

AFR/CRL Strategy • Precision • Impact

FINAL WEIGHTED

1000 Likely voters nationwide by telephone June 28 – July 7, 2018

	TOTAL N= 1000	DEM 370	IND /DK 240	REP 310
Gender				
Men	48	43	46	56
Women	52	57	54	44
Region				
New England	6	7	9	3
Mid-Atlantic	11	14	8	10
East North Central	16	13	19	18
West North Central	8	7	8	9
South	22	24	20	21
East South Central	6	6	5	7
West South Central	9	9	8	11
Mountain	8	6	6	11
Pacific	15	16	18	12

Q1. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely? [IF NOT ON A CELL PHONE, ASK:] Do you own a cell phone?

Yes, cell and can talk safely	59	61	62	52
Yes, cell and cannot talk safely (SCHEDU	JLE CALLBACK)			
No, not on cell, but own one	38	35	34	46
No, not on cell and do not own one	3	4	3	2
Don't know /refused	[TERMINATE]			

Q2. Some people have no cell phone, and others have cell phones they rarely use. Which best describes you – you use your cell phone almost exclusively, you mostly use your cell phone, mostly use your land line, or exclusively use your land line?

Exclusively CELL48	50	48	44
Mostly CELL 19	18	22	21
Mostly LAND15	15	11	19
Exclusively LAND6	7	5	4
Both equally11	10	12	12
Don't know	1	2	0
Cell67	67	70	64
Land21	22	16	23

		IND	
TOTAL	DEM	/DK	REP
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Q3. How likely are you to vote in the general election for Congress and other offices this November -- 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	86	87	82	91
Probably		13	18	9
50 - 50 [TERMINATE]	0	0	0	0
Probably not [TERMINATE]	0	0	0	0
Definitely not [TERMINATE]	0	0	0	0
(Don't know) [TERMINATE]		0	0	0

Q4. [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	69	79	69	57
Somewhat important	22	17	23	27
A little important	4	0	3	7
Not at all important	3	2	3	6
(don't know)	2	2	1	2
Important	91	96	92	85
Not important	7	2	7	13

Q5. [**T***] Should Wall Street financial companies be held accountable with tougher rules and enforcement for the practices that caused the financial crisis in 2008, or have their practices changed enough that they don't need further regulation?

Should be held accountable	70	81	74	54
Don't need further regulation	17	9	13	30
(Neither)		2	3	4
(Don't know)	11	8	11	11

Q6. **[T]** 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]— Is that much more/less or somewhat more/less?

Much more	46	59	48	29
Somewhat more	25	27	25	23
Somewhat less	9	4	8	15
Much less	8	2	6	16
(Neither more nor less)	6	3	8	10
(Don't know)	6	4	5	8
More	71	87	73	52
Less	17	6	14	31

		IND	
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Q7 SSA. Thinking about how enforcement of financial laws might affect you personally, do you think that weak enforcement of financial protection laws and poor oversight of Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies affects you personally a lot, somewhat, a little, or not at all?

Affects personally a lot	26	31	29	17
Affects somewhat		35	35	34
Affects a little	20	15	14	29
Not affected at all	18	17	21	20
(Don't know)	2	3	1	1
A lot /somewhat	60	66	64	51
A little /not at all	38	31	35	48

Q8. SSB. Thinking about how enforcement of financial laws might affect you personally, do you think that stronger enforcement of financial protection laws and greater oversight of Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies affects you personally a lot, somewhat, a little, or not at all?

Affects personally a lot	34 18 18	28 36 18 16 2	30 37 15 16 2	30 26 19 23 2
A lot /somewhat	_	64	67	56
A little /not at all		34	31	42

Q9. Now, on a different topic. The current total amount of outstanding student loan debt in the U.S. is one point four trillion dollars. Do you agree or disagree that the amount of student loan debt represents a crisis, or aren't you sure?

[IF CHOICE:] And is that strongly or not so strongly?

Agree - strongly	54	57	58	47
Agree – not so strongly	12	14	9	10
Disagree – not so strongly		5	7	11
Disagree - strongly		5	4	9
Don't know/not sure	21	19	22	22
Agree	66	71	67	57
Disagree	14	11	11	20

		IND	
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Q10. [T] 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/Other 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]

_(Some people/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 threat	58	69	63	40
Government has intervened too much	28	19	23	44
(Both)	5	4	5	6
(Neither)	4	3	4	4
(Don't know)		5	5	6

Q11. [T] 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	53	61	58	44
Favor - somewhat		17	20	23
Oppose - somewhat	9	8	7	11
Oppose - strongly		6	7	10
(Don't know)		9	9	13
Favor	73	78	77	66
Oppose	16	13	14	21

