1. Which of the following financial products do you currently own, or use, or have you owned or used in the previous 12 months? (Please select all that apply)

- Checking account 82%
- Debit card 73%
- Credit card 65%
- Savings account 63%
- 401(k) or other employer sponsored retirement account 21%
- Stocks or bonds 14%
- Pension plan 12%
- Mutual Fund 12%
- Money Market Account 11%
- Certificate of Deposit (CDs) 9%
- Index Fund 4%
- Check cashing services 4%
- Payday lender 2%
- Installment lender 2%

2. Do you own or rent your home?

- Own/Paying off mortgage 56%
- Rent, never have owned 33%
- Rent, used to own 9%
- Don’t know/Refused 2%
- Total 100%

3. Which of the following, if any, have you used to get financial advice? (Select all that apply) (ROTATE)

- Family members or friends 38%
- The Internet 30%
- Someone at your bank 21%
- A financial planner 17%
- An accountant 13%
- Magazine or books about money matters 12%
- Smartphone app 9%
- A lawyer 8%
- An insurance agent 8%
- A mortgage lender 6%
- A stockbroker 6%
- A mortgage broker 4%
- Non-profit organization or religious organization 4%
- The Consumer Financial Protection Bureau or other government agencies 4%

4. In general, do you believe your bank has ever misled or misinformed you about the fees and risks involved with your bank account or investments, or do you believe your bank has given you good information? (ROTATE)

- Misled or misinformed 21%
- Provided good information 76%
- Don’t know/Refused 3%
- Total 100%
5. [ASK IF R USED PAYDAY LENDER/INSTALLMENT LENDER] In general, do you believe the payday or installment lenders you have used ever misled or misinformed you about the fees and risks involved with a loan, or do you believe they have given you good information? (ROTATE)

- Misled or misinformed: 35%
- Provided good information: 63%
- Don’t know/Refused: 2%
- Total: 100%

6. [ASK OF THOSE NOT RETIRED] Which of the following do you plan to rely on for retirement income? (Select all that apply)

- Social Security: 50%
- Retirement accounts 401(k), 403(b), IRA (Individual Retirement Account): 41%
- Personal savings: 40%
- Pension plan: 18%
- Stocks and bonds: 13%
- Mutual funds: 10%
- Support from family members: 8%
- Sale of physical assets such as real estate: 7%
- Veterans benefits: 5%
- Other savings and assets: 13%
- Other investments: 9%
- Other government income program (such as SSI Supplemental Security Income): 11%

7. How would you rate your feelings toward each of the following on a scale of 0 to 100, where a rating of 100 means you feel as warm and favorable as possible and 0 means you feel as cold and unfavorable as possible? How do you feel toward...

<table>
<thead>
<tr>
<th>Congress</th>
<th>Wall Street</th>
<th>Federal government</th>
<th>Used car dealers</th>
<th>Credit card companies</th>
<th>Government Financial Regulators</th>
<th>Mortgage Lenders &amp; Brokers</th>
<th>Large Corporations</th>
<th>Small Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net-favorable</td>
<td>23%</td>
<td>21%</td>
<td>31%</td>
<td>26%</td>
<td>30%</td>
<td>30%</td>
<td>31%</td>
<td>35%</td>
</tr>
<tr>
<td>Neutral</td>
<td>9%</td>
<td>13%</td>
<td>8%</td>
<td>12%</td>
<td>13%</td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Net-unfavorable</td>
<td>60%</td>
<td>57%</td>
<td>54%</td>
<td>56%</td>
<td>50%</td>
<td>47%</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Very favorable</td>
<td>8%</td>
<td>7%</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>12%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Favorable</td>
<td>15%</td>
<td>14%</td>
<td>20%</td>
<td>17%</td>
<td>19%</td>
<td>19%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td>Neither</td>
<td>9%</td>
<td>13%</td>
<td>8%</td>
<td>12%</td>
<td>13%</td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>20%</td>
<td>20%</td>
<td>23%</td>
<td>26%</td>
<td>23%</td>
<td>20%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Very unfavorable</td>
<td>40%</td>
<td>37%</td>
<td>31%</td>
<td>29%</td>
<td>27%</td>
<td>28%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>8%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

8. Overall, how would you rate your experiences with each of the following: (ROTATE)

<table>
<thead>
<tr>
<th>Your Bank</th>
<th>Your Credit Card Issuer</th>
<th>Your Mortgage Lender</th>
<th>The Post Office</th>
<th>The DMV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net-satisfied</td>
<td>90%</td>
<td>87%</td>
<td>85%</td>
<td>82%</td>
</tr>
<tr>
<td>Net-dissatisfied</td>
<td>10%</td>
<td>13%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>48%</td>
<td>36%</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>42%</td>
<td>51%</td>
<td>49%</td>
<td>44%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>7%</td>
<td>10%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>1%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>
9. [ASK IF R HAS EVER OWNED HOME] Which of the following had a major impact when you decided how much you could afford to spend on your home mortgage? (Please check all that apply) (ROTATE)

- The total monthly payment I was comfortable paying now 51%
- The interest rate on the loan 37%
- The size of my down payment 33%
- The total monthly payment I was comfortable paying in the future 32%
- The maximum mortgage amount I was approved for 23%
- Advice from my realtor 10%
- Advice from family and friends 9%
- Online mortgage calculator 9%
- General guidelines from financial books, magazines, and websites 7%
- Other (Specify) 14%

10. [ASK IF R HAS EVER OWNED HOME] Thinking about when you purchased your first home, did you receive money from relatives for the down payment?

