

To: Interested Parties  
From: Celinda Lake, David Mermin, and Liesl Newton  
Re: Strong bipartisan support for government regulation of financial services and products<sup>1</sup>  
Date: July 6, 2015

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**A new Lake Research Partners poll finds strong, continued, bipartisan support for government regulation of financial services and products. Voters broadly favor the Dodd-Frank Wall Street Reform and Consumer Protection Act and the activities of the Consumer Financial Protection Bureau. They will reward political candidates committed to consumer protection and tough rules on Wall Street and punish candidates who receive large amounts of campaign money from big banks.**

- **Voters support strong regulation of the financial industry.** Over nine in ten voters (91%) agree that it is important to regulate financial services and products to make sure they are fair for consumers,<sup>i</sup> and four-fifths (79%) say Wall Street financial companies should be held accountable with tougher rules and enforcement for the practices that caused the financial crisis.<sup>ii</sup> By nearly a 3:1 margin, voters want to see more, not less, oversight and regulation of financial companies.<sup>iii</sup> Fewer than a quarter (23%) believe tough regulations on Wall Street will hurt the U.S. economy.<sup>iv</sup>
- **Voters strongly favor the central provisions of the Dodd-Frank Wall Street Reform and Consumer Protection Act.** After hearing a brief description of the law, nearly three-quarters of likely 2016 voters (73%) say they favor it, including 80% of Democrats, 72% of Independents, and 65% of Republicans.<sup>v</sup> Voters' strong support for Wall Street reform also holds up after an engaged debate, as a majority of voters across party lines continues to favor the pro-reform arguments.<sup>vi</sup>
- **Voters consistently favor the CFPB's mission and enforcement actions.** Support for the CFPB after voters hear a description of its purpose has held steady since last year at 75%, with 85% of Democrats, 74% of Independents, and 66% of Republicans in favor.<sup>vii</sup> Voters' support for the CFPB holds up after head-to-head arguments, with majority support for the pro-CFPB argument across party lines.<sup>viii</sup> 72% support the CFPB's enforcement actions against Bank of America and GE Capital, in

Lake Research Partners  
1101 17<sup>th</sup> Street NW,  
Suite 301  
Washington, DC 20036

Tel: 202.776.9066  
Fax: 202.776.9074

Partners  
Celinda Lake  
Alysia Snell  
David Mermin  
Dr. Robert G. Meadow  
Daniel Gotoff  
Joshua Ulibarri

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<sup>1</sup> Lake Research Partners conducted a telephone survey of 1,000 likely 2016 voters on behalf of Americans for Financial Reform and the Center for Responsible Lending. The national survey was conducted from June 16-June 22, 2015 and has a margin of error of +/- 3.1.

preference to an argument calling the CFPB out of control, and accusing it of costing American jobs and taxpayer money (17% agree).<sup>ix</sup> 82% of Democrats, 69% of Independents, and 61% of Republicans agree with the CFPB's enforcement actions in this arena, in preference to the opposition argument.

- **Voters are concerned about predatory actions by payday lenders and they support strong regulations on mortgage and small-dollar lenders.** By more than a 3:1 margin, voters agree that payday lenders have predatory tendencies, over a counterargument that they are an important resource.<sup>x</sup> Over two-thirds of voters—including nearly three-quarters of Republicans—favor keeping the requirement that mortgage lenders must fully verify borrowers' ability to repay before issuing a mortgage.<sup>xi</sup> Voters also overwhelmingly support a proposal to require small-dollar lenders to verify a customer's ability to repay (88% support, 68% strongly), or to make sure a loan is affordable in light of a customer's income and expenses (86% support, 69% strongly).<sup>xii</sup>
- **Voters are highly concerned about the influence of Wall Street on elected officials: they will punish candidates who receive large amounts of campaign money from big banks, and reward candidates who favor tough rules on Wall Street.** 84% of likely 2016 voters say they are concerned about the influence of Wall Street financial companies on elected officials, including nearly two-thirds (64%) who are very concerned.<sup>xiii</sup> Majorities across party lines say they would be less likely to vote for a candidate or member of Congress who received large sums of campaign money from big banks and financial companies,<sup>xiv</sup> and a majority of Democrats (72%), Independents (54%), and Republicans (52%) say they would be more likely to vote for a candidate who favored protecting consumers by keeping tough rules on Wall Street to prevent irresponsible practices and abuses.<sup>xv</sup>

