



## The Lesson of Trafalgar:

*Superior strategy, innovative tactics, and bold leadership can prevail even over larger numbers and greater resources.*

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 The Trafalgar Group

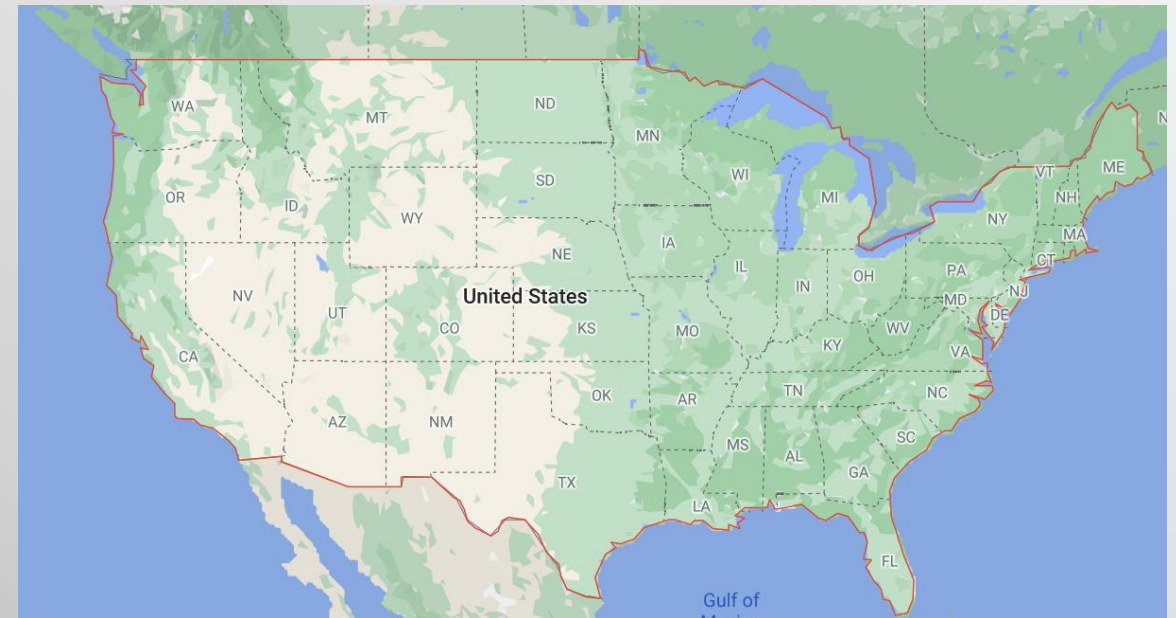
 @trafalgar\_group

# Nationwide Consumer Financial Issues Survey

April 2026

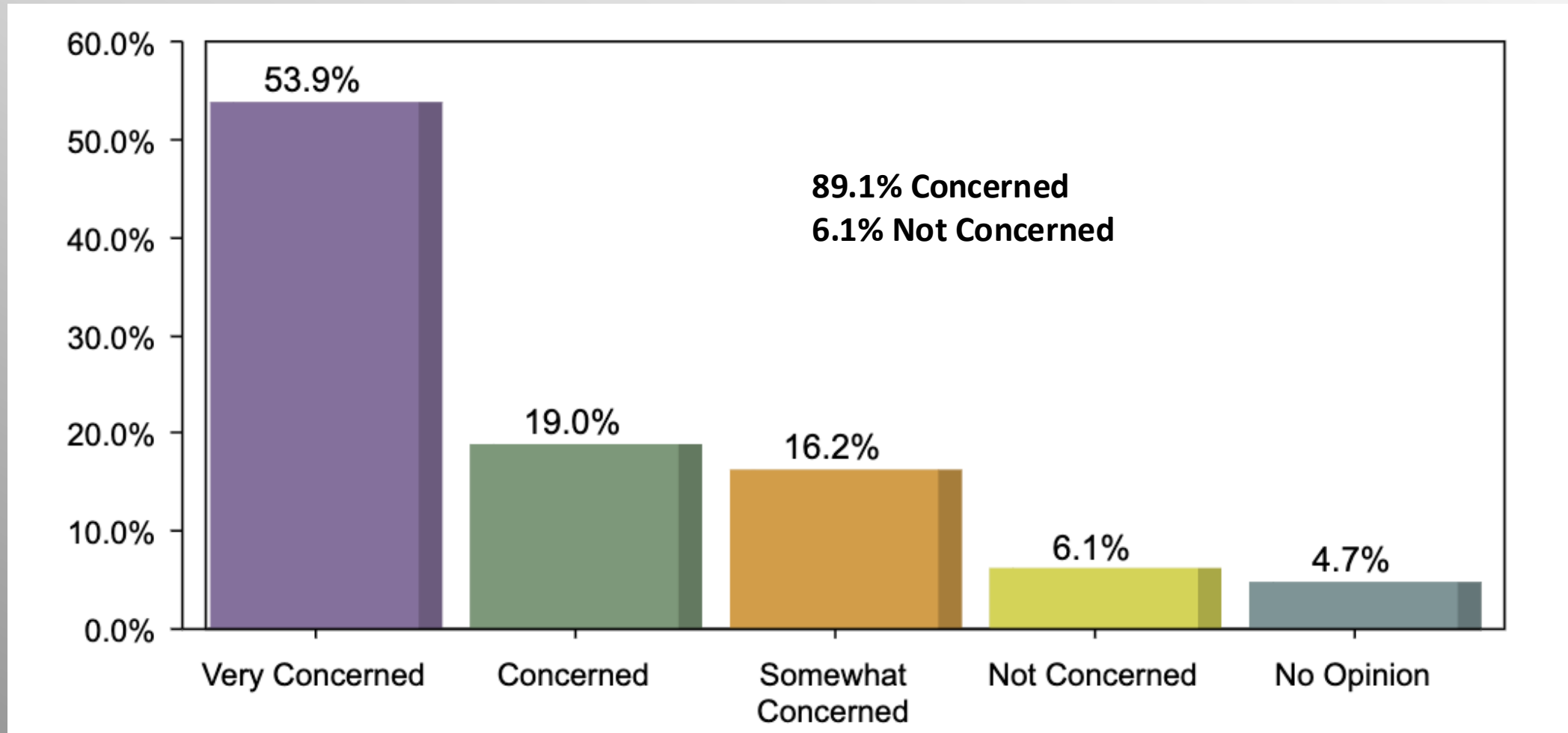
# Nationwide Consumer Financial Issues Survey

- **Conducted 04/21/26 - 04/26/26**
- **1065 Respondents**
- **Likely General Election Voters**
- **Response Rate: 5.5%**
- **Margin of Error: 2.9%**
- **Confidence: 95%**
- **Response Distribution: 50%**



