## **FINAL TOPLINES: CORE QUESTIONS**

		N=	2014 1000	2013 1004
Gender				
Me Wo	n men			48 52
Region				
Mic Eas We Sou Eas We Mo	w England I-Atlantic st-North-Central st-North-Central sth Atlantic st-South-Central st-South-Central st-South-Central		12 17 8 19 6 8	6 12 16 8 19 6 9 8

1. **[T]** How likely are you to vote in the 2014 General Election for Congress and other officesare you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?

86	88
14	12
O TO Terminate	
֡	368686

2. Now I'd like to ask you about some people, groups, and products. For each, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression. If you haven't heard of {6}, or if you don't know enough about that person, group, or product to have an impression {5}, just say so and we will move on. [READ NAME.] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of [NAME]?

# RANDOMIZE LIST Sorted by "Very favorable"

2n.Credit Unions	48 45
Corporation (or FDIC)	38
government	31 27
Bureau	23 16
reform law	20 11 16 13
2f.The financial industry152a.Wall Street financial companies102l.Debt collectors52d.Payday lenders4	12 7 2 3
a[T] Wall Street financial companies	
Very favorable10Somewhat favorable20Somewhat unfavorable22Very unfavorable26No opinion21Never heard1	7 20 24 27 20 1
Favorable	28 51
b <b>[T]</b> Big Banks	
Very favorable17Somewhat favorable25Somewhat unfavorable22Very unfavorable24No opinion12Never heard0	16 26 24 25 9
Favorable	42 49

June 25-30, 2014		2014	2013
	N=	1000	1004
c[T] Credit card companies			
Very favorableSomewhat favorableSomewhat unfavorableVery unfavorableNo opinionNever heard		. 35 . 19 . 21 8	13 35 25 21 6 0
FavorableUnfavorable			48 46
d[T] Payday lenders			
Very favorableSomewhat favorableSomewhat unfavorableVery unfavorableNo opinionNever heard		. 10 . 16 . 49 . 17	3 7 15 57 16 3
FavorableUnfavorable			10 72
e[T] Pre-paid cards			
Very favorableSomewhat favorableSomewhat unfavorableVery unfavorableNo opinionNever heard		. 30 . 11 . 12 . 20	27 31 11 10 20 2
FavorableUnfavorable			58 21
f[T] The financial industry			
Very favorableSomewhat favorableSomewhat unfavorableVery unfavorableNo opinionNever heard		. 29 . 23 . 16 . 16	12 32 24 19 12 0
FavorableUnfavorable			44 43

June 25-30, 2014			2212		
		2014	2013		
	N=	1000	1004		
g[T] [SSA] the Consumer Financial Protection	on Burea	J			
Very favorable		22	23		
Somewhat favorable			28		
Somewhat unfavorable			6		
Very unfavorable			6		
No opinion			26		
Never heard			11		
110101 110410 1111111111111111111111111			• •		
Favorable		47	51		
Unfavorable		11	12		
h[T] [SSB] the Consumer Financial Protection	on Burea	u, created	by the 20	10 Wall Stre	et reform law
Very favorable		18	20		
Somewhat favorable		18	23		
Somewhat unfavorable			7		
Very unfavorable			10		
No opinion			29		
Never heard			11		
Never Heard		13	11		
Favorable		36	43		
Unfavorable			17		
			• •		
i[T] [SSA] Student loans from private compa	anies				
		10	16		
Very favorable					
Somewhat favorable			24		
Somewhat unfavorable			15		
Very unfavorable			17		
No opinion			26		
Never heard		1	2		
Favorable		20	40		
			40		
Unfavorable		31	33		
j[T] [SSB] Student loans from the federal go	wornmon!	<b>.</b>			
-					
Very favorable		29	31		
Somewhat favorable			29		
Somewhat unfavorable		-	12		
Very unfavorable		12	16		
No opinion		15	13		
Never heard			0		
Favorable			59		
Unfavorable		25	28		

	N=	2014 1000	2013 1004
k <b>[T]</b>	Community banks		
	Very favorable	35 3 2 13	45 38 4 2 10 1
	FavorableUnfavorable		83 6
I <b>[T]</b> [	Debt collectors		
	Very favorable	15 21 40 18	2 14 21 43 19 0
	FavorableUnfavorable		17 64
m <b>[T]</b>	Credit-scoring companies		
	Very favorable Somewhat favorable Somewhat unfavorable Very unfavorable No opinion Never heard	30 18 14 20	11 27 20 18 22 1
	FavorableUnfavorable		39 38
n <b>[T]</b>	Credit Unions		
	Very favorable	29 4 3 9	48 34 4 4 10 0
	FavorableUnfavorable		82 8

	2014	2013
N=	1000	1004

o.\_[T] The Federal Deposit Insurance Corporation (or FDIC)

Very favorable3	7 38
Somewhat favorable2	9 31
Somewhat unfavorable	
Very unfavorable	6 5
No opinion2	
Never heard	
Favorable6	7 69
Unfavorable1	

**3. [T]** How important is it to regulate financial services and products to make sure they are fair for consumers? Is it very important, somewhat important, a little important, or not at all important?

