



## Center for Responsible Lending & Americans for Financial Reform

Findings from a National Survey of 1,004 Likely 2014 Voters

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# Methodology

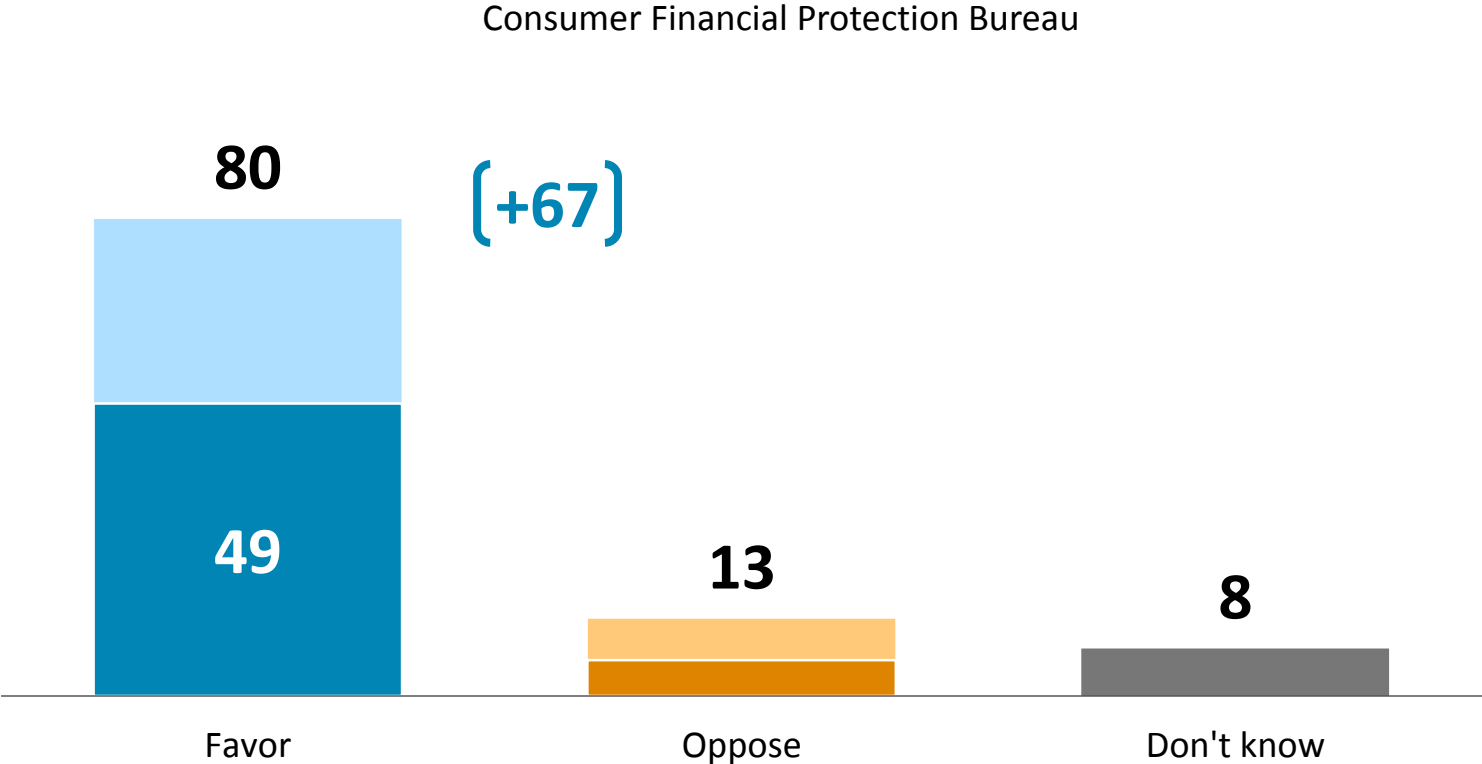
- Lake Research Partners designed and administered this survey that was conducted by telephone using professional interviewers between July 8-11, 2013. The survey reached a total of 1,004 likely 2014 voters nationwide.
- Telephone numbers for the survey were drawn randomly from a voter file. The sample was stratified geographically by region based on the proportion of voters in each region. The data were weighted by gender, race, age, party identification, and region.
- The margin of error for this survey is +/- 3.1%.