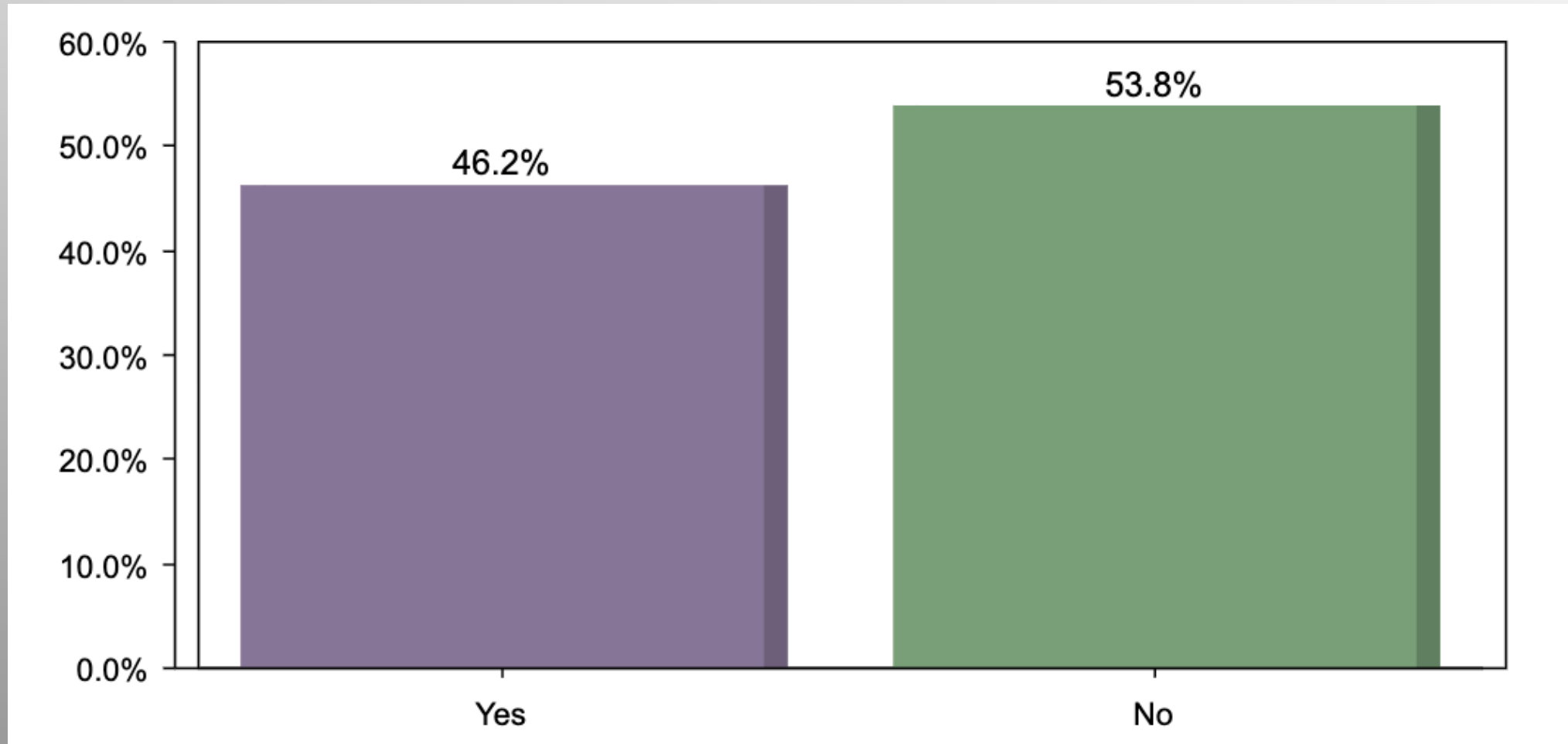
# Personal Financial Data

*How concerned are you about your personal financial information, your account number, balance, and transaction data -- being accessed, transmitted, or sold without your specific approval?*



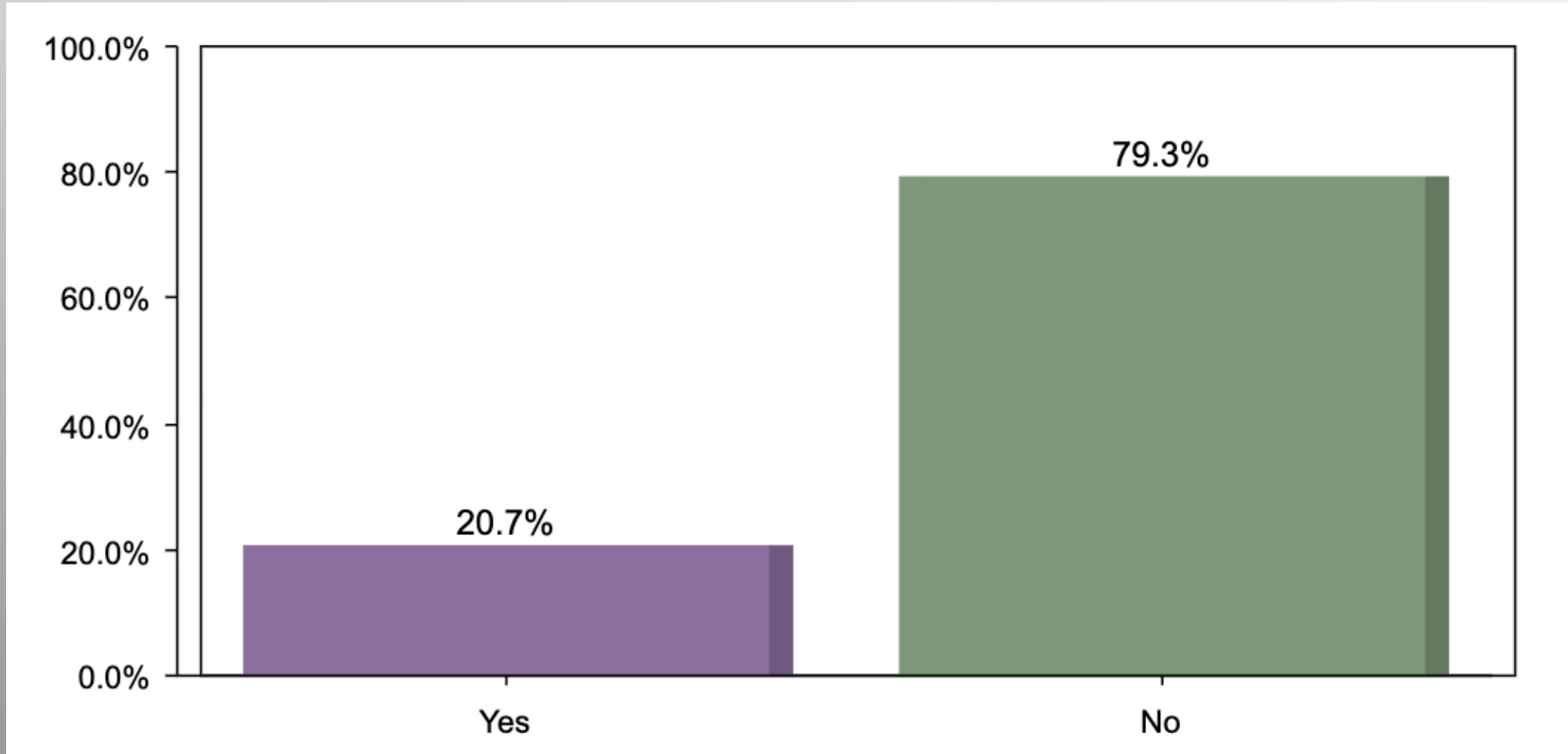
# Data Middlemen

*Are you aware that many of the most popular apps and online retailers use a third party service known as "data middlemen" to process transactions, check your account balance, and power personal financial management apps?*



