

From April 30 to May 2, 2026, Data for Progress conducted a survey of 1,172 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=1,172 unless otherwise specified.

[1] In general, when you see a discount on an item, do you think the item's price is a true discount on the item's fair market value, or do you think that the item's price was marked up first so the discount looks bigger to the customer?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Mostly a true discount	8	8	4	11	7	10	8	8	9	8	10	7	14	11	7	6
Sometimes a true discount	24	25	23	23	23	24	28	22	24	24	31	21	27	22	25	26
Sometimes marked up first	39	40	43	35	39	38	38	39	37	41	30	41	27	40	39	35
Mostly marked up first	25	23	27	26	26	24	23	26	25	25	23	27	27	25	26	24
Don't know	4	4	3	5	5	3	3	5	5	3	7	3	6	2	4	9
TRUE DISCOUNT (TOTAL)	32	33	27	34	30	34	36	30	33	32	41	28	41	33	32	32
MARKED UP FIRST (TOTAL)	64	63	70	61	65	62	61	65	62	66	53	68	54	65	65	59
TRUE DISCOUNT (NET)	-32	-30	-43	-27	-35	-28	-25	-35	-29	-34	-12	-40	-13	-32	-33	-27
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[2] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Plane tickets when a flight is almost full

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	9	8	7	11	6	13	17	5	7	13	17	7	14	11	9	4
Somewhat reasonable	23	25	21	21	22	25	29	20	21	26	24	22	18	23	23	22
Somewhat unreasonable	24	21	28	24	24	24	19	26	23	25	20	26	12	21	27	25
Very unreasonable	36	36	38	35	40	31	29	40	40	29	26	37	48	39	32	37
Don't know	8	9	6	9	9	8	7	9	9	7	13	7	8	6	9	12
REASONABLE (TOTAL)	32	33	28	32	28	38	46	25	28	39	41	29	32	34	32	26
UNREASONABLE (TOTAL)	60	57	66	59	64	55	48	66	63	54	46	63	60	60	59	62
REASONABLE (NET)	-28	-24	-38	-27	-36	-17	-2	-41	-35	-15	-5	-34	-28	-26	-27	-36
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[3] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Plane tickets when travel is expected to be busy, like the holidays and spring break

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	11	12	10	12	8	16	19	8	9	16	18	10	16	14	11	8
Somewhat reasonable	28	29	27	26	26	30	30	26	25	32	32	28	20	30	29	22
Somewhat unreasonable	24	20	27	26	25	23	20	25	23	25	16	26	15	22	25	25
Very unreasonable	30	31	30	29	34	25	24	33	36	20	22	30	41	30	28	34
Don't know	8	8	6	8	8	7	7	8	8	7	12	7	8	5	7	12
REASONABLE (TOTAL)	39	41	37	38	34	46	49	34	34	48	50	38	36	44	40	30
UNREASONABLE (TOTAL)	54	51	57	55	59	48	44	58	59	45	38	56	56	52	53	59
REASONABLE (NET)	-15	-10	-20	-17	-25	-2	+5	-24	-25	+3	+12	-18	-20	-8	-13	-29
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[4] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Tickets to in-demand events, like concerts and sporting events

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	10	10	7	11	8	13	15	7	10	10	12	9	16	12	8	9
Somewhat reasonable	28	28	32	26	22	35	37	24	23	36	32	28	15	27	32	24
Somewhat unreasonable	24	25	23	25	28	20	20	26	24	25	20	25	23	25	23	24
Very unreasonable	28	25	32	28	31	24	20	31	32	21	19	28	34	29	25	30
Don't know	10	11	6	10	11	8	7	11	10	9	16	9	13	8	11	13
REASONABLE (TOTAL)	38	38	39	37	30	48	52	31	33	46	44	37	31	39	40	33
UNREASONABLE (TOTAL)	52	50	55	53	59	44	40	57	56	46	39	53	57	54	48	54
REASONABLE (NET)	-14	-12	-16	-16	-29	+4	+12	-26	-23	0	+5	-16	-26	-15	-8	-21
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[5] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Ice cream from a grocery store when the weather is hot

(N=593)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	9	13	6	6	9	9	16	5	8	11	17	6	18	8	7	14
Somewhat reasonable	18	19	14	19	16	20	20	17	15	23	21	18	10	15	24	15
Somewhat unreasonable	23	17	34	25	22	23	20	24	18	30	22	25	16	25	25	14
Very unreasonable	42	40	40	45	44	39	34	46	53	26	30	44	44	45	34	48
Don't know	8	11	7	6	8	9	10	8	7	11	10	7	12	7	10	9
REASONABLE (TOTAL)	27	32	20	25	25	29	36	22	23	34	38	24	28	23	31	29
UNREASONABLE (TOTAL)	65	57	74	70	66	62	54	70	71	56	52	69	60	70	59	62
REASONABLE (NET)	-38	-25	-54	-45	-41	-33	-18	-48	-48	-22	-14	-45	-32	-47	-28	-33
Weighted N	593	253	101	239	322	271	198	395	355	238	73	422	80	270	193	130

[6] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Ice cream from an ice cream shop when the weather is hot

(N=579)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	12	11	7	17	10	15	22	8	12	13	9	11	19	15	8	13
Somewhat reasonable	23	19	24	26	19	27	25	22	22	25	36	21	12	23	25	21
Somewhat unreasonable	29	30	30	26	32	25	30	28	27	32	31	30	29	25	30	33
Very unreasonable	31	36	34	23	34	26	21	35	34	24	21	32	36	31	33	26
Don't know	6	5	4	8	5	7	1	8	6	6	2	6	5	6	4	8
REASONABLE (TOTAL)	35	30	31	43	29	42	47	30	34	38	45	32	31	38	33	34
UNREASONABLE (TOTAL)	60	66	64	49	66	51	51	63	61	56	52	62	65	56	63	59
REASONABLE (NET)	-25	-36	-33	-6	-37	-9	-4	-33	-27	-18	-7	-30	-34	-18	-30	-25
Weighted N	579	217	149	213	307	272	184	395	381	198	62	394	99	261	187	131

[7] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Bottled water when the weather is hot and a store is running low on supply

(N=591)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	9	8	7	10	5	13	14	6	8	9	15	8	6	9	9	8
Somewhat reasonable	18	19	14	19	20	16	25	14	18	17	17	19	12	16	19	20
Somewhat unreasonable	25	19	31	28	22	29	23	26	22	31	24	25	21	28	22	24
Very unreasonable	41	46	44	36	47	35	32	46	45	36	35	43	55	43	42	37
Don't know	7	8	4	7	6	7	6	7	7	6	8	5	5	4	8	11
REASONABLE (TOTAL)	27	27	21	29	25	29	39	20	26	26	32	27	18	25	28	28
UNREASONABLE (TOTAL)	66	65	75	64	69	64	55	72	67	67	59	68	76	71	64	61
REASONABLE (NET)	-39	-38	-54	-35	-44	-35	-16	-52	-41	-41	-27	-41	-58	-46	-36	-33
Weighted N	591	237	119	235	311	280	194	397	375	216	76	407	81	275	183	133

