

CRL/AI 1,000 L June 2	ikely 2016 National Voters	WEIGHTE	D FINAL		Strategy	• Precision	• Impact
ounc 2					INDEP/		
			TOTAL	DEM	DK	REP	
Condo	_	N=	1000	381	240	338	
Gende	ı						
	Men		48	41	55	50	
	Women		52	59	45	50	
Region	1						
	New England		5	4	7	5	
	Mid-Atlantic			14	12	12	
	East-North-Central		16	13	22	15	
	West-North-Central		8	8	9	8	
	South Atlantic		21	24	15	22	
	East-South-Central		6	7	3	7	
	West-South-Central		10	9	9	12	
	Mountain		7	5	9	7	
	Pacific		15	17	14	13	
1.	Before we begin, I need to know if I have where you can talk safely?  [IF NOT ON A CELL PHONE, ASK:] Do	·			nd if so, are y	ou in a place	
	Yes, cell and can talk safely			48	42	30	
	Yes, cell and cannot talk safely <b>TERM</b> . No, not on cell, but own one			43	44	59	
	No, not on cell and do not own one			43 9	14	11	
	Don't know/refused			0	0	0	
2.	Some people have no cell phone, and c you – you use your cell phone almost e line, or exclusively use your land line? Exclusively CELL	others have xclusively, y	cell phones ou mostly u 36	they rarel se your ce	y use. Which ell phone, mos 34	best describes stly use your lar 27	
	Mostly CELL			22	23	21	
	Mostly LAND			15	18	22	
	Exclusively LAND			4	5	6	
	Both equally			15	18	22	
	(Don't know)		1	0	1	1	

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### **UNWEIGHTED PARTIAL**

		INDEP/	
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3. **[T]** How likely are you to vote in the 2016 General Election for President and other offices-- are 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?

Almost Certain	92	95	90	91
Probably	8	5	10	
50-50	GO TO Terminate			
Probably not	GO TO Terminate			
Definitely not .	GO TO Terminate			
(Don't know) .	GO TO Terminate			

4. 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"

4e.Pre-paid cards	19	21	18	16
4g.The Consumer Financial Protection Bure CFPB)	•	21	18	14
4c.Credit card companies	17	16	17	19
4f.The financial industry	14	11	12	17
4b.Big Banks	12	13	13	11
4a.Wall Street financial companies	9	8	8	12
4d.Payday lenders	3	3	3	3
[T] Wall Street financial companies				

a. \_[T] Wall Street financial companies

Very favorable	9	8	8	12
Somewhat favorable		15	23	26
Somewhat unfavorable	19	23	18	15
Very unfavorable	25	26	25	24
No opinion	24	24	25	22
Never heard	3	5	1	1
Favorable	30	22	31	38
Unfavorable	44	49	43	39

,,,,,,	<b>,</b>	INDEP/			
	TOTAL N= 1000	DEM 381	DK 240	REP 338	
b.	_ <b>[T]</b> Big Banks				
	Very favorable	13 23 19	13 25 20	11 30 26	
	Very unfavorable23No opinion16Never heard1	25 19 1	26 14 2	17 13 1	
	Favorable	36 44	38 46	42 44	
C.	_[T] Credit card companies				
	Very favorable17Somewhat favorable35Somewhat unfavorable19Very unfavorable17No opinion12	16 36 20 17 11	17 34 16 20 14	19 37 18 16 11	
	Never heard       0         Favorable       52         Unfavorable       36	0 51 38	0 51 35	56 34	
d.	_ <b>[T]</b> Payday lenders				
	Very favorable       3         Somewhat favorable       7         Somewhat unfavorable       15         Very unfavorable       52         No opinion       18         Never heard       5	3 8 15 52 18 4	3 7 16 49 17 7	3 7 15 52 17 5	
	Favorable	11 67	10 65	10 68	
e.	_[T] Pre-paid cards				
	Very favorable       19         Somewhat favorable       28         Somewhat unfavorable       11         Very unfavorable       13         No opinion       26         Never heard       2	21 29 10 13 25 2	18 23 13 15 28 3	16 32 12 13 26 2	
	Favorable	50 23	41 28	48 24	

