

To: Interested Parties

From: GBAO

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Voters Say No To Digital Price Tags & Surveillance Pricing

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.

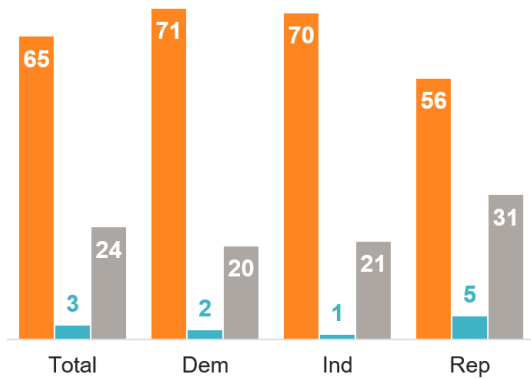
Key Findings

- **Voters are deeply concerned about the economy and grocery costs.** Voters nationwide are overwhelmingly negative on the economy (73% say the U.S. economy is not so good or poor) and grocery prices specifically are a key concern. Two-thirds (66%) are worried about the cost of groceries for their household, and the same share (66%) expect their grocery spending to go up over the next year. Even when asked to choose the two expenses they are most concerned about—among groceries, gas, housing, healthcare, utilities, childcare, and car costs—groceries rose to the top as the leading cost concern (45%).
- **Trump owns voters' frustration on rising costs, but few have confidence that anyone in Washington will bring prices down.** Nearly six in ten voters (59%) disapprove of Trump's handling of inflation and the cost of living, and 41% say Trump and his policies are most responsible for high grocery prices—well ahead of Joe Biden and his policies (19%), global supply chain disruptions (16%), food manufacturers (9%), or large grocery chains (6%). But frustration extends beyond Trump, with strong majorities saying they have no confidence in Trump (59%), Republicans in Congress (61%), or Democrats in Congress (68%) to lower costs.
- **Voters believe digital price tags and surveillance pricing will raise grocery prices and result in negative outcomes for customers.** Already feeling the pressure of high grocery bills, voters view these pricing technologies as likely to push costs even higher. Over two-thirds (68%) say surveillance pricing would lead to an increase in the amount they pay for groceries, and about as many (65%) say digital price tags will do the same—a concern across party lines. Voters believe they would also lead to a range of harmful consequences for consumers, including elevated prices during emergencies or demand spikes (85% likely to happen), price-fixing with competitors to keep prices high (78%), charging higher prices to customers they think can afford to pay more (75%), and hurting smaller grocery stores (70%). By contrast, only about a third (35%) 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.



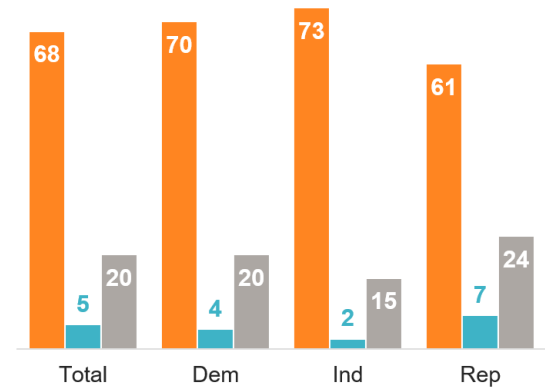
As you might know, some grocery stores are replacing paper price tags with digital price tags that allow stores to change prices instantly by computer. Do you think this technology will cause the amount you pay for groceries to increase, decrease, or stay about the same?

● 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?

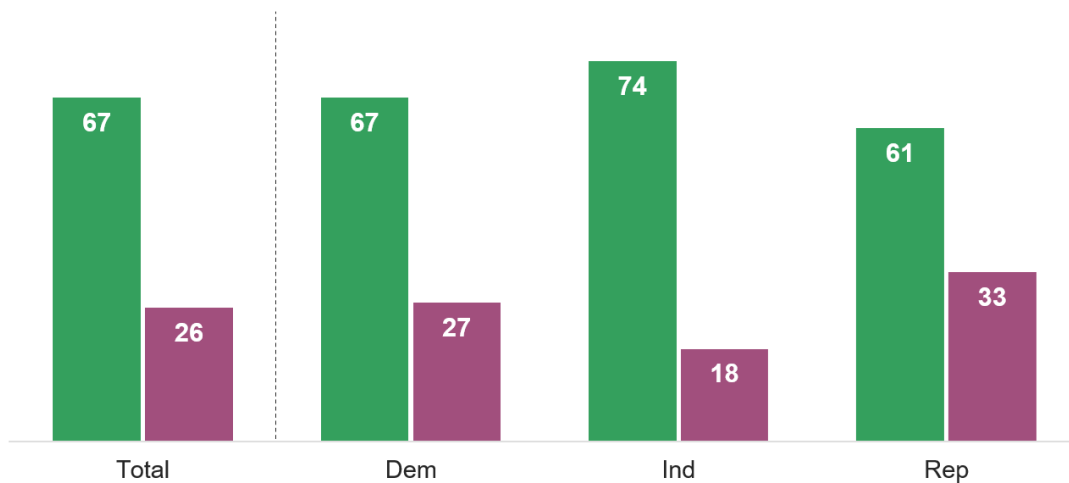
● Increase ● Decrease ● Stay the same



- **There is strong bipartisan support for banning these pricing technologies.** Voters support banning digital price tags and surveillance pricing by a wide margin (67% support to 26% oppose). Majorities of Democrats (67%), independents (74%), and Republicans (61%) back the proposal—making this a rare point of bipartisan agreement. In a moment when voters have little confidence in Washington to lower prices, this gives lawmakers a clear opportunity to act on an issue people feel directly in their grocery bills.

Congress 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?

● Support ● Oppose



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 (15%).

- **Stores using these technologies risk losing shoppers and reinforce the belief they are profit-driven.** Nearly two-thirds (65%) say large grocery stores mostly prioritize increasing their own profits, compared to just 27% who believe they try to keep prices affordable. Against that backdrop, 72% of voters do not trust grocery stores to use these tools responsibly and 58% say they would be less likely to shop at a store that uses these technologies.

GBAO conducted a survey of 1,000 registered U.S. voters, from May 3-9, 2026, on behalf of UFCW. The survey was conducted via phone and text interviews and has a margin of error of +/- 3.1 percentage points.