Very important	73
Somewhat important	20
A little important 4	3
Not at all important3	3
(don't know)1	1
Important	93
Not important 6	6
140t Important	U

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N=	1000	1004

**4. [T] [SSA]** Who do you trust more to make sure financial services and products are fair for consumers – banks and credit card companies, or the Consumer Financial Protection Bureau?

[IF CHOICE] Would you say you trust [RESPONSE] much more or somewhat more? [IF BOTH/NEITHER] Well, if you had to pick one, who would you trust more?

Banks/Credit card companies – much more 12 Banks/Credit card companies – somewhat more 6	
CFPB – much more	32 21
(Both)       5         (Neither)       12         (Don't know)       10	4 15 10
Banks/Credit card companies	18 53

**5. [T] [SSB**] Who do you trust more to make sure financial services and products are fair for consumers – banks and credit card companies, or the federal government?

[IF CHOICE] Would you say you trust [RESPONSE] much more or somewhat more? [IF BOTH/NEITHER] Well, if you had to pick one, who would you trust more?

Banks/Credit card companies – much more 19 Banks/Credit card companies – somewhat more 12	16 11
Federal government – much more	17
Federal government – somewhat more 15	19
(Both)3	5
(Neither)	26
(Don't know) 4	6
Banks/Credit card companies31	27
Federal government	36

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**6. [T] [SSA]** Generally speaking, do you think there should be more government oversight of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, and credit card companies, or less oversight of these companies?

## IF MORE/LESS, ASK – Is that Much more/less or somewhat more/less?

Much more42Somewhat more23Somewhat less11Much less13	43 23 12 14
(Neither more nor less)	5 4
More	66 26

7. **[T]** [**SSB**] Generally speaking, do you think there should be more government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, and credit card companies, or less regulation of these companies?

## IF MORE/LESS, ASK - Is that Much more/less or somewhat more/less?

Much more	41 48
Somewhat more	21 23
Somewhat less	. 9 8
Much less	14 13
(Neither more nor less)	11 5
(Don't know)	. 4 4
More	62 71
Less	23 20

	2014	2013
N=	1000	1004

**8. [T] [SSA]** As you may know, a new Wall Street reform law was passed in 2010. This law requires federal oversight of financial companies that were not previously subject to federal regulation, including mortgage brokers, payday lenders, debt collectors, and companies that create credit reports and scores. Please tell me whether you favor or oppose requiring federal oversight of these financial companies.

[IF FAVOR/OPPOSE]: Do you favor/oppose that strongly or just somewhat?

Favor - strongly	20 7 12	51 26 7 9 6
FavorOppose	_	78 16

**9. [SSB]** As you may know, there is a new Wall Street reform law that requires federal oversight of financial companies that were not previously subject to federal regulation, including mortgage brokers, payday lenders, debt collectors, and companies that create credit reports and scores. Please tell me whether you favor or oppose requiring federal oversight of these financial companies.

**[IF FAVOR/OPPOSE]**: Do you favor/oppose that strongly or just somewhat?

50
23
7
12
7
74
19

11. Now I am going to read you a series of proposals that are being considered to regulate financial products and services. For each, please tell me if you support or oppose the proposal.

[IF SUPPORT/OPPOSE] And do you strongly or somewhat [SUPPORT/OPPOSE] that change?

#### **RANDOMIZE LIST**

## Sort by "Strongly support"

69	
68	65
67	67
56	
49	46
46	50
	<ul><li>69</li><li>68</li><li>67</li><li>56</li><li>49</li><li>46</li></ul>

a.\_ [T] [SSA] Small-dollar lenders must make sure a loan is affordable in light of a customer's income and expenses.

Strongly support	65
Somewhat support20	24
Somewhat oppose 3	4
Strongly oppose5	
(Not sure)4	
(Refuse) 1	
Support	89
Oppose 8	8

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N=	1000	1004

b.\_ [T] [SSB] Small-dollar lenders must verify a customers' ability to repay.

