

Memorandum

To: Interested Parties
From: Tony Fabrizio and Bob Ward
Date: April 2, 2026
Re: Voters want rollback of massive FICO fee hike in addition to supporting Trump housing policies

Fabrizio Ward recently polled 1,000 registered voters nationally on the topic of FICO fees in the homebuying process.

Bottom Line

With affordability a top focus of voters heading into November, Republicans would benefit from Administration or Congressional action tackling the exorbitant increases in FICO's fees in the homebuying process. There is strong, bipartisan support for rolling back the 1500% increase in FICO fees to 2022 levels for first-time homebuyers and even higher backing for the DOJ and FTC to investigate FICO for anti-competitive practices. These actions would resonate at the ballot box with voters more than 2:1 more likely to vote for a Republican candidate for Congress as a result, and an even larger positive impact among those currently in the market to buy a home and prospective first-time homebuyers. This could add to what our survey shows are popular pro-housing policies being advanced by President Trump including renter fee transparency and blocks on investor owned single-family homes.

Voters overwhelmingly support rolling back 1500% fee increase for credit score pulls

By a 74% - 12% (+62) margin, voters support rolling back the fifteen hundred percent increase in FICO fees for first-time homebuyers, with a 56% majority strongly in support. Trump voters back this 67/15 (+52), Harris voters 82/8 (+74), and Swing voters 71/15 (+56). Those in the market to buy a home, 81/8 (+73), and prospective first-time homebuyers, 78/11 (+67), are higher on support than voters overall. (Chart 1)

Voters also broadly support an investigation into FICO for anti-competitive practices by DOJ: 77/11 (+66) overall; 74/12 (+62) among Trump voters; 81/8 (+73) among Harris voters; 71/15 (+56) among Swing voters. Again, this action is even more popular among those in the homebuying market, 84/7 (+77) and prospective first-time homebuyers, 84/6 (+78). (Chart 2)

Republicans would benefit in November from Trump and Congress acting on FICO fees

By a 43% - 18% (+25) margin, voters say they would be more likely to vote for the Republican candidate for Congress this November if the administration and GOP in Congress took action to lower FICO fees to decrease mortgage costs. Swing voters would be more likely to vote Republican by a nearly identical 41% - 18% (+23) margin. Some of the biggest upsides would be among voters most impacted: those in the market to buy a home say more likely, 48% - 15% (+33) while prospective first-time homebuyers say more likely, 46% - 12% (+34). (Chart 3)

Ending FICO's price gouging on credit score fees is reason for government action

3-in-4 voters said FICO's increases since 2022 were price gouging from a company that faces zero real competition and whose product is legally required was a convincing reason for the government to act to lower fees. The same share were convinced by the increased fees driving up the cost of home loans, making things more expensive, especially for first-time homebuyers. Nearly as many found statements about how FICO Fees are a hidden tax on Americans and that FICO is a monopoly in large part due to federal requirements as convincing reasons for the government to act. (Chart 4)

President Trump's housing and rental affordability policies are supported by most voters

Voters back the Trump Administration proposal that would ban hidden rental fees and require landlords to disclose all rental costs up front before signing a lease, 84% - 8% (+76). There is also widespread support for the Trump-supported prohibition on investors and corporations buying single-family homes to turn them into rental properties, 75% - 17% (+58). These steps are popular regardless of who a voter supported in 2024, and are also especially popular among those in the market to buy a home and prospective first-time homebuyers. (Charts 5 & 6)

Affordability is the top issue for voting for Congress, even higher for Swing voters and those looking to buy a home

Affordability is ranked as the issue that would most influence if and how a voter votes in this year's Congressional election at 21% ahead of immigration (17%), foreign policy (14%), and healthcare (11%). The issue of affordability is more important to Swing voters (28%), those voters who split their tickets and often decide close elections, and even higher rated among those in the market to buy a home (33%) and prospective first-time homebuyers (37%). (Chart 7)

Currently, there is limited awareness of what FICO is and its impact on costs in the homebuying process

