

**FINAL TOPLINES: PUBLIC**

N= 1000

Gender

Men..... 48  
Women ..... 52

Region

New England ..... 6  
Mid-Atlantic ..... 12  
East-North-Central ..... 17  
West-North-Central ..... 8  
South Atlantic..... 19  
East-South-Central ..... 6  
West-South-Central ..... 8  
Mountain ..... 8  
Pacific ..... 16

1. How likely are you to vote in the 2014 General Election for Congress 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 ..... 86  
Probably ..... 14  
50-50 ..... ⇒ **GO TO Terminate**  
Probably not ..... ⇒ **GO TO Terminate**  
Definitely not ..... ⇒ **GO TO Terminate**  
(Don't know) ..... ⇒ **GO TO Terminate**

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

Should be held accountable ..... 78  
Don't need further regulation ..... 11  
(Neither) ..... 4  
(Don't know) ..... 7

N= 1000

3. [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 more ..... 42  
Somewhat more ..... 23  
Somewhat less ..... 11  
Much less ..... 13

(Neither more nor less) ..... 8  
(Don't know)..... 3

More ..... 65  
Less ..... 24

4. [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  
Somewhat more ..... 21  
Somewhat less ..... 9  
Much less ..... 14

(Neither more nor less) ..... 11  
(Don't know)..... 4

More ..... 62  
Less ..... 23

N= 1000

5. **[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 .....  | 56 |
| Favor - somewhat .....  | 20 |
| Oppose - somewhat ..... | 7  |
| Oppose - strongly ..... | 12 |
| (Don't know) .....      | 5  |
|                         |    |
| Favor .....             | 76 |
| Oppose .....            | 19 |

6. **[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?

|                         |    |
|-------------------------|----|
| Favor - strongly .....  | 50 |
| Favor - somewhat .....  | 23 |
| Oppose - somewhat ..... | 7  |
| Oppose - strongly ..... | 12 |
| (Don't know) .....      | 7  |
|                         |    |
| Favor .....             | 74 |
| Oppose .....            | 19 |

N= 1000

7. 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**

**Sorted by “Strongly support”**

|   |    |
|---|----|
| B11f.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.....             | 69 |
| A11a.Small-dollar lenders must make sure a loan is affordable in light of a customer's income and expenses .....  | 68 |
| B11b.Small-dollar lenders must verify a customers' ability to repay.....  | 67 |
| A11c.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..... | 56 |
| A11e.In order to protect consumers from excessive overdraft fees, banks cannot charge more than six overdraft fees per customer per year .....  | 49 |
| B11d.Borrowers must be allowed to sue the same lender together over a common problem.....   | 46 |

N= 1000

a.\_ **[SSA]** Small-dollar lenders must make sure a loan is affordable in light of a customer's income and expenses.

|                       |    |
|-----------------------|----|
| Strongly support..... | 68 |
| Somewhat support..... | 20 |
| Somewhat oppose.....  | 3  |
| Strongly oppose.....  | 5  |
| (Not sure).....       | 4  |
| (Refuse).....         | 1  |
| Support.....          | 88 |
| Oppose.....           | 8  |

b.\_ **[SSB]** Small-dollar lenders must verify a customers' ability to repay.

|                       |    |
|-----------------------|----|
| Strongly support..... | 67 |
| Somewhat support..... | 21 |
| Somewhat oppose.....  | 5  |
| Strongly oppose.....  | 4  |
| (Not sure).....       | 3  |
| (Refuse).....         | 0  |
| Support.....          | 88 |
| Oppose.....           | 9  |

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..... | 56 |
| Somewhat support..... | 20 |
| Somewhat oppose.....  | 8  |
| Strongly oppose.....  | 8  |
| (Not sure).....       | 7  |
| (Refuse).....         | 1  |
| Support.....          | 76 |
| Oppose.....           | 16 |

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

|                       |    |
|-----------------------|----|
| Strongly support..... | 46 |
| Somewhat support..... | 26 |
| Somewhat oppose.....  | 9  |
| Strongly oppose.....  | 8  |
| (Not sure).....       | 12 |
| (Refuse).....         | 0  |
| Support.....          | 71 |
| Oppose.....           | 17 |

N= 1000

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

|                       |    |
|-----------------------|----|
| Strongly support..... | 49 |
| Somewhat support..... | 15 |
| Somewhat oppose.....  | 12 |
| Strongly oppose.....  | 16 |
| (Not sure).....       | 6  |
| (Refuse).....         | 0  |
| Support.....          | 65 |
| Oppose.....           | 29 |

