

To: Interested Parties
From: Celinda Lake, David Mermin, Emma Scotty, Lake Research Partners
Robert Carpenter, Chesapeake Beach Consulting
Re: New Polling Shows Bipartisan Support for Ensuring “Earned Wage
Access” Apps Comply With Existing Consumer Protections, Including
Interest Rate Caps
Date: June 25, 2026

The newest poll from the bipartisan polling team Lake Research Partners and Chesapeake Beach Consulting¹ provides fresh evidence that the overwhelming majority of Americans across the political spectrum support regulating the financial industry and protecting consumers, including requiring smartphone app-based payday lenders, which call their product “Earned Wage Access” (EWA) products, to comply with a 36% Annual Percentage Rate (APR) cap, safeguard data privacy, and comply with other consumer protections. The new findings are consistent with over 10 years of opinion research demonstrating widespread, intense public support for holding financial products to cost limits and other consumer protections.

Voters are near-unanimous in their belief that holding app-based payday loan companies to 36% APR interest rate caps, data privacy regulations, and other consumer protections is important.

- Voters want fintech products, including app-based payday loans to follow consumer protections and be held accountable to the same rules as banks and other financial companies.
- There is a strong bipartisan desire for caps on interest rates and other charges, stopping companies from keeping and selling private information, and holding them to other consumer protections.

[Voters want fintech products to follow the same rules as banks and other financial companies, and support consumer protections such as interest rate caps and privacy protections for fintech products like EWA loans.](#)

- Nearly nine in ten voters (86%) support and 62% strongly support ensuring financial tech companies follow the same rules and regulations as banks and other financial companies when they engage in similar business.¹
 - Majorities of independents (58%) and Republicans (57%), as well as Democrats (71%) strongly support holding fintech companies to the same rules as other financial companies.

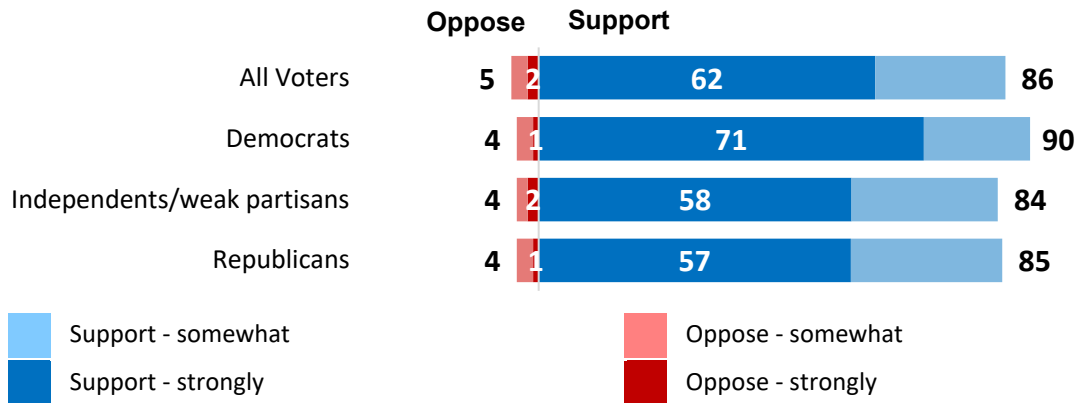
Lake Research Partners
1101 17th Street NW,
Suite 650
Washington, DC 20036

