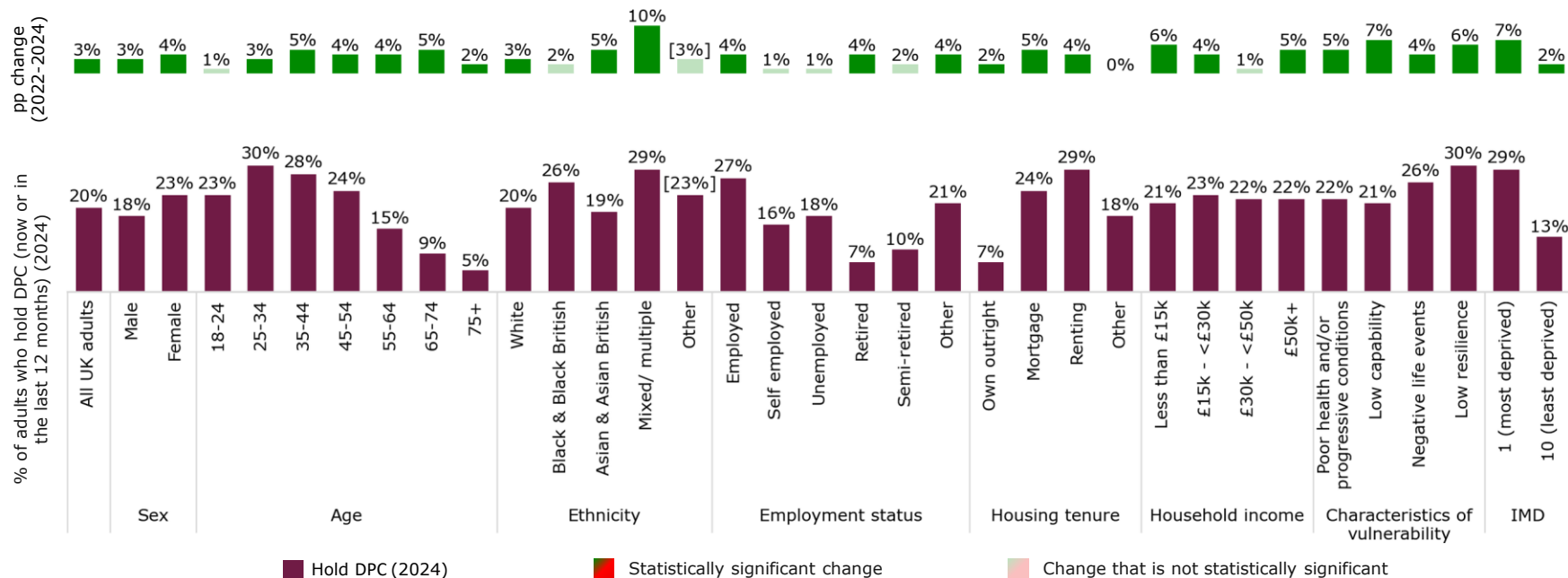
BNPL is a broad term encompassing various credit agreements, some of which fall within the Financial Conduct Authority's (FCA) regulatory scope, while others are exempt and therefore unregulated. Unregulated BNPL credit agreements – referred to as deferred payment credit (DPC) – operate under the exemption outlined in Article 60F(2) of the Regulated Activities Order (RAO).

We cannot expect survey respondents to know whether they are using regulated or unregulated BNPL. So, in FLS we use brand to identify DPC holders. There are two steps to this:

1. Respondents are asked whether they have purchased goods using a 'Buy Now, Pay Later' payment service, sometimes referred to as 'pay in three' or 'pay later.' This is defined as: *'This is a payment service where you defer payment for a short period of time (usually 30 days) or split payments over a few instalments (typically between 3 and 6) without paying interest. You may have seen this option offered when shopping online at the checkout page, being offered by firms such as Klarna or Clearpay.'*
2. Respondents who say they have used this type of service are then shown a list of providers and asked to identify those they have used in the last 12 months. Their responses are cross-checked against the FCA's list of DPC providers. Those respondents who have **only** used non-DPC providers (ie they have **only** used regulated BNPL providers) are excluded from the sample of DPC users.

20% of adults (10.9m) had bought goods using DPC in the 12 months to May 2024 – up 3pp from 17% (8.8m) in 2022. Use was particularly high among 25-34 year olds (30%), those with low resilience (30%), and those living in the most deprived areas of the UK (29%)

Adults who hold deferred payment credit (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

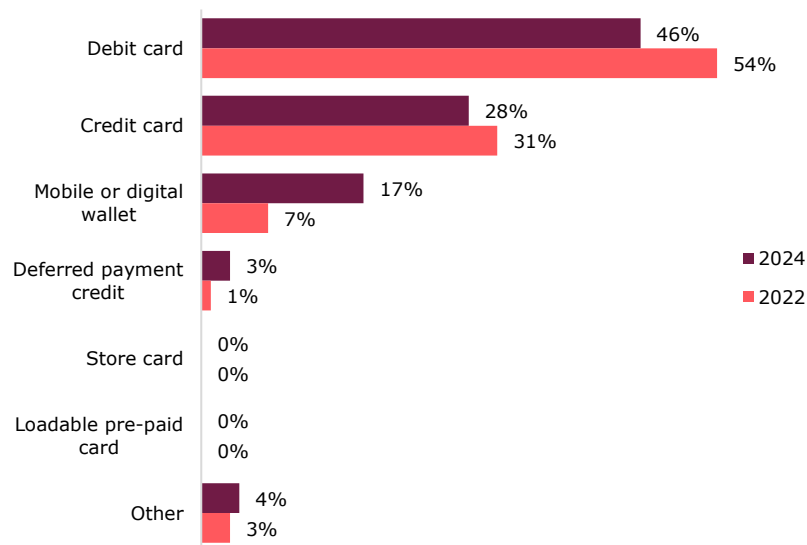


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 3% of adults used DPC the last time they bought an everyday item online (up from 1% in 2022) – 5% of adults used DPC the last time they bought a high-value item online (up from 3% in 2022)

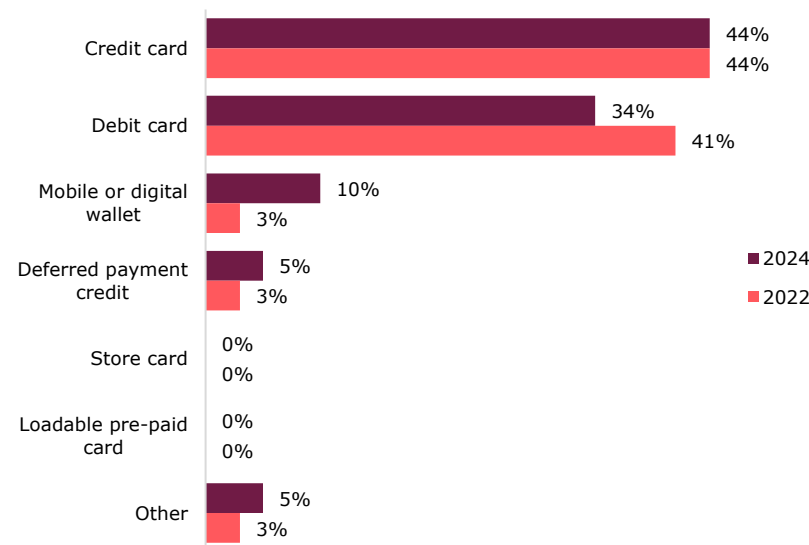
Payment method used the last time adults bought an everyday item online (2022/2024)



Base: All UK adults (2022:1,957/ 2024:2,871) excluding 'not made this type of purchase recently' responses (11%/13%)

Question. PAY3e (Rebased). The last time you went online to buy an everyday item, which type of payment method did you use?

Payment method used the last time adults bought a high-value item online (2022/2024)

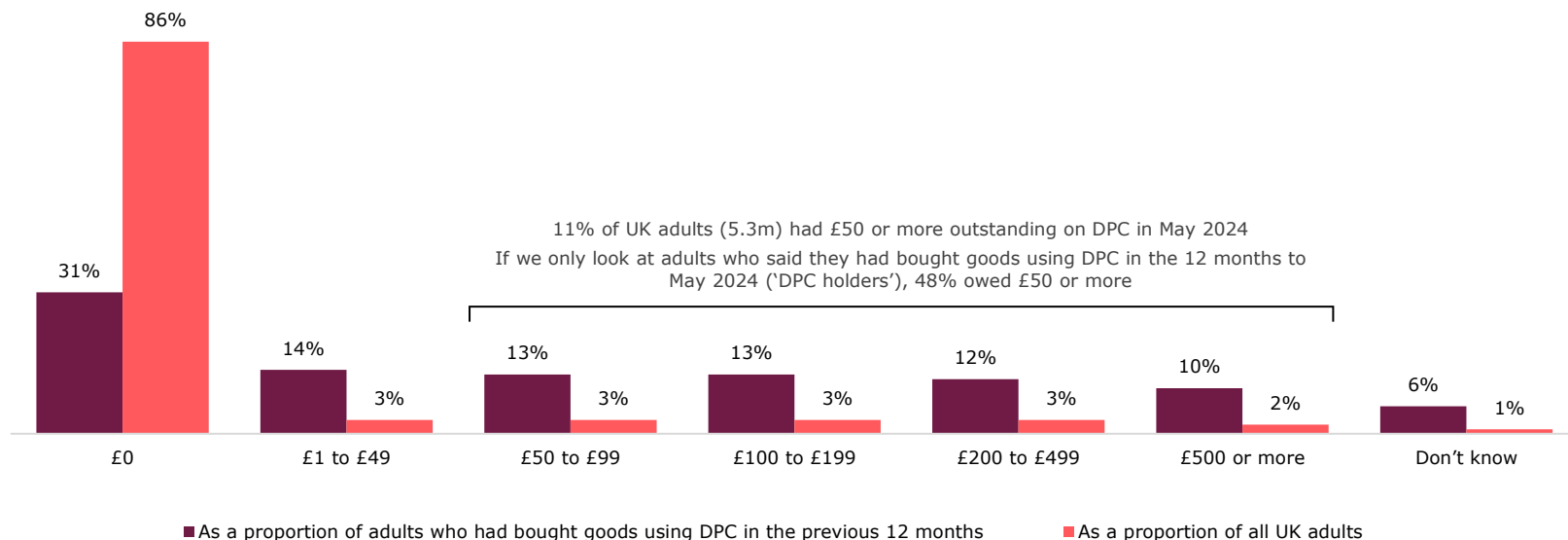


Base: All UK adults (2022:1,957/ 2024:2,871) excluding 'not made this type of purchase recently' responses (21%/23%)

Question. PAY3f (Rebased). The last time you went online to buy a high-value item, which type of payment method did you use?