**Voters continue to regard an under-regulated financial industry as a substantial threat. They are very favorable toward existing rules, and most agree that even stronger rules are needed, as the financial system continues to pose a danger. They believe Wall Street financial companies need oversight and that mortgage and payday lenders and debt collectors can do serious harm if not properly regulated. Voters want regulations and enforcement to ensure financial institutions act fairly and responsibly, and they will support candidates committed to that cause.**

<sup>i</sup> 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?

<sup>ii</sup> 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?

<sup>iii</sup> Generally speaking, do you think there should be more government [oversight/regulation] of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, and credit card companies, or less oversight of these companies?

<sup>iv</sup> Please tell me which of the following statements comes closer to your own views. [ROTATED] Tough regulations on Wall Street will help prevent future financial problems OR Tough regulations on Wall Street will hurt the U.S. economy.

<sup>v</sup> 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 making certain types of risky investments, and created the Consumer Financial Protection Bureau to oversee and enforce rules against abusive financial practices that put consumers at risk. It also bans taxpayer-funded bailouts of large banks and financial companies and, instead, sets up a system where shareholders and creditors bear the losses of failed companies. Please tell me whether, overall, you favor or oppose this law.

<sup>vi</sup> 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 views. [ROTATED]  
(Some/other people say) [Wall Street caused the financial crisis which cost 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./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 our economy from being rigged in favor of a few large Wall Street interests and against the American people.]  
(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. Our economy is still recovering, and we can't afford to let this excessive government regulation and bureaucracy discourage businesses from creating jobs and slow the progress of our economic recovery.

<sup>vii</sup> 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?

<sup>viii</sup> 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. [ROTATED]  
(Some/other people say) [Wall Street special interests are fighting tooth and nail to get rid of the CFPB because it works. Irresponsible banking practices caused the last financial crisis, and, left to their own devices, they would do the same thing all over again. We need the CFPB to keep the financial industry in check and stop them from ripping off consumers or tanking our economy once again./ 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.]  
(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.

<sup>ix</sup> 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: [ROTATED]  
(Some/other people say) Companies that violate the law should be held accountable and made to pay. For example, in 2014, Bank of America and GE Capital had to pay fines and refunds totaling nearly \$1 billion 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.  
(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.

<sup>x</sup> 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. [ROTATED]  
(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.  
(Some/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.

<sup>xi</sup> Currently, mortgage lenders are always required to verify a borrower's ability to repay before issuing the mortgage. Some people have suggested loosening 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: LOOSENING the requirement, so some mortgages can be issued without verifying ability to repay, or KEEPING the requirement that lenders must fully verify the ability to repay for ALL mortgages?

<sup>xii</sup> 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. [Small-dollar lenders must make sure a loan is affordable in light of a customer's income and expenses./Small-dollar lenders must verify a customer's ability to repay.]

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<sup>xiii</sup> 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?

<sup>xiv</sup> 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?

<sup>xv</sup> And if you knew that a candidate or member of Congress favored protecting consumers by keeping 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?