[8] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Bottled water when the weather is hot

(N=581)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	12	14	8	13	11	15	20	9	12	13	26	9	24	13	10	15
Somewhat reasonable	14	16	11	14	11	18	17	13	10	22	22	12	19	14	17	10
Somewhat unreasonable	22	21	25	20	22	22	20	22	19	26	19	22	10	19	27	18
Very unreasonable	47	44	51	46	51	41	39	50	55	34	28	52	40	50	41	50
Don't know	5	5	4	6	6	4	4	6	5	6	4	5	7	4	5	6
REASONABLE (TOTAL)	26	30	19	27	22	33	37	22	22	35	48	21	43	27	27	25
UNREASONABLE (TOTAL)	69	65	76	66	73	63	59	72	74	60	47	74	50	69	68	68
REASONABLE (NET)	-43	-35	-57	-39	-51	-30	-22	-50	-52	-25	+1	-53	-7	-42	-41	-43
Weighted N	581	233	131	217	318	263	188	393	361	220	59	409	98	257	196	128

[9] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Delivery apps, like Instacart and DoorDash, when a lot of people are ordering

(N=591)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	9	9	7	10	6	13	16	6	8	12	14	8	14	12	7	7
Somewhat reasonable	23	27	24	17	21	24	26	21	21	25	35	20	20	18	28	22
Somewhat unreasonable	29	27	32	29	29	29	30	28	27	32	21	30	28	31	27	28
Very unreasonable	31	27	30	35	35	26	19	37	35	24	19	34	28	30	31	32
Don't know	8	9	6	9	9	8	8	8	9	7	11	7	10	8	7	11
REASONABLE (TOTAL)	32	36	31	27	27	37	42	27	29	37	49	28	34	30	35	29
UNREASONABLE (TOTAL)	60	54	62	64	64	55	49	65	62	56	40	64	56	61	58	60
REASONABLE (NET)	-28	-18	-31	-37	-37	-18	-7	-38	-33	-19	+9	-36	-22	-31	-23	-31
Weighted N	591	235	126	230	318	273	196	395	377	214	75	412	98	251	198	142

[10] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Delivery apps, like Instacart and DoorDash, when fewer stores are open

(N=581)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	11	11	8	15	8	15	22	6	11	13	18	10	13	10	9
Somewhat reasonable	29	29	26	31	28	31	28	30	27	33	28	31	32	23	31
Somewhat unreasonable	23	21	29	22	23	22	21	24	23	23	23	23	22	26	22
Very unreasonable	26	30	28	21	29	23	22	28	30	19	22	26	26	27	23
Don't know	10	9	10	11	11	9	6	12	9	11	10	9	6	13	15
REASONABLE (TOTAL)	40	40	34	46	36	46	50	36	38	46	46	41	45	33	40
UNREASONABLE (TOTAL)	49	51	57	43	52	45	43	52	53	42	45	49	48	53	45
REASONABLE (NET)	-9	-11	-23	+3	-16	+1	+7	-16	-15	+4	+1	-8	-3	-20	-5
Weighted N	581	235	125	221	311	270	186	395	359	222	60	404	281	181	119

[11] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Rideshare apps, like Uber and Lyft, when a lot of people are requesting rides

(N=584)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	9	10	6	10	5	13	14	6	7	12	14	7	20	12	8	5
Somewhat reasonable	26	25	31	24	23	28	28	24	26	26	36	23	14	26	28	22
Somewhat unreasonable	27	24	31	27	27	26	23	28	24	32	19	31	24	25	29	26
Very unreasonable	29	32	22	30	34	24	26	31	34	20	19	28	41	32	24	32
Don't know	9	9	10	10	10	9	8	10	9	10	12	10	2	6	11	15
REASONABLE (TOTAL)	35	35	37	34	28	41	42	30	33	38	50	30	34	38	36	27
UNREASONABLE (TOTAL)	56	56	53	57	61	50	49	59	58	52	38	59	65	57	53	58
REASONABLE (NET)	-21	-21	-16	-23	-33	-9	-7	-29	-25	-14	+12	-29	-31	-19	-17	-31
Weighted N	584	239	112	233	297	287	201	383	372	212	70	398	87	269	205	110

[12] Below are circumstances when some businesses may temporarily raise prices on consumers. For each, please say whether the price increase is **reasonable or unreasonable?**

— Rideshare apps, like Uber and Lyft, when your phone battery is low

(N=588)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very reasonable	6	5	5	8	5	7	11	4	6	6	12	5	3	6	5	7
Somewhat reasonable	14	19	9	10	12	15	22	10	12	17	17	12	16	13	13	14
Somewhat unreasonable	22	19	22	26	21	23	22	22	20	26	23	23	19	22	28	16
Very unreasonable	42	36	54	39	43	40	35	44	44	37	30	44	38	44	39	42
Don't know	17	21	9	17	19	14	10	19	18	14	18	16	26	15	16	21
REASONABLE (TOTAL)	20	24	14	18	17	22	33	14	18	23	29	17	19	19	18	21
UNREASONABLE (TOTAL)	64	55	76	65	64	63	57	66	64	63	53	67	57	66	67	58
REASONABLE (NET)	-44	-31	-62	-47	-47	-41	-24	-52	-46	-40	-24	-50	-38	-47	-49	-37
Weighted N	588	231	138	219	332	256	181	407	364	224	66	417	92	262	175	151

[13] For each of the following types of stores, please say whether you think it's worth **signing up for their loyalty or rewards** programs.

— Grocery stores

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very worth it	51	57	41	50	53	48	51	51	53	47	50	49	63	54	49	47
Somewhat worth	35	31	45	33	34	36	33	35	31	40	35	37	21	33	39	31
Not very worth it	7	5	7	9	6	7	8	6	6	7	5	7	4	5	6	10
Not worth it at all	4	4	3	4	3	4	4	3	4	3	4	4	6	4	2	4
Don't know	4	4	5	5	4	4	4	5	6	2	6	4	6	4	3	8
WORTH IT (TOTAL)	86	88	86	83	87	84	84	86	84	87	85	86	84	87	88	78
NOT WORTH IT (TOTAL)	11	9	10	13	9	11	12	9	10	10	9	11	10	9	8	14
WORTH IT (NET)	+75	+79	+76	+70	+78	+73	+72	+77	+74	+77	+76	+75	+74	+78	+80	+64
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[14] For each of the following types of stores, please say whether you think it's worth **signing up for their loyalty or rewards** programs.

