

Take on Wall Street
August 28th – September 5th, 2016

	TOTAL N= 1000	DEM 393	IND /DK 222	REP 349
Gender				
Men	48	44	51	50
Women	52	56	49	50
State				
Florida	25	23	28	25
Missouri	25	22	32	24
Ohio.....	25	26	24	26
Pennsylvania.....	25	28	16	25
Party registration				
Democratic.....	27	49	17	7
Republican.....	28	8	17	57
Unaffiliated /Other.....	21	21	34	13
Non-Party Reg. State.....	25	22	32	24

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

Yes, cell and can talk safely	45	49	54	36
Yes, cell and cannot talk safely	TERMINATE			
No, not on cell, but own one	48	46	41	56
No, not on cell, and do not own one	6	6	6	8
(Don't know/Refused)	TERMINATE			

[IF Q1= 2] And is there a better time to reach you? [SCHEDULE CALL BACK]

2. While it is a long way off, how likely are you to vote in the November 2016 election for President, U.S. Senate, Congress, and local 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	93	95	90	93
Probably	7	5	10	7
50-50.....	TERMINATE			
Probably not	TERMINATE			
Definitely not.....	TERMINATE			
(Don't know)	TERMINATE			

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

3. Now I'd like to ask you about some public figures and institutions. For each, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression. If you have heard of the person or institution, but do not know enough to have an opinion, or if you have never heard of them, just say so, and we will move on.

[PROMPT EVERY THIRD NAME] Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression, or do you not know enough to have an opinion?

RANDOMIZE LIST

Sorted by "Very favorable"

3c.The consumer financial protection bureau	16	22	9	13
3d.The financial industry	10	7	9	14
3a.Wall Street.....	9	6	6	14
B3f.Big banks	6	5	2	10
3e.The Dodd-Frank Wall Street Reform Act	5	9	5	2
A3b.Wall Street banks	5	5	3	6
B3h.Hedge funds.....	4	3	4	6
A3g.Hedge fund managers.....	3	2	3	4

a. Wall Street

Very favorable.....	9	6	6	14
Somewhat favorable	23	17	22	30
Somewhat unfavorable	23	28	21	18
Very unfavorable	21	27	24	15
No opinion.....	23	22	25	22
Never heard	1	0	2	0
Favorable.....	32	23	28	45
Unfavorable.....	44	54	45	33

b. SSA: Wall Street Banks

Very favorable.....	5	5	3	6
Somewhat favorable	10	8	10	14
Somewhat unfavorable	24	28	29	17
Very unfavorable	30	33	31	28
No opinion.....	27	24	25	32
Never heard	3	3	3	4
Favorable.....	15	13	13	20
Unfavorable.....	54	60	59	45

	TOTAL N= 1000	DEM 393	IND /DK 222	REP 349
c. _The Consumer Financial Protection Bureau				
Very favorable	16	22	9	13
Somewhat favorable	26	27	32	21
Somewhat unfavorable	8	7	7	11
Very unfavorable	5	4	5	8
No opinion.....	28	25	31	30
Never heard	16	15	17	17
Favorable.....	42	49	40	34
Unfavorable.....	14	10	12	19
d. _The financial industry				
Very favorable	10	7	9	14
Somewhat favorable	27	25	27	30
Somewhat unfavorable	23	23	27	20
Very unfavorable	17	19	17	15
No opinion.....	21	24	19	20
Never heard	2	2	1	2
Favorable.....	37	32	36	43
Unfavorable.....	40	42	44	35
e. _The Dodd-Frank Wall Street Reform Act				
Very favorable	5	9	5	2
Somewhat favorable	8	11	11	4
Somewhat unfavorable	7	6	3	9
Very unfavorable	9	3	7	18
No opinion.....	26	26	25	26
Never heard	45	44	50	42
Favorable.....	14	20	15	6
Unfavorable.....	16	10	10	27
f. _SSB: Big Banks				
Very favorable	6	5	2	10
Somewhat favorable	19	15	18	25
Somewhat unfavorable	23	23	26	22
Very unfavorable	29	33	31	23
No opinion.....	21	23	22	18
Never heard	2	1	2	2
Favorable.....	25	20	19	35
Unfavorable.....	52	57	57	45

