

To: Interested Parties
From: Celinda Lake, David Mermin, & Emma Scotty, Lake Research Partners
Robert Carpenter, Chesapeake Beach Consulting
Re: Polling Shows Broad, Bipartisan Desire to Hold Wall Street and Big Tech
Accountable to Lower Costs
Date: October 29, 2026

Polling conducted this summer by the bipartisan polling team Lake Research Partners and Chesapeake Beach Consulting shows voters across the political spectrum support regulation to protect the public from abusive Wall Street and corporate practices that make life more expensive at a time when many voters are struggling to afford basic needs.

The cost of living is the number one issue across the country as we head into midterm elections and voters want leaders to stand up to Wall Street and Big Tech and support policies that stop corporate abuse and lower costs. Voters of every party and ideology increasingly blame the affordability crisis on wealthy corporations and CEOs, corporate bad actors, and greed. They are aware of and concerned about the level of influence Wall Street and Big Tech have over both the economy and government. Voters across parties also soundly reject the influence of Big Tech financial firms, Wall Street, private equity, and crypto that is enabling widespread abuse and scams and driving up costs. These matters are the focus of voter attention now, and they will continue to be as legislators take their seats after the election.

1. Key Findings:

- **Large numbers of voters are struggling with debt.** A majority of voters say that rising levels of debt are causing stress and anxiety, with 47% of voters, including 44% of Republican voters reporting that debt is pushing them to cut back on food, gas, and other living expenses (Section 2). Voters are also pushing off saving for retirement (38%) and skipping bills to make ends meet (27%).
- **Voters are very concerned about Wall Street and Big Tech influence in Washington and support elected officials who stand up to powerful interests that are making life less affordable (Sections 3 and 4).** Across party lines, voters largely reject the arguments made by Wall Street, Big Tech financial firms, crypto companies, and private equity that are frequently used to advance the industry-led deregulatory agenda (Section 5 and 6).
- **Voters want to see a crackdown on high-cost financial products to make life more affordable (Section 7).** Voters are broadly supportive of initiatives to make financial products fairer and less expensive and to protect their privacy. They support caps on overdraft and credit card late fees and want to rein in medical debt (Section 7).
- **Voters across party lines support financial regulation and want companies to be held accountable.** Voters hold favorable views on financial regulation generally, and want Wall Street, Big Tech financial firms, and crypto companies to have to play by the rules, not rewrite them for themselves. They are concerned about the Wall Street takeover of the economy, including in housing and care, that is driving up the cost of living. They also support the Consumer Financial Protection Bureau and oppose efforts to dismantle it (Section 8).

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

Tel: 202.776.9066
Fax: 202.776.9074

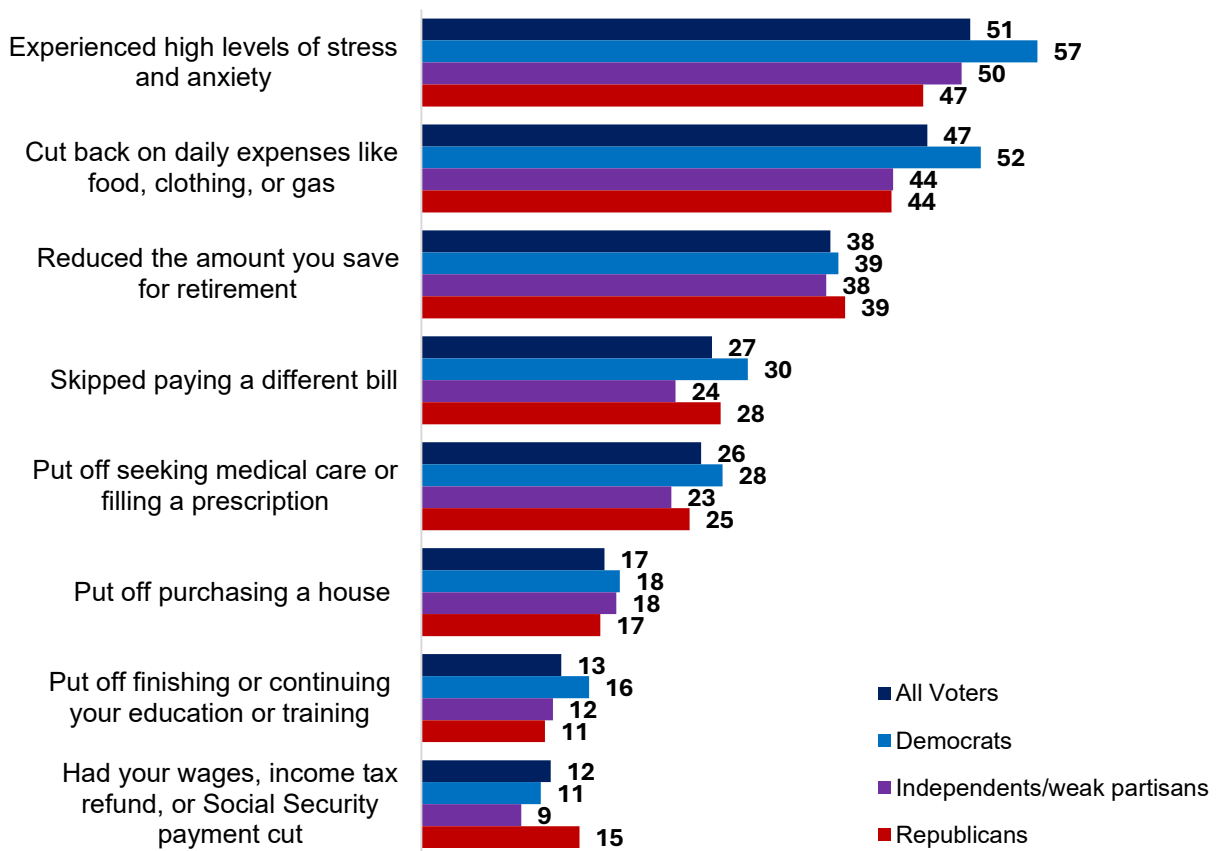
Partners
Celinda Lake
Alysia Snell
David Mermin
Daniel Gotoff
Joshua Ulibarri

2. Midterm Voters Are Struggling with Debt

Consumer finance is not an abstract issue to voters – economic anxieties are widespread, and people are feeling the impacts of debt.

- More than half of voters (51%) say they or someone in their household has experienced high levels of stress or anxiety related to debt or bills in just the last two years, and nearly as many (47%) say they've cut back on daily essentials like food, clothing, or gas because of debt. Nearly four in ten (38%) have reduced retirement savings, and about one in four have skipped paying a different bill (27%) or put off medical care (26%) because of debt.¹

Figure 1. Significant numbers of voters have experienced the impacts of debt



¹ Now you are going to see some statements about possible impacts of debt. For each one, please indicate if each one has happened to you or someone in your household in the last two years.

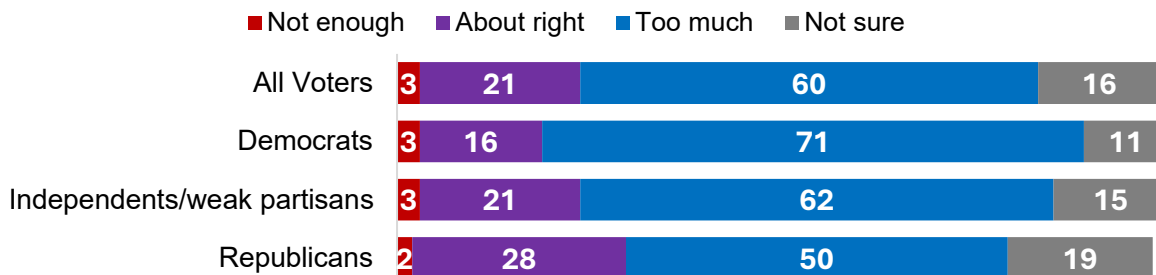
3. Midterm Voters Think Wall Street, Crypto, and Big Tech Have Too Much Influence, and That Influence Is Shaping Dangerous Policy

Beyond specific products and rules, voters see a broader pattern: concentrated financial and technology interests wielding outsized influence over Washington, in ways that are harmful for everyday people.