In May 2024, 2% of UK adults (1.1m) had £500 or more outstanding on DPC, and 11% of UK adults (5.3m) had £50 or more outstanding – 86% had no outstanding DPC debt

Amounts currently owed on deferred payment credit (2024)

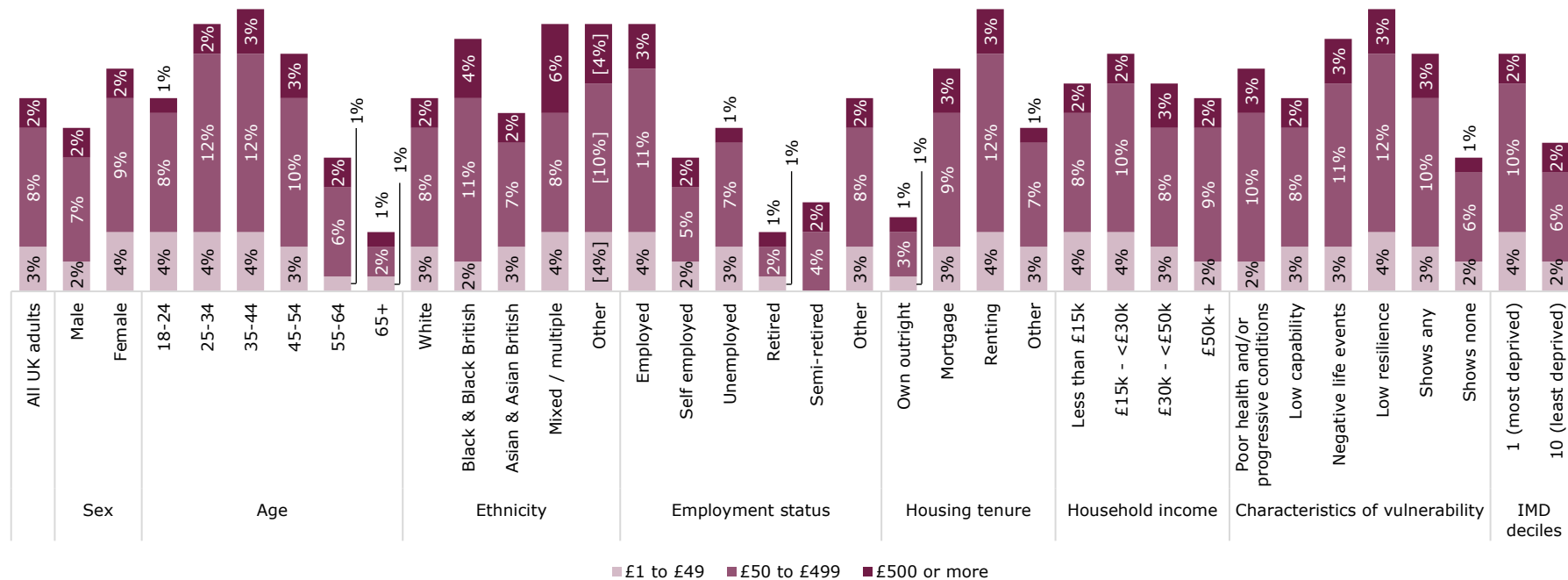


Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:3,271)/ All UK adults (2024:17,950)

Question: DPC5. Thinking about all the purchases you have made in the last 12 months using a 'Buy Now, Pay Later' payment service, sometimes called 'pay in three' or 'pay later', how much do you currently have outstanding (i.e. left to pay)?

In 2024, 2% of UK adults had £500 or more outstanding on DPC – rising to 4% for Black adults and 6% for mixed/multiple ethnic adults

Proportion of adults who currently have outstanding deferred payment credit debt and the amount currently outstanding, across a variety of demographic segments (2024)



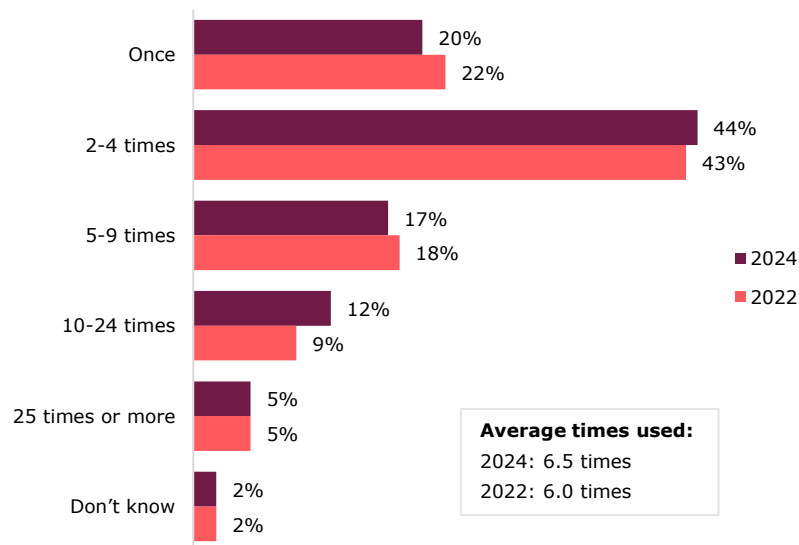
■ £1 to £49 ■ £50 to £499 ■ £500 or more

Base: All UK adults (2024:17,950)

Question: DPC5 (Rebased). Thinking about all the purchases you have made in the last 12 months using a 'Buy Now, Pay Later' payment service, sometimes called 'pay in three' or 'pay later', how much do you currently have outstanding (i.e. left to pay)?

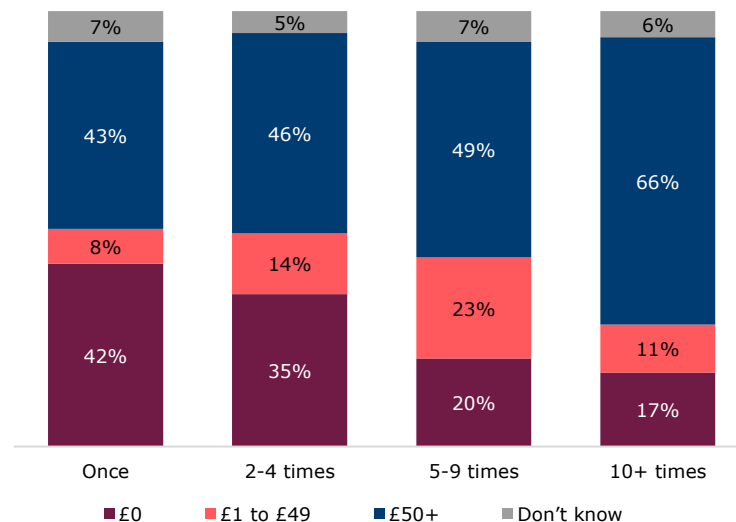
A majority of DPC holders used it relatively infrequently (20% used it only once in the 12 months to May 2024, and 44% used it 2 to 4 times). Frequent users were more likely to have a higher outstanding balance

Number of times deferred payment credit holders have used DPC in the last 12 months (2022/2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2022:2,820/ 2024:3,271) **Question:** P_CC70B. How many times have you used this type of Buy Now, Pay Later payment service in the last 12 months?

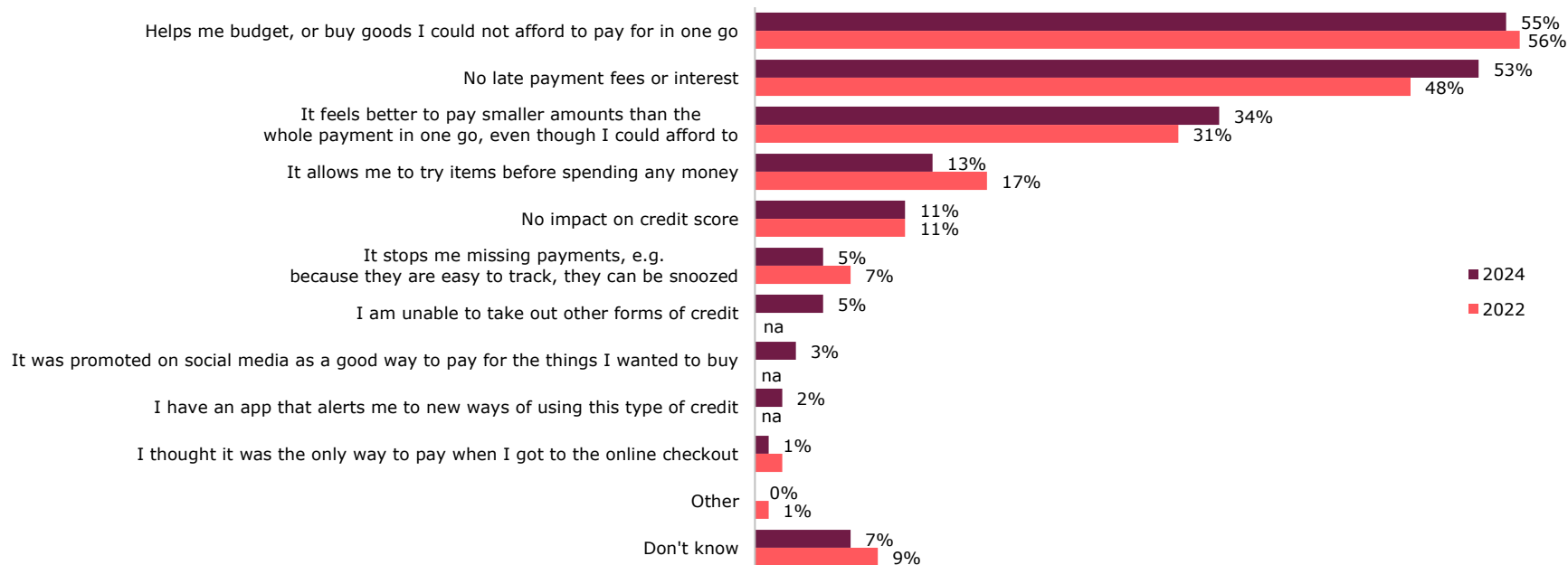
Amount currently owed on deferred payment credit , by number of times DPC holders have used DPC in the last 12 months (2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:3,271) **Question:** DPC5. Thinking about all the purchases you have made in the last 12 months using a 'Buy Now, Pay Later' payment service, sometimes called 'pay in three' or 'pay later', how much do you currently have outstanding (i.e. left to pay)?

In 2024, 55% of DPC holders used it to help them budget or to pay for goods they could not afford to pay for in one go, and 53% because there are no late payment fees or interest (up 5pp from 48% in 2022)

Reasons for using deferred payment credit (2022/2024)

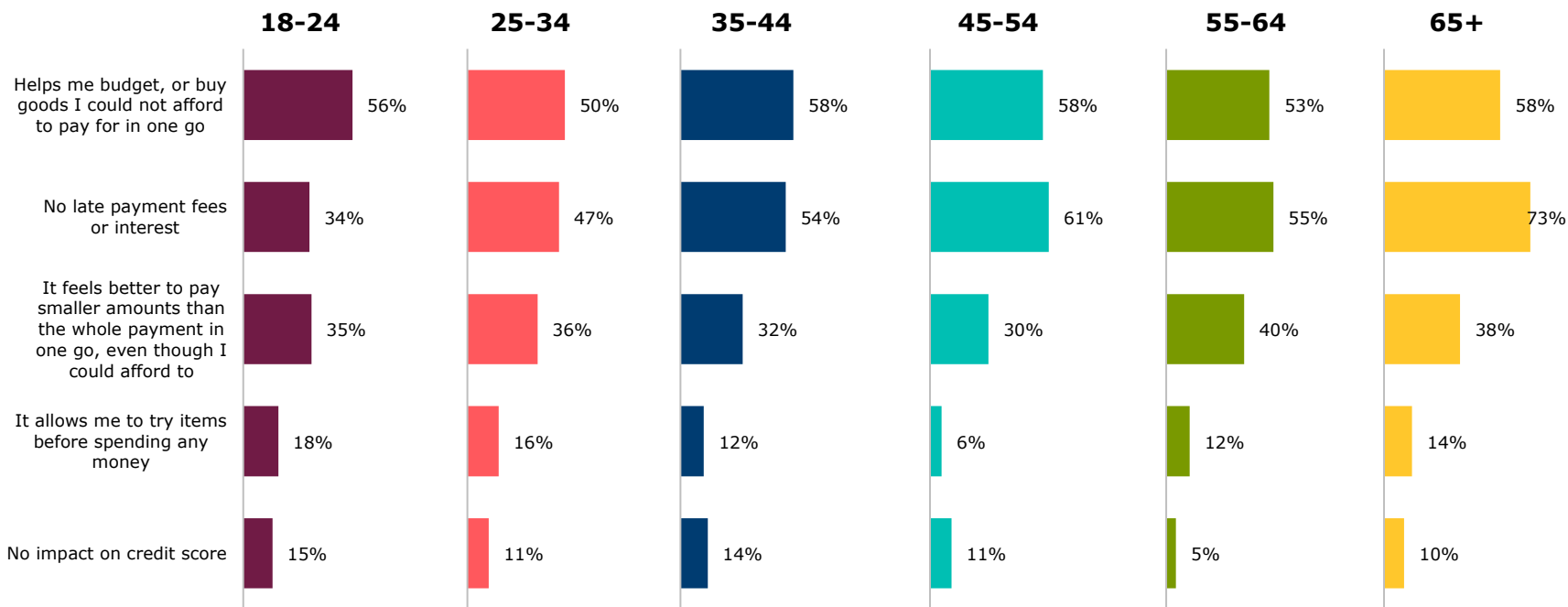


Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2022:1,232/ 2024:1,778)

Question: DPC1. Why do you choose to use this type of payment service?

