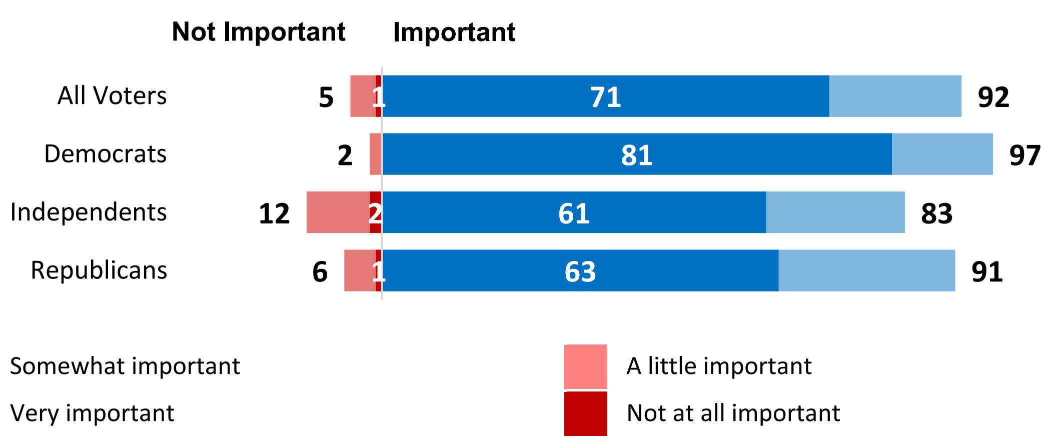
To: Interested Parties
From: Celinda Lake, David Mermin, & Emily Garner, Lake Research Partners
Robert Carpenter, Chesapeake Beach Consulting
Re: New Polling Shows Broad, Bipartisan Support for Consumer Financial Protection Bureau
Date: July 14, 2026

The newest poll from the bipartisan polling team Lake Research Partners and Chesapeake Beach Consulting[i] provides fresh evidence that the overwhelming majority of voters across the political spectrum support the mission of the Consumer Financial Protection Bureau (CFPB) to protect consumers and the agency's work to crack down on overdraft fees, credit card late fees, and big tech payment apps. The new findings are consistent with previous opinion research demonstrating widespread, intense public support for the CFPB's work.

Voters across party lines overwhelmingly believe that it is important to regulate financial services and products to protect consumers, and they believe we need more – not less – regulation of financial companies.

- Voters near-unanimously believe it is important to regulate financial services and products to make sure they are fair for consumers (92%) with very wide and strong support across party identification.[1]

Voters believe it is important to regulate financial services and products to make sure they are fair for consumers.



- A two-thirds majority of voters (67%) support more government regulation of financial companies such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies.[2]
  - A large majority of Democrats (83%) and majority of Republicans (59%) support more government regulation. Independents are less certain but still support regulation by a wide margin (+24 net support).

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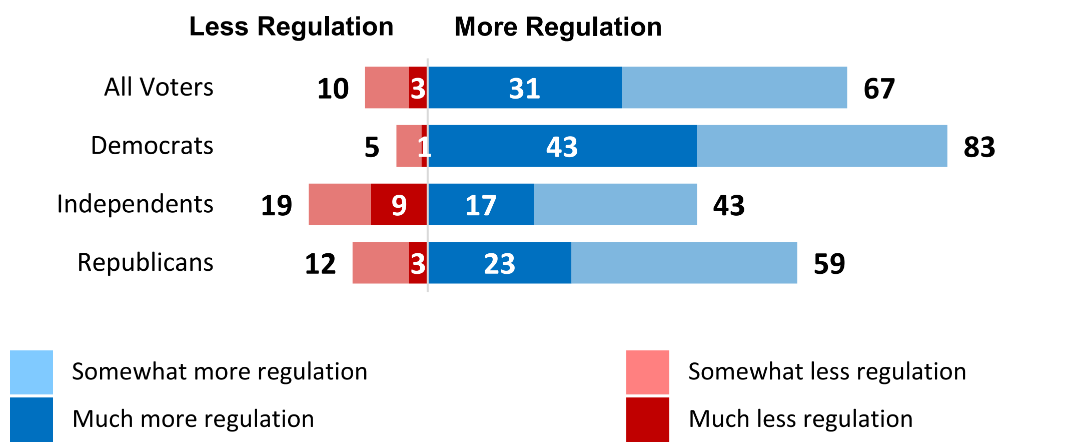
[1] How important is it to regulate financial services and products to make sure they are fair for consumers?
[2] Generally speaking, do you think there should be more government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies, or less regulation of these companies?

