

**1. Knowledge of the Volcker Rule**

How much have you heard about the 'Volcker Rule' which is being implemented by federal banking regulators?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Heard a lot              | 5%            | 8%            | 2%            | 1%            | 7%            | 6%            | 6%            | 6%            | 5%            | 4%            |
| Heard a little           | 26%           | 35%           | 17%           | 24%           | 19%           | 31%           | 26%           | 23%           | 27%           | 27%           |
| Heard nothing at all     | 69%           | 58%           | 80%           | 75%           | 74%           | 63%           | 67%           | 71%           | 69%           | 68%           |
| Totals<br>(Unweighted N) | 100%<br>(997) | 100%<br>(473) | 100%<br>(524) | 100%<br>(125) | 100%<br>(264) | 100%<br>(417) | 100%<br>(191) | 100%<br>(354) | 100%<br>(414) | 100%<br>(229) |

|                          | Race          |               |               | Family Income |               |               |              | Region        |               |               |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic      | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Heard a lot              | 5%            | 5%            | 3%            | 4%            | 2%            | 4%            | 3%           | 18%           | 6%            | 4%            | 4%            | 7%            |
| Heard a little           | 26%           | 27%           | 20%           | 22%           | 18%           | 27%           | 35%          | 37%           | 15%           | 31%           | 26%           | 29%           |
| Heard nothing at all     | 69%           | 68%           | 77%           | 74%           | 80%           | 69%           | 62%          | 45%           | 79%           | 66%           | 70%           | 65%           |
| Totals<br>(Unweighted N) | 100%<br>(997) | 100%<br>(791) | 100%<br>(117) | 100%<br>(89)  | 100%<br>(360) | 100%<br>(311) | 100%<br>(67) | 100%<br>(126) | 100%<br>(155) | 100%<br>(213) | 100%<br>(351) | 100%<br>(278) |

**2. Favorability of the Federal Reserve**

Do you have a favorable or unfavorable opinion of the Federal Reserve?

|                       | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                       | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| Very favorable        | 5%         | 7%         | 3%         | 5%         | 4%         | 6%         | 4%         | 6%         | 3%          | 5%         |
| Somewhat favorable    | 25%        | 23%        | 26%        | 17%        | 19%        | 30%        | 35%        | 35%        | 18%         | 24%        |
| Somewhat unfavorable  | 24%        | 26%        | 21%        | 24%        | 25%        | 21%        | 27%        | 19%        | 25%         | 29%        |
| Very unfavorable      | 15%        | 22%        | 8%         | 12%        | 13%        | 18%        | 16%        | 5%         | 22%         | 17%        |
| Not sure              | 32%        | 21%        | 41%        | 43%        | 40%        | 26%        | 18%        | 36%        | 32%         | 25%        |
| Totals (Unweighted N) | 100% (998) | 100% (473) | 100% (525) | 100% (125) | 100% (264) | 100% (417) | 100% (192) | 100% (355) | 100% (414)  | 100% (229) |

|                       | Race       |            |            |           | Family Income |            |           |            | Region     |            |            |            |
|-----------------------|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|                       | Total      | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| Very favorable        | 5%         | 4%         | 8%         | 6%        | 4%            | 2%         | 10%       | 8%         | 5%         | 6%         | 4%         | 5%         |
| Somewhat favorable    | 25%        | 24%        | 32%        | 26%       | 21%           | 30%        | 38%       | 26%        | 27%        | 21%        | 25%        | 26%        |
| Somewhat unfavorable  | 24%        | 27%        | 12%        | 14%       | 21%           | 28%        | 17%       | 37%        | 20%        | 26%        | 24%        | 24%        |
| Very unfavorable      | 15%        | 16%        | 5%         | 15%       | 14%           | 15%        | 13%       | 15%        | 12%        | 12%        | 15%        | 20%        |
| Not sure              | 32%        | 29%        | 43%        | 38%       | 40%           | 25%        | 22%       | 13%        | 36%        | 36%        | 32%        | 24%        |
| Totals (Unweighted N) | 100% (998) | 100% (792) | 100% (118) | 100% (88) | 100% (359)    | 100% (312) | 100% (67) | 100% (126) | 100% (154) | 100% (213) | 100% (352) | 100% (279) |

**3. Trust in U.S. government – Government in Washington**

How much of the time do you think you can trust the following groups to do what is right?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Just about always        | 2%            | 3%            | 0%            | 5%            | 1%            | 1%            | 1%            | 2%            | 1%            | 2%            |
| Most of the time         | 9%            | 8%            | 10%           | 7%            | 10%           | 10%           | 9%            | 15%           | 5%            | 7%            |
| Some of the time         | 34%           | 32%           | 35%           | 40%           | 36%           | 33%           | 23%           | 43%           | 30%           | 25%           |
| Almost never             | 52%           | 55%           | 49%           | 42%           | 48%           | 54%           | 67%           | 35%           | 60%           | 64%           |
| Don't Know               | 4%            | 1%            | 6%            | 6%            | 5%            | 2%            | 0%            | 5%            | 4%            | 1%            |
| Totals<br>(Unweighted N) | 100%<br>(943) | 100%<br>(452) | 100%<br>(491) | 100%<br>(119) | 100%<br>(253) | 100%<br>(388) | 100%<br>(183) | 100%<br>(338) | 100%<br>(391) | 100%<br>(214) |