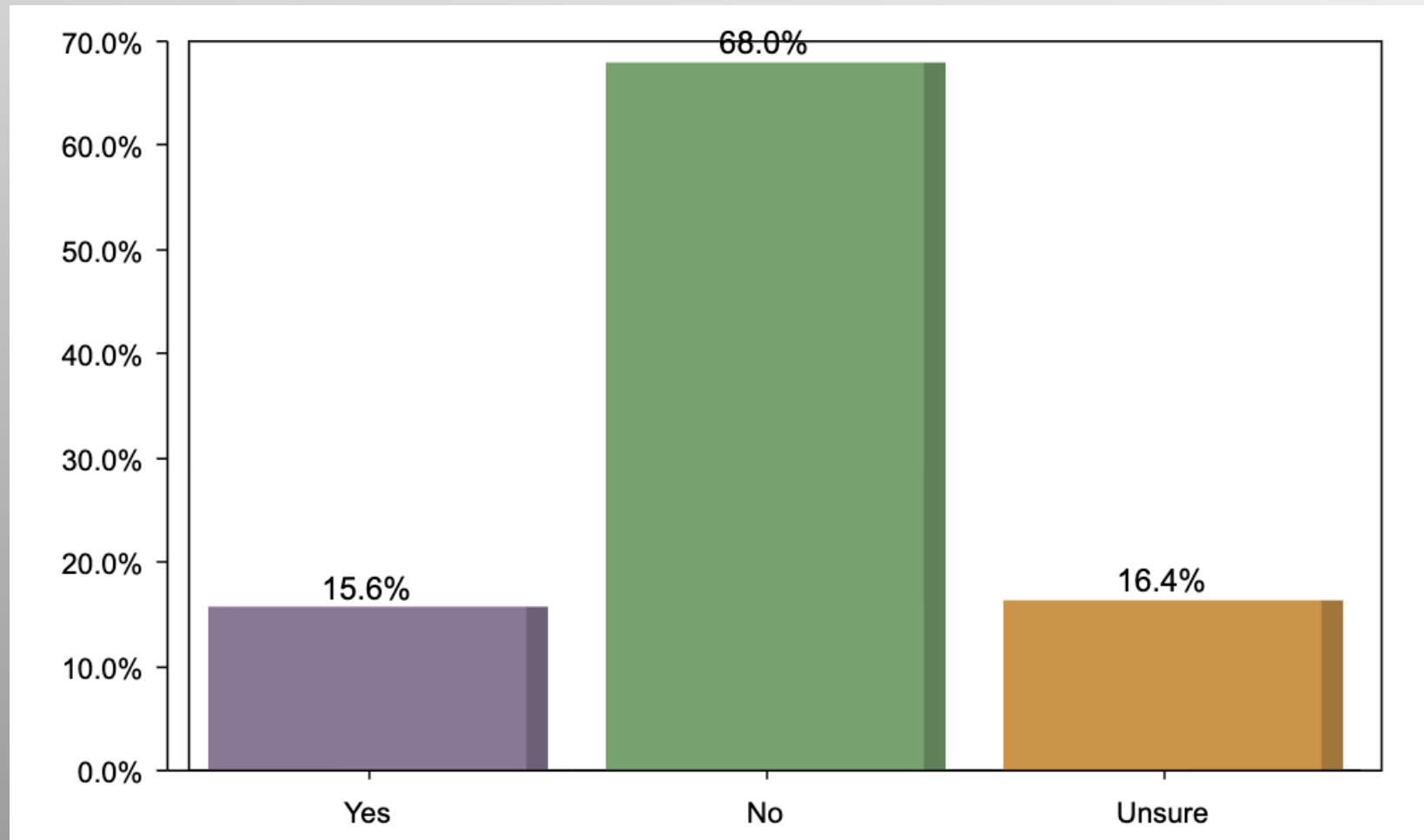
# CFPB Rule Expansion

*Are you also aware that during the Biden Administration, the Consumer Financial Protection Bureau expanded rules to allow data middlemen to access your banking data at any time and for any reason after and unrelated to the initial transaction?*