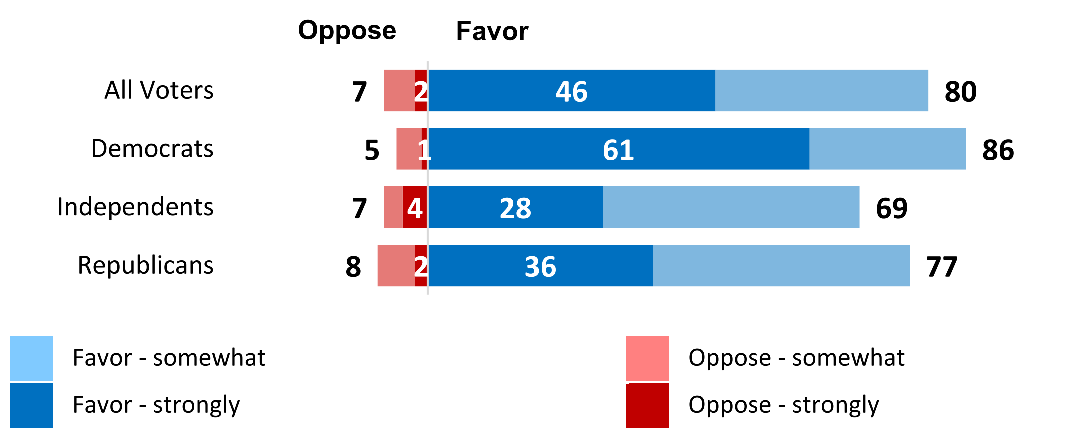
Voters support more government regulation of financial companies, such as Wall Street banks, mortgage lenders, payday lenders, debt collectors, and credit card companies.



Large majorities of voters continue to be supportive of the CFPB across party lines and categorically oppose attacks on the agency.

- Four out of five voters favor the CFPB (80%) after hearing a short description of the agency and its mission, including the vast majority of Democrats (86%), more than two thirds of independents (69%) and more than three quarters of Republicans (77%).[3]

Voters across party lines favor the CFPB by very wide margins.



[3] Now here is a description of a federal agency, the Consumer Financial Protection Bureau, or CFPB.

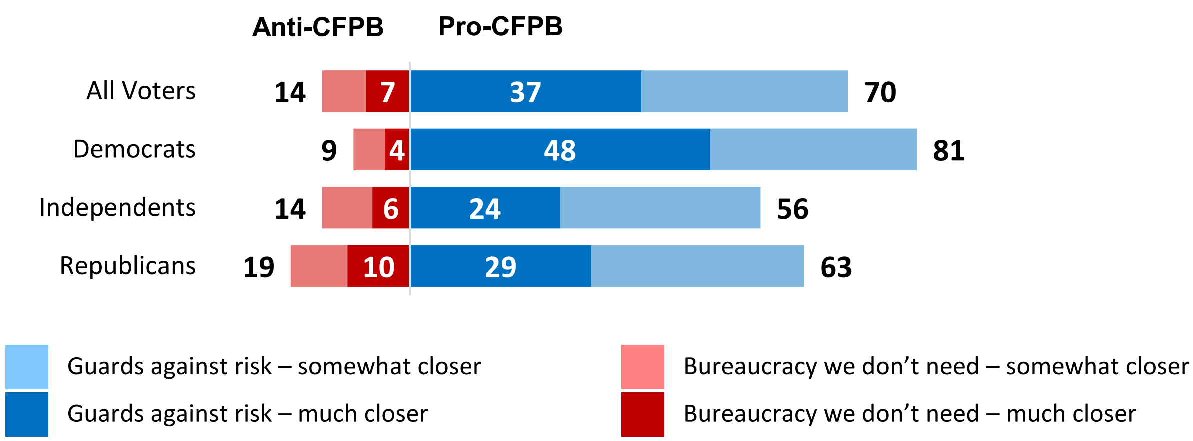
The CFPB, established in 2008, is the first federal agency whose mission is protecting consumers when they use mortgages, credit cards, bank accounts, payment apps, and other financial products and services. Its mission includes preventing deceptive, unfair, and abusive lending and collection practices by banks, fintechs and other companies.