Strongly support	67 22
Strongly oppose	3 4
(Refuse) 0	0
Support	89 7

c. \_[SSA] Bank customers would have the right to take complaints to court, instead of being required to accept dispute arbitration by a third party chosen by the bank or lending institution.

Strongly support	
Support Oppose	

d.\_[T] [SSB] Borrowers must be allowed to sue the same lender together over a common problem.

Strongly support	26 2 . 9 . 8 12 1	50 24 5 7 3
Support	71 7	74  2

e.\_[T] [SSA] In order to protect consumers from excessive overdraft fees, banks cannot charge more than six overdraft fees per customer per year.

Strongly support	15 20
Somewhat oppose	
Strongly oppose1	
(Not sure)	.6 5
(Refuse)	. 0 0
Support6	65 66
Oppose	29 28

f. \_[SSB] If you don't have enough money in your account to cover a debit-card purchase, the company issuing the card must decline the purchase rather than charge you a \$35 fee.

Strongly support	69
Somewhat support	14
Somewhat oppose	
Strongly oppose	
(Not sure)	
(Refuse)	
Support	83
Oppose	

	2014	2013
N=	1000	1004

**12.** If you don't have enough money on a prepaid card to cover a purchase, should the company that issued the card decline the purchase rather than charge you a fee?

Yes	88
No	
(Don't Know)	5
(Refused)	0

**14. [T] [SSC]** Part of the Wall Street Reform law was the establishment of the Consumer Financial Protection Bureau, or CFPB.

Now I'd like to read you a pair of statements about the Consumer Financial Protection Bureau. Of the two, please tell me which statement is closer to your own views.

## [ROTATE STATEMENTS]

- A. \_ (Some/other people say) Wall Street special interests fund attacks against the Consumer Financial Protection Bureau because the CFPB works. It puts money back in consumers' pockets and prevents confusing and unfair practices by credit card companies, payday lenders, and other financial companies that would otherwise be able to rip people off.
- B. \_ (Some/other people say) The CFPB is another unaccountable, expensive, federal bureaucracy we don't need. The financial crisis was caused by government interference. Imposing even more regulation just hurts small businesses, costs jobs, and impedes economic recovery. The CFPB is yet another example of out of control, big federal government.

[IF STATEMENT A OR B] Is that much closer or only somewhat closer to your view?

CFPB works - much closer	50 13
Unaccountable bureaucracy - somewhat closer . 13 Unaccountable bureaucracy - much closer 17	11 14
(Neither)       6         (Both)       5         (Don't know)       5	10 2 0
CFPB works	63 25

**15. [T] [SSD]** Part of the Wall Street Reform law was the establishment of the Consumer Financial Protection Bureau, or CFPB.

Now I'd like to read you a pair of statements about the Consumer Financial Protection Bureau. Of the two, please tell me which statement is closer to your own views.

#### [ROTATE STATEMENTS]

- A. \_ (Some/other people say) We have rules to guard against unsafe meat, appliances, and automobiles. The CFPB is there to provide similar rules for financial products. Just as it's against the rules to sell dangerous toys, it should be against the rules to sell dangerous loans.
- B. \_ (Some/other people say) The CFPB is another unaccountable, expensive, federal bureaucracy we don't need. The financial crisis was caused by government interference. Imposing even more regulation just hurts small businesses, costs jobs, and impedes economic recovery. The CFPB is yet another example of out of control, big federal government.

[IF STATEMENT A OR B] Is that much closer or only somewhat closer to your view?

Need rules - much closer45	
Need rules - somewhat closer14	16
Unaccountable bureaucracy - somewhat closer . 15	
Unaccountable bureaucracy - much closer 14	13
(Neither)	6
(Both)6	
(Don't know)	2 0
Need rules59	64
Unaccountable bureaucracy	26

16. The CFPB has used its enforcement authority to bring suits against companies it found to have violated the law. Please tell me which of the following two statements is closer to your own views about this type of regulatory action:

## [ROTATE STATEMENTS]

- A. \_ (Some/other people say) Companies that violate the law should be held accountable and made to pay. For example, in 2013 American Express and JP Morgan Chase had to pay fines and refunds totaling more than \$400 million dollars as a result of their deceptive marketing and billing practices for credit card add-on products. Lawsuits like these are exactly what the CFPB should be doing.
- B. \_ (Some/other people say) The CFPB is out of control, using taxpayer money to fund expensive lawsuits that hurt regular Americans and businesses. CFPB lawsuits unfairly target businesses that government regulators don't like, preventing these businesses from innovating and prospering. CFPB intrusion costs American jobs and money for consumers and taxpayers.

