

navigating *the* *battleground

Wednesday, April 3, 2024

Views of Junk Fees in the
Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between March 14-March 21, 2024.



The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

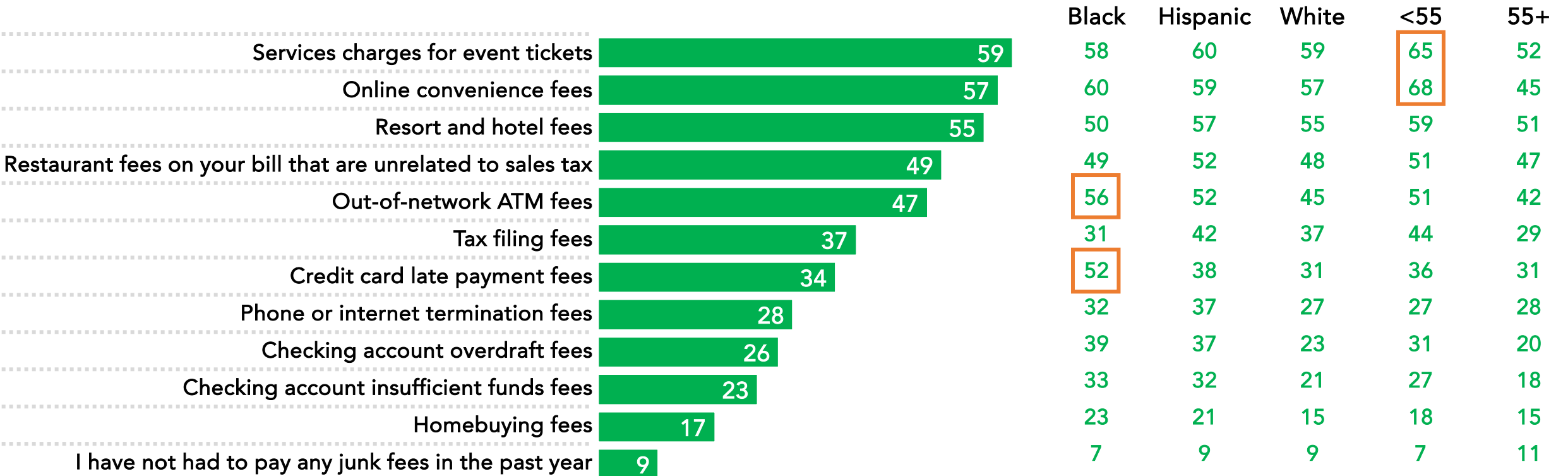
Key Takeaways

- **Over nine in ten battleground constituents have paid junk fees in the past year.** Of those who have paid junk fees, nearly two in three are paying junk fees at least once a month.
- **About two in three of those in the battleground who have paid hidden or unexpected fees believe the amount they are paying is increasing.** 65 percent of people who have paid junk fees believe the amount they've paid has increased over the past year.
- **Despite junk fees being a near-universal experience, constituents are not hearing much about the issue.** Fewer than half have heard at least some about junk fees; however, more than seven in ten think it is important for Congress to tackle them.
- **Congress banning or limiting junk fees or lowering credit card late fees have near universal support.** More than four in five battleground constituents support legislation to get junk fees under control, including a majority who "strongly" support such legislation.

Nine in Ten Have Paid Junk Fees in the Past Year; Service Charges, Convenience Fees, and Resort Fees are the Most Common

Constituents under 55 are more likely than their older counterparts to have paid service charges and online convenience fees.

Please select any of the following fees that you have personally experienced in the past year. For clarification, in this case taxes associated with any of the charges below would not be considered a fee. Select all that apply. [MULTIPLE RESPONSES ACCEPTED]



Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024. For more info, visit navigatortresearch.org/battleground.

