

To: Interested Parties

From: GBAO

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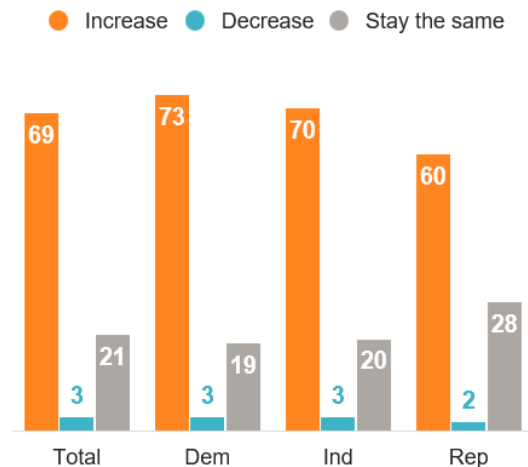
## Maryland Voters Say No To Digital Price Tags & Surveillance Pricing

Maryland voters are already strained by rising grocery costs and believe new pricing technologies will make the problem worse. Across party lines, voters say digital price tags and surveillance pricing will increase prices leading to broad, bipartisan support for legislation to ban these technologies.

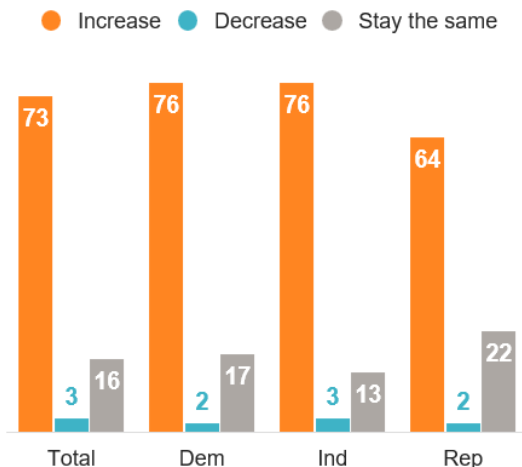
### Key Findings

- Maryland voters are deeply anxious about the economy and grocery costs.** Maryland voters are overwhelmingly negative on the economy (77% 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 nearly three-quarters (74%) expect what they spend on groceries to go up over the next year.
- Voters believe digital price tags and surveillance pricing will increase grocery prices.** Already feeling the pressure of high grocery bills, voters see new pricing technologies as likely to push costs even higher. Roughly seven in ten (69%) believe digital price tags would increase the amount they pay for groceries, and just as many (73%) say the same about surveillance pricing. It's a concern that cuts across party lines.

As you might know, some grocery stores in Maryland 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?

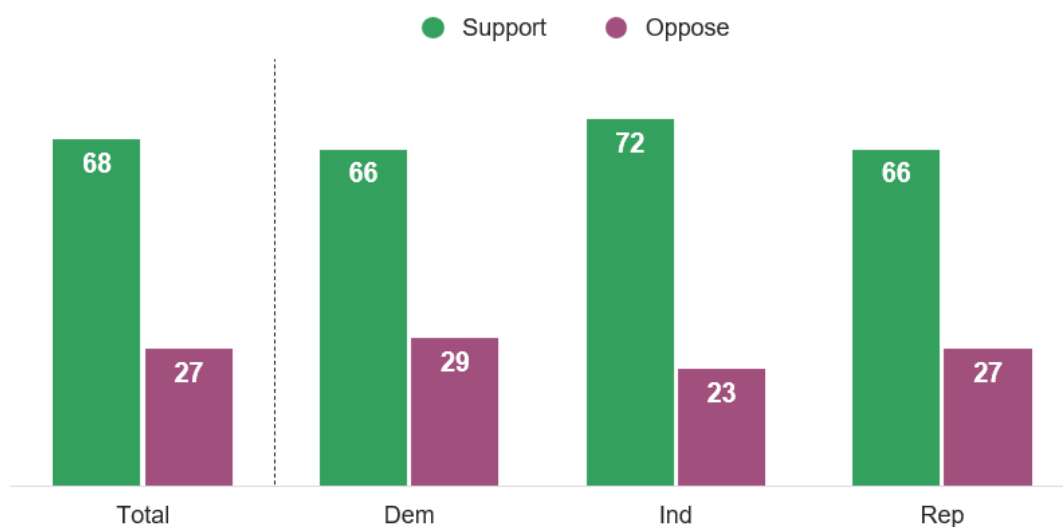


Some grocery stores are also exploring technology that could allow them to change prices based on customer information they collect, also known as surveillance pricing. Do you think this technology will cause the amount you pay for groceries to increase, decrease, or stay about the same?



- **There is strong bipartisan support for banning these pricing technologies.** Maryland voters support banning digital price tags and surveillance pricing by a wide margin (68% support to 27% oppose). Two-thirds of Democrats (66%) and Republicans (66%), and an even larger share of independents (72%), back the proposal—making this a rare point of bipartisan agreement.

*Maryland 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 respond positively to candidates who back banning these technologies. By a margin of more than 2-to-1, more say they would be more likely to support a candidate who does so (42%) than less likely (17%).

- **Voters overwhelmingly expect these technologies to lead to harmful outcomes for customers.** Marylanders believe digital price tags and similar tools would enable a wide range of negative practices from grocery stores, including raising prices during emergencies or demand spikes (86% likely to happen), price-fixing with competitors to keep prices high (78%), charging higher prices to certain customers (75%), and hurting smaller grocery stores (72%). By contrast, fewer than half (42%) believe these technologies would lower prices during off-peak times to save shoppers money, underscoring that voters see far more risk than benefit.
- **These technologies would also cost stores customers, as voters distrust them and would shop elsewhere.** A majority of voters (61%) do not trust grocery stores to use these tools responsibly, compared to just 34% who say they would trust them “a lot” or “somewhat.” And more than half (51%) say they would be less likely to shop at a store that uses them, compared to just 4% who say they would be more likely, with another 40% saying it doesn’t make a difference.

*GBAO conducted a survey of 600 registered voters in Maryland, from March 22-25, 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.*