A narrow majority of voters correctly identify FICO as a private company, while 20% think it's a government agency and more than a quarter are not sure or have never heard of it. About two-thirds are at least a little aware that accessing credit scores during the homebuying process to obtain a mortgage involves fees that add to the overall cost of buying a house, but just 34% say they are very aware of this. Only 29% say these fees have increased in recent years, while 15% say stayed the same, 5% say decreased, and a 52% majority are not sure. (Chart 8)

About 1-in-8 voters say they are currently in the market to buy a home, with more soon expecting to be and a sizable portion would be first time homebuyers

Currently, 13% of voters say they are in the market to buy a home. An additional 18% anticipate being in the market in the next couple of years. Nearly half of these voters who are or anticipate being in the market, or 15% of voters overall, are prospective first-time homebuyers. These are competitive, but Democratic leaning groups, with those currently on the market leaning Dem by 4-points on the generic ballot, and prospective first-time homebuyers favoring the Democrat by 20-points. Boosting the Republican candidate with these groups would help in November. (Chart 9)

Methodology

Fabrizio Ward conducted a survey March 25-28, 2026, of 1,000 registered voters nationally. Quotas were set by region, age, gender, partisan affiliation, education, and race/ethnicity. Data was weighted by region, age, gender, recalled 2024 vote, education, and race/ethnicity. Margin of sampling error for n1,000 is ±3.1% at the 95% confidence level. The interviews were conducted via cell phones (40%), landlines (15%), and SMS-to-Web (45%) to voters sampled from the voter file.

Key Demographics

Party Affiliation

Republican	36%
Independent	23
Democrat	35
Other/Refused	7

2024 Vote

Donald Trump	41%
Kamala Harris	40
Someone else	4
Did not vote	12
Refused	3

Race/Ethnicity

White	67%
Latino/Hispanic	12
African American/Black	12
Asian American	4
Native American	2
Other (SPECIFY)	1
Refused	2

Age

18-34	26%
35-44	15
45-54	15
55-64	16
65-74	12
75+	14
Refused	3

Education

High School or Less	21%
Some College	41
4-Year College	23
Post-Grad degree	15
Refused	<1

