

To: Interested Parties
 From: Celinda Lake, David Mermin, Sahil Mehrotra, and Bob Carpenter
 Re: New Poll Shows Strong Early-State Support for Wall Street Reform
 Date: Oct. 7, 2019

Democratic primary voters in the states of Iowa, New Hampshire, Nevada, and South Carolina strongly support a tough approach to oversight of Wall Street, according to a new poll conducted by Lake Research Partners and Chesapeake Beach Consulting. Democrats and independents, and even many Republicans share the views of this crucial set of voters.

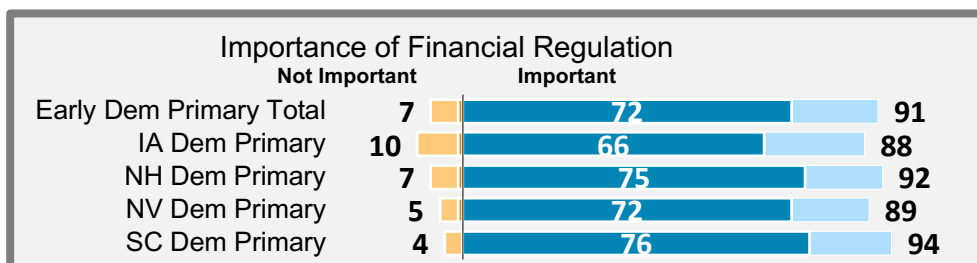
Americans see the need for strong regulation of the financial services industry, tough enforcement of existing rules, and additional measures, even after hearing opposing arguments that stress a danger in the role of government. And they strongly support the changes made in the 2010 Dodd-Frank law that Congress passed in response to the financial crisis.

The survey also shows broad support for the Consumer Financial Protection Bureau, a marquee accomplishment of Dodd-Frank, which Congress created in order to police the marketplace on behalf of ordinary people. But, they have deep concerns about the direction that the new leadership is taking this vital agency.

Lake Research Partners and Chesapeake Bay Consulting designed and administered this survey with an eye toward reaching Democratic voters who will likely participate in primaries or caucuses in the first four states.¹ To improve the sample, they surveyed an extra set of voters in each of these early states.

Voters care about financial regulation and the influence the industry has

- When voters are asked how important it is to regulate financial services and products, nearly 9 in 10 voters in the entire country (89%) say it is important, including 62% who say it is very important.² This includes 91% of early Democratic primary voters and 95% of Democrats overall, 88% of independents, and 85% of Republicans.