	TOTAL	DEM	IND	REP
N=	1000	393	222	349

g. **_SSA:** Hedge fund managers

Very favorable	3	2	3	4
Somewhat favorable	7	7	6	10
Somewhat unfavorable	21	27	17	17
Very unfavorable	25	25	28	23
No opinion.....	29	26	34	32
Never heard	14	14	11	15
Favorable.....	10	9	9	13
Unfavorable.....	46	52	46	40

h. **_SSB:** Hedge funds

Very favorable	4	3	4	6
Somewhat favorable	10	6	14	13
Somewhat unfavorable	18	20	18	13
Very unfavorable	21	23	22	18
No opinion.....	37	37	31	41
Never heard	10	11	11	9
Favorable.....	14	9	18	19
Unfavorable.....	38	43	40	32

4. **_SSA:** If the November 2016 General Election for President were held today and the candidates were [RANDOMIZE] _Democrat Hillary Clinton, [and] _Republican Donald Trump, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?

[IF UNDECIDED:] Well, if you had to decide today and couldn't be undecided, toward which candidate would you lean?

Clinton - strongly	36	71	25	4
Clinton - not-so-strongly	6	9	6	1
Undecided - lean Clinton	4	6	3	0
Trump - strongly	30	3	18	70
Trump - not-so-strongly	4	0	4	9
Undecided - lean Trump.....	2	0	3	3
Undecided /DK	14	8	29	9
(Other).....	4	3	11	2
(Refused).....	1	0	0	0
Clinton	45	86	35	5
Trump.....	36	3	25	83

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

5. **_SSB:** If the November 2016 General Election for President were held today and the candidates were [RANDOMIZE] _Democrat Hillary Clinton, _Republican Donald Trump, _Libertarian Gary Johnson, [and] _Green Party candidate Jill Stein, for whom would you vote, or are you undecided?

[IF CANDIDATE:] Would you say you support that candidate strongly or not so strongly?

[IF UNDECIDED:] Well, if you had to decide today and couldn't be undecided, toward which candidate would you lean?

Clinton - strongly	29	59	16	4
Clinton - not-so-strongly	4	6	4	2
Undecided - lean Clinton	4	7	3	0
Trump - strongly	28	3	18	63
Trump - not-so-strongly	4	0	5	9
Undecided - lean Trump	4	1	3	7
Johnson - strongly	4	5	5	2
Johnson - not so strongly	1	1	2	1
Undecided - lean Johnson	1	1	4	0
Stein - strongly	2	2	5	0
Stein - not so strongly	1	1	2	0
Undecided - lean Stein	0	0	0	0
Undecided /DK	15	10	29	10
(Other)	1	0	1	2
(Refused)	1	1	2	0
Clinton	36	73	24	5
Trump	36	5	26	79
Johnson	7	8	11	3
Stein	3	4	7	0

	TOTAL	DEM	IND	REP
N=	1000	393	222	349

4/5.PRESIDENTIAL BALLOTS COMBINED

Clinton - strongly	32	65	21	4
Clinton - not-so-strongly	5	8	5	1
Undecided - lean Clinton	4	7	3	0
Trump - strongly	29	3	18	67
Trump - not-so-strongly	4	0	4	9
Undecided - lean Trump.....	3	1	3	5
Johnson - strongly	2	3	3	1
Johnson – not so strongly	1	0	1	1
Undecided – lean Johnson.....	1	1	2	0
Stein - strongly	1	1	3	0
Stein – not so strongly	0	1	1	0
Undecided - lean Stein.....	0	0	0	0
Undecided /DK	15	9	29	10
(Other).....	3	1	6	2
(Refused).....	1	1	1	0
Clinton	41	80	29	5
Trump.....	36	4	25	81
Johnson.....	3	4	6	2
Stein.....	2	2	4	0

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

[MATRIX OF CANDIDATES FOR 2016 BG STATES]

6. And if the election for **US Senate** were held today, would you vote for the Republican Candidate, the Democratic candidate, [or] are you undecided?