3.1. Voters Are Concerned About Wall Street, Big Tech and Crypto Influence

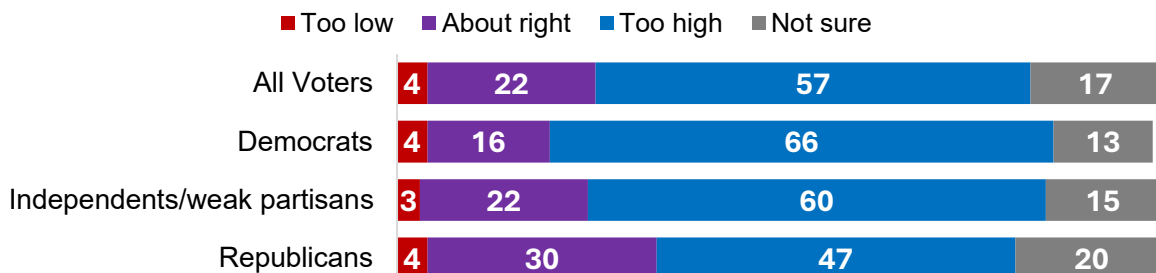
- Six in ten voters (60%) say Wall Street and the financial industry have too much control and influence over the economy overall, compared to just 3% who say they don't have enough.²
 - This includes 71% of Democrats, 62% of independents and weak partisans, and half of Republicans (50%).

Figure 2. Wall Street has too much control of the economy



- A majority of voters (57%) separately say Wall Street's influence in Washington specifically is too high, compared to just 4% who say it's too low³. Voters across party lines are more likely to say Wall Street's influence is too high than about right.
 - More voters say Wall Street has too much influence in Washington compared to past years.

Figure 3. Wall Street has too much influence in Washington



² When you think about the economy overall, do Wall Street and the financial industry have too much control and influence, is the amount about right, do they not have enough, or are you not sure?

³ Do you think Wall Street's influence in Washington is too high, too low, or about right?

- Two-thirds of voters (67%) say big tech companies' influence over the economy is too high, and an even larger share (72%) say big tech's influence in Washington is too high.⁴
 - These concerns are shared broadly across Democrats, independents, and Republicans.

Figure 4. Big Tech has too much influence on the economy

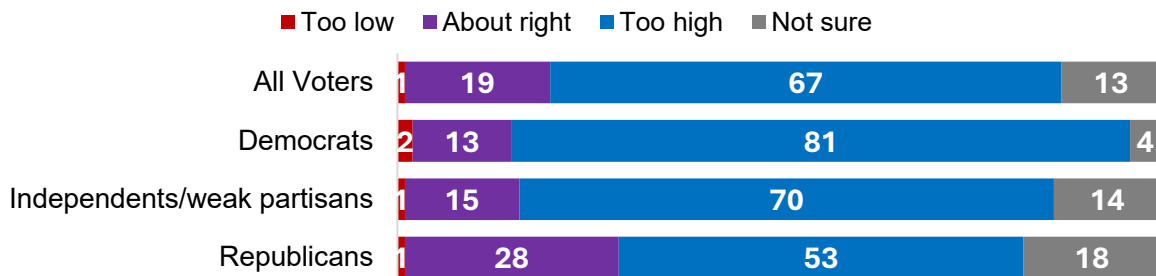
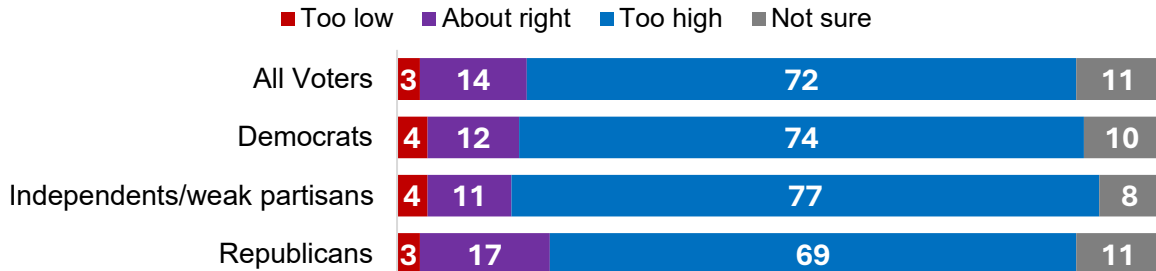
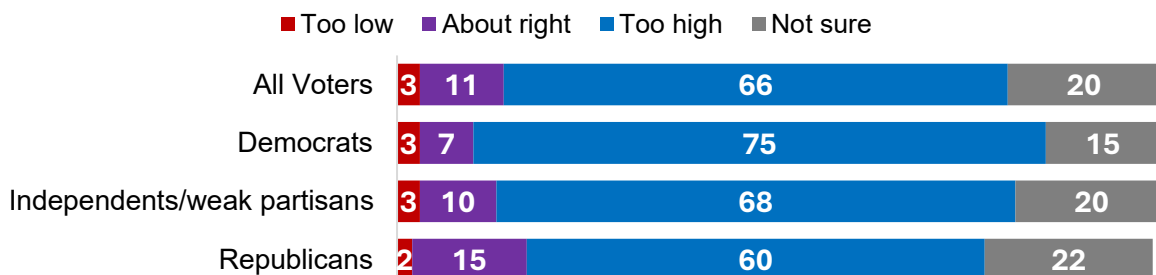


Figure 5. Big Tech has too much influence in Washington



- Another two-thirds of voters (66%) say the cryptocurrency industry and its big tech investors' influence in Washington is too high, including three-quarters of Democrats (75%), 68% of independents and weak partisans, and 60% of Republicans.⁵

Figure 6. The crypto industry has too much influence in Washington



⁴ Do you think that big tech companies' influence over the economy is too high, too low, or about right?

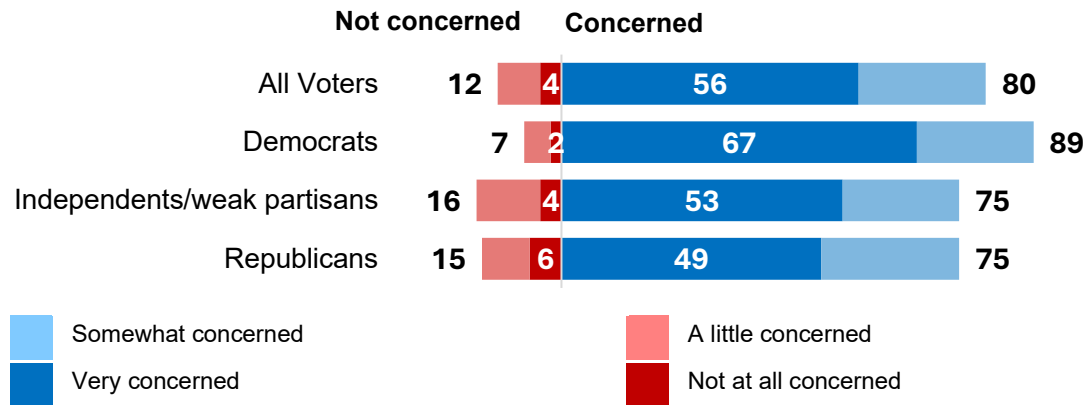
Do you think that big tech companies' influence in Washington is too high, too low, or about right? (QUESTIONS SPLIT)

⁵ Do you think the influence of the cryptocurrency industry and their big tech investors in Washington is too high, too low, or about right?

3.2. Voters Are Concerned That Crypto Donations Will Buy Dangerous Policy

- After learning that crypto companies give hundreds of millions of dollars to politicians, four in five voters (80%) say they are concerned that resulting laws will mean giant profits for insiders while putting everyday people and investors at risk from instability, losses, and scams.⁶
 - A strong majority of Democrats are concerned about the impact of crypto lobbying (89%), but so are three-quarters of independents and weak partisans and Republicans.