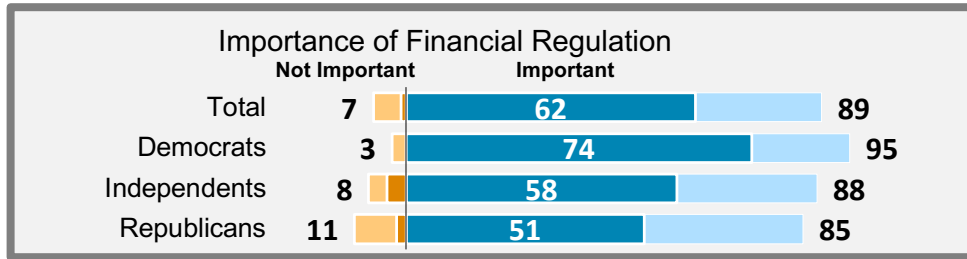


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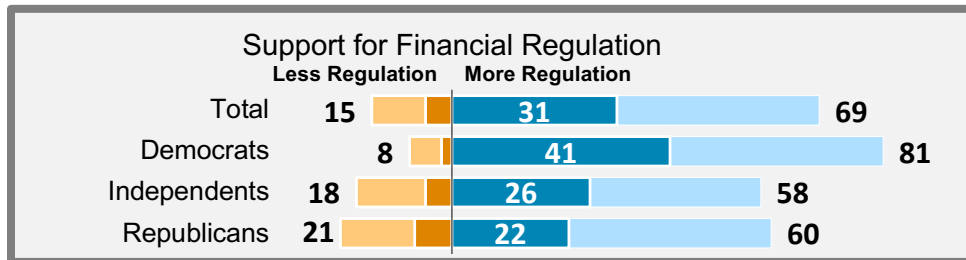
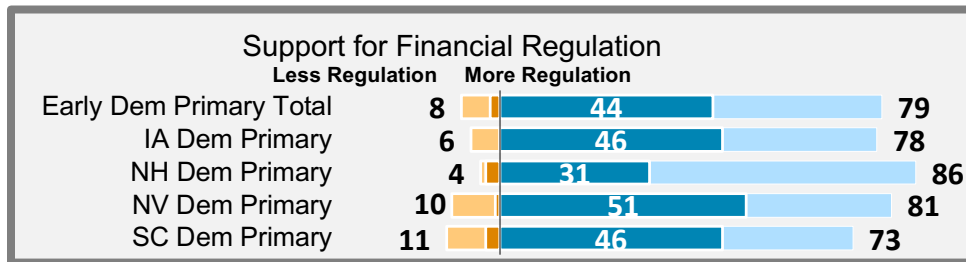
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¹ The survey was conducted between July 15-23, 2019 online. The survey reached a total of 1,000 likely November 2020 voters nationwide with an additional oversample of N=400 likely Democratic Primary voters in IA, NH, NV, and SC. Data were weighted slightly by gender, party identification, age, race, education level, household income, 2016 self-reported vote, and region. The margin for error is +/- 3.1% and larger for subgroups.
² How important is it to regulate financial services and products to make sure they are fair for consumers?



Voters support increased financial regulation

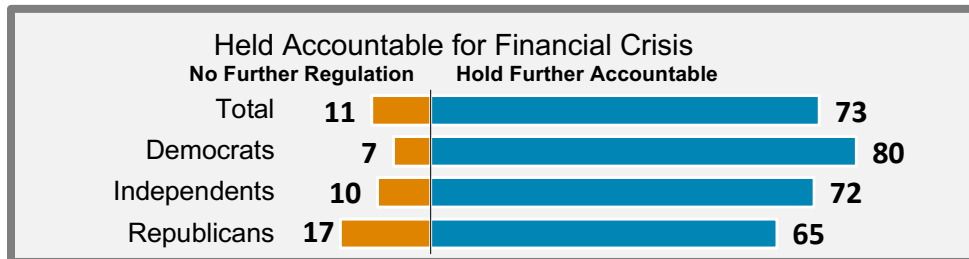
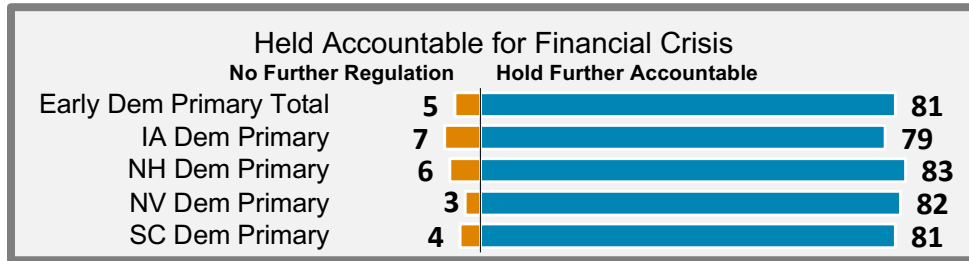
- Nearly eight in ten (79%) early Democratic primary voters support more financial regulation, as do nearly seven in ten (69%) voters overall, even when it is framed as “government regulation.”³ A majority of Democrats (81%), independents (58%) and even Republicans (60%) say there should be more regulation of financial companies.



