

navigator*

Thursday, March 30th

The Silicon Valley Bank Collapse
and Bank Regulation: A Guide
for Advocates



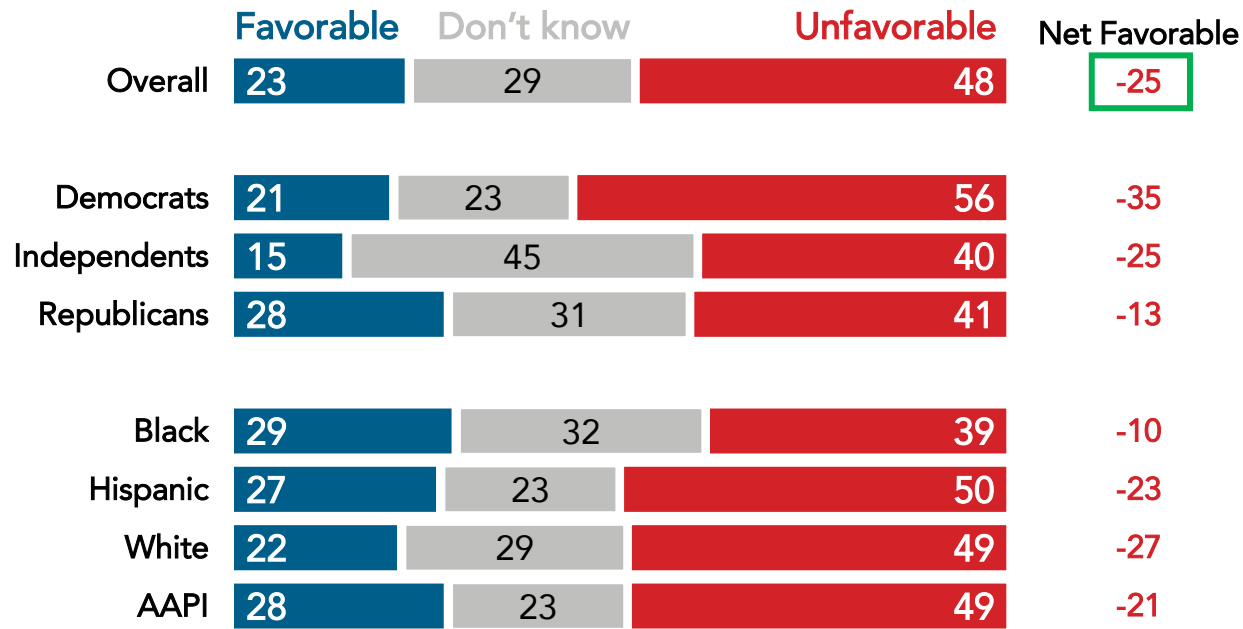
Key Takeaways:

- A majority of Americans believe there should be more regulation of American banks, even as most feel secure about their own bank deposits.
- Only one in five are hearing a lot about the collapse of Silicon Valley Bank; when explaining the government's response on SVB's collapse, including that it did not spend taxpayer dollars, most approve of Biden's handling of the issue.
- Americans are most likely to blame SVB executives and banking deregulation for the collapse; three in five blame Republicans and SVB executives more than "woke" policies and "the Biden economy" generally.