|                          | Race          |               |               | Family Income |               |               |              | Region        |               |               |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic      | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Just about always        | 2%            | 1%            | 5%            | 2%            | 4%            | 1%            | —            | 1%            | 4%            | 1%            | 2%            | 1%            |
| Most of the time         | 9%            | 7%            | 14%           | 15%           | 9%            | 12%           | 2%           | 6%            | 10%           | 10%           | 9%            | 8%            |
| Some of the time         | 34%           | 32%           | 45%           | 35%           | 34%           | 35%           | 38%          | 34%           | 31%           | 38%           | 33%           | 32%           |
| Almost never             | 52%           | 57%           | 30%           | 43%           | 49%           | 50%           | 59%          | 56%           | 51%           | 47%           | 54%           | 55%           |
| Don't Know               | 4%            | 3%            | 7%            | 5%            | 4%            | 3%            | 2%           | 3%            | 4%            | 4%            | 3%            | 5%            |
| Totals<br>(Unweighted N) | 100%<br>(943) | 100%<br>(751) | 100%<br>(112) | 100%<br>(80)  | 100%<br>(336) | 100%<br>(295) | 100%<br>(66) | 100%<br>(120) | 100%<br>(148) | 100%<br>(202) | 100%<br>(324) | 100%<br>(269) |

**4. Trust in U.S. government – Commercial farming companies**

How much of the time do you think you can trust the following groups to do what is right?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Just about always        | 3%            | 4%            | 2%            | 6%            | 3%            | 3%            | 1%            | 3%            | 3%            | 3%            |
| Most of the time         | 23%           | 26%           | 20%           | 21%           | 20%           | 24%           | 26%           | 18%           | 22%           | 33%           |
| Some of the time         | 44%           | 43%           | 45%           | 39%           | 47%           | 46%           | 43%           | 46%           | 42%           | 45%           |
| Almost never             | 21%           | 22%           | 20%           | 27%           | 18%           | 18%           | 22%           | 22%           | 24%           | 11%           |
| Don't Know               | 9%            | 5%            | 13%           | 6%            | 13%           | 9%            | 7%            | 11%           | 9%            | 7%            |
| Totals<br>(Unweighted N) | 100%<br>(929) | 100%<br>(442) | 100%<br>(487) | 100%<br>(114) | 100%<br>(253) | 100%<br>(389) | 100%<br>(173) | 100%<br>(337) | 100%<br>(385) | 100%<br>(207) |

|                          | Race          |               |               | Family Income |               |               |              | Region        |               |               |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic      | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Just about always        | 3%            | 3%            | 5%            | 1%            | 4%            | 3%            | 3%           | 4%            | 3%            | 3%            | 4%            | 2%            |
| Most of the time         | 23%           | 22%           | 25%           | 25%           | 22%           | 23%           | 16%          | 27%           | 26%           | 22%           | 22%           | 22%           |
| Some of the time         | 44%           | 43%           | 45%           | 48%           | 43%           | 47%           | 54%          | 38%           | 41%           | 41%           | 50%           | 41%           |
| Almost never             | 21%           | 23%           | 11%           | 14%           | 22%           | 19%           | 17%          | 23%           | 24%           | 24%           | 16%           | 23%           |
| Don't Know               | 9%            | 8%            | 14%           | 11%           | 9%            | 8%            | 9%           | 7%            | 7%            | 10%           | 8%            | 12%           |
| Totals<br>(Unweighted N) | 100%<br>(929) | 100%<br>(743) | 100%<br>(109) | 100%<br>(77)  | 100%<br>(334) | 100%<br>(290) | 100%<br>(60) | 100%<br>(120) | 100%<br>(144) | 100%<br>(194) | 100%<br>(333) | 100%<br>(258) |

**5. Trust in U.S. government – Oil/natural gas/petroleum companies**

How much of the time do you think you can trust the following groups to do what is right?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Just about always        | 3%            | 4%            | 2%            | 5%            | 1%            | 3%            | 4%            | 3%            | 2%            | 4%            |
| Most of the time         | 14%           | 18%           | 11%           | 7%            | 10%           | 22%           | 14%           | 7%            | 15%           | 24%           |
| Some of the time         | 40%           | 39%           | 40%           | 42%           | 41%           | 39%           | 34%           | 35%           | 38%           | 49%           |
| Almost never             | 40%           | 37%           | 42%           | 40%           | 43%           | 34%           | 47%           | 52%           | 41%           | 20%           |
| Don't Know               | 4%            | 2%            | 5%            | 6%            | 5%            | 3%            | 0%            | 4%            | 4%            | 2%            |
| Totals<br>(Unweighted N) | 100%<br>(936) | 100%<br>(444) | 100%<br>(492) | 100%<br>(117) | 100%<br>(254) | 100%<br>(390) | 100%<br>(175) | 100%<br>(331) | 100%<br>(393) | 100%<br>(212) |