Figure 7. Crypto donations will buy dangerous policy

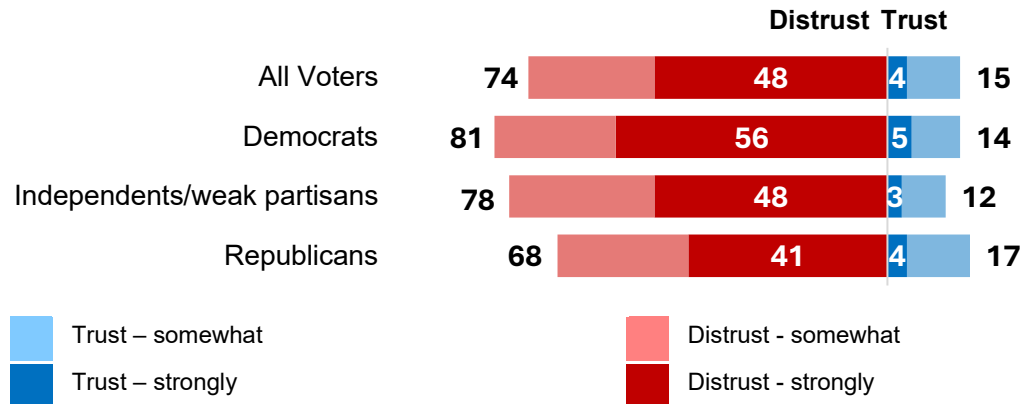


3.3. Voters Don't Believe that Crypto Policy Is Being Written to Benefit Everyday People

- After learning that several high-ranking government officials and their families are making huge profits from crypto businesses, 74% of voters say they distrust that new crypto laws and rules are being written in the best interest of the average person.⁷ Distrust includes 81% of Democrats, 78% of independents and weak partisans, and 68% of Republicans.

⁶ As you may know, cryptocurrency companies currently give hundreds of millions of dollars to politicians in the hopes of influencing them to pass laws favorable to the crypto industry. How concerned are you that these laws will mean giant profits for insiders, and put everyday people and investors at risk from instability, losses, and scams?

⁷ Several high-ranking U.S. government officials and their families are making huge profits from the expansion of crypto-based businesses. Knowing this, how much do you trust that new crypto laws and rules are being written to serve the best interest of the average person? (QUESTION SPLIT)

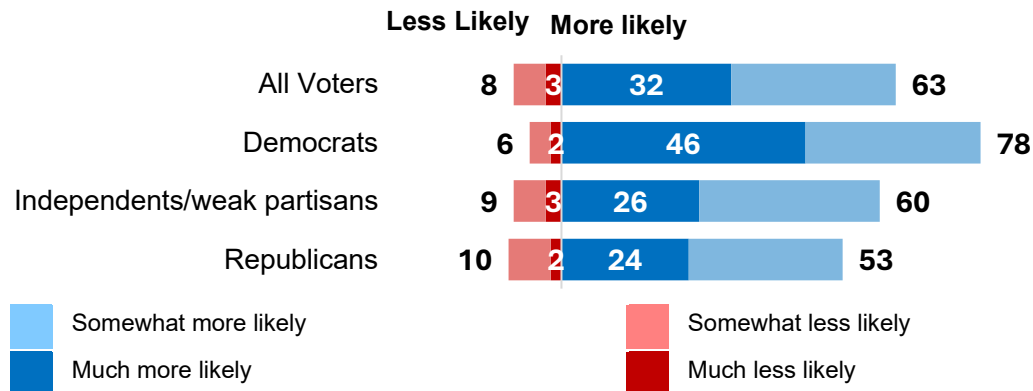
Figure 8. Trust that crypto policy is written for the average person

4. Midterm Voters Support Candidates Who Stand Up to Powerful Interests and Oppose Candidates Who Take Crypto Money

These findings translate directly into electoral stakes: voters reward candidates who champion consumer protection and fair rules, and penalize those seen as bought and paid for by the crypto industry. Pro-consumer, regulatory positions benefit candidates regardless of party.

4.1. Voters Support Candidates Who Support Keeping the CFPB

- Nearly two-thirds of voters (63%) say they would be more likely to vote for a member of Congress who supports keeping the CFPB, compared to just 8% who say they'd be less likely.⁸
 - This includes a net +72 among Democrats and a net +43 among Republicans.

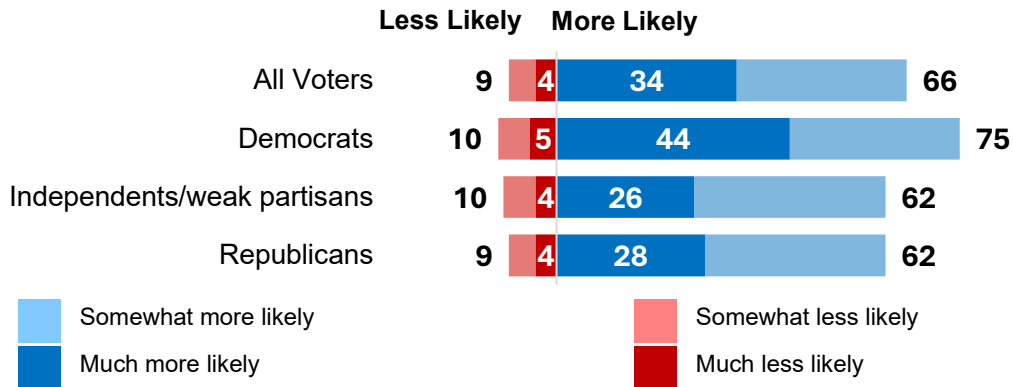
Figure 9. Support candidates who support keeping the CFPB

⁸ Would you be more or less likely to vote for a member of Congress who supports keeping the CFPB?

4.2. Voters Support Candidates Who Back Equal Rules for Fintech

- Two-thirds of voters (66%), including majorities across party lines, say they would be more likely to support a candidate who backs requiring fintech and payment apps to follow the same rules as other financial institutions, compared to just 9% who'd be less likely.⁹

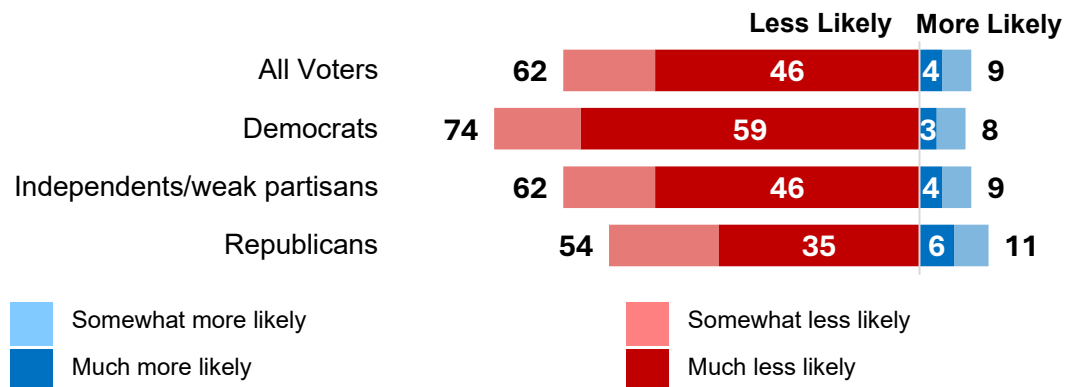
Figure 10. Support candidates who back equal rules for fintech



4.3. Voters Are Less Likely to Support Candidates Funded by The Crypto Industry

- By more than 6-to-1 (62% to 9%), voters say they would be less likely to vote for a candidate who takes a lot of money from the cryptocurrency industry.¹⁰
 - This includes 74% of Democrats, 62% of independents, and a majority of Republicans (54%) as well.

Figure 11. Likelihood to support candidates funded by the crypto industry



⁹ Thinking about your voting decisions, all other things being equal, would you be MORE or LESS likely to vote for a candidate who supports requiring that financial tech companies and payment and lending apps follow the same rules and regulations that other financial institutions must follow?

¹⁰ Thinking about your voting decisions, all other things being equal, would you be MORE or LESS likely to vote for a candidate who takes a lot of money from the cryptocurrency industry, or would it not make a difference to your vote?