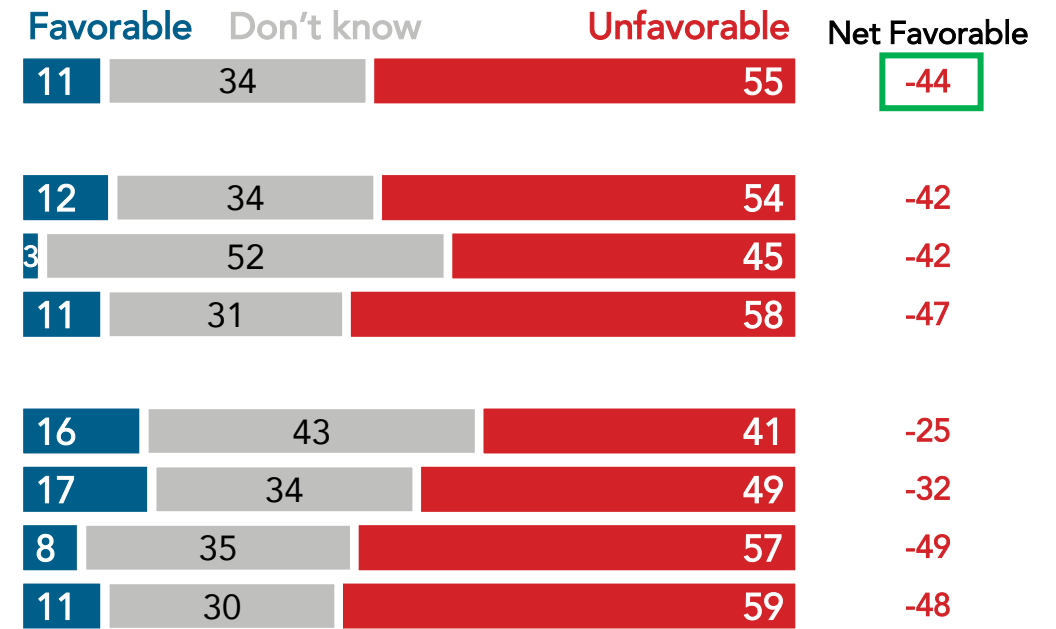
Wall Street Banks Broadly Are Underwater While Silicon Valley Bank Is Even More Deeply So

Views of Silicon Valley Bank (net -44 favorable) are a net 19 points further underwater than views of Wall Street banks (net -25), though both are viewed unfavorably by around half of Americans.

(Split sample) Please indicate how favorable or unfavorable you are to: Wall Street banks.



(Split sample) Please indicate how favorable or unfavorable you are to: Silicon Valley Bank.



Nationwide survey of 1,000 registered voters conducted March 23-March 27, 2023. For more info, visit [navigatorresearch.org](https://www.navigatorresearch.org).

A Majority Want More Regulations on Banks, Including Bipartisan Pluralities

Majorities of Democrats (67% more) and every racial group say “there should be more regulation of American banks,” while pluralities of independents (net +37) and Republicans (net +31) agree.

Do you think there should be more or less regulation of American banks?



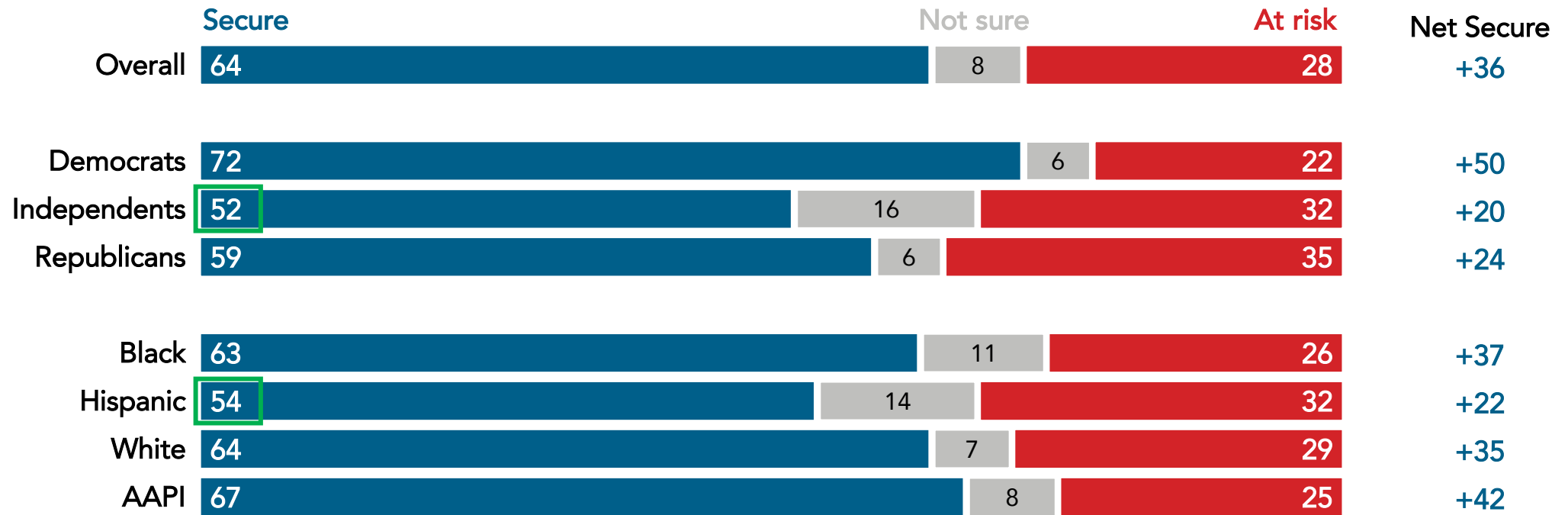
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Most Americans Feel Their Money Is Secure in the Bank, Though One in Three Are Not Sure or Say It Is At Risk

While majorities of every partisan and racial group say the money they've deposited is "secure," independents (52% secure) and Hispanic Americans (54%) are least likely to say so.