Demographic Profile of Battleground Constituents Paying Junk Fees

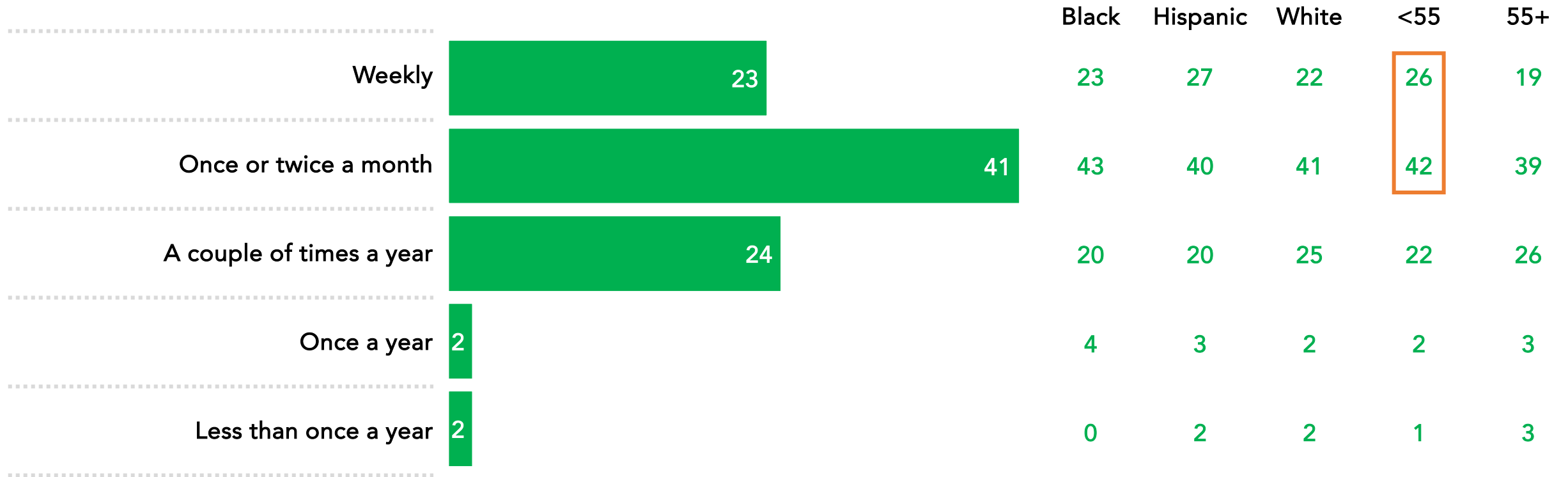
	Overall	1-3 Junk Fees	4-5 Junk Fees	6+ Junk Fees		Overall	1-3 Junk Fees	4-5 Junk Fees	6+ Junk Fees
Overall Paying Junk Fees	91	31	28	32	Non-College Grad	60	63	55	62
					College Grad	39	36	44	37
Black	6	5	4	9					
Hispanic	11	8	11	14	18-34	22	18	24	23
White	78	82	80	72	35-49	24	18	27	30
					50-64	28	26	29	30
Men	46	49	43	42	65+	26	38	20	17
Women	53	49	56	57					

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Three in Five Are Paying Junk Fees at Least Once a Month

Nearly seven in ten under 55 are paying junk fees at least once a month, including a quarter who are paying them weekly.

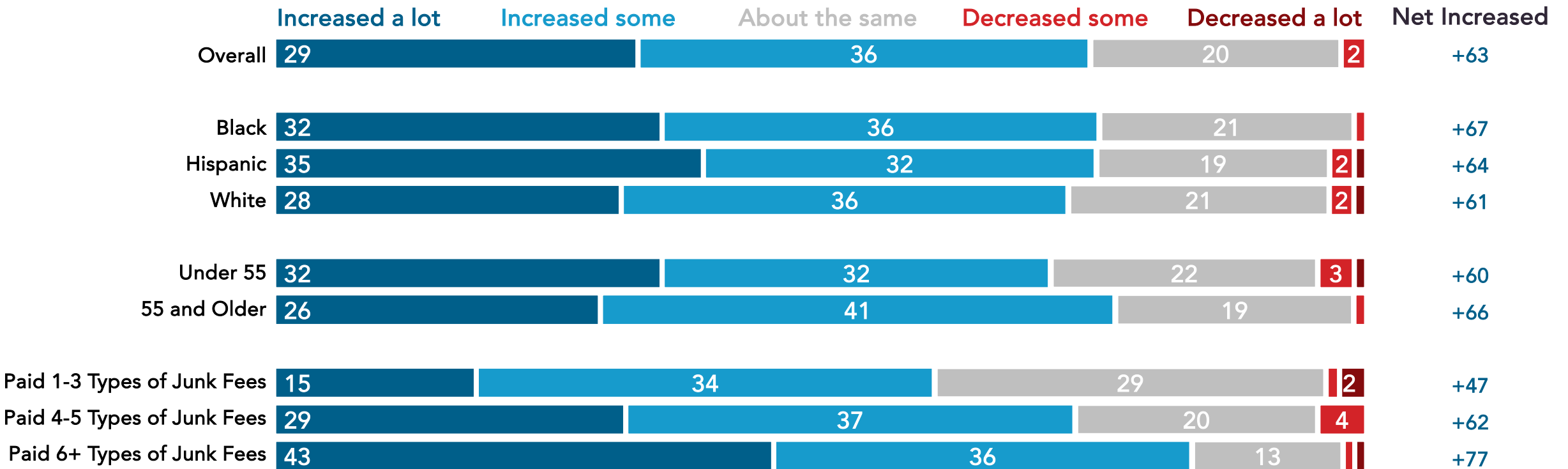
[IF PAID JUNK FEES IN THE PAST YEAR] On average, how often do you encounter hidden or unexpected fees?