— Gas stations

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very worth it	44	47	40	43	47	40	47	42	47	39	47	43	50	47	41	41
Somewhat worth	36	36	40	35	35	38	37	36	33	41	35	36	31	32	44	35
Not very worth it	8	7	7	9	7	9	7	8	7	9	7	9	5	8	7	9
Not worth it at all	6	5	8	6	5	7	5	6	6	7	4	6	8	8	4	6
Don't know	6	6	5	7	6	6	4	7	8	4	7	6	7	5	5	9
WORTH IT (TOTAL)	80	83	80	78	82	78	84	78	80	80	82	79	81	79	85	76
NOT WORTH IT (TOTAL)	14	12	15	15	12	16	12	14	13	16	11	15	13	16	11	15
WORTH IT (NET)	+66	+71	+65	+63	+70	+62	+72	+64	+67	+64	+71	+64	+68	+63	+74	+61
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[15] For each of the following types of stores, please say whether you think it's worth **signing up for their loyalty or rewards** programs.

— Clothing stores

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very worth it	29	37	23	25	32	26	34	27	31	27	39	25	50	32	27	27
Somewhat worth	36	33	38	39	38	35	37	36	37	35	43	36	27	34	40	36
Not very worth it	17	15	20	18	15	20	17	18	15	21	7	20	10	18	17	16
Not worth it at all	8	7	8	8	6	9	6	8	7	9	1	9	5	9	6	8
Don't know	10	8	11	11	10	9	5	12	10	9	11	10	8	7	10	13
WORTH IT (TOTAL)	65	70	61	64	70	61	71	63	68	62	82	61	77	66	67	63
NOT WORTH IT (TOTAL)	25	22	28	26	21	29	23	26	22	30	8	29	15	27	23	24
WORTH IT (NET)	+40	+48	+33	+38	+49	+32	+48	+37	+46	+32	+74	+32	+62	+39	+44	+39
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[16] For each of the following types of stores, please say whether you think it's worth **signing up for their loyalty or rewards** programs.

— Travel companies, like airlines, hotels, and rental cars

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very worth it	35	38	32	35	35	36	40	33	35	37	39	33	43	40	31	33
Somewhat worth	34	34	36	31	35	32	35	33	31	39	33	36	24	32	37	31
Not very worth it	12	10	14	13	11	13	12	12	12	12	11	11	12	10	13	13
Not worth it at all	8	7	9	10	8	9	7	9	10	6	6	8	12	9	7	9
Don't know	11	11	10	11	11	10	6	13	13	6	11	11	9	9	11	14
WORTH IT (TOTAL)	69	72	68	66	70	68	75	66	66	76	72	69	67	72	68	64
NOT WORTH IT (TOTAL)	20	17	23	23	19	22	19	21	22	18	17	19	24	19	20	22
WORTH IT (NET)	+49	+55	+45	+43	+51	+46	+56	+45	+44	+58	+55	+50	+43	+53	+48	+42
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[17] For each of the following types of stores, please say whether you think it's worth **signing up for their loyalty or rewards** programs.

— General retailers like Wal-Mart and Target

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very worth it	39	43	37	35	40	37	44	36	41	35	48	35	50	41	38	36
Somewhat worth	38	37	38	38	39	36	36	38	34	43	40	39	28	37	40	35
Not very worth it	12	10	14	14	11	14	13	12	13	12	5	14	11	11	13	12
Not worth it at all	5	4	5	6	4	7	4	6	6	5	3	6	4	6	4	7
Don't know	6	5	6	7	6	6	3	7	7	5	4	6	7	5	5	10
WORTH IT (TOTAL)	77	80	75	73	79	73	80	74	75	78	88	74	78	78	78	71
NOT WORTH IT (TOTAL)	17	14	19	20	15	21	17	18	19	17	8	20	15	17	17	19
WORTH IT (NET)	+60	+66	+56	+53	+64	+52	+63	+56	+56	+61	+80	+54	+63	+61	+61	+52
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[18] For each of the following types of stores, please say whether you think it's worth **signing up for their loyalty or rewards** programs.

— Fast food restaurants, like McDonalds and Starbucks

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very worth it	39	43	38	36	41	37	45	36	38	40	49	36	45	42	36	38
Somewhat worth	36	33	37	38	35	37	35	36	36	35	34	37	28	32	42	34
Not very worth it	11	10	13	11	10	12	8	13	11	12	6	12	10	12	10	12
Not worth it at all	8	9	5	9	7	9	8	8	8	8	5	9	10	10	6	8
Don't know	6	5	7	6	6	5	4	7	6	5	7	5	7	4	6	8
WORTH IT (TOTAL)	75	76	75	74	76	74	80	72	74	75	83	73	73	74	78	72
NOT WORTH IT (TOTAL)	19	19	18	20	17	21	16	21	19	20	11	21	20	22	16	20
WORTH IT (NET)	+56	+57	+57	+54	+59	+53	+64	+51	+55	+55	+72	+52	+53	+52	+62	+52
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[19] In general, do you find it **easy or difficult** to access store discounts online or through an app?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very difficult	4	3	3	5	4	3	3	5	4	3	2	5	2	4	2	6
Somewhat difficult	17	16	19	16	16	18	14	18	16	17	11	18	15	17	18	15
Somewhat easy	47	44	53	48	48	47	46	48	47	48	43	48	43	44	53	46
Very easy	27	32	20	25	27	27	36	23	26	28	37	25	34	33	23	21
Don't know	5	5	5	5	5	5	1	7	5	4	6	4	6	3	3	12
DIFFICULT (TOTAL)	21	19	22	21	20	21	17	23	20	20	13	23	17	21	20	21
EASY (TOTAL)	74	76	73	73	75	74	82	71	73	76	80	73	77	77	76	67
DIFFICULT (NET)	-53	-57	-51	-52	-55	-53	-65	-48	-53	-56	-67	-50	-60	-56	-56	-46
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[20] In general, which of the following are usually a better deal for customers: **widely-available discounts**, like senior discounts or happy hour, **or rewards from loyalty programs** that shoppers sign up for?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Widely-available discounts much more	22	26	17	21	23	21	19	24	22	22	17	23	24	27	18	18
Widely-available discounts somewhat	21	19	25	21	21	21	18	22	19	24	24	21	15	18	25	20
Rewards from loyalty programs somewhat	28	28	32	25	28	27	32	25	27	29	33	27	24	24	32	29
Rewards from loyalty programs much more	23	23	20	24	22	24	26	21	24	20	22	23	29	26	20	21
Don't know	7	5	7	8	6	7	6	7	8	4	5	6	9	4	5	12
WIDELY-AVAILABLE DISCOUNTS (TOTAL)	43	45	42	42	44	42	37	46	41	46	41	44	39	45	43	38
REWARDS FROM LOYALTY PROGRAMS (TOTAL)	51	51	52	49	50	51	58	46	51	49	55	50	53	50	52	50
WIDELY-AVAILABLE DISCOUNTS (NET)	-8	-6	-10	-7	-6	-9	-21	0	-10	-3	-14	-6	-14	-5	-9	-12
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[21] As far as you know, how often, if at all, do stores and online retailers charge different prices for different customers – charging some people more than others for the same product – based on customers' personal information? (N=579)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very often	12	16	8	8	10	13	21	7	12	11	20	10	12	14	9	8
Somewhat often	28	29	27	28	33	24	33	26	28	29	32	26	40	23	34	33
Not very often	29	30	30	28	27	32	30	29	26	35	24	32	18	33	26	26
Not often at all	18	15	15	22	20	16	7	23	20	14	16	20	15	19	17	17
Don't know	13	10	19	13	11	15	8	15	14	11	8	13	15	11	13	16
MORE OFTEN (TOTAL)	40	45	35	36	43	37	54	33	40	40	52	36	52	37	43	41
LESS OFTEN (TOTAL)	47	45	45	50	47	48	37	52	46	49	40	52	33	52	43	43
MORE OFTEN (NET)	-7	0	-10	-14	-4	-11	+17	-19	-6	-9	+12	-16	+19	-15	0	-2
Weighted N	579	234	132	213	292	287	186	393	351	228	69	418	78	289	173	117