- Americans under the age of 35 (41%) and very conservative Republicans (40%) are among the groups most likely to say the money they've deposited in their bank is at risk.

Do you think the money you've deposited in your bank is...



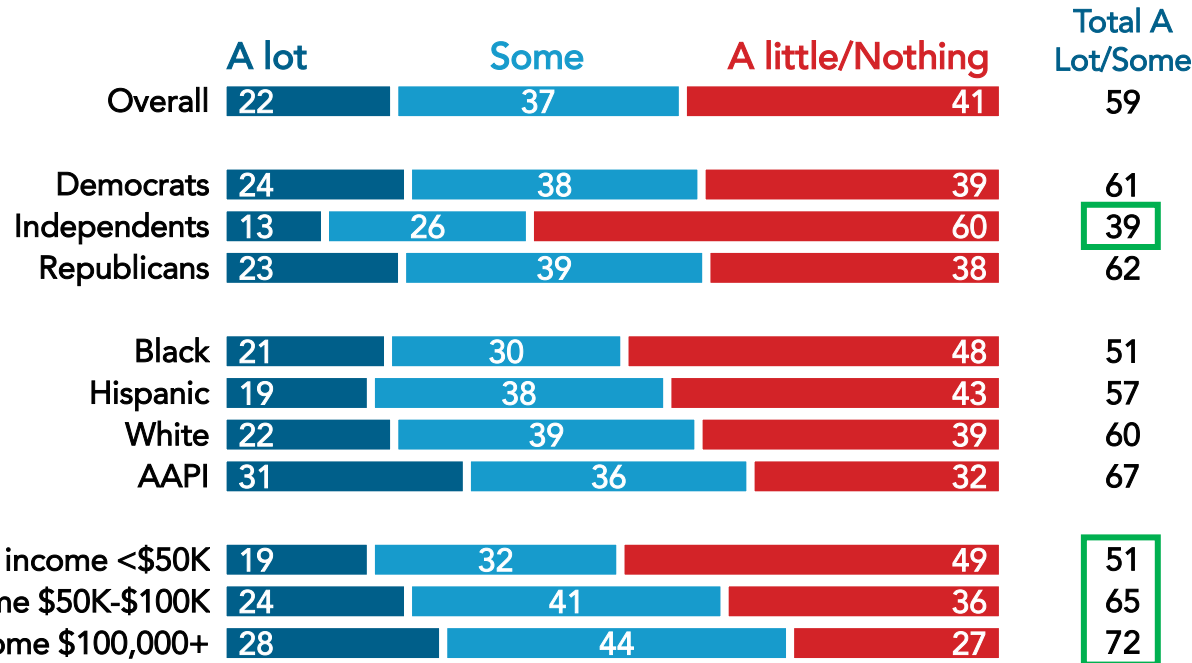
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Just One in Five Are Hearing "a Lot" About the SVB Collapse, and Many Are Unsure About Biden's Response