|                          | Race          |               |               |              | Family Income |               |              |               | Region        |               |               |               |
|--------------------------|---------------|---------------|---------------|--------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic     | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Just about always        | 3%            | 2%            | 7%            | 0%           | 4%            | 1%            | 6%           | 2%            | 2%            | 1%            | 5%            | 2%            |
| Most of the time         | 14%           | 13%           | 13%           | 20%          | 10%           | 13%           | 19%          | 24%           | 15%           | 17%           | 9%            | 18%           |
| Some of the time         | 40%           | 39%           | 41%           | 41%          | 43%           | 38%           | 43%          | 31%           | 41%           | 30%           | 47%           | 36%           |
| Almost never             | 40%           | 42%           | 33%           | 33%          | 39%           | 44%           | 31%          | 42%           | 39%           | 49%           | 35%           | 38%           |
| Don't Know               | 4%            | 3%            | 6%            | 5%           | 4%            | 3%            | 1%           | 1%            | 3%            | 2%            | 3%            | 6%            |
| Totals<br>(Unweighted N) | 100%<br>(936) | 100%<br>(751) | 100%<br>(102) | 100%<br>(83) | 100%<br>(335) | 100%<br>(290) | 100%<br>(63) | 100%<br>(121) | 100%<br>(144) | 100%<br>(202) | 100%<br>(325) | 100%<br>(265) |

**6. Trust in U.S. government – Manufacturing companies**

How much of the time do you think you can trust the following groups to do what is right?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Just about always        | 5%            | 7%            | 2%            | 7%            | 4%            | 5%            | 2%            | 3%            | 5%            | 6%            |
| Most of the time         | 24%           | 31%           | 18%           | 16%           | 16%           | 32%           | 31%           | 16%           | 26%           | 35%           |
| Some of the time         | 52%           | 45%           | 59%           | 54%           | 54%           | 50%           | 52%           | 58%           | 50%           | 48%           |
| Almost never             | 13%           | 14%           | 12%           | 15%           | 18%           | 9%            | 12%           | 16%           | 13%           | 9%            |
| Don't Know               | 6%            | 3%            | 9%            | 8%            | 8%            | 4%            | 2%            | 7%            | 6%            | 2%            |
| Totals<br>(Unweighted N) | 100%<br>(950) | 100%<br>(455) | 100%<br>(495) | 100%<br>(117) | 100%<br>(255) | 100%<br>(397) | 100%<br>(181) | 100%<br>(338) | 100%<br>(395) | 100%<br>(217) |

|                          | Race          |               |               | Family Income |               |               |              | Region        |               |               |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic      | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Just about always        | 5%            | 4%            | 7%            | 7%            | 7%            | 3%            | 6%           | 5%            | 7%            | 3%            | 4%            | 4%            |
| Most of the time         | 24%           | 27%           | 13%           | 14%           | 19%           | 26%           | 19%          | 36%           | 23%           | 27%           | 25%           | 21%           |
| Some of the time         | 52%           | 51%           | 56%           | 55%           | 52%           | 54%           | 66%          | 46%           | 49%           | 51%           | 54%           | 54%           |
| Almost never             | 13%           | 13%           | 15%           | 16%           | 15%           | 12%           | 7%           | 11%           | 14%           | 14%           | 11%           | 14%           |
| Don't Know               | 6%            | 5%            | 9%            | 8%            | 7%            | 4%            | 3%           | 3%            | 7%            | 5%            | 6%            | 6%            |
| Totals<br>(Unweighted N) | 100%<br>(950) | 100%<br>(758) | 100%<br>(108) | 100%<br>(84)  | 100%<br>(338) | 100%<br>(296) | 100%<br>(67) | 100%<br>(119) | 100%<br>(147) | 100%<br>(201) | 100%<br>(334) | 100%<br>(268) |

**7. Trust in U.S. government – Banks or other financial services companies**

How much of the time do you think you can trust the following groups to do what is right?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Just about always        | 2%            | 3%            | 1%            | 5%            | 1%            | 2%            | 1%            | 3%            | 2%            | 2%            |
| Most of the time         | 18%           | 17%           | 19%           | 17%           | 16%           | 17%           | 24%           | 14%           | 15%           | 31%           |
| Some of the time         | 42%           | 37%           | 47%           | 38%           | 43%           | 43%           | 45%           | 35%           | 45%           | 47%           |
| Almost never             | 34%           | 41%           | 28%           | 35%           | 32%           | 37%           | 30%           | 43%           | 35%           | 18%           |
| Don't Know               | 4%            | 2%            | 6%            | 4%            | 8%            | 2%            | –             | 5%            | 4%            | 2%            |
| Totals<br>(Unweighted N) | 100%<br>(976) | 100%<br>(465) | 100%<br>(511) | 100%<br>(119) | 100%<br>(258) | 100%<br>(411) | 100%<br>(188) | 100%<br>(350) | 100%<br>(401) | 100%<br>(225) |

|                          | Race          |               |               | Family Income |               |               |              | Region        |               |               |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic      | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Just about always        | 2%            | 2%            | 4%            | 1%            | 4%            | 0%            | 1%           | 4%            | 3%            | 2%            | 3%            | 1%            |
| Most of the time         | 18%           | 18%           | 17%           | 21%           | 20%           | 19%           | 9%           | 20%           | 13%           | 25%           | 17%           | 18%           |
| Some of the time         | 42%           | 43%           | 39%           | 42%           | 41%           | 38%           | 60%          | 40%           | 46%           | 33%           | 46%           | 43%           |
| Almost never             | 34%           | 36%           | 33%           | 27%           | 30%           | 40%           | 30%          | 34%           | 31%           | 37%           | 33%           | 36%           |
| Don't Know               | 4%            | 2%            | 6%            | 9%            | 5%            | 2%            | 1%           | 2%            | 7%            | 4%            | 2%            | 3%            |
| Totals<br>(Unweighted N) | 100%<br>(976) | 100%<br>(776) | 100%<br>(114) | 100%<br>(86)  | 100%<br>(350) | 100%<br>(307) | 100%<br>(65) | 100%<br>(124) | 100%<br>(151) | 100%<br>(208) | 100%<br>(342) | 100%<br>(275) |