,	•		INDEP/		
	TOTAL	DEM	DK	REP	
	N= 1000	381	240	338	
f.	_[T] The financial industry				
1.					
	Very favorable14	11	12	17	
	Somewhat favorable27	25	25	32	
	Somewhat unfavorable21	22	24	18	
	Very unfavorable16	16	18	15	
	No opinion20	25	20	16	
	Never heard1	1	2	1	
	Favorable41	37	36	50	
	Unfavorable	38	42	33	
α.	ITI the Consumer Financial Protection Bureau (or CEPP)				
g.	_[T] the Consumer Financial Protection Bureau (or CFPB)				
	Very favorable18	21	18	14	
	Somewhat favorable20	21	19	18	
	Somewhat unfavorable6	4	6	8	
	Very unfavorable5	5	5	6	
	No opinion	26	26	27	
	Never heard25	23	26	26	
	Favorable37	42	38	32	
	Unfavorable11	9	11	14	
5.	[T] How important is it to regulate financial services and pro				
	consumers? Is it very important, somewhat important, a little	e important, o	r not at all in	iportant?	
	Very important72	82	72	60	
	Somewhat important21	15	18	29	
	A little important4	1	4	6	
	Not at all important3	1	4	5	
	(don't know)1	1	1	0	
	Important92	96	90	89	
	Not important7	3	9	11	
6.	[T] Should Wall Street financial companies be held accounted	able with toug	her rules an	d enforcemen	t for
*-	the practices that caused the financial crisis, or have their pro-				
	need further regulation?				
	Should be held accountable75	82	78	66	
	D 11 16 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	_	4.4	00	

7

2

9

11

3

9

20

3

11

Don't need further regulation ...... 12

(Don't know) .......10

			INDEP/	
	TOTAL	DEM	DK	REP
N	J= 1000	381	240	338

7. **[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, debt collectors, and credit card companies, or less oversight of these companies?

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

Much more	3 20 I 3	52 11 11 9	29 20 20 21
(Neither more nor less)		10 7	7 3
More		63 20	49 40

**8. [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, debt collectors, 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	49	59	53	33
Somewhat more	20	25	14	20
Somewhat less	10	3	11	18
Much less	9	3	11	15
(Neither more nor less)	6	5	5	8
(Don't know)		5	5	7
More	69	84	68	52
Less	20	6	22	33

		INDEP/	
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**9. [SSA]** Now I'm going to read you two statements. Please tell me which one is closer to your own view, even if neither is exactly right.

### **ROTATE**

[Some people] say that Wall Street and the financial industry are still too powerful and still engaged in profit making practices that pose a continuing threat to the economy and people's financial well-being. [33 WORDS]

[Other people] say that government has intervened too much in reforming the financial system and that more intrusive regulation would hinder innovation and slow down economic growth. [27 WORDS]

Which statement comes closer to your own view?

Financial system still poses a danger 5	55 6	7 59	40
We have done enough3	1 2	0 27	44
(Both)	6	7 6	4
(Neither)		2 5	3
(Don't Know)		4 3	8

**10. [SSB]** Now I'm going to read you two statements. Please tell me which one is closer to your own view, even if neither is exactly right.

### **ROTATE**

[Some people] say that Wall Street and the financial industry are still too powerful and still engaged in reckless practices that pose a continuing threat to the economy and people's financial well-being. [32 WORDS]

[Other people] say that government has intervened too much in reforming the financial system and that more intrusive regulation would hinder innovation and slow down economic growth. [27 WORDS]

Which statement comes closer to your own view?

Financial system still poses a danger 59	69	59	48
We have done enough25	15	21	39
(Both) 8	9	12	6
(Neither)4	5	3	4
(Don't Know)	2	4	3

			INDEP/	
	TOTAL	DEM	DK	REP
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11. Now please listen to this description of the Wall Street Reform law that was passed after the financial crisis. In addition to requiring federal oversight of a larger range of financial companies, this law also prohibits banks from certain risky practices, and created the Consumer Financial Protection Bureau to fight against abusive financial practices that hurt consumers. It also bans taxpayer-funded bailouts of large banks and financial companies and, instead, sets up a system where investors rather than taxpayers bear the losses of bank failures. Please tell me whether, overall, you favor or oppose this law.

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

Favor - strongly  Favor - somewhat  Oppose - somewhat	22	61 18 6	55 23 7	41 24 11
Oppose - strongly		5	7	13
(Don't know)	10	11	7	11
FavorOppose		79 10	78 15	65 24

**12. SSC**: Now I'd like to read you a pair of statements about Wall Street reform. Of the two, please tell me which statement is closer to your own view, even if neither is exactly right.