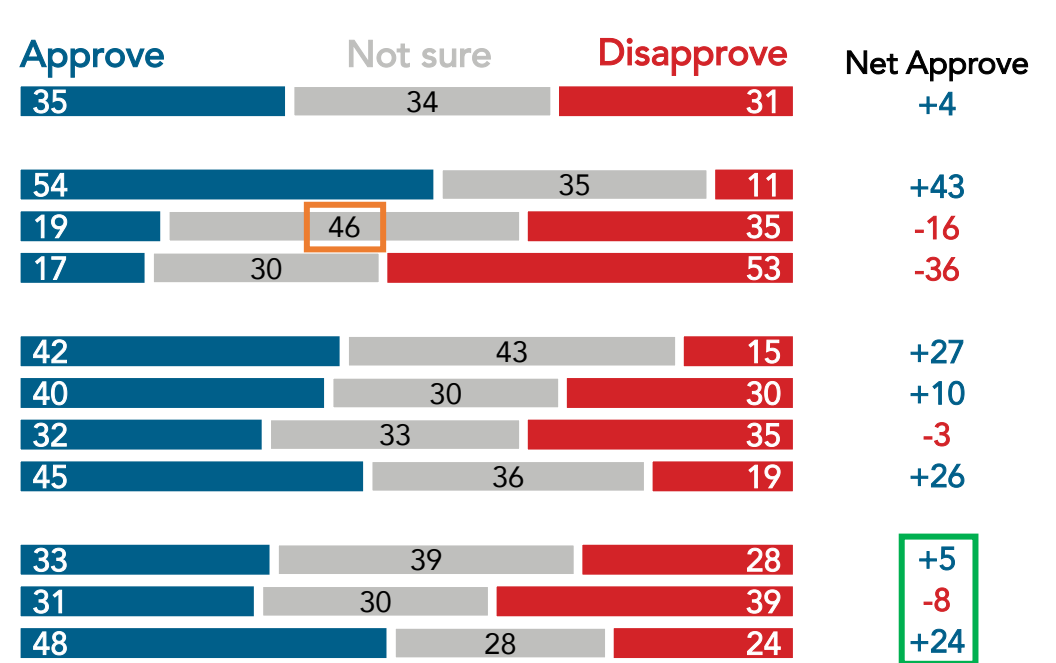
Democrats (61% "a lot"/"some") and Republicans (62%) are hearing more about the collapse than independents (39%). Still, a third of Democrats (35%), three in ten Republicans (30%), and almost half of independents (46%) are not sure how to rate Biden's response.

- Those with over \$100,000 a year in household income are most likely to have heard about it (72%) and approve of Biden (net +24).

How much have you seen, read, or heard about the collapse of Silicon Valley Bank?



Do you approve or disapprove of how President Biden handled the collapse of Silicon Valley Bank?



