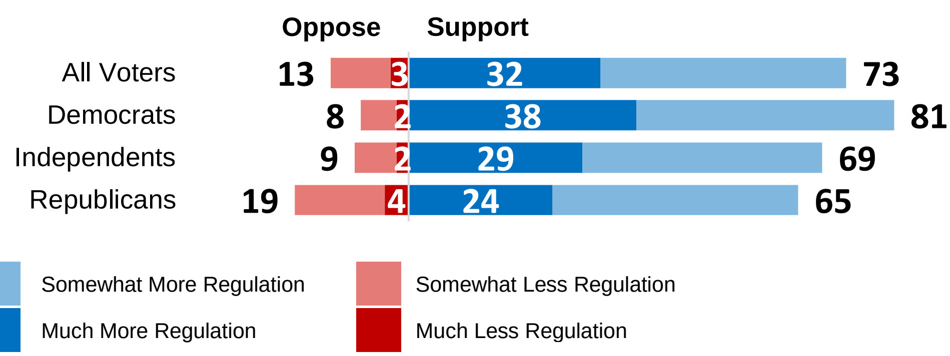
To: Interested Parties
From: Celinda Lake, David Mermin, Connor Olio, Lake Research Partners
Robert Carpenter, Chesapeake Beach Consulting
Re: New Bipartisan Polling Shows Support for Regulating Private Equity Firms
Date: October 21, 2024

New data from the bipartisan polling team Lake Research Partners and Chesapeake Beach Consulting[i] shows that skepticism of Wall Street abounds among voters across the political spectrum. Voters want tough regulation of the financial industry and are especially alarmed by Wall Street firms buying up healthcare companies.

## Voters across party lines overwhelmingly support more government regulation of financial companies.[1]

- More than seven in ten voters (73%) support more regulation, including 81% of Democrats, 69% of independents, and 65% of Republicans – even when the dreaded "government" word is used.

**Government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies**

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## By two-to-one (53% to 27%), voters support more regulation after hearing head-to-head messaging.[2]

- More than half (53%) of voters say a message in favor of financial industry regulation to protect people's well-being is closer to their own view, compared to only a quarter (27%) who prefer a message that says more regulation is unnecessary and will hinder innovation and growth.
  - Nearly two thirds of Democratic voters (63%), a majority of independents (54%), and plurality of over four in ten Republican voters (42%) favor more regulation, even after hearing the opposition's argument.

| ANTI-REGULATION: Government intervenes too much in the financial system. More intrusive regulation is unnecessary, would hinder innovation, and interfere with economic growth. | PRO-REGULATION: Wall Street and the financial industry are engaged in unfair, predatory practices that need to be regulated because they put the economy at risk and harm people's financial well-being. |
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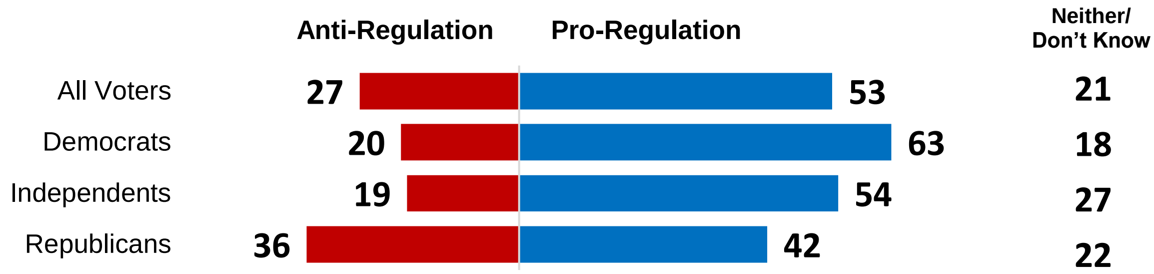
[1] Generally speaking, do you think there should be more government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies, or less regulation of these companies?

[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?

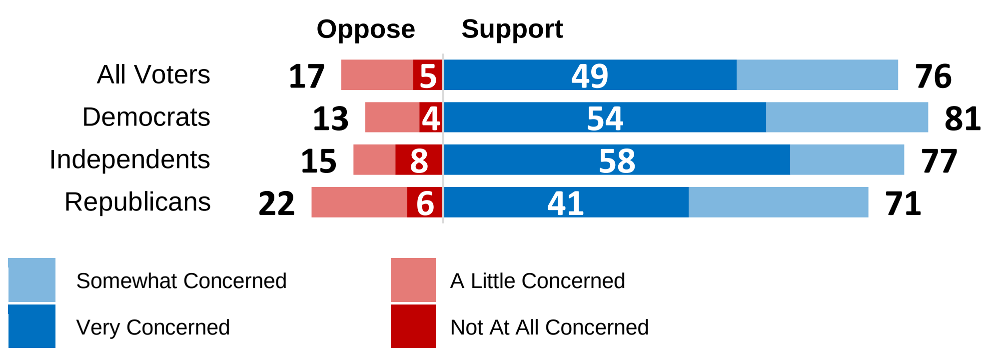
**Financial Regulation Head-to-Head**




**Three-quarters of voters are concerned about Wall Street firms owning healthcare companies.**[3]

- Three quarters (76%) of voters say they are concerned about Wall Street firms owning healthcare companies.
    - More than eight in ten Democrats, (81%), three quarters of independents (77%), and seven in ten Republican voters (71%) are concerned.

**Concern about Wall Street firms owning healthcare companies**

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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

[i] Methodology: 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.

[3] As you may have heard, Wall Street firms have recently been buying up healthcare-related companies, such as nursing homes, groups of doctors, and hospitals. How concerned are you, if at all, about Wall Street firms owning healthcare companies?