

July 17, 2014

**New Poll on 4<sup>th</sup> Anniversary of Passage of the Dodd-Frank financial reform law:**

***Vast Majority of Americans Still Want Tough Financial Regulation, Consider Wall Street and Big Banks ‘Bad Actors,’ Disappointed in Government Response So Far***

***Nearly 90% of Voters Believe Federal Gov’t Has ‘Failed’ to Rein in Wall Street***

To: Interested Parties

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On the 4<sup>th</sup> anniversary of the passage of the Dodd-Frank law and nearly 6 years since the financial collapse of 2008, American voters still distrust Wall Street and big banks and strongly support tough financial regulations of them, according to a new national survey of likely 2014 voters. The result is a strong majority of voters supporting stricter regulations of the way banks and other financial institutions conduct their business.

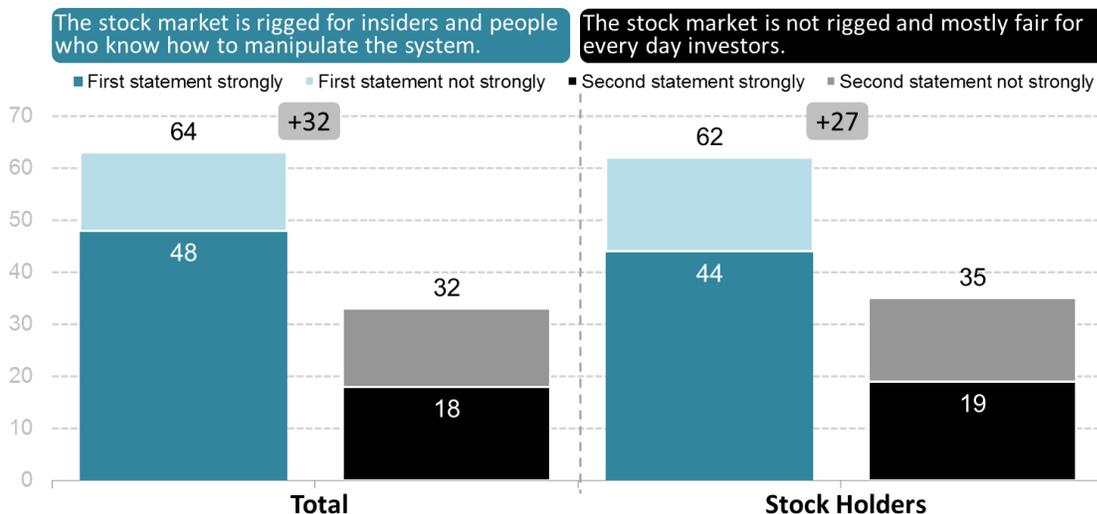
The national poll, conducted by Greenberg, Quinlan Rosner Research on behalf of Better Markets, surveyed more than 1,000 likely voters from across the political spectrum.<sup>1</sup> It found majorities of Democrats and Independents and a plurality of Republicans still consider Wall Street and the big banks “bad actors” that don’t care about the interests of American families.

**Key Findings:**

- ✓ Sixty four percent of all voters and 62 percent of voters that own stock believe “the stock market is rigged for insiders and people who know how to manipulate the system.”

**Voters Think the Market is Rigged Against Them, Even Stock Owners**

*Now I am going to read you some pairs of statements about some of the issues we have been talking about. After I read each pair of statements, please tell me which one comes closer to your own views, even if neither is exactly right.*



<sup>1</sup> Between May 8 and 15, 2014, Greenberg Quinlan Rosner conducted a nationally representative telephone survey of 1,000 likely 2014 voters. This survey included both a landline and cell phone component and carries a margin of error of +/- 3.5 percent.

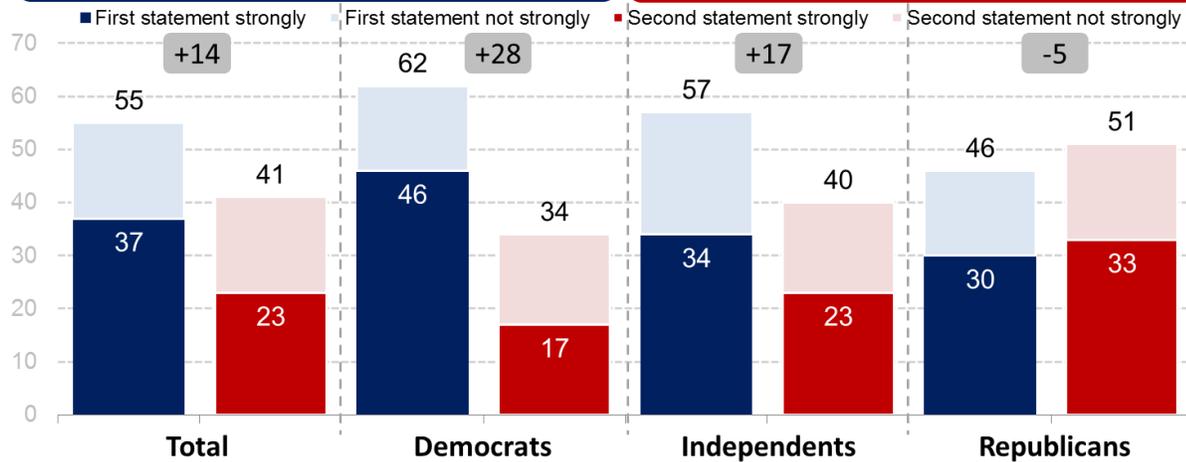
- ✓ Another 55 percent majority believes “Wall Street and big banks hurt everyday Americans by pouring money into ‘get-rich-quick’ schemes rather than real businesses and investments.” This view is shared by strong majorities of Democrats and independents and more than four in ten Republican voters.

