

To: Interested Parties
From: Hart Research and North Star Research
Date: April 29, 2025
Re: Voters' Views on Privatization of the Postal Service

Hart Research and North Star Research have conducted a national survey of 1,402 registered voters that provides a deep exploration of voter attitudes on the question of postal service privatization and related issues. This memo reviews the survey's key findings.

1) American voters oppose postal service privatization by an overwhelming 34 points.

When voters are informed that the Trump administration is considering privatizing postal services, which means that mail delivery would be provided by private companies rather than a public postal service, they oppose the idea by greater than two to one: just 26% favor privatization while 60% are opposed. Among those with a strong opinion, negative sentiment outweighs positive sentiment by an even larger five-to-one ratio (40% strongly opposed, 8% strongly in favor).

- Embracing privatization is also likely to be a political liability for candidates. Just 19% say that they would be more likely to vote for a member of Congress who voted to privatize the postal service, while 48% are less likely to vote for such a candidate—a 29-point gap.

2) Opposition to privatization is broad, crossing partisan and demographic lines, and is notably strong in rural communities.

Opposition to privatization is widespread, including among Americans of all ages and in all types of communities. Opposition substantially exceeds support in every region of the country. Every age cohort also rejects the proposal by a large margin, with younger voters (under 35) voicing the strongest opposition (65% opposed, 20% in favor).

Both Democrats (by 67 points) and independents (40 points) voice strong opposition. Republican voters are divided on the question, narrowly favoring privatization by 44% to 41%. However, Republicans who do not identify as MAGA supporters (one-third of GOP voters) reject privatization by a robust 55% to 32%.

Rural voters mirror the country overall, in that they oppose privatization by 34 points (58% to 24%), which is surprising given their Republican partisan lean (Donald Trump beat Kamala Harris by 23 points among these voters), and likely reflects the extent to which rural voters rely on USPS services. Fully 94% use USPS to receive online purchases, 91% for sending and receiving letters, 88% to receive bills, and 70% for catalog purchases.

Opinion on Postal Privatization

	<u>Favor</u> %	<u>Oppose</u> %	<u>Net Support</u> ±
Northeast	26	64	-38
South	28	58	-29
Midwest	27	58	-32
West	23	64	-40
Urban	27	62	-35
Suburban	28	62	-34
Rural	24	58	-34
18-34	20	65	-45
35-49	30	57	-27
50-64	26	62	-35
65+	30	58	-29
Democrats	12	79	-67
Independents	22	62	-40
Republicans	44	41	+4
Non-MAGA Reps	32	55	-22

3) Voters worry that privatization will lead to higher prices at a time when inflation concerns remain elevated.

Fully 56% of voters believe that privatization would result in higher prices for mailing letters and packages, while just 17% say that prices would improve. By 44% to 17% they also anticipate a negative impact on the cost of online shopping.

Voters predict that privatization also would have a negative rather than positive effect on the quality of postal services in their community (40% worse, 25% better).

Voters are very unfavorable to the idea of closing many local post offices (72% unfavorable, 10% favorable), a likely consequence of privatization.

4) Voters have a very positive view of the USPS, and they believe that it does a good job or meets their needs, so privatization does not speak to an appetite for change or address a perceived problem.

- Three in four (74%) voters have a positive view of the U.S. Postal Service, while just 11% hold a negative view. They also view postal workers (81% favorable, 5% unfavorable) and letter carriers (78%, 3%) extremely favorably.
- Fully 82% believe that USPS is doing an excellent (35%) or good (47%) job today.
- Nearly all (96%) voters say that mail service is important for their family, including 68% who say very important.
 - 92% use USPS to receive packages
 - 90% use USPS to send letters or postcards
 - 86% rely on USPS to receive bills

5) Voters embrace several alternative, non-privatization policies that would strengthen USPS's finances.

- 77% favor making office supplies available for purchase in post offices (15% opposed).
- 72% favor making hunting and fishing licenses available for purchase in post offices (15% opposed).
- 60% favor making magazines and newspapers available for purchase sale in post offices (25% opposed).

Survey Firms and Methodology.

Interviews were conducted online from February 26 to March 2, 2025, among a sample of 1,402 registered voters matched to the voter file. This includes interviews with 645 voters in rural areas. The survey has a confidence interval of ± 3.1 percentage points.

Hart Research Associates was founded in 1971 and is one of the leading research firms in the United States. During that time, the firm has conducted well over 8,000 public opinion surveys including interviews among more than four million individuals, as well as undertaken more than 7,500 focus group sessions. Hart's political division has been involved in hundreds of Democratic campaigns throughout all 50 states, Washington, DC, and Puerto Rico. The firm has represented more than 40 U.S. senators, dozens of U.S. representatives, and over 30 governors.

North Star Opinion Research is a Republican polling firm based in Arlington, VA. They specialize in polling for center-right political candidates at all levels, as well as corporations, associations, and non-profits. In addition to helping to elect dozens of Republican candidates to the U.S. House and Senate since the firm's founding in 1991, they have conducted opinion research for clients as wide-ranging as the U.S Chamber of Commerce, America's Health Insurance Plans, and The Nature Conservancy.