In 2024, just 34% of DPC holders aged 18-24 said they used DPC because there were no late payment fees or interest, compared with 73% of DPC holders aged 65+

Main reasons for using deferred payment credit, by age (2024)

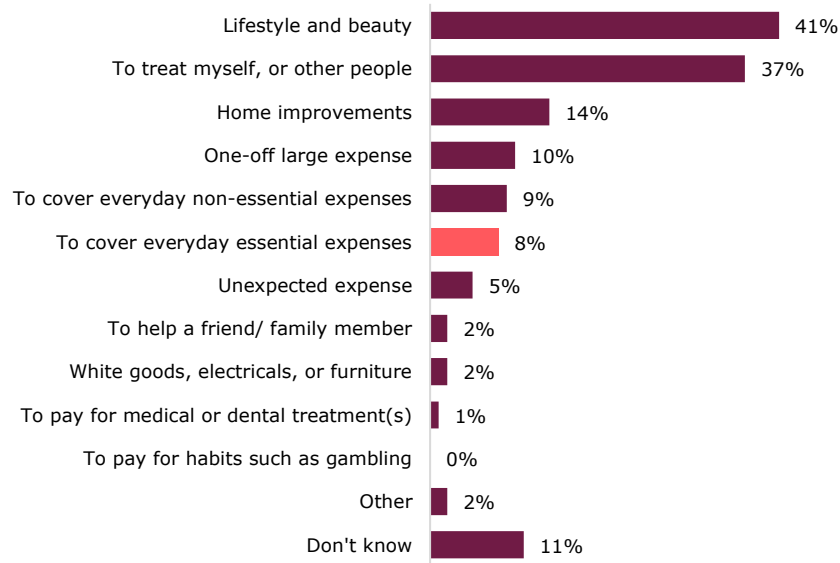


Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:1,778)

Question: DPC1. Why do you choose to use this type of payment service?

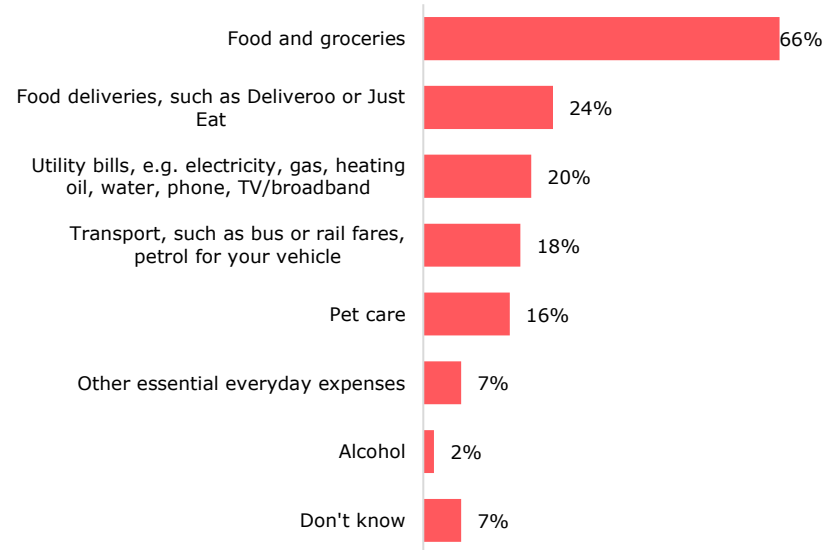
In 2024, 41% of DPC holders used DPC to buy lifestyle and beauty products, 37% to treat themselves or others. Of the 8% who used DPC to cover everyday essential expenses, two-thirds (66%) used it to pay for food and groceries and a quarter (24%) for food deliveries

Types of purchases made using deferred payment credit (DPC) in the last 12 months (2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:1,778) **Question:** DPC13D. Over the last 12 months, what have you bought using this type of payment service?

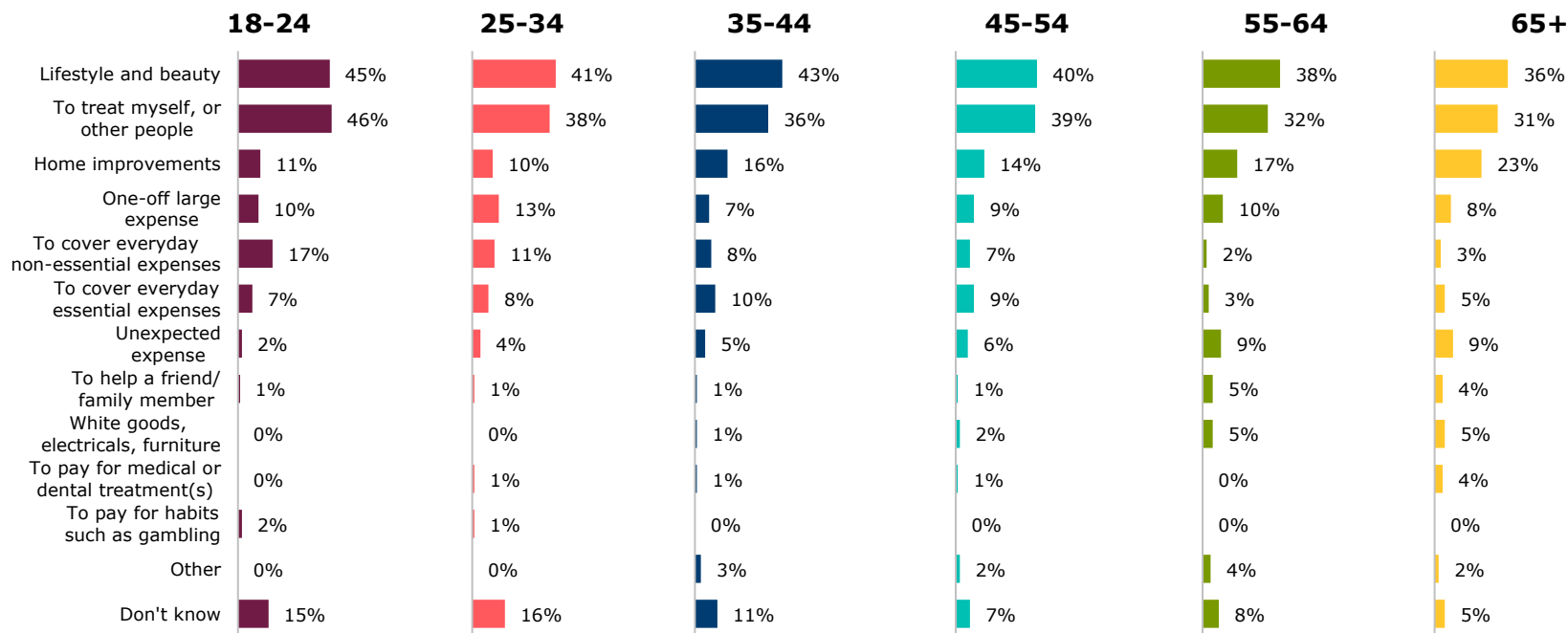
Types of everyday essential expenditure made using DPC in the last 12 months, among those using DPC to cover everyday essential expenses (2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months to cover everyday essential expenses (2024:141) **Question:** DPC14D. Which of the following types of everyday essential expenses did you buy using this type of payment service?

In 2024, 17% of DPC holders aged 18-24 used DPC to cover everyday non-essential expenses, compared with 2% of DPC holders aged 55-64

Types of purchases made using deferred payment credit in the last 12 months, by age (2024)



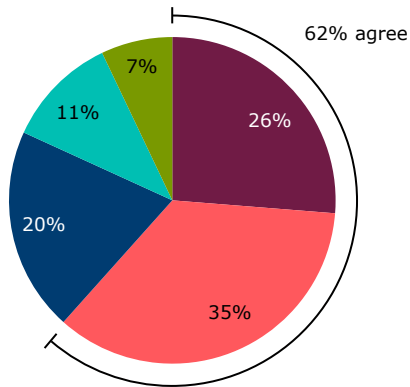
Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:1,778)

Question: DPC13D. Over the last 12 months, what have you bought using this type of payment service?

In 2024, 62% of DPC holders considered DPC to be the same as other types of credit. Over half (54%) normally used DPC instead of other credit. Most (85%) agreed it is straightforward to apply for DPC

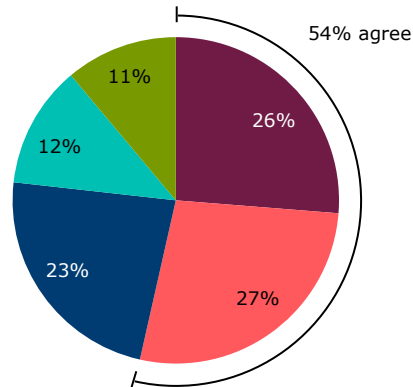
Extent to which deferred payment credit holders agree with the following statements about their preferences for using DPC compared with other forms of credit (2024)

'I think of this type of payment service in the same way as other credit products'



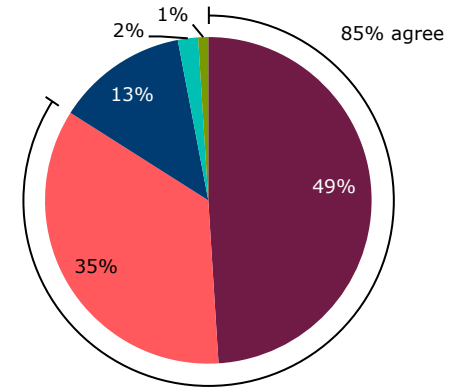
■ Strongly agree
■ Slightly agree
■ Neither agree nor disagree
■ Slightly disagree
■ Strongly disagree

'I normally use this type of payment service instead of other credit products'



■ Strongly agree
■ Slightly agree
■ Neither agree nor disagree
■ Slightly disagree
■ Strongly disagree

'It is very simple and straightforward to apply for this type of payment service'



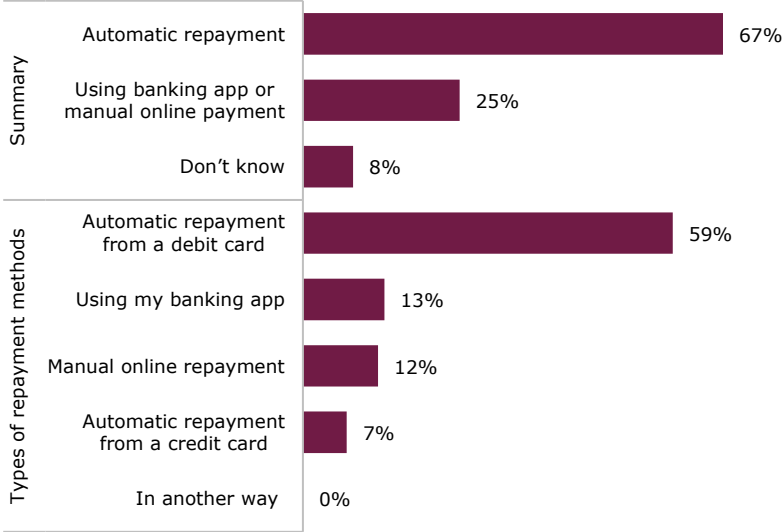
■ Strongly agree
■ Slightly agree
■ Neither agree nor disagree
■ Slightly disagree
■ Strongly disagree

Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:1,778) excluding 'don't know' responses (5%/5%/4%)

Question: DPC11D_a/b/e (Rebased). How much do you agree or disagree with the following statements about this type of payment service?

