



Voter Attitudes About the Economy and Financial Services

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Voters' Perceptions of the Financial Sector and Government's Role

Key Thoughts

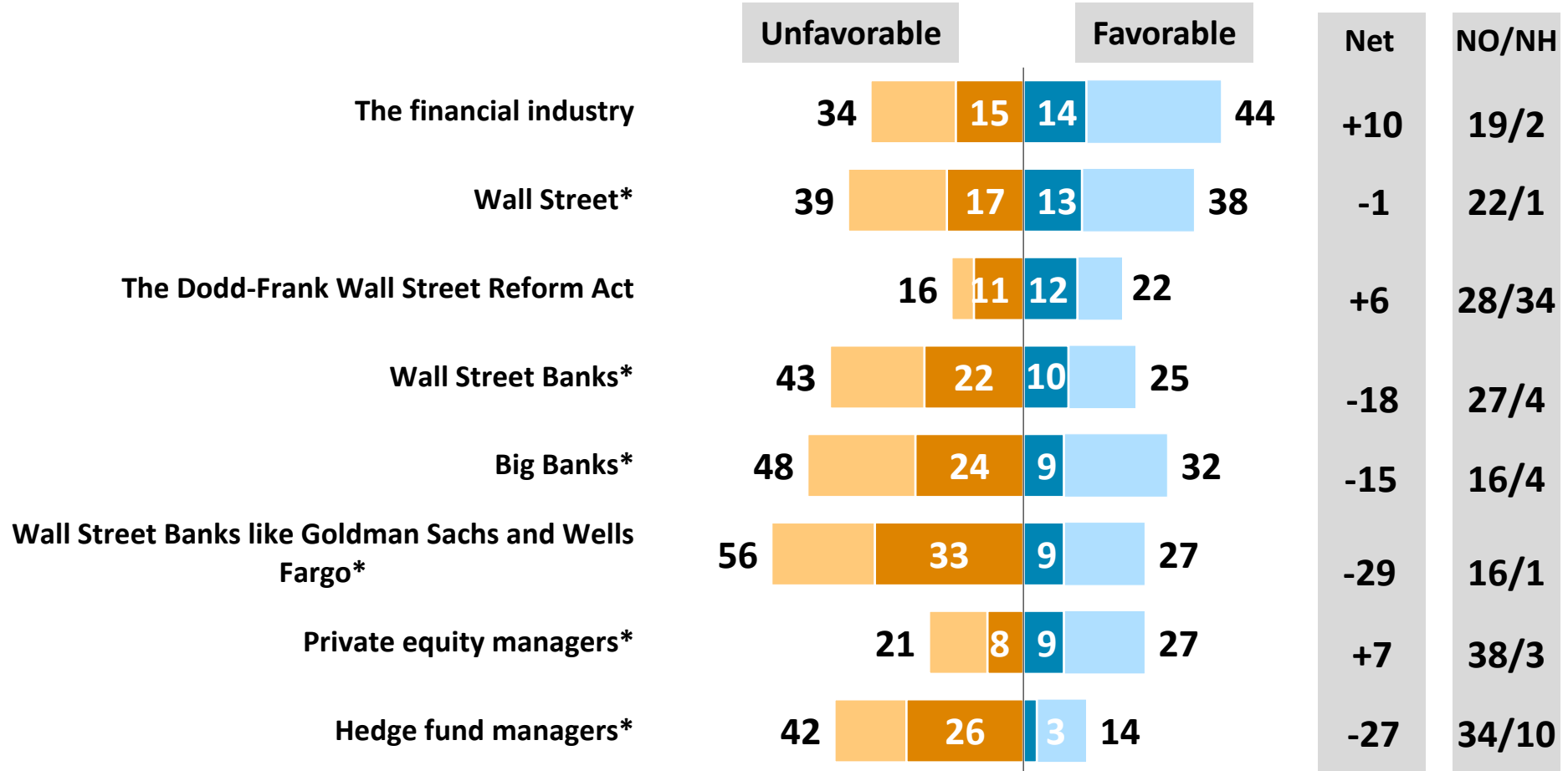
- “The financial industry” is viewed more favorably than not, and much more favorably than either “Wall Street banks” or “big banks.” Specifically invoking Goldman Sachs and Wells Fargo only sours voters further in their opinions of the banks.
- Wall Street banks are viewed unfavorably by nearly every segment of voters, including voters in districts rated by The Cook Political Report as Likely Republican.
- The Dodd-Frank Wall Street Reform Act remains largely undefined, and only slightly more positively viewed than not among the minority of voters who are able to offer an assessment.
- Strong majorities across these districts agree that Wall Street has too much influence in Washington, but voters are more divided on whether Wall Street has more influence than other big industries.

Key Thoughts

- There is broad-based, and strong support for curbing big banks' influence in Washington. Roughly two-thirds of both likely voters and drop-off voters agree Wall Street's influence in Washington, D.C. is too high.
- Voters are prepared to reward candidates who support efforts to curb Wall Street's influence—and punish those who do not.
- Candidates who promote reforms to curb Wall Street's influence over the economy and government stand to improve their position with voters of all persuasions, and to motivate less likely progressive voters to turn out.
- Beyond supporting Wall Street reform in general terms, voters also strongly embrace a range of robust and very specific policy proposals designed to curb Wall Street's influence as well.
- There is remarkable intensity and reach for “hold[ing] financial companies accountable if they discriminate against people based on their race or ethnicity,” including three-quarters of likely voters (77%) and more than eight-in-ten drop-off voters (83%) *strongly* supportive.
- Separating commercial banking from investment banking also enjoys commanding support (53% of drop off and likely voters strongly support, with 72% of likely and 71% of drop off voters' total support).

The financial industry is viewed more favorably than not, while voters are divided in their impressions of Wall Street. Wall Street banks and big banks, elicit more negative reactions, especially when contextualized as “like Goldman Sachs and Wells Fargo”. The Dodd-Frank Wall Street Reform Act remains largely undefined. Voters also dislike hedge fund managers, but are less sure of their feelings toward private equity managers.