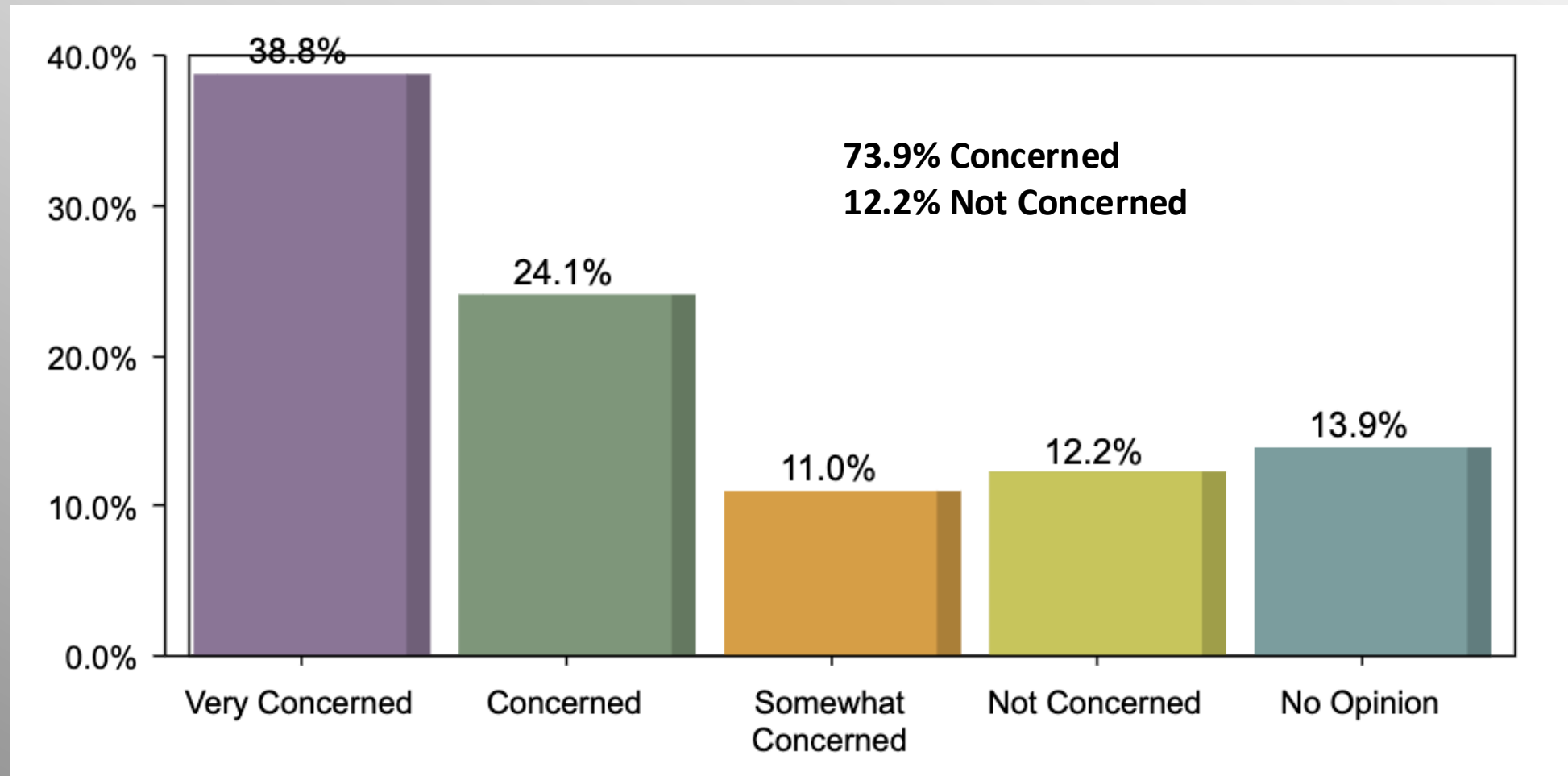
# Biden Era CFPB Rule

*Lastly, did you know that during the Biden administration, the Consumer Financial Protection Bureau published a rule that did not allow your bank to responsibly limit how often data middlemen access your sensitive financial information, including your account number and bank balance after and unrelated to your initial transaction?*



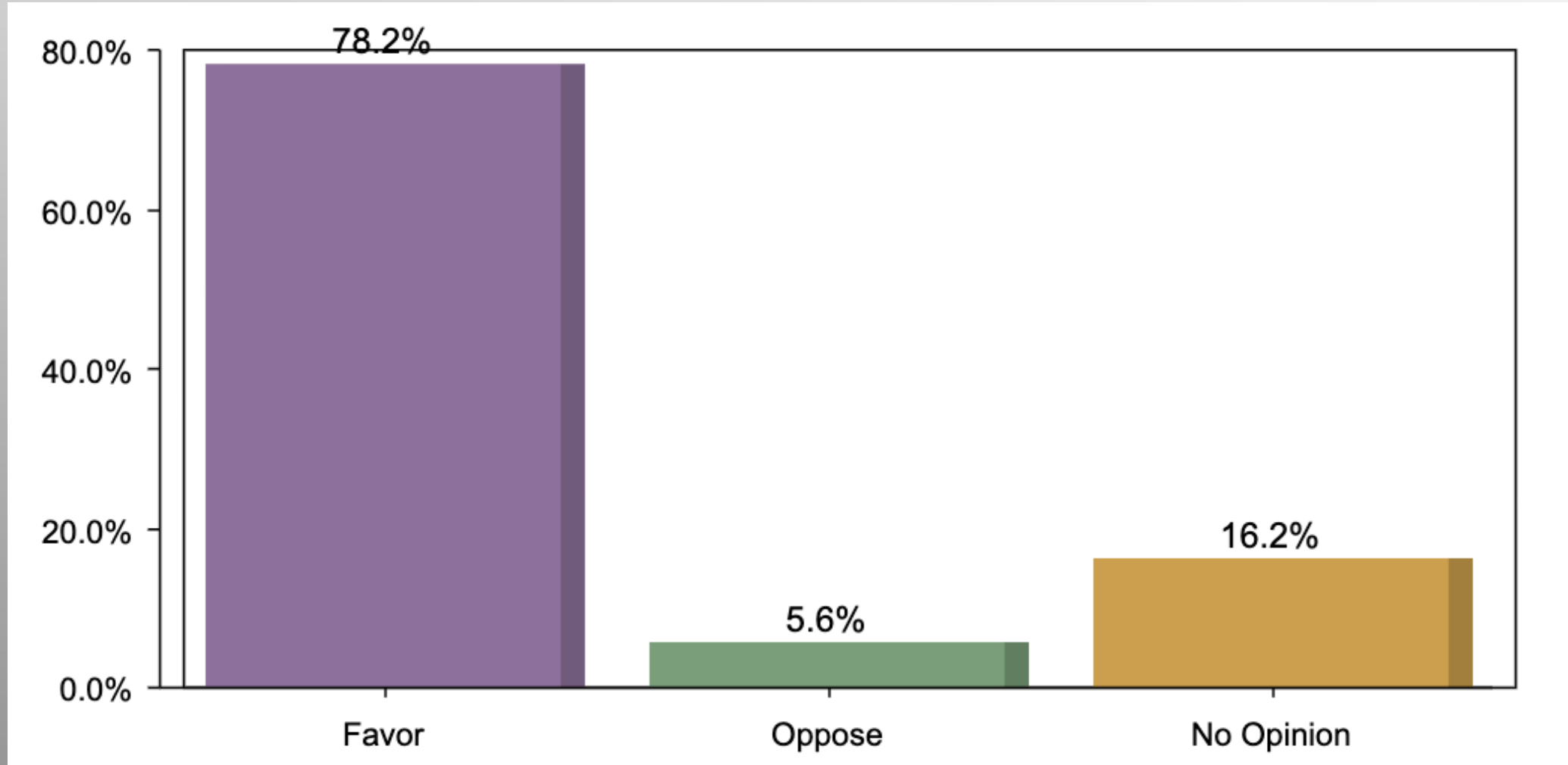
# Biden Era Rule Concern

*Knowing this, how concerned are you about the Consumer Financial Protection Bureau's Biden-era rule allowing data middlemen to follow weaker privacy and security standards than banks?*