**FINAL TOPLINES FOR PUBLIC RELEASE**

	TOTAL N= 1000	DEM 360	INDEP/ DK 251	REP 320
<b>Gender</b>				
Men .....	48	40	54	53
Women.....	52	60	46	47
<b>Region</b>				
New England .....	5	4	8	4
Mid-Atlantic .....	13	15	11	13
East-North-Central.....	16	15	17	15
West-North-Central.....	8	9	7	8
South Atlantic.....	21	20	20	21
East-South-Central .....	6	6	4	8
West-South-Central .....	10	11	10	9
Mountain .....	7	5	6	9
Pacific .....	15	15	16	12
<b>1. [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?</b>				
Almost Certain .....	88	85	85	93
Probably .....	12	15	15	7
50-50 .....	⇒ <b>GO TO Terminate</b>			
Probably not .....	⇒ <b>GO TO Terminate</b>			
Definitely not .....	⇒ <b>GO TO Terminate</b>			
(Don't know) .....	⇒ <b>GO TO Terminate</b>			
<b>2. [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?</b>				
Very important .....	70	83	65	59
Somewhat important .....	21	13	23	29
A little important .....	4	1	5	6
Not at all important .....	3	1	5	4
(don't know).....	2	1	2	2
Important .....	91	96	88	88
Not important.....	7	2	10	11
<b>3. [T] 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?</b>				
Should be held accountable .....	79	88	76	69
Don't need further regulation .....	11	4	11	19
(Neither) .....	3	2	4	3
(Don't know) .....	7	5	9	9

	TOTAL	DEM	INDEP/ DK	REP
N=	1000	360	251	320

4. **[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 more .....	47	65	50	26
Somewhat more .....	19	22	13	20
Somewhat less .....	11	6	12	16
Much less .....	12	3	10	24
(Neither more nor less) .....	8	2	10	12
(Don't know).....	3	3	5	1
More .....	66	86	63	46
Less .....	23	9	22	40

5. **[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 .....	47	64	45	29
Somewhat more .....	17	13	22	17
Somewhat less .....	15	8	13	24
Much less .....	11	5	9	18
(Neither more nor less) .....	7	7	7	8
(Don't know).....	4	3	4	5
More .....	63	76	67	46
Less .....	25	13	21	41

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6. Some people believe that Wall Street and the financial industry are still too powerful and still engaged in reckless practices, posing a continuing danger to the economy. Others believe we have done enough to reform the financial system and that more regulation would hinder innovation and economic growth. Which of these positions comes closer to your views:

**ROTATE**

- The financial system still poses a danger. Stronger rules are still needed.  
 We have done enough. More regulation would hinder innovation and economic growth.

Financial system still poses a danger .....	60	71	61	47
We have done enough .....	27	16	24	41
(Both) .....	3	3	5	2
(Neither) .....	3	4	2	3
(Don't Know) .....	6	5	7	5
(Refused) .....	1	0	1	1

7. **[T]** 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 .....	58	73	57	44
Regulations hurt economy .....	23	13	22	36
(Both) .....	5	4	5	5
(Neither) .....	5	5	6	3
(Don't Know/Undecided).....	8	7	8	10
(Refused) .....	1	0	1	2

8. 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 making certain types of risky investments, and created the Consumer Financial Protection Bureau to oversee and enforce rules against abusive financial practices that put consumers at risk. It also bans taxpayer-funded bailouts of large banks and financial companies and, instead, sets up a system where shareholders and creditors bear the losses of failed companies. 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 .....	49	60	46	40
Favor - somewhat .....	24	21	27	25
Oppose - somewhat .....	8	6	9	9
Oppose - strongly .....	8	3	9	13
(Don't know) .....	11	11	10	13
Favor .....	73	80	72	65
Oppose .....	16	9	18	21



	TOTAL	DEM	INDEP/ DK	REP
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9. **[T\*] 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 views.

**[ROTATE STATEMENTS]**

A. \_ (Some/other people say) Wall Street caused the financial crisis which cost 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.

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. Our economy is still recovering, and we can't afford to let this excessive government regulation and bureaucracy discourage businesses from creating jobs and slow the progress of our economic recovery.