Favorability Ratings

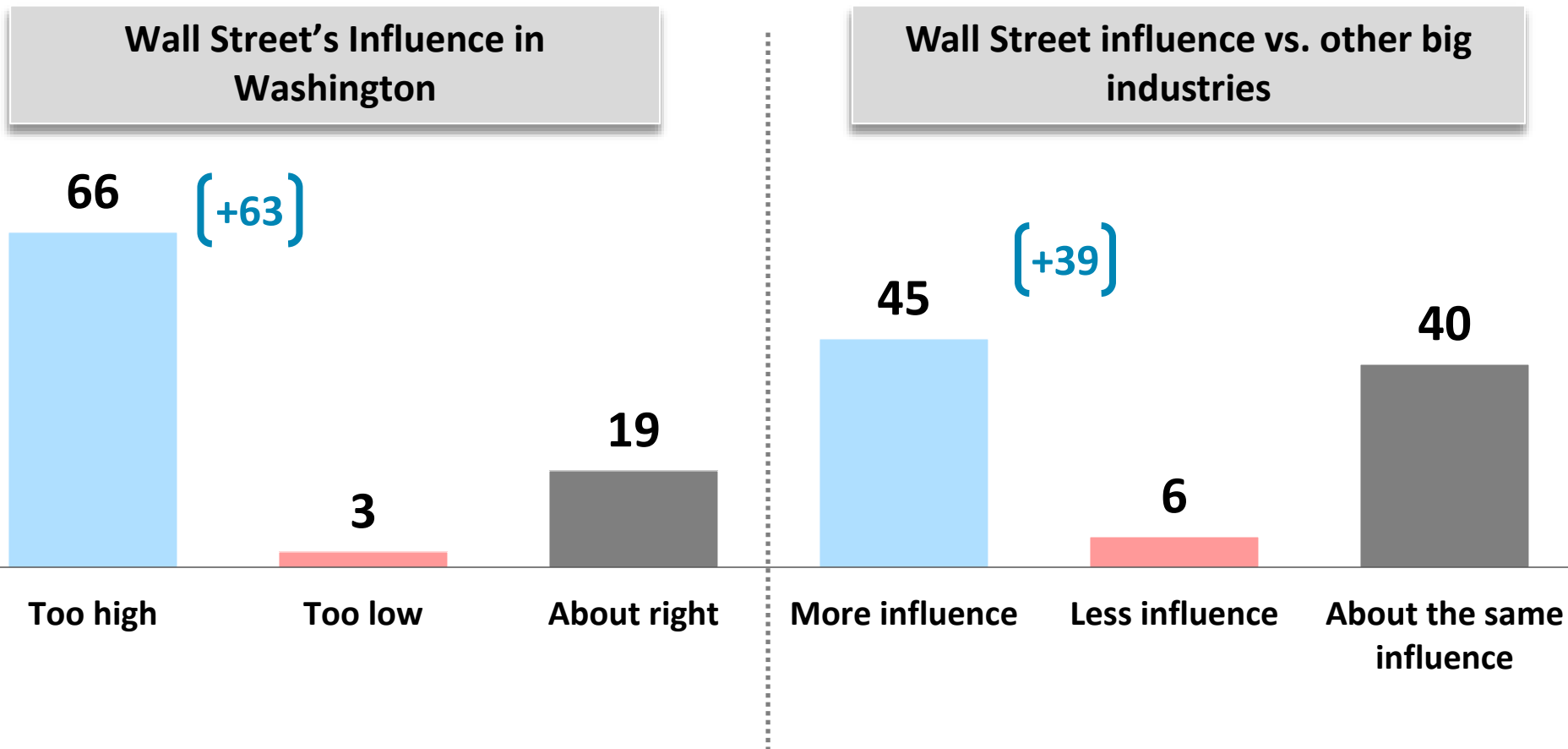


*asked of half the sample

Q3. Now I'd like to ask you about some public figures and institutions. For each, please tell me whether you have a VERY favorable, SOMEWHAT favorable, somewhat UNFAVORABLE, or VERY unfavorable impression. If you have heard of the person but do not know enough to have an opinion, or if you have never heard of them, just say so, and we will move on. [RANDOMIZE LIST]

While voters tend to believe Wall Street has too much influence in Washington, they are more divided on whether Wall Street has more influence than other big industries.