[IF STATEMENT A OR B] Is that much closer or only somewhat closer to your view?

Companies should be accountable – much closer	52
Companies should be accountable – somewhat closer	
CFPB out of control – somewhat closer CFPB out of control – much closer	
(Neither)	. 4
(Both)(Don't Know)	. 6 . 3
Companies should be accountable	

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**17. [T]** Now I am going to read two statements about loans. Please listen to both and tell me which statement is closer to your own views.

## [ROTATE STATEMENTS]

- A. \_ Debt problems are a matter of personal irresponsibility. The answer is for people to watch their finances carefully, do a better job of understanding interest rates and repayment terms, and not take out loans they can't afford.
- B. \_ Lenders need rules. They should have to look at borrowers' finances, and not offer loans to people who can't afford to repay them. They should have to provide clear information about interest rates and repayment terms, so people can make wise choices.

[IF STATEMENT A OR B] Is that much closer or only somewhat closer to your view? [IF BOTH] – Well, which statement is closer to your own view if you could only pick one?

Personal irresponsibility - much closer	21 6 2
Both	22
Both – lean Lenders need rules	7 14 22
(Neither)       2         (Don't know)       1	2 2
Personal irresponsibility	30 44

**18.** Now I am going to read two statements about payday lenders. Please listen to both and tell me which statement is closer to your own views.

#### [ROTATE STATEMENTS]

- A. \_ (Some/other people say) Payday lenders prey on the elderly on Social Security, on working families making minimum wage, on military families, and on single parents. In this economy, it's hard enough for families living paycheck to paycheck to make ends meet, without having to resort to 300 and 400 percent interest rate loans that's just too much.
- B. \_ Payday lenders are an important resource for those who can't get credit any other way. If people can't afford to pay the interest, they shouldn't borrow the money. As long as the terms of the loan are clearly posted, people can make their own decisions and not have the government controlling what they do with their own money.

[IF STATEMENT A OR B] Is that much closer or only somewhat closer to your view? [IF BOTH] – Well, which statement is closer to your own view if you could only pick one?

Payday lenders prey - much closer
Both11
Both – lean Payday lenders are resource 6 Payday lenders are resource - somewhat closer . 9 Payday lenders are resource - much closer 12
(Neither)
Payday lenders prey

**19. SSA:** Now I am going to read you a series of new requirements that have been placed on financial companies in the last 4 years. For each, please tell me if you have noticed that change, if you have not noticed the change, or if you are not sure.

#### **RANDOMIZE LIST**

a.\_ [T] Credit card statements must now state how much more customers will ultimately pay if they only make the minimum monthly payment.

Noticed changed53	49
Have not noticed 33	38
(Not sure)15	12
(Refuse) 0	1

b.\_[T] Credit card companies cannot retroactively change the interest rates on existing balances.

Noticed changed	22	27
Have not noticed	56	53
(Not sure)	22	19
(Refuse)		1

**20. SSB:** Now I am going to read you a series of new requirements that have been placed on financial companies in the last 4 years. For each, please tell me if you support or oppose the change.

[IF SUPPORT/OPPOSE] And do you strongly or somewhat [SUPPORT/OPPOSE] that change?

#### **RANDOMIZE LIST**

a.\_ [T] Credit card statements must now state how much more customers will ultimately pay if they only make the minimum monthly payment.

Strongly support76	76
Somewhat support	17
Somewhat oppose	3
Strongly oppose	2
(Not sure)	2
(Refuse) 1	0
Support	93
Oppose 5	4

b.\_[T] Credit card companies cannot change the interest rates on existing balances.

Strongly support	76
Somewhat support	16
Somewhat oppose 4	3
Strongly oppose4	3
(Not sure) 4	3
(Refuse) 0	0
Support	91
Oppose 8	5

	2014	2013
N=	1000	1004

21. I am going to read you a series of statements about student loans. For each, please tell me if you agree or disagree with the statement.

[IF AGREE/DISAGREE] And do you strongly or somewhat [AGREE/DISAGREE] with that statement?

#### **RANDOMIZE LIST**

a.\_[T] Borrowers should be able to pay back their student loans with a monthly payment based on their income.

