

## TOPLINE RESULTS

AFR Add-on Questions

1,004 Likely National Voters

July 8-11, 2013

|                             | <i>Total</i>   | <i>Dem.</i> | <i>Indep.</i><br><i>/DK</i> | <i>Rep.</i> |
|-----------------------------|----------------|-------------|-----------------------------|-------------|
|                             | <i>N= 1004</i> | <i>372</i>  | <i>281</i>                  | <i>311</i>  |
| <b>Gender of respondent</b> |                |             |                             |             |
| Men .....                   | 48             | 40          | 51                          | 53          |
| Women .....                 | 52             | 60          | 49                          | 47          |
| <br><b>Region</b>           |                |             |                             |             |
| New England.....            | 6              | 5           | 9                           | 5           |
| Middle Atlantic.....        | 12             | 12          | 12                          | 13          |
| East North Central .....    | 16             | 14          | 18                          | 15          |
| West North Central .....    | 8              | 7           | 9                           | 7           |
| South Atlantic.....         | 19             | 22          | 15                          | 20          |
| East South Central.....     | 6              | 7           | 6                           | 5           |
| West South Central.....     | 9              | 8           | 9                           | 11          |
| Mountain .....              | 8              | 7           | 6                           | 10          |
| Pacific.....                | 16             | 19          | 15                          | 14          |

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 ..... | 88                       | 90 | 84 | 91 |
| Probably .....       | 12                       | 10 | 16 | 9  |
| 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> |    |    |    |

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3x. 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 .....    | 83 | 89 | 82 | 75 |
| Don't need further regulation ..... | 9  | 3  | 10 | 15 |
| (Neither) .....                     | 2  | 2  | 2  | 3  |
| (Don't know) .....                  | 6  | 5  | 6  | 7  |

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8x. 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 has cost us millions of jobs, billions of dollars in taxpayer funded bailouts and trillions of dollars in lost homes and lost retirement savings. Wall Street must be held accountable and they must be prevented from repeating the same actions again. We cannot get our economy back on track without strong financial reform.
- B. (Some/other people say) The so-called Wall Street reform law is a job killer that creates a brand new federal agency, costs taxpayers billions, and will do more harm than good for our economy. Our economy is still struggling and we can't afford to let excessive government regulation and bureaucracy get in the way of our economic recovery.

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

|   |           |           |           |           |
|---|-----------|-----------|-----------|-----------|
| Pro-Wall Street Reform - much closer .....      | 47        | 59        | 49        | 29        |
| Pro-Wall Street Reform - somewhat closer .....  | 17        | 17        | 17        | 17        |
| Anti-Wall Street Reform - somewhat closer ..... | 10        | 6         | 9         | 15        |
| Anti-Wall Street Reform - much closer .....     | 15        | 8         | 9         | 26        |
| (Neither/Both) .....                            | 10        | 8         | 12        | 10        |
| (Don't know) .....                              | 2         | 2         | 2         | 3         |
| <b>Pro-Wall Street Reform .....</b>             | <b>63</b> | <b>76</b> | <b>67</b> | <b>47</b> |
| <b>Anti-Wall Street Reform .....</b>            | <b>24</b> | <b>14</b> | <b>19</b> | <b>41</b> |

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10x. 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 .....  | 49        | 63        | 49        | 31        |
| Favor - somewhat .....  | 31        | 28        | 30        | 40        |
| Oppose - somewhat ..... | 6         | 2         | 7         | 9         |
| Oppose - strongly ..... | 6         | 3         | 5         | 12        |
| (Don't know) .....      | 8         | 4         | 10        | 9         |
| <b>Favor</b> .....      | <b>80</b> | <b>91</b> | <b>79</b> | <b>71</b> |
| <b>Oppose</b> .....     | <b>13</b> | <b>5</b>  | <b>12</b> | <b>20</b> |

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

22. 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        | 73         | 0         | 0          |
| Not-so-strong Democrat .....        | 3         | 9          | 0         | 0          |
| Independent - lean Democrat .....   | 7         | 18         | 0         | 0          |
| <b>Democrat .....</b>               | <b>37</b> | <b>100</b> | <b>0</b>  | <b>0</b>   |
| <b>Independent .....</b>            | <b>25</b> | <b>0</b>   | <b>90</b> | <b>0</b>   |
| <b>Republican .....</b>             | <b>31</b> | <b>0</b>   | <b>0</b>  | <b>100</b> |
| Independent - lean Republican ..... | 7         | 0          | 0         | 22         |
| Not-so-strong Republican .....      | 6         | 0          | 0         | 18         |
| Strong Republican .....             | 19        | 0          | 0         | 60         |
| Other .....                         | 4         | 0          | 0         | 0          |
| (Don't know) .....                  | 3         | 0          | 10        | 0          |