- Yes 20%
- No 79%
- Don’t know/Refused 1%
- Total 100%

11. Who should be primarily responsible for ensuring homebuyers do not purchase a home more expensive than they can afford? (ROTATE)

- Homebuyers themselves 49%
- Mortgage lenders approving the loan 37%
- Government regulators 10%
- Other (Specify) 3%
- Don’t know/Refused 2%
- Total 100%

12. Do you think the federal government ought to be more involved in the housing market, less involved in the housing market, or keep doing what it’s doing now?

- More involved 25%
- Less involved 42%
- Keep doing what it’s doing now 31%
- Don’t know/Refused 2%
- Total 100%

13. Do you favor or oppose government passing policies to make it easier for low-income individuals to get a mortgage?

- Net-favor 64%
- Net-oppose 35%
- Strongly favor 26%
- Somewhat favor 38%
- Somewhat oppose 22%
- Strongly oppose 13%
- Don’t know/Refused 1%
- Total 100%

14. Would you favor or oppose government making it easier for low income individuals to get a mortgage, if that meant more people would default on their mortgages?

- Net-favor 33%
- Net-oppose 66%
- Strongly favor 9%
- Somewhat favor 24%
- Somewhat oppose 31%
- Strongly oppose 35%
- Don’t know/Refused 2%
- Total 100%

15. [ASK IF R HAS CREDIT CARD] Thinking about when you opened your most recent credit card, did you do any of the following: (Select all that apply) (ROTATE)

- Compared interest rates and fees with other cards 47%
- Compared rewards with other cards 38%
- Reviewed the terms (i.e., “fine print”) for the card 38%
- Did research online 26%
- Considered the impact of the application on your credit score 25%
- Compared the maximum credit limit with other cards 18%
- Received a discount at a store for opening the card 15%
- Asked family and friends for advice 12%
16. [ASK IF R HAS CREDIT CARD] In general, do you believe the company issuing your credit card has... (ROTATE)

- Ever misled or misinformed you about the rates and fees associated with your credit card 18%
- Given you good information about the rates and fees associated with your credit card 81%
- Don’t know/Refused 1%
- Total 100%

17. [ASK IF R HAS CREDIT CARD] Thinking about the credit card you use most, would you say it is easy or hard to understand the rates and fees the company charges you for your credit card?

- Net-easy 84%
- Net-hard 16%
- Very Easy 36%
- Somewhat easy 47%
- Somewhat hard 14%
- Hard 2%
- Don’t know/Refused 0%
- Total 100%

18. Would you be willing or unwilling to pay more for your home mortgage, car loan, or student loan, if it helped someone with a low credit score also get access to these loans?

- Willing 25%
- Unwilling 74%
- Don’t know/Refused 1%
- Total 100%

19. Generally speaking, which do you think has more to do with why some people have low credit scores? (ROTATE)

- Irresponsibility 58%
- Circumstances beyond their control 41%
- Don’t know/Refused 1%
- Total 100%

20. Do you favor or oppose limiting the maximum annual interest rate banks and financial institutions can charge on credit cards and loans?

- Net-favor 80%
- Net-oppose 18%
- Strongly favor 46%
- Somewhat favor 35%
- Somewhat oppose 12%
- Strongly oppose 6%
- Don’t know/Refused 2%
- Total 100%

21. Would you favor or oppose limiting the maximum annual interest rate companies can charge on credit cards and loans, if that meant low-income families would not be able to access a loan they need?

- Net-favor 55%
- Net-oppose 42%
- Strongly favor 17%
- Somewhat favor 38%
- Somewhat oppose 32%
- Strongly oppose 10%
- Don’t know/Refused 3%
- Total 100%

22. If government limited the maximum annual interest rates banks and financial institutions could charge on loans, do you think that would make it harder for people to get loans, or not?

- Yes 51%
- No 47%
- Don’t know/Refused 2%
- Total 100%

23. Would you be willing to pay a higher interest rate on a loan, if it was the only way you could qualify for it?

- Yes 38%
- No 60%
- Don’t know/Refused 2%
- Total 100%
24. Which comes closer to your own view about why banks and financial institutions charge some people higher rates than others for loans and credit cards? (ROTATE)

- Because they take advantage of vulnerable people who have few other options 46%
- Because some people are higher credit risks and higher interest rates are needed to make up for that risk 52%
- Don’t know/Refused 2%
- Total 100%

25. Which of the following primarily determines what interest rate a lender charges a person? (Select all that apply) (ROTATE)

- How likely the person is to repay the loan (e.g. their credit history, debt, income) 69%
- The size of the loan 54%
- Market rates 50%
- How much the lender thinks it can get the person to pay 28%
- The neighborhood the person lives in 24%
- How vulnerable and desperate the person appears to be 21%
- How smart the person is about interest rates and loans 18%
- The person’s race or gender 16%
- Other 3%
- Total 100%

26. Would you say the federal government is doing too much, too little, or the right amount when it comes to consumer financial protection?

