

**Consumer Bankers Association Topline  
National Survey of 1,000 U.S. Register Voters  
January 2019**

S1. Are you between the ages of:

18-24.....	7
25-29.....	10
30-34.....	12
35-44.....	21
45-54.....	14
55-59.....	10
60-64.....	6
65-74.....	14
75 or older.....	4
(Refused)	

S2. Are you currently registered to vote?

Yes.....	100
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1. Thinking about the **TOTAL** U.S. population, RANK what you believe to be the largest types of debt - from the list provided below.

*First rank*

Mortgage/house .....	37
Credit Card.....	32
Student Loan.....	24
Auto/Vehicle .....	4
Utilities.....	3

*Second rank*

Mortgage/house .....	29
Credit Card.....	28
Student Loan.....	27
Auto/Vehicle .....	13
Utilities.....	3

*Third rank*

Student Loan.....	26
Mortgage/house .....	24
Credit Card.....	23
Auto/Vehicle .....	22
Utilities.....	5

*Fourth rank*

Auto/Vehicle .....	53
Student Loan.....	16
Credit Card.....	13
Mortgage/house .....	7
Utilities.....	11

*Fifth rank*

Utilities.....	78
Auto/Vehicle .....	8
Student Loan.....	8
Mortgage/house .....	4
Credit Card.....	3

2. Banks, online lenders and credit unions offer student loans. Do you think the U.S. Federal Government **PROVIDES** student loans?

<b>Yes.....</b>	<b>75</b>
Yes, definitely.....	48
Yes, probably .....	27
No.....	11
Don't Know/Unsure .....	14

3. Do you believe the U.S. Federal Government **SHOULD PROVIDE** student loans, which must be repaid by the student or their family, or only offer grants/need based assistance, which does not have to be repaid?

<b>Yes.....</b>	<b>62</b>
Yes, definitely should provide .....	38
Yes, probably should provide.....	24
No, should only offer grants/needs based assistance .....	28
Don't Know/Unsure .....	10

4. The Federal Government does participate in providing student loans. What percent of student loans do you think comes from the U.S. Federal Government versus privately through banks, credit unions, etc?

Federal Government.....	51.6% (MEAN)
Private loans through banks, credit unions, etc.....	48.4% (MEAN)

5. Do you personally know someone who currently has student loan debt? **(IF YES) And would that be you, or someone else?**

**Yes ..... 69**

Yes, myself..... 18  
 Yes, someone else..... 44  
 Yes, Both myself and someone else..... 8  
 No..... 28  
 Unsure..... 3

**(ASK Q6 IF 1 OR 3 TO Q5)**

6. How often do you worry about the amount of student loan debt you owe?

All of the time ..... 41  
 Most of the time..... 27  
 Some of the time ..... 18  
 Hardly ever..... 8  
 Not at all ..... 4  
 Unsure..... -

**(ASK Q7 IF 2 OR 3 TO Q5)**

7. How often does your friend or acquaintance worry about the amount of student loan debt they owe?

All of the time ..... 23  
 Most of the time..... 30  
 Some of the time ..... 31  
 Hardly ever..... 7  
 Not at all ..... 2  
 Unsure..... 8

**(ASK Q8 IF 1 OR 3 TO Q5)**

8. How much DID you consider the **long-term** financial implications of taking these student loans?

**Seriously ..... 73**  
**Not seriously ..... 25**

Very seriously..... 46  
 Somewhat seriously..... 28  
 Not very seriously..... 17  
 Not seriously at all..... 8  
 Unsure..... 2

**(CONTINUE TO ALL RESPONDENTS)**

Now I would like you to review a series of current and potential attributes or characteristics of student loans. After you read each one, I would like for you to indicate if you agree or disagree that student loans **SHOULD** include these attributes/characteristics.

	Strong agr.	Smwht agr.	Smwht dis.	Strong dis.	(Don't know.)
9. It is ok for a loan to charge an upfront fee of 1 to 4 percent of the total loan as a sort of service charge.....	12	26	24	31	7
10. Loan amounts should be available up to the cost of attendance regardless of the borrower's ability to repay the loan.....	23	31	22	16	8
11. Loans should be tailored to a borrower's needs and ability to repay the loan.....	50	36	8	2	4
12. Loans should offer borrowers an array of options such as fixed and variable interest rates, various lengths of time to repay and multiple repayment options.....	50	37	6	2	4
13. Disclosures detailing important costs and terms should always be provided before a borrower takes out an education loan.....	71	19	5	1	4
14. Disclosures should always provide specific monthly payment amounts.....	68	23	5	1	4

15. If you were to guess, what percentage of student loan debt taken **privately** through banks, credit unions, etc. is currently being repaid SUCCESSFULLY and in accordance with their loan agreement?

MEAN = 48.8%

16. If you were to guess, what percentage of student loan debt taken out through the **federal government** is currently being repaid SUCCESSFULLY and in accordance with their loan agreement?

MEAN = 45.4%

Now I would like you to read a series of statements about the current student loan debt situation in the United States. Please indicate how **concerning** each of these statements are to personally after you read each one – Very concerned, Somewhat concerned, Not very concerned, Not concerned at all.