Perception of Wall Street's influence

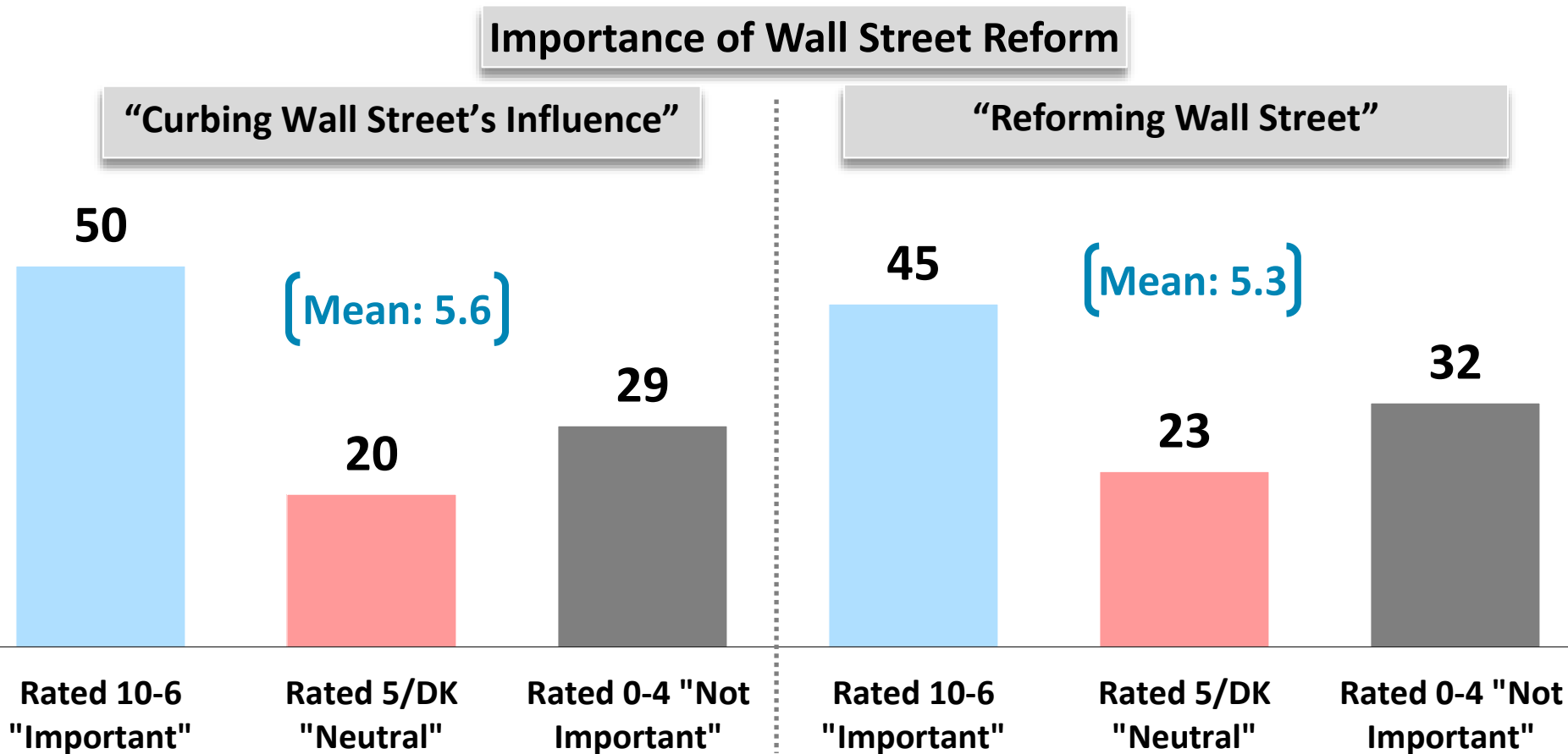


Each question asked of half the sample

Q7. Do you think Wall Street's influence in Washington is too high, too low, or about right?

Q8. Do you think Wall Street's has MORE influence in Washington than other big industries, about the same amount of influence as other big industries, or less influence than other big industries?

More voters see “curbing Wall Street’s influence” as an important issue in determining their vote than not.



Darker colors indicate intensity

Q5/6. Now, I want you to think about all the issues that are important to you in determining whom you vote for in the 2018 election, issues like job creation, gun control, immigration, sexual harassment, college affordability, police accountability, healthcare and national security. Compared to all the issues that are important to you, how important is **curbing Wall Street's influence/reforming Wall Street** in determining whom you vote for?

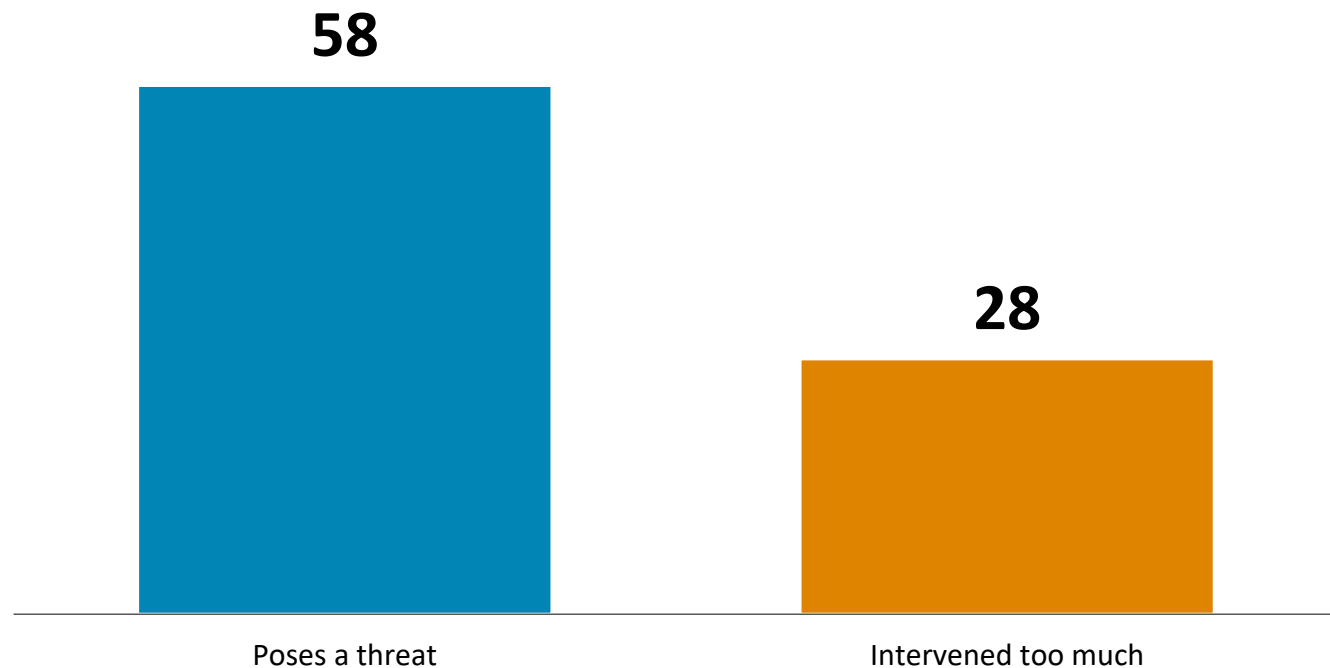
Please rate your response on a scale from 0 to 10, where 0 means **curbing Wall Street's influence/reforming Wall Street** is not at all important, and 10 means it is extremely important – the most important issue – and you can be anywhere in between.

In an engaged debate, a majority of voters believe stronger rules are needed because the financial system still poses a threat to the economy.

_(Some people/Other people) say that Wall Street and the financial industry are still too powerful and still engaged in reckless practices that pose a continuing threat to the economy and people's financial well-being.

_(Some people/Other people) say that government has intervened too much in reforming the financial system and that more intrusive regulation would hinder innovation and slow down economic growth.

