

To: Interested Parties
 From: Celinda Lake, Bob Carpenter, David Mermin, and Zoe Grotophorst
 Re: Strong bipartisan support more financial reform¹
 Date: July 12, 2016

A recent poll conducted by Lake Research Partners and Chesapeake Beach Consulting finds strong bipartisan support for holding Wall Street banks and financial services companies accountable with tougher rules and enforcement. In particular, a majority of Americans support increasing regulation of Wall Street and other financial companies such as mortgage lenders, payday lenders and credit card companies.

- Three-quarters of Americans believe that Wall Street financial companies should be held accountable with tougher rules and enforcement for the practices that caused the financial crisis in 2008. Only 12% believe that these companies have changed their practices enough and do not need further regulation. Strong majorities across political parties support tougher rules and enforcement.



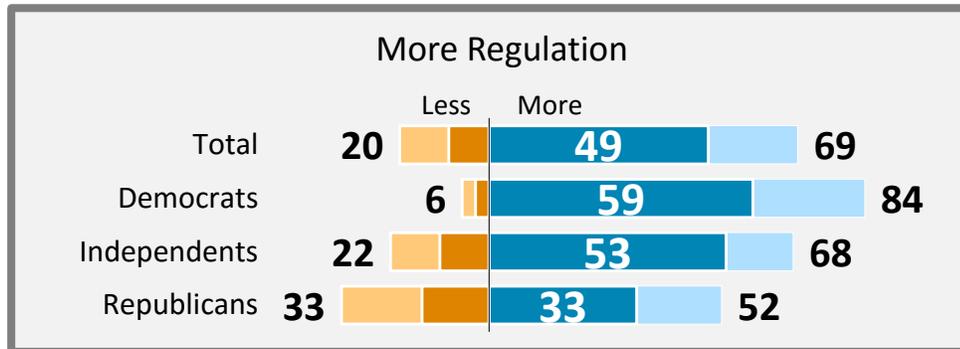
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¹ Lake Research Partners and Chesapeake Beach Consulting conducted a telephone survey of 1,000 likely 2016 voters on behalf of Americans for Financial Reform and the Center for Responsible Lending. The national survey was conducted from June 23-June 27, 2016 and has a margin of error of +/- 3.1.

- Seven out of ten (69%) of voters want more regulation of financial companies including Wall Street banks, mortgage lenders, payday lenders, debt collectors and credit card companies. Democrats are the strongest supporters with 84% wanting more regulation, and six in ten (59%) expressing a strong desire. A majority of Republicans (52%) want more regulation, while only one in three say there should be less regulation.



Americans want government to keep up the pressure on Wall Street and other financial services companies. Bipartisan majorities support increasing regulation across the financial services industry.

Please feel free to contact Celinda Lake (clake@lakeresearch.com) or David Mermin (dmermin@lakeresearch.com) at 202-776-9066 for additional information about this research.