[IF ANSWER] and do you feel that way strongly or not so strongly?

[IF UNDECIDED] Well, if you could not be decided, then which way would you lean?

Republican - strongly	31	5	25	66
Republican - not-so-strongly	5	1	4	10
Undecided - lean Republican	3	1	4	6
Democrat - strongly	31	61	24	3
Democrat - not-so-strongly	5	8	4	2
Undecided - lean Democrat	5	7	7	0
Undecided - lean another party	1	0	3	1
Undecided /DK	18	16	29	13
(Other)	1	1	1	0
(Refused)	1	0	1	0
Republican	39	7	33	81
Democrat	40	76	34	5
Other	2	1	4	1

7. **SSA:** Now I am going to read you a small list of proposals that are being considered to reform the financial system. For each, please tell me if you support or oppose the proposal. If you don't know, just say so and we will move on.

[IF SUPPORT/OPPOSE] And do you support/oppose that proposal strongly or somewhat?

Sorted by "Strongly support"

A8b.Eliminate "carried interest loophole"	55	66	53	45
A8e.Eliminate "performance pay loophole"	53	61	51	46
A8a.Separate commercial from investment banking ...	51	58	47	47
A8f.Break up biggest banks	45	55	40	37
A8d.Prohibit bonuses for working in government jobs	36	40	31	35

a. Separating commercial banking from investment banking so banks will not be able to take investment risks with government-insured customer deposits.

Strongly support	51	58	47	47
Somewhat support	18	20	16	16
Somewhat oppose	6	3	15	4
Strongly oppose	7	5	7	8
(Not sure)	18	13	15	25
(Refused)	0	1	0	1

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349
Support	69	78	63	63
Oppose	13	8	22	11

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

b. Eliminate the “carried interest loophole,” which allows big Wall Street money managers to pay lower tax rates than middle income families.

Strongly support	55	66	53	45
Somewhat support	12	9	20	13
Somewhat oppose	6	5	7	6
Strongly oppose	15	13	9	21
(Not sure)	11	8	10	14
(Refused)	0	0	0	1
Support	68	74	73	58
Oppose	21	18	16	27

c. Prohibit financial industry firms from giving senior employees bonuses for going to work in high power government jobs

Strongly support	36	40	31	35
Somewhat support	15	17	19	10
Somewhat oppose	13	13	13	13
Strongly oppose	19	15	20	23
(Not sure)	16	13	17	19
(Refused)	1	2	0	0
Support	51	57	49	45
Oppose	32	28	33	36

d. Eliminate the “performance pay loophole” which allows Fortune 500 companies to lower their tax bills by deducting CEO bonuses over a million dollars

Strongly support	53	61	51	46
Somewhat support	14	11	20	13
Somewhat oppose	6	6	4	7
Strongly oppose	15	14	13	18
(Not sure)	12	9	11	14
(Refused)	0	0	0	1
Support	67	72	71	60
Oppose	21	19	17	25

e. f. Break up the biggest banks, and cap how big any bank can grow in order to prevent a government bailout in the event of another financial crisis

Strongly support	45	55	40	37
Somewhat support	23	24	19	25
Somewhat oppose	6	6	8	4
Strongly oppose	9	3	13	11
(Not sure)	16	11	19	20
(Refused)	1	0	0	2
Support	68	79	60	62

TOTAL	DEM	IND /DK	REP
N= 1000	393	222	349

Oppose 15 9 22 16

8. _SSB: Now I am going to read you a small list of proposals that are being considered to reform the financial system. For each, please tell me if you would be more or less likely to vote for a candidate for public office that SUPPORTS that proposal or whether it would make no difference to your vote decision.