## [ROTATE STATEMENTS]

A. \_ (Some/other people say) Wall Street caused the financial crisis, costing us millions of jobs, billions of dollars in taxpayer funded bailouts, and trillions of dollars in lost homes and lost retirement savings. We need tough rules to hold Wall Street accountable and prevent them from repeating the irresponsible practices that caused the crisis. These rules are essential to protect an economy that works for all of us. **[67 WORDS]** 

B. \_ (Some/other people say) The so-called Wall Street reform law is a job killer that created a brand new federal agency that has already cost taxpayers billions, and has done more harm than good for our economy. Excessive government regulation and bureaucracy discourage businesses from creating jobs and are hurting small businesses that had nothing to do with the financial crisis. **[60 WORDS]** 

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

Pro-reform - much closer	48	55	55	33
Pro-reform - somewhat closer	12	16	9	9
Anti-reform - somewhat closer	11	8	11	14
Anti-reform - much closer	14	6	11	27
(Neither)	5	3	5	7
(Both)		6	4	6
(Don't know)		6	5	4
Pro-reform	59	71	64	42
Anti-reform	26	14	23	41

		INDEP/	
TOTAL	DEM	DK	REP
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**SSD**: Now I'd like to read you a pair of statements about Wall Street reform. Of the two, please tell me which statement is closer to your own view, even if neither is exactly right.

### [ROTATE STATEMENTS]

- A. \_ (Some/other people say) that without basic rules and accountability, financial markets don't work. People get ripped off, banks and lenders make reckless decisions, and eventually the markets crash. We saw this happen in 1929 and again in 2008. This is why we need to have common-sense rules to keep the markets healthy, and to keep banks and big corporation lobbyists from rigging our economy in favor of a few large Wall Street interests and against the American people. **[78 WORDS]**
- B. \_ (Some/other people say) The so-called Wall Street reform law is a job killer that created a brand new federal agency that has already cost taxpayers billions of dollars, and has done more harm than good for our economy. Excessive government regulation and bureaucracy discourage businesses from creating jobs and are hurting small businesses that had nothing to do with the financial crisis. **[62 WORDS]**

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

Pro-reform - much closer	45	59	47	29
Pro-reform - somewhat closer	16	15	15	15
Anti-reform - somewhat closer	14	9	11	22
Anti-reform - much closer	10	6	9	15
(Neither)	5	4	6	5
(Both)		1	8	8
(Don't know)	6	6	4	6
Pro-reform	61	74	62	44
Anti-reform	24	15	20	37

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		INDEP/	
TOTAL	DEM	DK	REP
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14. [T]: Part of the Wall Street Reform law was the establishment of the Consumer Financial Protection Bureau, or CFPB. It is the first federal agency whose focus is protecting consumers when they use mortgages, credit cards, bank accounts, and other financial products and services. Its mission includes preventing deceptive, unfair and abusive lending and collection practices by banks and other companies. From what you know about the Consumer Financial Protection Bureau, or CFPB, would you say you favor or oppose the CFPB?

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

Favor - strongly	. 46	54	54	33
Favor - somewhat	. 25	27	20	26
Oppose - somewhat	9	5	8	12
Oppose - strongly		3	5	13
(Don't know)		10	14	16
Favor	. 71	81	74	59
Oppose	. 16	9	13	25

		INDEP/	
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**15.** Now I'd like to read you a pair of statements about lawsuits against banks and other lenders. Of the two, please tell me which statement is closer to your own views.

### [ROTATE STATEMENTS]

- A. \_The Consumer Financial Protection Bureau, or CFPB, proposed a rule restoring customers' ability to join together in lawsuits against banks and other lenders that break the law. Without this change, consumers are on their own when they have a dispute with a powerful financial company and are forced to go into arbitration, where their case is decided by someone of the lender's choosing. With the new rule, consumers will be able to band together and hold big banks accountable in court. [81 WORDS]
- B. \_ The proposed Consumer Financial Protection Bureau, or CFPB, rule to allow consumers to join class actions against banks and other lenders will just lead to numerous frivolous law suits filed by greedy trial lawyers and hurt customers more. The current system of arbitration by a neutral third party is balanced, fair, and faster. If all disputes have to go to court, customers may wait years for any money and the lawyers will take a big cut raising bank fees and finance charges for everyone. [84 WORDS]