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Nearly Two in Three Say They Are Paying More in Junk Fees Than A Year Ago

[IF PAID JUNK FEES IN THE PAST YEAR] In the past year, would you say the amount of hidden or unexpected fees you've paid have...

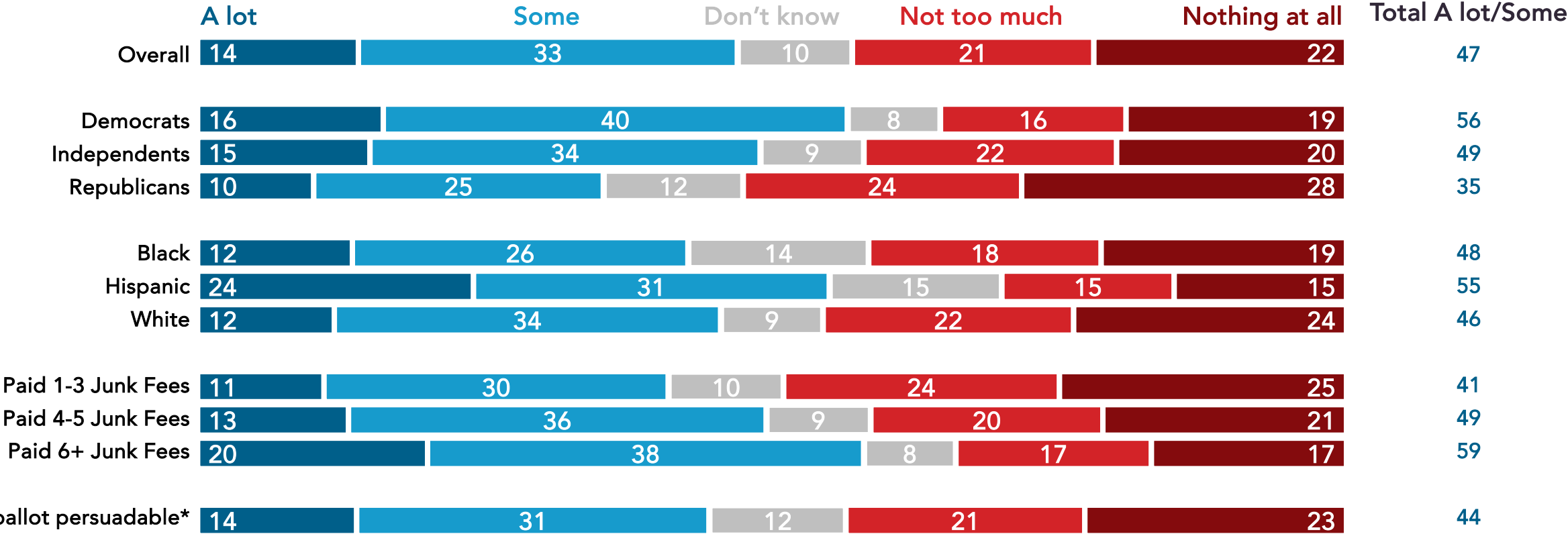


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Fewer Than Half of Battleground Constituents Have Heard at Least "Some" About Junk Fees in the Last Couple of Months

Democrats and older women are more likely to have heard about junk fees, but no demographic is hearing a lot about junk fees.

