

From May 5 to 12, 2026, Data for Progress conducted a survey of 541 likely voters in New York 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 ± 4 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.

N=541 unless otherwise specified. Some values may not add up to 100 due to rounding.

		D	I	R	
[1] Do you approve or disapprove of Governor Kathy Hochul's approach to making life affordable for everyday New Yorkers?	Strongly approve	18%	27%	15%	7%
	Somewhat approve	37	53	39	14
	Somewhat disapprove	16	13	16	22
	Strongly disapprove	24	2	23	53
	Don't know	5	5	6	4
	APPROVE (TOTAL)	55%	80%	54%	21%
	DISAPPROVE (TOTAL)	40	15	39	75
	APPROVE (NET)	+15	+65	+15	-54
		D	I	R	
[2] Do you approve or disapprove of your state lawmakers' approach to making life affordable for everyday New Yorkers?	Strongly approve	14%	17%	10%	13%
	Somewhat approve	32	51	28	11
	Somewhat disapprove	29	23	29	37
	Strongly disapprove	20	6	24	35
	Don't know	5	3	9	4
	APPROVE (TOTAL)	46%	68%	38%	24%
	DISAPPROVE (TOTAL)	49	29	53	72
	APPROVE (NET)	-3	+39	-15	-48
		D	I	R	
[3] How concerned are you, if at all, about the cost of living? (N=256) (Split A)	Very concerned	77%	76%	88%	71%
	Somewhat concerned	21	24	8	26
	Not very concerned	1	0	1	3
	Not at all concerned	1	0	3	0
	CONCERNED (TOTAL)	98%	100%	96%	97%
	NOT CONCERNED (TOTAL)	2	0	4	3
	CONCERNED (NET)	+96	+100	+92	+94

		D	I	R	
[4] How concerned are you, if at all, about rising prices on everyday essentials? (N=285) (Split B)	Very concerned	69%	64%	76%	71%
	Somewhat concerned	26	35	20	21
	Not very concerned	4	1	4	8
	Not at all concerned	0	0	0	0
	CONCERNED (TOTAL)	95%	99%	96%	92%
	NOT CONCERNED (TOTAL)	4	1	4	8
	CONCERNED (NET)	+91	+98	+92	+84

		D	I	R	
[5] How much of a priority, if at all, should each of the following goals be for your state and local lawmakers? — Ensuring small and independent businesses are able to compete with large corporations	Top priority	19%	18%	16%	22%
	One of the top priorities	42	40	50	40
	Somewhat of a priority	30	35	27	27
	Not a priority at all	5	5	2	8
	Don't know	3	2	6	3

		D	I	R	
[6] How much of a priority, if at all, should each of the following goals be for your state and local lawmakers? — Holding corporations accountable for price gouging (N=256) (Split A)	Top priority	41%	49%	39%	33%
	One of the top priorities	37	31	40	44
	Somewhat of a priority	19	17	19	23
	Not a priority at all	0	0	1	0
	Don't know	1	3	1	0

		D	I	R	
[7] How much of a priority, if at all, should each of the following goals be for your state and local lawmakers? — Holding corporations accountable for ripping consumers off (N=285) (Split B)	Top priority	35%	36%	27%	42%
	One of the top priorities	35	38	38	29
	Somewhat of a priority	23	22	24	23
	Not a priority at all	3	2	4	5
	Don't know	4	2	8	2

		D	I	R	
[8] How much of a priority, if at all, should each of the following goals be for your state and local lawmakers? — Lowering the cost of essential items, like groceries	Top priority	62%	66%	64%	57%
	One of the top priorities	24	25	21	24
	Somewhat of a priority	11	8	10	16
	Not a priority at all	1	0	1	2
	Don't know	2	1	5	1

[9] 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=271)
(Split A)

		D	I	R
Very often	9%	11%	9%	8%
Somewhat often	38	40	45	29
Not very often	20	27	5	22
Not often at all	15	12	16	17
Don't know	19	10	26	25
MORE OFTEN (TOTAL)	47%	51%	54%	37%
LESS OFTEN (TOTAL)	35	39	21	39
MORE OFTEN (NET)	+12	+12	+33	-2