[22] As far as you know, how often, if at all, do stores and online retailers charge different prices for different customers – giving only some people a discount for the same product – based on customers' personal information? (N=593)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very often	14	13	18	13	12	16	18	12	14	14	14	11	29	18	7	16
Somewhat often	31	35	30	28	31	32	42	26	29	36	42	27	34	27	37	29
Not very often	28	27	33	27	28	29	23	30	30	24	21	32	18	26	33	25
Not often at all	13	11	7	19	14	13	9	16	14	13	12	16	8	18	11	9
Don't know	13	15	12	13	15	11	8	16	14	13	12	14	12	10	12	21
MORE OFTEN (TOTAL)	45	48	48	41	43	48	60	38	43	50	56	38	63	45	44	45
LESS OFTEN (TOTAL)	41	38	40	46	42	42	32	46	44	37	33	48	26	44	44	34
MORE OFTEN (NET)	+4	+10	+8	-5	+1	+6	+28	-8	-1	+13	+23	-10	+37	+1	0	+11
Weighted N	593	236	118	239	337	256	197	396	385	208	66	398	101	242	206	145

[23] Do you support or oppose businesses using loyalty programs to offer personalized discounts for customers?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	34	35	26	38	33	34	29	36	37	29	32	35	39	39	30	30
Somewhat support	49	46	57	47	48	50	51	48	46	54	49	48	48	46	52	50
Somewhat oppose	9	10	9	7	10	8	11	8	9	9	9	8	6	9	11	6
Strongly oppose	4	4	3	4	4	4	5	4	4	5	4	4	4	4	3	6
Don't know	5	5	4	5	5	4	4	5	5	4	6	4	4	3	4	9
SUPPORT (TOTAL)	83	81	83	85	81	84	80	84	83	83	81	83	87	85	82	80
OPPOSE (TOTAL)	13	14	12	11	14	12	16	12	13	14	13	12	10	13	14	12
SUPPORT (NET)	+70	+67	+71	+74	+67	+72	+64	+72	+70	+69	+68	+71	+77	+72	+68	+68
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[24] Recent reporting found that some companies use the personal data collected by their loyalty programs to set prices and decide the number and size of discounts offered to individual customers. For instance, some customers who purchased products more often received fewer promotional offers than those who are less frequent customers.

Do you support or oppose businesses using loyalty programs to offer personalized discounts for customers?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	19	21	12	22	17	22	26	16	21	17	28	17	34	23	16	18
Somewhat support	32	31	35	30	29	35	37	29	30	35	41	30	26	29	35	33
Somewhat oppose	21	20	26	21	23	19	16	24	20	23	20	24	10	19	24	21
Strongly oppose	22	24	20	22	26	18	17	25	22	22	7	26	21	24	21	21
Don't know	5	4	7	5	4	6	3	6	6	4	5	4	9	5	4	8
SUPPORT (TOTAL)	51	52	47	52	46	57	63	45	51	52	69	47	60	52	51	51
OPPOSE (TOTAL)	43	44	46	43	49	37	33	49	42	45	27	50	31	43	45	42
SUPPORT (NET)	+8	+8	+1	+9	-3	+20	+30	-4	+9	+7	+42	-3	+29	+9	+6	+9
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[25] Some stores and online retailers use personal information about customers – such as their browsing history, location, income, or shopping history – to charge different prices for the same product, charging some customers more than others for the same product.

How fair or unfair do you think this practice is? (N=591)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very fair	7	5	4	11	6	9	10	6	9	4	9	5	20	8	5	8
Somewhat fair	13	14	12	11	11	15	21	8	13	12	20	12	13	13	13	11
Somewhat unfair	22	15	30	25	21	23	26	20	21	23	19	22	13	15	28	27
Very unfair	54	61	53	48	60	47	39	61	53	56	49	58	49	61	48	48
Don't know	4	5	2	5	2	7	4	4	4	5	3	3	5	2	6	5
FAIR (TOTAL)	20	19	16	22	17	24	31	14	22	16	29	17	33	21	18	19
UNFAIR (TOTAL)	76	76	83	73	81	70	65	81	74	79	68	80	62	76	76	75
FAIR (NET)	-56	-57	-67	-51	-64	-46	-34	-67	-52	-63	-39	-63	-29	-55	-58	-56
Weighted N	591	237	119	235	311	280	194	397	375	216	76	407	81	275	183	133

[26] Some stores and online retailers use personal information about customers – such as their browsing history, location, income, or shopping history – to charge different prices for the same product, offering some customers a discount so they pay a lower price for the same product.