- Too much 14%
- Too little 55%
- The right amount 28%
- Don’t know/Refused 2%
- Total 100%

27. How much, if anything, have you heard or read about the Consumer Financial Protection Bureau (CFPB) the new federal agency created in 2011? Have you heard ...

- A lot 8%
- A little 33%
- Nothing at all 57%
- Don’t know/Refused 1%
- Total 100%

28. Would you say you have generally positive or negative feelings about the Consumer Financial Protection Bureau (CFPB)?

- Positive 17%
- Negative 13%
- Don’t know enough to say 68%
- Don’t know/Refused 1%
- Total 100%

29. Do you think the Consumer Financial Protection Bureau (CFPB) should be led by a bi-partisan commission of Democrats and Republicans or a single director? (ROTATE)

- Bipartisan commission of Democrats and Republicans 63%
- Single director 33%
- Don’t know/Refused 4%
- Total 100%

30. Should Congress have the authority to closely oversee and set the budget for the Consumer Financial Protection Bureau (CFPB), or should Congress have limited oversight of the CFPB and not set its budget?

- Congress should closely oversee and set budget 42%
- Congress should have limited oversight and not set budget 54%
- Don’t know/Refused 4%
- Total 100%

31. In 2011 the Consumer Financial Protection Bureau was created and tasked with making it easier for consumers to understand the terms and conditions of credit cards and other financial products. Since 2011, would you say that credit cards’ terms and conditions have become more clear, less clear, or have they stayed about the same?

- More clear 26%
- Less clear 17%
- Stayed about the same 54%
- Don’t know/Refused 2%
- Total 100%
32. Due to current law, some investments are considered too risky for most investors and are only open to those who have at least one million dollars in assets or earn at least $200,000 a year. Do you think that the law should or should not restrict what people are allowed to invest in based on how wealthy they are?

- Should restrict: 39%
- Should not restrict: 58%
- Don’t know/Refused: 4%
- Total: 100%

33. Which of the following do you believe are primary reasons why some consumers make bad financial decisions: (Select all that apply) (ROTATE)

- Because they lack financial education: 70%
- Because they lacked self-discipline and consumed more than they should: 60%
- Because they face financial hardship: 54%
- Because they were misled or tricked: 43%
- Because they were taken advantage of: 42%
- Because they are not capable of making better decisions: 30%
- Other: 2%

34. How much confidence do you have in the individuals running each of the following: (ROTATE)

<table>
<thead>
<tr>
<th></th>
<th>Congress</th>
<th>Wall Street</th>
<th>Agencies overseeing Wall Street</th>
<th>The White House</th>
<th>Print and TV news</th>
<th>The Federal Reserve</th>
<th>The military</th>
<th>Small business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great deal of confidence</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>20%</td>
<td>18%</td>
<td>16%</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Only some confidence</td>
<td>35%</td>
<td>42%</td>
<td>41%</td>
<td>36%</td>
<td>40%</td>
<td>50%</td>
<td>45%</td>
<td>4%</td>
</tr>
<tr>
<td>Hardly any confidence</td>
<td>56%</td>
<td>48%</td>
<td>48%</td>
<td>41%</td>
<td>39%</td>
<td>31%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Summary Table: Do you agree or disagree with each of the following statements?

<table>
<thead>
<tr>
<th>WALL STREET</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Most people on Wall Street would be willing to harm consumers if they believed they could make a lot of money and get away with it.</td>
</tr>
<tr>
<td>- Competition for customers provides a strong reason for banks and financial institutions to treat customers fairly.</td>
</tr>
<tr>
<td>- In general, people on Wall Street are more greedy and selfish than other people.</td>
</tr>
<tr>
<td>- People on Wall Street get paid a lot but don’t do anything very productive.</td>
</tr>
<tr>
<td>- People on Wall Street get paid huge amounts of money for essentially tricking people.</td>
</tr>
<tr>
<td>- Wall Street is essential because it provides the money businesses need to grow, develop new products, and hire workers.</td>
</tr>
<tr>
<td>- Most successful people on Wall Street rightfully earn the money they make.</td>
</tr>
<tr>
<td>- In general people on Wall Street are as honest and moral as other people.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REGULATORS/REGULATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Government regulators allow their own political biases and opinions to influence their jobs as regulators.</td>
</tr>
<tr>
<td>- Government regulators care more about their own jobs and ambitions than about Americans’ overall economic well-being.</td>
</tr>
<tr>
<td>- Regulations often fail to have their intended effect.</td>
</tr>
<tr>
<td>- Government regulation is necessary to protect the public interest.</td>
</tr>
<tr>
<td>- Government regulators can help prevent another financial crisis from happening in the future.</td>
</tr>
<tr>
<td>- Government regulation of business usually does more harm than good.</td>
</tr>
<tr>
<td>- Government regulation hinders innovation and economic growth.</td>
</tr>
<tr>
<td>- Many important positive benefits have resulted from government regulation of business and industry.</td>
</tr>
<tr>
<td>- Government regulators have the knowledge and information necessary to do their jobs well.</td>
</tr>
<tr>
<td>- Government regulation is a good way of making business more responsive to people's needs.</td>
</tr>
</tbody>
</table>
35. Do you agree or disagree with each of the following statements?