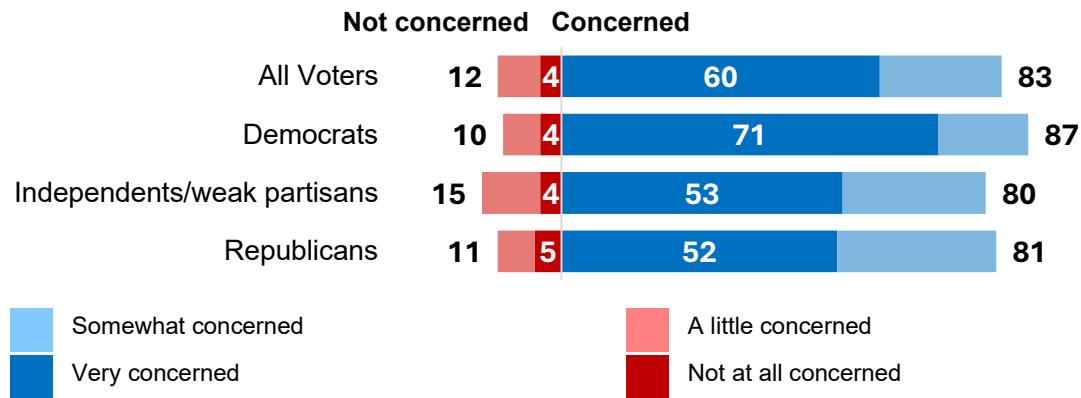
5. Midterm Voters Think Private Equity Makes Things More Expensive and Want Guardrails

Voters are increasingly aware of private equity's expansion into essential parts of the economy, and they are worried about what that means for the cost and quality of services they depend on.

5.1. Voters Are Concerned About Private Equity Takeovers

- More than four in five voters (83%) are concerned about Wall Street firms taking control of healthcare-related companies, including nursing homes, doctors' groups, hospitals, and veterinary clinics.¹¹
 - Concern is shared by 87% of Democrats, 80% of independents and weak partisans, and 81% of Republicans.

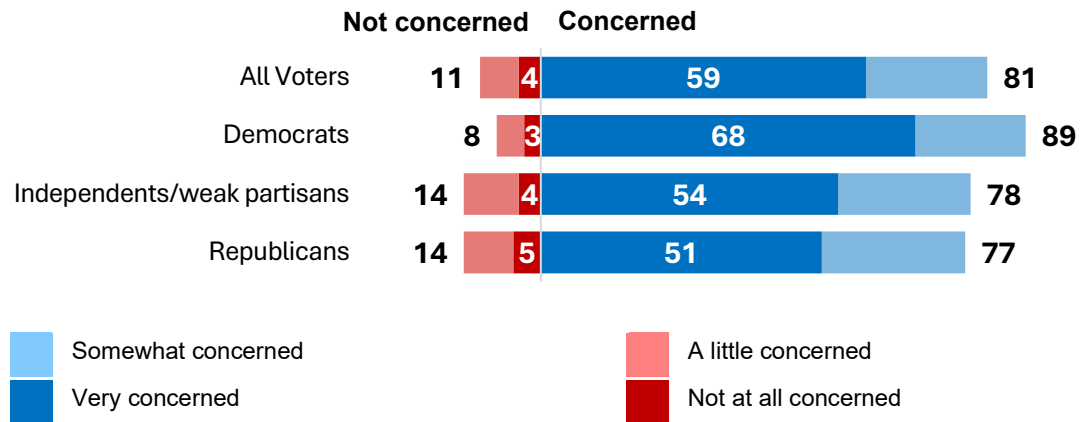
Figure 12. Concern about Wall Street control of healthcare



- Voters are similarly concerned (81%) about private equity's growing footprint in housing, including single-family homes, apartment buildings, and manufactured housing communities, including at least three-quarters of voters across partisan lines.¹²

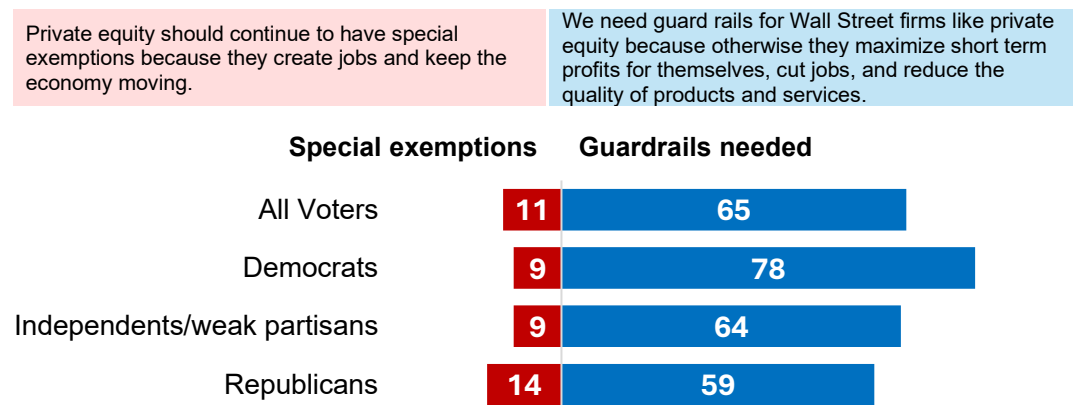
¹¹ Switching gears, here is a list of areas where Wall Street financial firms have been taking control of companies. For each one, please indicate how concerned you are, if at all, about Wall Street taking control of firms in that area of the economy? Healthcare-related companies, such as nursing homes, groups of doctors, hospitals, and veterinary clinics (QUESTION SPLIT)

¹² Housing, including single-family homes, apartment buildings and manufactured housing communities

Figure 13. Concern about Wall Street control of housing

5.2. Voters Want Guardrails on Private Equity, Not Special Exemptions

- By nearly 6-to-1 (65% to 11%), voters say Wall Street firms like private equity need guardrails to prevent them from maximizing short-term profits at the expense of jobs and quality, rather than deserving special exemptions because they create jobs.
 - This includes majorities of Democrats (78%), independents and weak partisans (64%), and Republicans (59%).

Figure 14. Guardrails on private equity, not special exemptions

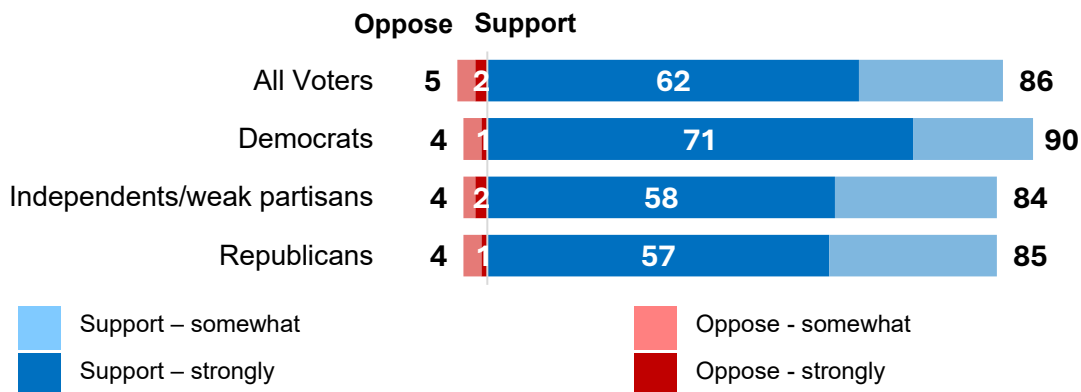
6. Midterm Voters Believe Fintech and Crypto Companies Need to Follow the Same Rules as Other Financial Firms

Voters don't want to give new financial products free rein to operate without regulations. They want the same rules and regulations as banks to apply to make sure consumers are protected.

6.1. Voters Support Making Fintech Companies Follow the Same Rules as Banks

- Nearly nine in ten voters (86%) support ensuring that financial tech companies follow the same rules and regulations as banks and other financial companies when they engage in similar business.¹³
 - Support holds firm across Democrats (90%), independents and weak partisans (84%), and Republicans (85%).