How fair or unfair do you think this practice is? (N=581)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very fair	9	11	5	11	9	9	18	5	8	12	20	7	15	12	6	8
Somewhat fair	23	23	28	20	18	29	30	19	24	21	32	21	20	17	33	18
Somewhat unfair	30	28	27	34	32	27	24	32	27	34	30	30	29	26	32	33
Very unfair	34	36	35	32	36	32	26	38	36	31	13	38	30	41	27	33
Don't know	4	3	4	4	5	2	2	5	5	1	5	3	6	3	1	8
FAIR (TOTAL)	32	34	33	31	27	38	48	24	32	33	52	28	35	29	39	26
UNFAIR (TOTAL)	64	64	62	66	68	59	50	70	63	65	43	68	59	67	59	66
FAIR (NET)	-32	-30	-29	-35	-41	-21	-2	-46	-31	-32	+9	-40	-24	-38	-20	-40
Weighted N	581	233	131	217	318	263	188	393	361	220	59	409	98	257	196	128

[27] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your address, zip code, or neighborhood

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	10	9	7	11	7	12	18	6	10	9	20	8	14	11	8	9
Somewhat acceptable	11	14	13	7	11	12	15	10	12	10	14	9	15	9	14	12
Somewhat unacceptable	16	14	18	17	15	17	18	15	14	20	20	16	14	15	17	18
Very unacceptable	58	57	58	59	62	53	45	64	58	57	37	63	49	61	55	55
Don't know	5	6	4	6	5	6	4	6	6	3	9	4	8	3	7	7
ACCEPTABLE (TOTAL)	21	23	20	18	18	24	33	16	22	19	34	17	29	20	22	21
UNACCEPTABLE (TOTAL)	74	71	76	76	77	70	63	79	72	77	57	79	63	76	72	73
ACCEPTABLE (NET)	-53	-48	-56	-58	-59	-46	-30	-63	-50	-58	-23	-62	-34	-56	-50	-52
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[28] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your income or employment status

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	8	9	6	8	6	10	15	4	8	7	16	7	12	9	7	7
Somewhat acceptable	13	14	15	12	12	15	20	10	13	13	18	10	17	11	16	14
Somewhat unacceptable	16	15	14	19	14	19	16	17	16	17	20	16	15	16	18	15
Very unacceptable	58	57	60	57	63	51	43	65	58	58	34	65	47	62	53	58
Don't know	5	5	5	4	5	5	5	5	5	4	11	3	9	4	5	7
ACCEPTABLE (TOTAL)	21	23	21	20	18	25	35	14	21	20	34	17	29	20	23	21
UNACCEPTABLE (TOTAL)	74	72	74	76	77	70	59	82	74	75	54	81	62	78	71	73
ACCEPTABLE (NET)	-53	-49	-53	-56	-59	-45	-24	-68	-53	-55	-20	-64	-33	-58	-48	-52
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[29] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your age

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	10	10	7	13	8	13	17	7	11	9	23	9	12	12	8	10
Somewhat acceptable	18	19	19	15	16	19	23	15	17	18	19	17	16	14	22	18
Somewhat unacceptable	14	14	17	14	14	15	15	14	13	16	15	13	15	12	16	16
Very unacceptable	54	53	56	54	59	48	41	60	54	54	36	59	49	60	49	50
Don't know	4	5	2	5	3	5	4	4	5	2	8	3	8	3	5	6
ACCEPTABLE (TOTAL)	28	29	26	28	24	32	40	22	28	27	42	26	28	26	30	28
UNACCEPTABLE (TOTAL)	68	67	73	68	73	63	56	74	67	70	51	72	64	72	65	66
ACCEPTABLE (NET)	-40	-38	-47	-40	-49	-31	-16	-52	-39	-43	-9	-46	-36	-46	-35	-38
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[30] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your gender

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	10	9	7	13	8	12	17	7	11	9	21	8	13	11	9	10
Somewhat acceptable	10	12	9	9	9	11	17	7	9	12	14	8	9	6	14	12
Somewhat unacceptable	14	13	18	14	13	15	17	13	13	16	16	13	19	13	17	13
Very unacceptable	62	62	64	61	67	56	45	70	62	61	44	67	52	68	55	60
Don't know	4	4	2	4	2	5	3	4	4	2	6	3	7	3	4	5
ACCEPTABLE (TOTAL)	20	21	16	22	17	23	34	14	20	21	35	16	22	17	23	22
UNACCEPTABLE (TOTAL)	76	75	82	75	80	71	62	83	75	77	60	80	71	81	72	73
ACCEPTABLE (NET)	-56	-54	-66	-53	-63	-48	-28	-69	-55	-56	-25	-64	-49	-64	-49	-51
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[31] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your race or ethnicity

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	8	8	5	11	7	10	17	4	9	8	16	7	13	9	7	9
Somewhat acceptable	9	9	9	8	7	11	14	6	9	8	15	7	11	6	12	10
Somewhat unacceptable	10	7	14	11	8	12	12	9	8	14	15	9	4	8	13	10
Very unacceptable	69	70	72	65	74	62	54	76	69	68	45	75	64	75	63	65
Don't know	4	5	1	5	4	4	3	5	5	2	10	2	7	2	5	6
ACCEPTABLE (TOTAL)	17	17	14	19	14	21	31	10	18	16	31	14	24	15	19	19
UNACCEPTABLE (TOTAL)	79	77	86	76	82	74	66	85	77	82	60	84	68	83	76	75
ACCEPTABLE (NET)	-62	-60	-72	-57	-68	-53	-35	-75	-59	-66	-29	-70	-44	-68	-57	-56
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[32] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your credit score

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	9	7	9	10	5	13	16	5	8	9	15	7	14	9	8	8
Somewhat acceptable	15	15	20	13	14	16	18	13	14	16	18	14	13	15	15	14
Somewhat unacceptable	17	18	17	18	19	16	18	17	16	19	20	17	15	15	20	19
Very unacceptable	54	54	52	54	56	50	43	59	55	51	36	59	46	56	51	51
Don't know	5	7	3	5	6	5	5	6	6	4	11	3	11	5	5	8
ACCEPTABLE (TOTAL)	24	22	29	23	19	29	34	18	22	25	33	21	27	24	23	22
UNACCEPTABLE (TOTAL)	71	72	69	72	75	66	61	76	71	70	56	76	61	71	71	70
ACCEPTABLE (NET)	-47	-50	-40	-49	-56	-37	-27	-58	-49	-45	-23	-55	-34	-47	-48	-48
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[33] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your browsing history on the company's website or app

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	9	10	8	7	7	11	16	5	8	10	18	7	14	11	7	7
Somewhat acceptable	15	13	20	15	15	16	16	15	15	17	13	15	10	14	18	15
Somewhat unacceptable	19	17	21	20	18	20	19	19	17	22	23	19	16	17	22	18
Very unacceptable	52	55	46	53	56	48	45	55	54	48	37	55	51	55	48	52
Don't know	5	5	5	5	5	5	4	5	6	3	9	4	9	4	5	8
ACCEPTABLE (TOTAL)	24	23	28	22	22	27	32	20	23	27	31	22	24	25	25	22
UNACCEPTABLE (TOTAL)	71	72	67	73	74	68	64	74	71	70	60	74	67	72	70	70
ACCEPTABLE (NET)	-47	-49	-39	-51	-52	-41	-32	-54	-48	-43	-29	-52	-43	-47	-45	-48
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[34] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— The type of device you are using (iPhone vs. Android, Mac vs. Windows computer)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	8	7	7	9	6	10	14	5	8	8	15	7	11	9	6	8
Somewhat acceptable	12	16	10	9	11	14	18	9	13	11	17	10	16	10	16	12
Somewhat unacceptable	16	14	21	16	15	17	20	14	14	20	15	15	18	16	16	17
Very unacceptable	57	56	59	58	62	53	44	64	57	57	42	63	46	61	55	54
Don't know	6	7	4	7	6	7	5	7	8	4	11	5	9	4	7	10
ACCEPTABLE (TOTAL)	20	23	17	18	17	24	32	14	21	19	32	17	27	19	22	20
UNACCEPTABLE (TOTAL)	73	70	80	74	77	70	64	78	71	77	57	78	64	77	71	71
ACCEPTABLE (NET)	-53	-47	-63	-56	-60	-46	-32	-64	-50	-58	-25	-61	-37	-58	-49	-51
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[35] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Your past purchase history with the company