		IND	
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Q12. **[T]** 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. _ [**PRO-REFORM**] (Some people/other people say) that families are struggling to make ends meets. We need to make sure we don't give more power and profits to CEOs and big corporations at the expense of the rest of us. We don't need more people to be ripped off by payday lenders, big banks, and Wall Street. We need tough regulation of the industry that caused the financial crisis and has made it harder and harder for families to get by. [77 WORDS]

B._ [ANTI-REFORM] (Some people/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, limit consumer choice, 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	55	46	32
Pro-reform - somewhat closer	14	15	15	13
Anti-reform - somewhat closer	15	10	13	23
Anti-reform - much closer	15	13	12	20
(Neither)	4	2	5	4
(Both)	4	2	4	5
(Don't know)	4	3	4	3
Pro-reform	59	70	61	45
Anti-reform	29	22	25	42

Q13. [**T***] The Consumer Financial Protection Bureau, or CFPB, is the first federal agency whose mission 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 mission of 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 -strongly49	61	54	33
Favor - somewhat	17	24	31
Oppose - somewhat8	7	7	11
Oppose - strongly8	5	6	12
(Don't know)11	10	10	12
Favor	78	78	64
Oppose16	12	13	24

		IND	
TOTAL	DEM	/DK	REP
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Q14. [**T***] 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, even if neither is exactly right.

[ROTATE STATEMENTS]

A._ [NEED RULES] (Some people/other people say) We have rules to guard against unsafe meat, appliances, and automobiles. The CFPB should be 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 and mortgages and have Wall Street interests put our savings and homes at financial risk. [61 WORDS]

B._ [UNACCOUNTABLE BUREAUCRACY] (Some people/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 growth. 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?

Need rules - much closer	46	54	52	32
Need rules - somewhat closer	17	16	18	19
Unaccountable bureaucracy - somewhat closer	13	9	13	15
Unaccountable bureaucracy - much closer	13	11	9	18
(Neither)	4	3	2	6
(Both)	3	2	3	3
(Don't know)	5	4	3	9
Need rules	63	71	69	50
Unaccountable bureaucracy	26	21	22	32

		IND	
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Q15. Now I am going to read you some actions the leadership of the Consumer Financial Protection Bureau has taken or proposed recently. For each, please tell me if the statement is very concerning, somewhat concerning, a little concerning, or not at all concerning

rted by Very Concerning			
15h.Reducing efforts to protect students from			
abusive student loans and student loan servicers 63	3 75	64	51
15i.Ending efforts to curb discrimination in lending			
based on data showing that borrowers of color pay			
more for loans60	75	61	42
15a.Ending the enforcement of rules to prevent			
abuses by payday lenders58	67	61	46
15d.Ending public access to the database of			
complaints filed against banks and other financial	7 65	65	42
firms57 15g.Cutting back on work to prevent racial	65	65	42
discrimination in lending56	68	57	43
15e.Changing the mission of the CFPB to cutting	, 00	01	40
regulation rather than protecting consumers 53	67	50	39
15c.Helping end rules that ban discrimination by			
auto lenders51	l 61	53	40
15b.Stopping new protections for people who take			
out payday loans48	60	48	34
15f.Working closely with financial lobbyists and			
contributors to determine the policies of the agency 44	49	48	38
a. Ending the enforcement of rules to prevent abuses	by payday lend	ders	
Very concerning58	3 67	61	46
Somewhat concerning		21	31
A little concerning9		9	9
Not at all concerning8		5	11
(No opinion/Don't know)		3	2
Concerning 81	l 85	82	77
Not concerning16		14	20
b. Stopping new protections for people who take out p	ayday loans		
Very concerning48	3 60	48	34
Somewhat concerning25		25	31
A little concerning9		7	10
Not at all concerning12	2 6	14	18
(No opinion/Don't know)6	6	5	8
Concerning	3 79	74	64
Not concerning21	l 15	21	28

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c. Helping end rules that ban discrimination by auto lend	ders			
Very concerning51Somewhat concerning25A little concerning8Not at all concerning11(No opinion/Don't know)5	61 23 7 5 4	53 26 5 11 5	40 27 10 17 6	
Concerning76Not concerning19	84 12	79 16	67 27	
d. Ending public access to the database of complaints fil	led against ba	anks and otl	her financial	firms
Very concerning57Somewhat concerning23A little concerning8Not at all concerning7(No opinion/Don't know)5	65 20 6 6 3	65 17 7 6 4	42 32 10 10 5	
Concerning	85 12	82 14	74 20	
e. Changing the mission of the CFPB to cutting regulation	on rather than	protecting	consumers	
Very concerning53Somewhat concerning24A little concerning9Not at all concerning9(No opinion/Don't know)6	67 21 5 4 4	50 23 11 7 9	39 28 11 16 7	
Concerning	87 9	73 18	67 26	
f. Working closely with financial lobbyists and contributo	ors to determi	ne the polic	ies of the ag	jency
Very concerning44Somewhat concerning27A little concerning11Not at all concerning9(No opinion/Don't know)9	49 24 8 9 10	48 26 11 8 7	38 34 12 9 7	
Concerning72Not concerning20	73 17	74 19	72 21	