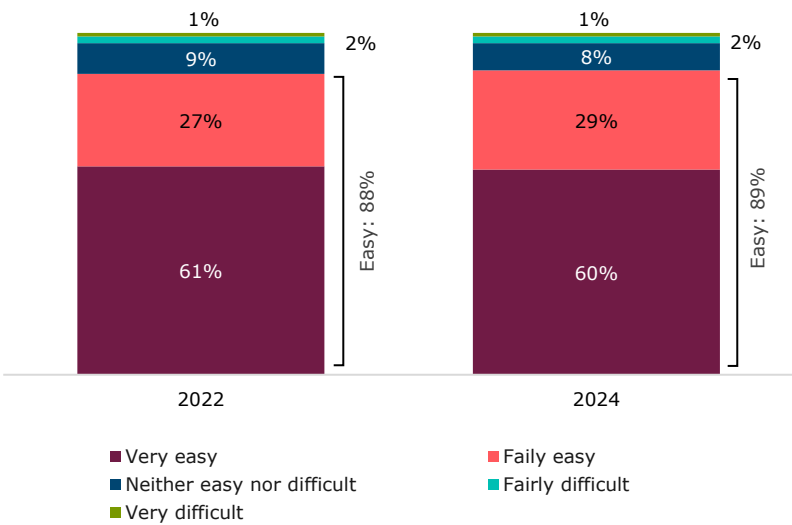
In 2024, two-thirds (67%) of DPC holders made their repayments automatically. In 2024, 89% found it easy to keep track of their DPC repayments – not statistically different from the result in 2022 (88%)

How repayments on deferred payment credit are made (2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:1,778) **Question:** DPC10D. Thinking about all the times you have bought goods or services using this type of payment service in the last 12 months, how do you normally make your repayments?

Views on how easy it is to keep track of deferred payment credit repayments (2022/2024)

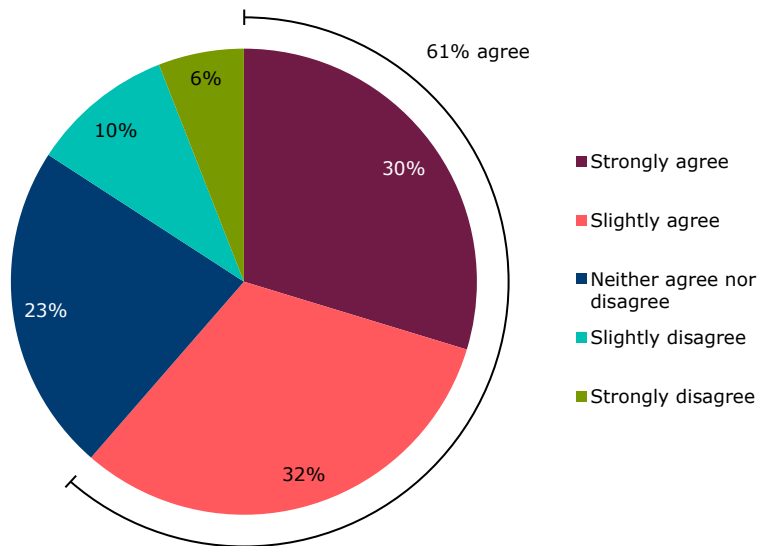


Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2022:1,232/ 2024:1,778) excluding 'don't know' responses (9%/6%) **Question:** DPC3 (Rebased). Thinking about all the times you have bought goods or services using this type of payment service in the last 12 months, how easy was it to keep track of your repayments?

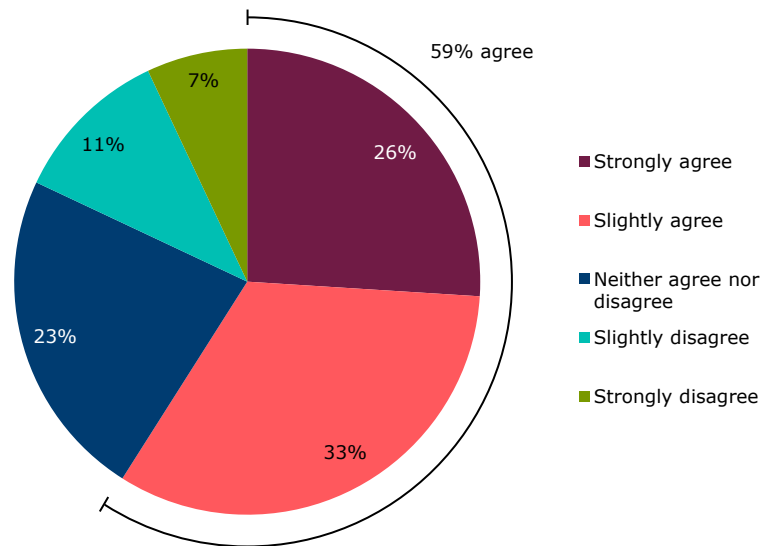
In 2024, 61% of DPC holders agreed they would feel comfortable contacting their DPC provider if they were having trouble making repayments, and 59% agreed they understood the types of support on offer

Extent to which deferred payment credit holders agree with the following statements about their comfort contacting lenders for support and their understanding of the support available (2024)

'I would feel comfortable talking to my 'Buy Now, Pay Later' provider, if I was having trouble making repayments'



'I have a good understanding of the types of support 'Buy Now, Pay Later' providers can offer, if I have trouble making repayments'

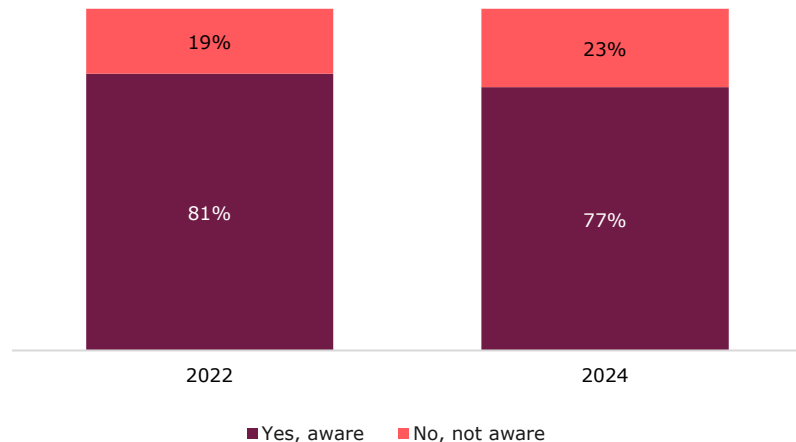


Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2024:1,778) excluding 'don't know' responses (6%/6%)

Question: DPC11D_c/d (Rebased). How much do you agree or disagree with the following statements?

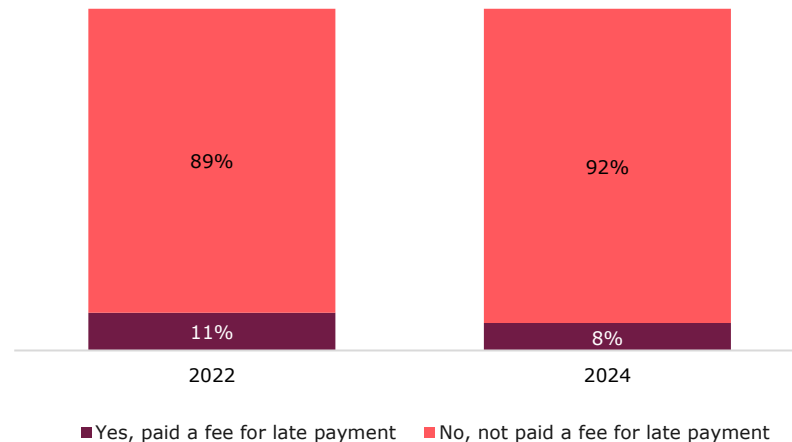
In 2024, over three-quarters (77%) of DPC holders said they were aware that fees would be payable if they missed repayments when they first decided to use this type of payment method. In the 12 months to 2024, 8% of DPC holders said they had paid a fee for late payment (11% in 2022)

Whether deferred payment credit holders were aware that fees could be payable if they miss a payment, when they first decided to use this type of payment service (2022/2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months and know which provider they used (2022:339/2024:1,672) **Question:** DPC8. When you decided to use this type of payment service, were you aware that a fee could be payable, if you missed a payment? **Note:** In 2022 this question was only asked to those who used a DPC provider that charged fees for missing repayments. In 2024, it was asked to all DPC holders.

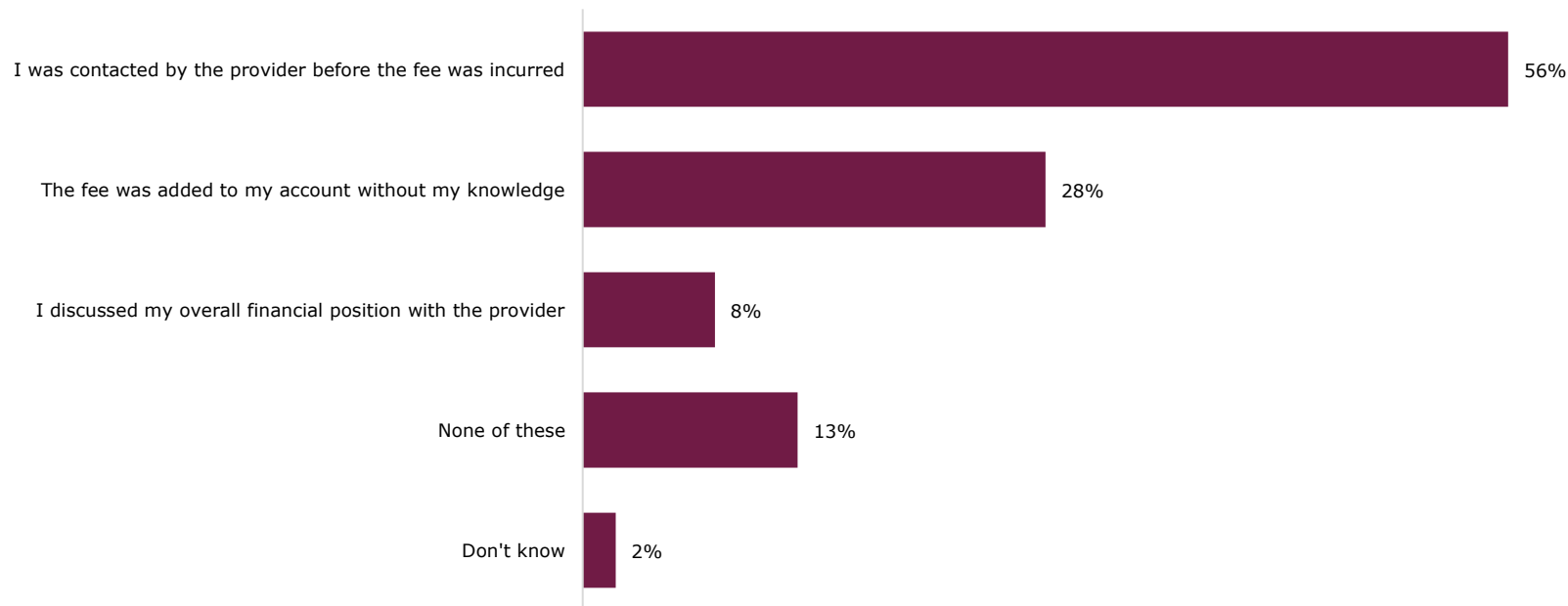
Whether deferred payment credit holders have paid a fee for late payment in the last 12 months (2022/2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months (2022:1,232/ 2024:1,778) excluding don't know responses (10%/8%) **Question:** DPC4 (Rebased). Thinking about all the times you have bought goods or services using this type of payment service in the last 12 months, have you ever paid a fee for late payment?

In 2024, of those DPC holders who had paid a fee for late payment in the last 12 months, over half (56%) recalled being contacted by the DPC provider before the fee was paid

Among deferred payment credit holders who had missed any repayments in the last 12 months and paid a fee for late payment, whether they recall being contacted by their provider (2024)



Base: All UK adults who have used deferred payment credit (ie unregulated Buy Now, Pay Later) in the last 12 months, and paid a fee for late payment (2024:127)

Question: DPC9D. Thinking about the last time you had to pay a fee for late payment for this type of payment service, did any of the following happen?

