

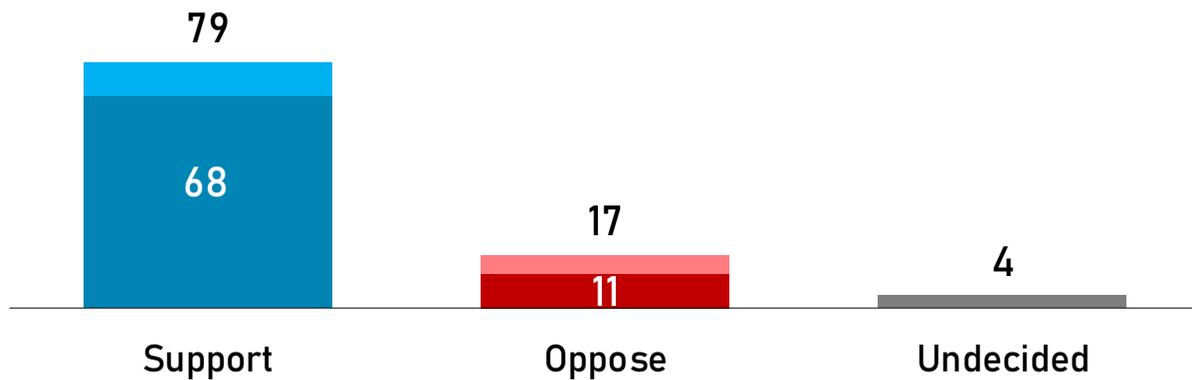
To: Interested Parties
 From: Lake Research Partners and the American Economic Liberties Project
 Re: Nationwide Likely Voter Survey Shows Overwhelming Support for Banning Junk Fees
 Date: February 22nd, 2024

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

- 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 unusually intense, with more than two-thirds (68%) of voters reporting they would support it *strongly*.

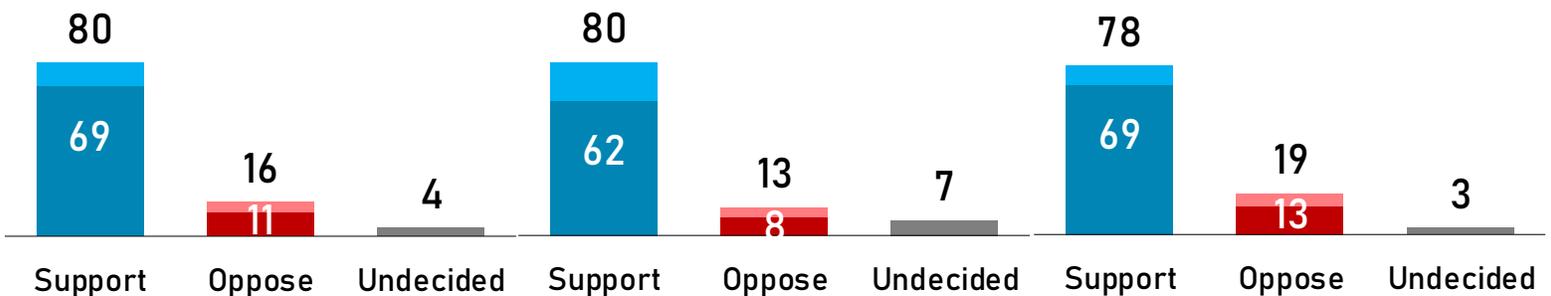
Would you support or oppose state legislation that would make it illegal to charge additional fine-print/hidden mandatory fees for goods and services, or are you undecided?



Among Democrats

Among Independents

Among Republicans



- This proposal 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).
- This legislation could also serve as a central criterion for voters' decision-making come election time. A considerable 83% of voters would be more likely to vote for their State Senator or Representative if they voted for junk fee legislation with about half saying they would be much more likely.
 - Moreover, banning junk fees could serve as a turnout mechanism, as 78% of voters would be more likely to turn out to vote in a local State Senator or State Representative election if they knew that elected official would soon be voting on junk fee legislation, with 46% saying they would be much more likely to turn out.
- 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 basic 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 others 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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