N= g. Cutting back on work to prevent racial discrimi		DEM 370	IND /DK 240	REP 310
g. Cutting back on work to prevent racial discrimi	nation in lei	idirig		
Very concerningSomewhat concerning		68 19	57 19	43 23
A little concerning		6	9	9
Not at all concerning		5	7	18
(No opinion/Don't know)		3	8	7
Concerning Not concerning		87 10	76 16	66 26
h. Reducing efforts to protect students from abus	ive student	loans and s	tudent loar	n servicers
Very concerning		75	64	51
Somewhat concerning		16	18	26
A little concerning		4	9	9
Not at all concerning		4	7	11
(No opinion/Don't know)	3	2	2	3
Concerning		90	82	77
Not concerning	14	8	16	20
i. Ending efforts to curb discrimination in lending more for loans	based on da	ata showing	that borrow	vers of color pay
Very concerning	60	75	61	42
Somewhat concerning	20	14	20	26
A little concerning		4	10	10
Not at all concerning		4	7	13
(No opinion/Don't know)	5	3	3	9
Concerning	80	89	81	68
Not concerning	15	8	17	23

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Now I'd like to ask you about payday loans, or short term small dollar loans.

Q16. [T*] The Consumer Financial Protection Bureau has issued new rules for payday lending. Before issuing a loan, payday lenders must consider the borrower's current expenses and income, and only issue loans to those likely to be able to repay their loans. Before this rule was issued, there was no requirement that payday lenders make any effort to verify borrowers' ability to repay loans. Do you support or oppose this new rule to require payday lenders to check a borrower's ability to repay a loan, or aren't you sure?

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

Strongly support	63	60	68	66
Somewhat support	16	17	15	17
Somewhat oppose	6	6	6	5
Strongly oppose		6	4	7
Don't know/not sure		10	6	5
(Refused)	1	1	1	0
Support	79	77	83	82
Oppose		12	10	12

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			IND	
	TOTAL	DEM	/DK	REP
N=	1000	370	240	310

Q17. [T] 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, even if neither is exactly right.

[ROTATE STATEMENTS]

A._ (Some people/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. _ (Some people/other people say) 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 closer45	52	46	36
Payday lenders prey - somewhat closer10	9	9	12
Both - lean payday lenders prey3	3	2	4
Payday lenders prey58	64	57	52
Both 8	6	11	8
Payday lenders are resource27	25	26	33
Both - lean payday lenders are resource5	4	6	5
Payday lenders are resource - somewhat closer 11	10	9	14
Payday lenders are resource - much closer 11	10	11	14
(Neither)2	2	2	4
(Don't know)4	4	4	3

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		IND	
TOTAL	DEM	/DK	REP
N= 1000	370	240	310

Q18. [T] 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 - strongly19	21	21	18
Flexible requirements – somewhat	17	11	17
Tighter requirements - somewhat	20	19	17
Tighter requirements – strongly	35	42	42
(Don't know)7	6	7	6
Flexible requirements35	38	31	35
Tighter requirements58	56	61	60

			IND	
	TOTAL	DEM	/DK	REP
N=	1000	370	240	310

Q19. [T] 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

Sorted	hv	Verv	Conce	rnina
COLLCA	\sim y	V C I Y	001100	,,,,,,,,

19a.Relying on bad or incomplete information, some				
debt collectors target the wrong people or try to				
collect on debts that have already been paid 73	3	74	76	70
19b.Debt collectors sue a million consumers each				
year even when they do not have the evidence to				
prove their case in court7	2	74	74	67
19c.Debt collectors are seeking government				
approval to make pre-recorded, automated calls to				
cell phones for collection purposes without approval				
of the person being called7	0	73	71	67

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 concerning	73	74	76	70
Somewhat concerning	17	17	17	16
A little concerning		5	3	6
Not at all concerning		3	3	7
(No opinion/Don't know)		1	1	2
Concerning	89	92	93	85
Not concerning		7	6	13

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 concerning	72	74	74	67
Somewhat concerning	18	18	15	23
A little concerning	3	3	4	3
Not at all concerning		4	4	6
(No opinion/Don't know)		2	2	1
Concerning	90	92	89	90
Not concerning	8	7	9	9

		IND	
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c. Debt collectors are seeking government approval to make pre-recorded, automated calls to cell phones for collection purposes without approval of the person being called

Very concerning	70	73	71	67
Somewhat concerning	19	19	19	20
A little concerning		4	5	5
Not at all concerning	5	4	5	7
(No opinion/Don't know)		1	1	2
Concerning		91	90	87
Not concerning	10	8	9	11

		IND	
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The remaining questions are for statistical purposes only.

