

Jan. 10, 2017

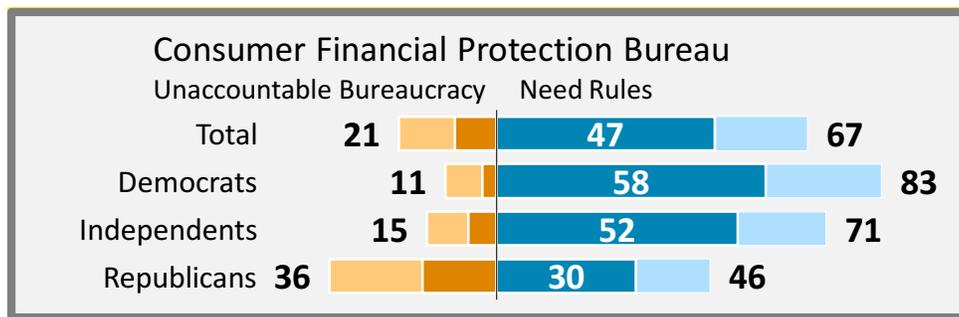
To: Interested Parties

From: Lake Research/Global Strategy Group

Re: Debate on CFPB favors agency supporters

Summary: A debate over the Consumer Financial Protection Bureau, forced by its director's resignation and Trump's attempt to plant a White House official at the agency, creates a political dynamic favorable for the agency's supporters. What the Trump administration is trying to do in this very moment –change CFPB with an eye toward less regulation of Wall Street – is exceedingly unpopular.

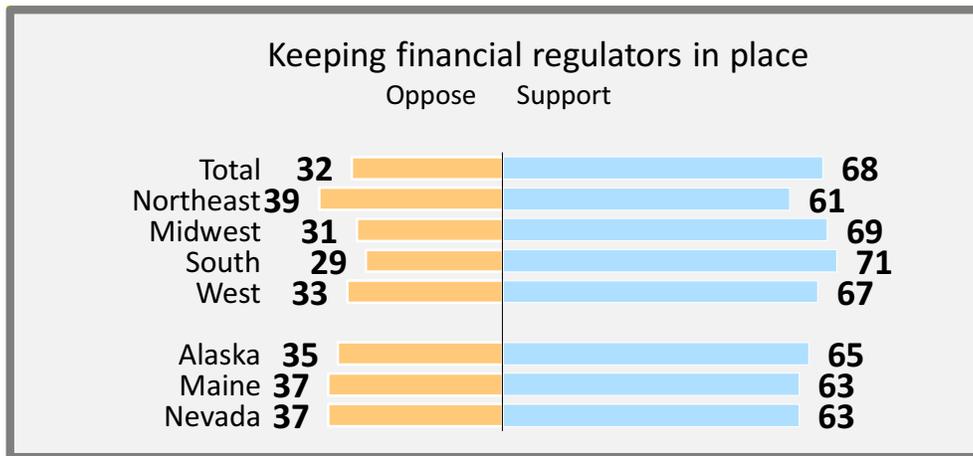
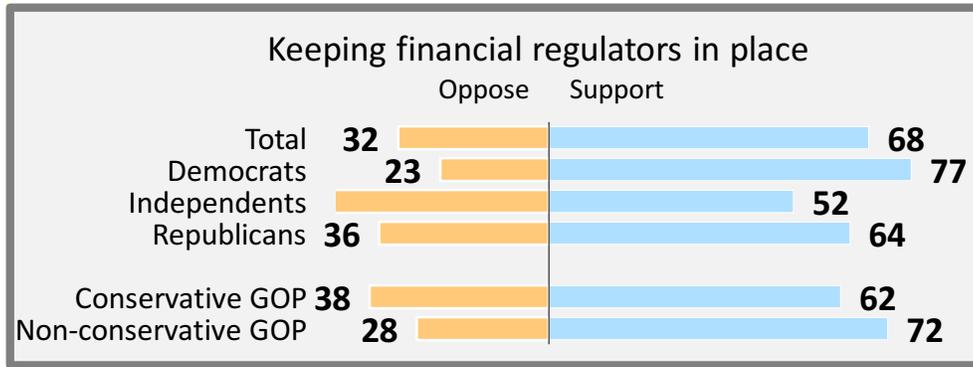
We presented voters with an argument advocating for the CFPB that echoes other widely-supported government regulations that protect consumers like food and appliances, against a strong counter-argument -- the sort that Mick Mulvaney would make -- that the CFPB is an unaccountable bureaucracy and an example of job-killing big government.



A strong majority (67%) of Americans continue to side with the CFPB. Support is highest among Democrats, who reach 83% support, but a substantial majority of independents (71%) and a plurality of Republicans (46%) are also in support.

([Source](#): Lake Research Partners for Americans for Financial Reform and the Center for Responsible Lending)

The public, across party lines and in battleground states, wants financial regulators left in place. The financial crisis and subsequent recession were a searing experience for American families, and they place the blame to a great extent on Wall Street.



While support for existing regulators is driven by Democrats, a nearly two-thirds majority of Republicans feels the same way. This true even of conservative Republicans, and across regions and battleground states.

([Source](#): Global Strategy Group for Allied Progress)

Conclusion: The Trump administration's effort to dismantle from within a government agency whose sole focus is protecting consumers from misdeeds by Wall Street and other financial predators risks alienating voters across the political spectrum.