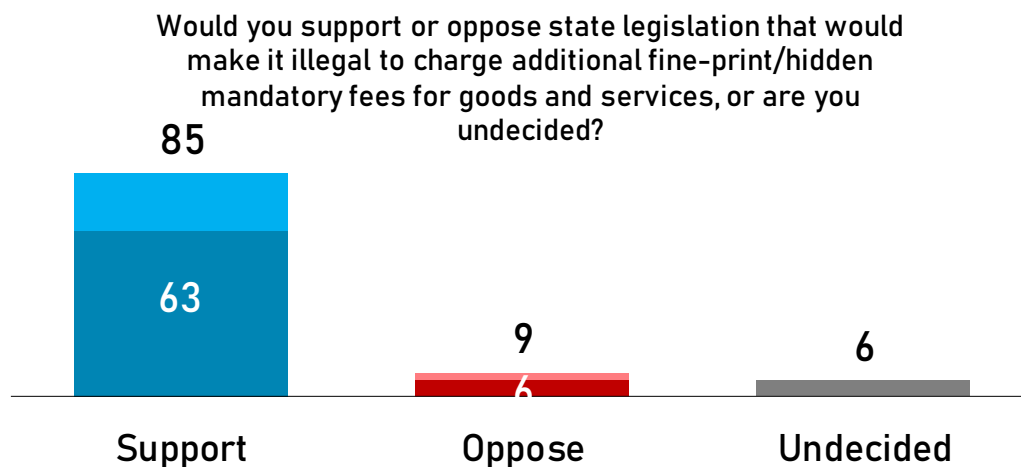


To: Interested Parties
From: Lake Research Partners and the American Economic Liberties Project
Re: Survey Shows Legislation Banning Junk Fees as a Major Turnout and Voting Issue for MN Voters
Date: February 28th, 2024

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 Minnesota

- New data from a recently completed survey elevates legislation ending the deceptive practice of charging junk fees as a core value for Minnesota voters’ decision-making come election time. A considerable 83% of Minnesota voters say they would be more likely to vote for their legislator if they voted for junk fee legislation with 40% saying they would be much more likely.
- Banning junk fees will also serve as a major turnout mechanism for local elections in Minnesota – 76% of MN 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 35% saying they would be much more likely to turn out. Voters want their elected officials in the Minnesota 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.
- Eighty-five percent of Minnesota 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 (63%) of MN voters reporting they would support it *strongly*.



- Event ticketing services (56%), cell phone services (27%), and cable services (27%) are the top industries that Minnesota voters associate junk fees with. When Minnesota voters think of which industries cause them the most frustration regarding junk fees, they say that event ticketing services are the most frustrating due to junk fees (34%), followed by 27% who say utilities services, and 18% who say cell phone services, cable services, food and grocery delivery services, and hotels.
- Minnesota voters already have familiarity with the term “junk fees.” Other language that is particularly strong includes calling these fees out as greedy, mandatory, deceptive, and price-gouging. The top testing labels for these deceptive fees include “Greed fees” (28%), “Junk fees” (23%), “Price gouging” (23%), “Fine print fees” (21%), and “Bogus fees” (19%). When asked which labels most negatively describe these fees, voters favor “Price gouging” (32%), “Junk fees” (25%), and “Greed fees” (25%).

While voters in Minnesota 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 Minnesota, are actively considering legislation this year. The data from this survey strongly affirms these efforts – Minnesota 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. Minnesota 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 Minnesota to afford basic goods and services. This legislation is a clear priority for the Minnesota electorate and successfully delivering on this issue is a surefire way to garner support.

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