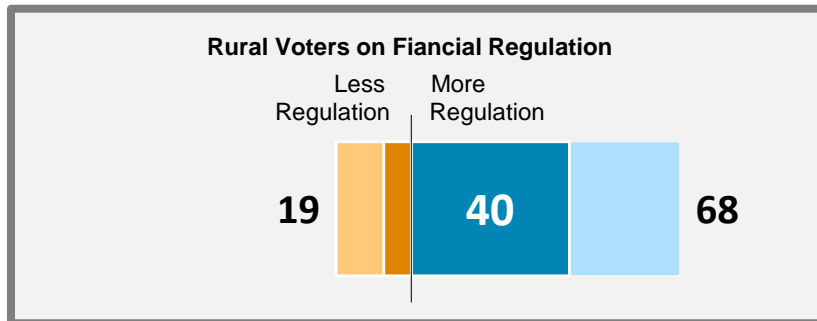


To: Interested Parties
 From: Celinda Lake, Bob Carpenter, David Mermin, and Zoe Grotophorst
 Re: Rural Americans Support the CFPB and Financial Regulation¹
 Date: February 9, 2017

With the Dodd-Frank financial reform law and the Consumer Financial Protection Bureau (CFPB) under attack, a poll conducted by Lake Research Partners and Chesapeake Beach Consulting finds that rural Americans are in favor of the CFPB and its work to protect consumers from deceptive, unfair, and abusive lending and collection practices.

Rural voters, who hold negative views of big banks, Wall Street companies, and payday lenders, say that the financial industry is still too powerful and poses a continuing threat to the economy and people’s financial well-being. They want Wall Street to be held accountable and are nearly unanimous in their belief that regulating financial services is important.

- Two-thirds (68%) of rural voters want more regulation of financial companies including Wall Street banks, mortgages lenders, payday lenders, debt collectors and credit card companies. 40% would like to see much more regulation.



In terms of specific regulations, 66% of rural voters want tighter rules on mortgage lenders, requiring that lenders verify each borrower’s ability to pay before issuing a mortgage. 85% of rural voters are concerned about banks that robo-sign sworn statements saying consumers owe money without verifying the validity of their claims. 64% are very concerned.

With these and other concerns in mind, rural voters support the Consumer Financial Protection Bureau and the Wall Street Reform law that created it in 2011. Since its creation, the agency has returned nearly \$12 million to 29 million consumers and filed more than one million complaints from the public.

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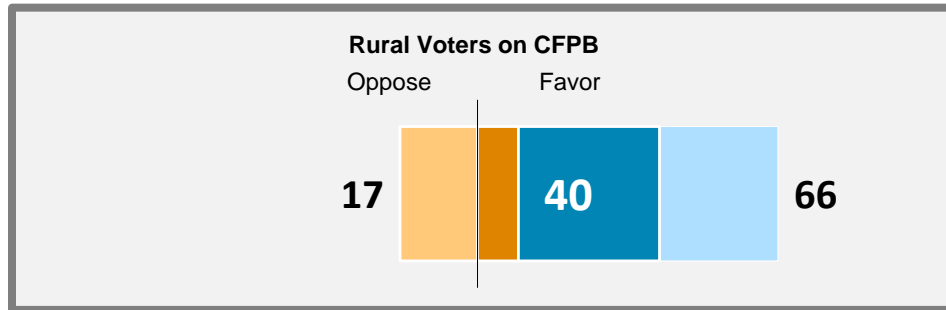
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¹ Lake Research Partners conducted a telephone survey of 1,000 likely 2016 voters on behalf of Americans for Financial Reform and the Center for Responsible Lending. The national survey was conducted from June 23-June 27, 2016 and has a margin of error of +/- 3.1. This analysis focuses on 181 voters who live in non-metropolitan counties. The margin of error for voters in non-metropolitan counties is +/-7.4%.

Rural Americans Support the CFPB and Financial Regulation

- When given a description of the CFPB, two-thirds (66%) of rural voters are supportive of the agency and its mission to protect consumers and prevent deceptive, unfair, and abusive lending and collection practices. 40% strongly favor the CFPB.



Rural voters are supportive of the CFPB and recognize its important role in holding Wall Street and other financial services companies accountable.

Please feel free to contact Celinda Lake (clake@lakeresearch.com) or David Mermin (dmermin@lakeresearch.com) at 202-776-9066, or Bob Carpenter (chesapeakebeachconsulting@gmail.com) at 703-980-2144, for additional information about this research.