[IF MORE/LESS LIKELY] And would that be much more/less likely or somewhat more/less likely?

RANDOMIZE LIST

Sorted by “Much more likely”

B9b.Eliminate "carried interest loophole"	38	47	41	26
B9f.Break up biggest banks.....	36	44	32	31
B9a.Separate commercial from investment banking ...	36	45	32	27
B9e.Eliminate "performance pay loophole"	36	47	33	24
B9d.Prohibit bonuses for working in government jobs	27	34	27	19

	TOTAL	DEM	IND	REP
N=	1000	393	222	349

a. Separating regular commercial banking from investment banking so banks will not be able to take investment risks with government-insured customer deposits.

Much more likely	36	45	32	27
Somewhat more likely	22	23	19	23
No difference.....	23	20	24	25
Somewhat less likely	5	3	7	7
Much less likely	6	3	7	8
(Not sure)	8	5	11	9
(Refused)	0	0	0	1
More likely.....	58	68	51	51
Less likely	11	6	14	15

b. Eliminate the “carried interest loophole,” which allows big Wall Street money managers to pay lower tax rates than middle income families

Much more likely	38	47	41	26
Somewhat more likely	18	19	17	18
No difference.....	17	13	13	23
Somewhat less likely	7	5	10	7
Much less likely	13	11	10	17
(Not sure)	7	3	9	10
(Refused)	0	0	0	0
More likely.....	56	67	58	44
Less likely	20	17	19	23

c. Prohibit financial industry firms from giving senior employees bonuses for going to work in high power government jobs

Much more likely	27	34	27	19
Somewhat more likely	13	14	15	10
No difference.....	23	19	17	33
Somewhat less likely	11	10	7	14
Much less likely	14	11	16	14
(Not sure)	12	12	17	10
(Refused)	0	0	1	0
More likely.....	40	48	42	29
Less likely	25	21	24	28

d. Eliminate the “performance pay loophole” which allows Fortune 500 companies to lower their tax bills by deducting CEO bonuses over a million dollars

Much more likely	36	47	33	24
Somewhat more likely	16	17	15	17
No difference.....	19	15	15	27
Somewhat less likely	9	3	14	10
Much less likely	14	13	14	17

	TOTAL N= 1000	DEM 393	IND /DK 222	REP 349
(Not sure)	6	6	9	6
(Refused)	0	0	0	0
More likely.....	51	64	48	41
Less likely	23	16	28	27

e. Break up the biggest banks, and cap how big any bank can grow in order to prevent a government bailout in the event of another financial crisis

Much more likely	36	44	32	31
Somewhat more likely	22	22	31	18
No difference.....	18	16	22	18
Somewhat less likely	7	8	1	10
Much less likely	8	4	7	11
(Not sure)	9	7	8	10
(Refused)	0	0	0	1
More likely.....	58	65	62	49
Less likely	15	12	8	21

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

9. **SSA:** If you knew that a candidate or member of Congress had received significant campaign donations from big banks and Wall Street executives would that make you more or less likely to vote for them, or would it not make a difference to you?

[IF MORE/LESS LIKELY, ASK] Is that much more/less likely or somewhat more/less likely

Much more likely	5	6	7	2
Somewhat more likely	2	0	7	2
Somewhat less likely	17	20	9	18
Much less likely	32	30	37	32
No difference.....	38	40	35	41
(Don't know).....	5	4	5	4
(Refused).....	0	0	0	0
More likely.....	7	6	14	4
Less likely.....	50	50	46	51

10. **SSB:** If you knew that a candidate or member of Congress refused to accept campaign donations from big banks and Wall Street executives, would that make you more or less likely to vote for them, or would it not make a difference to you?