Tel: 202.776.9066
Fax: 202.776.9074

Partners
Celinda Lake
Alysia Snell
David Mermin
Daniel Gotoff
Joshua Ulibarri

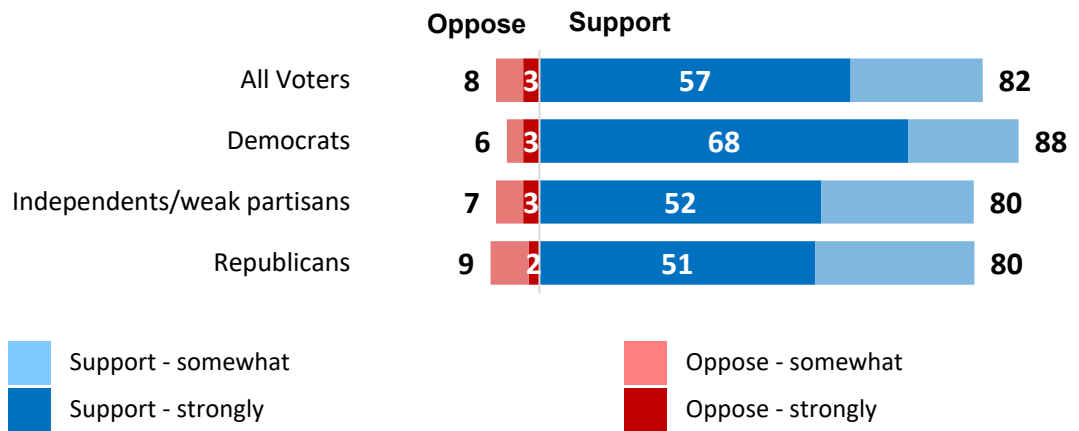
¹ Do you support or oppose ensuring that financial tech companies follow the same rules and regulations as banks and other financial companies when they engage in similar business like offering checking accounts, sending money, or making loans?

Voters want fintech lenders, including EWA companies, to play by the same set of rules as banks and other lenders



- Four in five voters (82%), support ensuring new financial products follow consumer protections to make sure they're affordable and don't drive people into long-term debt.²
 - A majority of voters across party lines strongly support holding app-based payday loan companies to consumer protection laws, including at least eight in ten Republicans, independents, and Democrats.

Voters want app-based payday loan companies to offer affordable loans and don't drive people into long-term debt

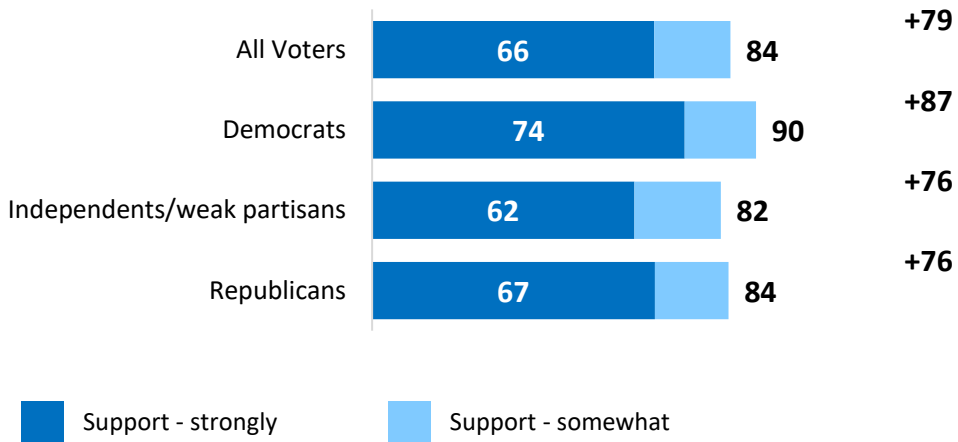


² Do you support or oppose requiring that newer financial products coming into the market, such as Buy Now Pay Later credit (for example Klarna or Afterpay) and wage advance products (for example Dave or EarnIn) have to follow consumer protections to make sure they are affordable and don't drive people into long term debt?

Voters strongly support holding app-based payday loans to a 36% annual interest rate cap.

- Voters strongly support prohibiting app-based payday loans from charging more than 36% interest rates (66% strongly support, 84% total support).³
 - A majority of independents (62%) and Republicans (67%) strongly support capping interest, as well as three quarters of Democrats (74%).

Voters support prohibiting app-based payday lenders from charging more than 36% in interest