Figure 15. Making fintech companies follow the same rules as banks

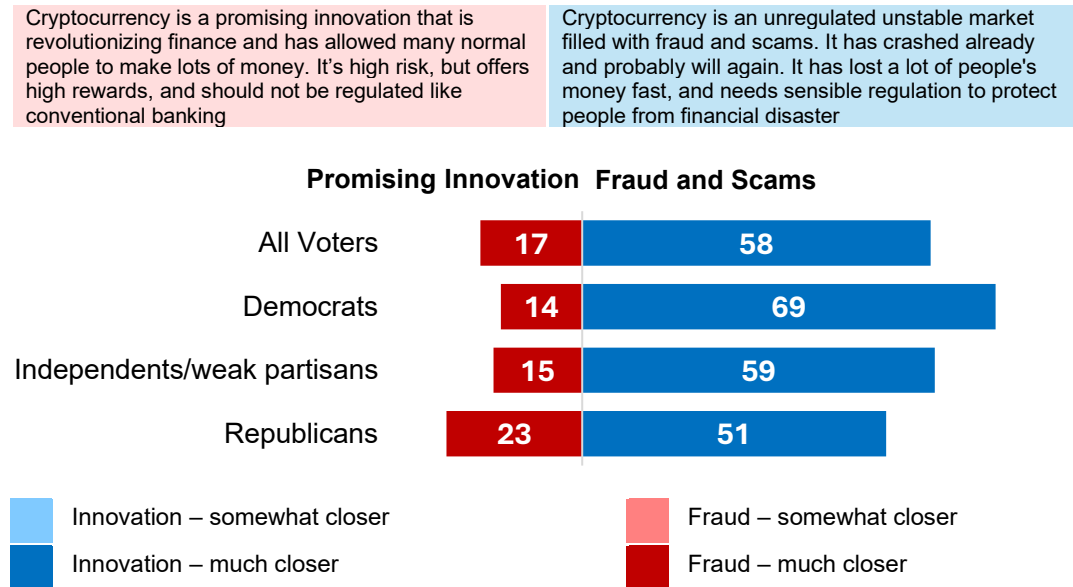


6.2. Voters Believe the Crypto Market is Unstable and Full of Scams

- By more than 3-to-1 (58% to 17%), voters say cryptocurrency is an unregulated, unstable market filled with fraud and scams that needs sensible regulation, rather than a promising innovation that should be left alone.¹⁴
 - This view of crypto is shared by 69% of Democrats, 59% of independents and weak partisans, and 51% of Republicans.

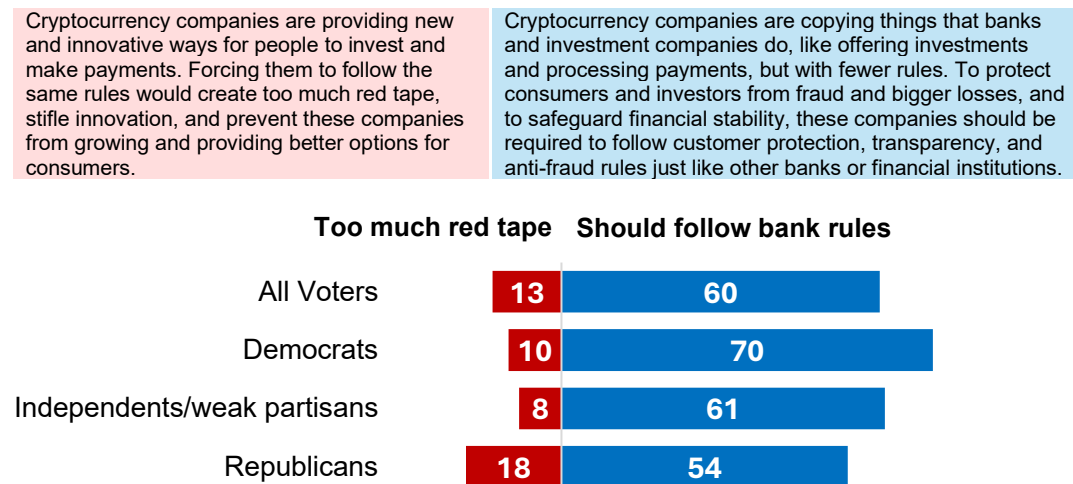
¹³ Do you support or oppose ensuring that financial tech companies follow the same rules and regulations as banks and other financial companies when they engage in similar business like offering checking accounts, sending money, or making loans?

¹⁴ Now here are two different statements about cryptocurrency. Please indicate which one is closer to your own view, even if neither is exactly right.

Figure 16. Crypto market unstable rather than promising innovation

6.3. Voters Say Crypto Companies Should Follow the Same Rules as Banks

- By more than 4-to-1 (60% to 13%), voters say cryptocurrency companies should be required to follow the same customer protection, transparency, and anti-fraud rules as other financial institutions.¹⁵

Figure 17. Crypto companies should follow the same rules as banks

¹⁵ Now here are two different statements about how the government should regulate new financial technology, like cryptocurrency companies. Please indicate which one is closer to your own view, even if neither is exactly right.

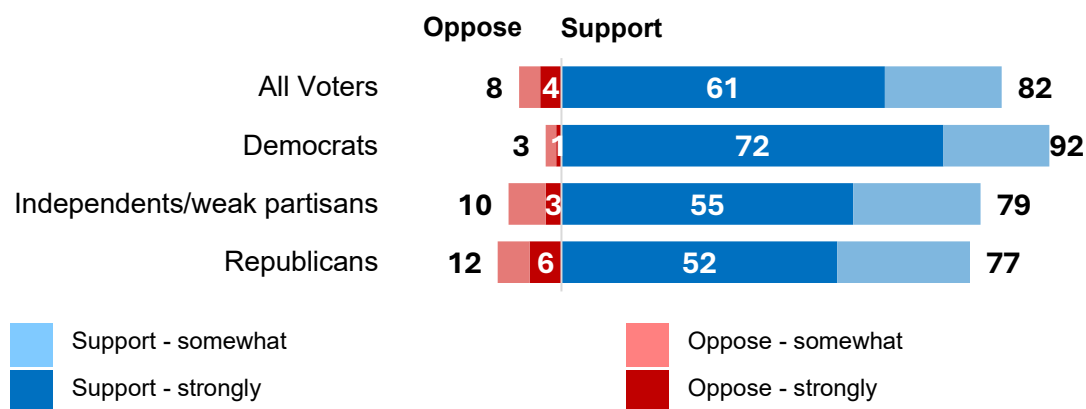
7. Voters Support a Crackdown on Financial Products and Practices They View as Too Expensive or Unfair

Voters across the political spectrum want lower fees and oppose high-cost debt trap products like payday loans. They strongly support stopping companies from selling their personal financial data.

7.1. Voters Support Reinstating a \$5 Cap on Overdraft Fees

- More than four in five voters (82%) support reinstating a \$5 cap on overdraft fees, down from the current average of \$35, including large majorities of Democrats (92%), independents and weak partisans (79%), and Republicans (77%).¹⁶

Figure 18. Reinstating a \$5 cap on overdraft fees

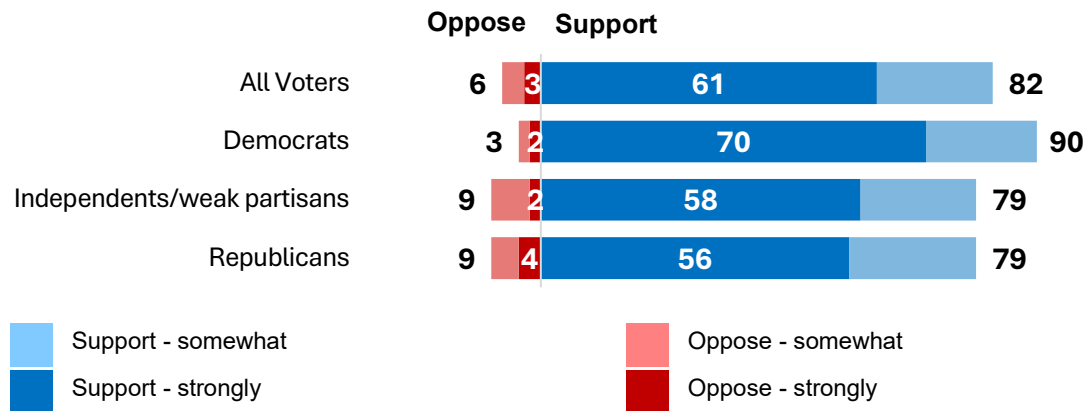


7.2. Voters Support Reinstating an \$8 Cap on Credit Card Late Fees

The same number (82%) support capping credit card late fees to no more than \$8 per month, down from the current average of \$32¹⁷. Overwhelming majorities of Democrats (90%), independents and weak partisans (79%), and Republicans (79%) support capping late fees.

