

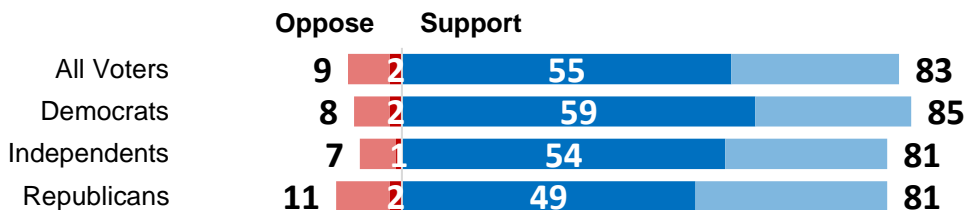
To: Interested Parties
 From: Celinda Lake, David Mermin, Connor Olio, Lake Research Partners Robert Carpenter, Chesapeake Beach Consulting
 Re: New Bipartisan Polling Shows Support for Regulating Bank Executive Pay
 Date: October 3, 2024

New data from the bipartisan polling team Lake Research Partners and Chesapeake Beach Consultingⁱ shows that voters across the political spectrum overwhelmingly support regulating financial executives' pay, and last year's bank collapses fortified that conviction. The survey also revealed strong support for regulating the financial industry more broadly. These new findings are consistent with over 10 years of opinion research demonstrating strong public support for financial regulation.

Voters across party lines overwhelmingly support new rules to regulate executive pay and better protect depositors.¹

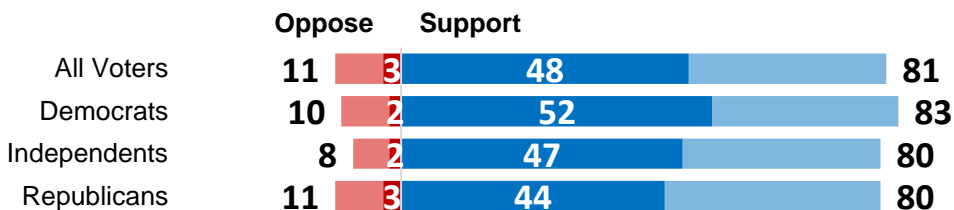
- After being reminded of the large bank collapses that occurred last year, more than eight in ten voters (83%) support making it easier for regulators to force bank executives to return part of their pay after bank collapses, or after wrongdoing by the bank, including 85% of Democrats and 81% of Republicans. Support is remarkably consistent across party lines.

Making it easier to force bank executives to return excessive amounts they were paid in the period leading up to the bank's collapse, or that were tied to wrongdoing by the bank



- More than eight in ten voters (81%) support ensuring bank executives are paid based on medium and long-term success rather than risky short-term gains, including 83% of Democrats and 80% of Republicans. Again support is consistently strong across party.

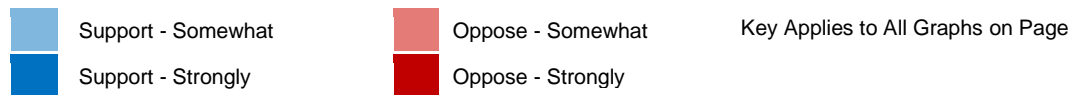
Ensuring bank executives are paid based on the medium and long-term success of the bank instead of on short-term gains that can put the bank and our financial stability at risk



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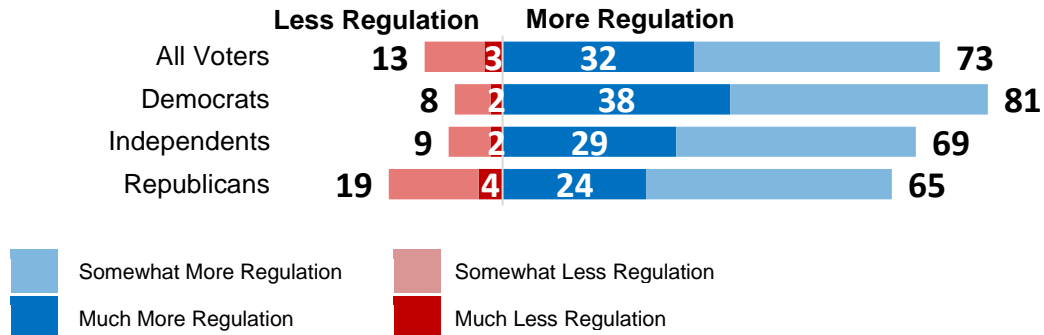


¹As you may have heard, several large banks failed last year and collapsed or had to be rescued by the federal government. Many of the top executives at the banks that collapsed received large bonus payments, in some cases days before the bank fell apart. In response, some new rules have been proposed to regulate executive pay and better protect depositors. For each new rule below, please indicate whether you support or oppose enacting it.

Voters are supportive of financial regulation across party lines

- Over seven in ten voters (73%) broadly support regulation of financial institutions, across party lines.²
 - Roughly two thirds of Republicans (65%) and independents (69%) and eight in ten Democrats (81%) favor more regulation.

Support for Government Regulation of Financial Companies



Please feel free to contact Celinda Lake (clake@lakeresearch.com) or David Mermin (dmermin@lakeresearch.com) at 202-776-9066 or Bob Carpenter (bobcarpenter1957@gmail.com) for additional information about this research.

¹Methodology: Lake Research Partners and Chesapeake Beach Consulting designed and administered this survey, which was conducted online from July 17-25, 2024. The survey reached a total of 1,575 likely November 2024 voters nationwide.

The sample was stratified by gender, age, region, race, and education level to reflect the demographic composition of likely voters nationwide. Where there were slight differences between our survey sample and the expected voting population, data were weighted accordingly.

The margin of error is +/- 2.5% for the full sample and larger for subgroups and split-sampled questions.

Numbers do not always add up to 100% due to rounding and refusals.

² Generally speaking, do you think there should be more government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies, or less regulation of these companies?