[IF MORE/LESS LIKELY, ASK] Is that much more/less likely or somewhat more/less likely?

Much more likely	33	33	37	33
Somewhat more likely	16	21	19	9
Somewhat less likely	4	1	6	5
Much less likely	6	6	4	7
No difference.....	38	36	34	44
(Don't know).....	3	4	0	3
(Refused).....	0	0	0	0
More likely.....	49	53	56	42
Less likely.....	10	7	10	11

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

11. Now I am going to read you a list of arguments Democrats running for Senate have made in favor of enacting tougher reforms and restrictions on Wall Street. After listening to each, please tell me if you think it is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing argument in favor of enacting tougher reforms and restrictions on Wall Street.

[REPEAT PROMPT IF NECESSARY] do you think that is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing argument in favor of enacting tougher reforms and restrictions on Wall Street.

RANDOMIZE LIST

Sorted by “Very convincing”

A14c. Same tricks - avoid another crash	52	61	51	42
A14a. Not just billionaires /inequality	51	67	49	35
14f. Power and influence	50	62	47	38
14g. Weakening for regulations	45	58	43	32
B14b. Grievances	44	56	45	29
14e. Get back to core business	43	53	43	35
B14d. Effective management -avoid another crash	41	53	39	30

a. SSA: [NOT JUST BILLIONAIRES/INEQUALITY]

Big banks and Wall Street billionaires have rigged the economy. All the gains go to those at the top while millions of families are still struggling to get back on their feet. Wall Street billionaires use loopholes to pay lower taxes than teachers, and hedge fund managers squeeze more and more profit out of companies while reducing benefits and eliminating jobs. We need to re-write the rules to make the economy work for working families, not just billionaires and big banks.—81 words

Very convincing	51	67	49	35
Somewhat convincing	29	26	27	34
Not too convincing	6	0	4	13
Not at all convincing	7	0	12	12
(Don't know)	5	4	8	6
(Refused)	1	1	0	0
Convincing	80	94	76	68
Not convincing	14	1	17	26

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

b. **SSB: [GRIEVANCES]**

Financial reform is about putting an end to the greed of the big Wall Street banks that cost people their jobs, their savings, and billions in taxpayer bailouts. Tough new laws will make sure that bank CEOs are kept accountable to the American people, and put an end to runaway executive pay. Taxpayers should not have to pay the price for Wall Street recklessness while those responsible continue to make outrageous profits. Laws should protect working Americans, not just billionaires. – 79 words

Very convincing	44	56	45	29
Somewhat convincing	32	28	41	33
Not too convincing	7	6	3	11
Not at all convincing.....	9	2	6	18
(Don't know)	7	8	4	7
(Refused)	1	1	0	2
Convincing	76	84	86	63
Not convincing.....	15	7	9	28

c. **SSA: [SAME TRICKS – AVOID ANOTHER CRASH]**

The big Wall Street banks that crashed our economy are bigger than ever, and they are up to the same risky bets that put the entire economy at risk. We need an economy that's healthy and stable. We can't let banks gamble with our money and risk another financial collapse. We need tough rules and strong penalties to make banks smaller, simpler, and safer. Bank failures can never be allowed to place our entire economy at risk - 77 words

Very convincing	52	61	51	42
Somewhat convincing	28	29	25	28
Not too convincing	6	3	8	9
Not at all convincing.....	8	2	10	15
(Don't know)	5	4	5	5
(Refused)	1	1	0	0
Convincing	80	89	77	70
Not convincing.....	15	6	18	25

d. **SSB: [EFFECTIVE MANAGEMENT – AVOID ANOTHER CRASH]**

Three of the four biggest banks are larger today than when we bailed them out in 2008. And the biggest financial firms have become too complex and involved in too much, increasing the likelihood these firms will get into trouble and once again put our economy at risk. We need to break up the banks that are too big to fail so they can't bring down the entire economy when something goes wrong – 72 words