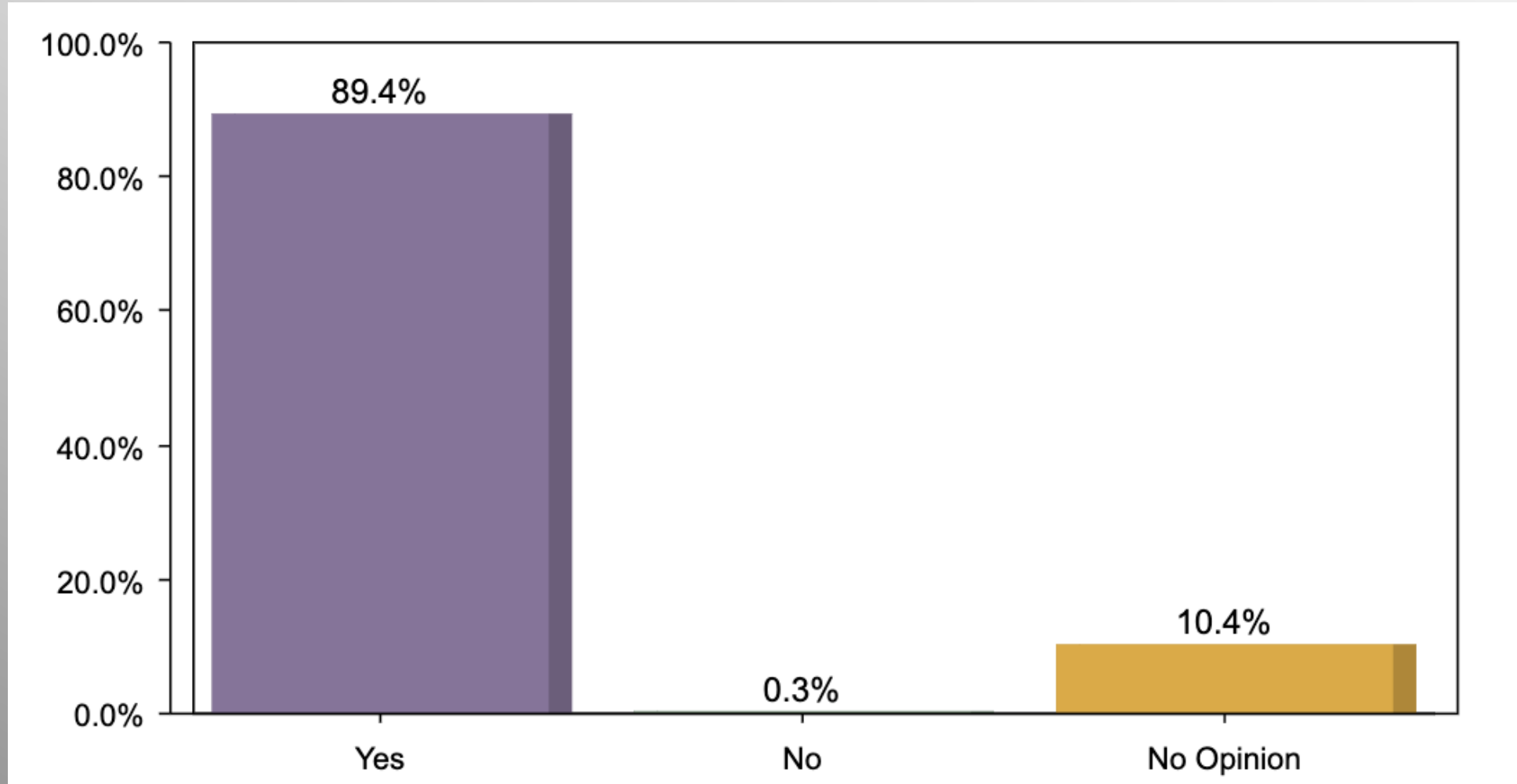
# New Rule on Financial Info

*Do you favor or oppose an effort to enact new rules to prevent companies from having unlimited access to your financial information without your explicit and revocable consent?*



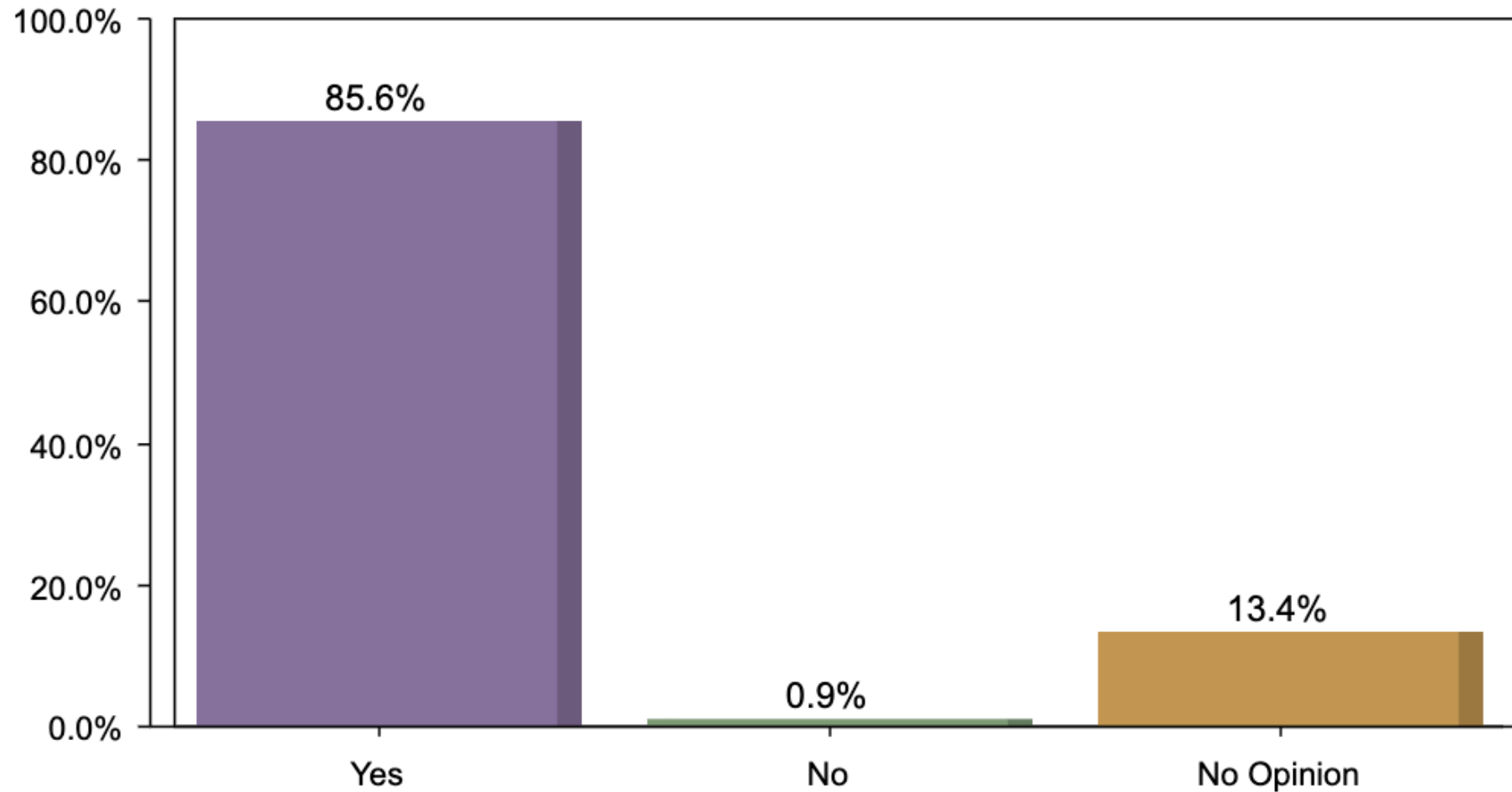
# High Standards on Financial Info

*Do you think companies with access to your financial data should be required to meet the same high standard required of banks in safeguarding your financial information?*