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

Hold lenders accountable - much closer49	55	56	38
Hold lenders accountable - somewhat closer14	15	13	14
Encourage frivolous lawsuits - somewhat closer 12	10	9	15
Encourage frivolous lawsuits - much closer 10	6	6	16
(Neither) 4	4	5	4
(Both)4	3	6	4
(Don't know)	7	5	9
Hold lenders accountable	70	69	52
Encourage frivolous lawsuits21	16	15	31

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			INDEP/	
	TOTAL	DEM	DK	REP
N	l= 1000	381	240	338

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

### **IROTATE STATEMENTS**

- A. (Some/other people say) Wall Street and abusive lenders are fighting tooth and nail to get rid of the Consumer Financial Protection Bureau because it works. Irresponsible banking practices caused the last financial crisis, and, left to their own devices, big banks and Wall Street would do the same thing all over again. We need the CFPB to keep the financial industry from ripping off consumers or tanking the economy. [69 WORDS]
- B. (Some/other people say) The Consumer Financial Protection Bureau is another unaccountable, expensive, federal bureaucracy we don't need. The bureau imposes harsh regulation on small financial businesses lacking resources to manage intrusive government oversight and cuts access to credit. This costs jobs, and impedes economic recovery. The CFPB is yet another example of out of control, big federal government. [58 WORDS]

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

CFPB works - much closer43	50	51	29
CFPB works - somewhat closer	20	12	11
Unaccountable bureaucracy - somewhat closer 12	6	11	17
Unaccountable bureaucracy - much closer 13	8	11	21
(Neither)5	5	4	4
(Both) 4	5	3	4
(Don't know)9	7	8	14
CFPB works	70	63	41
Unaccountable bureaucracy24	14	21	38

			INDEP/	
	TOTAL	DEM	DK	REP
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17. SSD: Now I'd like to read you a pair of statements about the Consumer Financial Protection Bureau, or CFPB. Of the two, please tell me which statement is closer to your own views.

## **IROTATE 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 mortgages and have Wall Street interests put our retirement funds and homes at financial risk. [60 WORDS]
- B. (Some/other people say) The CFPB is another unaccountable, expensive, federal bureaucracy we don't need. The bureau imposes harsh regulation on small financial businesses lacking resources to manage intrusive government oversight and cuts access to credit. This costs jobs, and impedes economic recovery. The CFPB is yet another example of out of control, big federal government. [55] WORDS]

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

Need rules - much closer48	62	51	32
Need rules - somewhat closer 16	17	16	14
Unaccountable bureaucracy - somewhat closer 12	6	9	20
Unaccountable bureaucracy - much closer 8	3	7	15
(Neither) 4	3	2	6
(Both) 4	2	6	5
(Don't know)	6	10	8
Need rules	79	67	46
Unaccountable bureaucracy20	9	15	35

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18. Currently, mortgage lenders are always required to verify a borrower's ability to repay before issuing the mortgage. Some people have suggested flexibility and adding exceptions to this requirement, so that lenders can issue some mortgages without having to determine a borrower's ability to repay.

Which would you favor: FLEXIBLE requirements, so some mortgages can be issued without verifying ability to repay, or TIGHTER requirements that lenders must fully verify the ability to repay for ALL mortgages?

[IF FLEXIBLE/TIGHTER]: Do you favor flexible/tighter requirements strongly or just somewhat?

Flexible requirements - strongly	9 41	20 15 38 20	15 9 46 25
(Don't know) 6	6	7	5
Flexible requirements		35 58	23 71

**19.** 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

# Sorted by "Very concerning"

A22b.Debt collectors sue a million consumers each year even when they do not have the evidence to prove their case in court	69	61	61
B22c.Banks robo-sign sworn statements that consumers owe money without researching whether it is true	71	62	49
A22a.Relying on bad or incomplete information, some debt collectors target the wrong people or try to collect on debts that have already been paid	64	63	55
B22d.Calculation errors by big banks are common when filing debt collection lawsuits and sometimes result in judgments against			
consumers for incorrect amounts 60	69	64	46

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a. **SSA\_[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 concerning	60	64	63	55
Somewhat concerning	23	25	20	22
A little concerning		4	8	8
Not at all concerning	5	4	4	7
No opinion /DK		3	5	7
Concerning	83	89	83	77
Not concerning	12	8	12	15

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

Very concerning	64	69	61	61
Somewhat concerning		19	26	17
A little concerning		6	6	8
Not at all concerning		4	5	6
No opinion /DK	5	3	2	7
Concerning	84	88	88	78
Not concerning	12	9	10	14

c. \_SSB Banks robo-sign sworn statements that consumers owe money without researching whether it is true.