[10] 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=270)
(Split B)

		D	I	R
Very often	11%	13%	11%	8%
Somewhat often	31	33	23	34
Not very often	20	21	5	29
Not often at all	16	20	25	5
Don't know	22	13	36	25
MORE OFTEN (TOTAL)	42%	46%	34%	42%
LESS OFTEN (TOTAL)	36	41	30	34
MORE OFTEN (NET)	+6	+5	+4	+8

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

		D	I	R
Strongly support	39%	37%	40%	40%
Somewhat support	49	51	44	50
Somewhat oppose	6	7	9	4
Strongly oppose	3	2	4	3
Don't know	3	2	3	2
SUPPORT (TOTAL)	88%	88%	84%	90%
OPPOSE (TOTAL)	9	9	13	7
SUPPORT (NET)	+79	+79	+71	+83

[12] 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?

		D	I	R
Strongly support	13%	13%	13%	15%
Somewhat support	37	38	29	42
Somewhat oppose	29	36	24	23
Strongly oppose	16	11	25	17
Don't know	4	2	9	3
SUPPORT (TOTAL)	50%	51%	42%	57%
OPPOSE (TOTAL)	45	47	49	40
SUPPORT (NET)	+5	+4	-7	+17

[13] 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=256)
(Split A)

		D	R
Very fair	7%	11%	7%
Somewhat fair	15	15	18
Somewhat unfair	35	43	25
Very unfair	40	29	50
Don't know	3	2	1
FAIR (TOTAL)	22%	26%	25%
UNFAIR (TOTAL)	75	72	75
FAIR (NET)	-53	-46	-50

[14] 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=285)
(Split B)

		D	I	R
Very fair	5%	6%	2%	7%
Somewhat fair	13	9	6	23
Somewhat unfair	35	39	35	31
Very unfair	42	44	48	36
Don't know	4	1	9	4
FAIR (TOTAL)	18%	15%	8%	30%
UNFAIR (TOTAL)	77	83	83	67
FAIR (NET)	-59	-68	-75	-37

[15] 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?

		D	I	R
Companies benefit much more	44%	41%	57%	38%
Companies benefit somewhat more	30	36	20	31
Customers benefit somewhat more	12	13	10	11
Customers benefit much more	6	5	4	10
Don't know	8	5	10	10
COMPANY BENEFIT MORE (TOTAL)	74%	77%	77%	69%
CUSTOMER BENEFIT MORE (TOTAL)	18	18	14	21
COMPANY BENEFIT MORE (NET)	+56	+59	+63	+48

[16] 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 customer's 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 customer's personal information to charge different people different prices for the same item because **every customer should be charged the same price**. (N=259)
(Split A)

		D	R
Statement A much more	4%	1%	10%
Statement A somewhat more	14	19	12
Statement B somewhat more	32	33	29
Statement B much more	48	47	45
Don't know	3	0	5
STATEMENT A (TOTAL)	18%	20%	22%
STATEMENT B (TOTAL)	80	80	74
STATEMENT A (NET)	-62	-60	-52

[17] 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=282)

(Split B)

		D	I	R
Statement A much more	7%	3%	7%	10%
Statement A somewhat more	15	12	14	20
Statement B somewhat more	39	46	37	34
Statement B much more	35	36	38	32
Don't know	3	3	3	4
STATEMENT A (TOTAL)	22%	15%	21%	30%
STATEMENT B (TOTAL)	74	82	75	66
STATEMENT A (NET)	-52	-67	-54	-36

[18] Last year, New York implemented a law that requires companies to report to customers when they use customers' personal data – such as browsing history, income, or location – to set the price a customer is charged for a product or service.

How much have you seen, read, or heard about this new law?

		D	I	R
A lot	3%	4%	4%	2%
Some	16	17	15	16
A little	16	17	19	13
Nothing at all	65	62	63	69

[19] Last year, New York implemented a law that requires companies to report to customers when they use customers' personal data to set the price a customer is charged for a product or service.

Do you support or oppose this law?