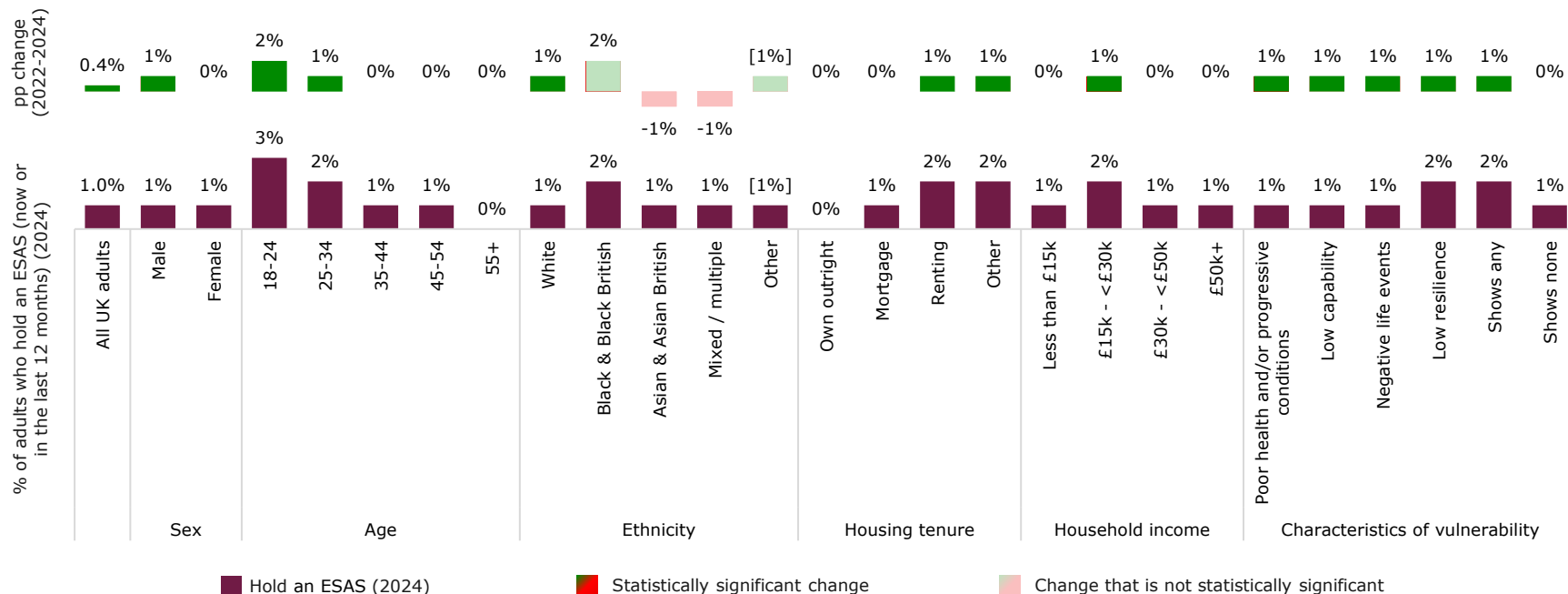
6.2 Employer salary advance schemes (ESASs)

- Adults who hold an ESAS across a variety of demographic segments
- Employees who hold an ESAS across a variety of demographic segments



In 2024, 1% of UK adults (0.6m) had used an ESAS in the last 12 months – rising to 3% among adults aged 18-24, 2% among Black adults (2%) and 2% among those with low resilience (2%)

Adults who hold an employer salary advance scheme (ESAS) (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)

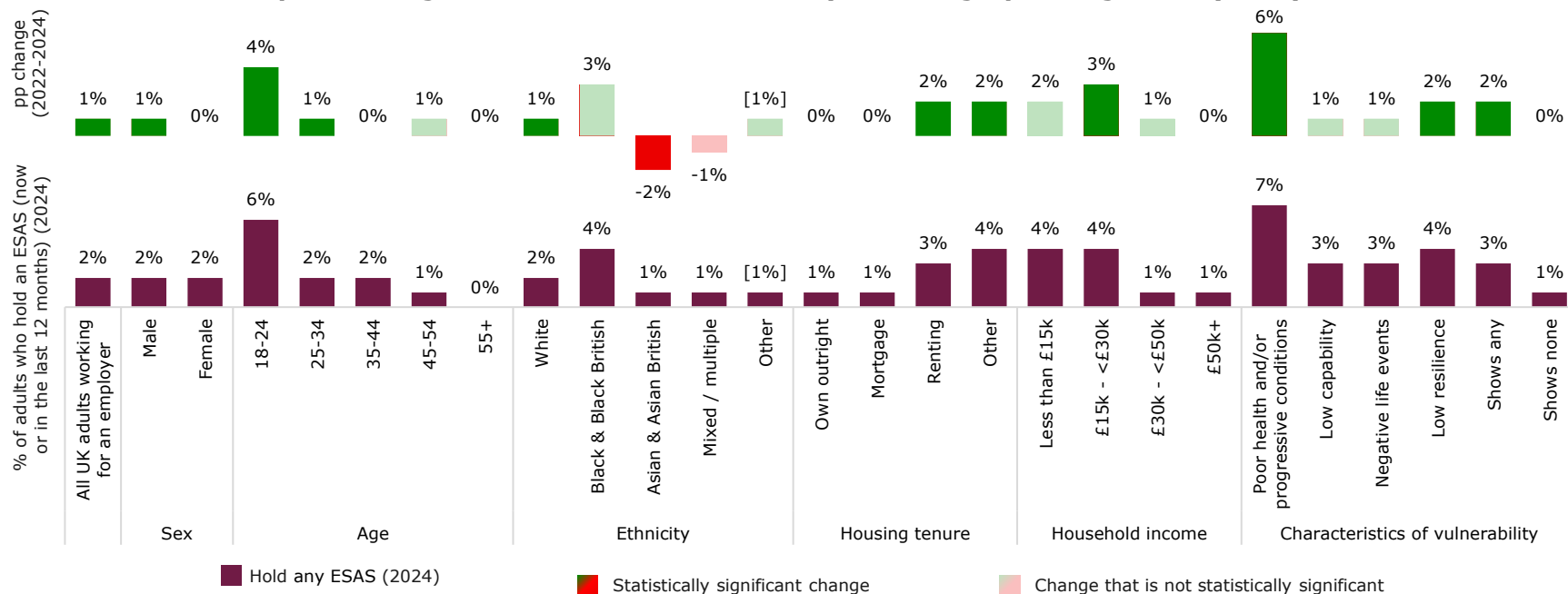


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

In 2024, 2% of employees held an ESAS – rising to 6% among employees aged 18-24 and 7% among those employees in poor health

Employees who hold an employer salary advance scheme (ESAS) (now or in the last 12 months) and percentage point change since 2022, across a variety of demographic segments (2024)



Base: All UK adults working for an employer either full or part time (2022:9,741/ 2024:9,229)

Question: P_CC75. Are you currently using or have you used any employer salary advance schemes?

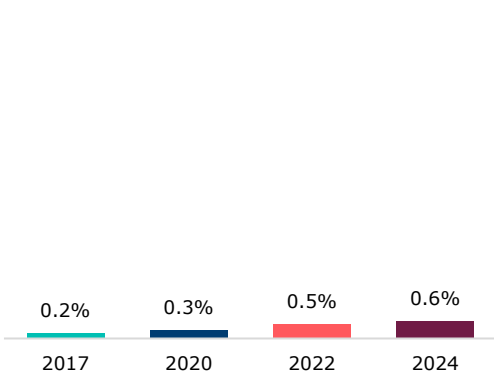
6.3 Loans from friends and family and loans from illegal money lenders

- Summary of adults who hold a loan from an unlicensed moneylender/other informal lender, and those who hold a loan from friends/family where interest was charged
- Adults who hold a loan from friends or family, across a variety of demographic segments
- Among those who hold a loan from friends of family, whether this was from a friend or a family member and whether interest was charged
- Reasons for borrowing from an unlicensed money lender or friend/family member where interest is paid



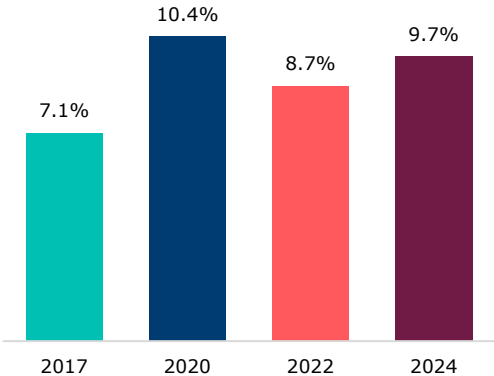
In the 12 months to May 2024, 0.6% (0.3m) of adults said they had borrowed from an unlicensed moneylender or another informal lender. Nearly one in 10 (9.7%, 5.3m) had borrowed from a friend/family member – and 0.3% (0.2m) were charged interest on this loan

Loans from unlicensed moneylenders or other informal lenders (ie illegal moneylenders) (2017/2020/2022/2024)



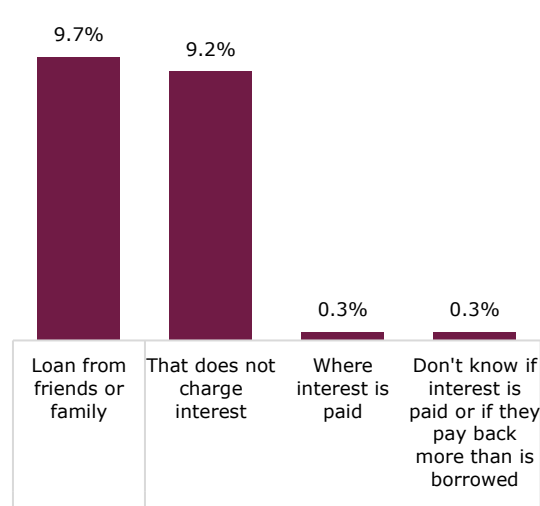
Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950) **Question:** POSum1. Product holding summary 1 **Note:** These figures may understate actual use due to under-reporting.

Loans from friends or family (2017/2020/2022/2024)



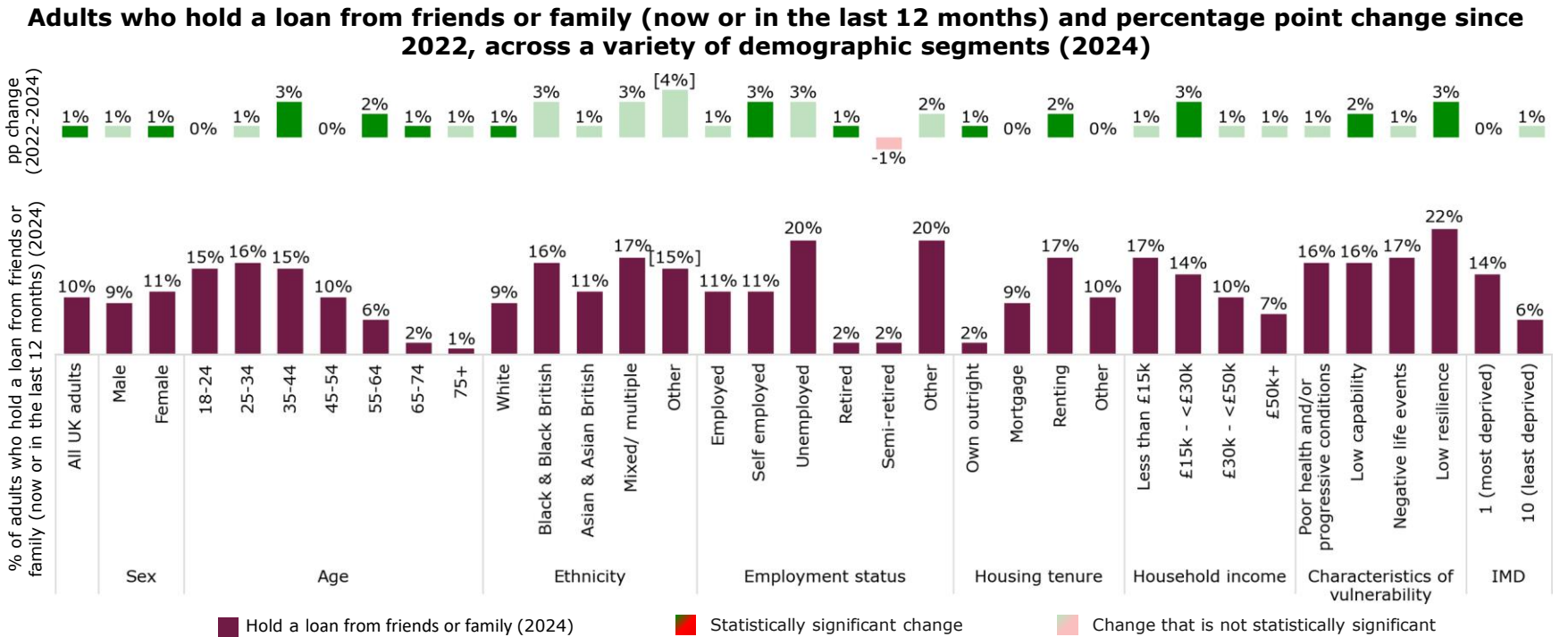
Base: All UK adults (2017:12,865/ 2020:16,190/ 2022:19,145/ 2024:17,950) **Question:** POSum1. Product holding summary 1

Interest bearing loans from friends or family (2024)



Base: All UK adults (2024:17,950) **Question:** P_CC82D (Rebased). Thinking about the loan(s) you hold or have held in the last 12 months from friends/family, who is the loan(s) from?