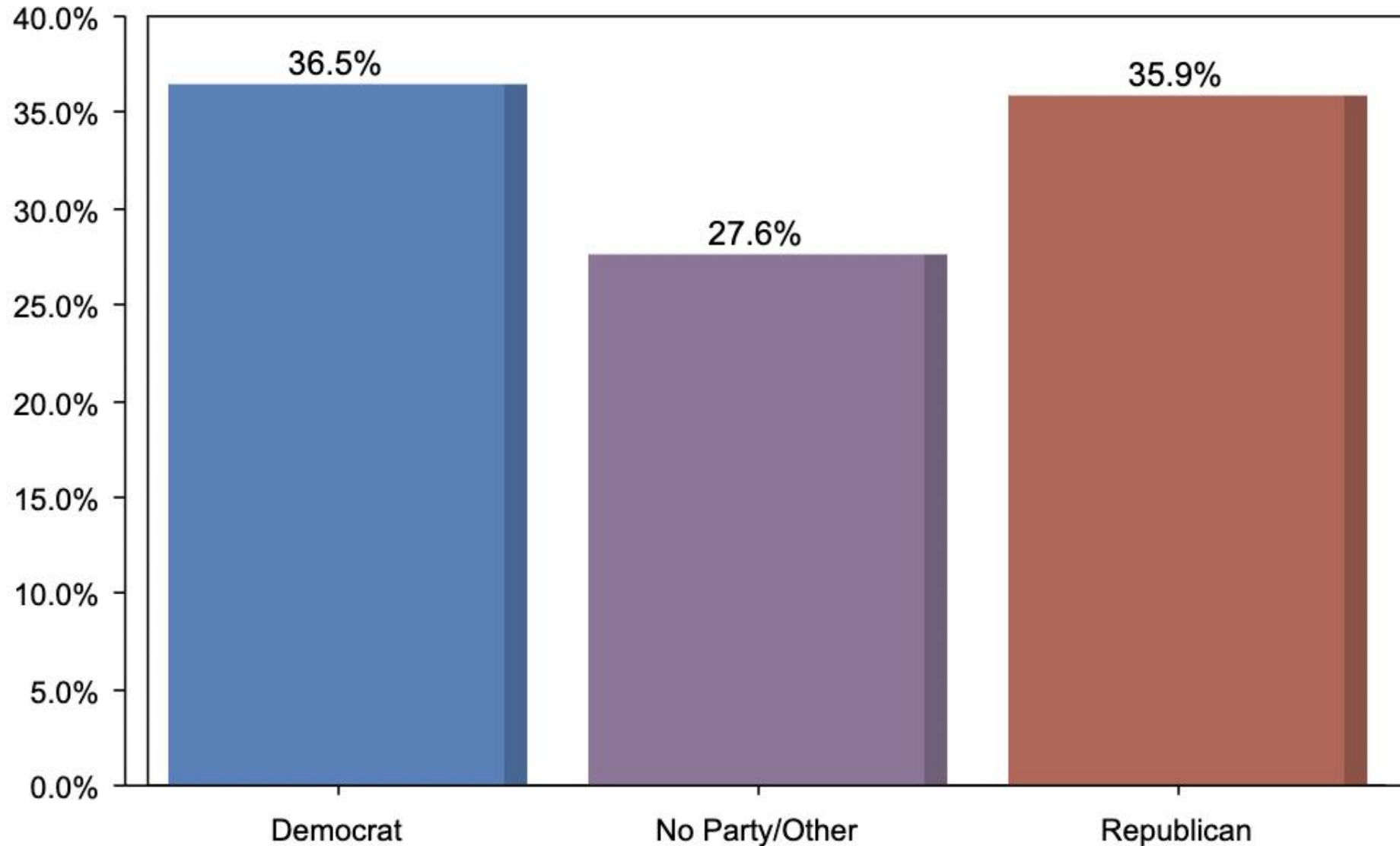


# Cost of Security

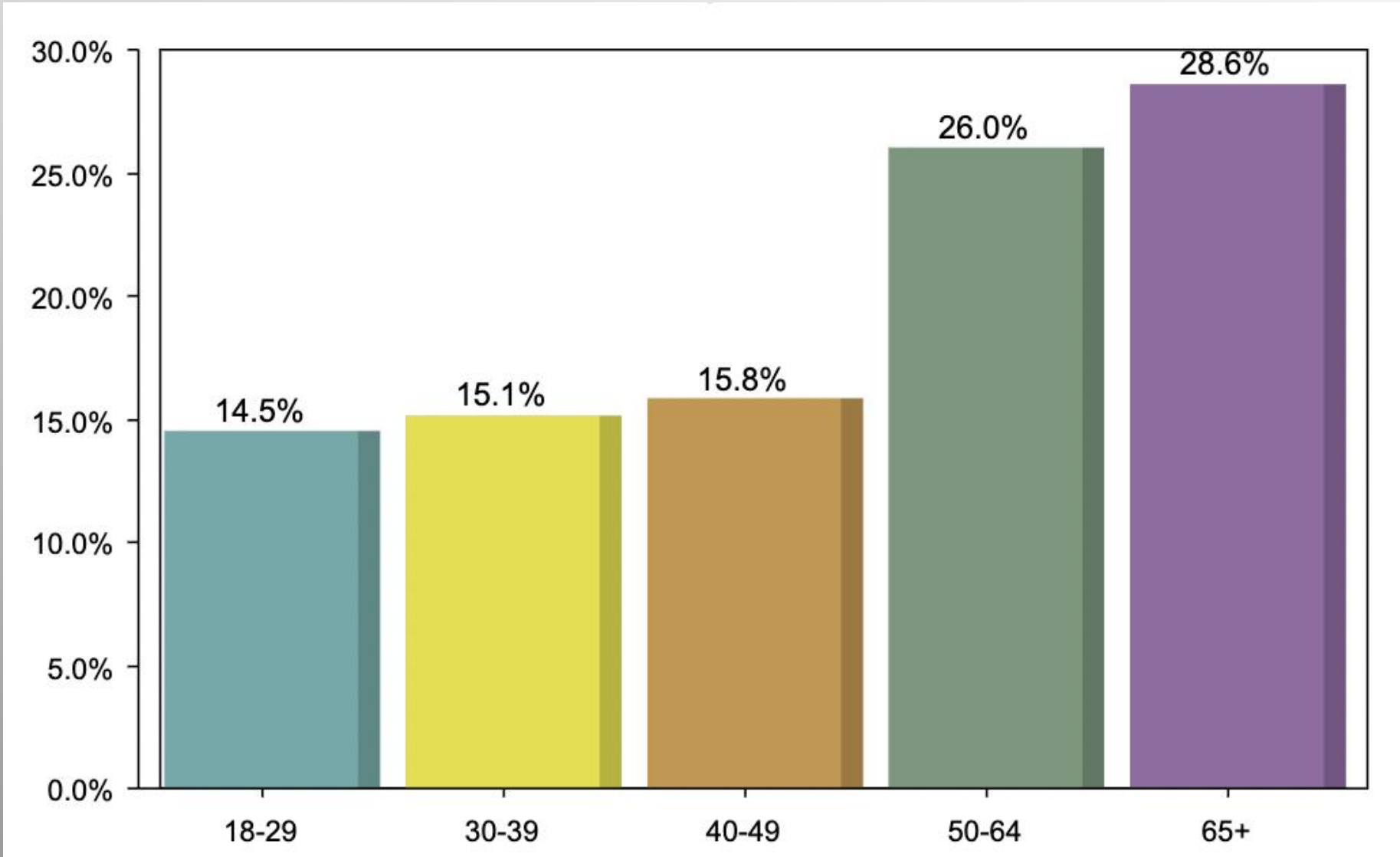
*Should every company that accesses or uses your financial data be required to take on its share of the cost of keeping it secure?*