Very concerning	61	71	62	49
Somewhat concerning		16	19	26
A little concerning	6	4	6	9
Not at all concerning	5	4	6	6
No opinion /DK		5	6	10
Concerning	82	88	82	75
Not concerning		8	12	14

d. **SSB\_**Calculation errors by big banks are common when filing debt collection lawsuits and sometimes result in judgments against consumers for incorrect amounts.

Very concerning60Somewhat concerning23A little concerning7Not at all concerning6No opinion /DK4	22 3 3	64 16 8 8 3	46 30 10 9 4
Concerning		80 16	76 19

		INDEP/	
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20. [T] SSA: If you knew that a candidate or member of Congress had received large sums of campaign money from big banks and financial companies, would that make you more or less likely to vote for him or her, or would it not make a difference to you?

[IF MORE/LESS LIKELY, ASK] Is that much more/less likely or somewhat more/less likely?

Much more likely	. 10	13	8	7
Somewhat more likely	5	7	4	3
Somewhat less likely	. 16	15	23	14
Much less likely	. 36	34	34	40
No difference	. 28	25	27	30
(Don't know)	5	6	5	4
(Refuse)	1	0	0	1
More likely	. 14	19	12	11
Less likely	. 52	50	57	53

21. SSB: If you knew that a candidate or member of Congress favored protecting consumers by enforcing tough rules on Wall Street to prevent irresponsible practices and abuses, would that make you more or less likely to vote for him or her, or would it not make a difference to you?

[IF MORE/LESS LIKELY, ASK] Is that much more/less likely or somewhat more/less likely?

Much more likely	43	56	38	31
Somewhat more likely	18	20	22	14
Somewhat less likely	4	4	2	5
Much less likely	9	8	9	12
No difference	22	11	23	32
(Don't know)	3	2	6	4
(Refuse)	1	0	0	2
More likely	61	76	61	45
Less likely	13	12	11	17

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

22. [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 notso-strong (Republican/Democrat)?

[IF INDEPENDENT:] Would you say that you lean more toward the Republicans or more toward the Democrats?

Strong Democrat	77	0	0
Not-so-strong Democrat4	11	0	0
Independent - lean Democrat 4	12	0	0
Democrat	100	0	0
Independent23	0	96	0
Republican34	0	0	100
Independent - lean Republican7		0	22
Not-so-strong Republican6	0	0	19
Strong Republican	0	0	60
Other3	0	0	0
(Don't know) 1	0	4	0
(Refused)1	0	0	0

23. [T] What is the last year of schooling that you have completed?

1 - 11th grade 3	4	1	3
high school graduate24	25	18	26
non-college post H.S1	1	1	1
some college	26	24	23
college graduate32	29	36	32
post-graduate school14	13	17	14
(don't know/refused)2	1	3	1

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**24. [T]** What is your age?\_\_\_\_\_

[IF REFUSED]: I am going to read you some categories. Please stop me when we get to your category.

18-24 years7	8	6	5
25-29 8	10	9	6
30-34 8	10	8	6
35-39 6	6	8	5
40-44 6	6	6	6
45-49 10	10	12	8
50-54	8	9	9
55-59 11	11	10	13
60-64 10	10	10	11
65-69 8	8	8	10
70-74 6	6	6	7
over 74 11	8	10	14
(refused) 0	0	0	0

- 25. [T] In which of the following ranges does your total annual household income fall, before taxes?
- **26**. **[T]** [IF Q37 = REFUSED OR DON'T KNOW] Could you tell me if your annual household income is below or above 40 thousand dollars?

Below 20 thousand dollars7	8	4	9
Between 20 and 30 thousand dollars7	9	8	5
Between 30 and 40 thousand dollars8	13	4	6
Between 40 and 50 thousand dollars 10	12	10	9
Between 50 and 75 thousand dollars 15	15	12	16
Between 75 and 100 thousand dollars 14	12	15	14
Between 100 and 150 thousand dollars9	7	9	9
Between 150 and 200 thousand dollars2	3	0	3
More than 200 thousand dollars	2	2	5
Below 40 Thousand	34	19	23
Above 40 Thousand59	56	63	60
(Don't Know)2	2	2	1
(Refused)13	8	16	16

**27. [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	66	46	69	88
Black/African American	13	27	6	3
Latino/Hispanic	12	18	13	5
Asian	3	2	4	1
Other	3	4	4	2
(Don't know/refused)	3	3	4	1