TCPA REFORM
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Key Points

1. Voters say they support calls and texts for non-telemarketing purposes from medical providers (87%), utility companies (84%), schools (84%) and financial institutions (82%).
   - Over 4 in 5 voters say they support calls and texts for non-telemarketing purposes from financial institutions (82%) and say they want to be contacted with suspected fraud alerts (87%).

2. And voters say they are concerned that these calls and texts from financial institutions may be blocked under the current legal regime.
   - Two thirds of voters say they are concerned that financial institutions may be blocked from contacting consumers with time-sensitive information (67%), may be sued for alerting consumers of suspicious account activity (66%) and may not contact consumers with fraud alerts or other notifications (65%). Two thirds of voters also say they are concerned that medical providers may not contact them with important information (64%).
   - Over half of voters say they are concerned utility companies may be sued for notifying customers about an interruption in service (59%) and schools may be sued for contacting parents about teacher conferences or school activities (56%).

3. Support for policies that protect consumers from telemarketing calls is high with three quarters of voters initially saying they support the TCPA (77%).

4. While support for the TCPA is high, voters favor reform to allow companies to reach customers with the non-telemarketing communications, such as fraud alerts.
   - Three in five voters say the FCC should reform the TCPA to allow companies to use automated technology to reach customers with non-telemarketing communications (62%).

5. Voters are strongly opposed to robocalls, but support making it less onerous for companies to contact their customers.
   - Two thirds of voters believe the FCC should crack down on robocallers while making it less onerous for companies to contact their customers with important account information and updates (66%).

Methodology: This poll was conducted by Morning Consult, on behalf of the Small Business and Entrepreneurship Council, from November 18-21, 2019, among a national sample of 1997 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.
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Voters generally don’t believe calls and texts from their own credit card companies (56%), financial institutions (65%) and medical providers (74%) are telemarketing.

*Do you consider calls or texts from each of the following to be 'telemarketing'?*

<table>
<thead>
<tr>
<th>Organization</th>
<th>Yes</th>
<th>Don't know/No opinion</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your credit card companies</td>
<td>33%</td>
<td>11%</td>
<td>56%</td>
</tr>
<tr>
<td>Organizations with which you do business</td>
<td>29%</td>
<td>13%</td>
<td>58%</td>
</tr>
<tr>
<td>Your financial institution(s)</td>
<td>24%</td>
<td>12%</td>
<td>65%</td>
</tr>
<tr>
<td>Your medical providers</td>
<td>18%</td>
<td>8%</td>
<td>74%</td>
</tr>
</tbody>
</table>
Over 4 in 5 voters say they support calls and texts for non-telemarketing purposes from medical providers (87%), utility companies (84%), schools (84%) and financial institutions (82%).

Do you support or oppose each of the following policies?

- Schools should be able to call or text parents of students with important information, such as regarding teacher conferences or school activities. 84%
- Your medical providers should be able to call or text you with medical updates or when your prescriptions are ready. 87%
- Financial institutions with which you do business should be able to call or text you with important news, such as fraud alerts. 82%
- Utility companies should be able to call or text you with important information, such as news about service interruptions or updates on restoration of service. 84%
- Credit card companies with which you have an account should be able to call or text you with important news, such as upcoming payment dates. 65%
- Financial institutions should be able to call or text delinquent borrowers with important information, such as loan modification options. 60%
Similarly, 4 in 5 voters, or more, say they want to be contacted with suspected fraud alerts (87%), utility interruption alerts (80%) and medical updates about prescriptions (80%).