**8. Trust in U.S. government – Internet/high tech companies**

How much of the time do you think you can trust the following groups to do what is right?

|                          | Gender        |               |               | Age           |               |               |               | Party ID      |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | Male          | Female        | 18-29         | 30-44         | 45-64         | 65+           | Democrat      | Independent   | Republican    |
| Just about always        | 5%            | 8%            | 3%            | 11%           | 3%            | 6%            | 1%            | 4%            | 6%            | 6%            |
| Most of the time         | 29%           | 27%           | 31%           | 22%           | 29%           | 32%           | 31%           | 32%           | 24%           | 35%           |
| Some of the time         | 50%           | 52%           | 48%           | 50%           | 49%           | 48%           | 56%           | 47%           | 52%           | 50%           |
| Almost never             | 10%           | 10%           | 11%           | 11%           | 11%           | 11%           | 8%            | 10%           | 13%           | 5%            |
| Don't Know               | 5%            | 2%            | 8%            | 6%            | 8%            | 4%            | 3%            | 6%            | 5%            | 4%            |
| Totals<br>(Unweighted N) | 100%<br>(953) | 100%<br>(451) | 100%<br>(502) | 100%<br>(119) | 100%<br>(255) | 100%<br>(400) | 100%<br>(179) | 100%<br>(342) | 100%<br>(395) | 100%<br>(216) |

|                          | Race          |               |               | Family Income |               |               |              | Region        |               |               |               |               |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|
|                          | Total         | White         | Black         | Hispanic      | Under 40      | 40-80         | 80-100       | 100+          | Northeast     | Midwest       | South         | West          |
| Just about always        | 5%            | 4%            | 7%            | 13%           | 6%            | 6%            | 1%           | 9%            | 7%            | 5%            | 6%            | 3%            |
| Most of the time         | 29%           | 28%           | 33%           | 30%           | 25%           | 32%           | 33%          | 32%           | 28%           | 31%           | 28%           | 29%           |
| Some of the time         | 50%           | 52%           | 47%           | 37%           | 52%           | 49%           | 51%          | 50%           | 48%           | 48%           | 50%           | 52%           |
| Almost never             | 10%           | 10%           | 9%            | 12%           | 10%           | 8%            | 11%          | 8%            | 10%           | 12%           | 10%           | 11%           |
| Don't Know               | 5%            | 5%            | 4%            | 8%            | 7%            | 5%            | 3%           | 2%            | 7%            | 4%            | 5%            | 6%            |
| Totals<br>(Unweighted N) | 100%<br>(953) | 100%<br>(761) | 100%<br>(110) | 100%<br>(82)  | 100%<br>(342) | 100%<br>(299) | 100%<br>(64) | 100%<br>(121) | 100%<br>(149) | 100%<br>(201) | 100%<br>(336) | 100%<br>(267) |



**9. Trust the most to do what is right**

Which of the following groups do you trust the MOST to do what is right?

|   | Total      | Gender     |            | Age        |            |            |            | Party ID   |             |            |
|---|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|   |            | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| Government in Washington                    | 13%        | 11%        | 15%        | 18%        | 11%        | 12%        | 11%        | 21%        | 10%         | 7%         |
| Commercial farming companies                | 20%        | 18%        | 22%        | 14%        | 29%        | 19%        | 16%        | 18%        | 21%         | 21%        |
| Oil/natural gas/petroleum companies         | 6%         | 9%         | 4%         | 6%         | 5%         | 5%         | 10%        | 3%         | 6%          | 12%        |
| Manufacturing companies                     | 19%        | 24%        | 16%        | 13%        | 16%        | 25%        | 22%        | 11%        | 24%         | 24%        |
| Banks or other financial services companies | 8%         | 5%         | 12%        | 7%         | 8%         | 7%         | 14%        | 8%         | 6%          | 13%        |
| Internet/high tech companies                | 33%        | 34%        | 32%        | 42%        | 32%        | 31%        | 28%        | 39%        | 33%         | 23%        |
| Totals (Unweighted N)                       | 100% (962) | 100% (459) | 100% (503) | 100% (122) | 100% (257) | 100% (397) | 100% (186) | 100% (341) | 100% (395)  | 100% (226) |

|   | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|---|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|   |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| Government in Washington                    | 13%        | 10%        | 22%        | 21%       | 15%           | 14%        | 7%        | 11%        | 17%        | 12%        | 13%        | 11%        |
| Commercial farming companies                | 20%        | 19%        | 22%        | 22%       | 20%           | 23%        | 17%       | 17%        | 19%        | 19%        | 21%        | 21%        |
| Oil/natural gas/petroleum companies         | 6%         | 7%         | 7%         | 3%        | 6%            | 5%         | 9%        | 6%         | 7%         | 4%         | 8%         | 6%         |
| Manufacturing companies                     | 19%        | 22%        | 8%         | 14%       | 19%           | 18%        | 19%       | 26%        | 15%        | 24%        | 19%        | 20%        |
| Banks or other financial services companies | 8%         | 9%         | 10%        | 3%        | 11%           | 6%         | 8%        | 6%         | 9%         | 10%        | 9%         | 6%         |
| Internet/high tech companies                | 33%        | 32%        | 31%        | 37%       | 29%           | 34%        | 41%       | 34%        | 33%        | 31%        | 31%        | 36%        |
| Totals (Unweighted N)                       | 100% (962) | 100% (766) | 100% (111) | 100% (85) | 100% (347)    | 100% (306) | 100% (64) | 100% (122) | 100% (150) | 100% (207) | 100% (337) | 100% (268) |