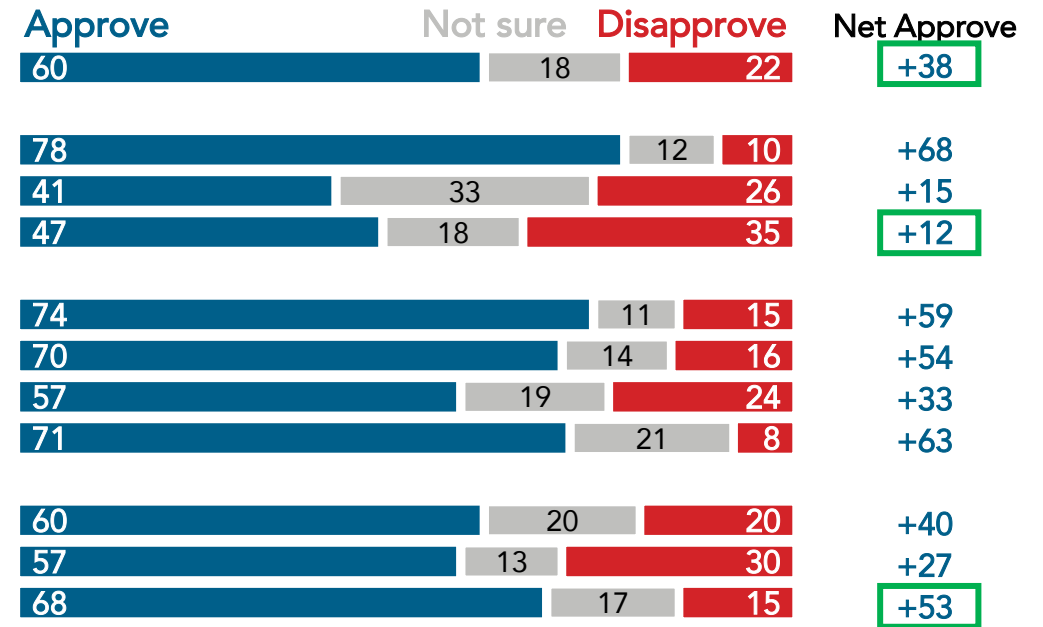
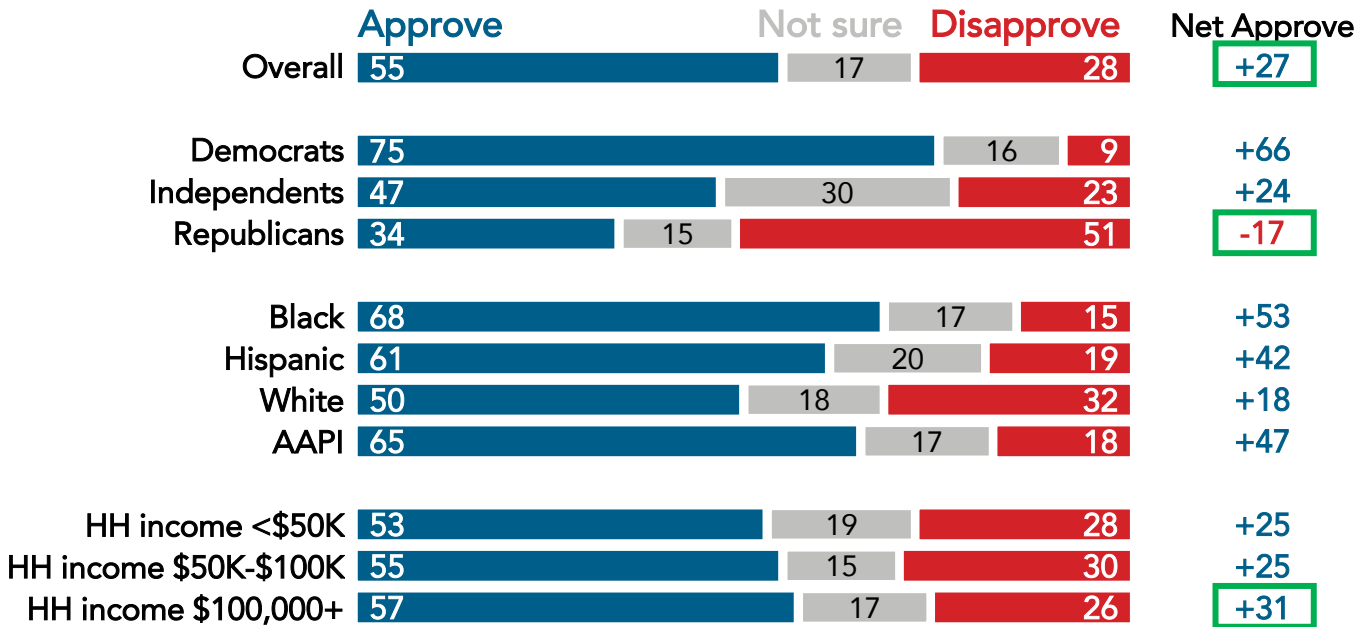
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Biden's Approval Improves When Learning All Money Was Guaranteed by the Government and At No Cost to Taxpayers

Explaining that the federal government ensured all people and companies got their money back from Silicon Valley Bank drives net approval of Biden's handling to net +27 (from +4 on the uninformed ask). When it is added that the action was taken at "no cost to taxpayers," net approval goes up to +38.

(Split sample) The federal government took action to ensure all people and companies with money in Silicon Valley Bank would get it all back. Knowing this, do you approve or disapprove of how President Biden handled the collapse of Silicon Valley Bank?

(Split sample) The federal government took action to ensure all people and companies with money in Silicon Valley Bank would get it all back **at no cost to taxpayers**. Knowing this, do you approve or disapprove of how President Biden handled the collapse of Silicon Valley Bank?