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

Pro-reform - much closer .....	47	61	41	37
Pro-reform - somewhat closer .....	15	15	16	17
Anti-reform - somewhat closer .....	14	8	15	19
Anti-reform - much closer .....	9	7	8	13
(Neither) .....	4	4	2	3
(Both) .....	4	1	8	4
 (Don't know) .....	 8	 4	 10	 7
 Pro-reform .....	 62	 77	 57	 54
Anti-reform .....	23	15	23	32

	TOTAL	DEM	INDEP/ DK	REP
N=	1000	360	251	320

10. **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 views.

**[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 our economy from being rigged in favor of a few large Wall Street interests and against the American people.

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. Our economy is still recovering, and we can't afford to let this excessive government regulation and bureaucracy discourage businesses from creating jobs and slow the progress of our economic recovery.

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

Pro-reform - much closer .....	46	57	46	37
Pro-reform - somewhat closer .....	18	21	17	15
Anti-reform - somewhat closer .....	10	7	11	11
Anti-reform - much closer .....	9	4	7	17
(Neither) .....	7	2	7	11
(Both) .....	3	2	5	4
(Don't know) .....	6	6	7	6
Pro-reform.....	64	78	63	52
Anti-reform .....	20	12	18	28

	TOTAL	DEM	INDEP/ DK	REP
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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**

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

Strongly support.....	69	75	63	69
Somewhat support.....	17	16	17	21
Somewhat oppose.....	3	2	4	4
Strongly oppose.....	6	4	8	5
(Not sure).....	4	4	5	2
(Refuse).....	1	0	3	0
Support.....	86	91	80	89
Oppose.....	9	5	12	9

b.  **[T] SSB:** Small-dollar lenders must verify a customer's ability to repay

Strongly support.....	68	71	59	73
Somewhat support.....	20	17	27	16
Somewhat oppose.....	4	4	6	2
Strongly oppose.....	4	3	5	4
(Not sure).....	4	5	3	5
(Refuse).....	0	0	0	0
Support.....	88	88	86	89
Oppose.....	8	7	11	6

12.  **[T] SSC:** 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.....	53	62	52	46
Favor - somewhat.....	22	23	22	21
Oppose - somewhat.....	6	2	5	9
Oppose - strongly.....	8	6	9	8
(Don't know).....	11	7	12	17
Favor.....	75	85	74	66
Oppose.....	13	8	14	17

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N=	1000	360	251	320

13. **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.

**[ROTATE STATEMENTS]**

A. \_ (Some/other people say) Wall Street special interests are fighting tooth and nail to get rid of the CFPB because it works. Irresponsible banking practices caused the last financial crisis, and, left to their own devices, they would do the same thing all over again. We need the CFPB to keep the financial industry in check and stop them from ripping off consumers or tanking our economy once again.

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 .....	47	58	46	37
CFPB works - somewhat closer .....	16	16	14	16
Unaccountable bureaucracy - somewhat closer .....	12	7	11	16
Unaccountable bureaucracy - much closer .....	13	9	11	20
(Neither) .....	3	3	4	2
(Both) .....	3	2	5	2
(Don't know) .....	7	6	9	6
CFPB works .....	63	74	60	54
Unaccountable bureaucracy .....	24	16	22	35

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14. **[T] 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.

**[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 .....	53	68	57	36
Need rules - somewhat closer .....	14	12	14	15
Unaccountable bureaucracy - somewhat closer .....	11	6	8	19
Unaccountable bureaucracy - much closer .....	8	3	9	13
(Neither) .....	3	2	3	6
(Both) .....	6	6	3	6
(Don't know) .....	6	4	6	5
Need rules.....	67	79	71	51
Unaccountable bureaucracy.....	19	9	17	32

	TOTAL	DEM	INDEP/ DK	REP
N=	1000	360	251	320

15. **[T\*]** 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 2014, Bank of America and GE Capital had to pay fines and refunds totalling nearly \$1 billion 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 .....	58	67	54	49
Companies should be accountable – somewhat closer	14	14	15	12
CFPB out of control – somewhat closer .....	9	7	8	12
CFPB out of control – much closer .....	8	6	11	9
(Neither) .....	2	1	3	3
(Both) .....	4	1	5	7
(Don't Know) .....	5	2	5	7
Companies should be accountable .....	72	82	69	61
CFPB out of control .....	17	13	19	21

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16. [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.