**10. Trust the least to do what is right**

Which of the following groups do you trust the LEAST to do what is right?

|   | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|---|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|   | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| Government in Washington                    | 58%        | 61%        | 54%        | 46%        | 54%        | 60%        | 72%        | 41%        | 61%         | 75%        |
| Commercial farming companies                | 3%         | 1%         | 5%         | 5%         | 4%         | 2%         | 2%         | 2%         | 4%          | 1%         |
| Oil/natural gas/petroleum companies         | 19%        | 16%        | 21%        | 22%        | 22%        | 18%        | 11%        | 26%        | 17%         | 11%        |
| Manufacturing companies                     | 4%         | 3%         | 4%         | 3%         | 5%         | 4%         | 1%         | 5%         | 2%          | 5%         |
| Banks or other financial services companies | 14%        | 16%        | 13%        | 19%        | 12%        | 16%        | 10%        | 22%        | 13%         | 5%         |
| Internet/high tech companies                | 3%         | 2%         | 3%         | 5%         | 3%         | 1%         | 4%         | 4%         | 2%          | 2%         |
| Totals (Unweighted N)                       | 100% (982) | 100% (470) | 100% (512) | 100% (120) | 100% (261) | 100% (411) | 100% (190) | 100% (345) | 100% (408)  | 100% (229) |

|   | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|---|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|   |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| Government in Washington                    | 58%        | 62%        | 38%        | 51%       | 56%           | 54%        | 65%       | 62%        | 51%        | 56%        | 60%        | 60%        |
| Commercial farming companies                | 3%         | 3%         | 2%         | 5%        | 4%            | 2%         | 1%        | 1%         | 8%         | 4%         | —          | 2%         |
| Oil/natural gas/petroleum companies         | 19%        | 19%        | 19%        | 18%       | 17%           | 22%        | 17%       | 19%        | 21%        | 20%        | 18%        | 18%        |
| Manufacturing companies                     | 4%         | 2%         | 5%         | 11%       | 5%            | 3%         | —         | 3%         | 2%         | 5%         | 5%         | 2%         |
| Banks or other financial services companies | 14%        | 13%        | 25%        | 9%        | 13%           | 16%        | 16%       | 14%        | 13%        | 13%        | 14%        | 16%        |
| Internet/high tech companies                | 3%         | 1%         | 10%        | 5%        | 5%            | 2%         | 1%        | —          | 5%         | 2%         | 4%         | 1%         |
| Totals (Unweighted N)                       | 100% (982) | 100% (784) | 100% (111) | 100% (87) | 100% (352)    | 100% (312) | 100% (67) | 100% (123) | 100% (151) | 100% (211) | 100% (345) | 100% (275) |

**11. Party and banks – Elected Democrats**

Do you think the following groups are more on the side of banks and financial services companies or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 39%        | 45%        | 34%        | 32%        | 38%        | 40%        | 49%        | 17%        | 49%         | 56%        |
| Work equally for both         | 22%        | 20%        | 24%        | 25%        | 22%        | 24%        | 15%        | 35%        | 18%         | 10%        |
| More on the side of customers | 22%        | 24%        | 19%        | 26%        | 19%        | 23%        | 19%        | 38%        | 13%         | 14%        |
| Not sure                      | 17%        | 11%        | 23%        | 17%        | 21%        | 14%        | 17%        | 10%        | 21%         | 20%        |
| Totals (Unweighted N)         | 100% (961) | 100% (457) | 100% (504) | 100% (119) | 100% (257) | 100% (399) | 100% (186) | 100% (341) | 100% (400)  | 100% (220) |

|                               | Race       |            |            | Family Income |            |            |           | Region     |            |            |            |            |
|-------------------------------|------------|------------|------------|---------------|------------|------------|-----------|------------|------------|------------|------------|------------|
|                               | Total      | White      | Black      | Hispanic      | Under 40   | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 39%        | 44%        | 15%        | 36%           | 37%        | 40%        | 46%       | 48%        | 34%        | 46%        | 36%        | 44%        |
| Work equally for both         | 22%        | 18%        | 42%        | 26%           | 29%        | 19%        | 18%       | 17%        | 22%        | 21%        | 25%        | 19%        |
| More on the side of customers | 22%        | 21%        | 27%        | 20%           | 17%        | 24%        | 21%       | 22%        | 20%        | 17%        | 26%        | 21%        |
| Not sure                      | 17%        | 17%        | 17%        | 17%           | 18%        | 17%        | 14%       | 12%        | 24%        | 17%        | 14%        | 16%        |
| Totals (Unweighted N)         | 100% (961) | 100% (763) | 100% (113) | 100% (85)     | 100% (338) | 100% (305) | 100% (66) | 100% (122) | 100% (147) | 100% (203) | 100% (340) | 100% (271) |