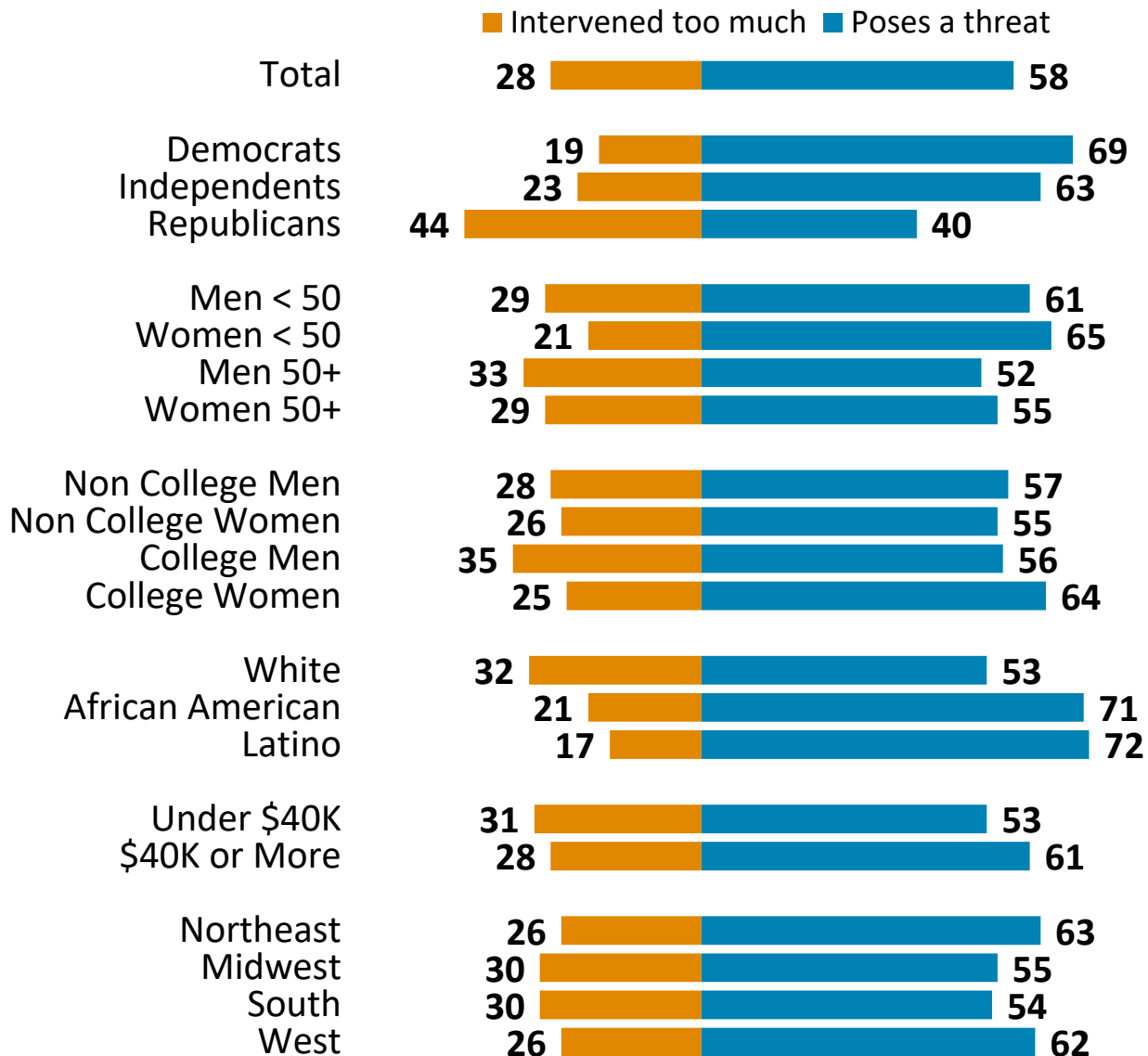
Financial System Poses a Threat vs. Government Has Intervened Too Much



Q10. Now I'm going to read you two statements. Please tell me which one is closer to your own view, even if neither is exactly right.

Financial System Poses a Threat vs. Government Has Intervened Too Much

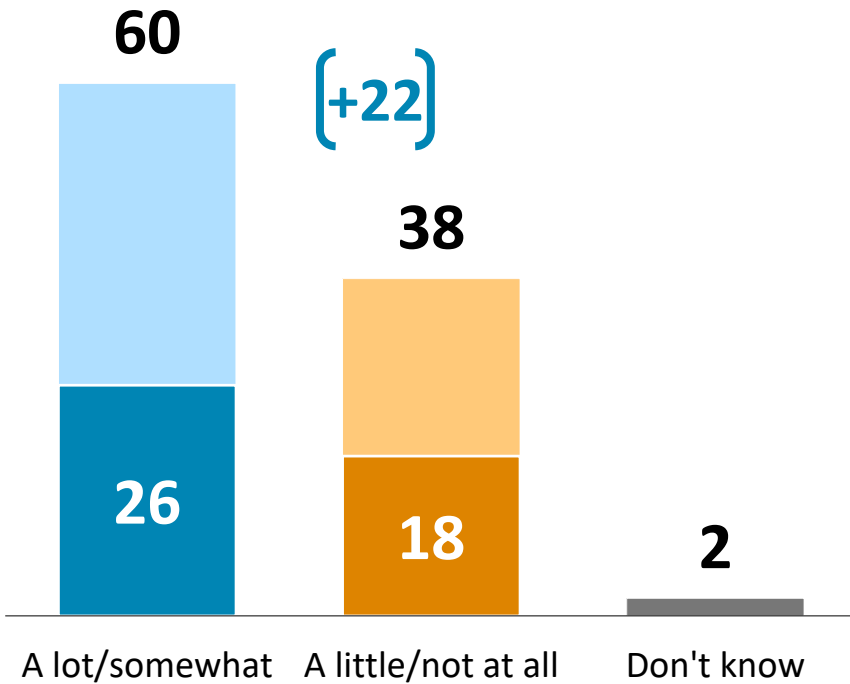
Nearly seven in ten Democrats say the financial system still poses a threat while only 19% are concerned about hindering growth. African Americans and Latinos are strong as well. Republicans are mixed, with 40% saying the system poses a threat and 44% saying the government has intervened too much.



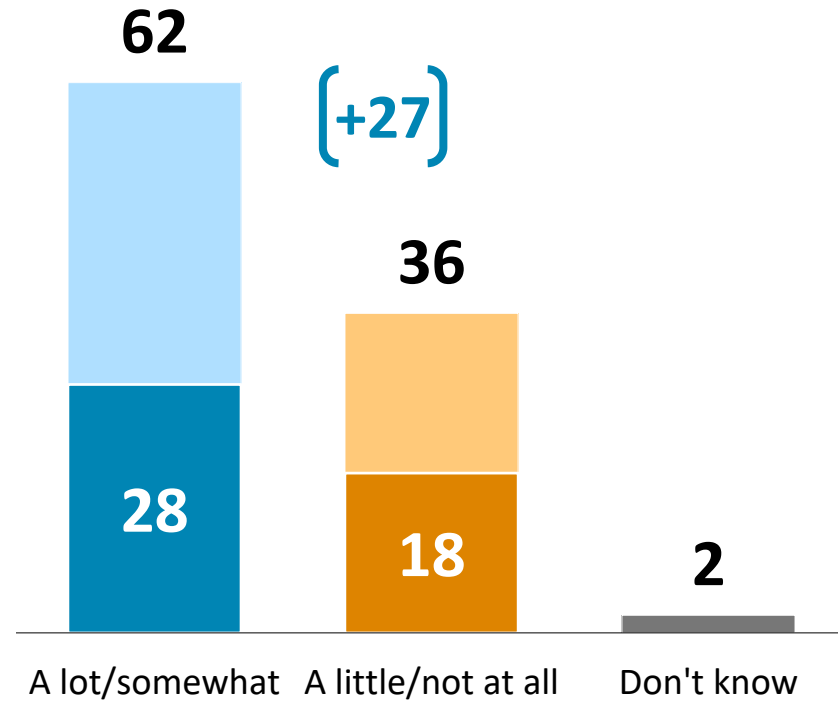
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A majority of voters agree that enforcement of financial laws has an impact on their personal lives.