# Executive Summary

**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.**

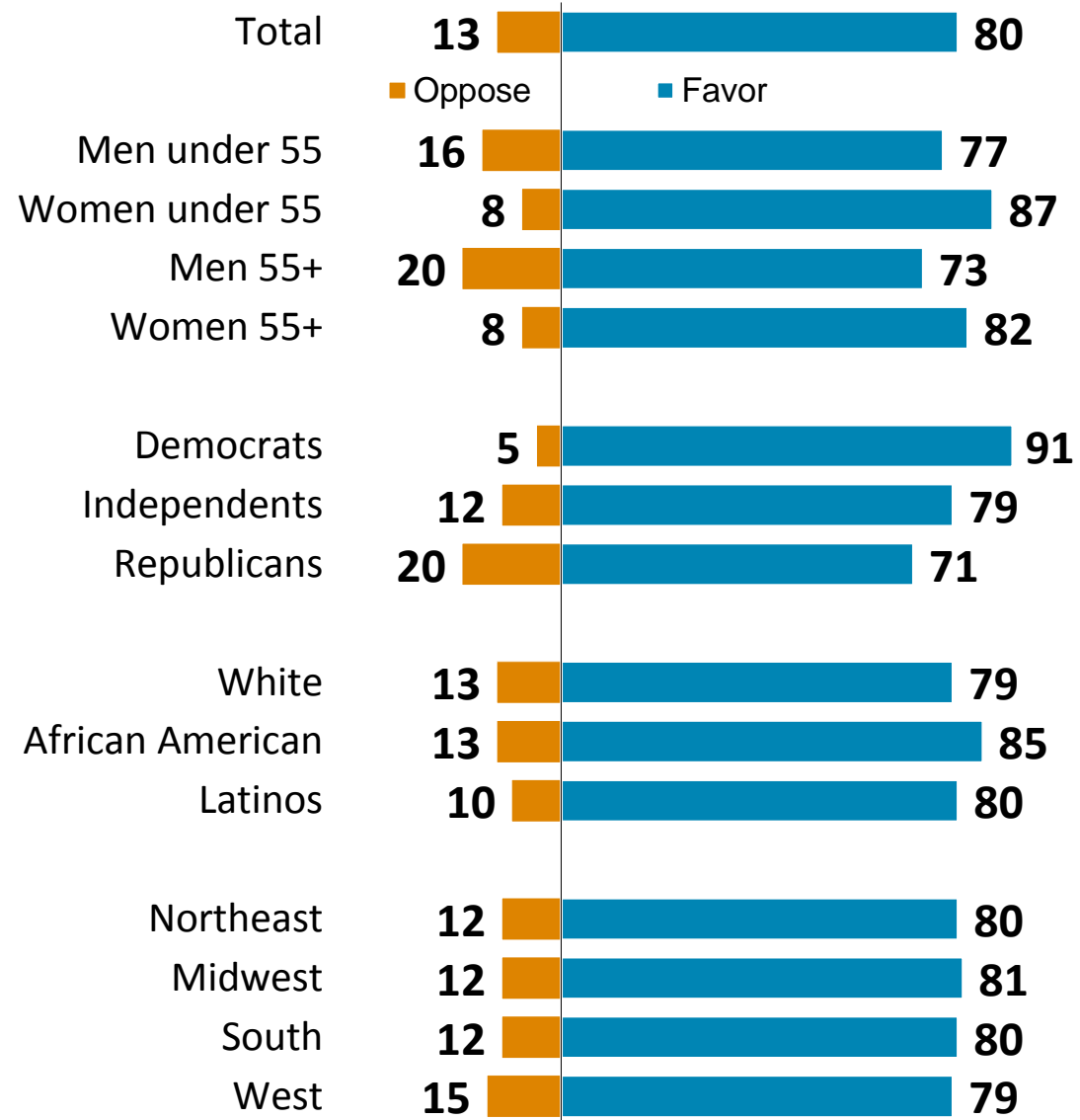
- **Eight in ten (80%) voters favor the Consumer Financial Protection Bureau after hearing a short description. Just 13% oppose the CFPB.**
  - Voters across party lines support the CFPB, including 91% of Democrats, 79% of independents, and 71% of Republicans.
- **Voters want rules and enforcement for 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.**
  - Tougher rules and enforcement have 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.