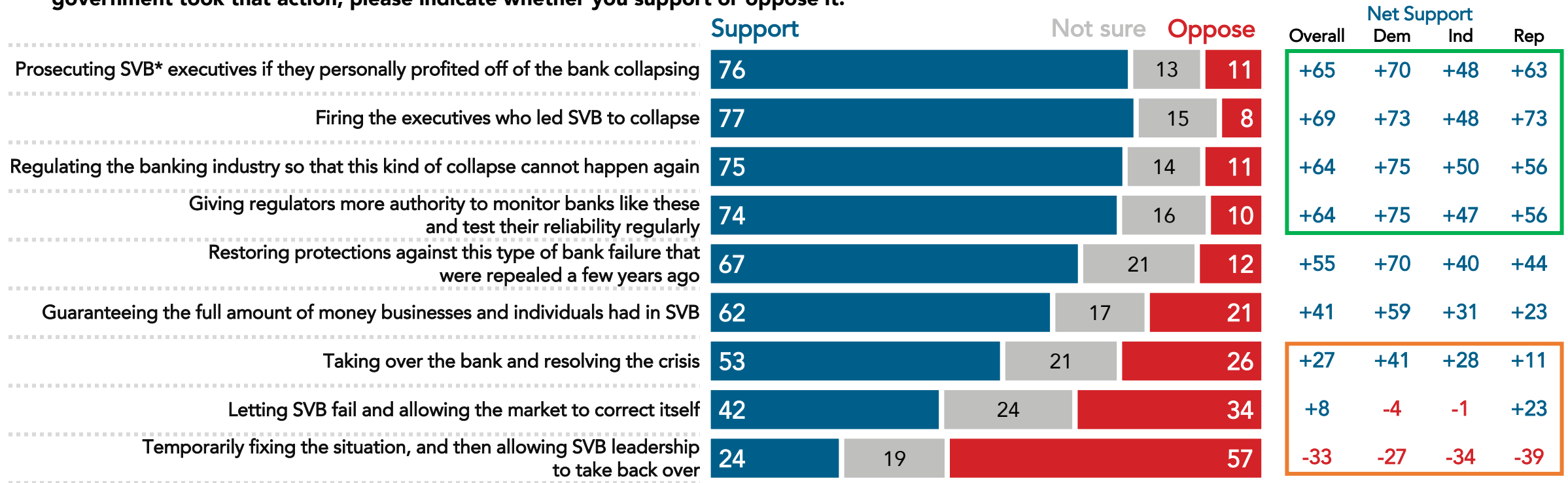
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Holding Those in Charge at SVB Responsible and Increasing Bank Regulations Are Most Popular Government Responses

Prosecuting SVB executives if they profited off the collapse (net +65 support), firing the executives (net +69), regulating the banking industry (net +64), and giving regulators more authority to monitor banks (net +64) are the most popular responses across the board.

• Letting SVB fail (net +8) and allowing its leadership to take back over after the situation is fixed (net -33) are much less popular.

Below is a list of things some suggested the government do after Silicon Valley Bank collapsed. For each one, regardless of whether or not the government took that action, please indicate whether you support or oppose it.



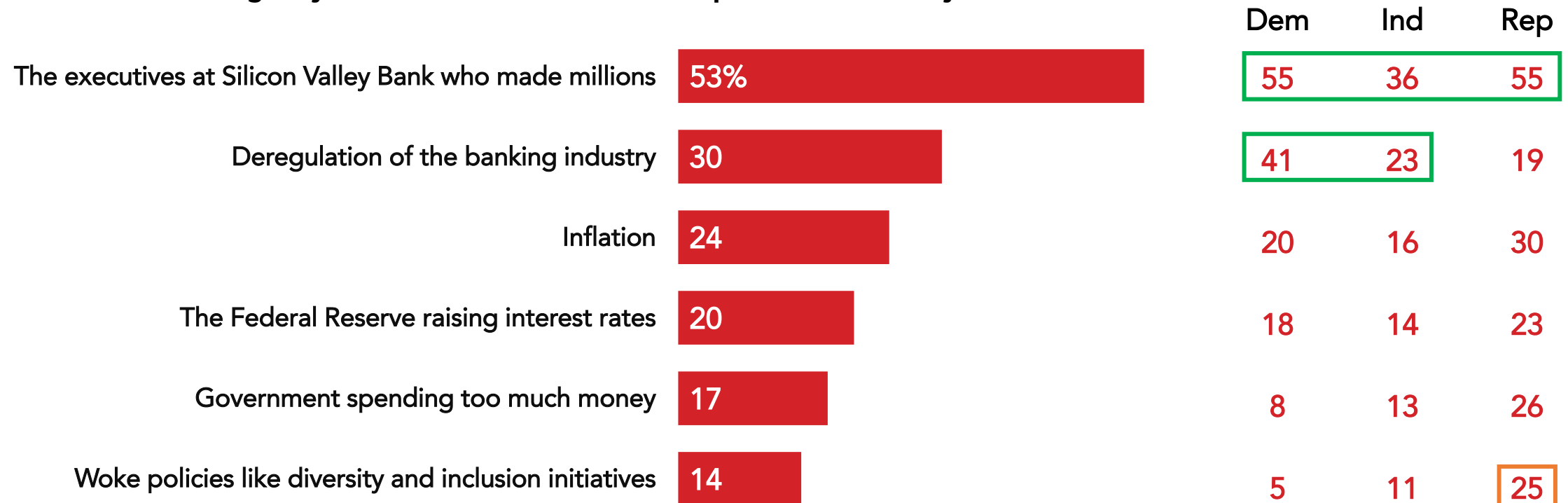
*Question text throughout read "Silicon Valley Bank" instead of "SVB": abbreviated for visualization purposes. Nationwide survey of 1,000 registered voters conducted March 23-March 27, 2023. For more info, visit navigatorresearch.org.