Gender

Male	48%
Female	51
Other	1

Chart 1

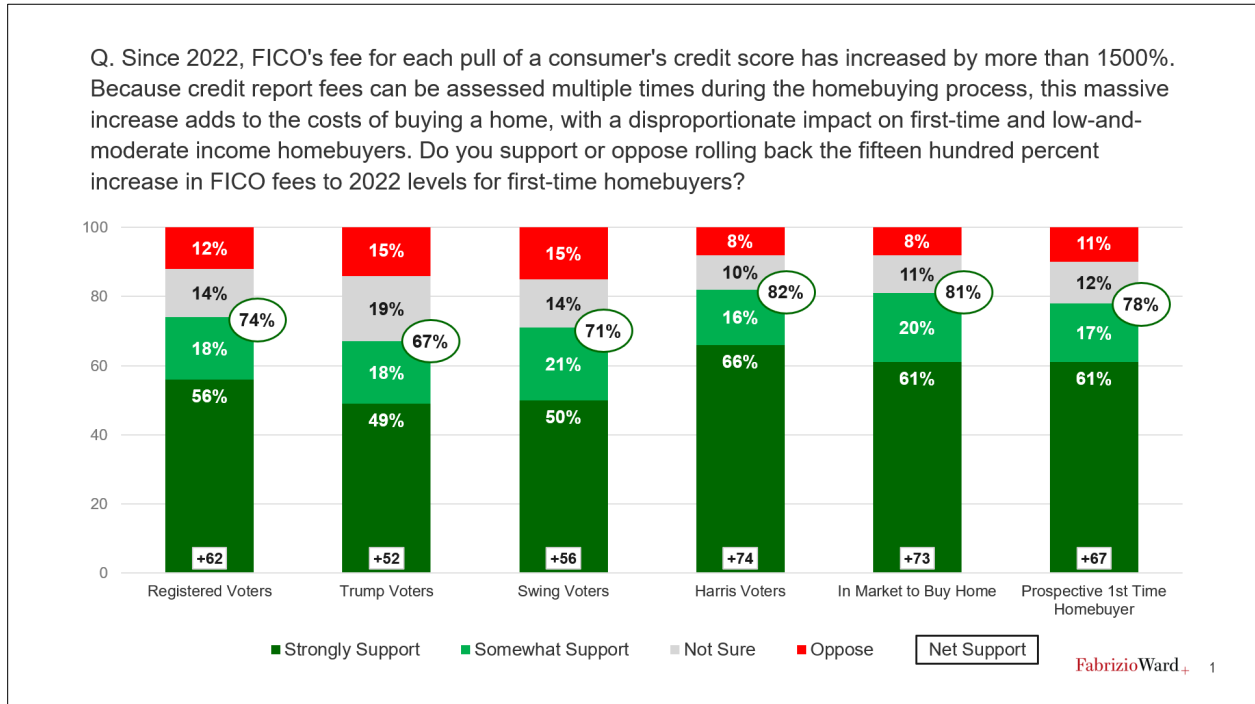


Chart 2

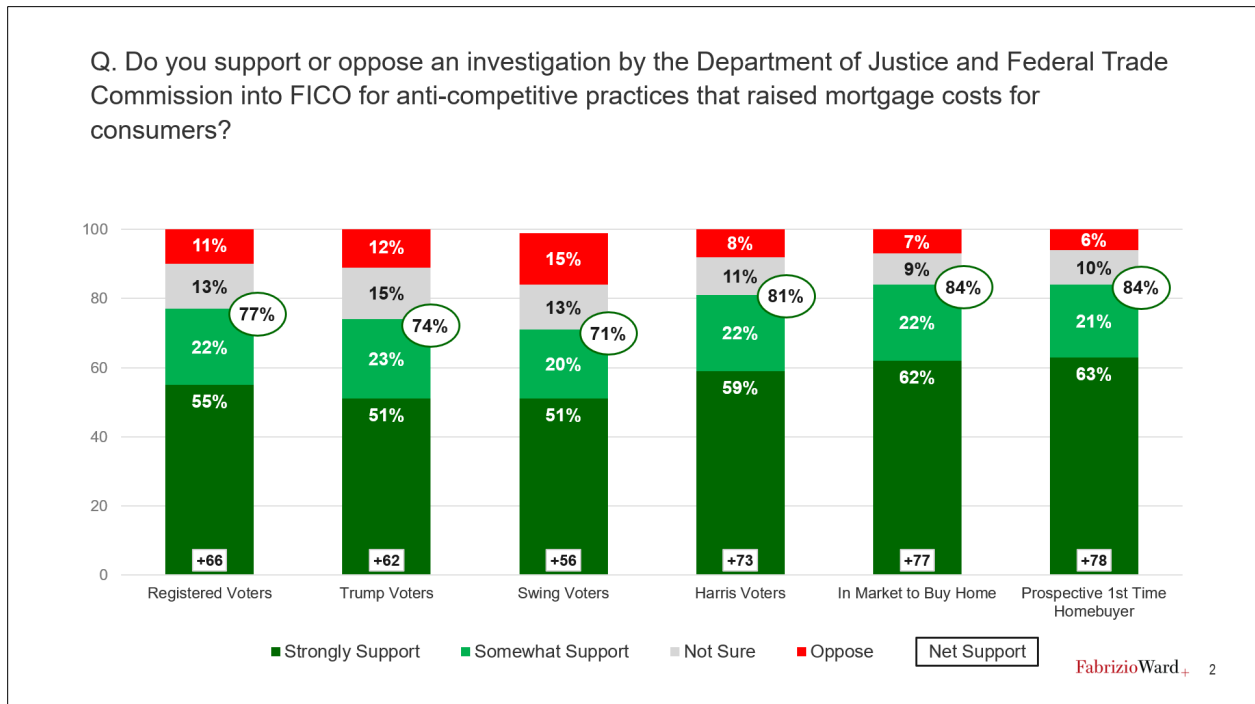


Chart 3

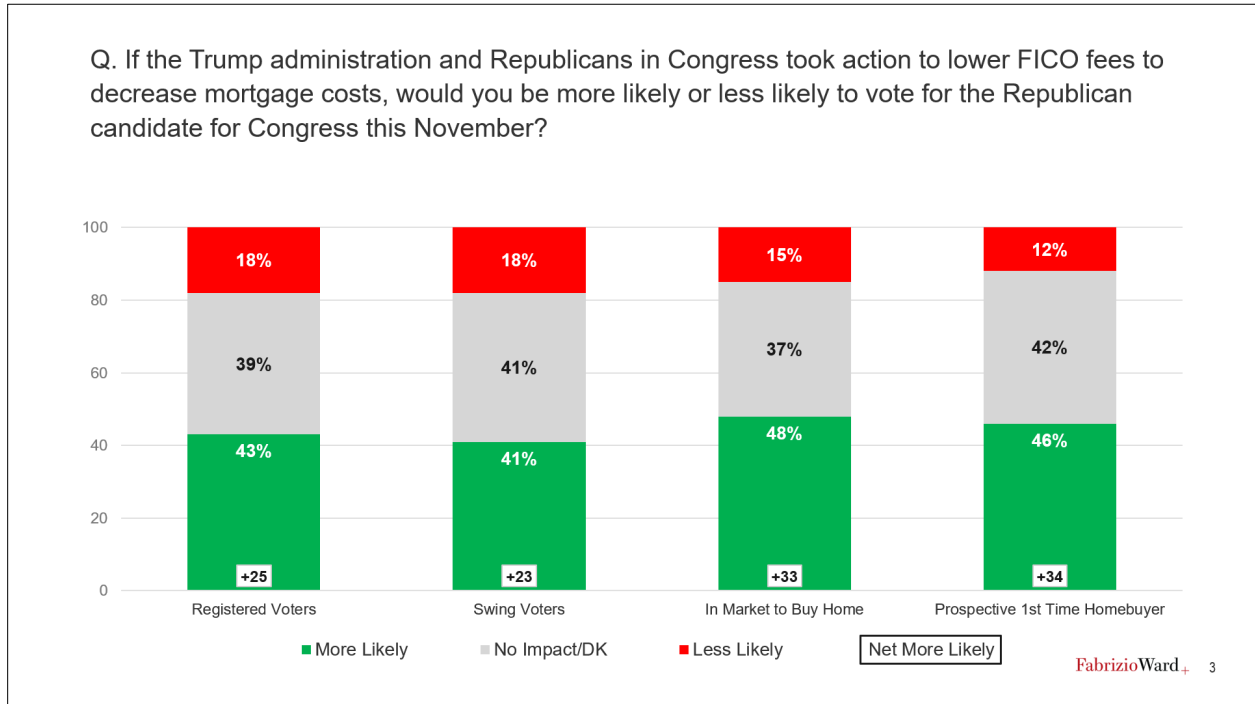


Chart 4

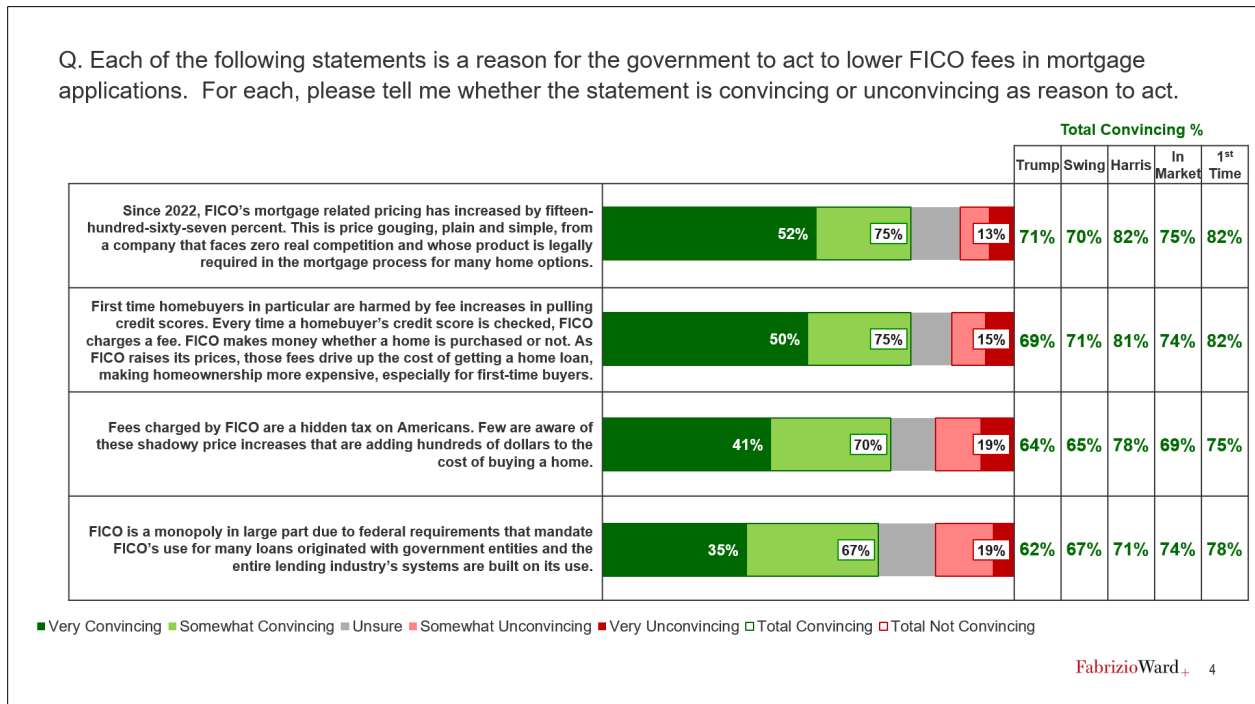


Chart 5

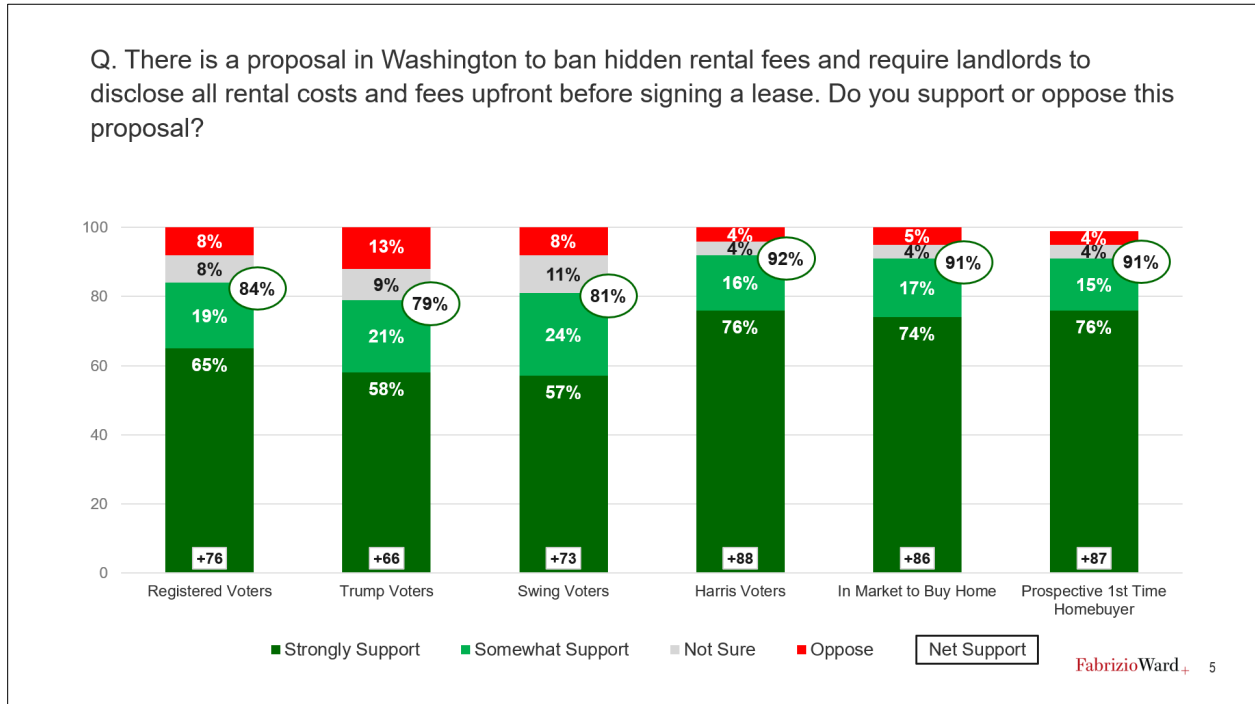


Chart 6

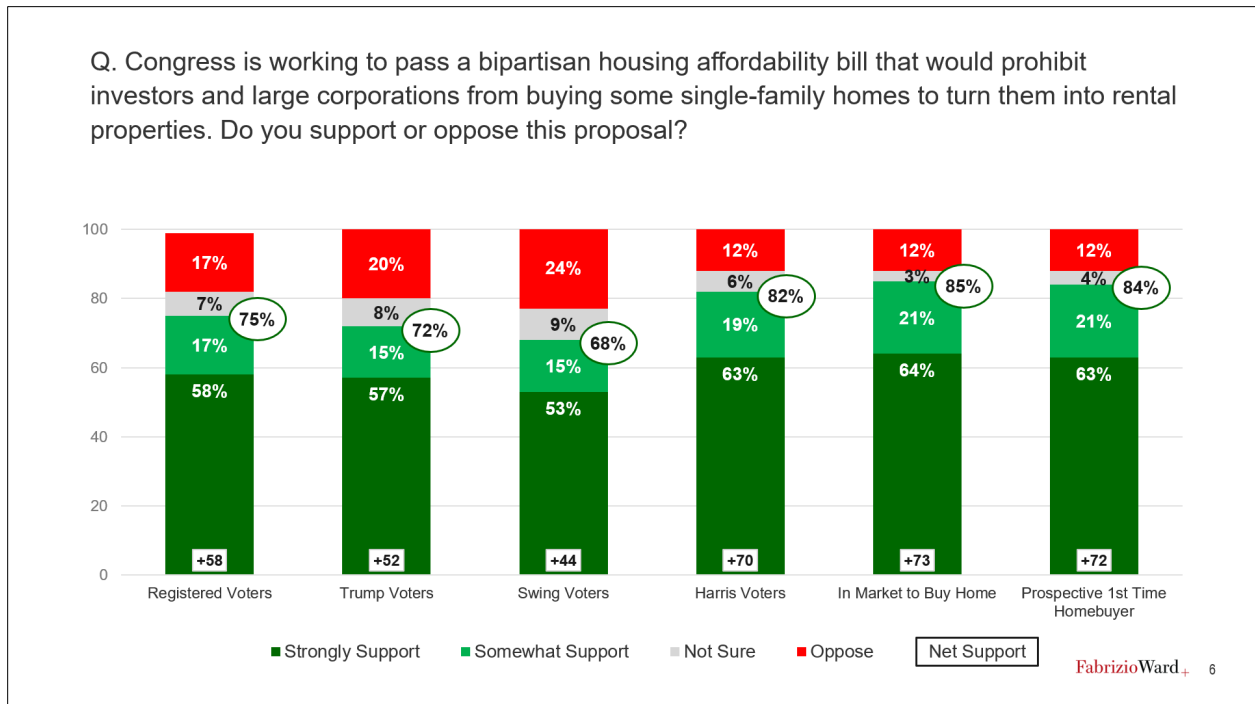


Chart 7

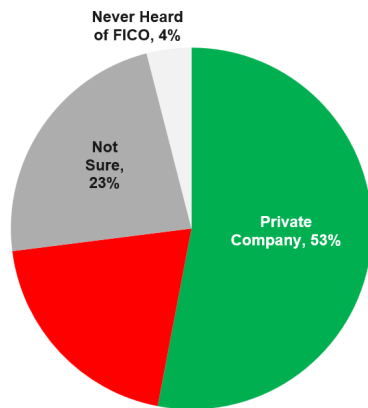