After hearing a short description, 8 in 10 voters favor the Consumer Financial Protection Bureau (CFPB), including nearly half (49%) who strongly favor it.



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. From what you know about the Consumer Financial Protection Bureau, or CFPB, would you say you favor or oppose the CFPB?

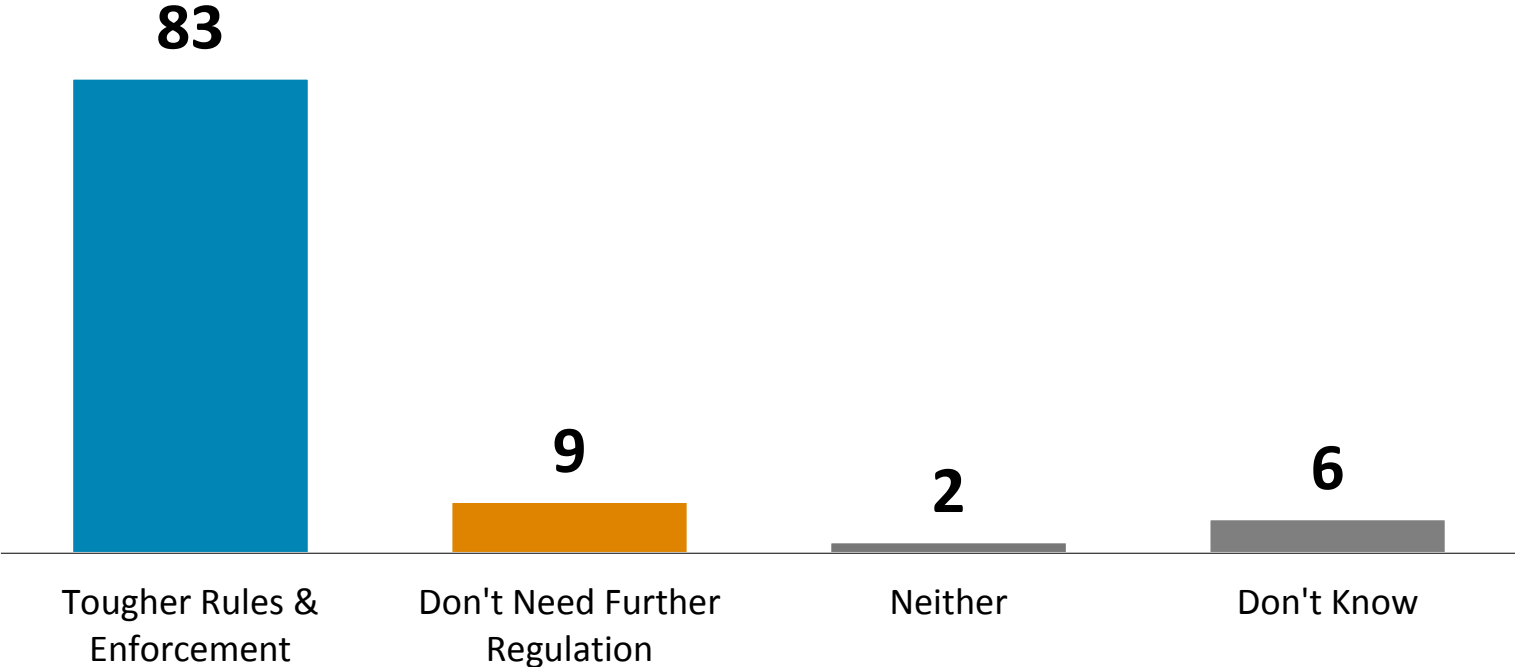
## Consumer Financial Protection Bureau



Support for the CFPB is strong and broad. Voters across the spectrum, including 71% of Republicans, overwhelmingly favor the CFPB.

