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To: Interested Parties

From: Celinda Lake, David Mermin, and Zach Young

Re: Recent Polling Data on Financial Reform

Date: June 24, 2010

A new nationwide Lake Research Partners survey¹ shows that voters overwhelmingly support Wall Street reform legislation that will crack down on Wall Street and rein in big bank abuses. Additionally, this is a voting issue. More than 3 out of 4 voters say they would be less likely to reelect their representative if he or she voted for loopholes that would weaken the legislation.

- **Voters strongly favor the current Wall Street reform legislation.** When asked whether they favor or oppose the Wall Street reform bill cracking down on big bank abuses currently being considered by Congress, 70% of voters say they favor the legislation, and 46% say they strongly favor the legislation.
- **Support increases when voters hear that the bill would hold the big banks accountable and prevent the reckless behavior that caused the economy to collapse and cost 8 million Americans their jobs.** Strong support increases to 55%, while total support rises to 73%, with only 27% opposed.
- **Wall Street reform will be a key voting issue in this Fall's election. Legislators who vote to weaken the bill do so at their own peril.** When asked if they would be more or less likely to re-elect their member of Congress if he or she "voted for loopholes that would make it easier for Wall Street and the big banks to keep doing business as usual," fully 78% of voters said they would be less likely to re-elect their member of Congress, while 63% said they would be much less likely to re-elect him or her.

¹ These findings are based on an online survey of 1040 adults, 942 of whom are registered voters, conducted from June 21-22, 2010. The survey was designed by Lake Research Partners and administered by YouGov/Polimetrix.