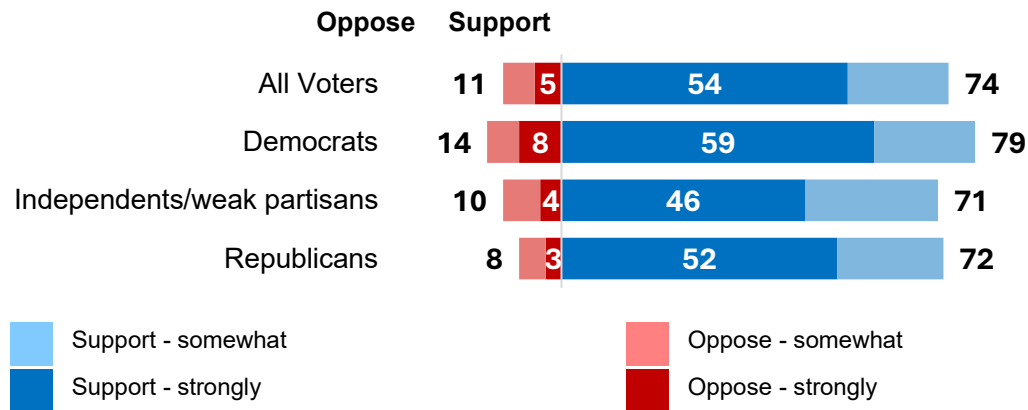
¹⁶ Now, thinking again about the federal Consumer Financial Protection Bureau (CFPB), several of CFPB's consumer protection rules have recently been cancelled or overturned by Congress. For each of the following cancelled rules, please indicate if you would support or oppose reinstating that rule: Capping overdraft fees at \$5, down from the current average of \$35 (QUESTION SPLIT)

¹⁷ 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: Capping credit card late fees at \$8, down from the current average of \$32 (QUESTION SPLIT)

Figure 19. Reinstating \$8 cap on credit card late fees

7.3. Voters Support Banning Medical Debt from Credit Reports

- Nearly three in four voters (74%), including voters of all partisan stripes, support banning medical debt from credit reports after learning that medical debt is often reported inaccurately and doesn't reliably predict whether someone pays other bills on time¹⁸.

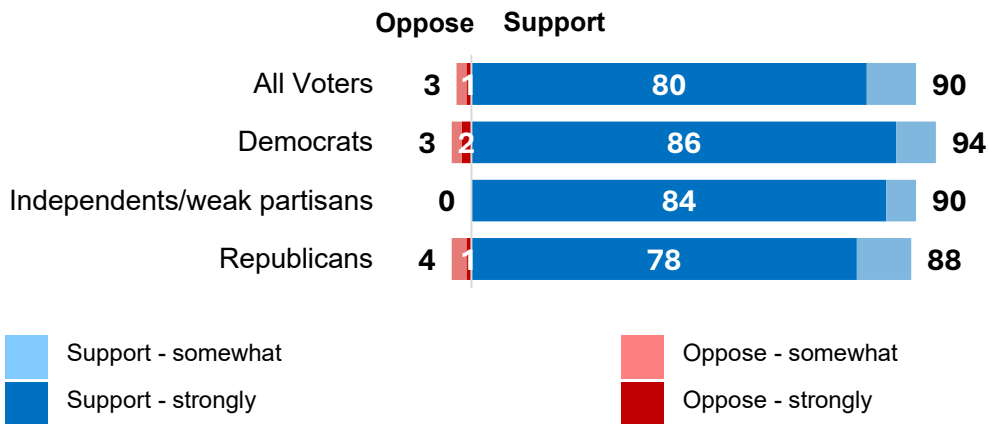
Figure 20. Banning medical debt from credit reports

¹⁸ Research has found that medical debt is often reported inaccurately, reflecting mistakes made by billing departments and insurance companies, and that having medical debt does not reliably reflect whether someone pays other bills on time. Do you support or oppose banning medical debts from being included on credit reports? (QUESTION SPLIT)

7.4. Voters Oppose the Sale of Personal Financial Data

- Nine in ten voters (90%) support stopping financial companies from selling sensitive personal data to marketers and scammers, with near-unanimous support among Democrats (94%), independents and weak partisans (90%), and Republicans (88%).¹⁹

Figure 21. Sale of personal financial data



7.5. Voters Hold Unfavorable Views on Payday Lenders

- Nearly two thirds of voters (63%) say payday lenders are predatory and hurt families living paycheck to paycheck, compared to 21% who see them as an important resource.²⁰ Majorities of Democrats (74%), independents/weak partisans (58%), and Republicans (54%) agree that payday lenders are predatory and hurt vulnerable people.

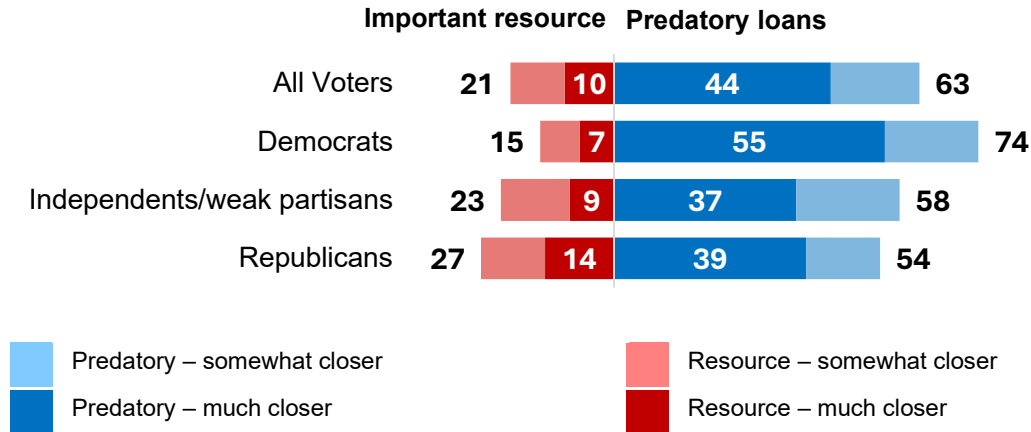
¹⁹ Now, thinking again about the federal Consumer Financial Protection Bureau (CFPB), several of CFPB's consumer protection rules have recently been cancelled or overturned by Congress. For each of the following cancelled rules, please indicate if you would support or oppose reinstating that rule: Stopping financial companies from selling your sensitive personal data to marketers and scammers (QUESTION SPLIT)

²⁰ Now here are two statements about payday lenders. Please indicate which one is closer to your own view, even if neither is exactly right.

Figure 22. Payday lenders are predatory, not an important resource

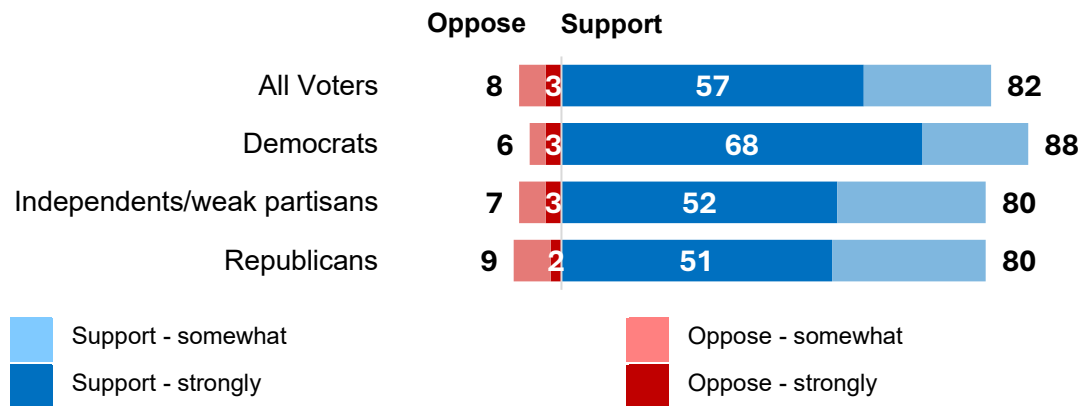
Payday lenders are an important resource for those who can't get credit. If people can't afford to pay the interest, they shouldn't borrow the money. As long as the terms of the loan are clearly noted, people can make their own decisions and not have the government controlling what they do with their own.