a) Wall Street is essential because it provides the money businesses need to grow, develop new products, and hire workers.
- Net-agree 64%
- Net-disagree 32%
- Strongly agree 16%
- Somewhat agree 49%
- Somewhat disagree 24%
- Strongly disagree 8%
- Don’t know/Refused 3%
- Total 100%

b) People on Wall Street get paid huge amounts of money for essentially tricking people.
- Net-agree 64%
- Net-disagree 33%
- Strongly agree 23%
- Somewhat agree 42%
- Somewhat disagree 25%
- Strongly disagree 7%
- Don’t know/Refused 3%
- Total 100%

c) In general people on Wall Street are as honest and moral as other people.
- Net-agree 32%
- Net-disagree 65%
- Strongly agree 7%
- Somewhat agree 25%
- Somewhat disagree 36%
- Strongly disagree 29%
- Don’t know/Refused 3%
- Total 100%

d) People on Wall Street get paid a lot but don’t do anything very productive.
- Net-agree 66%
- Net-disagree 31%
- Strongly agree 26%
- Somewhat agree 40%
- Somewhat disagree 26%
- Strongly disagree 5%
- Don’t know/Refused 3%
- Total 100%

e) Most successful people on Wall Street rightfully earn the money they make.
- Net-agree 46%
- Net-disagree 51%
- Strongly agree 10%
- Somewhat agree 36%
- Somewhat disagree 33%
- Strongly disagree 18%
- Don’t know/Refused 3%
- Total 100%

f) Most people on Wall Street would be willing to harm consumers if they believed they could make a lot of money and get away with it.
- Net-agree 77%
- Net-disagree 20%
- Strongly agree 41%
- Somewhat agree 36%
- Somewhat disagree 15%
- Strongly disagree 5%
- Don’t know/Refused 3%
- Total 100%

g) Competition for customers provides a strong reason for banks and financial institutions to treat customers fairly.
- Net-agree 75%
- Net-disagree 21%
- Strongly agree 31%
- Somewhat agree 45%
- Somewhat disagree 16%
- Strongly disagree 5%
- Don’t know/Refused 4%
- Total 100%
h) In general, people on Wall Street are more greedy and selfish than other people.

- Net-agree: 72%
- Net-disagree: 25%
- Strongly agree: 33%
- Somewhat agree: 39%
- Somewhat disagree: 19%
- Strongly disagree: 6%
- Don’t know/Refused: 3%
- Total: 100%

i) Choosing a risky investment is always a bad idea.

- Net-agree: 56%
- Net-disagree: 40%
- Strongly agree: 22%
- Somewhat agree: 34%
- Somewhat disagree: 35%
- Strongly disagree: 5%
- Don’t know/Refused: 3%
- Total: 100%

j) Government regulation is a good way of making business more responsive to people’s needs.

- Net-agree: 62%
- Net-disagree: 34%
- Strongly agree: 26%
- Somewhat agree: 36%
- Somewhat disagree: 24%
- Strongly disagree: 10%
- Don’t know/Refused: 4%
- Total: 100%

k) Government regulation of business usually does more harm than good.

- Net-agree: 69%
- Net-disagree: 27%
- Strongly agree: 24%
- Somewhat agree: 45%
- Somewhat disagree: 19%
- Strongly disagree: 7%
- Don’t know/Refused: 4%
- Total: 100%

l) Many important positive benefits have resulted from government regulation of business and industry.

- Net-agree: 59%
- Net-disagree: 37%
- Strongly agree: 17%
- Somewhat agree: 42%
- Somewhat disagree: 26%
- Strongly disagree: 11%
- Don’t know/Refused: 4%
- Total: 100%

m) Regulations often fail to have their intended effect.

- Net-agree: 74%
- Net-disagree: 23%
- Strongly agree: 27%
- Somewhat agree: 46%
- Somewhat disagree: 18%
- Strongly disagree: 5%
- Don’t know/Refused: 3%
- Total: 100%

n) Government regulation is necessary to protect the public interest.

- Net-agree: 60%
- Net-disagree: 36%
- Strongly agree: 23%
- Somewhat agree: 37%
- Somewhat disagree: 26%
- Strongly disagree: 10%
- Don’t know/Refused: 4%
- Total: 100%

o) Government regulation hinders innovation and economic growth.

- Net-agree: 59%
- Net-disagree: 37%
- Strongly agree: 17%
- Somewhat agree: 42%
- Somewhat disagree: 26%
- Strongly disagree: 11%
- Don’t know/Refused: 4%
- Total: 100%
p) Government regulators have the knowledge and information necessary to do their jobs well.