**[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 .....	47	55	44	42
Payday lenders prey - somewhat closer .....	10	11	8	11
Both – lean Payday lenders prey .....	3	3	4	3
Both .....	14	12	19	12
Both – lean Payday lenders are resource .....	4	3	4	3
Payday lenders are resource - somewhat closer .....	8	6	9	10
Payday lenders are resource - much closer .....	8	6	6	11
(Neither) .....	3	2	2	3
(Don't know) .....	4	2	4	5
Payday lenders prey .....	61	69	56	55
Payday lenders are resource .....	19	15	20	24

	TOTAL	DEM	INDEP/ DK	REP
N=	1000	360	251	320

17. Currently, mortgage lenders are always required to verify a borrower's ability to repay before issuing the mortgage. Some people have suggested loosening 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: LOOSENING the requirement, so some mortgages can be issued without verifying ability to repay, or KEEPING the requirement that lenders must fully verify the ability to repay for ALL mortgages?

[IF LOOSENING/KEEPING]: Do you favor loosening/keeping the current requirement strongly or just somewhat?

Loosening - strongly .....	15	18	14	13
Loosening - somewhat .....	11	12	15	8
Keeping - somewhat .....	19	19	18	20
Keeping - strongly .....	49	46	50	53
(Don't know) .....	5	4	4	6
Loosening .....	26	30	29	21
Keeping.....	69	66	67	73

18. I am going to read you some 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?

- a. **[T] SSA:** Borrowers should be able to pay back their student loans with a monthly payment based on their income.

Strongly agree .....	71	74	70	70
Somewhat agree.....	17	17	18	19
Somewhat disagree .....	4	4	6	3
Strongly disagree.....	4	2	3	5
(No opinion /DK) .....	3	3	3	3
Agree .....	88	90	88	89
Disagree.....	8	6	9	8

- b. **[T] SSB:** The federal government should be doing more to help those who are struggling with student loan debt.

Strongly agree .....	60	81	58	37
Somewhat agree.....	17	11	20	24
Somewhat disagree .....	10	2	13	19
Strongly disagree.....	9	3	7	16
(No opinion /DK) .....	4	3	3	5
Agree .....	78	92	77	60
Disagree.....	19	5	20	35



	TOTAL	DEM	INDEP/ DK	REP
	N= 1000	360	251	320
<b>19. [T]</b> 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 .....	64	75	63	52
Somewhat concerned .....	20	16	19	26
A little concerned .....	7	4	10	10
Not at all concerned.....	5	2	6	7
(Don't Know) .....	2	2	1	4
(Refused) .....	1	0	2	2
Concerned .....	84	92	82	78
Not concerned .....	12	7	15	17
<b>20. [T] SSA:</b> 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?				
<b>[IF MORE/LESS LIKELY, ASK]</b> Is that much more/less likely or somewhat more/less likely?				
Much more likely .....	7	10	6	6
Somewhat more likely .....	6	5	8	7
Somewhat less likely .....	14	17	11	10
Much less likely.....	48	48	47	48
No difference .....	22	16	27	24
(Don't know).....	3	4	2	3
(Refuse) .....	1	0	0	1
More likely .....	13	14	14	13
Less likely .....	62	66	58	58
<b>21. SSB:</b> And if you knew that a candidate or member of Congress favored protecting consumers by keeping 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?				
<b>[IF MORE/LESS LIKELY, ASK]</b> Is that much more/less likely or somewhat more/less likely?				
Much more likely .....	45	60	38	34
Somewhat more likely .....	15	12	15	18
Somewhat less likely .....	4	4	6	3
Much less likely.....	9	9	11	5
No difference .....	20	12	25	29
(Don't know).....	4	3	2	7
(Refuse) .....	2	0	3	3
More likely .....	61	72	54	52
Less likely .....	12	13	17	8