**12. Party and banks – Elected Republicans**

Do you think the following groups are more on the side of banks and financial services companies or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 58%        | 61%        | 54%        | 55%        | 65%        | 53%        | 58%        | 75%        | 57%         | 32%        |
| Work equally for both         | 20%        | 21%        | 18%        | 19%        | 13%        | 25%        | 21%        | 10%        | 15%         | 45%        |
| More on the side of customers | 8%         | 11%        | 6%         | 5%         | 5%         | 11%        | 10%        | 3%         | 9%          | 14%        |
| Not sure                      | 15%        | 7%         | 22%        | 21%        | 17%        | 11%        | 11%        | 11%        | 19%         | 10%        |
| Totals (Unweighted N)         | 100% (969) | 100% (456) | 100% (513) | 100% (121) | 100% (256) | 100% (409) | 100% (183) | 100% (348) | 100% (400)  | 100% (221) |

|                               | Race       |            |            | Family Income |            |            |           | Region     |            |            |            |            |
|-------------------------------|------------|------------|------------|---------------|------------|------------|-----------|------------|------------|------------|------------|------------|
|                               | Total      | White      | Black      | Hispanic      | Under 40   | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 58%        | 56%        | 61%        | 64%           | 54%        | 66%        | 59%       | 52%        | 53%        | 62%        | 56%        | 61%        |
| Work equally for both         | 20%        | 22%        | 13%        | 10%           | 18%        | 17%        | 24%       | 26%        | 19%        | 16%        | 22%        | 21%        |
| More on the side of customers | 8%         | 8%         | 6%         | 9%            | 7%         | 6%         | 5%        | 17%        | 8%         | 6%         | 10%        | 7%         |
| Not sure                      | 15%        | 13%        | 19%        | 17%           | 20%        | 12%        | 12%       | 5%         | 21%        | 17%        | 12%        | 11%        |
| Totals (Unweighted N)         | 100% (969) | 100% (775) | 100% (112) | 100% (82)     | 100% (347) | 100% (302) | 100% (67) | 100% (122) | 100% (149) | 100% (206) | 100% (343) | 100% (271) |

**13. Party and banks – Elected Tea Party members**

Do you think the following groups are more on the side of banks and financial services companies or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 38%        | 36%        | 40%        | 30%        | 41%        | 40%        | 37%        | 57%        | 34%         | 16%        |
| Work equally for both         | 14%        | 16%        | 13%        | 18%        | 14%        | 15%        | 11%        | 12%        | 13%         | 20%        |
| More on the side of customers | 23%        | 31%        | 16%        | 21%        | 14%        | 27%        | 33%        | 3%         | 27%         | 48%        |
| Not sure                      | 24%        | 17%        | 31%        | 31%        | 31%        | 18%        | 18%        | 27%        | 25%         | 16%        |
| Totals (Unweighted N)         | 100% (967) | 100% (459) | 100% (508) | 100% (115) | 100% (261) | 100% (407) | 100% (184) | 100% (344) | 100% (403)  | 100% (220) |

|                               | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|-------------------------------|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|                               |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 38%        | 37%        | 45%        | 40%       | 38%           | 41%        | 26%       | 37%        | 36%        | 38%        | 42%        | 35%        |
| Work equally for both         | 14%        | 15%        | 21%        | 8%        | 14%           | 13%        | 22%       | 19%        | 9%         | 13%        | 18%        | 16%        |
| More on the side of customers | 23%        | 27%        | 2%         | 19%       | 19%           | 24%        | 22%       | 33%        | 26%        | 18%        | 23%        | 27%        |
| Not sure                      | 24%        | 21%        | 32%        | 33%       | 29%           | 22%        | 30%       | 11%        | 28%        | 31%        | 18%        | 23%        |
| Totals (Unweighted N)         | 100% (967) | 100% (770) | 100% (112) | 100% (85) | 100% (348)    | 100% (305) | 100% (65) | 100% (122) | 100% (148) | 100% (211) | 100% (337) | 100% (271) |

**14. People and banks – John Boehner**

Do you think the following people are more on the side of banks or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 44%        | 50%        | 38%        | 35%        | 40%        | 49%        | 50%        | 57%        | 39%         | 35%        |
| Work equally for both         | 17%        | 21%        | 13%        | 14%        | 10%        | 20%        | 22%        | 10%        | 17%         | 26%        |
| More on the side of customers | 8%         | 9%         | 7%         | 5%         | 7%         | 9%         | 10%        | 5%         | 8%          | 11%        |
| Not sure                      | 32%        | 20%        | 42%        | 45%        | 43%        | 22%        | 18%        | 28%        | 37%         | 27%        |
| Totals (Unweighted N)         | 100% (959) | 100% (455) | 100% (504) | 100% (117) | 100% (256) | 100% (408) | 100% (178) | 100% (342) | 100% (398)  | 100% (219) |

|                               | Race       |            |            | Family Income |            |            |           | Region     |            |            |            |            |
|-------------------------------|------------|------------|------------|---------------|------------|------------|-----------|------------|------------|------------|------------|------------|
|                               | Total      | White      | Black      | Hispanic      | Under 40   | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 44%        | 44%        | 47%        | 40%           | 38%        | 49%        | 49%       | 52%        | 46%        | 47%        | 41%        | 44%        |
| Work equally for both         | 17%        | 18%        | 12%        | 12%           | 15%        | 16%        | 17%       | 17%        | 15%        | 13%        | 19%        | 17%        |
| More on the side of customers | 8%         | 8%         | 6%         | 7%            | 10%        | 4%         | 8%        | 17%        | 6%         | 3%         | 9%         | 11%        |
| Not sure                      | 32%        | 30%        | 35%        | 41%           | 37%        | 32%        | 26%       | 14%        | 32%        | 37%        | 30%        | 29%        |
| Totals (Unweighted N)         | 100% (959) | 100% (767) | 100% (112) | 100% (80)     | 100% (342) | 100% (302) | 100% (65) | 100% (126) | 100% (147) | 100% (203) | 100% (341) | 100% (268) |