From what you know about the mission of the Consumer Financial Protection Bureau, or CFPB, would you say you favor or oppose the CFPB?

- In a head-to-head debate, voters continue to support the CFPB – including independents and Republicans – even when it is described as an unaccountable, expensive federal bureaucracy that costs jobs and impedes economic growth.[5]
    - After hearing opposing and supporting arguments, seven out of ten voters (70%) say that we need rules to guard against dangerous financial products, including eight in ten Democrats (81%), a majority of independents (56%), and nearly two thirds of Republicans (63%).

Voters overwhelmingly pick a statement in support of the CFPB over a statement calling it unaccountable, expensive, and unneeded.

The Consumer Financial Protection Bureau is another unaccountable, expensive, federal bureaucracy we don't need. The bureau imposes harsh regulations on small financial businesses lacking resources to manage intrusive government oversight and cuts access to credit. This costs jobs and impedes economic growth. The CFPB is yet another example of out-of-control, big federal government.	Just as we have rules to guard against dangers with products, like appliances and automobiles, the Consumer Financial Protection Bureau should be there to provide similar rules for financial products. It should be against the rules to sell dangerous loans and mortgages and have Wall Street interests put our savings and homes at financial risk.



- Republican voters maintain their opposition to attacks on the CFPB by a sizable margin (+18 net oppose) even when these attacks are attributed to Republicans in Congress.[6] They also oppose elimination of the CFPB when the effort is attributed to President Trump by a similar margin (+16 net oppose).[7]

    Overall, roughly two thirds of voters oppose attacks on the CFPB by Republicans in Congress (64%) or President Trump (67%).

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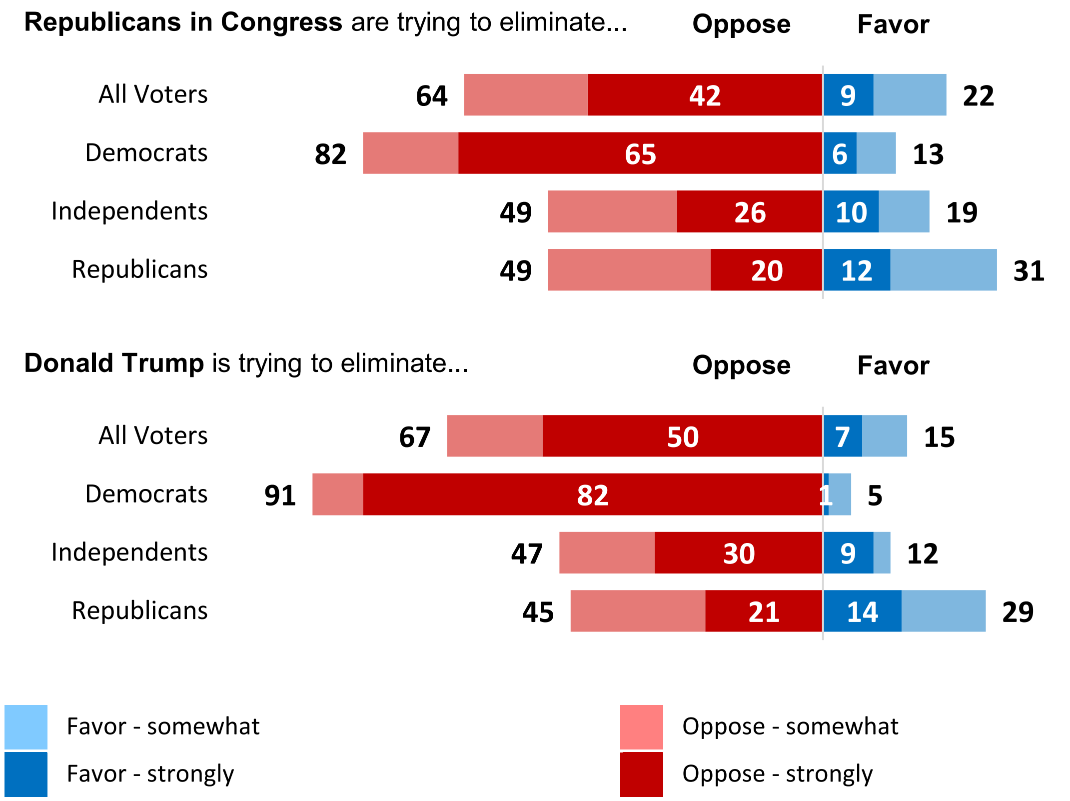
[5] Now here are two statements about the Consumer Financial Protection Bureau, or CFPB. Please indicate which one is closer to your own view, even if neither is exactly right [ROTATE STATEMENTS]. Does that statement come much closer or only somewhat closer to your view?

