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To: Interested Parties

From: Celinda Lake, David Mermin, and Jeff Klinger; Lake Research Partners

Re: Strong Bipartisan Support for Regulation and Accountability for  
Financial Companies<sup>1</sup>

Date: July 15, 2013

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**A new Lake Research Partners poll finds that voters across party lines strongly support regulations on financial services and products and believe tougher rules and enforcement are needed. They favor the Consumer Financial Protection Bureau with 80% support. Voters are well ahead of politicians in Washington on this issue. Across party lines, they want stronger reforms and more accountability for financial companies.**

### Key Findings

- **Eight in ten (80%) voters favor the Consumer Financial Protection Bureau after hearing a short description.<sup>2</sup> Just 13% oppose the CFPB.**
  - Voters across party lines support the CFPB, including 91% of Democrats, 79% of independents, and 71% of Republicans.
- **Voters want rules and enforcement for Wall Street to be tougher; 83% say Wall Street should be held accountable with tougher rules and enforcement, while just 9% believe their practices have changed enough that they do not need further regulation.**

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<sup>1</sup> Lake Research Partners conducted a telephone survey of 1,004 likely 2014 voters on behalf of Americans for Financial Reform and the Center for Responsible Lending. The national survey was conducted from July 8 – 11, 2013 and has a margin of error of +/- 3.1%.

<sup>2</sup> Part of the Wall Street Reform law was the establishment of the Consumer Financial Protection Bureau, or CFPB. It is the first federal agency whose focus 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.

- Support for tougher rules and enforcement has bipartisan support, including 89% of Democrats, 82% of independents, and 75% of Republicans.
- Voters' support for tougher rules for financial companies has increased by 10 points over the past year. In July 2012, 73% of voters supported holding Wall Street financial companies accountable with tougher rules.