- Net-agree: 58%
- Net-disagree: 39%
- Strongly agree: 11%
- Somewhat agree: 47%
- Somewhat disagree: 28%
- Strongly disagree: 11%
- Don’t know/Refused: 3%
- Total: 100%

q) Government regulators allow their own political biases and opinions to influence their jobs as regulators.

- Net-agree: 80%
- Net-disagree: 16%
- Strongly agree: 38%
- Somewhat agree: 43%
- Somewhat disagree: 13%
- Strongly disagree: 3%
- Don’t know/Refused: 3%
- Total: 100%

r) Government regulators can help prevent another financial crisis from happening in the future.

- Net-agree: 64%
- Net-disagree: 34%
- Strongly agree: 21%
- Somewhat agree: 42%
- Somewhat disagree: 21%
- Strongly disagree: 12%
- Don’t know/Refused: 3%
- Total: 100%

s) Government regulators care more about their own jobs and ambitions than about Americans’ overall economic well-being.

- Net-agree: 75%
- Net-disagree: 22%
- Strongly agree: 40%
- Somewhat agree: 36%
- Somewhat disagree: 18%
- Strongly disagree: 4%
- Don’t know/Refused: 3%
- Total: 100%

36. How important would you say Wall Street banks and financial institutions are for each of the following: Developing life-saving technologies in medicine?

- Net-important: 59%
- Net-not important: 39%
- Very important: 27%
- Somewhat important: 32%
- Not that important: 24%
- Not at all important: 15%
- Don’t know/Refused: 3%
- Total: 100%

37. How important would you say Wall Street banks and financial institutions are for each of the following: Developing safety equipment in cars?

- Net-important: 53%
- Net-not important: 44%
- Very important: 22%
- Somewhat important: 30%
- Not that important: 28%
- Not at all important: 16%
- Don’t know/Refused: 3%
- Total: 100%

38. How common do you think corruption is in banks and financial institutions—is it widespread or is it limited to a few institutions?

- Widespread: 49%
- Limited: 48%
- There is no corruption: 2%
- Don’t know/Refused: 1%
- Total: 100%

39. Which of the following statements do you agree with more:

- Banks and financial institutions should be allowed to make as much money as they can so long as they don’t mislead their customers: 56%
- Banks and financial institutions should not be allowed to make too much money or else they will get too big and powerful: 42%
- Don’t know/Refused: 2%
- Total: 100%
40) Compared to what it’s doing now, do you think there should be more government regulation of banks and financial institutions, less regulation of these companies, or about the same amount?

- More regulation 41%
- Less regulation 25%
- Same 33%
- Don’t know/Refused 2%
- Total 100%

41. In your view, which of the following is more of a problem when it comes to federal oversight of the banking and financial industry. The federal government...

- Has too few regulations on Wall Street 18%
- Has the wrong kinds of regulations on Wall Street 23%
- Does not properly enforce existing regulations on Wall Street 40%
- None of these 16%
- Don’t know/Refused 2%
- Total 100%

42. What do you think should be the top three priorities of federal regulation of banks and financial institutions? (Select up to three) (ROTATE)

- Protect consumers from fraud 65%
- Ensure banks and financial institutions fulfill their obligations to account holders 56%
- Foster economic growth 29%
- Ensure banks and financial institutions can operate efficiently 22%
- Prevent banks and financial institutions from making bad decisions 20%
- Promote competition 18%
- Prevent consumers from making bad decisions 14%
- Ban financial products that are risky 13%
- Ensure banks and financial institutions don’t make too much profit 12%
- Promote innovation 10%
- Other 3%

43. How much government regulation of banks and financial institutions do you believe there currently is?

- A lot of regulation 18%
- A fair amount of regulation 44%
- A little regulation 29%
- Hardly any regulation at all 7%
- Don’t know/Refused 2%
- Total 100%

44. How good a job do you think government regulators are doing in each of the following areas:

a) Regulators’ oversight of banking and financial industry

- Net-excellent/good 31%
- Net-fair/poor 66%
- An excellent job 6%
- Good job 25%
- Only a fair job 48%
- A poor job 19%
- Don’t know/Refused 3%
- Total 100%

b) Regulators’ protecting consumers and investors from unethical business practices

- Net-excellent/good 28%
- Net-fair/poor 68%
- An excellent job 5%
- Good job 24%
- Only a fair job 43%
- A poor job 25%
- Don’t know/Refused 3%
- Total 100%

45. Generally speaking, do government regulators help banks and financial institutions make better decisions, worse decisions, or do they not really impact decision-making?

- Better decisions 24%
- Worse decisions 22%
- Don’t really impact decisions 52%
- Don’t know/Refused 3%
- Total 100%
46. Who has a better understanding about how much risk a bank should take, the bank managers and investors or government regulators?