		D	I	R
Strongly support	41%	42%	49%	34%
Somewhat support	31	32	19	39
Somewhat oppose	12	13	16	9
Strongly oppose	10	10	7	14
Don't know	5	4	9	4
SUPPORT (TOTAL)	72%	74%	68%	73%
OPPOSE (TOTAL)	22	23	23	23
SUPPORT (NET)	+50	+51	+45	+50

[20] New York state lawmakers have proposed legislation that would ban companies from using customers' personal data to set different prices for different people for the same goods—a practice called "surveillance pricing."

How much have you seen, read, or heard about this proposed legislation?

		D	I	R
A lot	6%	6%	4%	6%
Some	13	13	11	13
A little	17	18	19	15
Nothing at all	64	63	66	65

[21] New York state lawmakers have proposed legislation that would ban companies from using customers' personal data to set different prices for different people for the same goods—a practice called "surveillance pricing."

Do you support or oppose this proposed legislation?

		D	I	R
Strongly support	42%	43%	49%	34%
Somewhat support	28	29	24	31
Somewhat oppose	11	13	9	11
Strongly oppose	14	12	10	18
Don't know	5	4	7	5
SUPPORT (TOTAL)	70%	72%	73%	65%
OPPOSE (TOTAL)	25	25	19	29
SUPPORT (NET)	+45	+47	+54	+36

[22] Please say if the proposed **ban** on surveillance pricing in New York would have a positive or negative effect on each of the following goals.

— Ensuring small businesses are able to compete with large corporations

		D	I	R
Much more positive	35%	36%	29%	37%
Somewhat more positive	36	39	34	33
Somewhat more negative	7	7	6	7
Much more negative	5	4	4	8
Don't know	18	13	28	15
MORE POSITIVE (TOTAL)	71%	75%	63%	70%
MORE NEGATIVE (TOTAL)	12	11	10	15
MORE POSITIVE (NET)	+59	+64	+53	+55

[23] Please say if the proposed **ban** on surveillance pricing in New York would have a positive or negative effect on each of the following goals.

— Holding corporations accountable for price gouging

(N=256)
(Split A)

		D	I	R
Much more positive	59%	66%	46%	59%
Somewhat more positive	20	18	19	24
Somewhat more negative	5	5	1	7
Much more negative	4	5	11	0
Don't know	12	7	24	11
MORE POSITIVE (TOTAL)	79%	84%	65%	83%
MORE NEGATIVE (TOTAL)	9	10	12	7
MORE POSITIVE (NET)	+70	+74	+53	+76

[24] Please say if the proposed **ban** on surveillance pricing in New York would have a positive or negative effect on each of the following goals.

— Holding corporations accountable for ripping consumers off

(N=285)
(Split B)

		D	I	R
Much more positive	48%	41%	54%	52%
Somewhat more positive	36	40	36	33
Somewhat more negative	6	10	4	5
Much more negative	3	3	2	5
Don't know	6	6	5	5
MORE POSITIVE (TOTAL)	84%	81%	90%	85%
MORE NEGATIVE (TOTAL)	9	13	6	10
MORE POSITIVE (NET)	+75	+68	+84	+75

[25] Please say if the proposed **ban** on surveillance pricing in New York would have a positive or negative effect on each of the following goals.

— Lowering the cost of essential items, like groceries

		D	I	R
Much more positive	44%	48%	44%	39%
Somewhat more positive	29	29	31	30
Somewhat more negative	10	12	2	13
Much more negative	3	2	4	3
Don't know	14	10	20	15
MORE POSITIVE (TOTAL)	73%	77%	75%	69%
MORE NEGATIVE (TOTAL)	13	14	6	16
MORE POSITIVE (NET)	+60	+63	+69	+53

[26] Last year, New York implemented a law that **requires companies to report to customers when they use customers' personal data** to set the price a customer is charged for a product or service.

Now, state lawmakers in New York are considering **banning companies from using customers' personal data** to set the price a customer is charged for a product or service.

When thinking about this, which of the following comes closest to your view, even if neither are completely correct? (N=269)
(Split A)

	D	R
Lawmakers should ban companies from setting prices based on customers' personal data, because it's not enough to just require them to report it.	77%	87% 65%
Lawmakers should not ban companies from setting prices based on customers' personal data, because the requirements to report are working well enough.	14	9 23
Don't know	9	4 12

[27] Last year, New York implemented a law that **requires companies to report to consumers when they use customers' personal data** to set the price a customer is charged for a product or service.