*Do you want to be contacted with important news, such as:*

<table>
<thead>
<tr>
<th>Type of Notification</th>
<th>Yes</th>
<th>Don’t know/No opinion</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alerts about suspected fraud on your account</td>
<td>87%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Alerts about interruptions in electrical service or updates on restoration of service</td>
<td>80%</td>
<td>9%</td>
<td>11%</td>
</tr>
<tr>
<td>Medical updates or notifications that your prescriptions are ready</td>
<td>80%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Notifications about teacher conferences or school activities [AMONG VOTERS WITH CHILDREN]</td>
<td>64%</td>
<td>14%</td>
<td>22%</td>
</tr>
<tr>
<td>Loan modification offers for loans or credit card balances</td>
<td>28%</td>
<td>18%</td>
<td>54%</td>
</tr>
</tbody>
</table>
Two thirds of voters say they are concerned that financial institutions may be blocked from contacting consumers with time-sensitive information (67%), may be sued for alerting consumers of suspicious account activity (66%) and may not contact consumers with fraud alerts or other notifications (65%). Two thirds of voters also say they are concerned that medical providers may not contact them with important information (64%).

How concerned are you, if at all, by each of the following?

Financial institutions trying to alert you of suspicious activity on your account or of a data breach can be sued for doing so.

- Very concerned: 40%
- Somewhat concerned: 26%
- Don't know/No opinion: 11%
- Not too concerned: 15%
- Not at all concerned: 8%

Financial institutions may be blocked from contacting you with time-sensitive information about your account, such as overdue payments or data breach notifications.

- Very concerned: 38%
- Somewhat concerned: 29%
- Don't know/No opinion: 10%
- Not too concerned: 14%
- Not at all concerned: 8%

Medical providers may not contact you with important personal information, ranging from prescription refill notifications to test results because they fear being sued.

- Very concerned: 36%
- Somewhat concerned: 28%
- Don't know/No opinion: 10%
- Not too concerned: 17%
- Not at all concerned: 9%

Medical providers may not contact you with important personal information, ranging from prescription refill notifications to test results because they fear being sued.

- Very concerned: 35%
- Somewhat concerned: 30%
- Don't know/No opinion: 11%
- Not too concerned: 16%
- Not at all concerned: 9%

Schools may be sued for contacting parents of students with information regarding teacher conferences or school activities.

- Very concerned: 34%
- Somewhat concerned: 22%
- Don't know/No opinion: 13%
- Not too concerned: 17%
- Not at all concerned: 14%

Utility companies may be sued for notifying you of an interruption in service or an update on restoration of service.

- Very concerned: 32%
- Somewhat concerned: 27%
- Don't know/No opinion: 12%
- Not too concerned: 18%
- Not at all concerned: 11%

Financial institutions and credit card companies may not contact you with fraud alerts, data breach notifications, and low balance alerts because they fear being sued.

- Very concerned: 25%
- Somewhat concerned: 28%
- Don't know/No opinion: 11%
- Not too concerned: 23%
- Not at all concerned: 13%

Financial institutions may be blocked from contacting you with time-sensitive information about your account, such as overdue payments or low account balances.

- Very concerned: 24%
- Somewhat concerned: 27%
- Don't know/No opinion: 12%
- Not too concerned: 23%
- Not at all concerned: 14%

Financial institutions trying to alert you to an overdue payment or low account balance can be penalized and sued for doing so.

- Very concerned: 17%
- Somewhat concerned: 28%
- Don't know/No opinion: 14%
- Not too concerned: 27%
- Not at all concerned: 15%

If companies are blocked from contacting consumers about past due debt, including with loan modification options or payment plans that can help them protect their credit.

- Very concerned: 17%
- Somewhat concerned: 28%
- Don't know/No opinion: 14%
- Not too concerned: 27%
- Not at all concerned: 15%
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A strong majority of voters say they haven’t seen, read, or heard anything about the TCPA (83%).

How much have you seen, read, or heard recently about the Telephone Consumer Protection Act (TCPA)?
However, after learning more, three quarters of voters say they support the TCPA (77%).

As you may know, the Telephone Consumer Protection Act (TCPA) was passed by Congress in 1991 in an effort to address a growing number of telemarketing calls. The TCPA restricts telemarketers from using an automatic telephone dialing system and prerecorded voice messages, among other things. Based on what you know, do you support or oppose the Telephone Consumer Protection Act (TCPA) passed by Congress in 1991?
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By nearly a 20% margin, voters say the FCC should reform the TCPA to allow companies to use automated technology to reach customers with non-telemarketing communications (48% to 29%).