- Bank managers and investors 68%
- Government regulators 28%
- Don’t know/Refused 4%
- Total 100%

47. Which comes closer to your own views:

- Government regulators sometimes need to write laws that prevent people from making bad decisions. 39%
- Individuals should be allowed to make their own decisions even if they make the wrong ones. 58%
- Don’t know/Refused 2%
- Total 100%

48. If government regulation of business were reduced significantly, how good of a job do you think the free market system would do of ensuring businesses behave ethically?

<table>
<thead>
<tr>
<th>Net-excellent/good</th>
<th>37%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net-fair/poor</td>
<td>50%</td>
</tr>
<tr>
<td>Excellent</td>
<td>10%</td>
</tr>
<tr>
<td>Good</td>
<td>27%</td>
</tr>
<tr>
<td>Only fair</td>
<td>27%</td>
</tr>
<tr>
<td>Poor</td>
<td>23%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>

49. Would you say that new regulations on Wall Street and the financial industry passed since the 2008 financial crisis will make another financial crisis less likely to happen in the future, more likely to happen, or won’t make much difference?

- Less likely 26%
- More likely 24%
- Won’t make much difference 48%
- Don’t know/Refused 2%
- Total 100%

50. Are there some banks and financial institutions that are too important to the US financial system to be allowed to fail, or should any bank or financial institution be allowed to fail if it can no longer meet its obligations?

- Some banks and financial institutions are too important to be allowed to fail 32%
- Any bank or financial institution should be allowed to fail 65%
- Don’t know/Refused 3%
- Total 100%

51. If banks and financial institutions knew government would allow them to go out of business if they make unwise business decisions, do you think they would make better decisions, worse decisions, or would it not impact their decision-making?

- Better decisions 60%
- Worse decisions 15%
- Not impact decisions 22%
- Don’t know/Refused 3%
- Total 100%

52. How familiar are you with the Federal Reserve?

- I’ve heard of the Federal Reserve and understand what it does very well 20%
- I’ve heard of the Federal Reserve but don’t understand everything it does 50%
- I’ve heard of the Federal Reserve but am not sure what it does 22%
- I’ve never heard of the Federal Reserve before 6%
- Don’t know/Refused 2%
- Total 100%

53. How should interest rates in the economy be primarily determined, by Federal Reserve officials or by the free market system?

- Federal Reserve officials 24%
- Free Market system 32%
- Haven’t thought enough about this 42%
- Don’t know/Refused 2%
- Total 100%
54. Do you think the Federal Reserve today has too much power, has about the right amount of power, or not enough power?

- Too much power: 35%
- Right amount of power: 51%
- Not enough power: 10%
- Don’t know/Refused: 4%
- Total: 100%

55. From what you’ve read and heard, does the Federal Reserve operate independently from Congress and the President, or is it influenced by Congress and the President?

- Independent from Congress and the President: 57%
- Influenced by Congress and the President: 38%
- Don’t know/Refused: 5%
- Total: 100%

56. Do you believe the Federal Reserve did more to cause the 2008 Financial crisis, cut it short, or did it have no impact?

- A cause of the crisis: 33%
- Cut short the crisis: 30%
- No impact: 33%
- Don’t know/Refused: 4%
- Total: 100%

57. From what you’ve read and heard, do you believe the Federal Reserve helps stabilize the economy, or not?

- Yes: 38%
- No: 24%
- Haven’t heard enough to say: 36%
- Don’t know/Refused: 2%
- Total: 100%

58. In general, do you think each of the following are compensated too much, too little, or about the right amount? (ROTATE)

<table>
<thead>
<tr>
<th>NBA Players</th>
<th>NFL Players</th>
<th>CEOs</th>
<th>Famous actors</th>
<th>Members of Congress</th>
<th>Famous Musicians</th>
<th>Major tech Company Entrepreneurs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Far too much</td>
<td>51%</td>
<td>50%</td>
<td>48%</td>
<td>45%</td>
<td>43%</td>
<td>32%</td>
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<tr>
<td>Too much</td>
<td>23%</td>
<td>22%</td>
<td>25%</td>
<td>25%</td>
<td>29%</td>
<td>28%</td>
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<tr>
<td>The right amount</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>21%</td>
<td>19%</td>
<td>29%</td>
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<tr>
<td>Too little</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>5%</td>
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<tr>
<td>Far too little</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
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<tr>
<td>Don’t know/Refused</td>
<td>4%</td>
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59. Do you think the federal government should be allowed to regulate the salaries for any of the following? (ROTATE)

a) Gov’t should be allowed to regulate salaries — Corporate executives

- Allowed: 43%
- Not Allowed: 53%
- Don’t know/Refused: 4%
- Total: 100%

b). Gov’t should be allowed to regulate salaries — NBA players

- Allowed: 28%
- Not Allowed: 69%
- Don’t know/Refused: 4%
- Total: 100%

c). Gov’t should be allowed to regulate salaries — Famous actors

- Allowed: 26%
- Not Allowed: 70%
- Don’t know/Refused: 4%
- Total: 100%

60. Do you think most people would try to take advantage of you if they got a chance, or would they try to be fair?

- People would try to take advantage: 64%
- People would try to be fair: 34%
- Don’t know/Refused: 2%
- Total: 100%
61. To what extent do you agree or disagree with the following statements? (ROTATE)

a) People must take full responsibility for any bad choices they make.