Q20. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent or something else?

[IF REPUBLICAN/DEMOCRAT:] Do you consider yourself a strong or a not-so-strong (Republican/Democrat)?

[**IF INDEPENDENT:**] Would you say you lean more towards the Republicans or more towards the Democrats?

Strong Democrat	70	0	0
Not-so-strong Democrat5	13	0	0
Independent - lean Democrat6	17	0	0
Democrat	100	0	0
Independent23	0	95	0
Republican31	0	0	100
Independent - lean Republican6	0	0	20
Not-so-strong Republican5	0	0	16
Strong Republican	0	0	64
(Other)4	0	0	0
(Don't know)1	0	5	0
(Refused)4	0	0	0

Q21. Did you vote in the November 2016 election for president, U.S. Congress, and other offices, or like many people, were you not able to vote in this election?

Yes, voted	90	91	86	97
No, did not vote		5	11	3
(Don't know)	1	1	1	0
(Refused)		3	2	0

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		IND	
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Q22. [IF RESPONDENT VOTED IN NOVEMBER 2016 ELECTION Q21=1] In the election for president, did you vote for

[READ AND RANDOMIZE ANSWERS]

[IF RESPONDENT DECLINES TO SAY HOW HE OR SHE VOTED, SAY]: This survey is being done for research purposes only. Your willingness to discuss your vote is really important for assuring the accuracy of our research, and we promise that we will always maintain the privacy and confidentiality of your responses.

[RANDOMIZE1-4]

Hillary Clinton	43	83	40	5
Donald Trump		5	23	82
Gary Johnson	2	1	5	2
Jill Stein	1	1	3	0
(Other)	5	2	11	2
(Refused)	14	8	18	9

Q23. What is the last year of schooling that you have completed?

1 - 11th Grade	3	5	2	3
High School Graduate	18	20	16	19
Non-College Post H.S	1	1	1	1
Some College	28	24	34	32
College Graduate		33	29	30
Post-Graduate School	16	17	17	16
(Refused)	3	0	2	0

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Q24. What is your age?

Q25. [IF AGE IS REFUSED]: I am going to read you some categories. Please stop me when we get to your category.

18-24 years11	14	16	6
25-29 years4	3	3	4
30-34 years6	6	7	4
35-39 years7	7	7	7
40-44 years8	8	10	8
45-49 years7	7	8	5
50-54 years4	4	6	4
55-59 years12	10	8	18
60-64 years12	14	9	13
65-69 years7	8	5	8
70-74 years7	6	7	7
Over 74 years14	12	15	15
(Refused)0	0	0	0

Q26. Are you an active duty service member, a veteran of the armed forces, or are you a dependent or immediate family member of an active duty service member or veteran?

Yes - self active duty	2	1	2	3
Yes - self veteran		6	8	14
Yes - family member or dependent of active duty of	r			
veteran	11	10	11	14
No	75	81	77	69
(Don't know/refused)	3	2	2	1

Q27. In which of the following ranges does your total annual household income fall, before taxes?

Below 20 thousand	5	5	6	5
Between 20 and 30 thousand	7	9	7	7
Between 30 and 40 thousand	8	7	9	8
Between 40 and 50 thousand	10	12	7	9
Between 50 and 75 thousand	13	13	12	17
Between 75 and 100 thousand	11	11	9	15
Between 100 and 150 thousand	8	9	8	9
Between 150 and 200 thousand	3	2	3	3
More than 200 thousand	2	2	3	2
(Don't Know)	6	8	8	4
(Refused)	27	23	28	21

		IND	
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Q28. [IF REFUSED OR DON'T KNOW] Could you tell me if your annual household income is below or above 40 thousand dollars?

Below 40 Thousand	24	24	26	23
Above 40 Thousand	57	60	53	62
(Don't Know)	4	4	5	2
(Refused)	4.0	11	16	13

Q29. 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**", **ASK**:] What is your race - white, black, Asian, or something else?

White69	54	70	88
Black/African American12	24	9	2
Spanish speaking/Latino (Puerto Rican, Mexican,			
etc.)10	14	9	5
Asian3	3	4	2
Native American0	0	1	0
Pacific Islander0	0	1	0
Arab American 0	0	0	0
(Other)2	3	3	1
(Don't know / Refused)3	2	3	2

Q30. Do you currently have any student loan debt?

Yes	12	18	11	6
No	84	79	86	93
(Don't know/refused)	4	3	3	1