Based on what you know, should the Federal Communications Commission (FCC) reform the Telephone Consumer Protection Act (TCPA) to allow companies to use automated technology to reach large numbers of customers with non-telemarketing communications, such as data breach notifications or low account balance alerts?
Republicans (51%), Democrats (46%), and independents (47%) say the FCC should reform the TCPA to allow companies to use automated technology to reach customers with non-telemarketing communications.

Based on what you know, should the Federal Communications Commission (FCC) reform the Telephone Consumer Protection Act (TCPA) to allow companies to use automated technology to reach large numbers of customers with non-telemarketing communications, such as data breach notifications or low account balance alerts?

<table>
<thead>
<tr>
<th>Importance of TCPA Reform</th>
<th>Yes</th>
<th>Don't Know/No Opinion</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Voters</td>
<td>48%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>50%</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>46%</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>47%</td>
<td>28%</td>
<td>26%</td>
</tr>
<tr>
<td>Age: 35-44</td>
<td>52%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Age: 45-64</td>
<td>48%</td>
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<td>31%</td>
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<tr>
<td>Age: 65+</td>
<td>47%</td>
<td>18%</td>
<td>34%</td>
</tr>
<tr>
<td>PID: Dem (no lean)</td>
<td>46%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>PID: Ind (no lean)</td>
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<td>26%</td>
<td>27%</td>
</tr>
<tr>
<td>PID: Rep (no lean)</td>
<td>51%</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>TCPA support (Very + somewhat)</td>
<td>53%</td>
<td>17%</td>
<td>31%</td>
</tr>
<tr>
<td>TCPA Oppose (very + somewhat)</td>
<td>36%</td>
<td>34%</td>
<td>30%</td>
</tr>
</tbody>
</table>
3 in 5 voters say it is important for the FCC to reform the TCPA to allow companies to use automated technology to reach customers with non-telemarketing communications (62%).

How important is it for the Federal Communications Commission (FCC) to reform its Telephone Consumer Protection Act (TCPA) regulations to allow companies to use automated technology to reach large numbers of customers with non-telemarketing communications, such as data breach notifications or low account balance alerts?
Both Democrats (63%) and Republicans (64%) think it is important for the FCC to reform the TCPA to allow companies to use automated technology to reach customers with non-telemarketing communications.

How important is it for the Federal Communications Commission (FCC) to reform its Telephone Consumer Protection Act (TCPA) regulations to allow companies to use automated technology to reach large numbers of customers with non-telemarketing communications, such as data breach notifications or low account balance alerts?

<table>
<thead>
<tr>
<th>Importance of TCPA Reform</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Don't Know/No Opinion</th>
<th>Not too important</th>
<th>Not at all important</th>
<th>Total important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Voters</td>
<td>28%</td>
<td>34%</td>
<td>16%</td>
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<td>8%</td>
<td>62%</td>
</tr>
<tr>
<td>Gender: Male</td>
<td>30%</td>
<td>35%</td>
<td>12%</td>
<td>14%</td>
<td>9%</td>
<td>65%</td>
</tr>
<tr>
<td>Gender: Female</td>
<td>27%</td>
<td>33%</td>
<td>20%</td>
<td>13%</td>
<td>7%</td>
<td>60%</td>
</tr>
<tr>
<td>Age: 18-34</td>
<td>22%</td>
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<td>14%</td>
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<td>67%</td>
</tr>
<tr>
<td>TCPA Oppose (very + somewhat)</td>
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<td>21%</td>
<td>26%</td>
<td>5%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Two thirds of voters believe the FCC should crack down on robocallers while making it less onerous for companies to contact their customers with important account information and updates (66%).

Now you are going to read two statements. Please select the statement that comes closer to your view, even if neither is exactly right.