## Most Voters Believe Wall Street and Big Banks Hurt Average Americans, Republicans are Split

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Wall Street and big banks hurt everyday Americans by pouring money into "get-rich-quick" insider schemes, rather than real businesses and investments.

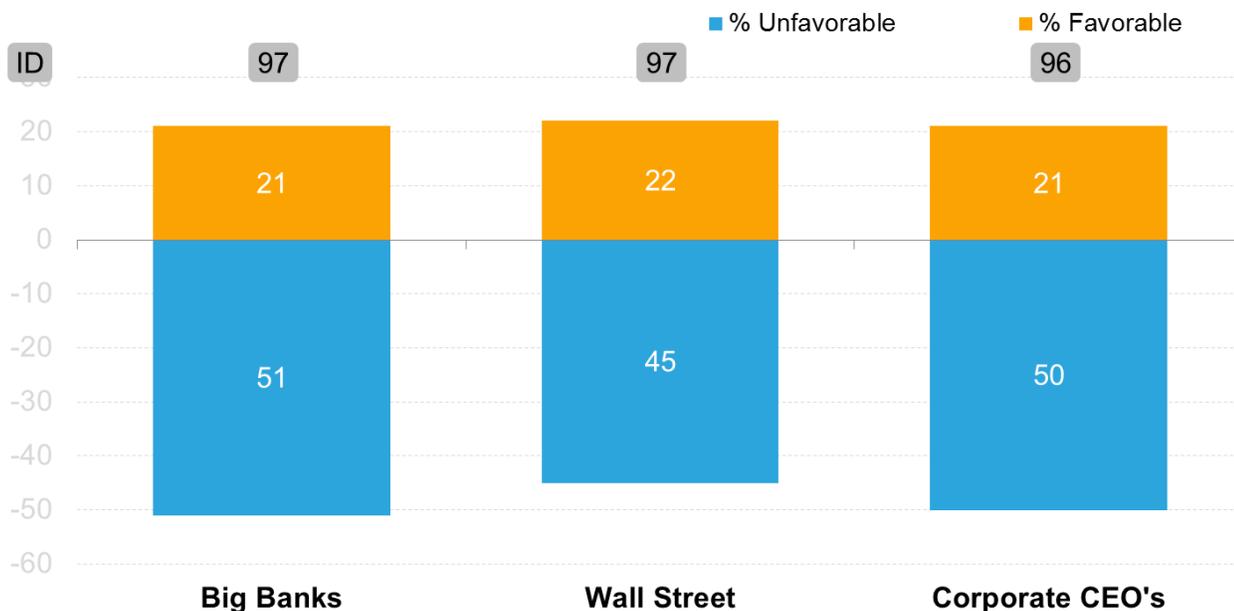
Wall Street and big banks help everyday Americans by providing investment capital for businesses big and small.



- ✓ A majority of voters (51 percent) have an unfavorable opinion of big banks, while 50 percent have an unfavorable opinion of corporate CEOs and 45 percent have an unfavorable opinion of Wall Street.

