BLUE ROSE RESEARCH

# Shoppers Bill of Rights: Policy Support Topline

National likely 2026 voters • September 1–8, 2026 • n ≈ 3,250 per policy

## Percent of likely voters who support each policy, ranked by support

| Policy | Policy Text | Support | Overall Percentile | Economic Policy Percentile |
|---|---|---|---|---|
| **Right to Cancellation** | Require companies to make canceling a subscription as easy as signing up for it. Under this policy, Congress would require that any subscription a customer can start online — like a streaming service or a gym membership — can be canceled online in the same number of steps. | **73%** | 100% | 100% |
| **Right to a Refund** | Guarantee customers a right to a refund. Under this policy, companies would be required to refund customers in their original form of payment when a product or service is canceled, never delivered, or does not work as advertised, and to send that refund within a set number of days. | **69%** | 99% | 100% |
| **Right to an All-In Price** | Require businesses to show the full, final price of a product upfront. Under this policy, companies would be required to include every mandatory fee in the advertised price, so the price a customer sees first is the price they pay at checkout. | **68%** | 99% | 99% |
| **Shoppers Bill of Rights** | Pass a Shoppers Bill of Rights. Under this policy, Congress would establish a basic set of rules that businesses must follow when they sell to the public — including honest prices, easy cancellations, timely refunds, and clear product information. | **66%** | 98% | 99% |
| **Right to Proper Billing** | Set a deadline for sending bills. Under this policy, companies such as hospitals, utilities, and service providers would be required to bill customers within a set period of time after the service is provided, and could not collect on charges sent long after that deadline. | **65%** | 97% | 97% |
| **Right to a Fair Price** | Ban surveillance pricing. Under this policy, companies would be prohibited from using a customer's personal data — such as their browsing history, location, or income — to charge that customer a different price than other customers pay for the same product. | **65%** | 96% | 96% |
| **Right to Comparison Shop** | Require stores to post unit prices. Under this policy, retailers would be required to display the price per ounce, pound, or other standard unit on shelf tags and online listings, so customers can compare products that come in different sizes. | **65%** | 96% | 96% |
| **Right to a Predictable Price** | Limit dynamic pricing. Under this policy, companies would be prohibited from raising the price of a product in real time based on demand — like when concert tickets, sports tickets, or ride-share fares spike during busy times or when there are only a few seats left — even when the company's costs to make or provide the product don't change. | **64%** | 95% | 95% |

| Policy | Policy Text | Support | Overall Percentile | Economic Policy Percentile |
|---|---|---|---|---|
| **Right to Resale** | Protect a customer's right to resell what they buy. Under this policy, it would be illegal for companies to block customers from reselling, lending, or giving away products they have paid for, including digital purchases like e-books, games, and movies. | **63%** | 92% | 92% |
| **Right to Repair** | Guarantee customers the right to repair products they buy. Under this policy, manufacturers of phones, cars, appliances, and other products would be required to sell the parts, tools, and repair manuals needed to fix those products to independent repair shops and to customers themselves. | **62%** | 89% | 89% |
| **Right to a Level Playing Field** | Enforce the Robinson-Patman Act, a longstanding law barring suppliers from giving big chains better prices than small businesses, which has gone largely unenforced since the 1980s. Under this policy, the Federal Trade Commission would step up enforcement so that suppliers charge small, independent stores the same price they charge large national retailers for the same goods. | **59%** | 81% | 78% |
| **Right to a Competitive Price** | Ban algorithmic price fixing. Under this policy, it would be illegal for competing companies to set their prices using shared pricing software that relies on their competitors' private data, such as the software landlords use to set rents. | **57%** | 70% | 62% |
| **Right to Your Own Agent** | Require chatbots and other AI tools to act in the customer's best interest. Under this policy, AI assistants that help people shop online would be required to recommend the best option for the customer, rather than steering them toward products that the AI company is paid to promote. | **57%** | 70% | 57% |

**Methodology.** From September 1–8, 2026, Blue Rose Research measured support for the Shoppers Bill of Rights and its 12 individual policy planks among national likely 2026 voters. Each policy was fielded to approximately 3,250 respondents through online web panels. Each policy is presented in the format voters would encounter it in real political debate: (1) a partisan framing intro ("Some Democrats/Republicans in Congress are proposing to…"), (2) a neutral, non-partisan description of the policy, (3) a statement that Democrats support and Republicans oppose this policy accompanied by a partisan argument from each side, (4) a forced-choice final question asking which party the respondent agrees with more. The two-party forced choice counters acquiescence bias and lets us see which policies defy existing partisan dynamics. Policy percentiles compare each result with more than 1,400 Democratic policies tested by Blue Rose Research; economic percentiles compare it only with other economic policies.