Now, state lawmakers in New York are considering **banning companies from using customers' personal data** to set the price a customer is charged for a product or service.

Which of the following comes closest to your view, even if neither are completely correct? (N=272)
(Split B)

	D	I	R
Lawmakers should ban companies from setting prices based on customers' personal data, because it's not enough to just require them to report it.	69%	62%	70% 78%
Lawmakers should not ban companies from setting prices based on customers' personal data, because the requirement to report is enough regulation.	24	30 20 20	
Don't know	7	8 10 2	

[28] New York state lawmakers have proposed legislation that would ban companies from using customers' personal data to set different prices for different people for the same goods, a practice called "surveillance pricing."

Which of the following statements about the proposed legislation do you agree with more, even if neither are exactly right?

[Statements were randomized]

Statement A: A ban on surveillance pricing will mostly hurt small businesses because it would restrict their ability to learn about their customers and better compete against large corporations.

Statement B: A ban on surveillance pricing will mostly help small businesses because it would prevent large corporations with more data and technology from pushing smaller competitors out of the market.

		D	I	R
Statement A much more	11%	13%	7%	12%
Statement A somewhat more	22	25	14	24
Statement B somewhat more	36	35	41	34
Statement B much more	22	21	26	21
Don't know	8	6	12	8
STATEMENT A (TOTAL)	33%	38%	21%	36%
STATEMENT B (TOTAL)	58	56	67	55
STATEMENT A (NET)	-25	-18	-46	-19

[29] New York state lawmakers have proposed legislation that would ban companies from using customers' personal data to set different prices for different customers, a practice called "surveillance pricing."

[Statements were randomized]

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.

		D	I	R
Opponents' argument much more	5%	7%	4%	4%
Opponents' argument somewhat more	23	23	20	25
Supporters' argument somewhat more	40	39	37	44
Supporters' argument much more	22	26	23	17
Don't know	10	6	17	10
AGREE OPPONENT MORE (TOTAL)	28%	30%	24%	29%
AGREE SUPPORTER MORE (TOTAL)	62	65	60	61
AGREE OPPONENT MORE (NET) ...	-34	-35	-36	-32

[30] If **Governor Hochul vetoed** the proposed ban on surveillance pricing, would you approve or disapprove of her approach to making life more affordable for everyday New Yorkers? (N=251)

(Split A)

		D	I	R
Strongly approve	13%	19%	11%	6%
Somewhat approve	33	41	32	24
Somewhat disapprove	24	21	35	18
Strongly disapprove	22	10	15	41
Don't know	8	8	7	10
APPROVE (TOTAL)	46%	60%	43%	30%
DISAPPROVE (TOTAL)	46	31	50	59
APPROVE (NET)	0	+29	-7	-29

[31] If **Governor Hochul signed into law** the proposed ban on surveillance pricing, would you approve or disapprove of her approach to making life more affordable for everyday New Yorkers? (N=290)

(Split B)

		D	I	R
Strongly approve	24%	35%	17%	16%
Somewhat approve	53	48	59	56
Somewhat disapprove	11	14	9	10
Strongly disapprove	6	1	1	15
Don't know	5	2	13	3
APPROVE (TOTAL)	77%	83%	76%	72%
DISAPPROVE (TOTAL)	17	15	10	25
APPROVE (NET)	+60	+68	+66	+47

[32] If **state lawmakers** in New York **passed** the proposed ban on surveillance pricing, would you approve or disapprove of their approach to making life more affordable for everyday New Yorkers?

		D	I	R
Strongly approve	26%	30%	28%	20%
Somewhat approve	50	55	48	46
Somewhat disapprove	11	9	10	14
Strongly disapprove	5	2	2	11
Don't know	7	4	12	9
APPROVE (TOTAL)	76%	85%	76%	66%
DISAPPROVE (TOTAL)	16	11	12	25
APPROVE (NET)	+60	+74	+64	+41