In 2024, 22% of adults with low resilience and 20% of unemployed adults held a loan from friends/family. Between 2022 and 2024, there was a 3pp increase in the proportions of self-employed adults, those aged 35-44, and those with low resilience, who held a loan from friends/family

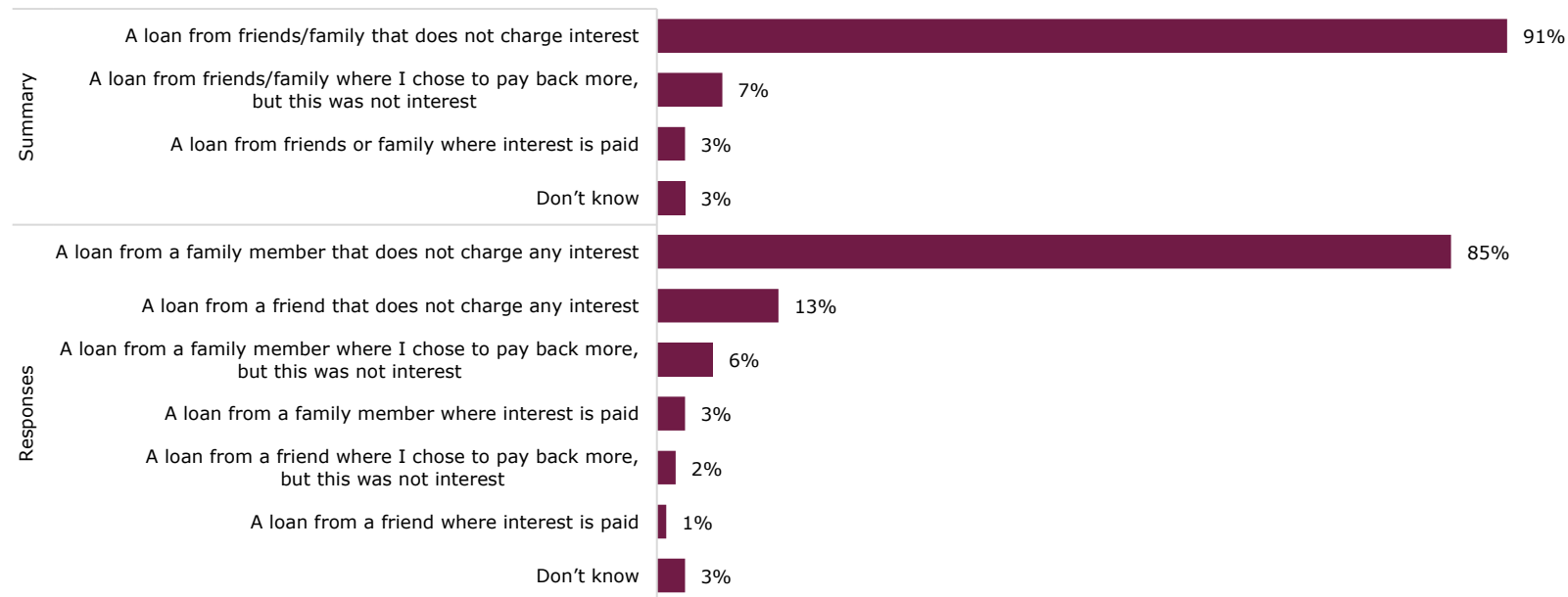


Base: All UK adults (2022:19,145/ 2024:17,950)

Question: POSum1. Product holding summary 1

Nine in 10 (91%) of those who borrowed from friends or family in the previous 12 months did not pay any interest on their loan(s), 7% chose to pay back more than they borrowed, and 3% paid interest

Among those who hold a loan from friends or family, whether this was from a friend or a family member and whether interest was charged (2024)

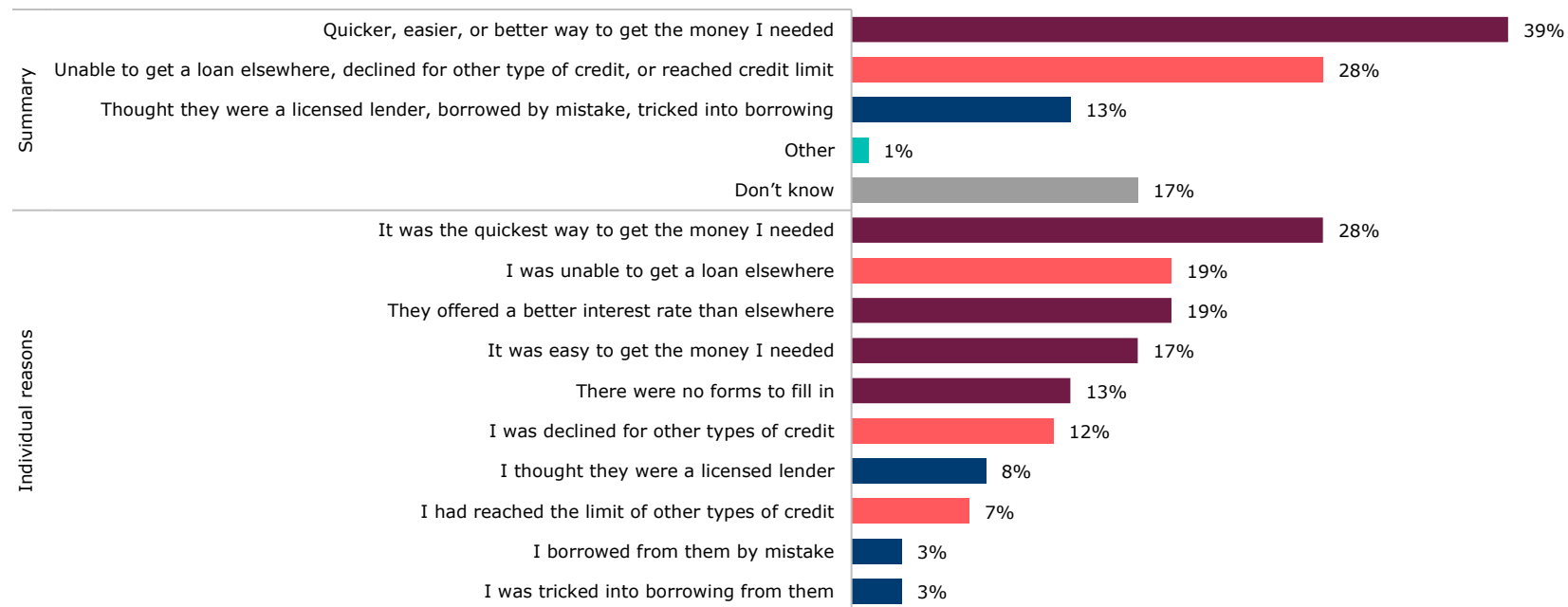


Base: All UK adults who hold a loan from friends or family now or in the last 12 months (2024:1,547)

Question: P_CC82D. Thinking about the loan(s) you hold or have held in the last 12 months from friends/family, who is the loan(s) from?

In 2024, the main reason given for borrowing from an unlicensed money lender or from a friend/family member where interest was paid was that it was quicker or easier to get the money needed

Reasons for borrowing from an unlicensed money lender or friend/family member where interest is paid (2024)



Base: All UK adults who hold a loan from an unlicensed moneylender or other informal lender now or in the last 12 months, or a loan from friends or family where interest is paid now or in the last 12 months (2024:129)

Question: P_CC83D. Thinking about the loan(s) you hold or have held in the last 12 months from an unlicensed moneylender/informal lender, or from friends/family where interest is paid, which of the following best describe why you borrowed from them??

Section 7

Problems and complaints

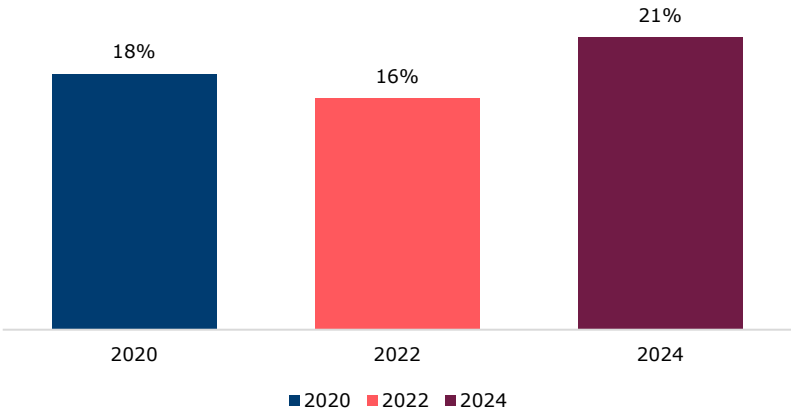
- Credit holders who experienced a problem in the last 12 months with any of their regulated credit agreements
- Credit holders who experienced a problem in the last 12 months with any of their regulated credit agreements, by type of problem
- Impacts of the most serious problem experienced
- Whether or not those who experienced a problem in the last 12 months complained about it – and, if not, why not



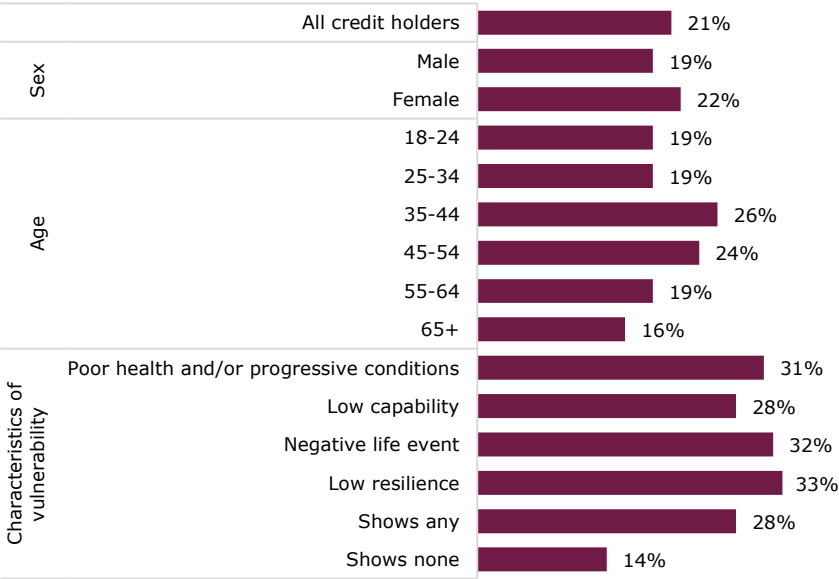
In 2024, one in five (21%) credit holders (8.4m adults) experienced a problem with one or more of their credit or loan products - a 4pp increase compared with 2022