Personal Effect of Weak Enforcement of Financial Laws*



Personal Effect of Stronger Enforcement of Financial Laws*



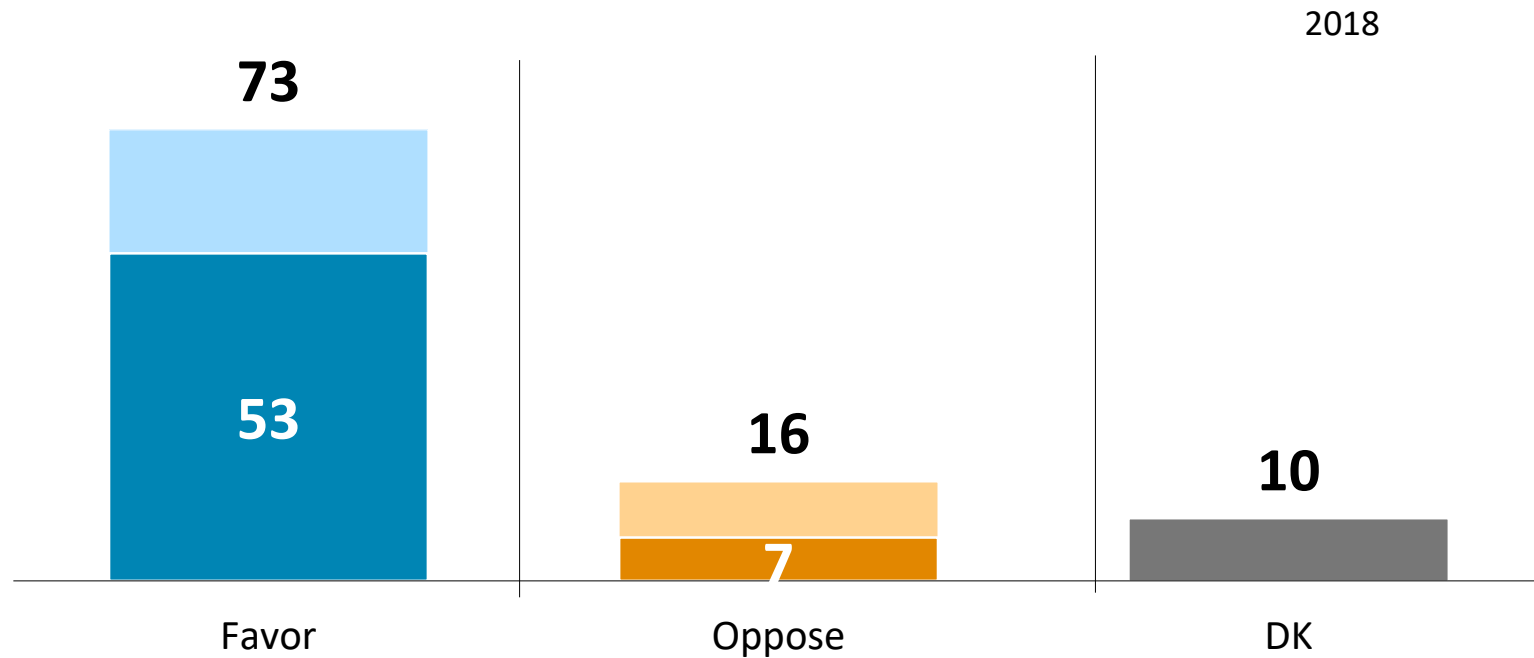
Darker colors indicate intensity.

Q7 SSA. Thinking about how enforcement of financial laws might affect you personally, do you think that weak enforcement of financial protection laws

Q8. SSB. Thinking about how enforcement of financial laws might affect you personally, do you think that stronger enforcement of financial protection laws....

Support for the Wall Street Reform law (Dodd-Frank) remains strong after it is described to voters, with almost three in four (73%) voters in support, including a majority (53%) who strongly support the law.