**15. People and banks – Hillary Clinton**

Do you think the following people are more on the side of banks or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 33%        | 43%        | 25%        | 28%        | 26%        | 38%        | 42%        | 9%         | 37%         | 63%        |
| Work equally for both         | 22%        | 20%        | 25%        | 22%        | 27%        | 21%        | 18%        | 35%        | 21%         | 7%         |
| More on the side of customers | 23%        | 22%        | 25%        | 17%        | 25%        | 25%        | 25%        | 41%        | 18%         | 8%         |
| Not sure                      | 21%        | 16%        | 25%        | 33%        | 22%        | 15%        | 15%        | 15%        | 24%         | 23%        |
| Totals (Unweighted N)         | 100% (968) | 100% (460) | 100% (508) | 100% (120) | 100% (260) | 100% (403) | 100% (185) | 100% (345) | 100% (399)  | 100% (224) |

|                               | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|-------------------------------|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|                               |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 33%        | 36%        | 4%         | 41%       | 25%           | 35%        | 45%       | 44%        | 32%        | 31%        | 31%        | 41%        |
| Work equally for both         | 22%        | 21%        | 35%        | 18%       | 29%           | 18%        | 22%       | 17%        | 20%        | 26%        | 24%        | 18%        |
| More on the side of customers | 23%        | 21%        | 38%        | 24%       | 23%           | 25%        | 18%       | 25%        | 24%        | 21%        | 25%        | 23%        |
| Not sure                      | 21%        | 21%        | 23%        | 16%       | 23%           | 21%        | 15%       | 14%        | 24%        | 22%        | 20%        | 18%        |
| Totals (Unweighted N)         | 100% (968) | 100% (774) | 100% (110) | 100% (84) | 100% (344)    | 100% (306) | 100% (66) | 100% (124) | 100% (150) | 100% (208) | 100% (339) | 100% (271) |

**16. People and banks – Barack Obama**

Do you think the following people are more on the side of banks or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 39%        | 45%        | 33%        | 37%        | 33%        | 40%        | 48%        | 14%        | 46%         | 62%        |
| Work equally for both         | 22%        | 21%        | 24%        | 22%        | 27%        | 21%        | 19%        | 38%        | 16%         | 10%        |
| More on the side of customers | 22%        | 22%        | 22%        | 17%        | 20%        | 27%        | 20%        | 38%        | 15%         | 9%         |
| Not sure                      | 17%        | 12%        | 22%        | 24%        | 21%        | 13%        | 13%        | 10%        | 22%         | 19%        |
| Totals (Unweighted N)         | 100% (970) | 100% (460) | 100% (510) | 100% (121) | 100% (260) | 100% (403) | 100% (186) | 100% (347) | 100% (404)  | 100% (219) |

|                               | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|-------------------------------|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|                               |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 39%        | 45%        | 8%         | 32%       | 37%           | 39%        | 41%       | 42%        | 36%        | 39%        | 36%        | 46%        |
| Work equally for both         | 22%        | 19%        | 40%        | 23%       | 25%           | 20%        | 25%       | 22%        | 18%        | 24%        | 25%        | 20%        |
| More on the side of customers | 22%        | 19%        | 35%        | 24%       | 17%           | 25%        | 18%       | 26%        | 23%        | 16%        | 24%        | 22%        |
| Not sure                      | 17%        | 17%        | 17%        | 20%       | 21%           | 17%        | 17%       | 9%         | 24%        | 21%        | 15%        | 13%        |
| Totals (Unweighted N)         | 100% (970) | 100% (772) | 100% (115) | 100% (83) | 100% (349)    | 100% (304) | 100% (67) | 100% (122) | 100% (150) | 100% (208) | 100% (341) | 100% (271) |

**17. People and banks – Chris Christie**

Do you think the following people are more on the side of banks or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 25%        | 29%        | 21%        | 18%        | 26%        | 27%        | 30%        | 28%        | 25%         | 21%        |
| Work equally for both         | 30%        | 34%        | 25%        | 27%        | 25%        | 33%        | 32%        | 30%        | 26%         | 36%        |
| More on the side of customers | 11%        | 11%        | 10%        | 9%         | 7%         | 13%        | 15%        | 9%         | 11%         | 13%        |
| Not sure                      | 35%        | 25%        | 44%        | 46%        | 43%        | 28%        | 23%        | 33%        | 38%         | 30%        |
| Totals (Unweighted N)         | 100% (974) | 100% (463) | 100% (511) | 100% (118) | 100% (260) | 100% (410) | 100% (186) | 100% (349) | 100% (400)  | 100% (225) |

