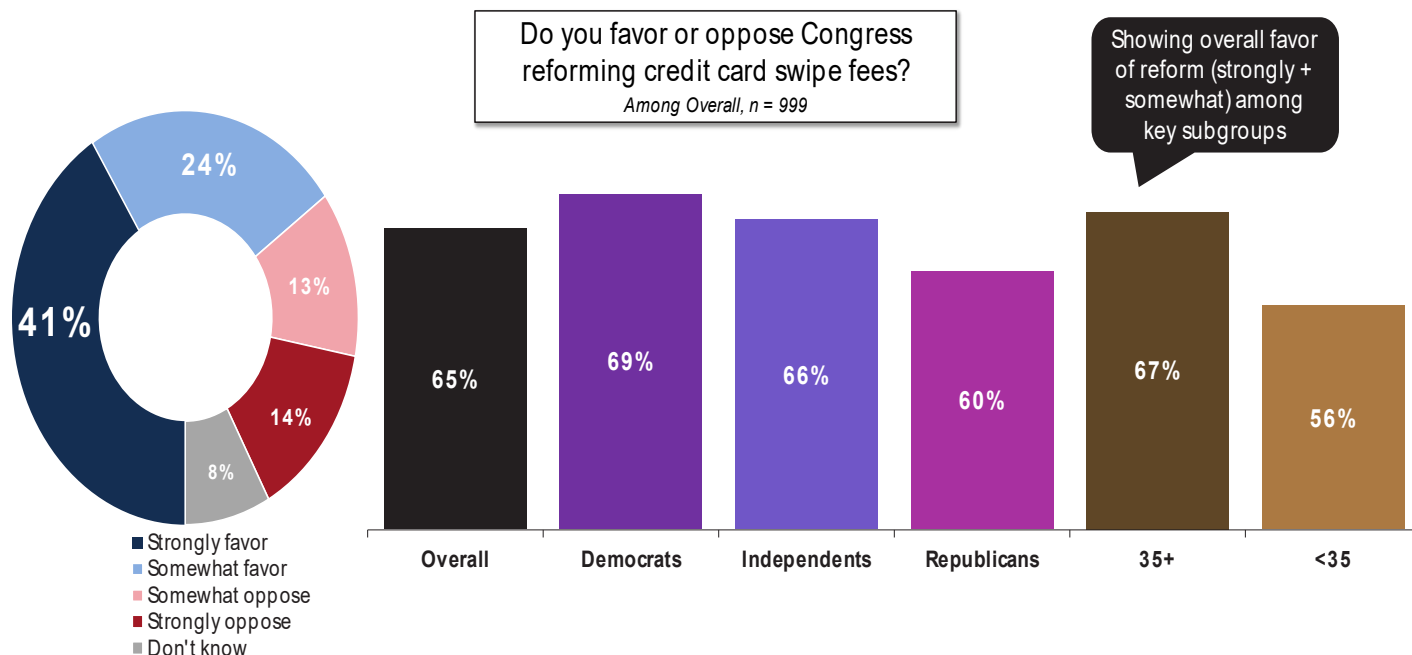


# Credit Card Swipe Fee Reform Enjoys Strong National Support

Nearly two-thirds of likely voters in the United States (65%) decisively favor credit card swipe fee reform. This includes large majorities by party: 69% of Democrats, 66% of Independents and 60% of Republicans, including 67% of all voters aged 35 or older. Only 27% of likely voters oppose reform.



**Methodology:** Pierrepoint Consulting and Analytics LLC conducted 999 online interviews among national likely voters September 5–11, 2023. By definition, all survey respondents had to be either “very likely” or “absolutely certain” to vote in the 2024 election for President and other offices and have at least one credit card. The overall survey margin of error is +/- 3.1 percentage points at the 95% confidence level and higher for sub-groups.

**Pierrepoint Consulting & Analytics LLC** provides data-driven communication strategies, predictive analytics, and modeling to clients including the Rockefeller Foundation, the Bi-Partisan Policy Center, the National Association of Convenience Stores, the National Retail Federation, Compete America, HPE, McAfee, C-SPAN, and the Census 2020 Integrated Communications campaign, the nation’s largest peacetime mass mobilization effort to date.