Q. If you had to choose just one, which of the following issue areas are likely to MOST influence if and how you vote in the Congressional elections later this year?

	RV	Trump Voters	Swing Voters	Harris Voters	In Market to Buy Home	Prospective 1st Time Homebuyer
Affordability	21%	17%	28%	24%	33%	37%
Immigration	17%	27%	7%	10%	15%	13%
Foreign policy & national security	14%	18%	15%	10%	14%	12%
Healthcare	11%	5%	9%	18%	5%	11%
Democratic norms	8%	1%	5%	18%	4%	6%
Taxes	7%	12%	8%	3%	10%	5%
Retirement security	5%	7%	3%	3%	4%	2%
Environment	3%	2%	4%	3%	5%	7%
Crime	3%	5%	3%	1%	2%	-
None of these/other	6%	4%	9%	5%	6%	6%
Not sure	5%	4%	9%	5%	3%	1%

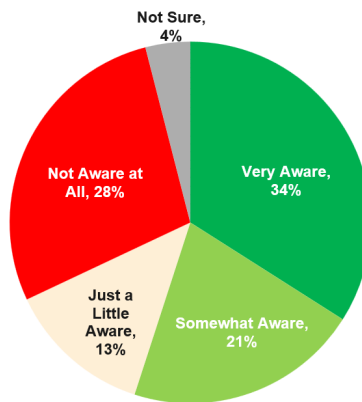
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Chart 8

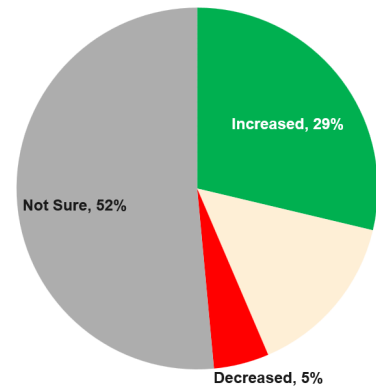