Very convincing	41	53	39	30
Somewhat convincing	31	27	40	30
Not too convincing	8	6	8	11
Not at all convincing.....	11	5	6	20
(Don't know)	7	7	7	5
(Refused)	2	1	1	3
Convincing	72	80	79	61
Not convincing.....	19	12	13	31

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

e. _ [GET BACK TO CORE BUSINESS]

A healthy economy needs a healthy financial system. But today Wall Street and the big banks have become more focused on complicated wheeling and dealing that increases bank profits instead of making loans that allow businesses to create jobs and families to buy homes. We need to reform our financial system to make it work for main street and ordinary families. Banks should be focused on making sustainable loans to businesses and families, not just financial speculation- 77 words

Very convincing	43	53	43	35
Somewhat convincing	33	33	35	31
Not too convincing	8	4	5	13
Not at all convincing.....	8	2	11	13
(Don't know)	7	7	6	7
(Refused)	1	1	0	1
Convincing	76	86	78	65
Not convincing.....	16	6	16	27

f. _ [POWER AND INFLUENCE]

Too many politicians in both parties are beholden to Wall Street. The big banks and hedge fund managers spend millions on lobbyists and millions more on political contributions. And the revolving door between Washington and Wall Street ensures that banks always have access to government decision makers. Our elected officials need to work for everyone, not just the wealthy and well-connected. And that means standing up to Wall Street and the big banks – 73 words.

Very convincing	50	62	47	38
Somewhat convincing	31	29	32	33
Not too convincing	5	1	4	10
Not at all convincing.....	8	2	10	13
(Don't know)	5	4	7	4
(Refused)	1	1	0	2
Convincing	81	91	79	71
Not convincing.....	13	3	14	23

g. _ [WEAKENING REGULATIONS]

Our economy is still recovering from a financial crisis that was caused by weakening regulations that had kept our economy safe for decades. Common sense regulation is needed to prevent banks from engaging in risky bets with our money and to protect consumers from the abuses and deceptive practices of credit card companies and payday lenders. When it comes to Wall Street, we can't have the fox watching the hen house. We need to put rules in place to prevent another crash – 82 words

Very convincing	45	58	43	32
Somewhat convincing	31	30	39	29
Not too convincing	8	4	4	14
Not at all convincing.....	9	2	9	17
(Don't know)	5	5	4	7
(Refused)	1	1	0	2
Convincing	76	88	82	61
Not convincing.....	17	6	13	31

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

[MATRIX OF CANDIDATES FOR 2016 BATTLEGROUND]

12. Assuming the Democratic candidate for Senate in your state supports the reforms we just discussed...if the election for **US Senate** were held today, would you vote for the _Republican Candidate, the _Democratic candidate, [or] are you undecided?

[IF ANSWER] and do you feel that way strongly or not so strongly?

[IF UNDECIDED] Well, if you could not be decided, then which way would you lean?

Republican - strongly	30	4	19	66
Republican - not-so-strongly	4	0	2	8
Undecided - lean Republican.....	3	1	6	4
Democrat - strongly	32	63	23	4
Democrat - not-so-strongly	6	11	7	1
Undecided - lean Democrat.....	6	7	11	1
Undecided - lean another party.....	1	0	3	1
Undecided /DK	17	12	27	13
(Other)	1	1	1	1
(Refused)	0	0	0	0
Republican	37	6	27	79
Democrat	44	81	42	6
Other	2	1	4	2

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

13. Now I am going to read you a list of arguments Republicans running for Senate have made in opposition to enacting tougher reforms and restrictions on Wall Street. After listening to each, please tell me if it raises SERIOUS doubts, SOME doubts, MINOR doubts, or NO REAL DOUBTS about enacting tougher reforms and restrictions on Wall Street.

