

To: Interested Parties

From: Lake Research Partners and the American Economic Liberties Project

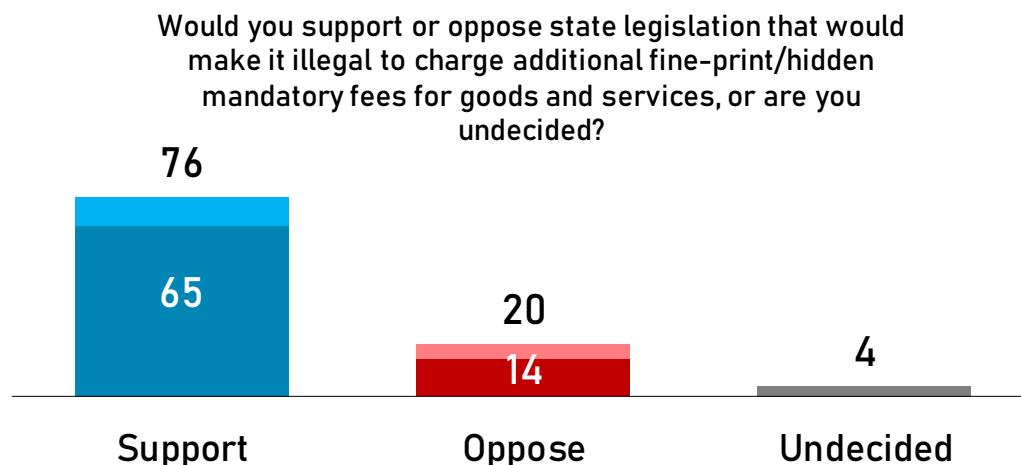
Re: Survey Shows Legislation Banning Junk Fees as a Major Turnout and Voting Issue for VA Voters

Date: February 28th, 2024

On behalf of the American Economic Liberties Project (AELP), Lake Research Partners designed and administered this online nationwide survey, which reached 600 likely 2024 voters, as well as oversamples (n=100 each) in Minnesota, Pennsylvania, and Virginia. The survey was conducted February 5th – 14th, 2024. The margin of error for the base sample is +/-4% and larger for subgroups.

Overwhelming Support for Legislation to Make Junk Fees Illegal in Virginia

- New data from a recently completed survey elevates legislation ending the deceptive practice of charging junk fees as a core value for Virginia voters' decision-making come election time. A considerable 82% of Virginia voters say they would be more likely to vote for their legislator if they voted for junk fee legislation with 49% saying they would be much more likely.
- Banning junk fees will also serve as a major turnout mechanism for local elections in Virginia – 72% of VA voters say they would be more likely to turn out to vote in their local legislative election if their elected official would soon vote on junk fee legislation, with 41% saying they would be much more likely to turn out. Voters want their elected officials in the Virginia state legislature to act now to end junk fees and will reward politicians who vocalize and take action to advance legislation ending these deceptive and unfair fees.
- More than three-quarters of Virginia voters support state legislation that would make it illegal for businesses to charge junk fees, the deceptively hidden fees tacked onto the end of transactions for goods and services. In addition, support for this legislation is incredibly intense, with almost two-thirds (65%) of VA voters reporting they would support it *strongly*.



- Cable services (30%), hotels (29%), utilities services (26%), event ticketing services (26%), and cell phone services (20%) are the top industries that Virginia voters associate junk fees with. When Virginia voters think of which industries cause them the most frustration regarding junk fees, they say that cell phone services are the most frustrating due to junk fees (38%), followed by 36% who say cable services, and 35% who say utilities services. The services voters find most frustrating are basic necessities that almost all Virginians utilize and may require monthly interactions with these industries' junk fees.

While voters in Virginia are worried about the economy and affording necessities, tackling deceptive hidden junk fees is an incredibly important issue that voters want their elected officials to put an end to. California has already approved state legislation to ban junk fees, and more than a dozen other states, including Virginia, are actively considering legislation this year. The data from this survey strongly affirms these efforts – Virginia voters strongly support action to end junk fees and see this fight as a core value that will impact who they vote for and whether they turn out to vote in local elections. Virginia voters are especially responsive to the idea that junk fees are based on greed as well as their deceptive and mandatory nature. Banning junk fees effectively ties anti-corporate sentiment and mistrust to a single easily identifiable issue that is a game changer in the fight for helping working families in Virginia to afford basic goods and services. This legislation is a clear priority for the Virginia electorate and successfully delivering on this issue is a surefire way to garner support.

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