Q. To the best of your knowledge, is FICO, the entity most known for the calculation of consumer credit scores, a private company or government agency?



Q. During the homebuying process, accessing credit scores through the company FICO to obtain a mortgage involves fees that add to the cost of buying a home. Before today, how aware were you of this cost in the homebuying process?



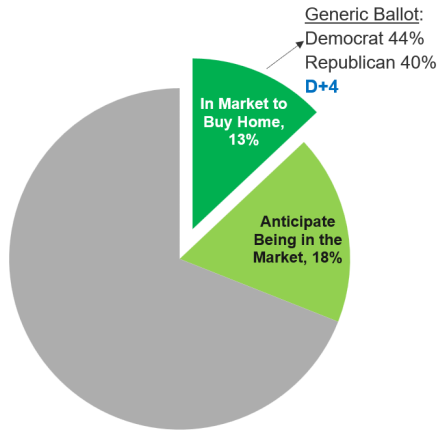
Q. To the best of your knowledge, in recent years have the fees involved in accessing credit scores through the company FICO to obtain a mortgage...



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Chart 9

Q. Are you currently in the market to buy a home?
IF NO ASK: Q. Do you anticipate being in the market to buy a home in the next couple of years?



IF IN MARKET/ANTICIPATE & NON-HOMEOWNER ASK Q. Would this be the first home you have purchased?