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	11	12	12	10	9	13	19	7	11	11	23	10	12	11	9	14
Somewhat acceptable	24	23	26	24	22	26	22	25	23	26	17	25	17	26	24	20
Somewhat unacceptable	19	17	20	21	18	20	19	19	17	22	19	18	22	19	20	19
Very unacceptable	40	41	37	40	45	34	34	43	42	36	32	42	37	40	40	40
Don't know	6	7	5	5	6	6	6	6	7	5	9	5	12	4	8	7
ACCEPTABLE (TOTAL)	35	35	38	34	31	39	41	32	34	37	40	35	29	37	33	34
UNACCEPTABLE (TOTAL)	59	58	57	61	63	54	53	62	59	58	51	60	59	59	60	59
ACCEPTABLE (NET)	-24	-23	-19	-27	-32	-15	-12	-30	-25	-21	-11	-25	-30	-22	-27	-25
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[36] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— What you post on social media

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	9	8	7	13	5	14	17	5	9	10	18	8	14	11	8	7
Somewhat acceptable	10	11	14	7	9	12	15	8	8	13	19	8	7	8	13	10
Somewhat unacceptable	17	16	16	19	18	16	19	16	17	18	17	17	15	12	21	21
Very unacceptable	56	58	55	54	61	50	42	63	57	54	36	61	52	63	51	49
Don't know	8	8	8	7	7	8	7	8	9	5	10	7	11	6	7	13
ACCEPTABLE (TOTAL)	19	19	21	20	14	26	32	13	17	23	37	16	21	19	21	17
UNACCEPTABLE (TOTAL)	73	74	71	73	79	66	61	79	74	72	53	78	67	75	72	70
ACCEPTABLE (NET)	-54	-55	-50	-53	-65	-40	-29	-66	-57	-49	-16	-62	-46	-56	-51	-53
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[37] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— If and which items you have in your cart that you haven't purchased yet

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	7	7	8	7	5	10	12	5	7	7	12	7	5	8	6	8
Somewhat acceptable	18	19	17	16	17	18	27	13	15	22	27	14	25	15	20	19
Somewhat unacceptable	22	19	24	24	21	23	23	21	22	22	21	22	17	21	23	22
Very unacceptable	45	47	42	45	50	40	32	52	47	43	28	49	42	50	43	39
Don't know	8	8	9	8	7	9	5	9	9	6	12	7	11	6	8	12
ACCEPTABLE (TOTAL)	25	26	25	23	22	28	39	18	22	29	39	21	30	23	26	27
UNACCEPTABLE (TOTAL)	67	66	66	69	71	63	55	73	69	65	49	71	59	71	66	61
ACCEPTABLE (NET)	-42	-40	-41	-46	-49	-35	-16	-55	-47	-36	-10	-50	-29	-48	-40	-34
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[38] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Whether you are a member of the company's loyalty program

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	16	13	17	18	14	19	20	14	15	18	20	17	15	19	12	16
Somewhat acceptable	32	29	37	32	29	36	31	32	28	38	29	31	22	30	35	31
Somewhat unacceptable	14	13	13	16	14	14	17	13	15	13	14	15	12	12	18	13
Very unacceptable	31	36	28	27	36	24	26	33	33	27	26	31	38	35	27	27
Don't know	7	8	5	8	8	7	6	8	9	4	12	6	13	4	8	13
ACCEPTABLE (TOTAL)	48	42	54	50	43	55	51	46	43	56	49	48	37	49	47	47
UNACCEPTABLE (TOTAL)	45	49	41	43	50	38	43	46	48	40	40	46	50	47	45	40
ACCEPTABLE (NET)	+3	-7	+13	+7	-7	+17	+8	0	-5	+16	+9	+2	-13	+2	+2	+7
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[39] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— How you have responded to prices in the past - for example, whether you tend to wait for sales or buy items at full price

(N=593)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	8	8	5	9	8	7	10	7	10	4	17	7	7	7	12	4
Somewhat acceptable	20	19	24	19	17	23	29	15	17	24	26	19	20	18	22	22
Somewhat unacceptable	25	21	29	27	23	27	22	26	24	27	21	24	18	24	23	30
Very unacceptable	38	43	31	37	41	35	32	42	38	39	27	42	40	45	38	25
Don't know	9	8	11	8	10	7	7	10	11	6	9	8	14	6	6	19
ACCEPTABLE (TOTAL)	28	27	29	28	25	30	39	22	27	28	43	26	27	25	34	26
UNACCEPTABLE (TOTAL)	63	64	60	64	64	62	54	68	62	66	48	66	58	69	61	55
ACCEPTABLE (NET)	-35	-37	-31	-36	-39	-32	-15	-46	-35	-38	-5	-40	-31	-44	-27	-29
Weighted N	593	253	101	239	322	271	198	395	355	238	73	422	80	270	193	130

[40] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Whether you have been willing to pay higher prices than other shoppers in the past

(N=579)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	9	7	8	12	4	14	18	5	8	11	16	8	12	11	5	10
Somewhat acceptable	11	12	11	9	8	14	16	8	9	14	22	7	9	8	14	11
Somewhat unacceptable	24	23	22	26	27	21	27	22	25	21	26	22	27	16	32	29
Very unacceptable	50	53	51	45	55	43	35	57	50	49	30	57	43	59	43	42
Don't know	7	4	9	7	5	8	4	8	8	4	7	6	9	6	7	8
ACCEPTABLE (TOTAL)	20	19	19	21	12	28	34	13	17	25	38	15	21	19	19	21
UNACCEPTABLE (TOTAL)	74	76	73	71	82	64	62	79	75	70	56	79	70	75	75	71
ACCEPTABLE (NET)	-54	-57	-54	-50	-70	-36	-28	-66	-58	-45	-18	-64	-49	-56	-56	-50
Weighted N	579	217	149	213	307	272	184	395	381	198	62	394	99	261	187	131

[41] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Information about you that companies might have purchased from other companies, rather than collected from you directly, like your spending at other stores

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	7	9	5	6	4	10	13	4	7	7	14	5	11	8	7	6
Somewhat acceptable	13	12	16	11	10	16	21	9	10	16	17	11	14	11	15	12
Somewhat unacceptable	22	18	19	27	21	23	21	22	22	22	21	22	17	19	23	25
Very unacceptable	51	54	52	48	58	44	38	58	52	51	38	55	44	58	47	44
Don't know	8	7	7	8	8	8	7	8	9	5	11	6	13	4	9	13
ACCEPTABLE (TOTAL)	20	21	21	17	14	26	34	13	17	23	31	16	25	19	22	18
UNACCEPTABLE (TOTAL)	73	72	71	75	79	67	59	80	74	73	59	77	61	77	70	69
ACCEPTABLE (NET)	-53	-51	-50	-58	-65	-41	-25	-67	-57	-50	-28	-61	-36	-58	-48	-51
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[42] Companies can use many different types of personal information to set prices they charge customers for a product or service.