[REPEAT PROMPT IF NECESSARY] Does that raise SERIOUS doubts, SOME doubts, MINOR doubts, or NO REAL DOUBTS about enacting tougher reforms and restrictions on Wall Street?

RANDOMIZE LIST

Sorted by “Serious doubts”

16a. Regulatory agencies don't work	29	28	28	30
16b. Nanny-state /no choices	25	24	24	27
16c. Dodd-Frank failed.....	21	22	19	23

a. [REGULATORY AGENCIES DON'T WORK] “

More government bureaucracy isn't the solution. There were 26 regulatory agencies that were supposed to be overseeing and regulating the financial system, and predict the upcoming financial crisis — yet every one of these agencies missed it. Before adding more expensive and inefficient government agencies, we need to figure out why the ones we already have aren't doing their jobs. More government isn't the answer. 64 words

Serious doubts	29	28	28	30
Some doubts	25	29	23	22
Minor doubts	14	15	13	14
No real doubts	25	22	28	28
(Don't know)	6	5	7	5
(Refused)	1	2	0	1
Doubts	54	57	51	52
No doubts	39	37	42	42

b. [NANNY-STATE/NO CHOICES]

Regular people -- not Government bureaucrats -- should be able to decide what financial products and services are right for them. Instead the federal government is adopting new rules that limit consumer choices and restrict the flow of loans to small businesses that need funds to create jobs and expand their business. The government needs to stop interfering in our personal financial choices 62 words

Serious doubts	25	24	24	27
Some doubts	26	29	26	24
Minor doubts	14	17	16	11
No real doubts	27	23	26	32
(Don't know)	6	6	8	6
(Refused)	1	1	0	1
Doubts	51	53	50	51
No doubts	41	40	42	43

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

c. _ [DODD-FRANK FAILED]

The Wall Street Reform Act of 2010 has been a failure. The big banks are bigger than ever and we've had the slowest economic recovery since the Great Depression. We don't need, burdensome new regulations that slow economic growth, and kill jobs. Instead let's reduce red tape and stop punishing the job creators and small businesses that drive our economy. That's what it takes to grow our economy.
67 words

Serious doubts	21	22	19	23
Some doubts.....	26	28	23	26
Minor doubts	15	16	18	13
No real doubts.....	29	27	31	30
(Don't know)	7	6	8	6
(Refused)	2	1	0	1
Doubts	47	50	42	49
No doubts	44	43	49	43

[MATRIX OF CANDIDATES FOR 2016 BATTLEGROUND]

14. Assuming the Republican candidate for Senate in your state OPPOSES the reforms we just discussed...If the election for **US Senate** were held today, would you vote for the _Republican Candidate, the _Democratic candidate, [or] are you undecided?

[IF ANSWER] and do you feel that way strongly or not so strongly?

[IF UNDECIDED] Well, if you could not be decided, then which way would you lean?

Republican - strongly	29	5	18	66
Republican - not-so-strongly.....	4	0	4	9
Undecided - lean Republican.....	3	1	4	5
Democrat - strongly	32	63	24	5
Democrat - not-so-strongly	6	9	7	2
Undecided - lean Democrat.....	6	7	9	1
Undecided - lean another party.....	2	0	5	1
Undecided /DK	16	13	26	9
(Other).....	1	1	2	1
(Refused).....	1	0	0	0
Republican	37	6	26	80
Democrat	44	79	41	8
Other	3	1	7	2

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

15. Now I'm going to read you a pair of statements about a proposal to institute a small tax of a few cents per hundred dollars, on Wall Street financial transactions, including the purchase of derivatives, stocks, bonds, or other financial assets. This tax is sometimes referred to as a financial transactions tax.

For most Americans it's getting harder and harder to pay for college or save for retirement. But Wall Street profits are at record highs. A tiny tax on Wall Street transactions could raise billions of dollars to strengthen retirement security, create jobs, pay for college tuition for millions of families, or provide badly needed infrastructure improvements. Working families pay sales taxes on almost everything from a pair of shoes to a car -- shouldn't Wall Street traders pay sales taxes when they buy millions in stocks?