Payday lenders charge fees so high they exceed 300% interest. These predatory loans hurt the elderly on Social Security, everyday families making low wages, military families, and single parents. It's hard enough for families living paycheck to paycheck to make ends meet without paying high interest rates.



7.6. Voters Support Consumer Protections for Fintech Products

- More than four in five voters (82%) support requiring newer financial products coming to the market, like Buy Now Pay Later credit (Klarna or Afterpay) and wage-advance products (Dave or EarnIn) to follow consumer protections that keep them affordable and prevent long-term debt traps.²¹

Figure 23. Consumer protections for newer financial products

²¹ 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?

8. Midterm Voters Support Government Regulation of Financial Protects and Want a Strong CFPB to Carry Out That Work

Voters continue to favor regulations to protect consumers. Voters of all parties overwhelmingly support the mission of the Consumer Financial Protection Bureau. Even after hearing common lines of attack, voters across party lines maintain strong levels of support for the agency and its mission.

8.1. Voters Want Fair Financial Products

- 92% of voters say it is important to regulate financial services and products to make sure they are fair for consumers, with 97% of Democrats, 90% of independents and weak partisans, and 91% of Republicans in agreement.²²
- Voters are more likely than ever before to strongly believe that financial regulations are important.

Figure 24. Important for financial services and products to be regulated to be fair

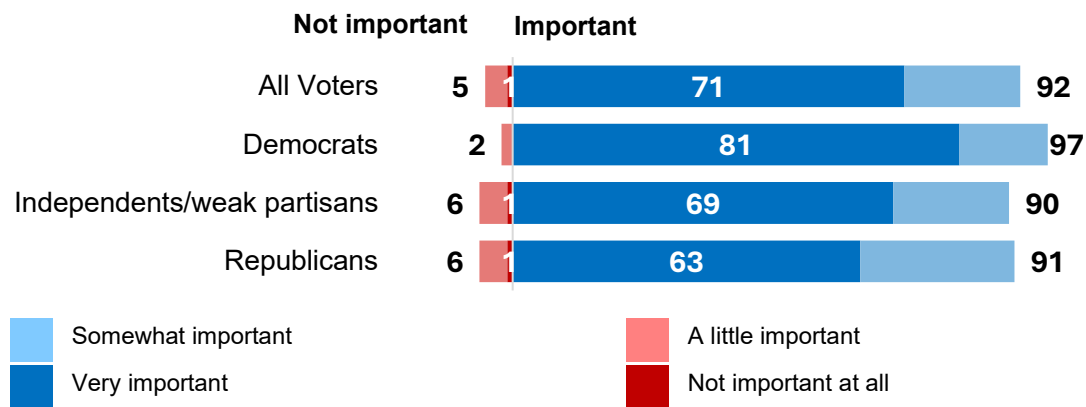
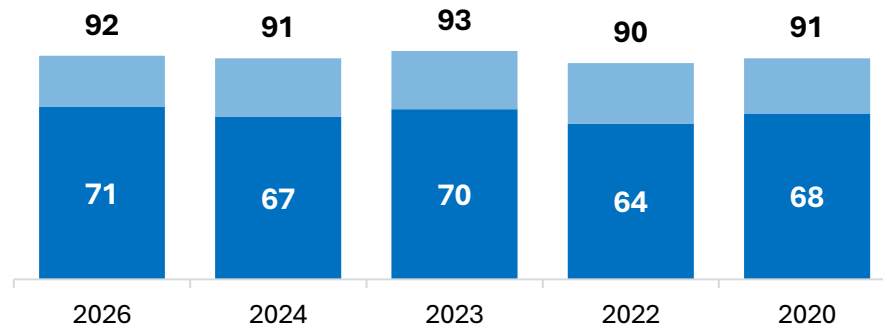


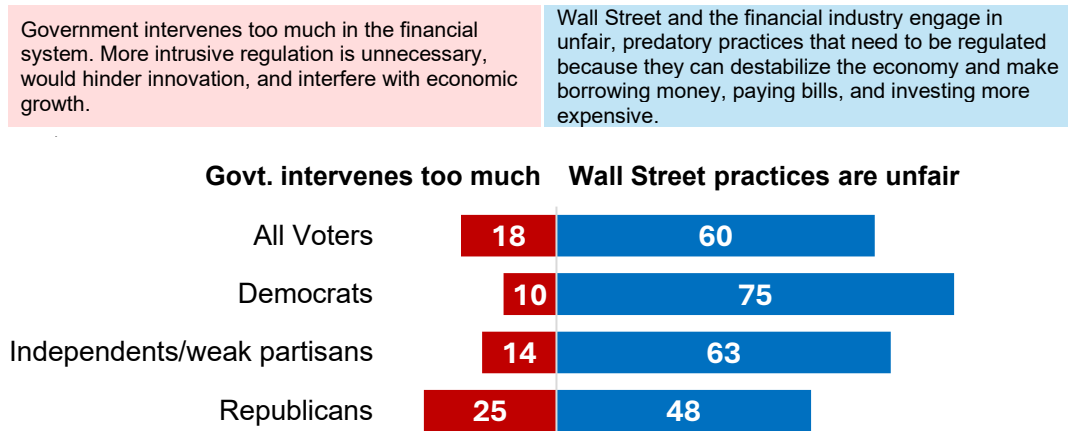
Figure 25. Trends over time: financial regulations are important



²² How important is it to regulate financial services and products to make sure they are fair for consumers?

- When presented with arguments for and against government involvement in financial markets, three out of five voters say Wall Street and the financial industry engage in unfair, predatory practices that need to be regulated because they can destabilize the economy and make life more expensive, compared to just 18% who say government intervenes too much.²³
 - This view holds a majority across Democrats (75%) and independents and weak partisans (63%), and draws a plurality of Republicans (48%).

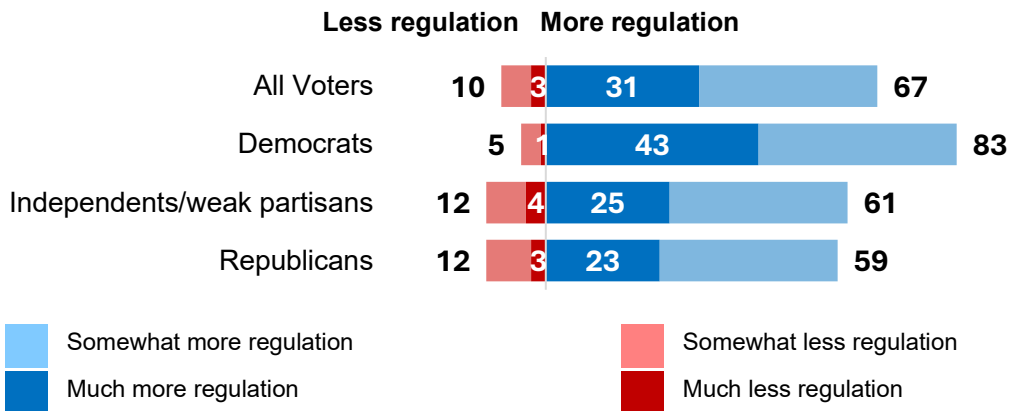
Figure 26. Wall Street engages in unfair, destabilizing practices



8.2. Voters Want More Government Regulation of Financial Companies

- Two-thirds 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.²⁴
 - A large majority of Democrats (83%) and a majority of both independents and weak partisans (61%) and Republicans (59%) support more regulation.

Figure 27. Government regulation of financial companies



²³ Now here are two statements. Please indicate which one is closer to your own view, even if neither is exactly right. (QUESTION SPLIT)

²⁴ 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?