	TOTAL	DEM	INDEP/ DK	REP
N=	1000	360	251	320

**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 not-so-strong (Republican/Democrat)?

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

Strong Democrat .....	26	71	0	0
Not-so-strong Democrat .....	5	14	0	0
Independent - lean Democrat .....	5	15	0	0
Democrat .....	36	100	0	0
Independent .....	24	0	96	0
Republican .....	32	0	0	100
Independent - lean Republican .....	7	0	0	21
Not-so-strong Republican .....	7	0	0	21
Strong Republican .....	18	0	0	58
Other .....	4	0	0	0
(Don't know) .....	1	0	4	0
(Refused) .....	3	0	0	0

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

1 - 11th grade .....	2	4	1	0
high school graduate .....	20	19	18	23
non-college post H.S. ....	2	2	3	2
some college .....	29	29	36	25
college graduate .....	31	28	30	34
post-graduate school .....	15	17	11	15
(don't know/refused) .....	1	1	1	1

	TOTAL N= 1000	DEM 360	INDEP/ DK 251	REP 320
<b>24. [T] What is your age? _____</b>				
<b>[IF REFUSED]:</b> I am going to read you some categories. Please stop me when we get to your category.				
18-24 years .....	9	8	12	7
25-29 .....	6	6	7	4
30-34 .....	6	5	8	7
35-39 .....	8	10	7	6
40-44 .....	7	11	7	3
45-49 .....	9	9	10	8
50-54 .....	8	7	6	11
55-59 .....	11	11	8	15
60-64 .....	11	10	12	11
65-69 .....	8	8	5	9
70-74 .....	6	6	8	6
over 74 .....	11	9	10	13
(refused) .....	0	0	0	0
<b>25. [T] SSA: Have you ever been overcharged or deceived by a financial institution?</b>				
Yes .....	40	50	40	31
No .....	56	47	55	66
(Don't know) .....	3	3	3	3
(Refuse) .....	1	0	2	1
<b>26. [T] SSB: Have you ever been treated unfairly by a financial institution?</b>				
Yes .....	31	35	34	24
No .....	65	59	63	72
(Don't know) .....	3	4	2	3
(Refuse) .....	1	1	1	1
<b>27. [T] In which of the following ranges does your total annual household income fall, before taxes?</b>				
Below 20 thousand dollars .....	9	11	8	6
Between 20 and 30 thousand dollars .....	8	9	8	7
Between 30 and 40 thousand dollars .....	9	12	8	8
Between 40 and 50 thousand dollars .....	10	13	14	4
Between 50 and 75 thousand dollars .....	14	14	12	16
Between 75 and 100 thousand dollars .....	10	8	9	13
Between 100 and 150 thousand dollars .....	9	10	7	10
Between 150 and 200 thousand dollars .....	3	1	4	5
More than 200 thousand dollars .....	2	1	1	3
(Don't know) .....	3	2	6	3
(Refused) .....	22	18	22	26
<b>28. [T] [IF Q27 = REFUSED OR DON'T KNOW] Could you tell me if your annual household income is below or above 40 thousand dollars?</b>				
Below 40 Thousand .....	30	36	29	24
Above 40 Thousand .....	53	50	55	57
(Don't Know) .....	2	1	2	2
(Refused) .....	15	12	14	18

	TOTAL	DEM	INDEP/ DK	REP
N=	1000	360	251	320

29. **[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 .....	71	56	73	91
Black/African American .....	12	22	9	1
Latino/Hispanic .....	10	15	11	4
Asian .....	2	3	3	1
Other .....	3	3	2	2
(Don't know/refused) .....	2	2	2	1