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.

— Information you tell an AI chatbot, like ChatGPT

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very acceptable	7	6	6	9	3	12	14	4	7	8	14	6	13	8	7	6
Somewhat acceptable	11	12	11	9	9	13	18	7	10	11	18	8	13	9	13	9
Somewhat unacceptable	17	15	18	18	16	18	20	16	15	20	17	16	12	14	21	18
Very unacceptable	55	55	57	53	62	46	41	61	55	54	35	60	48	61	50	50
Don't know	10	11	9	11	9	12	8	12	13	6	15	9	14	8	9	18
ACCEPTABLE (TOTAL)	18	18	17	18	12	25	32	11	17	19	32	14	26	17	20	15
UNACCEPTABLE (TOTAL)	72	70	75	71	78	64	61	77	70	74	52	76	60	75	71	68
ACCEPTABLE (NET)	-54	-52	-58	-53	-66	-39	-29	-66	-53	-55	-20	-62	-34	-58	-51	-53
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[43] In general, who do you think benefits more when companies use customers' personal information to set different prices they offer to different customers – the companies, who may earn higher profits, or the customers, who may receive better discounts?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Companies benefit much more	44	46	45	41	46	42	36	48	43	45	35	47	43	50	40	38
Companies benefit somewhat more	29	27	32	30	29	29	28	30	27	32	32	30	21	28	34	24
Customers benefit somewhat more	15	14	14	16	12	18	21	11	15	14	17	13	15	12	15	19
Customers benefit much more	6	7	3	7	6	6	9	5	6	6	8	5	9	7	5	6
Don't know	6	7	6	6	7	6	6	6	8	3	8	5	11	4	5	13
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[44] Do you support or oppose each of the following policies?

— Banning companies from using customers' personal data – such as browsing history, income, or location – to charge different customers different prices for the same product or service

(N=593)

(SPLITA)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	50	51	36	56	54	46	40	56	52	48	38	54	51	60	40	45
Somewhat support	23	23	29	20	19	27	32	18	19	29	27	20	22	17	32	20
Somewhat oppose	10	9	22	7	8	13	17	7	9	12	13	11	7	9	12	10
Strongly oppose	7	8	4	8	8	6	4	9	9	5	10	8	6	8	6	7
Don't know	9	10	9	9	10	8	7	10	11	6	12	7	13	5	10	18
SUPPORT (TOTAL)	73	74	65	76	73	73	72	74	71	77	65	74	73	77	72	65
OPPOSE (TOTAL)	17	17	26	15	16	19	21	16	18	17	23	19	13	17	18	17
SUPPORT (NET)	+56	+57	+39	+61	+57	+54	+51	+58	+53	+60	+42	+55	+60	+60	+54	+48
Weighted N	593	253	101	239	322	271	198	395	355	238	73	422	80	270	193	130

[45] Do you support or oppose each of the following policies?

— Banning companies from using customers' personal data – such as browsing history, income, or location – to determine the discounts they are offered

(N=579)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	51	54	48	50	52	50	49	52	55	44	38	56	52	61	41	46
Somewhat support	25	24	31	21	24	26	26	24	22	31	25	23	30	20	32	24
Somewhat oppose	11	10	10	13	8	14	16	9	9	14	22	7	9	8	15	11
Strongly oppose	9	7	7	11	12	5	5	10	8	9	9	9	5	7	8	12
Don't know	5	4	4	6	5	5	4	5	6	3	5	4	5	4	4	7
SUPPORT (TOTAL)	76	78	79	71	76	76	75	76	77	75	63	79	82	81	73	70
OPPOSE (TOTAL)	20	17	17	24	20	19	21	19	17	23	31	16	14	15	23	23
SUPPORT (NET)	+56	+61	+62	+47	+56	+57	+54	+57	+60	+52	+32	+63	+68	+66	+50	+47
Weighted N	579	217	149	213	307	272	184	395	381	198	62	394	99	261	187	131

[46a] Do you support or oppose each of the following policies?

— Requiring companies to disclose when they use customers' personal data to set the price of an item

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	55	58	51	53	55	53	45	59	53	58	44	57	53	67	45	43
Somewhat support	22	19	29	21	21	23	26	20	21	24	26	22	15	17	28	23
Somewhat oppose	9	8	11	9	8	11	16	6	10	8	13	8	13	7	13	8
Strongly oppose	7	8	4	9	8	6	8	7	8	5	8	6	10	5	6	13
Don't know	7	8	6	8	8	6	5	8	8	6	10	6	9	5	7	13
SUPPORT (TOTAL)	77	77	80	74	76	76	71	79	74	82	70	79	68	84	73	66
OPPOSE (TOTAL)	16	16	15	18	16	17	24	13	18	13	21	14	23	12	19	21
SUPPORT (NET)	+61	+61	+65	+56	+60	+59	+47	+66	+56	+69	+49	+65	+45	+72	+54	+45
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[46b] Do you support or oppose each of the following policies?

— Requiring companies to disclose the lowest price at which a good was offered during a defined lookback period, before advertising a sale

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	45	51	42	39	46	43	44	45	46	43	35	46	49	54	37	37
Somewhat support	30	26	33	33	29	32	29	31	28	34	29	31	23	28	33	30
Somewhat oppose	9	8	9	10	7	12	14	7	9	9	17	8	8	6	13	10
Strongly oppose	5	3	5	6	5	4	4	5	5	5	8	4	5	4	4	7
Don't know	11	11	11	12	13	9	10	12	12	10	12	10	14	7	13	16
SUPPORT (TOTAL)	75	77	75	72	75	75	73	76	74	77	64	77	72	82	70	67
OPPOSE (TOTAL)	14	11	14	16	12	16	18	12	14	14	25	12	13	10	17	17
SUPPORT (NET)	+61	+66	+61	+56	+63	+59	+55	+64	+60	+63	+39	+65	+59	+72	+53	+50
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[46c] Do you support or oppose each of the following policies?

