

From May 22 to 24, 2025, Data for Progress conducted a survey of 1,171 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and recalled presidential vote. The survey was conducted in English. The margin of error associated with the sample size is ± 3 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit dataforprogress.org/our-methodology.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,171 unless otherwise specified.

[1] In general, should businesses charge different customers different prices for the same item or should businesses charge all customers the same price for the same item?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino
Businesses should charge all customers the same price for the same item	84	83	85	84	86	81	73	89	82	87	69	86	76
Businesses should charge different customers different prices for the same item	10	10	9	9	7	13	18	6	9	10	16	8	20
Don't know	6	7	6	6	7	6	10	5	8	3	15	6	4
Weighted N	1,171	478	247	446	625	546	382	789	754	417	127	837	154