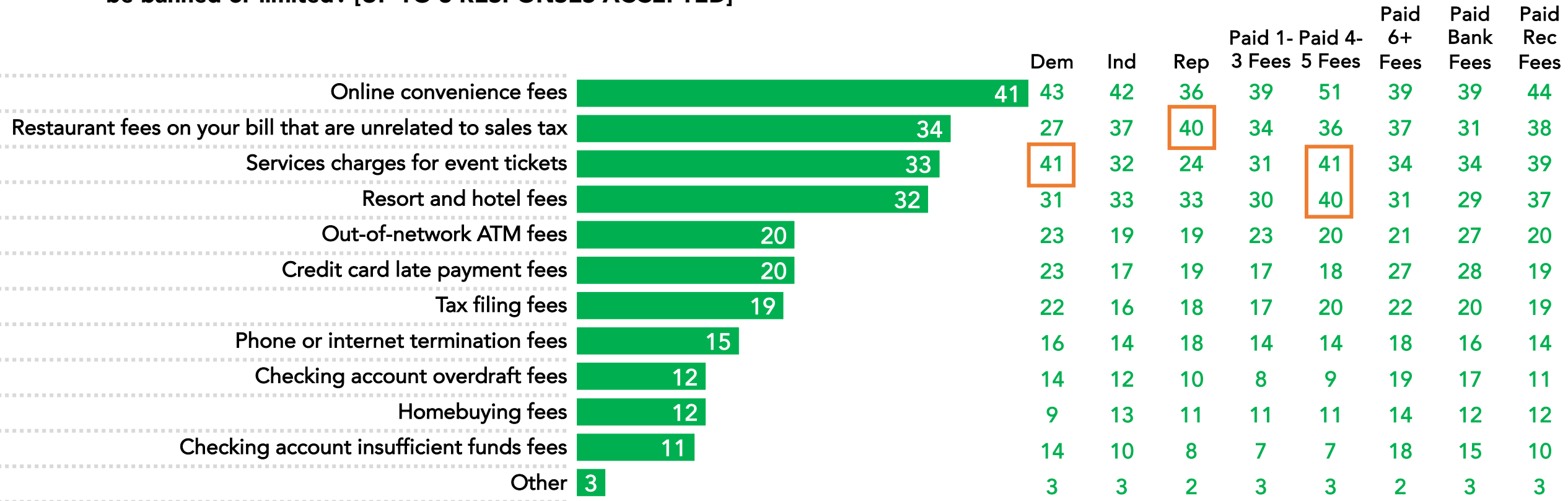
How much have you heard or seen about junk fees in the last couple of months?



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 *"Generic ballot persuadables" are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
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Limiting Online Convenience Fees, Restaurant Fees, Service Charges, Resort Fees Would Make the Biggest Difference

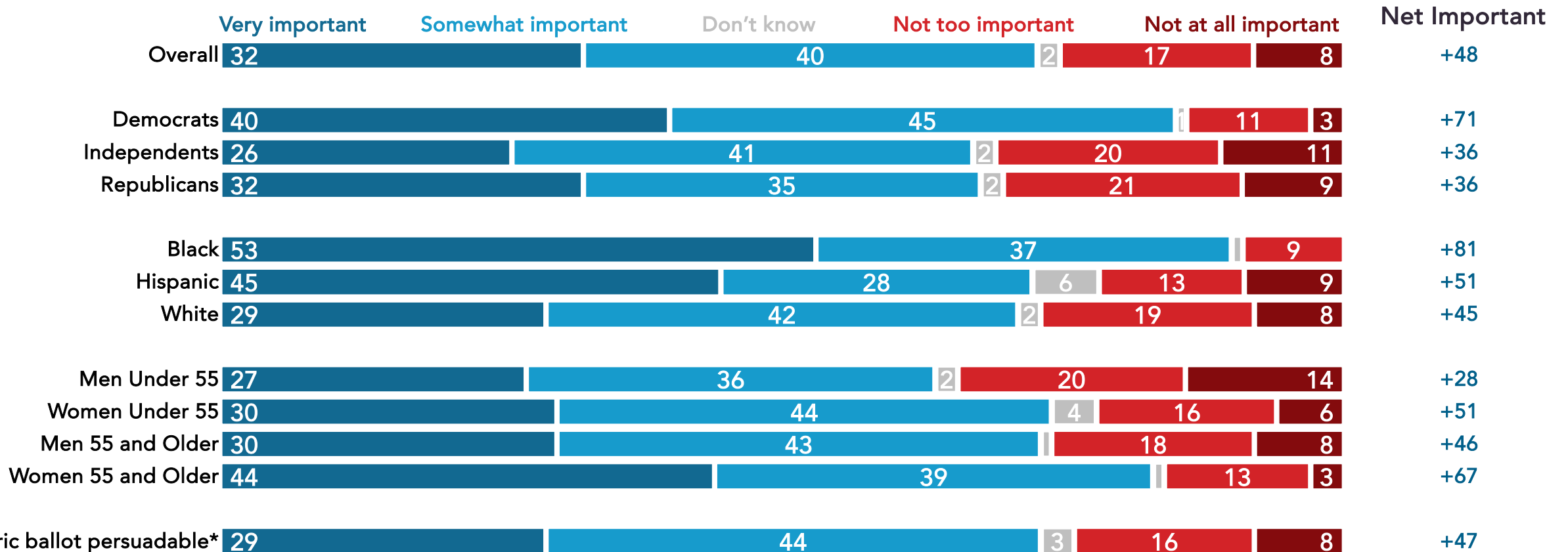
Of the following hidden or unexpected fees, which three would make the biggest difference to you personally if they were to be banned or limited? [UP TO 3 RESPONSES ACCEPTED]