Wall Street Reform Law

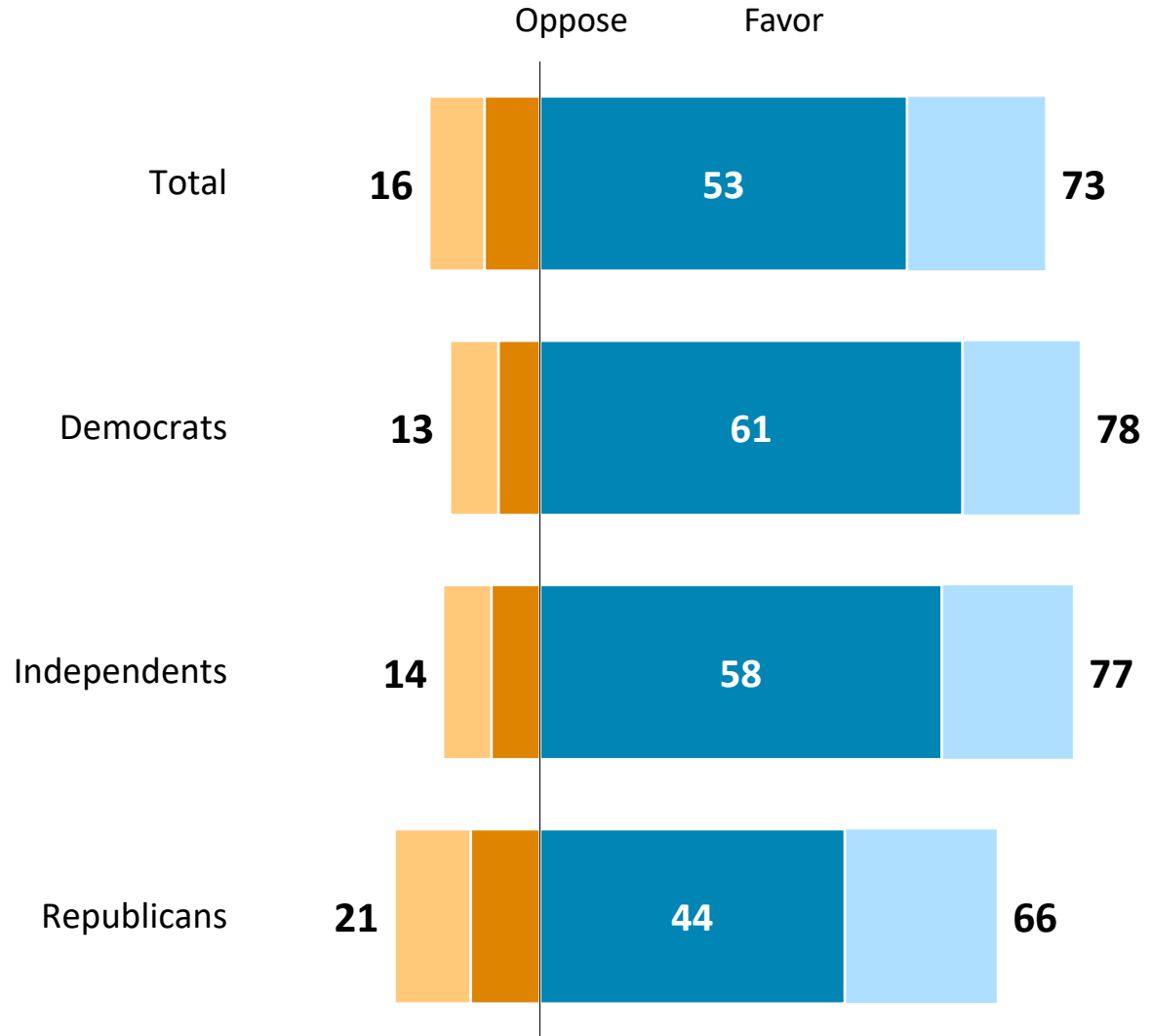


Darker colors indicate intensity.

Q11. Now please listen to this description of the Wall Street Reform law that was passed after the financial crisis. In addition to requiring federal oversight of a larger range of financial companies, this law also prohibits banks from certain risky practices, and created the Consumer Financial Protection Bureau to fight against abusive financial practices that hurt consumers. It also bans taxpayer-funded bailouts of large banks and financial companies and, instead, sets up a system where investors rather than taxpayers bear the losses of bank failures. Please tell me whether, overall, you favor or oppose this law.

Support for the Wall Street Reform Law spans the partisan divide.

Wall Street Reform Law



Darker colors indicate intensity.

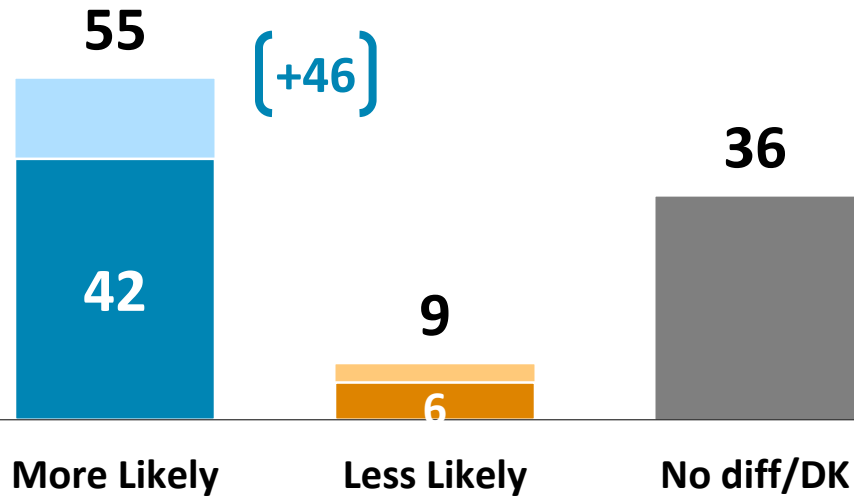
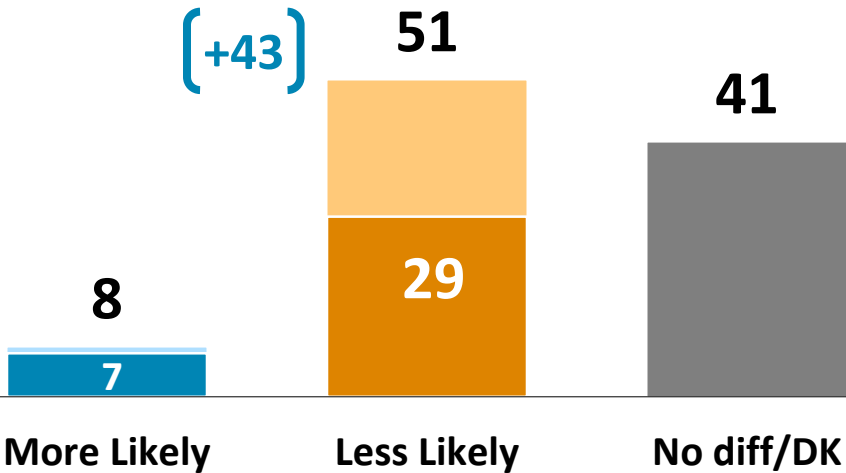
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By wide and nearly equal margins, likely voters are ready to reward candidates who distance themselves from Wall Street donors and punish those who cozy up to them. Voters are slightly more animated about rewarding candidates rather than punishing them.

Impact on Vote If Candidate...