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.....  | 8  |
| Strongly oppose.....  | 7  |
| (Not sure).....       | 2  |
| (Refuse).....         | 1  |
| Support.....          | 83 |
| Oppose.....           | 15 |

8. 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.....           | 7  |
| (Don't Know)..... | 5  |
| (Refused).....    | 0  |

9. 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/OPOSE]:** Do you favor/oppose that strongly or just somewhat?

|                        |    |
|------------------------|----|
| Favor - strongly.....  | 47 |
| Favor - somewhat.....  | 28 |
| Oppose - somewhat..... | 6  |
| Oppose - strongly..... | 9  |
| (Don't know).....      | 11 |
| Favor.....             | 75 |
| Oppose.....            | 15 |

N= 1000

10. **[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 .....                | 39 |
| CFPB works - somewhat closer .....            | 16 |
| Unaccountable bureaucracy - somewhat closer . | 13 |
| Unaccountable bureaucracy - much closer ..... | 17 |
| (Neither) .....                               | 6  |
| (Both) .....                                  | 5  |
| (Don't know) .....                            | 5  |
| CFPB works.....                               | 55 |
| Unaccountable bureaucracy .....               | 30 |

N= 1000

11. **[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 closer .....                | 45 |
| Need rules - somewhat closer .....            | 14 |
| Unaccountable bureaucracy - somewhat closer . | 15 |
| Unaccountable bureaucracy - much closer ..... | 14 |
| (Neither) .....                               | 4  |
| (Both) .....                                  | 6  |
| (Don't know) .....                            | 2  |
| Need rules .....                              | 59 |
| Unaccountable bureaucracy .....               | 29 |

N= 1000

12. 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 –<br>much closer.....      | 52 |
| Companies should be accountable –<br>somewhat closer ..... | 14 |
| CFPB out of control – somewhat closer .....                | 10 |
| CFPB out of control – much closer.....                     | 11 |
| (Neither).....   | 4  |
| (Both).....  | 6  |
| (Don't Know).....  | 3  |
| Companies should be accountable .....                      | 66 |
| CFPB out of control.....                                   | 21 |

N= 1000

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

|                       |    |
|-----------------------|----|
| Strongly support..... | 76 |
| Somewhat support..... | 15 |
| Somewhat oppose.....  | 3  |
| Strongly oppose.....  | 2  |
| (Not sure).....       | 3  |
| (Refuse).....         | 1  |
| Support.....          | 91 |
| Oppose.....           | 5  |

- b.\_ Credit card companies cannot change the interest rates on existing balances.

|                       |    |
|-----------------------|----|
| Strongly support..... | 78 |
| Somewhat support..... | 10 |
| Somewhat oppose.....  | 4  |
| Strongly oppose.....  | 4  |
| (Not sure).....       | 4  |
| (Refuse).....         | 0  |
| Support.....          | 88 |
| Oppose.....           | 8  |

N= 1000

14. 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. Borrowers should be able to pay back their student loans with a monthly payment based on their income.

Strongly agree ..... 68  
 Somewhat agree ..... 20  
 Somewhat disagree ..... 5  
 Strongly disagree ..... 4  
 (No opinion /DK) ..... 4

Agree ..... 88  
 Disagree ..... 8

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

Strongly agree ..... 48  
 Somewhat agree ..... 22  
 Somewhat disagree ..... 11  
 Strongly disagree ..... 14  
 (No opinion /DK) ..... 4

Agree ..... 70  
 Disagree ..... 25

15. How concerned are you about the influence of Wall Street financial companies on elected officials—very concerned, somewhat concerned, a little concerned, or not at all concerned?

Very concerned ..... 56  
 Somewhat concerned ..... 24  
 A little concerned ..... 11  
 Not at all concerned ..... 7

(Don't Know) ..... 2  
 (Refused) ..... 0

Concerned ..... 80  
 Not concerned ..... 18

N= 1000

16. **SSA:** And 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 ..... 7  
Somewhat more likely ..... 6  
Somewhat less likely ..... 18  
Much less likely ..... 37

No difference ..... 29  
(Don't know) ..... 2  
(Refuse) ..... 0

More likely ..... 14  
Less likely ..... 56

17. **SSB:** And if you knew that a candidate or member of Congress favored stronger regulation of Wall Street and the financial world, 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 ..... 27  
Somewhat more likely ..... 18  
Somewhat less likely ..... 9  
Much less likely ..... 13

No difference ..... 27  
(Don't know) ..... 4  
(Refuse) ..... 0

More likely ..... 46  
Less likely ..... 22

N= 1000

- 18. SSA:** Some people believe that Wall Street and the financial industry are still engaged in reckless practices and pose a continuing danger to the economy. Others believe we have done enough to reform the financial system and further reform would hinder innovation and economic growth. Which of these positions comes closer to your views:

**ROTATE**

- The financial system still poses a danger. Further reforms are needed.  
 We have done enough. Further reforms would hinder innovation and economic growth.

|   |    |
|---|----|
| Financial system still poses a danger ..... | 60 |
| We have done enough .....                   | 22 |
| (Both) .....                                | 8  |
| (Neither).....                              | 3  |
| (Don't Know) .....                          | 7  |
| (Refused) .....                             | 1  |

- 19. SSB:** Some people believe that Wall Street and the financial industry are still too powerful and pose a continuing a danger to the economy. Others believe we have done enough to reform the financial system and further reform would hinder innovation and economic growth. Which of these positions comes closer to your views:

**ROTATE**

- The financial system still poses a danger. Further reforms are needed.  
 We have done enough. Further reforms would hinder innovation and economic growth.

|   |    |
|---|----|
| Financial system still poses a danger ..... | 60 |
| We have done enough .....                   | 23 |
| (Both) .....                                | 5  |
| (Neither).....                              | 5  |
| (Don't Know) .....                          | 5  |
| (Refused) .....                             | 1  |

- 20.** Please tell me which of the following statements comes closer to your own views.

**ROTATE STATEMENTS**

- Tough regulations on Wall Street will help prevent future financial problems  
 OR  
 Tough regulations on Wall Street will hurt the U.S. economy

|                                    |    |
|------------------------------------|----|
| Regulations prevent problems ..... | 61 |
| Regulations hurt economy .....     | 21 |
| (Both) .....                       | 8  |
| (Neither).....                     | 4  |
| (Don't Know/Undecided) .....       | 5  |
| (Refused) .....                    | 1  |

N= 1000

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

21. 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 |
| Not-so-strong Democrat .....        | 6  |
| Independent - lean Democrat .....   | 5  |
| Democrat .....                      | 37 |
| Independent .....                   | 24 |
| Republican.....                     | 32 |
| Independent - lean Republican ..... | 5  |
| Not-so-strong Republican .....      | 6  |
| Strong Republican .....             | 21 |
| Other .....                         | 2  |
| (Don't know) .....                  | 3  |
| (Refused) .....                     | 2  |

N= 1000

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

|                            |    |
|----------------------------|----|
| 1 - 11th grade .....       | 2  |
| high school graduate ..... | 21 |
| non-college post H.S. .... | 3  |
| some college .....         | 29 |
| college graduate .....     | 31 |
| post-graduate school ..... | 12 |
| (don't know/refused) ..... | 1  |

**23.** 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 years ..... | 7  |
| 25-29 .....       | 4  |
| 30-34 .....       | 5  |
| 35-39 .....       | 7  |
| 40-44 .....       | 7  |
| 45-49 .....       | 9  |
| 50-54 .....       | 9  |
| 55-59 .....       | 10 |
| 60-64 .....       | 13 |
| 65-69 .....       | 10 |
| 70-74 .....       | 7  |
| over 74 .....     | 11 |
| (refused) .....   | 0  |

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

|                    |    |
|--------------------|----|
| Yes .....          | 43 |
| No .....           | 51 |
| (Don't know) ..... | 5  |
| (Refuse) .....     | 1  |

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

|                    |    |
|--------------------|----|
| Yes .....          | 32 |
| No .....           | 64 |
| (Don't know) ..... | 2  |
| (Refuse) .....     | 2  |

N= 1000

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

|  |    |
|--|----|
| Below 20 thousand dollars .....            | 7  |
| Between 20 and 30 thousand dollars .....   | 8  |
| Between 30 and 40 thousand dollars .....   | 10 |
| Between 40 and 50 thousand dollars .....   | 8  |
| Between 50 and 75 thousand dollars .....   | 13 |
| Between 75 and 100 thousand dollars .....  | 12 |
| Between 100 and 150 thousand dollars ..... | 9  |
| Between 150 and 200 thousand dollars ..... | 3  |
| More than 200 thousand dollars .....       | 3  |
| (Don't know) .....                         | 5  |
| (Refused) .....                            | 24 |

**27.** [IF Q26 = 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 |
| Above 40 Thousand ..... | 53 |
| (Don't Know) .....      | 2  |
| (Refused) .....         | 15 |

**28.** 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 .....                  | 75 |
| Black/African American ..... | 11 |
| Latino/Hispanic .....        | 8  |
| Asian .....                  | 2  |
| Other .....                  | 2  |
| (Don't know/refused) .....   | 2  |

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