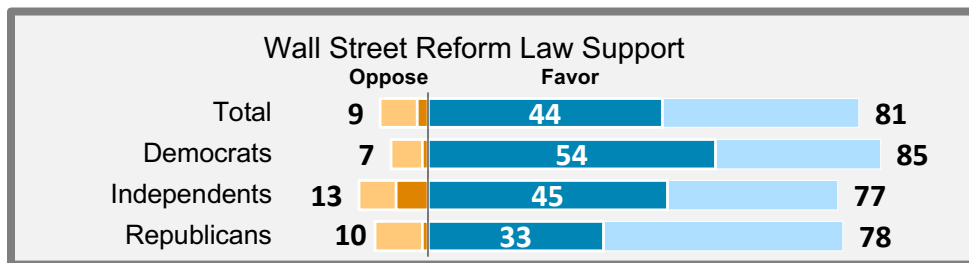
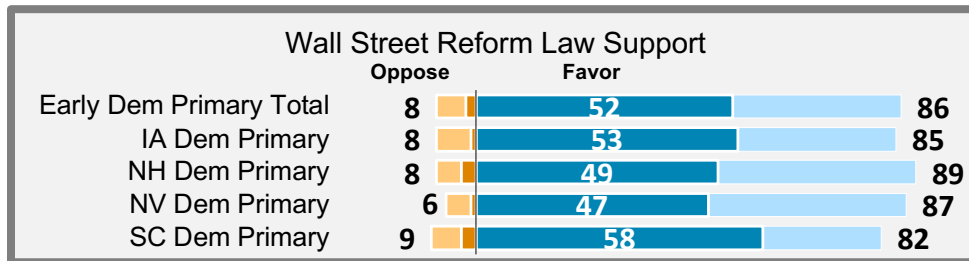
- Voters believe that the practices of Wall Street merit additional government regulation beyond the measures taken after the 2008 financial crisis.⁴ Over four in five (81%) early Democratic primary voters and around three in four (73%) voters overall say that further accountability is needed, while only 11% say that companies’ practices have changed enough that they don’t need further regulation.

³ Generally speaking, do you think there should be more government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies, or less regulation of these companies?

⁴ Should Wall Street financial companies be held accountable with tougher rules and enforcement for the practices that caused the financial crisis in 2008, or have their practices changed enough that they don’t need further regulation?



- Support for the 2010 Wall Street reform law, Dodd-Frank is strong, with 81% of voters saying they favor the law when it is described to them and only 9% saying they are opposed.⁵ Support is strong from both early Democratic voters (86% favor) and across party overall.

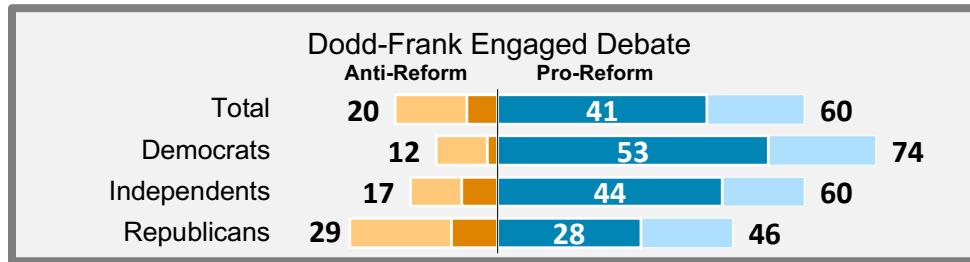
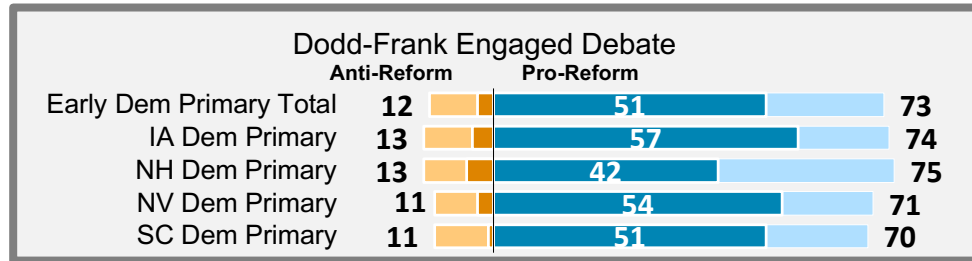


- After hearing arguments from both sides on the Wall Street reform law, support among voters remains strong.⁶ Over seven in ten (73%) early Democratic Primary