|                               | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|-------------------------------|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|                               |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 25%        | 26%        | 16%        | 28%       | 21%           | 27%        | 21%       | 26%        | 23%        | 27%        | 23%        | 28%        |
| Work equally for both         | 30%        | 29%        | 28%        | 31%       | 24%           | 33%        | 37%       | 42%        | 35%        | 24%        | 32%        | 27%        |
| More on the side of customers | 11%        | 11%        | 14%        | 5%        | 12%           | 7%         | 10%       | 17%        | 12%        | 8%         | 10%        | 13%        |
| Not sure                      | 35%        | 33%        | 42%        | 37%       | 42%           | 33%        | 32%       | 15%        | 31%        | 41%        | 35%        | 31%        |
| Totals (Unweighted N)         | 100% (974) | 100% (776) | 100% (112) | 100% (86) | 100% (349)    | 100% (306) | 100% (66) | 100% (125) | 100% (152) | 100% (207) | 100% (341) | 100% (274) |

**18. People and banks – Rand Paul**

Do you think the following people are more on the side of banks or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 29%        | 33%        | 26%        | 19%        | 31%        | 34%        | 32%        | 46%        | 23%         | 17%        |
| Work equally for both         | 17%        | 18%        | 15%        | 18%        | 16%        | 17%        | 16%        | 13%        | 17%         | 21%        |
| More on the side of customers | 22%        | 28%        | 16%        | 19%        | 11%        | 26%        | 33%        | 4%         | 28%         | 37%        |
| Not sure                      | 32%        | 21%        | 42%        | 45%        | 43%        | 23%        | 20%        | 37%        | 33%         | 24%        |
| Totals (Unweighted N)         | 100% (975) | 100% (461) | 100% (514) | 100% (120) | 100% (259) | 100% (409) | 100% (187) | 100% (348) | 100% (402)  | 100% (225) |

|                               | Total      | Race       |            |           | Family Income |            |           |            | Region     |            |            |            |
|-------------------------------|------------|------------|------------|-----------|---------------|------------|-----------|------------|------------|------------|------------|------------|
|                               |            | White      | Black      | Hispanic  | Under 40      | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 29%        | 28%        | 40%        | 27%       | 23%           | 36%        | 25%       | 32%        | 26%        | 33%        | 28%        | 31%        |
| Work equally for both         | 17%        | 17%        | 14%        | 16%       | 17%           | 16%        | 24%       | 18%        | 15%        | 17%        | 19%        | 14%        |
| More on the side of customers | 22%        | 25%        | 4%         | 16%       | 19%           | 20%        | 25%       | 34%        | 24%        | 15%        | 21%        | 28%        |
| Not sure                      | 32%        | 29%        | 42%        | 41%       | 41%           | 29%        | 26%       | 16%        | 35%        | 34%        | 32%        | 27%        |
| Totals (Unweighted N)         | 100% (975) | 100% (778) | 100% (113) | 100% (84) | 100% (348)    | 100% (306) | 100% (66) | 100% (125) | 100% (152) | 100% (207) | 100% (345) | 100% (271) |

**19. People and banks – Joe Biden**

Do you think the following people are more on the side of banks or are they more on the side of the customers?

|                               | Gender     |            |            | Age        |            |            |            | Party ID   |             |            |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|
|                               | Total      | Male       | Female     | 18-29      | 30-44      | 45-64      | 65+        | Democrat   | Independent | Republican |
| More on the side of banks     | 34%        | 43%        | 26%        | 25%        | 27%        | 40%        | 41%        | 12%        | 39%         | 57%        |
| Work equally for both         | 22%        | 23%        | 21%        | 26%        | 23%        | 19%        | 19%        | 37%        | 15%         | 10%        |
| More on the side of customers | 18%        | 19%        | 18%        | 10%        | 16%        | 24%        | 21%        | 31%        | 14%         | 8%         |
| Not sure                      | 26%        | 16%        | 36%        | 38%        | 34%        | 17%        | 19%        | 20%        | 32%         | 25%        |
| Totals (Unweighted N)         | 100% (984) | 100% (466) | 100% (518) | 100% (121) | 100% (259) | 100% (414) | 100% (190) | 100% (352) | 100% (406)  | 100% (226) |

|                               | Race       |            |            | Family Income |            |            |           | Region     |            |            |            |            |
|-------------------------------|------------|------------|------------|---------------|------------|------------|-----------|------------|------------|------------|------------|------------|
|                               | Total      | White      | Black      | Hispanic      | Under 40   | 40-80      | 80-100    | 100+       | Northeast  | Midwest    | South      | West       |
| More on the side of banks     | 34%        | 39%        | 6%         | 29%           | 30%        | 34%        | 31%       | 42%        | 28%        | 31%        | 32%        | 43%        |
| Work equally for both         | 22%        | 18%        | 46%        | 18%           | 25%        | 22%        | 28%       | 16%        | 22%        | 25%        | 22%        | 17%        |
| More on the side of customers | 18%        | 17%        | 24%        | 18%           | 14%        | 19%        | 16%       | 29%        | 18%        | 14%        | 20%        | 20%        |
| Not sure                      | 26%        | 25%        | 23%        | 34%           | 30%        | 25%        | 24%       | 14%        | 32%        | 29%        | 25%        | 20%        |
| Totals (Unweighted N)         | 100% (984) | 100% (786) | 100% (113) | 100% (85)     | 100% (355) | 100% (307) | 100% (67) | 100% (125) | 100% (151) | 100% (210) | 100% (346) | 100% (277) |