[6] SPLIT SAMPLED: As you may have heard, Republicans in Congress are trying to eliminate the Consumer Financial Protection Bureau. Would you say you favor or oppose Congress eliminating the CFPB?

[7] SPLIT SAMPLED: As you may have heard, Donald Trump is trying to eliminate the Consumer Financial Protection Bureau. Would you say you favor or oppose President Trump eliminating the CFPB?

Voters across party lines oppose eliminating the CFPB.



A wide majority of voters across the political spectrum support protections on overdraft fees, credit card late fees, payment apps, and actions to safeguard peoples' privacy put in place by the CFPB during the last administration but reversed by the Trump Administration or Congress.[8]

- More than eight in ten voters support capping credit card late fees at $8 and overdraft fees at $5 (82% each), including healthy majorities of at least nine in ten Democrats, over three quarters of independents and weak partisans, and over three quarters of Republicans for each policy.
- Eight in ten voters support regulating payment apps (such as Venmo, PayPal, and Cash App) to stop bad practices that harm consumers (81%), including three quarters of independents and weak partisans (74%), nine in ten Democrats (90%) and eight in ten Republicans (80%).
- Voters are near-unanimous in their support of stopping financial companies from selling consumers' personal data (90%), with a high degree of consistency across party lines – well over eight in ten Republicans, Democrats, and independents (including weak partisans) support the policy – and essentially zero opposition at all.

[8] SPLIT SAMPLED 4-WAY: Now, thinking again about the federal Consumer Financial Protection Bureau (CFPB), several of CFPB's consumer protection rules have recently been cancelled or overturned by Congress. For each of the following cancelled rules, please indicate if you would support or oppose reinstating that rule?

Voters support key CFPB protections that have been reversed by the Trump Administration or Congress.

Policy	Support	Oppose
Capping credit card late fees at $8, down from an average of $32		
All voters	82	6
Democrats	90	3
Independents w/ weak partisans	79	9
Republicans	79	9
Capping overdraft fees at $5, down from an average of $35		
All voters	82	8
Democrats	92	3
Independents w/ weak partisans	79	10
Republicans	77	12
Regulating payment apps to stop bad practices that harm consumers		
All voters	81	10
Democrats	89	8
Independents w/ weak partisans	74	14
Republicans	80	9
Stopping financial companies from selling personal data		
All voters	90	3
Democrats	94	3
Independents w/ weak partisans	90	0
Republicans	88	4

Due to split-sampling, weak partisans are included with independents in this table to ensure a robust sample size

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[i] 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.