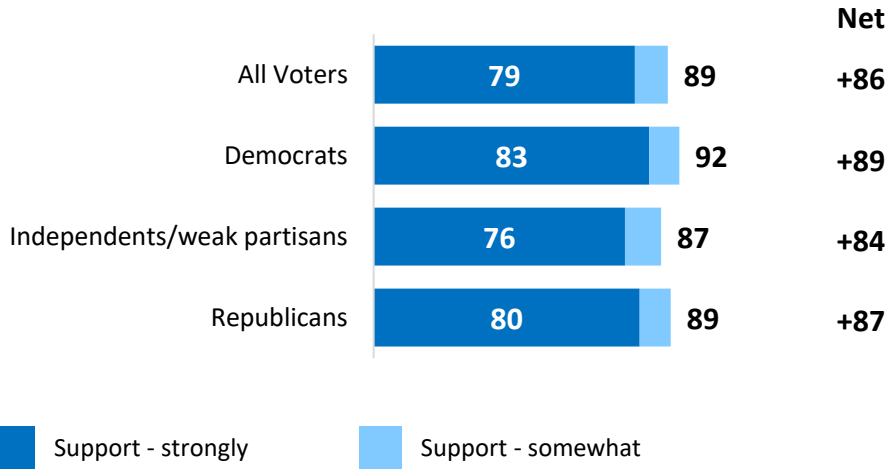
Support - strongly	Gender		Race			Region			
	Men	Women	White	Latino/a	Black	Northeast	Midwest	South	West
Prohibiting app-based payday lenders from charging more than 36% in interest	64	69	69	62	59	64	65	68	68

³ After reading these statements, please indicate whether you support or oppose each of the following policy proposals.

Voters strongly support protecting people’s privacy when using app-based payday loans.

- Voters also strongly support stopping app-based payday lenders from keeping and selling private information (79% strongly support, 89% total support).⁴
 - Large majorities across party lines strongly support data protection regulations.

Voters support stopping app-based payday lenders from keeping and selling your private information



Support - strongly	Gender		Race			Region			
	Men	Women	White	Latino/a	Black	Northeast	Midwest	South	West
Stopping app-based payday lenders from keeping and selling your private information	75	82	82	71	65	77	79	78	80

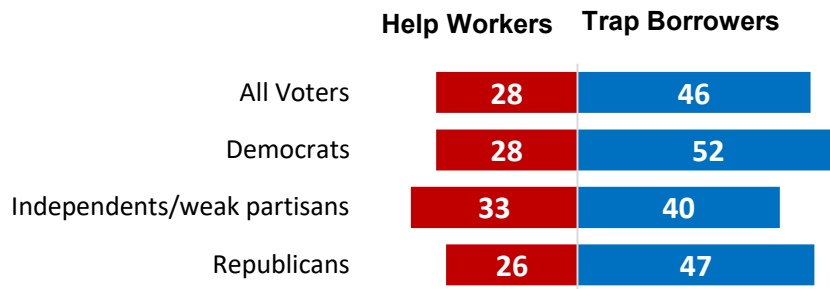
⁴ After reading these statements, please indicate whether you support or oppose each of the following policy proposals.

Voters are more likely to agree that app-based payday loans trap borrowers rather than help them.

- After reading head-to-head arguments about earned wage access apps, a plurality of voters side with the anti-EWA statement (46%) about how these apps trap borrowers in a cycle of repeated borrowing, while 28% agree that they help workers who are struggling to make ends meet.⁵
 - Democrats are most likely to side with the statement that EWA apps trap borrowers in a cycle of debt (52%).

<p>[Help workers] Some/Other people say Earned Wage Access apps help workers who struggle to make ends meet. These days, 44% of Americans could not cover a \$400 expense using their cash savings. These apps enable workers to access wages they have already earned when they need it. They serve as an important flexible alternative to arbitrary pay periods and high-cost predatory lenders.</p>	<p>[Trap borrowers] Some/Other people say Earned Wage Access apps are extremely high-cost payday loans. Like storefront payday lenders, these apps offer costly short term payday loans at annual interest rates over 300% that trap borrowers in a cycle of repeated borrowing. High fees to access funds immediately and pressure to take out multiple loans deplete people’s paychecks and make it harder to pay everyday bills.</p>
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Statements about app-based payday loans



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.

¹ Methodology: Lake Research Partners and Chesapeake Beach Consulting designed and administered this survey, which was conducted online from May 15-21, 2026. The survey reached a total of 1,000 likely November 2026 voters nationwide.

The sample was stratified by gender, age, region, race, party identification, presidential vote, 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 +/- 3.1% 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.

⁵ Now here are two statements about Earned Wage Access, or payday loan apps. Please indicate which one is closer to your own view, even if neither is exactly right.