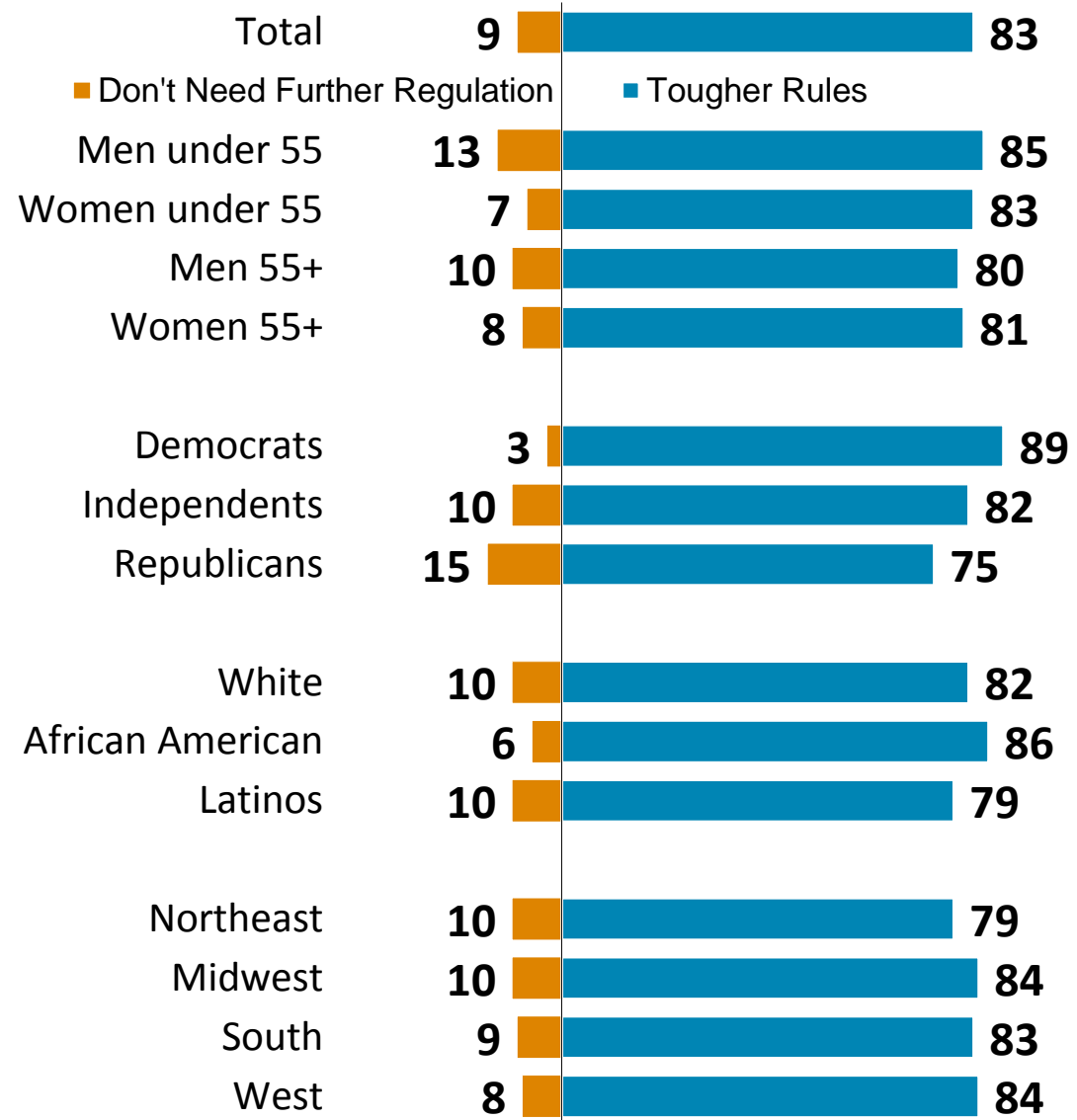
More than 8 in 10 voters (83%) support tougher rules and enforcement for Wall Street financial companies, while just 9% believe financial companies have changed their practices and don't need further regulation.