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Across Ideology and Demographics, Constituents Overwhelmingly Think It Is Important for Congress to Address Junk Fees

How important is it that Congress address these hidden and unexpected fees?

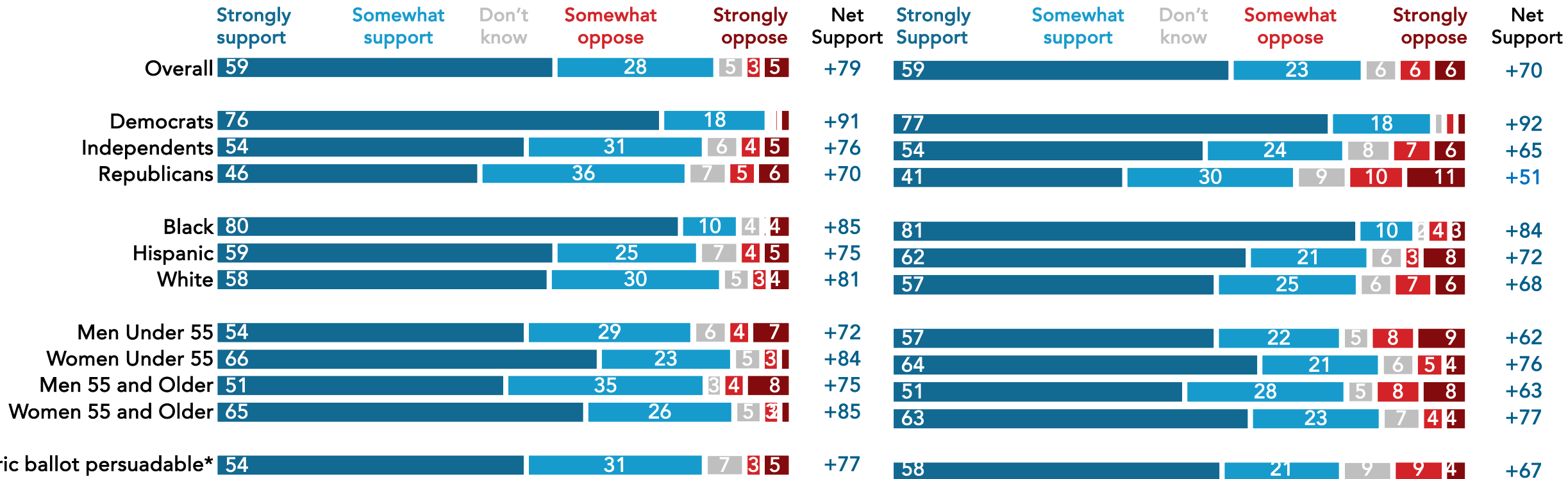


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Support for Congress Tackling Junk Fees is Nearly Unanimous, Including a Majority Who "Strongly" Support It

Do you support or oppose Congress passing a law that would **ban or limit hidden or unexpected fees on things like checking accounts, hotels, and event tickets?**

Do you support or oppose Congress passing a law that would **lower credit card late fees that credit card companies can charge from \$41 to \$8?**



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Appendix: Congressional Districts Included In Sample

Dem Lawmakers			Rep Lawmakers – Biden		Rep Lawmakers – Trump	
AK-01	MN-02	OH-13	AZ-01	NY-17	CA-41	TX-15
CA-49	NC-01	OR-06	AZ-06	NY-19	CO-03	WI-01
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03
CT-05	NH-01	PA-08	CA-22	OR-05	FL-13	
IL-13	NM-02	PA-17	CA-27	PA-01	FL-27	
IL-17	NV-03	VA-07	CA-40	VA-02	IA-01	
IN-01	NV-04	WA-03	CA-45		IA-02	
KS-03	NY-03	WA-08	NE-02		IA-03	
ME-02	NY-18		NJ-07		MI-10	
MI-03	OH-01		NY-01		MT-01	
MI-08	OH-09		NY-04		NY-02	

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About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. **Navigator** is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from March 14-21, 2024. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

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To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

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