



TO: Interested Parties
FROM: Lindsay Owens, Executive Director, Groundwork Collaborative
DATE: May 8, 2026
RE: Voters Demand Action for Fairness and Transparency in Pricing

New [polling](#) from Groundwork Collaborative and Data for Progress finds that voters across party lines believe companies' use of **surveillance pricing – the use of personal data to set prices and determine discounts – is fundamentally unfair** and more than two-thirds of voters support a broad range of actions to rein companies in, including an outright ban on the practice.

While loyalty programs and the personalized discounts they offer consumers are popular, once customers learn that companies use personal data to charge some customers more than others, favorability plummets. There is an **inherent skepticism of the discounts consumers are offered** and most voters believe that companies benefit more than their customers when personal data is used to set prices.

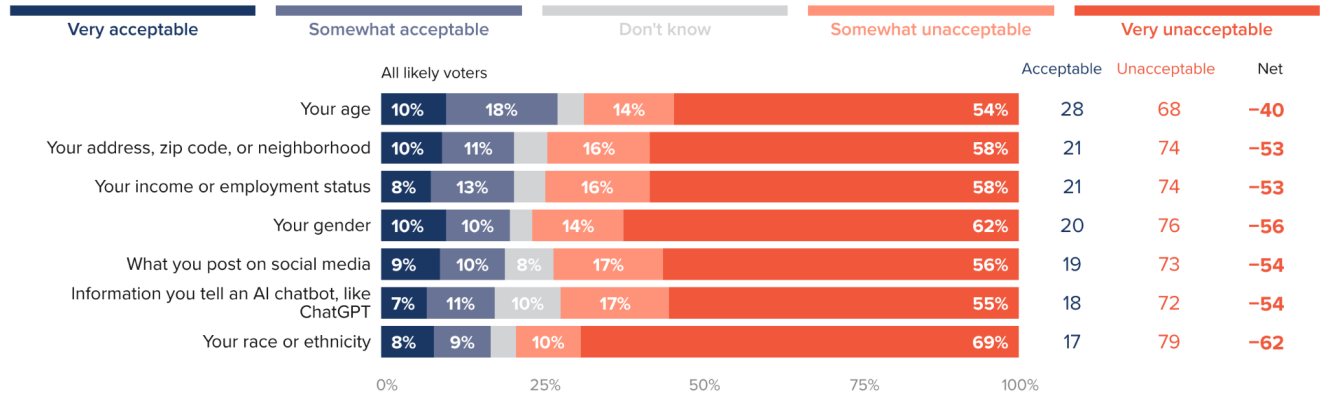
Voters reject the central argument against bans on surveillance pricing, with a majority saying the policy would prevent companies from charging different customers different prices for the same item without affecting loyalty or rewards programs. Overall, **voters believe that everyone should pay the same price for the same item**, and they are willing to accept smaller discounts on average if it means everyone has access to the same deals.

Voters Say Use of Personal Data to Set Prices and Determine Discounts is Unacceptable and Benefits Companies More Than Consumers

An overwhelming majority of voters (76%) say it is unfair for companies to use customers' personal information to charge different prices for the same products.

- Nearly three in four voters (73%) say that companies benefit more than customers when personal information is used to set different prices.
- Majorities of voters view nearly all instances of using personal information to charge more as unacceptable, with race or ethnicity seen as the most unacceptable.

For each of the following, please say whether you think it is **acceptable** or **unacceptable** for a company to use that information to charge YOU a different price than other customers for the same item.