Tougher Rules for Financial Companies



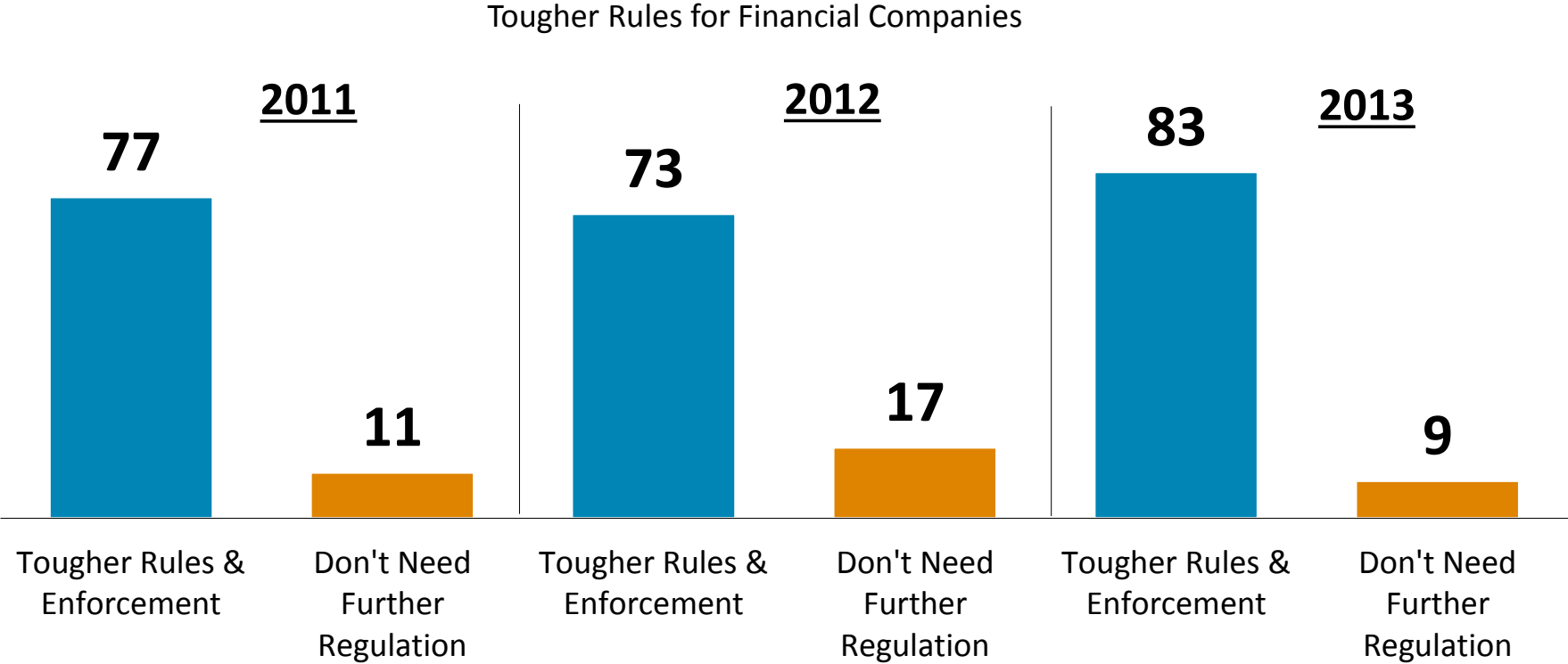
Should Wall Street financial companies be held accountable with tougher rules and enforcement for the practices that caused the financial crisis, or have their practices changed enough that they don't need further regulation?

## Tougher Rules for Financial Companies



Across age, gender, race, party identification, and region, voters are clear in their view that tougher rules and enforcement are needed for Wall Street financial companies.

# Voters want further action to regulate financial companies. More voters support tougher rules and enforcement now than in the past two years.