— Setting a limit on how often companies can change prices, such as once per day or once per week

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	45	48	40	44	49	41	45	45	46	43	38	46	50	52	39	40
Somewhat support	28	28	32	25	25	31	29	27	26	31	28	27	23	24	33	27
Somewhat oppose	10	9	10	12	10	11	15	8	10	11	13	11	7	9	11	11
Strongly oppose	7	7	6	8	6	9	3	9	7	7	11	6	9	7	7	7
Don't know	10	8	11	11	11	9	7	11	11	8	10	10	10	7	10	15
SUPPORT (TOTAL)	73	76	72	69	74	72	74	72	72	74	66	73	73	76	72	67
OPPOSE (TOTAL)	17	16	16	20	16	20	18	17	17	18	24	17	16	16	18	18
SUPPORT (NET)	+56	+60	+56	+49	+58	+52	+56	+55	+55	+56	+42	+56	+57	+60	+54	+49
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261

[47] Do you support or oppose each of the following policies?

— Requiring that companies make any advertised discount available to all customers, regardless of whether they are members of a loyalty or rewards program

(N=591)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	49	52	44	49	52	46	42	53	51	46	36	55	46	56	48	37
Somewhat support	27	27	36	23	26	28	36	23	25	30	36	24	24	22	29	37
Somewhat oppose	10	7	9	13	9	10	10	9	9	10	13	10	5	9	10	11
Strongly oppose	6	5	5	7	5	7	7	5	4	9	10	5	6	7	5	4
Don't know	8	10	6	8	8	9	5	10	10	6	5	6	19	6	8	12
SUPPORT (TOTAL)	76	79	80	72	78	74	78	76	76	76	72	79	70	78	77	74
OPPOSE (TOTAL)	16	12	14	20	14	17	17	14	13	19	23	15	11	16	15	15
SUPPORT (NET)	+60	+67	+66	+52	+64	+57	+61	+62	+63	+57	+49	+64	+59	+62	+62	+59
Weighted N	591	237	119	235	311	280	194	397	375	216	76	407	81	275	183	133

[48] Do you support or oppose each of the following policies?

— Requiring companies to disclose if another customer has been offered a discount because of membership in a loyalty or rewards program

(N=581)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Strongly support	36	44	26	34	37	35	36	36	35	38	26	34	44	41	33	31
Somewhat support	30	28	36	28	29	31	29	30	27	34	30	31	28	30	31	26
Somewhat oppose	13	10	15	16	13	15	13	14	16	10	12	14	13	10	19	11
Strongly oppose	11	11	9	12	11	11	13	10	12	9	22	10	9	10	9	17
Don't know	10	7	14	10	11	9	9	10	10	9	10	10	5	8	9	14
SUPPORT (TOTAL)	66	72	62	62	66	66	65	66	62	72	56	65	72	71	64	57
OPPOSE (TOTAL)	24	21	24	28	24	26	26	24	28	19	34	24	22	20	28	28
SUPPORT (NET)	+42	+51	+38	+34	+42	+40	+39	+42	+34	+53	+22	+41	+50	+51	+36	+29
Weighted N	581	233	131	217	318	263	188	393	361	220	59	409	98	257	196	128

[49] Which of the following statements do you agree with more, even if neither is exactly right?

Statement A: Companies **should be allowed** to use a customers' personal information to charge different people different prices for the same item because **some people may end up paying less**.

Statement B: Companies **should not be allowed** to use a customers' personal information to charge different people different prices for the same item because **every customer should be charged the same price**. (N=591)

(SPLIT A)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Statement A much more	4	5	3	5	4	5	5	4	3	8	3	3	11	6	4	3
Statement A somewhat more	13	12	15	13	10	17	20	10	12	15	20	12	15	11	15	14
Statement B somewhat more	23	25	21	22	23	23	25	22	20	28	21	22	22	19	24	27
Statement B much more	57	54	60	58	60	54	46	62	61	50	46	61	49	62	55	52
Don't know	3	4	2	2	4	2	5	2	5	0	9	2	3	2	3	5
STATEMENT A (TOTAL)	17	17	18	18	14	22	25	14	15	23	23	15	26	17	19	17
STATEMENT B (TOTAL)	80	79	81	80	83	77	71	84	81	78	67	83	71	81	79	79
STATEMENT A (NET)	-63	-62	-63	-62	-69	-55	-46	-70	-66	-55	-44	-68	-45	-64	-60	-62
Weighted N	591	235	126	230	318	273	196	395	377	214	75	412	98	251	198	142

[50] Which of the following statements do you agree with more, even if neither is exactly right?

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. (N=581)

(SPLIT B)

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Statement A much more	8	9	8	6	6	9	8	8	6	10	13	7	10	4	7
Statement A somewhat more	17	17	18	17	17	18	21	15	15	21	20	18	14	23	17
Statement B somewhat more	28	22	37	30	25	32	26	29	28	29	22	28	26	30	30
Statement B much more	44	51	32	43	49	38	43	44	48	37	42	44	48	39	41
Don't know	3	2	5	4	3	4	3	4	3	3	4	3	3	3	4
STATEMENT A (TOTAL)	25	26	26	23	23	27	29	23	21	31	33	25	24	27	24
STATEMENT B (TOTAL)	72	73	69	73	74	70	69	73	76	66	64	72	74	69	71
STATEMENT A (NET)	-47	-47	-43	-50	-51	-43	-40	-50	-55	-35	-31	-47	-50	-42	-47
Weighted N	581	235	125	221	311	270	186	395	359	222	60	404	281	181	119

[51] Some lawmakers have proposed legislation to restrict the ability of companies to use customers' personal data to set different prices for different customers.

(The following statements were rotated:) Opponents of these proposals argue that these would eliminate companies' ability to offer discounts through loyalty rewards programs and digital coupons.

Supporters of these proposals argue that these 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.

Which argument do you agree with more, even if neither are exactly right?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Opponents' argument much more	11	13	6	11	10	11	10	11	11	10	11	9	18	12	8	12
Opponents' argument somewhat more	22	21	21	24	24	21	22	23	22	24	20	24	21	23	24	19
Supporters' argument somewhat more	35	34	36	35	32	38	35	35	32	39	38	34	33	32	41	33
Supporters' argument much more	24	25	26	22	25	23	26	23	26	21	21	26	17	26	20	26
Don't know	8	7	11	8	9	7	7	9	9	6	10	7	11	8	8	10
OPPONENTS (TOTAL)	33	34	27	35	34	32	32	34	33	34	31	33	39	35	32	31
SUPPORTERS (TOTAL)	59	59	62	57	57	61	61	58	58	60	59	60	50	58	61	59
OPPONENTS (NET)	-26	-25	-35	-22	-23	-29	-29	-24	-25	-26	-28	-27	-11	-23	-29	-28
Weighted N	1,172	470	250	452	629	543	382	790	736	436	135	816	179	531	380	261