Received significant campaign donations from big banks and Wall Street executives

Refused to accept campaign donations from big banks and Wall Street executives

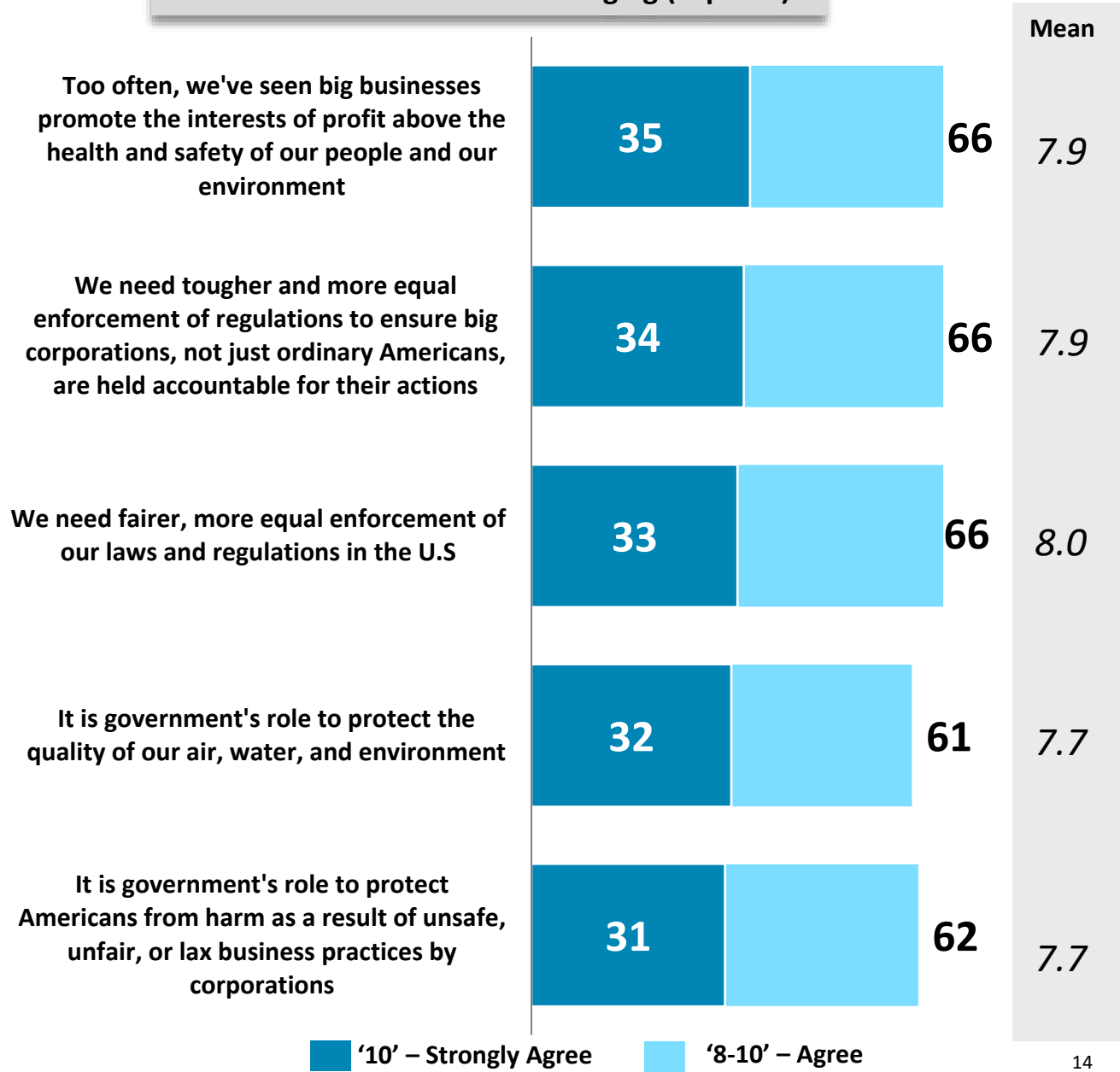


Each question asked of half the sample. Darker colors indicate intensity.

Q13/14. If you knew that a candidate or member of Congress had [received significant campaign donations/refused to accept campaign donations] from big banks and Wall Street executives would that make you more or less likely to vote for them, or would it not make a difference to you?

Voters overwhelmingly agree that there is a tendency for businesses to promote their own profit agenda over the interests of public health and safety, and a need for tougher and more equal enforcement of regulations to counteract such behavior and hold big corporations accountable. Voters also agree with the notion that government is responsible for protecting the quality of our air, water, and the environment.

Value Dimensions – Post Messaging (Top Tier)



Q48-54 Now we're going to revisit some statements you read earlier. For each one please indicate if you agree or disagree on a scale of 0 to 10 where 0 means you strongly disagree and 10 means you strongly agree.