Strongly agree	68	65
Somewhat agree	20	23
Somewhat disagree	5	4
Strongly disagree	4	3
(No opinion /DK)	4	5
Agree	88	88
Disagree		7

b.\_The federal government should be doing more to help those who are struggling with student loan debt.

Strongly agreeSomewhat agree	48 22
Somewhat disagreeStrongly disagree	11 14
(No opinion /DK)	4
Agree Disagree	70 25

c.\_ Student loans are putting too much of a burden on many young adults and families.

Strongly agree	54
Somewhat agree	
Somewhat disagree	8
Strongly disagree	7
(No opinion /DK)	6
Agree	78
Disagree	16

	2014	2013
N=	1000	1004

**22.** Now I am going to read you statements about debt collection. For each, please tell me if the statement is very concerning, somewhat concerning, a little concerning, or not at all concerning.

#### **RANDOMIZE LIST**

a.\_ [T] Relying on bad or incomplete information, some debt collectors target the wrong people or try to collect on debts that have already been paid.

Very convincing	66	71
Somewhat concerning	20	19
A little concerning	7	4
Not at all concerning		3
No opinion /DK	3	2
Concerning	85	90
Not concerning	11	7

b.\_ **[T]** Debt collectors sue a million consumers each year even when they do not have the evidence to prove their case in court.

Very convincing	64	68
Somewhat concerning	22	21
A little concerning	5	4
Not at all concerning	5	3
No opinion /DK	4	4
Concerning	86	90
Not concerning	10	7

c. \_[T] Some people avoid paying debts because of legal loopholes

Very convincing	50
Somewhat concerning	29
A little concerning9	9
Not at all concerning10	7
No opinion /DK5	5
Concerning	79
Not concerning19	16
<del>-</del>	

## Finally, I would like to ask you a few questions for statistical purposes only.

- **30. [T]** Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?
- [IF REPUBLICAN OR DEMOCRAT:] Do you consider yourself a strong (Republican/Democrat) or a not-so-strong (Republican/Democrat)?
- [IF INDEPENDENT:] Would you say that you lean more toward the Republicans or more toward the Democrats?

Strong Democrat	27 3 7
Democrat37Independent24Republican32	37 25 31
Independent - lean Republican5Not-so-strong Republican6Strong Republican21	7 6 19
Other	4 3 0

	2014	2013
N=	1000	1004

31.	[T] What is the las	year of schooling that	you have completed?
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1 - 11th grade 2	3
high school graduate21	21
non-college post H.S 3	3
some college	29
college graduate31	31
post-graduate school12	12
(don't know/refused)1	1

<b>32.</b> [7	<b>1</b> What	s your age?	•
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[IF REFUSED]: I am going to read you some categories. Please stop me when we get to your category.

18-24 years7	6
25-29 4	5
30-345	6
35-397	6
40-447	8
45-49	8
50-549	8
55-59	11
60-64	12
65-69	9
70-747	6
over 74 11	11
(refused) 0	4

**33. [T] [SSA]** Have you ever been overcharged or deceived by a financial institution?

Yes	43	37
No		57
(Don't know)		5
(Refuse)	1	2

**34. [T] [SSB]** Have you ever been treated unfairly by a financial institution?

Yes	36
No64	60
(Don't know)	3
(Refuse)	1

	2014	2013
N=	1000	1004

**35. [T]** In which of the following ranges does your total annual household income fall, before taxes?

Below 20 thousand dollars7	7
Between 20 and 30 thousand dollars 8	11
Between 30 and 40 thousand dollars 10	9
Between 40 and 50 thousand dollars8	11
Between 50 and 75 thousand dollars	13
Between 75 and 100 thousand dollars 12	11
Between 100 and 150 thousand dollars9	6
Between 150 and 200 thousand dollars 3	2
More than 200 thousand dollars 3	2
(Don't know)5	27 <sup>1</sup>
(Refused)24	0

**36**. **[T]** [IF Q35 = REFUSED OR DON'T KNOW] Could you tell me if your annual household income is below or above 40 thousand dollars?

Below 40 Thousand	30	31
Above 40 Thousand	53	51
(Don't Know)	2	0
(Refused)	15	0

**37. [T]** Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? [IF NO]: What is your race - white, black, Asian, or something else?

White	72
Black/African American11	11
Latino/Hispanic 8	10
Asian 2	2
Other 2	2
(Don't know/refused)2	2

That completes our opinion survey. Thank you for your time and cooperation, and have a pleasant (day/evening)!

<sup>&</sup>lt;sup>1</sup> "Don't Know" and "Refused" were combined in the 2013 survey.