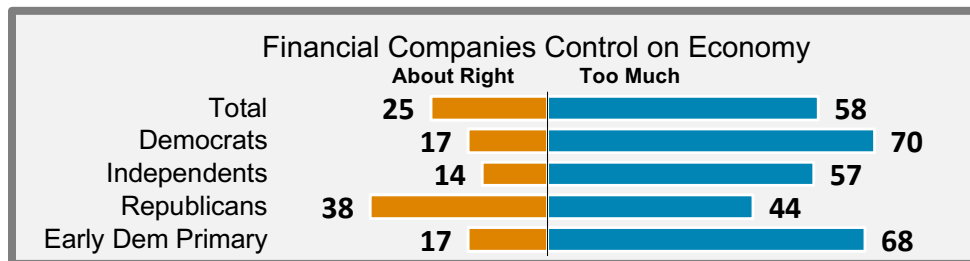
⁵ Now here is a description of the Wall Street reform law that was passed after the financial crisis: In addition to requiring federal oversight of a larger range of financial companies, this law also prohibits banks from certain risky practices, and created the Consumer Financial Protection Bureau to fight against abusive financial practices that hurt consumers. It also bans taxpayer-funded bailouts of large banks and financial companies and, instead, sets up a system where investors rather than taxpayers bear the losses of bank failures. Please indicate whether, overall, you favor or oppose this law.

⁶ Now here are a pair of statements about Wall Street reform: A. _ [PRO-REFORM] Some people say that families are struggling to make ends meet. We need to make sure we don't give more power and profits to CEOs and big corporations at the expense of the rest of us. We don't need more people to be ripped off by payday

voters say the pro-reform statement is closer to their own view, while only 12% pick the anti-reform statement. Among the electorate as a whole, 60% choose the pro-reform statement while only 20% choose the anti-reform argument. Intensity among Democrats and independents remains largely unchanged, with 53% of Democrats and 44% of independents saying the pro-reform statement comes much closer to their own view. A plurality (46%) of Republicans also choose the pro-reform statement over the anti-reform statement (29%).



- A majority (58%) of voters say that financial companies have too much control and influence over the economy overall.⁷ This includes 70% of Democrats and 57% of independents, with a plurality (44%) of Republicans also agreeing.



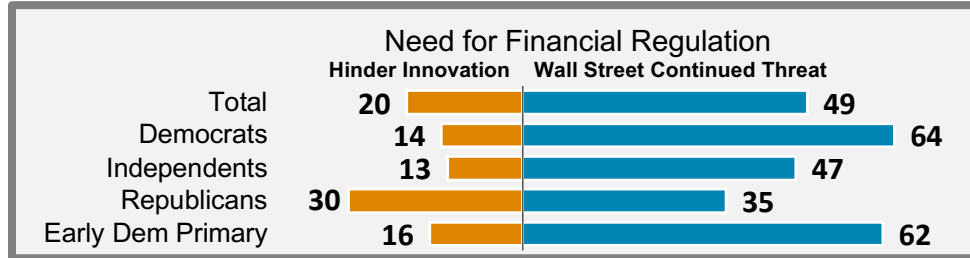
- Voters see a clear need for financial regulation.⁸ Nearly a majority (49%) say that it is closer to their view that Wall Street and the financial industry are too powerful and

lenders, big banks, and Wall Street. We need tough regulation of the industry that caused the financial crisis and has made it harder and harder for families to get by. B. [ANTI-REFORM] Other people say the so-called Wall Street reform law is a job killer that created a brand-new federal agency that has already cost taxpayers billions of dollars, and has done more harm than good for our economy. Excessive government regulation and bureaucracy discourage businesses from creating jobs, limit consumer choice, and are hurting small businesses that had nothing to do with the financial crisis. Of the two, please indicate which statement is closer to your own view, even if neither is exactly right.

⁷ When you think about the economy overall, do financial companies have too much control and influence, or is the amount about right, or are you not sure?