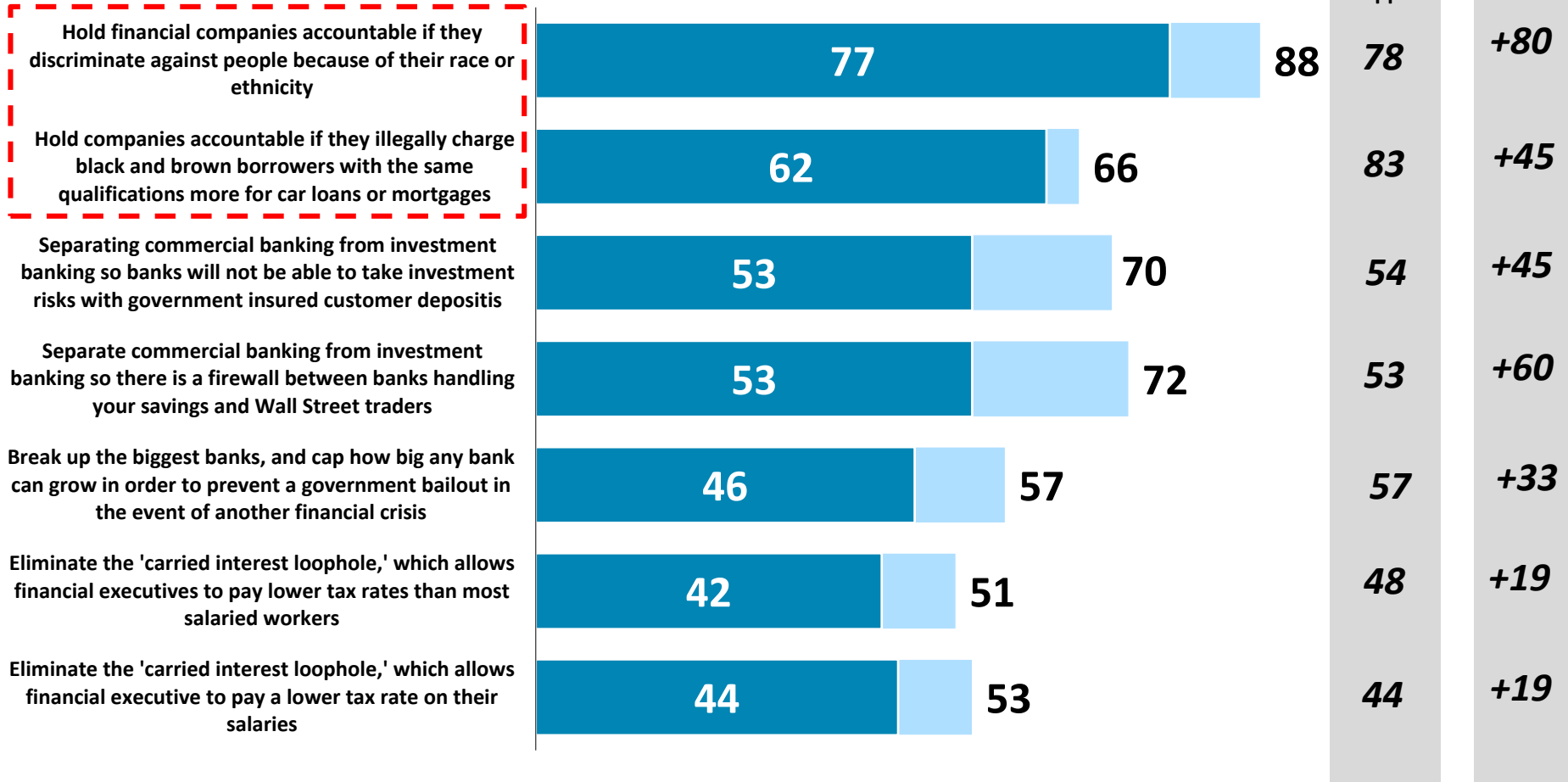


Support for Specific Policy Reforms

Beyond supporting Wall Street reform in general terms, voters also strongly embrace a range of robust and very specific policy proposals designed to curb Wall Street's influence. There is particularly broad and intense support for holding financial companies accountable for racial discrimination.

Proposals to Reform Wall Street: Top Tier

Support Strongly Support



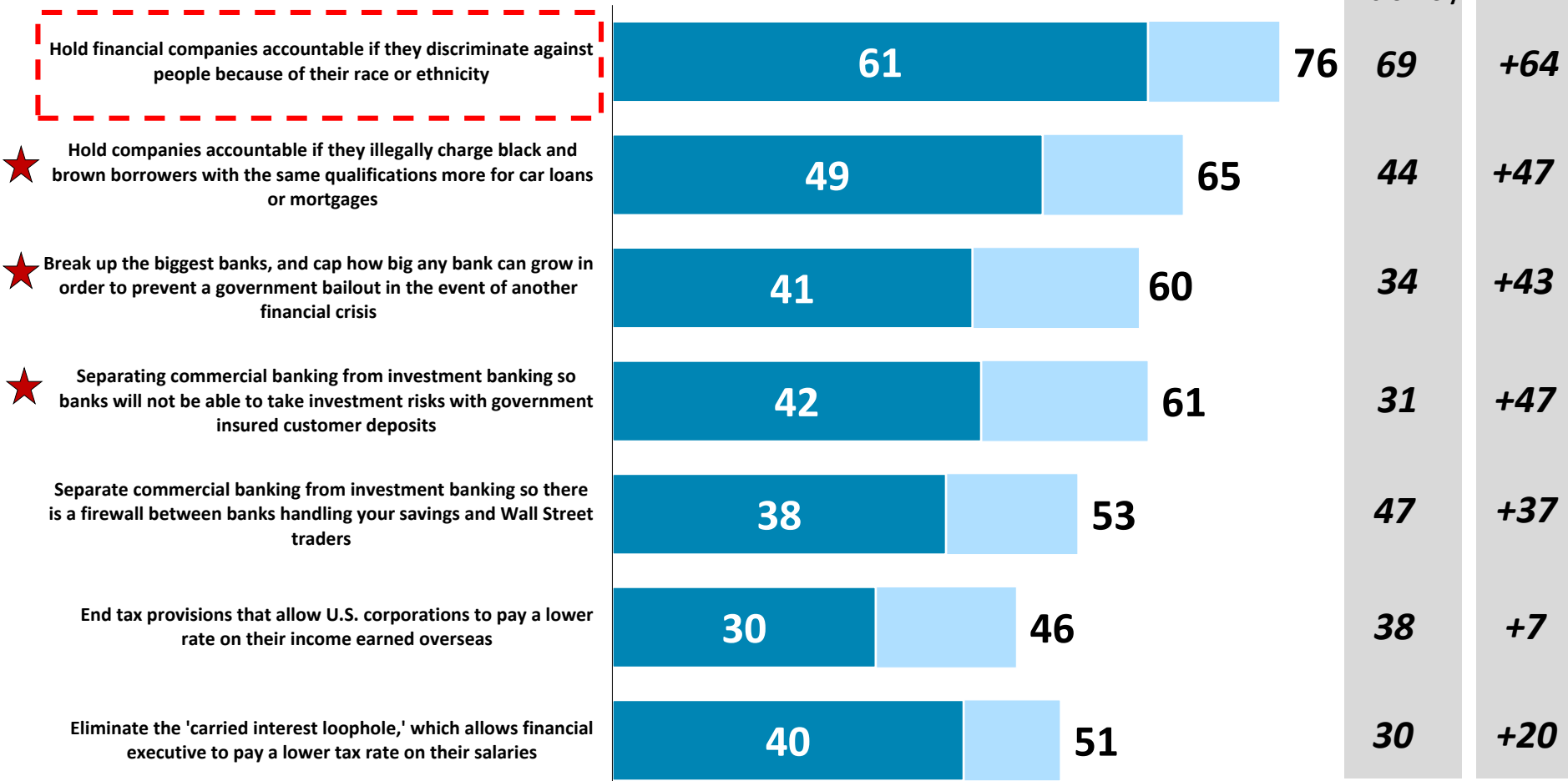
Darker colors indicate intensity
 All questions asked of half the sample.

Q9. Now I am going to read you a list of proposals that are being considered to reform the financial system. For each, please tell me if you support or oppose the proposal. If you don't know, just say so and we will move on.

Although the intensity falls somewhat, voters also indicate they would be more likely to support candidates who champion these reform proposals.

More or less likely to vote for a candidate who supports...

■ More Likely ■ Much More Likely



Darker colors indicate intensity
All questions asked of half the sample.

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