Credit holders who experienced a problem in the last 12 months with any of their regulated credit agreements

All credit holders (2020/2022/2024)



By sex, age, and characteristics of vulnerability (2024)

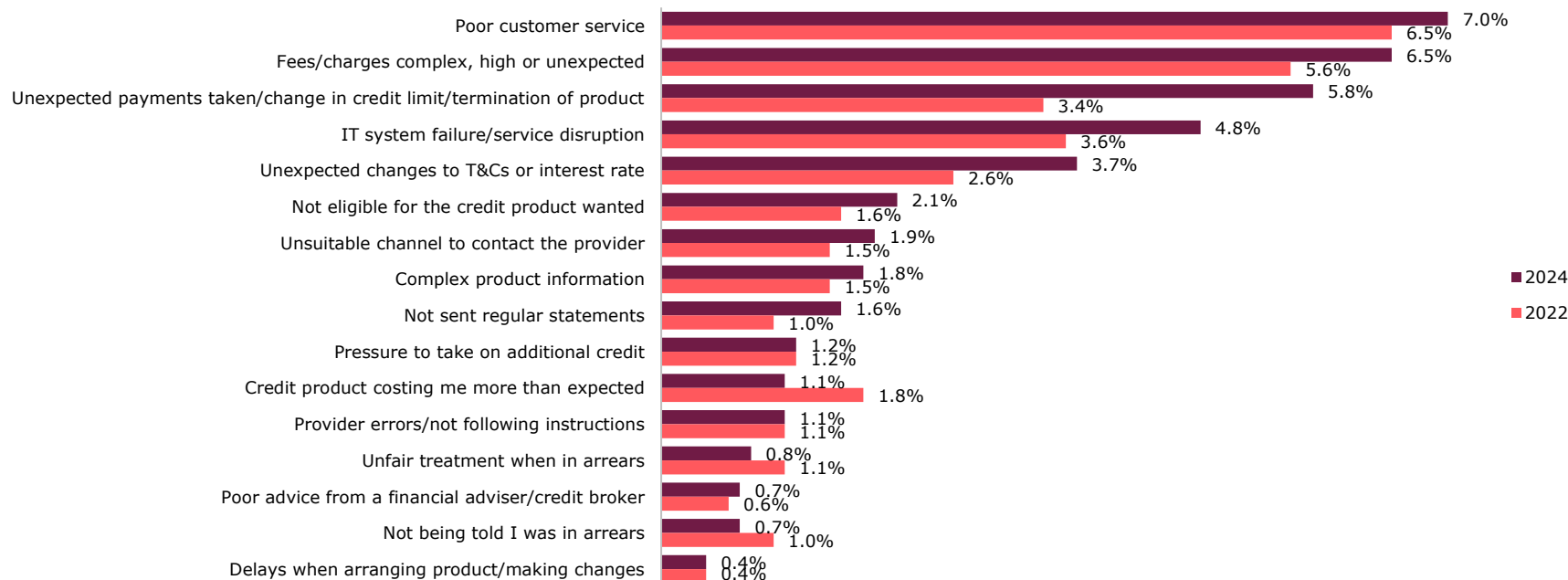


Base: All UK adults who hold any regulated credit agreements now or in the last 12 months (2017:1,203/ 2020:3,604/ 2022:4,034/ 2024:3,393)

Question: CC35. In the last 12 months, have you experienced any of the following problems with any of these products?

Between 2022 and 2024, there was a 2pp increase in the proportion of credit holders reporting an unexpected change to their credit limit, termination of their credit product, or payments taken when not expected

Credit holders who experienced a problem with any of their regulated credit agreements in the last 12 months, by type of problem (2022/2024)

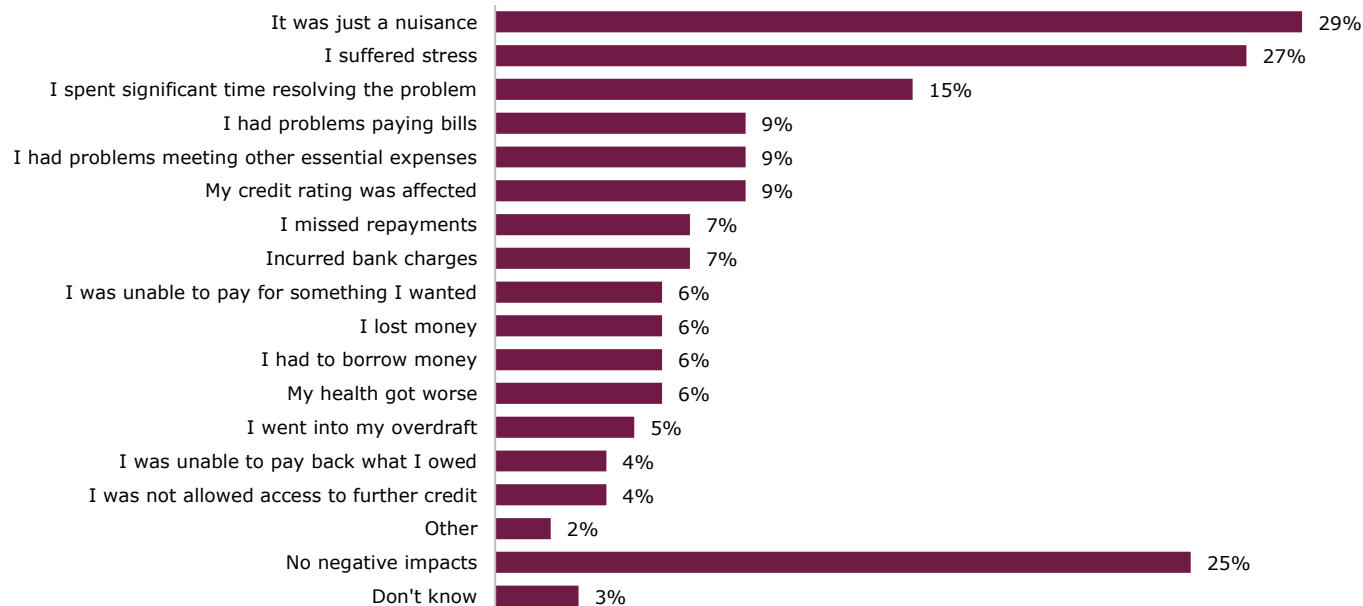


Base: All UK adults who hold any regulated credit agreements now or in the last 12 months (2022:4,034/ 2024:3,393)

Question: CC35. In the last 12 months, have you experienced any of the following problems with any of these products?

In 2024, among credit holders who experienced a problem, 3 in 10 (29%) felt it was just a nuisance, but a similar proportion (27%) suffered stress, and one in 10 (9%) had problems paying bills

Impacts of the most serious problem experienced (2024)



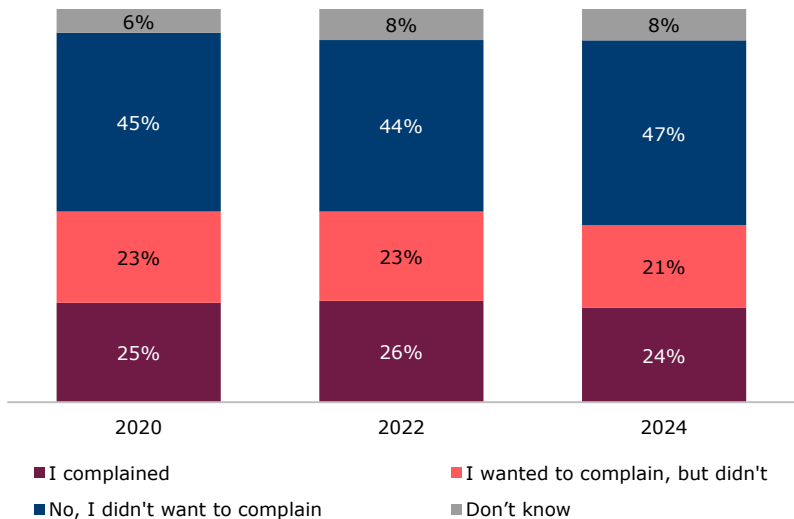
Base: All UK adults who hold any regulated credit agreements now or in the last 12 months and experienced a problem in last 12 months (2024:666)

Question: CC42. Thinking about the most serious problem you experienced with (one of) your credit products. As a result of this problem, did any of the following happen?

Note: The 11% of credit holders who experienced more than one problem in this period were asked to think about the most serious problem they experienced.

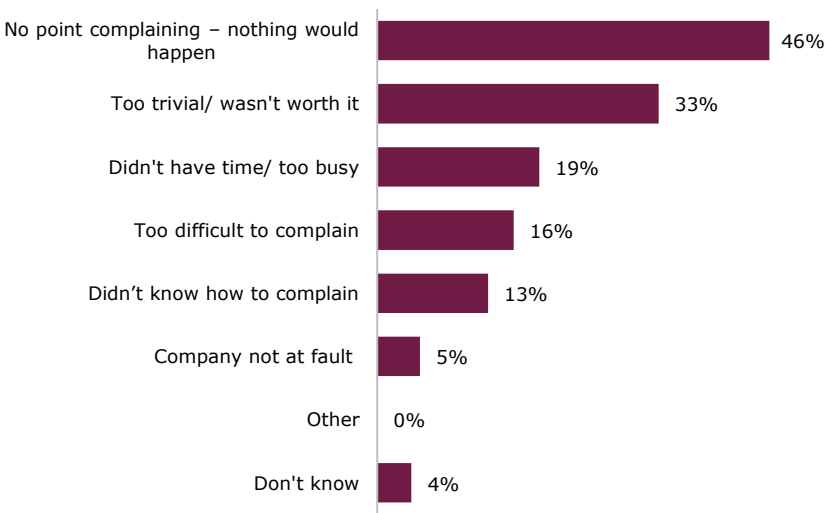
In 2024, one in 4 (24%) complained about the problem they experienced. Of those who didn't complain, 16% felt it would be too difficult to complain and 13% didn't know how to complain

Whether or not those who experienced a problem in the last 12 months complained about it (2017/2020/2022/2024)



Base: All UK adults who hold any regulated credit agreements now or in the last 12 months and experienced a problem in last 12 months (2020:510/ 2022:589/ 2024:666) **Question:** CC36. Thinking about the most serious problem you experienced with (one of) your credit products. Did you complain about this?

Among those who did not complain, why did they not complain? (2024)



Base: All UK adults who hold any regulated credit agreements now or in the last 12 months and experienced a problem in last 12 months who wanted to complain but didn't, or didn't want to complain (2024:438) **Question:** CC41. Thinking about the most serious problem you experienced with (one of) your credit products. Why didn't you complain?