- Net-agree: 78%
- Neither: 14%
- Net-disagree: 5%
- Strongly agree: 48%
- Somewhat agree: 30%
- Neither agree nor disagree: 14%
- Somewhat disagree: 3%
- Strongly disagree: 1%
- Don’t know/Refused: 3%
- Total: 100%

b) Bad behavior is caused by bad life circumstances.

- Net-agree: 33%
- Neither: 30%
- Net-disagree: 35%
- Strongly agree: 7%
- Somewhat agree: 26%
- Neither agree nor disagree: 30%
- Somewhat disagree: 23%
- Strongly disagree: 11%
- Don’t know/Refused: 3%
- Total: 100%

c) People can overcome any obstacles if they truly want to.

- Net-agree: 63%
- Neither: 18%
- Net-disagree: 16%
- Strongly agree: 24%
- Somewhat agree: 39%
- Neither agree nor disagree: 18%
- Somewhat disagree: 11%
- Strongly disagree: 4%
- Don’t know/Refused: 3%
- Total: 100%

d) People do not choose to be in the situations they end up—it just happens.

- Net-agree: 31%
- Neither: 29%
- Net-disagree: 37%
- Strongly agree: 7%
- Somewhat agree: 24%
- Neither agree nor disagree: 29%
- Somewhat disagree: 27%
- Strongly disagree: 10%
- Don’t know/Refused: 3%
- Total: 100%

e) We should avoid punishing people because many of them can’t help doing what they do.

- Net-agree: 16%
- Neither: 23%
- Net-disagree: 58%
- Strongly agree: 6%
- Somewhat agree: 11%
- Neither agree nor disagree: 23%
- Somewhat disagree: 28%
- Strongly disagree: 30%
- Don’t know/Refused: 3%
- Total: 100%

f) Strength of mind can always overcome the body’s desires.

- Net-agree: 55%
- Neither: 26%
- Net-disagree: 16%
- Strongly agree: 18%
- Somewhat agree: 37%
- Neither agree nor disagree: 26%
- Somewhat disagree: 11%
- Strongly disagree: 4%
- Don’t know/Refused: 3%
- Total: 100%
62. Please indicate your level of agreement with each of the following statements:

a) People should be allowed to keep what they produce, even if there are others with greater needs.

<table>
<thead>
<tr>
<th>Level of Agreement</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Net-agree</td>
<td>60%</td>
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<tr>
<td>Neither</td>
<td>24%</td>
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<tr>
<td>Net-disagree</td>
<td>16%</td>
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<tr>
<td>Strongly agree</td>
<td>28%</td>
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<td>Somewhat agree</td>
<td>33%</td>
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<tr>
<td>Neither agree nor disagree</td>
<td>15%</td>
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<tr>
<td>Somewhat disagree</td>
<td>10%</td>
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<tr>
<td>Strongly disagree</td>
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<tr>
<td>Don’t know/Refused</td>
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<td>Total</td>
<td>100%</td>
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b) The world would be a better place if we let unsuccessful people fail and suffer the consequences.

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<tr>
<th>Level of Agreement</th>
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<tbody>
<tr>
<td>Net-agree</td>
<td>31%</td>
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<tr>
<td>Neither</td>
<td>33%</td>
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<tr>
<td>Net-disagree</td>
<td>22%</td>
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<tr>
<td>Strongly agree</td>
<td>11%</td>
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<tr>
<td>Somewhat agree</td>
<td>17%</td>
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<tr>
<td>Neither agree nor disagree</td>
<td>33%</td>
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<tr>
<td>Somewhat disagree</td>
<td>16%</td>
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<tr>
<td>Strongly disagree</td>
<td>3%</td>
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<tr>
<td>Don’t know/Refused</td>
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<td>Total</td>
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c) Compassion for those who are suffering is the most crucial virtue.

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<th>Level of Agreement</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Net-agree</td>
<td>40%</td>
</tr>
<tr>
<td>Neither</td>
<td>22%</td>
</tr>
<tr>
<td>Net-disagree</td>
<td>6%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>31%</td>
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<tr>
<td>Somewhat agree</td>
<td>39%</td>
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<tr>
<td>Neither agree nor disagree</td>
<td>22%</td>
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<td>Somewhat disagree</td>
<td>4%</td>
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<tr>
<td>Strongly disagree</td>
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<tr>
<td>Don’t know/Refused</td>
<td>3%</td>
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<td>Total</td>
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d) One of the worst things a person could do is hurt a defenseless animal.

<table>
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<tr>
<th>Level of Agreement</th>
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<tbody>
<tr>
<td>Net-agree</td>
<td>74%</td>
</tr>
<tr>
<td>Neither</td>
<td>15%</td>
</tr>
<tr>
<td>Net-disagree</td>
<td>7%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>51%</td>
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<tr>
<td>Somewhat agree</td>
<td>23%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>15%</td>
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<tr>
<td>Somewhat disagree</td>
<td>4%</td>
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<tr>
<td>Strongly disagree</td>
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<tr>
<td>Don’t know/Refused</td>
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e) I think it's morally wrong that rich children inherit a lot of money while poor children inherit nothing.