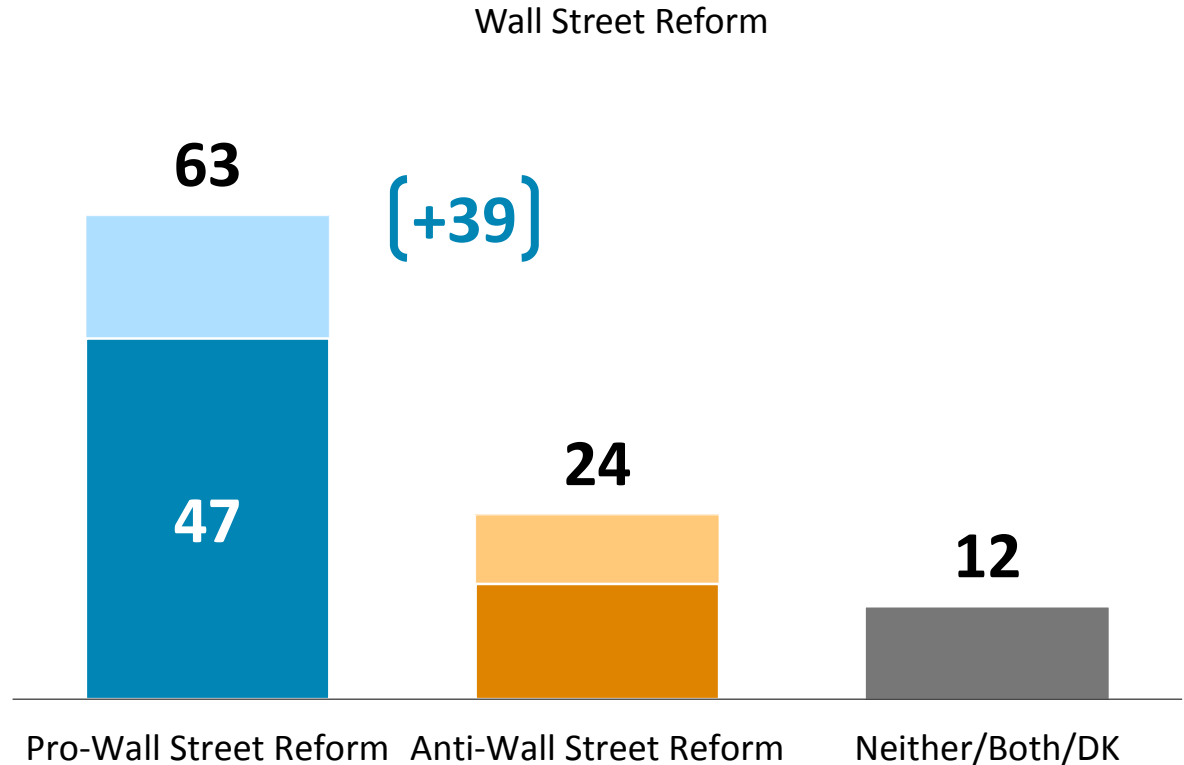
Should Wall Street financial companies be held accountable with tougher rules and enforcement for the practices that caused the financial crisis, or have their practices changed enough that they don't need further regulation?



After hearing arguments for and against Wall Street reform, nearly two-thirds (63%) report that a statement that says Wall Street must be held accountable and prevented from repeating the same actions is closer to their own view.