8.3. Voters Across Party Lines Favor the CFPB By Very Wide Margins

- 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%), independents and weak partisans (80%) and Republicans (77%).²⁵
 - Attempts to eliminate the CFPB have not impacted the agency's popularity among the public – voters are just as favorable as they have been in recent years.

Figure 28. Favor the CFPB

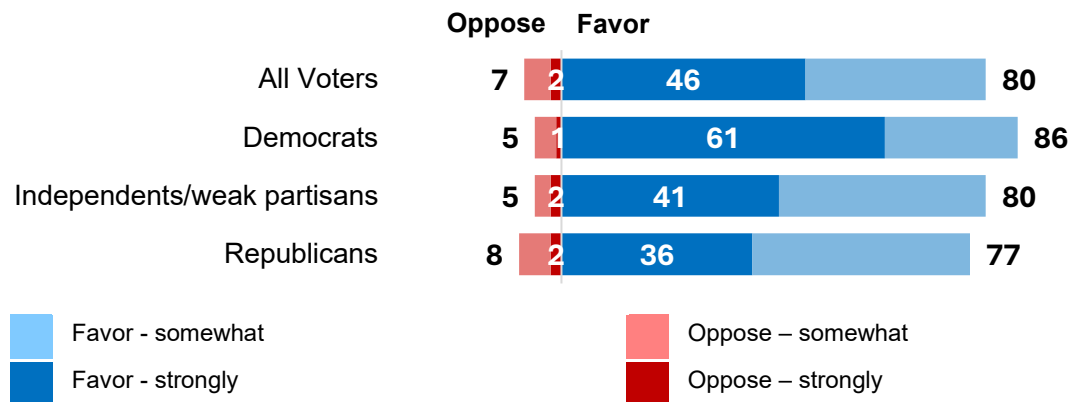
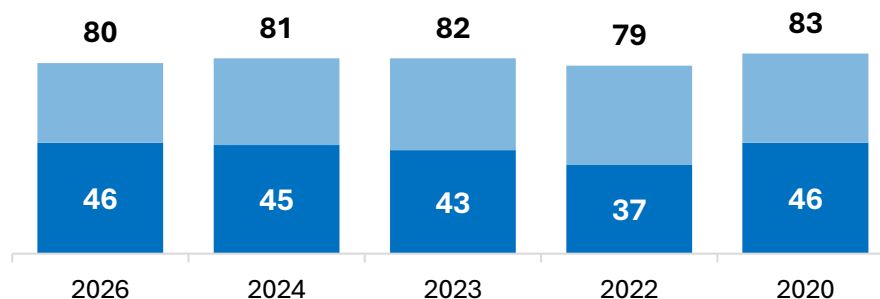


Figure 29. Trends over time: favor CFPB

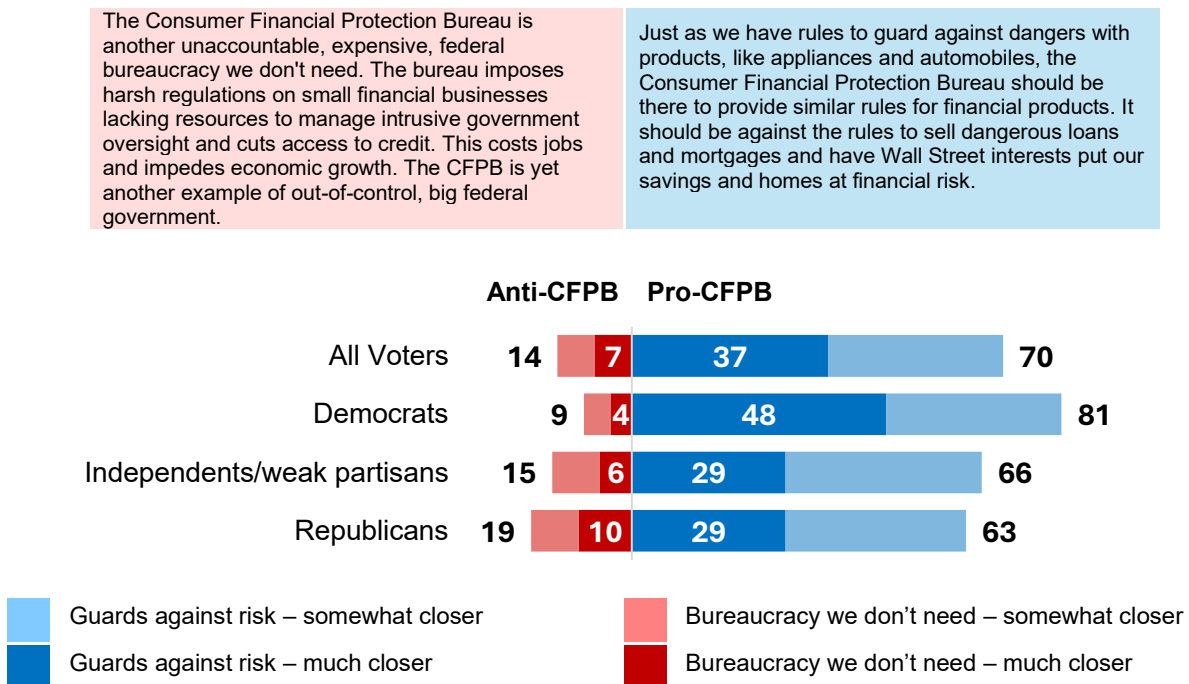


²⁵ Now here is a description of a federal agency, the Consumer Financial Protection Bureau, or CFPB. The CFPB, established in 2008, is the first federal agency whose mission is protecting consumers when they use mortgages, credit cards, bank accounts, payment apps, and other financial products and services. 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?

8.4. Voters Support Government Regulation to Protect People from Wall Street Abuses

- In a head-to-head debate, voters continue to support government regulation to protect people from Wall Street abuses and the CFPB, including independents and weak partisans and Republicans, even when it is attacked as an unaccountable, expensive federal bureaucracy that costs jobs and impedes economic growth.
 - 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%), two thirds of independents and weak partisans (66%), and nearly as many Republicans (63%).²⁶

Figure 30. Support CFPB over calling it unaccountable, expensive, and unneeded

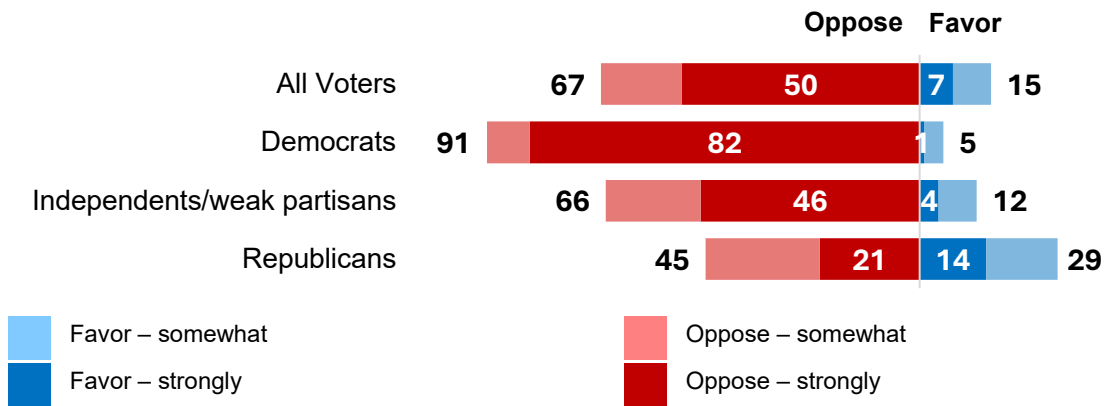


²⁶ Now here are two statements about the Consumer Financial Protection Bureau, or CFPB. Please indicate which one is closer to your own view, even if neither is exactly right.

8.5. Voters Across Party Lines Oppose President Trump Eliminating The CFPB

- Two-thirds of voters oppose President Trump's attempts to eliminate the CFPB.²⁷ Republican voters maintain their opposition to attacks on the CFPB by a sizable margin (+16 net oppose) even when these attacks are attributed to President Trump, underscoring the depth of favorability for consumer financial protections.

Figure 31. Oppose eliminating the CFPB



9. Methodology

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.

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.

²⁷ 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? (QUESTION SPLIT)