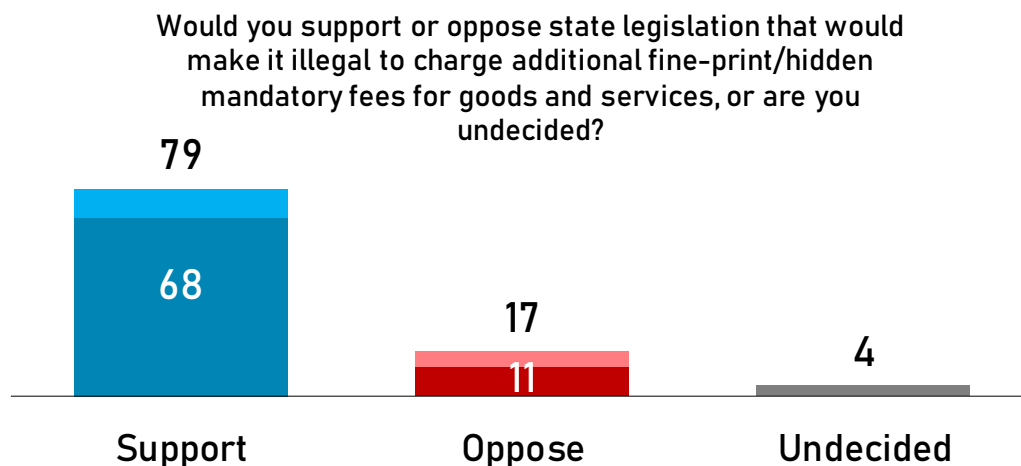


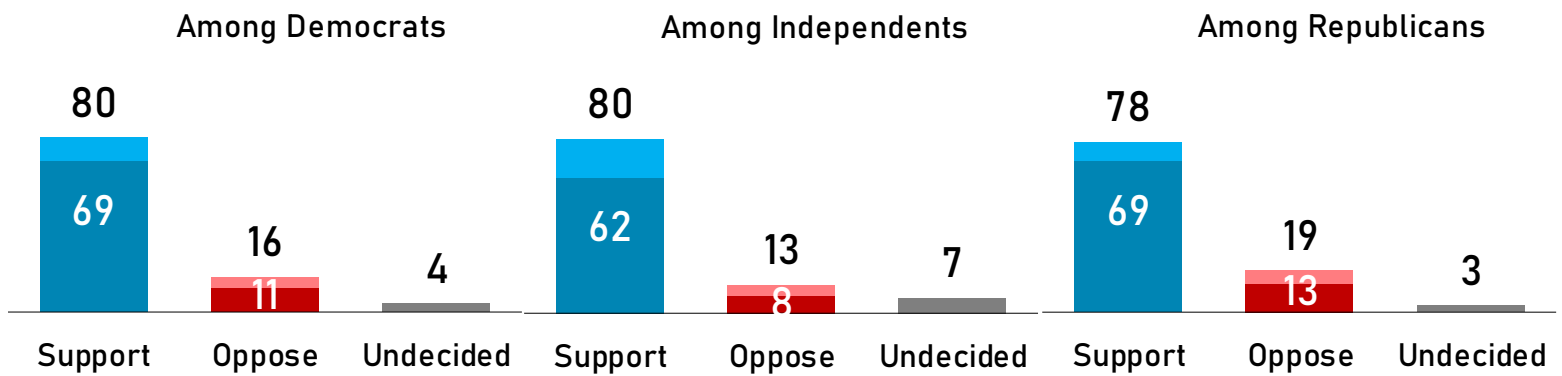
To: Interested Parties
From: Lake Research Partners and the American Economic Liberties Project
Re: National Survey Shows Legislation Banning Junk Fees as a Major Turnout and Voting Issue
Date: February 23rd, 2024

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, 2023. The margin of error for the base sample is +/-4% and larger for subgroups.

Overwhelming Support for Legislation to Make Junk Fees Illegal

- New data from a recently completed nationwide survey elevates legislation ending the deceptive practice of charging junk fees as a core value for voters’ decision-making come election time. A considerable 83% of voters say they would be more likely to vote for their legislator if they voted for junk fee legislation with about half saying they would be much more likely.
- Banning junk fees will also serve as a major turnout mechanism for local elections – 78% of 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 46% saying they would be much more likely to turn out. This overwhelming consensus on the turnout impact and likelihood of voting for supportive elected officials suggests that the intense salience of ending junk fees is an economic issue on par with other hot-button issues like protecting Social Security and abortion seen in other polling. Voters want their elected officials 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.
- Over three-quarters (79%) of voters nationwide 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. Not only is support for legislation banning junk fees remarkably broad, crossing every demographic, regional, and attitudinal divide in the data, but this is also a rare issue that unites Americans across partisan lines, attracting upwards of three-quarters of Democrats (80%), independents (80%), and Republicans (78%). In addition, support for this legislation is incredibly intense, with more than two-thirds (68%) of voters reporting they would support it *strongly*.





- This proposal also garners support from commanding majorities across racial and ethnic lines, including white (80%), Black (75%), and Latino/a (71%) voters.
 - Notably, small business owners and their households are also extremely supportive of this legislation with 78% in support (67% strong support).
- Event ticketing services (37%), utilities services (28%), cell phone services (27%), and cable services (22%) are the top industries that voters associate junk fees with. When voters think of which industries cause them the most frustration regarding junk fees, they say that utilities services are the most frustrating due to junk fees (39%), followed by 26% who say cell phone services, 25% for event ticketing services, and 20% for cable services. While event ticketing services can be considered a more discretionary expense, voters' frustrations toward junk fees begin with industries that provide basic non-discretionary necessities like utilities, cell, and cable services. Junk fees cost the average American family [at least \\$3000 per year](#) and this survey's findings suggest that easing that burden is a strong and unifying priority for the American electorate.
 - Voters already have familiarity with the term "junk fees." Other language that is particularly strong includes calling these fees out as mandatory, deceptive, and price-gouging. The top testing labels for these deceptive fees include "Junk fees" (31%), "Price gouging" (28%), "Processing fees" (28%), "Fine print fees" (21%), and "Greed fees" (19%). When asked which labels most negatively describe these fees, voters favor "Price gouging" (28%), "Junk fees" (26%), and "Greed fees" (23%) top the list.

While Americans across the country 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 are actively considering legislation this year. The data from this survey strongly affirms these efforts – voters across all parts of the country, regardless of race, party identification, education level, and gender 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. 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 people afford basic goods and services. This legislation is a clear priority for the American electorate and successfully delivering on this issue is a surefire way to garner support.

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