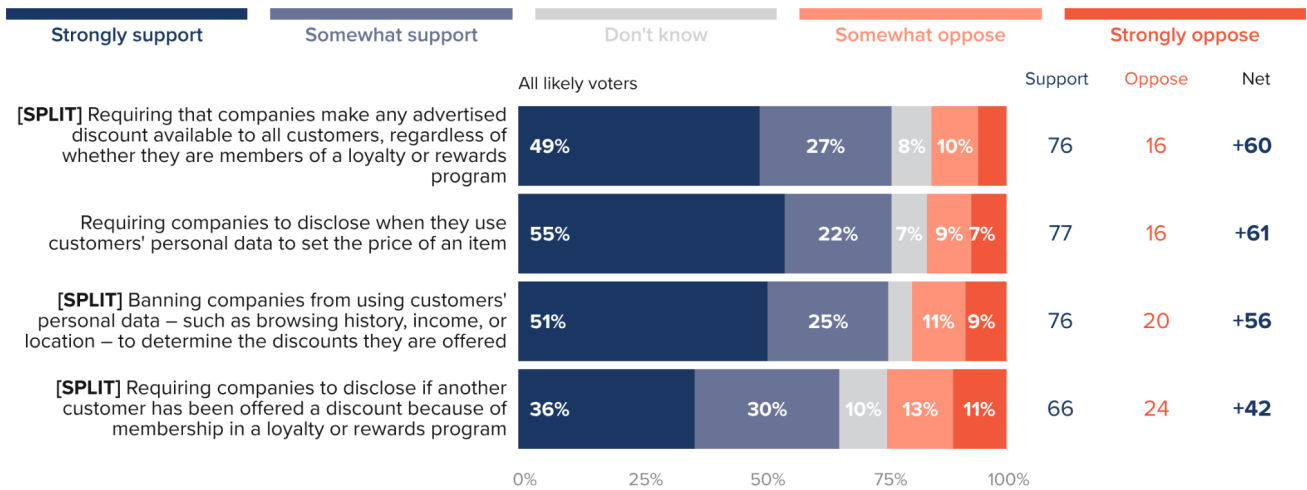


Voters Distrust the Discounts They See, and Surveillance Pricing Bans Are Overwhelmingly Popular

Voters are skeptical of the discounts they are offered by companies and support policies that ensure the prices they pay and discounts they’re offered are fair and transparent.

- Voters distrust the true value of a discount, with nearly two-thirds (64%) saying that discounted items are marked up first so the savings appear larger to customers.
- At least two in three voters support a broad range of policies that regulate how businesses set prices and determine discounts for consumers.

Do you support or oppose each of the following policies?



Support for Loyalty Programs Plummets Once Voters Learn How Personal Data Is Used

Voters say signing up for loyalty or rewards programs are worth it, especially at stores that sell essential items like groceries (86%) and gas (80%) whose rising costs remain [worrying](#) for most

Americans. However, once voters understand that personal data is used to set prices and determine discounts, support for loyalty programs plummets.

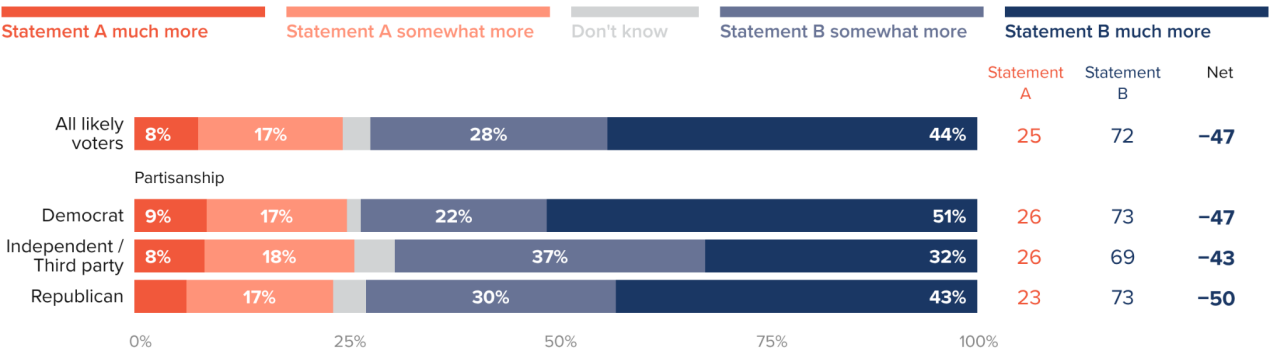
- Support for companies using loyalty programs to offer personalized discounts drops 32 points (from 83% to 51%) when voters learn that personal data is used to determine which customers get offers.
- Eight in ten voters say companies should not be allowed to use a customer's personal information to charge different prices for the same item because **"every customer should be charged the same price."**
 - Only 17% agreed that companies should be able to change prices because "some people may pay less."

Voters Believe Everyone Should Pay the Same Price—Even at the Cost of Smaller Discounts

Across the survey, voters' priority is to protect fairness and equality in the marketplace, with 72% of voters saying that everyone should be offered the same discounts, **even if it means discounts are smaller than average**. Only 1 in 4 voters preferred personalized discounts so that some people receive better deals than others.

Statement A: Discounts should be personalized for individual customers based on what they typically buy, even if that means **some people** get better discounts than others.

Statement B: Everyone should get offered the same discounts, even if it means **discounts are smaller on average** because there are more of them.



Additionally, the central argument from opponents of surveillance pricing ban falls flat with voters.

- Roughly 6 in 10 voters agree with supporters of the surveillance pricing ban that the policy "would only restrict companies from charging different customers different prices for the same product and would not affect loyalty programs or coupons that all customers can sign up for."
- Only a third of voters agree with opponents who say the bans would "eliminate companies' ability to offer discounts through loyalty rewards programs and digital coupons."