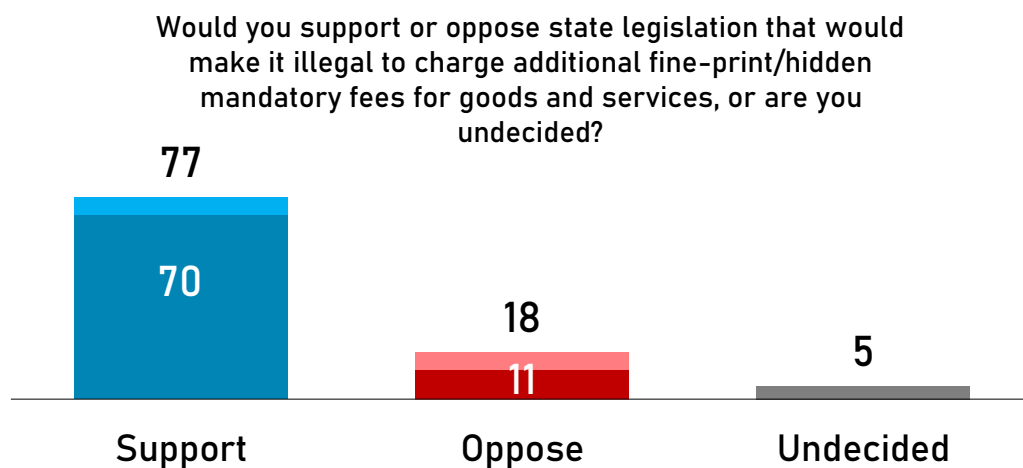


To: Interested Parties
From: Lake Research Partners and the American Economic Liberties Project
Re: Survey Shows Legislation Banning Junk Fees as a Major Turnout and Voting Issue for PA Voters
Date: February 29th, 2024

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 Pennsylvania

- New data from a recently completed survey elevates legislation ending the deceptive practice of charging junk fees as a core value for Pennsylvania voters’ decision-making come election time. A considerable 80% of Pennsylvania voters say they would be more likely to vote for their legislator if they voted in support of junk fee legislation with a majority (54%) saying they would be much more likely.
- Banning junk fees will also serve as a major turnout mechanism for local elections in Pennsylvania – three-quarters of PA 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 half saying they would be much more likely to turn out. Voters want their elected officials in the Pennsylvania 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 Pennsylvania voters (77%) 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 more than two-thirds (70%) of PA voters reporting they would support it *strongly*.



- Cable services (37%), event ticketing services (25%), utilities services (24%), and hotels (24%) are the top industries that Pennsylvania voters associate junk fees with. When Pennsylvania voters think of which industries cause them the most frustration regarding junk fees, they say that cable services are the most frustrating due to junk fees (35%), followed by 33% who say event ticketing services, 28% who say cell phone services, 27% who say landlords and rental services, and 25% who say utilities services.
- Pennsylvania voters have decent familiarity with the term “junk fees” and already associate these fees with more negative labeling. Other strong language includes calling these fees deceptive, unfair, and mandatory. The top testing general labels for these fees include “Price gouging” (29%), “Greed fees” (24%), “Processing fees” (22%), “Junk fees” (21%), and “Fine print fees (20%). When asked which labels most negatively describe these fees, voters favor “Greed fees” (34%), “Price-gouging” (27%), “Junk fees” (23%), and “Bogus fees” (22%).

While voters in Pennsylvania 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 – Pennsylvania 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. Pennsylvania voters are especially responsive to the idea that junk fees are based on greed and are a price-gouging tactic 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 Pennsylvania to afford basic goods and services. This legislation is a clear priority for the Pennsylvania electorate and successfully delivering on this issue is a surefire way to garner support.

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