<table>
<thead>
<tr>
<th>Level of Agreement</th>
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</thead>
<tbody>
<tr>
<td>Net-agree</td>
<td>27%</td>
</tr>
<tr>
<td>Neither</td>
<td>31%</td>
</tr>
<tr>
<td>Net-disagree</td>
<td>39%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>12%</td>
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<tr>
<td>Somewhat agree</td>
<td>15%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>31%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>16%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>23%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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f) I think everyone should be free to do as they choose, so long as they don’t infringe upon the freedom of others.

<table>
<thead>
<tr>
<th>Level of Agreement</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Net-agree</td>
<td>68%</td>
</tr>
<tr>
<td>Neither</td>
<td>18%</td>
</tr>
<tr>
<td>Net-disagree</td>
<td>12%</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>36%</td>
</tr>
<tr>
<td>Somewhat agree</td>
<td>31%</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>18%</td>
</tr>
<tr>
<td>Somewhat disagree</td>
<td>8%</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t know/Refused</td>
<td>3%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>
63. If you were to face an unexpected expense of $500, based on your current financial situation, how would you pay for this? (ROTATE)

- Pay with money in savings or checking 43%
- Put it on a credit card I would pay in full on the next statement 13%
- Put it on a credit card that I would pay later 10%
- Sell something 7%
- Borrow money from friends or family 8%
- Borrow money from a bank 2%
- Use a payday loan 2%
- Use an online lender <1%
- Other 1%
- Could not cover the expense 12%
- Don’t know/Refused 1%
- Total 100%

64) How would you rate your own personal financial situation? Would you say you are in excellent financial shape, good shape, only fair shape, or poor shape?

- Excellent shape 8%
- Good shape 35%
- Only fair shape 37%
- Poor shape 18%
- Don’t know/Refused 1%
- Total 100%

65. Age Group

- 18-29 21%
- 30-44 26%
- 45-54 13%
- 55-64 22%
- 65+ 18%
- Refused <1%
- Total 100%

66. Gender

- Male 48%
- Female 52%
- Total 100%

67. Race/Ethnicity

- White 68%
- African-American 11%
- Latino 14%
- Other 7%
- Total 100%

68. Education

- High school or less 43%
- Some college 31%
- College grad 16%
- Post grad 9%
- Total 100%

69. Income

- <$20K 19%
- $20K-$39K 21%
- $40K-$59K 18%
- $60K-$99K 17%
- $100K-$199K 10%
- $200K+ 2%
- Don’t know/Refused 13%
- Total 100%

70. Employment

- Full-time 34%
- Part-time 12%
- Temporarily laid off 1%
- Unemployed 8%
- Retired 20%
- Permanently disabled 10%
- Homemaker 7%
- Student 6%
- Other 1%
- Total 100%
71. Community Type
- City: 33%
- Suburb: 33%
- Town: 14%
- Rural: 18%
- Other/Refused: 2%
- Total: 100%

72. Region
- Northeast: 18%
- Midwest: 22%
- South: 37%
- West: 23%
- Total: 100%

73. 2016 Presidential Vote
- Hillary Clinton: 32%
- Donald Trump: 30%
- Gary Johnson: 2%
- Jill Stein: 1%
- Evan McMullin: 1%
- Other: 1%
- Did not vote for President: 32%
- Don’t know/Refused: 2%
- Total: 100%

74. Party Identification
- Strong Democrat: 22%
- Not very strong Democrat: 13%
- Lean Democrat: 9%
- Independent: 23%
- Lean Republican: 9%
- Not very strong Republican: 11%
- Strong Republican: 14%
- Total: 100%

75. Tea Party
- Support: 19%
- Neutral: 48%
- Oppose: 33%
- Total: 100%

76. Ideology
- Liberal: 22%
- Moderate: 44%
- Conservative: 34%
- Total: 100%

77. Ideological Identifications (Multiple Selection)
- Radical: 3%
- Progressive: 19%
- Liberal: 20%
- Moderate: 32%
- Conservative: 31%
- Traditional: 33%
- Fundamentalist: 4%
- Socialist: 7%
- Libertarian: 8%
The Cato Institute 2017 Financial Regulation Survey was conducted by the Cato Institute in collaboration with YouGov who conducted the survey. YouGov collected responses online May 24-31, 2017 from 2,000 Americans 18 years of age and older. Results have been weighted to be representative of the national adult sample. The margin of error for the survey is +/- 2.17 percentage points at the 95% level of confidence. This does not include other sources of non-sampling error, such as selection bias in panel participation or response to a particular survey.

YouGov conducted the surveys online with its proprietary Web-enabled survey software, using a method called Active Sampling. Restrictions are put in place to ensure that only the people selected and contacted by YouGov are allowed to participate.

The respondents in each survey were matched to a sampling frame on gender, age, race, education, ideology, and political interest. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity (where appropriate), years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.