**[RANDOMIZE Q18-30]**

	Very	Smwht	Not very	Not at all	(No opin.)
18. The current student loan debt among Americans is over \$1.5 Trillion.....	61	26	7	2	4
19. 92% of student loan debt comes from the Federal Government.....	44	33	13	3	6

20. According to the Federal Reserve Bank of NY, one out five student loan borrowers in repayment are seriously delinquent or have defaulted. ....	53	32	8	2	5
21. The Federal Reserve Bank of NY found tuition rates increase up to 63 cents for every dollar in federal student aid provided.....	54	32	6	2	6
22. The introduction of a federal loan program for graduate students simply replaced private loans with federal loans despite some borrowers being able to get a better rate on a private loan.....	36	41	11	3	9
23. If the Department of Education were a bank, it would be the 5th largest in the nation's given its student loan portfolio.....	41	36	13	4	6
24. Federal lending to parents has more than tripled over the last 25 years, and default and repayment rates have gotten worse..	53	35	6	2	5
25. No specific monthly payment amount is provided to a federal loan borrower before they take out a loan.....	53	33	7	2	5
26. Parents are permitted to take out federal student loans without factoring in the ability to repay them.....	52	33	7	2	6
27. Due to few limits on federal student lending, there are borrowers who owe more than \$1 million.....	60	26	6	2	6
28. The federal government offers income-based loan repayment plans where student loan balances are forgiven after making a set number of payments.....	30	34	21	9	7
29. When federal student loan borrowers default or receive loan forgiveness, the debt is passed on to taxpayers.....	52	30	10	3	5
30. The average price for tuition and fees at four-year private colleges and universities has outpaced the rate of inflation by more than 3 percentage points.....	59	28	6	2	6

Now, having read the statements above, using a scale from zero to ten where 0 means “no impact at all” and 10 means “a significantly NEGATIVE impact” - how much of an impact does the current student loan debt situation in the United States have on the following?

31. The U.S. Economy	
0 .....	4
1 .....	2
2 .....	3
3 .....	5
4 .....	6
5 .....	16
6 .....	11
7 .....	14
8 .....	12
9 .....	7
10 .....	22

32. The cost of tuition at colleges/universities

0 .....	3
1 .....	1
2 .....	3
3 .....	5
4 .....	5
5 .....	13
6 .....	9
7 .....	13
8 .....	12
9 .....	10
10 .....	26

33. The average American's pursuit of the American Dream.

0 .....	3
1 .....	2
2 .....	2
3 .....	6
4 .....	6
5 .....	17
6 .....	9
7 .....	12
8 .....	13
9 .....	8
10 .....	22

Finally, please read each of the following statements below and indicate how much you agree or disagree with each one – Strong agree, Somewhat agree, Somewhat disagree, Strongly disagree.

	<b>Strong agr.</b>	<b>Smwht agr.</b>	<b>Smwht dis.</b>	<b>Strong dis.</b>	<b>(Don't know.)</b>
34. By checking on a borrower's ability to repay, private student loans offer the strongest consumer protection available .....	29	44	13	5	9
35. Student loan debt delays or reduces homeownership, family formation, wealth building, ability to change jobs, and small business formation.....	40	40	11	3	7
36. The Federal Government should only provide federal student loans to families with the most need and allow the private market to serve the rest.....	26	37	20	11	7
37. Federal student loans should be capped at a reasonable amount that would provide access to education while preventing over-borrowing.....	47	37	8	2	6
38. The student loan crisis refers to federal lending not private lending.....	20	34	20	14	12

39. A lender is predatory if it makes loans knowing borrowers are unlikely to have the means to repay them.....	50	33	9	2	6
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**The following are demographic questions and are for statistical purposes only.**

D1. Do you consider yourself a Republican, Democrat or Independent?

Strong Republican.....	20
Lean Republican .....	17
Independent .....	28
Lean Democrat.....	16
Strong Democrat .....	17
(Refused) .....	3

D2. How often do you watch, read or listen to National news?

Everyday .....	51
Every few days.....	22
Weekly.....	13
Couple times a month .....	7
Less than monthly .....	6
Monthly.....	1
(Refused) .....	1

D3. What is your current employment status?

Employed full-time.....	53
Employed part-time .....	12
Unemployed .....	7
Retired.....	19
Student.....	3
Other .....	6
(Refused) .....	1

D4. What is the highest level of education you have completed?

Less than high school .....	1
High school graduate .....	19
Some college (Associates degree) .....	31
4-year (BA,BS) college degree .....	28
Post graduate study .....	21
(Prefer not to say) .....	-

D5. Are you, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban or some other Spanish background?

Yes .....	10
No.....	88
(Don't know) .....	1
(Refused) .....	1

**ASK D6 IF NOT HISPANIC IN D5 (D5=2-4)**

D6. What is your race? Are you African American, Caucasian, Asian, or some other race?

African-American/Black.....	7
Caucasian/white.....	84
Asian .....	6
More than one race / Other.....	2
(Refused) .....	1

D7. We want to classify people into broad income groups for statistical purposes only. What would you say is your total annual family income before taxes?

Under \$20,000 .....	8
\$20,000 - \$39,999.....	17
\$40,000 - \$59,999.....	18
\$60,000 - \$79,999.....	16
\$80,000 - \$99,999.....	13
\$100,000 - \$149,999.....	15
\$150,000 or more.....	8
(Don't know) .....	1
(Refused) .....	4

D8. Gender.

Male.....	48
Female.....	52

D9. Region.

Northeast.....	18
Midwest.....	22
South.....	37
West.....	23