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

|                            |    |    |    |    |
|----------------------------|----|----|----|----|
| 1 - 11th grade .....       | 3  | 5  | 3  | 1  |
| High school graduate ..... | 21 | 24 | 21 | 20 |
| Non-college post H.S. .... | 3  | 5  | 1  | 1  |
| Some college .....         | 29 | 31 | 29 | 25 |
| College graduate .....     | 31 | 26 | 32 | 35 |
| Post-graduate school ..... | 12 | 10 | 11 | 16 |
| (Don't know/refused) ..... | 1  | 0  | 3  | 1  |

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24. 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 ..... | 6  | 8  | 4  | 4  |
| 25-29 .....       | 5  | 5  | 6  | 4  |
| 30-34 .....       | 6  | 8  | 5  | 3  |
| 35-39 .....       | 6  | 7  | 7  | 3  |
| 40-44 .....       | 8  | 7  | 8  | 8  |
| 45-49 .....       | 8  | 9  | 6  | 10 |
| 50-54 .....       | 8  | 7  | 7  | 10 |
| 55-59 .....       | 11 | 10 | 13 | 11 |
| 60-64 .....       | 12 | 13 | 10 | 12 |
| 65-69 .....       | 9  | 8  | 9  | 11 |
| 70-74 .....       | 6  | 6  | 6  | 6  |
| Over 74 .....     | 11 | 10 | 10 | 14 |
| (Refused) .....   | 4  | 1  | 10 | 2  |

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

|                    |    |    |    |    |
|--------------------|----|----|----|----|
| Yes .....          | 37 | 47 | 28 | 36 |
| No .....           | 57 | 49 | 64 | 56 |
| (Don't know) ..... | 5  | 4  | 2  | 8  |
| (Refuse) .....     | 2  | 1  | 5  | 0  |

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

|                    |    |    |    |    |
|--------------------|----|----|----|----|
| Yes .....          | 36 | 38 | 38 | 28 |
| No .....           | 60 | 58 | 58 | 68 |
| (Don't know) ..... | 3  | 3  | 2  | 3  |
| (Refuse) .....     | 1  | 0  | 2  | 1  |

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|---|-------------------------|--------------------|-----------------------------|--------------------|
| 27. Where is the most likely place you would get a loan?<br>[READ AND ROTATE RESPONSES] |                         |                    |                             |                    |
| A Bank .....  | 43                      | 39                 | 40                          | 52                 |
| A Credit Union .....  | 31                      | 31                 | 28                          | 32                 |
| A Payday Lender .....   | 1                       | 2                  | 2                           | 0                  |
| An online loan company .....  | 0                       | 1                  | 0                           | 0                  |
| A family member .....   | 11                      | 13                 | 15                          | 5                  |
| A friend or business associate .....  | 4                       | 6                  | 3                           | 2                  |
| (Other [RECORD] ) .....   | 2                       | 1                  | 1                           | 2                  |
| (Don't know) .....  | 4                       | 5                  | 5                           | 2                  |
| (Refuse) .....  | 4                       | 2                  | 6                           | 4                  |

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

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

|  |    |    |    |    |
|--|----|----|----|----|
| Below 20 thousand dollars .....            | 7  | 11 | 5  | 5  |
| Between 20 and 30 thousand dollars .....   | 11 | 15 | 11 | 6  |
| Between 30 and 40 thousand dollars .....   | 9  | 12 | 7  | 8  |
| All below 40 thousand dollars .....        | 31 | 43 | 28 | 22 |
| All above 40 thousand dollars.....         | 51 | 47 | 44 | 60 |
| Between 40 and 50 thousand dollars .....   | 11 | 11 | 10 | 11 |
| Between 50 and 75 thousand dollars .....   | 13 | 12 | 12 | 15 |
| Between 75 and 100 thousand dollars .....  | 11 | 11 | 8  | 13 |
| Between 100 and 150 thousand dollars ..... | 6  | 5  | 5  | 9  |
| Between 150 and 200 thousand dollars ..... | 2  | 2  | 2  | 3  |
| More than 200 thousand dollars .....       | 2  | 1  | 1  | 4  |
| (Don't know/refuse) .....                  | 18 | 10 | 28 | 17 |

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30. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background?

[IF NO]: What is your race - white, black, Asian, or something else?

|                              |    |    |    |    |
|------------------------------|----|----|----|----|
| White .....                  | 72 | 58 | 75 | 89 |
| Black/African American ..... | 11 | 22 | 7  | 3  |
| Latino/Hispanic .....        | 10 | 16 | 9  | 4  |
| Asian .....                  | 2  | 1  | 2  | 0  |
| Other .....                  | 2  | 2  | 3  | 1  |
| (Don't know/refused) .....   | 2  | 1  | 3  | 2  |

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