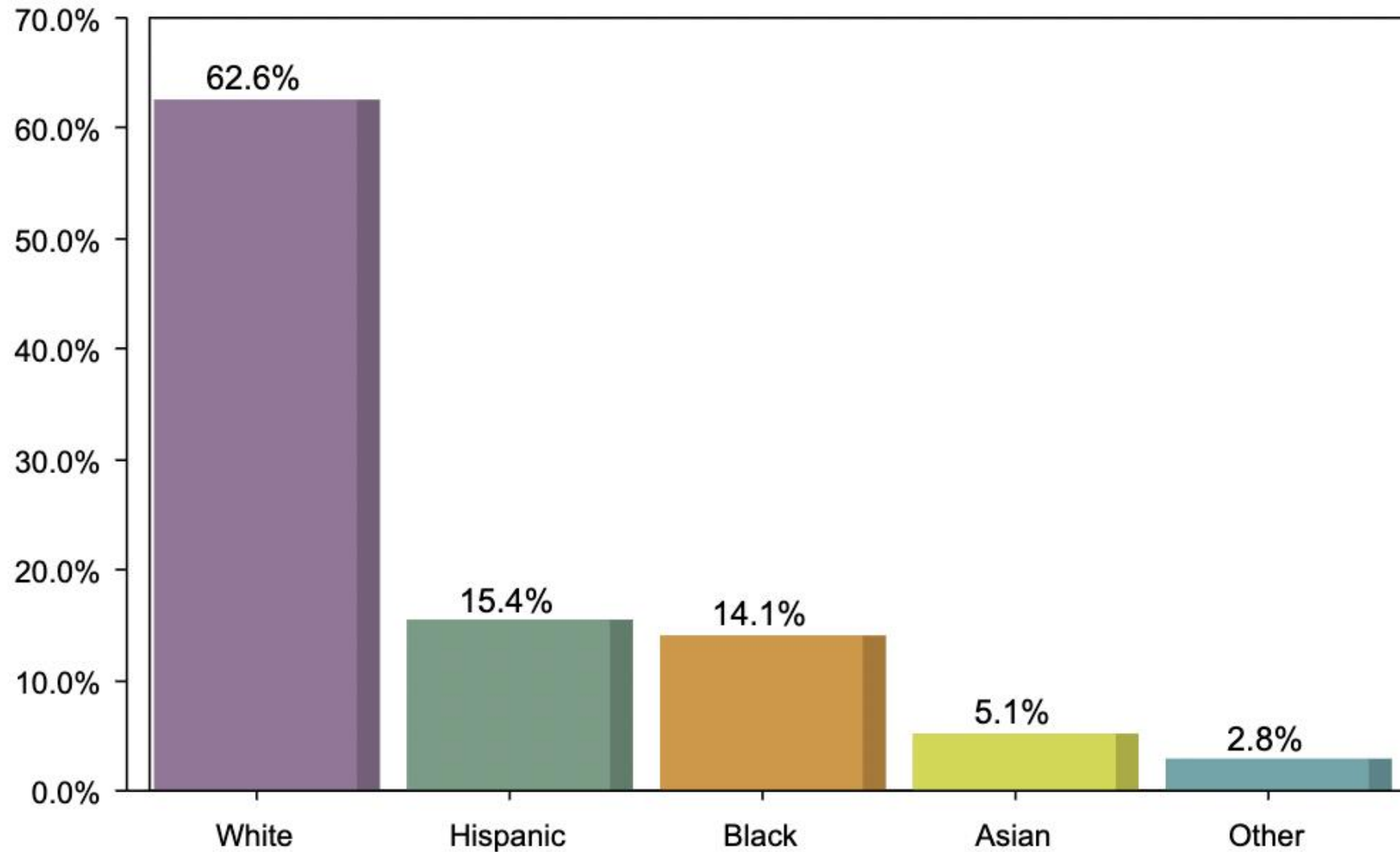
# Party Participation



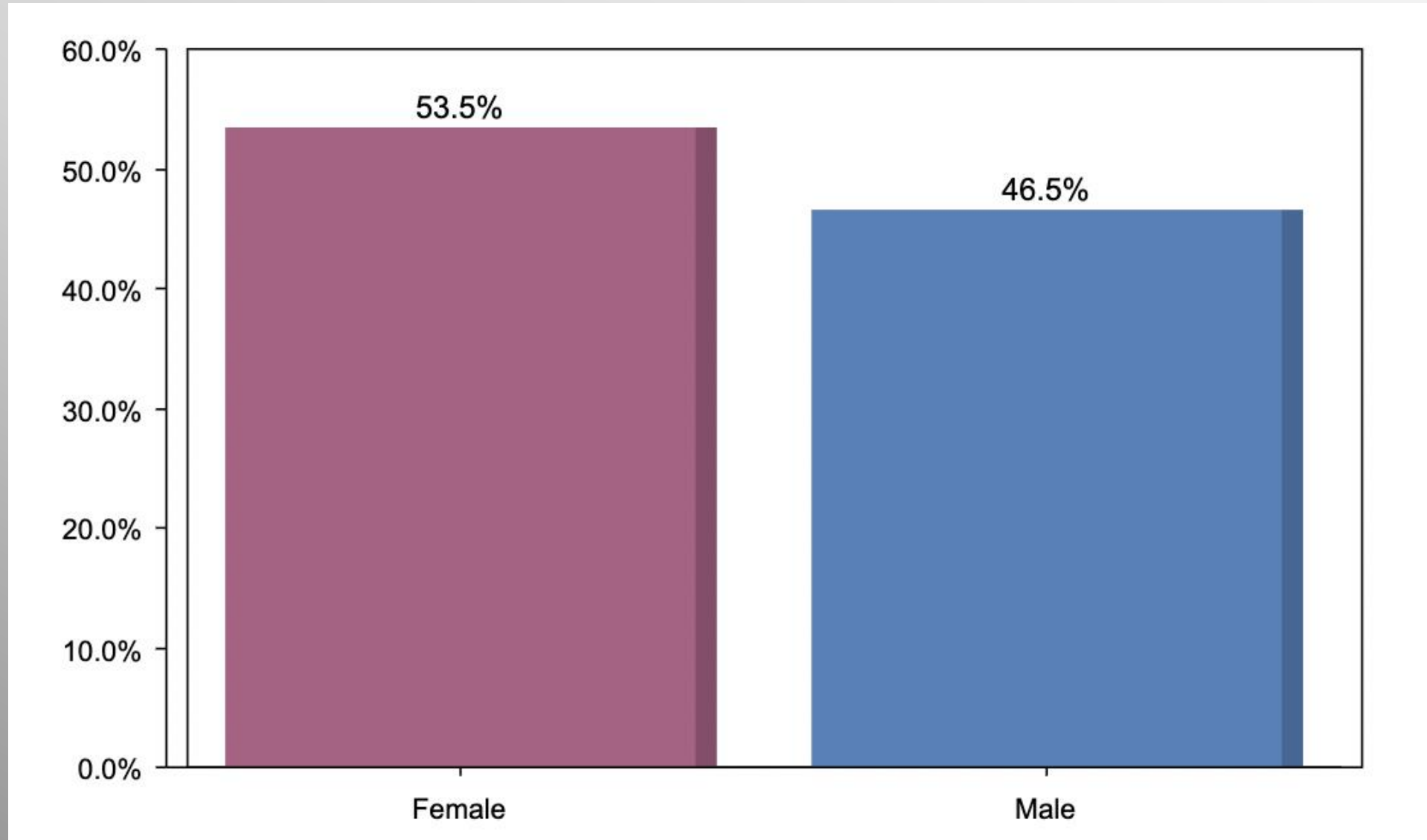
# Age Participation



# Ethnicity Participation



# Gender Participation



Trump Approval Crosstabs

How concerned are you about your personal financial information, your account number, balance, and transaction data -- being accessed, transmitted, or sold without your specific approval?

