

To: Interested Parties

From: GBAO

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New Jersey Voters Say No To Digital Price Tags & Surveillance Pricing

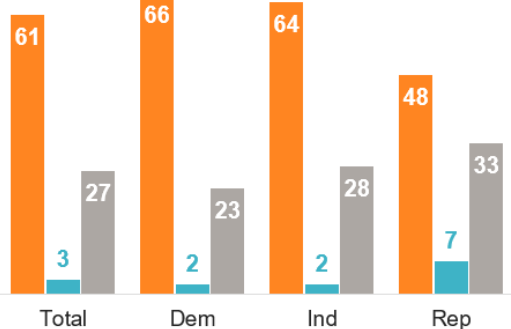
New Jersey voters are feeling the impact of rising grocery costs and believe new grocery pricing technologies are likely to make things worse. Across party lines, voters say digital price tags and surveillance pricing would push prices higher, leading to broad, bipartisan support for legislation to ban these practices.

Key Findings

- New Jersey voters are deeply concerned about the economy and grocery costs.** New Jersey voters are overwhelmingly negative on the economy (76% say the U.S. economy is not so good or poor) and grocery prices specifically are a key concern. Nearly three-quarters (73%) are worried about the cost of groceries for their household, and a similar share (70%) expect their spending on groceries to go up over the next year.
- Voters believe digital price tags and surveillance pricing will raise grocery prices.** Already feeling the pressure of high grocery bills, voters view these pricing technologies as likely to push costs even higher. Two-thirds (67%) say surveillance pricing would lead to an increase in the amount they pay for groceries, and nearly as many (61%) say digital price tags will do the same—a cross-cutting concern along party lines.

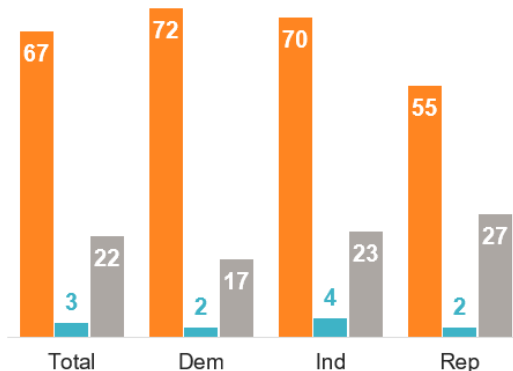
As you might know, some grocery stores in New Jersey are replacing paper price tags with digital price tags that allow stores to change prices instantly by computer. Do you think this technology will cause the amount you pay for groceries to increase, decrease, or stay about the same?

● Increase ● Decrease ● Stay the same



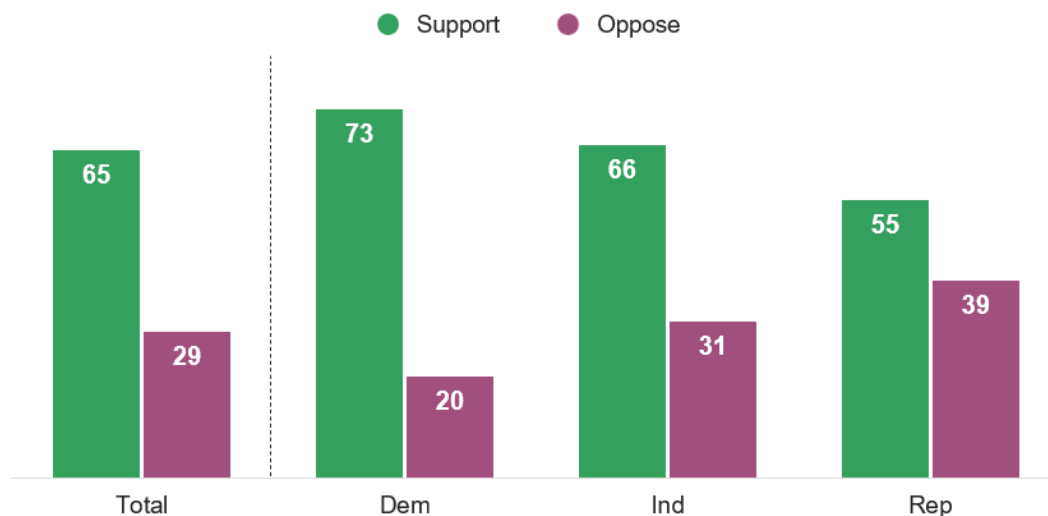
Some grocery stores are also exploring technology that could allow them to change prices based on customer information they collect, also known as surveillance pricing. Do you think this technology will cause the amount you pay for groceries to increase, decrease, or stay about the same?

● Increase ● Decrease ● Stay the same



- **Voters overwhelmingly expect these technologies to result in negative outcomes for customers.** New Jersey voters believe digital price tags and surveillance pricing would lead to a range of harmful consequences for consumers, including elevated prices during emergencies or demand spikes (84% likely to happen), price-fixing with competitors to keep prices high (75%), hurting smaller grocery stores (74%), and charging higher prices to customers they think can afford to pay more (73%). By contrast, fewer than four in ten (39%) 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.** New Jersey voters support banning digital price tags and surveillance pricing by a wide margin (65% support to 29% oppose). Majorities of Democrats (73%), independents (66%), and Republicans (55%) back the proposal—making this a rare point of bipartisan agreement.

New Jersey 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 (41%) than less likely (17%).

- **Distrust of these technologies could drive customers away.** Two-thirds (67%) of voters do not trust grocery stores to use these tools responsibly, compared to just 28% who say they would trust them “a lot” or “somewhat.” And a majority (52%) say they would be less likely to shop at a store that uses these technologies, 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 New Jersey, from April 13-17, 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.