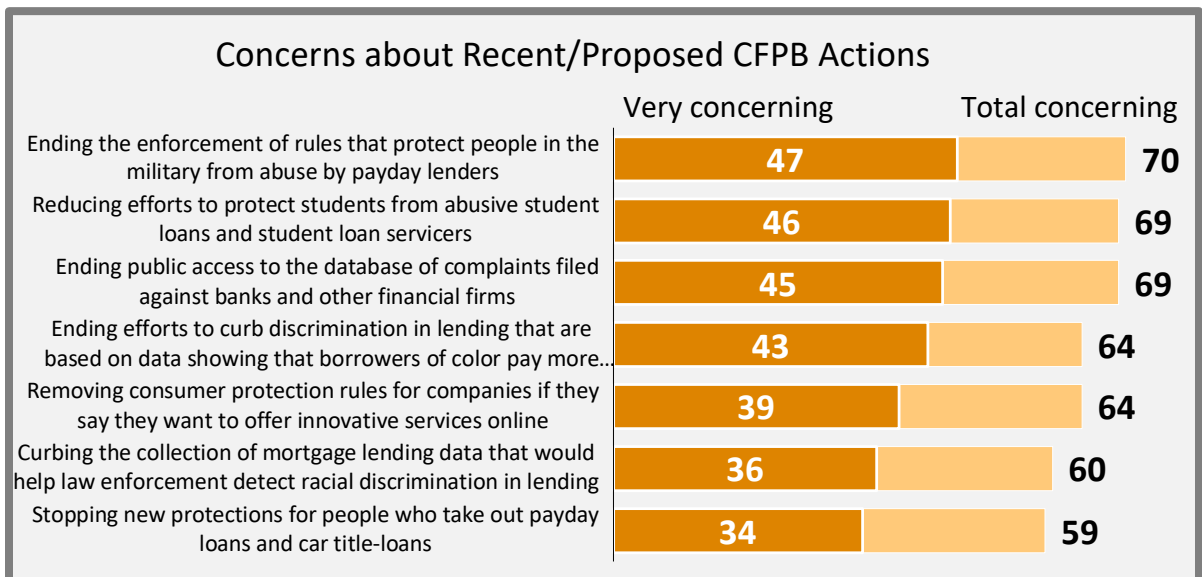
⁸ Now here are two statements: A. Some people say that Wall Street and the financial industry are too powerful and engaged in reckless practices that pose a continuing threat to the economy and people's financial well-being. B. Other people say that government has intervened too much in changing the financial system and that more

pose a continued threat, while only 20% say it is closer to their view that the government has intervened too much in changing the financial system. The pro-intervention statement beats the anti-government statement among Democrats (+50), independents (+34), and even Republicans (+5).



Concern about recent actions taken or proposed by the CFPB

- Seven in ten voters (70%) are concerned about recent actions ending enforcement of rules that protect people in the military from abuse by payday lenders, including 47% who are very concerned.⁹
- Similarly, over two-thirds of voters are concerned about the CFPB reducing efforts to protect students from abusive student loans and student loan servicers and ending public access to the database of complaints filed against banks and other financial firms.



intrusive regulation would hinder innovation and slow down economic growth. Please indicate which one is closer to your own view, even if neither is exactly right.

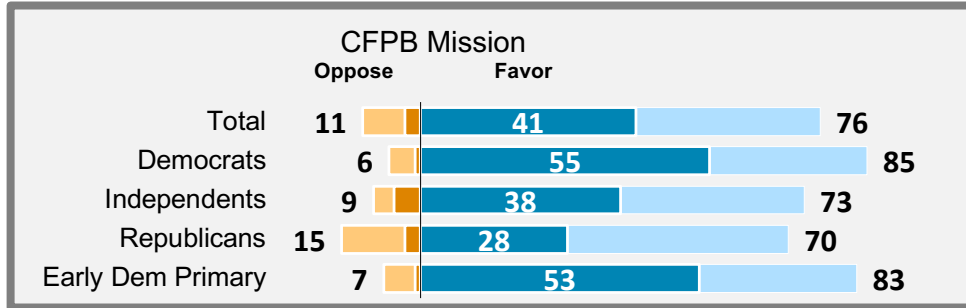
⁹ Now here are some actions the leadership of the Consumer Financial Protection Bureau has taken or proposed recently. For each, please indicate if the statement is very concerning, somewhat concerning, a little concerning, or not at all concerning:

- Strong majorities of Democrats and independents are concerned about every CFPB action tested, with a majority of Republicans concerned about many as well. Over seven in ten Democratic primary voters in early states (Iowa, New Hampshire, Nevada, and South Carolina) are also concerned about nearly all of the proposed or recent actions.

