



MEMORANDUM

TO: Interested Parties
FROM: Guidant Polling & Strategy
DATE: March 10, 2026
RE: National Survey on Debanking

Methodology: Guidant Polling and Strategy conducted a national survey on behalf of Americans for Free Markets (AFFM) among 1,200 likely voters to assess public attitudes toward government involvement in debanking. Interviews were conducted January 26–February 2, 2026, with a margin of error of $\pm 2.82\%$.

OVERVIEW

A new national survey finds voters from across party lines overwhelmingly support President Trump's executive order aimed at ending government-driven debanking, the practice of regulators pressuring banks to close certain personal or business accounts for political or social reasons. Voters also support congressional action to build on the president's leadership with future-proofed reforms guided by free market principles that uphold the right of private businesses to make decisions, free from politicized regulatory pressure.

The survey shows preventing politically-motivated pressure from government by establishing clear, objective and fair national standards – enjoys broad, bipartisan support. The results indicate that voters want these protections to be clear, objective and consistent, rather than subject to shifting regulatory or political priorities of future administrations.

KEY FINDINGS

1). Strong Bipartisan Support for President Trump's Executive Order on Government-Driven Debanking

Even in a highly partisan and polarized environment, nearly three-in-four voters support President Trump's executive order to end government-driven debanking for political reasons.

- 72% of voters favor President Trump's executive order (44% strongly), including majorities of Democrats, independents and Republicans.

2). Clear Line Between Objective Enforcement and Politicized or Subjective Government Pressure

Voters overwhelmingly agree regulators should enforce objective standards under the law and clearly oppose regulators considering political, or other personally subjective, factors to encourage private businesses into denying services to legal customers.

- 91% agree federal regulators should enforce banking laws using objective standards, not political or reputational considerations (71% strongly agree).

- 83% say the government should focus on enforcing laws related to fraud, money laundering, and terrorism using clear, objective standards, while just 8% prefer broad discretion based on regulators' judgment about "risk or controversy."
- Only 11% believe the government should pressure banks to close accounts because officials disagree with a customer's lawful business.

3). Voters Support a National Standard That Upholds the Freedom of Private Businesses to Make Decisions Free from Government Pressure

As Congress considers whether to make debanking reforms permanent as a bulwark against changes in future administrations, voters overwhelmingly support action to update outdated laws, establish a national fair access standard, uphold free market principles, and protect the freedom of private businesses to make their own decisions.

- 89% of voters agree a healthy free-market economy depends on clear rules that are applied evenly, not government actions that reward or punish businesses based on politics.
- 82% agree private businesses should be able to make their own lawful business decisions about who they serve without fear that federal regulators will retaliate against them for political reasons.
- 76% favor updating federal banking laws – many of which were written decades ago – to reflect today's banking system and provide clearer, more consistent standards around debanking.
- 77% believe banking rules should be consistent nationwide, so individuals and businesses face the same standards and access to services no matter what state they live in.

CONCLUSION

The survey demonstrates strong bipartisan support for President Trump's executive order and shows a clear opportunity for Congress to build on the executive order. Voters support Congress protecting access to banking services from politicized regulatory overreach with a codified, clear national standard that protects the ability of private businesses to make their own decisions, free from retribution, and future-proofs reforms against future changes in administrations.

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