

To: Interested Parties

From: GBAO

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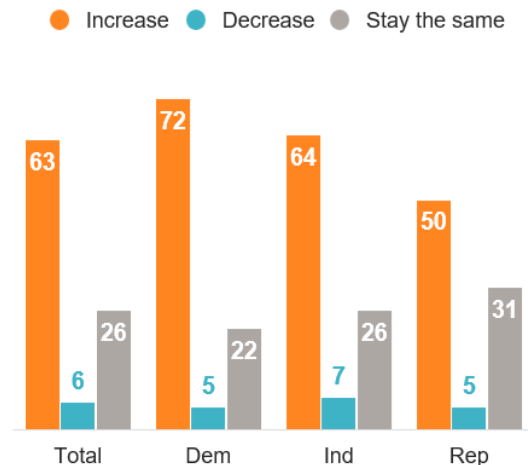
Illinois Voters Say No To Digital Price Tags & Surveillance Pricing

Illinois voters are already feeling the strain of rising grocery costs and believe new grocery pricing technologies will only make things worse. Across party lines, voters say digital price tags and surveillance pricing would increase prices, driving broad, bipartisan support for legislation to ban these practices.

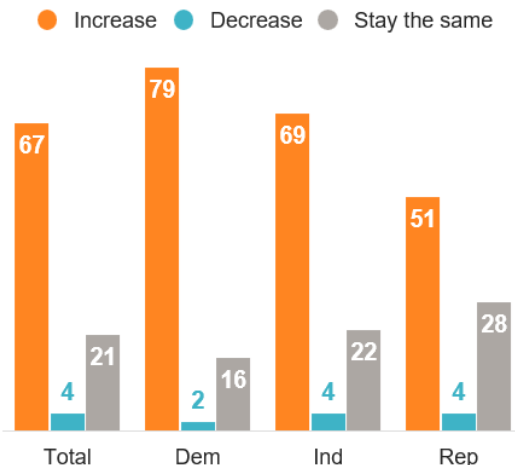
Key Findings

- Illinois voters are deeply concerned about the economy and grocery costs.** Illinoisans are overwhelmingly negative on the economy (70% say the U.S. economy is not so good or poor) and grocery prices specifically are a key concern. Seven in ten (71%) say they are worried about the cost of groceries for their household, and a similar share (69%) expect what they spend on groceries to go up over the next year.
- Voters expect digital price tags and surveillance pricing to raise grocery prices.** Already feeling the pressure of high grocery bills, voters believe these technologies are likely to push costs even higher. Roughly two-thirds (67%) say surveillance pricing would increase the amount they pay for groceries, and nearly as many (63%) say digital price tags will increase grocery prices—a concern shared across party lines.

As you might know, some grocery stores in Illinois are replacing paper price tags with digital price tags that allow stores to change prices instantly by computer. Do you think this technology will cause the amount you pay for groceries to increase, decrease, or stay about the same?

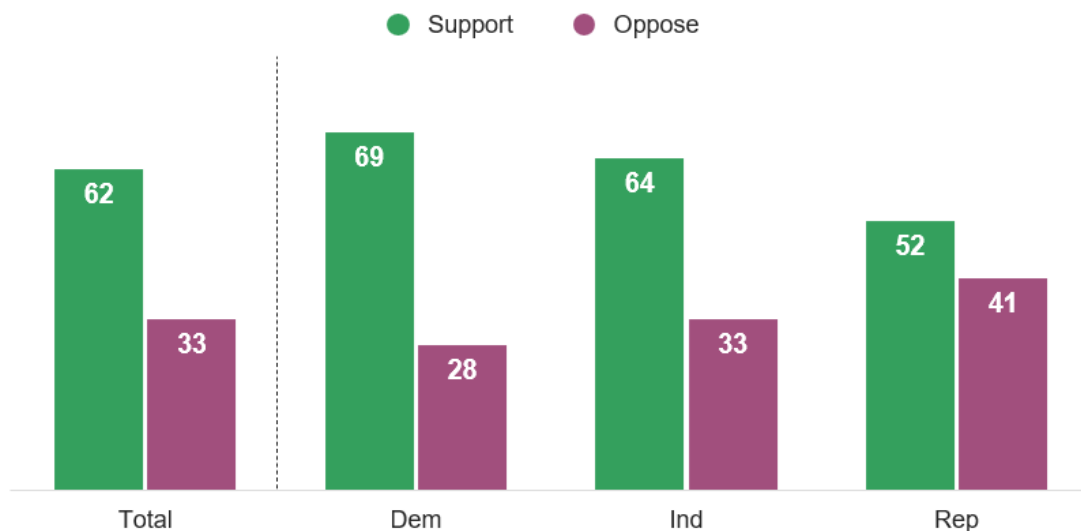


Some grocery stores are also exploring technology that could allow them to change prices based on customer information they collect, also known as surveillance pricing. Do you think this technology will cause the amount you pay for groceries to increase, decrease, or stay about the same?



- **Voters overwhelmingly expect these technologies to lead to harmful outcomes for customers.** Illinois voters believe digital price tags and surveillance pricing would lead to a number of negative consequences for consumers, including raising prices during emergencies or demand spikes (86% likely to happen), enabling price-fixing with competitors (83%), charging higher prices to customers they think can afford to pay more (80%), and hurting smaller grocery stores (74%). By contrast, fewer than half (45%) believe these technologies would be used to lower prices during off-peak times to save shoppers money, underscoring that voters see far more risk than benefit.
- **There is strong, bipartisan support for banning these pricing technologies.** Illinois voters support banning digital price tags and surveillance pricing by a wide margin (62% support to 33% oppose). Majorities of Democrats (69%), independents (64%), and Republicans (52%) back the proposal—making this a rare point of bipartisan agreement.

Illinois is considering a proposal that would ban companies from using personal data like race, gender, or financial circumstance to set prices for individual consumers and require grocery stores to use paper price tags instead of digital price tags that can change prices instantly based on the time of day or weather. Do you support or oppose this proposal?



Voters also react positively to candidates who back banning these technologies. By a margin of 2-to-1, more say they would be more likely to support a candidate who does so (41%) than less likely (19%).

- **Distrust of these technologies could lead to lost customers.** Skepticism toward these tools is high, with two-thirds of voters (68%) saying they do not trust grocery stores to use these tools responsibly, compared to just 29% who say they would trust them “a lot” or “somewhat.” And more than half (54%) say they would be less likely to shop at a store that uses these technologies, compared to just 6% who say they would be more likely, with another 36% saying it doesn’t make a difference.

GBAO conducted a survey of 600 registered voters in Illinois, from April 15-19, 2026, on behalf of UFCW. The survey was conducted via phone and text interviews and has a margin of error of +/- 4.0 percentage points.