SVB Executives and Deregulation Are Most to Blame for the Collapse of Silicon Valley Bank; Few Blame Woke Policies

Americans across party lines are most likely to blame “the executives at Silicon Valley Bank who made millions,” while Democrats and independents are second-most likely to blame “deregulation of the banking industry” (41% and 23%, respectively).

- Republicans drive the share who blame “woke policies” (25%, compared to just 5% of Democrats and 11% of independents).

Which of the following do you blame the most for the collapse of Silicon Valley Bank?

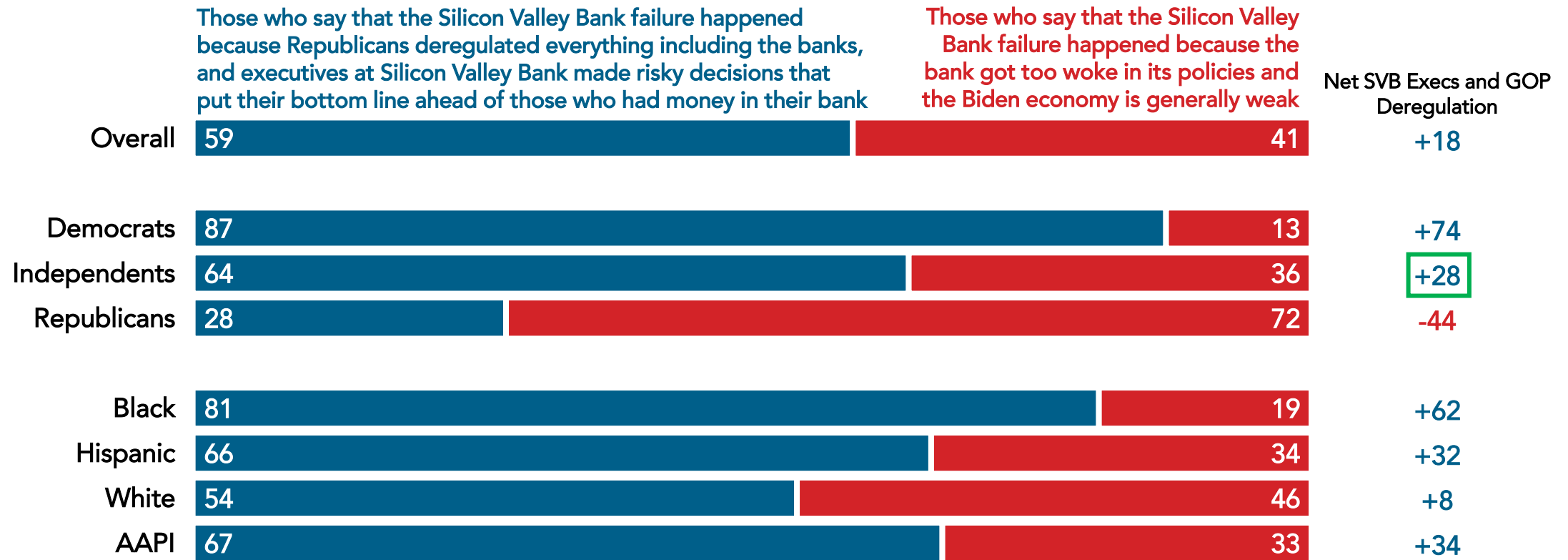


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More Blame Republicans, Their Deregulation of Banks, & SVB Executives for the Collapse Than Wokeness or President Biden

Nearly two in three independents (net +28) agree more that the collapse happened “because Republicans deregulated everything including the banks, and executives at SVB made risky decisions” than that “the bank got too woke in its policies.”

Which side do you agree with more, even if you do not agree with either side completely?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from March 23-March 27, 2023. 100 additional interviews were conducted among Hispanic voters. 80 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 102 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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