Section 8

Your feedback please

Please email us at:
financiallivessurvey@fca.org.uk

We welcome your feedback on this deck of slides

Please email us at financiallivessurvey@fca.org.uk, ideally including:

- “Feedback on the FLS Credit & loans deck” as the title of your email
- Your organisation and your role
- How useful you have found these findings – how they have helped you/ how you have used them
- Any suggestions for improving our questionnaire or this deck
- Whether you have also looked at our FLS 2024 main report and data tables – and what you think of them
- Your brief suggestions for improving how we make FLS results accessible to users like you
- Whether you would be willing to take part in a short survey about FLS
- Any other feedback you may have



Section 9

Abbreviations and Glossary

- [Abbreviations](#)
- [Glossary](#)



Click to return to contents

Abbreviations

Term	Definition
APR	Annual percentage rate
BNPL	Buy Now, Pay Later
CDFI	Community development finance institution
DPC	Deferred payment credit
eg	For example
ESAS	Employer salary advance scheme
FCA	Financial Conduct Authority
FLS	(The FCA's) Financial Lives survey
HCC	High-cost credit
HIV	Human Immunodeficiency Virus
ie	That is
IMD	Indices of Multiple Deprivation
MS	Multiple sclerosis
na	Not asked
n/a	Not applicable
pp	percentage point
UK	United Kingdom
unp	Unprompted responses
vs.	versus

Glossary (1)

Term	Definition
Adult	Aged 18 years or over
Agree	Those answering 'strongly agree' or 'slightly agree'
Asian	Shorthand for Asian and Asian British
Black	Shorthand for Black and Black British
Characteristics of vulnerability	Circumstances associated with four key drivers of vulnerability that may indicate a consumer is especially susceptible to harm, particularly when a firm is not acting with appropriate levels of care
Credit holder	Those who hold any regulated credit agreement now, or in the last 12 months
Credit or loan (any)	Hold any type of credit or loan, regardless of whether it is FCA regulated or not. Annex A (Product holdings) shows what products are included under 'any credit or loan'
Deferred payment credit (DPC)	<p>The definition of DPC used in FLS distinguishes regulated Buy Now Pay Later (BNPL) from DPC (or unregulated BNPL). BNPL is a broad term encompassing various credit agreements, some of which fall within the Financial Conduct Authority's (FCA) regulatory scope, while others are exempt and therefore unregulated. Unregulated BNPL credit agreements – referred to as Deferred Payment Credit (DPC) – operate under the exemption outlined in Article 60F(2) of the Regulated Activities Order (RAO). We cannot expect respondents to know whether they are using regulated or unregulated BNPL. So, in FLS we use brand to identify DPC users. There are two steps:</p> <ol style="list-style-type: none"> 1. Respondents are asked whether they have purchased goods using a 'Buy Now, Pay Later' payment service, sometimes referred to as 'pay in three' or 'pay later.' This is defined as: 'This is a payment service where you defer payment for a short period of time (usually 30 days) or split payments over a few instalments (typically between 3 and 6) without paying interest. You may have seen this option offered when shopping online at the checkout page, being offered by firms such as Klarna or Clearpay.' 2. Respondents who say they have used this type of service are then shown a list of providers and asked to identify those they have used. Their responses are cross-checked against the FCA's list of DPC providers. Those respondents who have only used non-DPC providers are excluded from the sample of DPC users.
Digitally excluded	Adults who have never used the internet; have not used the internet within the last three months or don't know when they used the internet last; or those who have used the internet in the last three months but less often than once a week and rate their ability to use it as poor or bad
Disagree	Those answering 'strongly disagree' or 'slightly disagree'
Drivers of vulnerability	The FCA's 4 key drivers of vulnerability are: poor health, recent negative life events, low resilience and low capability

Glossary (2)

Term	Definition
Employer salary advance schemes	Defined for survey respondents as: 'An employer salary advance scheme (ESAS) lets you, as an employee, get access to some of your earned pay before your regular payday. There is usually a fee for this'
High	The description of something when respondents score it 9-10 out of 10. For example: confidence in managing money, knowledge of financial matters, and satisfaction with financial circumstances
High-cost credit/loan	Have one or more of the following products now or in the last 12 months: home-collected loan; logbook loan; pawnbroking loan; payday loan (single payment); rent-to-own; short-term instalment loan; or a loan agreement involving a guarantor. This definition was revised for 2024 and no longer includes those who revolve a balance on a catalogue credit or shopping account, and it now includes those who have a loan agreement involving a guarantor. Historic figures presented in this report use the 2024 definition. Revolve a balance on a catalogue credit or shopping account, bought products with rent-to-own finance in the last 12 months, or have one or more of the following loan products now or in the last 12 months: pawnbroking loan, home-collected loan, payday loan (single payment), short-term instalment loan, or logbook loan.
Household	This grouping of products is used for reporting purposes. These products were not described to respondents as high-cost credit Defined for survey respondents as: 'The group of people (not necessarily related) living at the same address who share cooking facilities and also share a living room or sitting room or dining area'
Household income	Defined for survey respondents as: 'Total annual household income from all sources (including benefits) before tax and other deductions'
Illegal moneylender	Defined for survey respondents as: 'an unlicensed moneylender or another informal lender: this is a where someone lends money on a commercial basis, but without being authorised by the Financial Conduct Authority. These are sometimes known as an 'illegal money lender' or a 'loan shark'
In financial difficulty	Description used for adults when they have fallen behind on, or missed, any payments for domestic bills and/or credit commitments or in any three or more of the last six months
Least deprived areas of UK	The Indices of Multiple Deprivation rank every small area in England, Northern Ireland, Wales and Scotland from most deprived to least deprived. Areas can then be cut by decile by country to identify whether an area falls into the most or least deprived 10 per cent of small areas in that country. Decile 10 areas are the least deprived areas from each country
Lone parent	Single adult with one or more dependent children living in the household. Dependent children are those aged 16 or under (or those aged 16 to 18 who are in full-time education and do not themselves have a spouse, partner or child living in the household) living in the household, regardless of whether they also have regular contact or partly reside with a second parent/guardian living outside of the household
Low	The description of something when respondents score it 0-6 out of 10. For example: confidence in managing money, knowledge of financial matters, and satisfaction with financial circumstances. Also see 'Very low'

Glossary (3)

Term	Definition
Low capability (in the context of vulnerability)	Capability is one of the four key drivers of vulnerability. Adults are described as having low capability if they view their own financial capability as particularly low, have poor or non-existent digital skills (the 'digitally excluded'), have low English language skills, or have learning difficulties (dyslexia, dyscalculia or dyspraxia)
Low financial capability	Adults who rate their confidence of managing money as very low, rate their knowledge of financial matters as very low, or strongly disagree that they are a confident and savvy consumer of financial services
Low financial resilience	Adults who have low savings, are in financial difficulty, or find that keeping up with their domestic bills or credit commitments is a heavy burden
Low resilience (in the context of vulnerability)	Resilience is one of the four key drivers of vulnerability. Adults are described as having low resilience if they have low financial resilience or low emotional resilience
Low-income households/ householders	Adults with an annual household income, from all sources (including benefits) before tax and other deductions, of less than £15,000
Mainstream credit	<p>We segment credit products into three groups: mainstream credit, high-cost credit, and other unregulated credit agreement or loans. These groups of products are used for reporting purposes only and were not described to survey respondents in these terms.</p> <p>Mainstream credit includes the following regulated credit agreements: credit card, overdraft, personal loan, store card, retail instalment credit, motor finance, catalogue credit or shopping account, retail hire purchase (excl. rent-to-own finance), credit union loan, peer-to-peer loan, CDFI loan. Credit unions loans are included in the mainstream credit category, although they are broadly exempt from regulation</p>
Minority ethnic adults/groups	UK adults from a Gypsy or Irish traveller, Roma, mixed/multiple, Asian/ Asian British, Black/African/Caribbean/Black British or other ethnic background. This terminology is used in the UK Census
Moderate	The description of something when respondents score it 7-8 out of 10. For example: confidence in managing money, knowledge of financial matters, satisfaction with financial circumstances, and trust and satisfaction with providers
Mortgage holder	Someone who has a residential mortgage on the property in which they currently live
Most deprived areas of the UK	The Indices of Multiple Deprivation rank every small area in England, Northern Ireland, Wales and Scotland from most deprived to least deprived. Areas can then be cut by decile by country to identify whether an area falls into the most or least deprived 10 per cent of small areas in that country. Decile 1 areas are the most deprived areas from each country
Motor finance	Defined for survey respondents as: 'This is where you take out finance to acquire a motor vehicle, eg hire purchase (HP), personal contract purchase (PCP), or conditional sale. It does not include where you hire a vehicle for a short period or under a personal contract hire (PCH) plan.' It does not include hiring or leasing with no option to buy, or personal loans or other forms of credit used to buy outright

Glossary (4)

Term	Definition
Negative life events (in the context of vulnerability)	Life events are one of the four key drivers of vulnerability. Negative life events included in our algorithm are events that have occurred in the last 12 months, and include bereavement, an income shock (eg losing their job or a reduction in working hours against their wishes), a relationship breakdown, or becoming the main carer for a close family member. Since the 2022 survey, we also include those who have experienced financial abuse by their partner or a family member in the previous five years
'Other' employment status	Includes those who are temporarily sick with no job to go to, those who are permanently sick or disabled, students, those looking after the home, and full-time carers
'Other' ethnicity	Any ethnic group other than Asian/Asian British, Black/Black British, mixed/multiple ethnic groups, or White
'Other' housing tenure	Those who live rent-free (eg with parents, partner, relatives or in a friend's property) or occupy the property they currently live in in some other way
Other unregulated credit agreements or loans	<p>We segment credit products into three groups: mainstream credit, high-cost credit, and other unregulated credit agreement or loans. These groups of products are used for reporting purposes only and were not described to survey respondents in these terms.</p> <p>Other unregulated credit agreements or loans include: deferred payment credit (ie unregulated Buy Now, Pay Later), student loan, loan from friends or family, employer salary advance scheme, loans from an unlicensed moneylender or other informal lender (ie illegal moneylender)</p>
Persistent credit card debt	Credit card revolvers who have paid more in interest, fees, and charges than they have actually paid off their cards over the last 12 to 18 months
Poor health (in the context of vulnerability)	<p>Health is one of the four key drivers of vulnerability. Respondents are considered to have poor health, if they have a condition or illness lasting or expected to last for 12 months or more; and, that their illness/condition affects them physically or affects their hearing, vision, mental health (including addiction), mental capacity or cognitive abilities, and that it reduces their ability to carry out day-to-day activities 'a lot'.</p> <p>In the 2022 survey, we added a question about cancer, multiple sclerosis, and HIV infection. People with these progressive conditions automatically meet the disability definition under the Equality Act 2010 from the day they are diagnosed, even if their condition does not currently have a substantial negative impact on their ability to carry out day-to-day activities. From the 2022 survey they count as having poor health. Where we use the term 'poor health' it is always shorthand for those in poor health or have a progressive health condition (cancer, MS, HIV infection)</p>
Regulated credit agreement	Any credit or loan, excluding non-FCA regulated credit (ie student loans, deferred payment credit and loans from friends or family) and/or employer salary advance schemes, or loans from informal/unlicensed (ie illegal) moneylenders

Glossary (5)

Term	Definition
Residential mortgage	A residential (first-charge) mortgage is a loan for purchasing a property in which the borrower(s) lives. In Financial Lives we collect data for adults who hold a residential mortgage in their name or in joint names on the property in which they currently live
Retail finance	Retail finance includes store cards, catalogue credit or shopping accounts, retail hire purchase, rent-to-own and retail instalment credit
Revolve, revolving	Hold a credit card, store card and/or catalogue credit now or in the last 12 months but do not usually repay (or don't know if usually repay) the balance in full every month or most months
Sex	Survey respondents are asked to state their sex, with the options of Male, Female, or prefer not to say. Elsewhere in the survey we ask respondents if the gender they identify with is the same as their sex registered at birth
Student loan	Defined for survey respondents as: 'Loans from the Student Loans Company, or its equivalents in Scotland, Wales and Northern Ireland.' Respondents are asked not to include student finance from commercial providers
Support users (from lenders)	Adults who have received support from a credit or mortgage lender in the previous 2 years to assist with repayments. For mortgages, support includes payment deferrals, a switch to interest-only payments (temporarily or on a more permanent basis), a switch to part repayment part interest-only on a more permanent basis, extending the mortgage term to reduce monthly payments, clearing the mortgage arrears by paying them off on top of usual repayments, voluntary termination, or other support. For credit, support includes payment deferrals, waiving of interest/charges, making reduced or no payments for a temporary period, re-spread of payments, refinancing to make payment more affordable, voluntary termination, or other support
Transact/transactor	A transactor is someone whose only consumer credit regulated agreements were credit cards, store cards and/or catalogue credit, or a mix of these, which they were paying off in full every month or most months
Very low	The description of something when respondents score it 0-3 out of 10. For example: confidence in managing money, or knowledge of financial matters. Also see 'low'
Working/in work	This is the collective term used for adults that are employed, self-employed, or semi-retired



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