		<b>Do you approve or disapprove of the way President Trump is doing his job as President?</b>				
		<b>Strongly Approve</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Strongly Disapprove</b>	<b>No Opinion</b>
<b>Very Concerned</b>						
	Column %	<b>49.3%</b>	<b>30.2%</b>	46.1%	<b>61.6%</b>	26.5%
<b>Concerned</b>						
	Column %	<b>24.0%</b>	<b>37.6%</b>	<b>7.7%</b>	<b>14.5%</b>	25.7%
<b>Somewhat Concerned</b>						
	Column %	<b>13.0%</b>	23.2%	<b>34.0%</b>	<b>14.5%</b>	15.8%
<b>Not Concerned</b>						
	Column %	<b>10.0%</b>	9.0%	9.2%	<b>3.5%</b>	14.6%
<b>No Opinion</b>						
	Column %	3.7%	0.0%	3.0%	5.9%	17.4%

Trump Approval Crosstabs

Are you aware that many of the most popular apps and online retailers use a third party service known as "data middlemen" to process transactions, check your account balance, and power personal financial management apps?

		<b>Do you approve or disapprove of the way President Trump is doing his job as President?</b>				
		<b>Strongly Approve</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Strongly Disapprove</b>	<b>No Opinion</b>
<b>Yes</b>	Column %	48.0%	<b>30.8%</b>	<b>61.4%</b>	<b>47.2%</b>	46.3%
<b>No</b>	Column %	52.0%	<b>69.2%</b>	<b>38.6%</b>	<b>52.8%</b>	53.7%

Trump Approval Crosstabs

Are you also aware that during the Biden Administration, the Consumer Financial Protection Bureau expanded rules to allow data middlemen to access your banking data at any time and for any reason after and unrelated to the initial transaction?

		<b>Do you approve or disapprove of the way President Trump is doing his job as President?</b>				
		<b>Strongly Approve</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Strongly Disapprove</b>	<b>No Opinion</b>
<b>Yes</b>	Column %	<b>29.8%</b>	<b>13.3%</b>	16.6%	<b>18.1%</b>	27.9%
<b>No</b>	Column %	<b>70.2%</b>	<b>86.7%</b>	83.4%	<b>81.9%</b>	72.1%

Trump Approval Crosstabs

Lastly, did you know that during the Biden administration, the Consumer Financial Protection Bureau published a rule that did not allow your bank to responsibly limit how often data middlemen access your sensitive financial information, including your account number and bank balance after and unrelated to your initial transaction?

		<b>Do you approve or disapprove of the way President Trump is doing his job as President?</b>				
		<b>Strongly Approve</b>	<b>Approve</b>	<b>Disapprove</b>	<b>Strongly Disapprove</b>	<b>No Opinion</b>
<b>Yes</b>	Column %	<b>19.7%</b>	<b>6.5%</b>	20.6%	15.2%	15.5%
<b>No</b>	Column %	<b>68.0%</b>	<b>89.7%</b>	<b>58.8%</b>	<b>63.4%</b>	63.0%
<b>Unsure</b>	Column %	12.3%	<b>3.8%</b>	20.7%	<b>21.4%</b>	21.5%

Trump Approval Crosstabs

Knowing this, how concerned are you about the Consumer Financial Protection Bureau's Biden-era rule allowing data middlemen to follow weaker privacy and security standards than banks?

		Do you approve or disapprove of the way President Trump is doing his job as President?				
		Strongly Approve	Approve	Disapprove	Strongly Disapprove	No Opinion
<b>Very Concerned</b>	Column %	<b>71.8%</b>	<b>48.9%</b>	<b>17.4%</b>	<b>18.1%</b>	28.6%
<b>Concerned</b>	Column %	<b>21.6%</b>	<b>42.9%</b>	19.7%	<b>21.4%</b>	0.0%
<b>Somewhat Concerned</b>	Column %	<b>6.0%</b>	<b>3.8%</b>	20.9%	<b>15.2%</b>	14.0%
<b>Not Concerned</b>	Column %	<b>0.0%</b>	<b>4.4%</b>	11.2%	<b>22.2%</b>	0.0%
<b>No Opinion</b>	Column %	<b>0.7%</b>	<b>0.0%</b>	<b>30.7%</b>	<b>23.1%</b>	<b>57.4%</b>

Trump Approval Crosstabs

Do you favor or oppose an effort to enact new rules to prevent companies from having unlimited access to your financial information without your explicit and revocable consent?

		Do you approve or disapprove of the way President Trump is doing his job as President?				
		Strongly Approve	Approve	Disapprove	Strongly Disapprove	No Opinion
<b>Favor</b>	Column %	<b>92.1%</b>	<b>86.8%</b>	<b>56.9%</b>	<b>68.7%</b>	72.6%
<b>Oppose</b>	Column %	<b>1.6%</b>	<b>10.4%</b>	4.1%	7.1%	0.0%
<b>No Opinion</b>	Column %	<b>6.4%</b>	<b>2.8%</b>	<b>39.1%</b>	<b>24.1%</b>	27.4%

Trump Approval Crosstabs

Do you think companies with access to your financial data should be required to meet the same high standard required of banks in safeguarding your financial information?

		Do you approve or disapprove of the way President Trump is doing his job as President?				
		Strongly Approve	Approve	Disapprove	Strongly Disapprove	No Opinion
<b>Yes</b>	Column %	100.0%	100.0%	75.1%	80.5%	89.2%
<b>No</b>	Column %	0.0%	0.0%	6.7%	0.0%	0.0%
<b>No Opinion</b>	Column %	0.0%	0.0%	18.2%	19.5%	10.8%

Trump Approval Crosstabs

Should every company that accesses or uses your financial data be required to take on its share of the cost of keeping it secure?

		Do you approve or disapprove of the way President Trump is doing his job as President?				
		Strongly Approve	Approve	Disapprove	Strongly Disapprove	No Opinion
<b>Yes</b>	Column %	97.9%	85.8%	67.6%	78.0%	89.2%
<b>No</b>	Column %	0.7%	0.0%	0.0%	1.5%	0.0%
<b>No Opinion</b>	Column %	1.4%	14.2%	32.4%	20.4%	10.8%