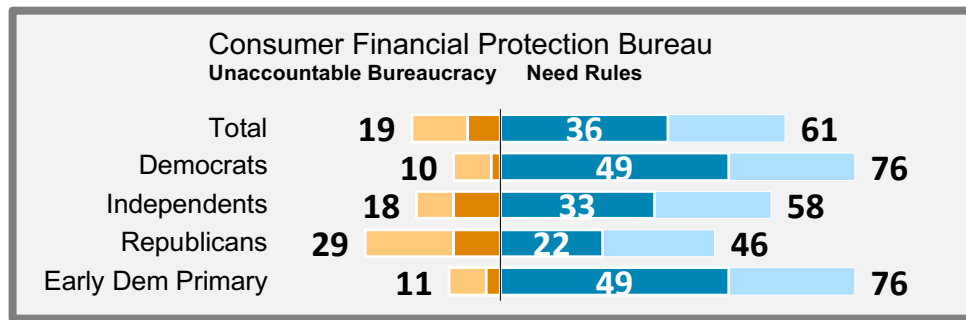
% Total Concerning (% Very Concerning)	Total	Dem	Ind	Rep	Early Dem Primary (IA, NH, NV, SC)
Ending the enforcement of rules that protect people in the military from abuse by payday lenders	70 (47)	76 (55)	65 (50)	66 (38)	73 (55)
Reducing efforts to protect students from abusive student loans and student loan servicers	69 (46)	81 (59)	67 (47)	58 (30)	77 (57)
Ending public access to the database of complaints filed against banks and other financial firms	69 (45)	79 (55)	63 (44)	60 (36)	77 (56)
Ending efforts to curb discrimination in lending that are based on data showing that borrowers of color pay more for loans	64 (43)	79 (58)	60 (44)	48 (25)	75 (59)
Removing consumer protection rules for companies if they say they want to offer innovative services online	64 (39)	72 (48)	64 (36)	56 (29)	68 (48)
Curbing the collection of mortgage lending data that would help law enforcement detect racial discrimination in lending	60 (36)	75 (48)	62 (42)	45 (20)	72 (53)
Stopping new protections for people who take out payday loans and car title-loans	59 (34)	69 (44)	57 (35)	49 (23)	73 (47)

Despite the current leadership, voters still support the CFPB’s mission

- Over three in four voters (76%) favor the mission of the CFPB when it is described to them, including majorities of voters across parties.¹⁰ This figure reflects support from 85% of Democrats, 73% of independents, and 70% of Republicans.



- We presented voters an argument advocating for the CFPB that draws parallels to regulations that protect consumers in other industries (rules on food, appliances, and automobiles), against a counter-argument that describes the CFPB as an unaccountable bureaucracy and an example of job-killing big government. A strong majority (61%) of voters side with the CFPB after hearing both arguments. Support is highest among Democrats and early Democratic Primary voters, who both reach 76% support, with a substantial majority of independents (58%) and nearly half of Republicans (46%) also in support.¹¹



¹⁰ The Consumer Financial Protection Bureau, or CFPB, is the first federal agency whose mission is protecting consumers when they use mortgages, credit cards, bank accounts, and other financial products and services. Its mission includes preventing deceptive, unfair and abusive lending and collection practices by banks and other companies. From what you know about the mission of the Consumer Financial Protection Bureau, or CFPB, would you say you favor or oppose the CFPB?

¹¹ Now here are a pair of statements about the Consumer Financial Protection Bureau, or CFPB. Some/other people say) We have rules to guard against unsafe meat, appliances, and automobiles. The CFPB should be there to provide similar rules for financial products. Just as it’s against the rules to sell dangerous toys, it should be against the rules to sell dangerous loans and mortgages and have Wall Street interests put our savings and homes at financial risk. (Some/other people say) The Consumer Financial Protection Bureau is another unaccountable, expensive, federal bureaucracy we don’t need. The bureau imposes harsh regulation on small financial businesses lacking resources to manage intrusive government oversight and cuts access to credit. This costs jobs, and impedes economic recovery. The CFPB is yet another example of out of control, big federal government. Of the two, please indicate which statement is closer to your own views, even if neither is exactly right.

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