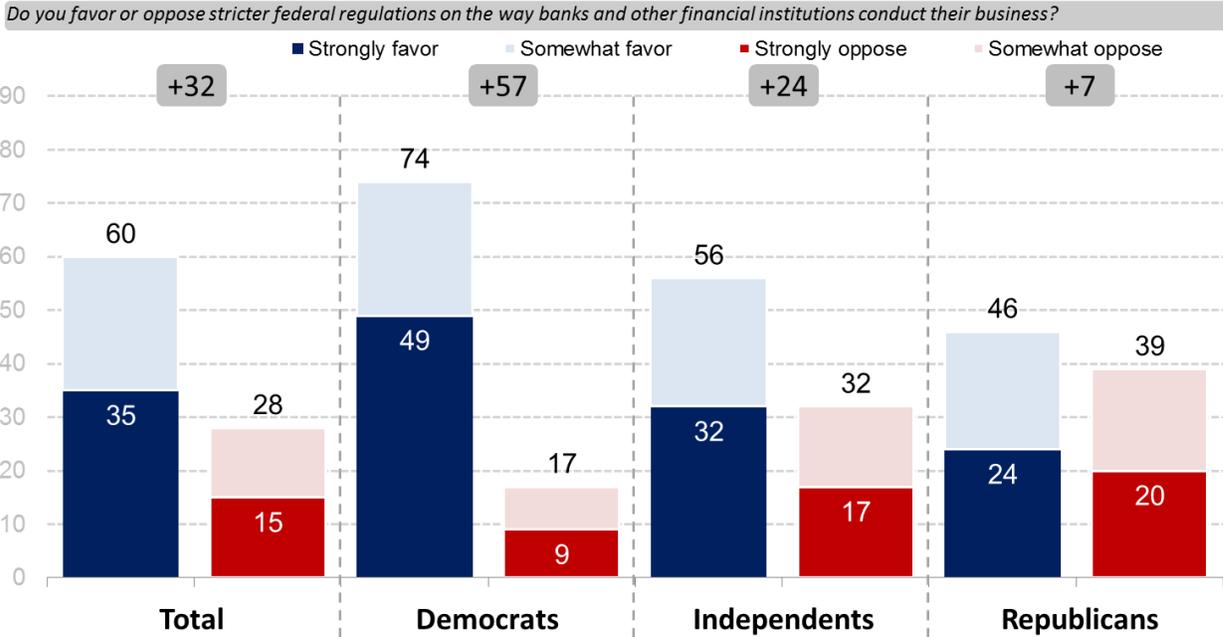
## Voters Hostile to Financial Actors

Now, I'd like to rate your feelings toward some people and organizations, with "100" meaning a VERY FAVORABLE feeling; "0" meaning a VERY UNFAVORABLE feeling; and "50" meaning not particularly favorable or unfavorable.



- ✓ Sixty percent of voters favor “stricter regulation on the way banks and other financial institutions conduct their business,” with only 28 percent opposed.
  - Stricter regulation of Wall Street and the big banks find large and wide bipartisan support, including 74 percent of Democrats, 56 percent of Independents and a comfortable plurality of Republicans at 46 percent.

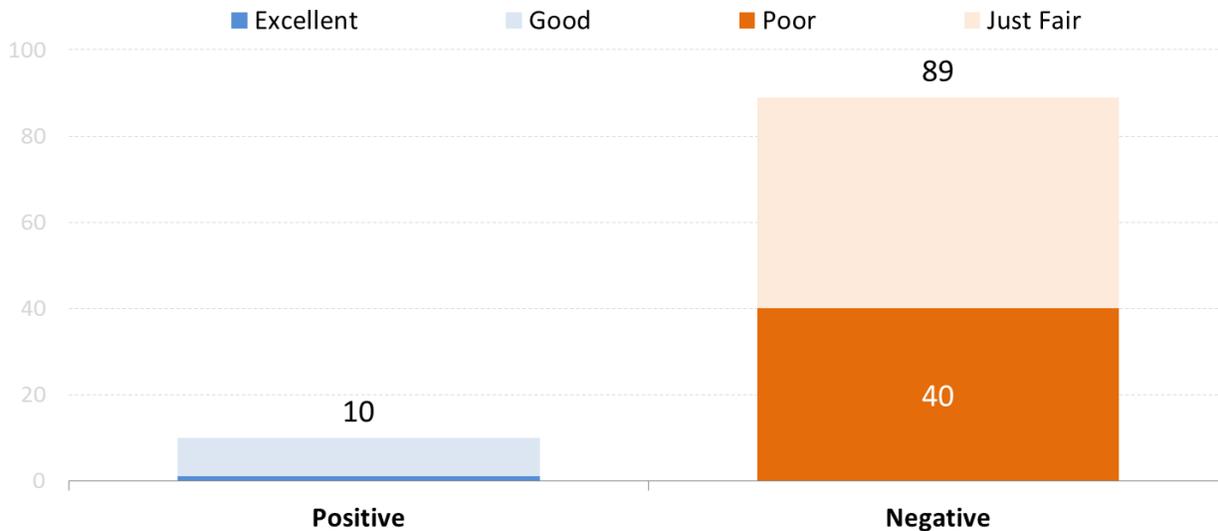
## Support for Stricter Federal Regulations Crosses Party Lines



- ✓ The poll found that nearly 90 percent of voters are dissatisfied with the federal government’s actions regulating Wall Street so far.

## Voters Dissatisfied About Government’s Efforts to Regulate Markets So Far

*When it comes to regulating big banks and Wall Street, do you believe our federal government does an excellent job, a good job, an only fair job, or a poor job?*



**Conclusion:**

Four years after the passage of the Dodd-Frank financial reform law and six years after the financial crash, the American public remains deeply concerned about Wall Street and its dangerous financial practices. It should come as no surprise that they also continue to overwhelmingly support stronger regulation and tougher enforcement.

The public clearly understands that the abuses on Wall Street have not been corrected. Indeed, while passage of the Dodd-Frank financial reform law four years ago was an important event, it marked the beginning, not the end, of the reform effort. In the last four years, Wall Street and its allies have waged a non-stop campaign to delay, defund, and derail reform efforts piece by piece, attempting to block or water down the rules designed to implement the law and filing lawsuits when they can't win in the rulemaking process.

As this poll shows, Wall Street's efforts to kill financial reform rules designed to protect the American people from another devastating financial crash are contrary to the overwhelming sentiment of the public for strong, robust and effective implementation of financial reform.