This tax may sound like a good idea, but it will only hurt people by passing on the costs on to everyone who invests in the market, including retirement accounts and 401Ks. This tax will hurt small investors, including seniors, and will make it harder for Americans to build up their pensions and mutual funds by charging people for every transaction, not just those done by Wall Street banks. This tax will lead to reduced job growth, inefficient markets, and less money in Americans' retirement savings. – 86 words

Sometimes over the course of a survey like this, people change their minds. Do you support or oppose instituting a small tax on certain Wall Street financial transactions, including the purchase of stocks, bonds, or other financial assets, or are you undecided?

[IF SUPPORT/OPPOSE] Would you say you support/oppose strongly or not so strongly

[IF UNDECIDED] Well, which way would you say you lean?

Support - strongly	32	43	25	21
Support - not-so-strongly	9	9	12	8
Undecided - lean support	9	12	7	8
Oppose - strongly	17	7	18	28
Oppose - not-so-strongly	7	4	7	10
Undecided - lead oppose	3	3	3	3
Undecided /DK	24	21	29	23
Support	50	65	43	37
Oppose	26	14	28	40

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

The remaining questions are for statistical purposes only.

16. What is your age?

18-24 years	8	10	8	6
25-29 years	8	10	9	5
30-34 years	7	8	9	5
35-39 years	7	8	8	6
40-44 years	7	5	9	7
45-49 years	9	9	10	8
50-54 years	8	7	11	7
55-59 years	10	7	12	11
60-64 years	11	12	7	12
65-69 years	7	7	6	8
70-74 years	6	5	5	9
Over 74 years	12	12	5	16
(Refused)	0	0	0	0

	TOTAL	DEM	IND	REP
N=	1000	393	222	349

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

[IF REPUBLICAN/DEMOCRAT:] Do you consider yourself a strong or a not-so-strong (Republican/Democrat)? [IF INDEPENDENT:] Would you say you lean more towards the Republicans or more towards the Democrats?

Strong Democrat	27	69	0	0
Not-so-strong Democrat.....	6	14	0	0
Independent - lean Democrat	7	17	0	0
Democrat	39	100	0	0
Independent	21	0	94	0
Republican	35	0	0	100
Independent - lean Republican	7	0	0	20
Not-so-strong Republican.....	7	0	0	19
Strong Republican	21	0	0	61
(Other)	2	0	0	0
(Don't know).....	1	0	6	0
(Refused).....	2	0	0	0

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

1 - 11th Grade	2	2	2	2
High School Graduate	20	23	18	20
Non-College Post H.S.	2	3	2	3
Some College	28	29	29	26
College Graduate	30	29	29	31
Post-Graduate School	16	12	19	17
(Refused)	2	2	1	1

19. Are you or is any member of your household an active or retired member of a labor or teachers union? [IF YES: ARE YOU ACTIVE, OR RETIRED?]

Yes - active teachers.....	4	3	4	6
Yes - active labor	6	7	6	5
Yes - active both	1	1	0	1
Yes - retired teachers	3	4	3	3
Yes - retired labor	5	7	4	5
Yes - retired both	0	1	0	0
Yes, combined	20	23	16	21
Neither	77	73	82	78
(Don't Know).....	3	4	2	1

	TOTAL	DEM	IND /DK	REP
N=	1000	393	222	349

20. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? [IF "NO", ASK:] What is your race - white, black, Asian, or something else?

White	75	62	76	90
Black/African American	14	28	9	2
Spanish speaking/Latino (Puerto Rican, Mexican, etc	5	6	5	4
Native American	0	0	1	1
Asian/Pacific	1	1	2	1
(Other)	1	1	3	1
(Don't know / Refused).....	3	2	4	2