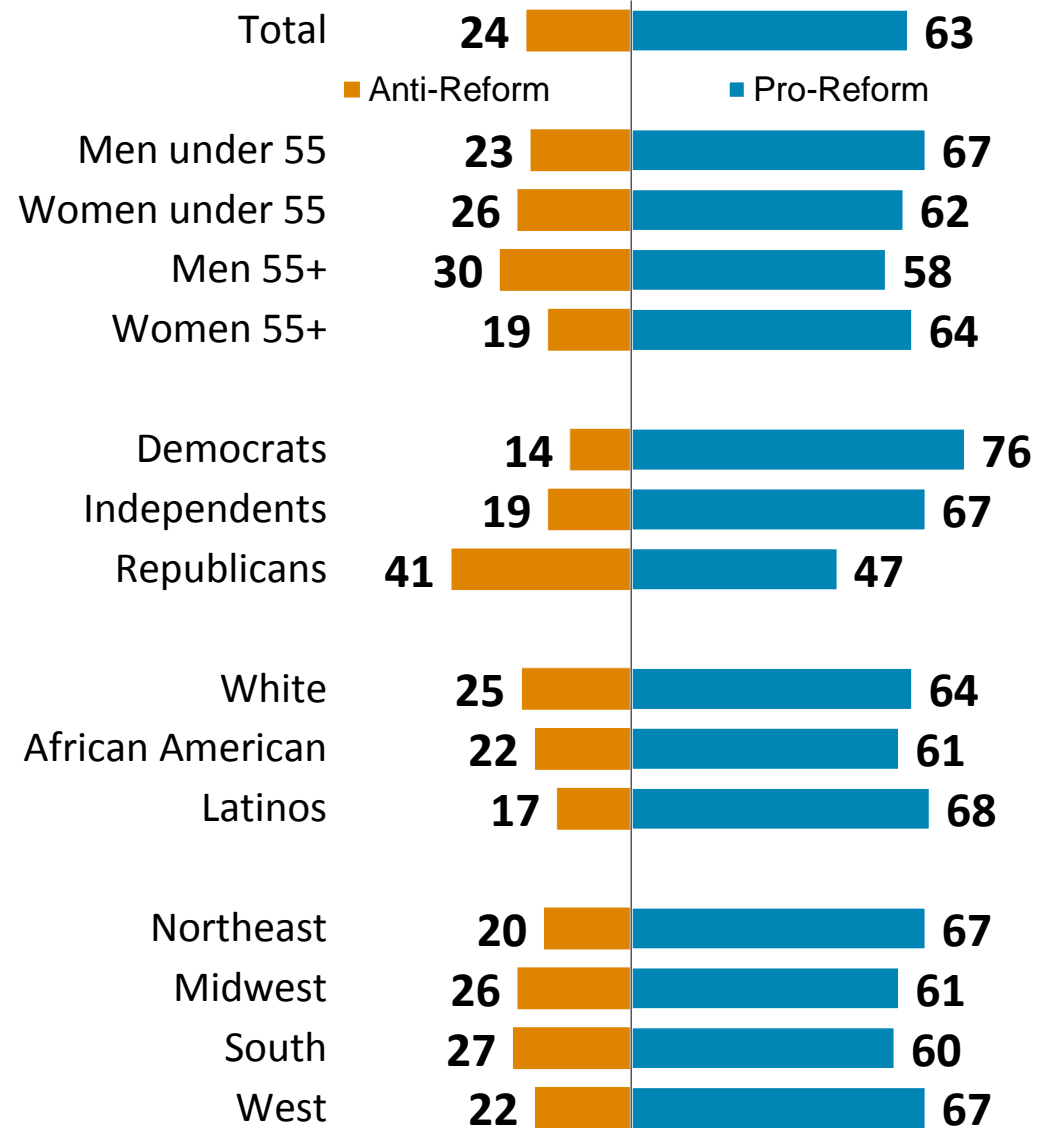
**(Some/other people say) Wall Street caused the financial crisis which has cost us millions of jobs, billions of dollars in taxpayer funded bailouts and trillions of dollars in lost homes and lost retirement savings. Wall Street must be held accountable and they must be prevented from repeating the same actions again. We cannot get our economy back on track without strong financial reform.**

**(Some/other people say) The so-called Wall Street reform law is a job killer that creates a brand new federal agency, costs taxpayers billions, and will do more harm than good for our economy. Our economy is still struggling and we can't afford to let excessive government regulation and bureaucracy get in the way of our economic recovery.**



Now I'd like to read you a pair of statements about Wall Street reform. Of the two, please tell me which statement is closer to your own views.

## Wall Street Reform



Three-quarters (76%) of Democrats and two-thirds (67%) of independents favor the pro-reform argument. While Republicans pick up on the partisan language in the anti-reform argument, a plurality of them continue to support reform.



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