VBC
Oregon Values and Beliefs Center

STATEWIDE SURVEY

CONSUMER JUSTICE

Surveillance Pricing

SUMMER 2026

Please visit oregonvbc.org for the following information:

- Questionnaire Totals
- Crosstabs that show subgroup variations
- Verbatim responses to the survey's open-ended questions

MEMO ROADMAP

Introduction 2

From June 18th to July 30th, 2026, the Oregon Values and Beliefs Center (OVBC) - in partnership with Oregon Consumer Justice (OCJ) - conducted a statewide survey of Oregon. This third annual survey is designed to better understand the issues impacting consumers across Oregon, from rising costs and scams to debt collection and housing.

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The question numbers in this document correspond with an accompanying questionnaire totals and crosstabulations. **For survey full question wording, all statistically significant subgroup findings, and respondent quotes, readers are encouraged to refer to the following documents on our website:** (1) questionnaire totals, (2) crosstabulations, and (3) verbatim spreadsheet (upon request).

NOTE: Unless otherwise noted, each statement summarizing noticeable differences captures a comparison within an identification category. For example, if respondents aged 75 and older show higher support for a particular statement, this refers to a comparison with other age groups.

Due to rounding, the percentages reported below may not add up to 100% or compare exactly to the percentages for the same question in the annotated questionnaire or tabs. Included below for selected questions are noteworthy subgroup variations for age, gender, area of the state, BIPOC/white, etc.

KEY TAKEAWAYS

- Few Oregonians know how to opt out of having their personal data collected or sold to third parties.
- A majority did not know that companies sometimes use personal data to set individual prices for them while they shop.
- Most Oregon residents are not comfortable with surveillance pricing and do not find the practice acceptable. This is especially true for older Oregonians.

Respondent Demographics

STATEWIDE SURVEY SUMMARY

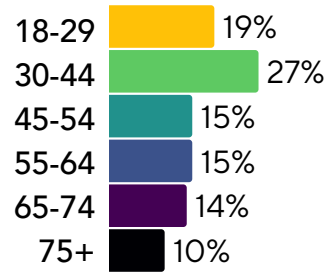
WEIGHTED DEMOGRAPHICS

In every survey, OVBC wants to ensure that the sample is representative of the population. While we actively recruit responses from all Oregonians, especially underrepresented groups, each survey gets a different makeup of respondents. To ensure that we are getting results that represent the Oregon population, we weight* our sample to align with the United States Census for Oregon in the following demographic categories: age, gender, education, race/ethnicity, political party, and region of Oregon.

**Want to learn more about weighting? Visit the "Navigating Our Data" page on the OVBC website at: www.oregonvbc.org/navigating-our-data/*

AGE:

What year were you born?



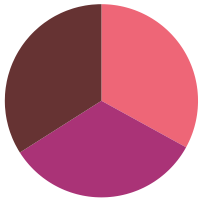
EDUCATION:

What is the highest level of education you have attained?

High school graduate or less - **33%**

Some college / 2-year degree / trade - **33%**

4-year degree or more - **34%**



GENDER:

I describe my gender as... (feel free to choose all that apply):

Women - **49%**

Men - **49%**

Another - **2%**

(Another includes: Nonbinary or gender non-conforming, transgender, and another gender identity.)

RACE/ETHNICITY:

Knowing there may not be a perfect fit, which of these descriptions used by the United States Census would you say best describes your race and/or ethnicity? Please select all that apply.

White - **76%**

BIPOC - **24%**

(See the following page for BIPOC subgroups)

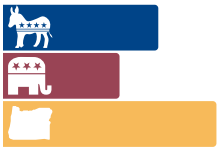
PARTY*:

What is your political party registration?

Democrat - **32%**

Republican - **24%**

Other Party - **44%**



(Other Party includes: unaffiliated and non-registered voters)

*Party quotas not determined by the U.S. Census Bureau. OVBC updates these statistics regularly thanks to the Oregon Secretary of State's monthly Election Statistics website.

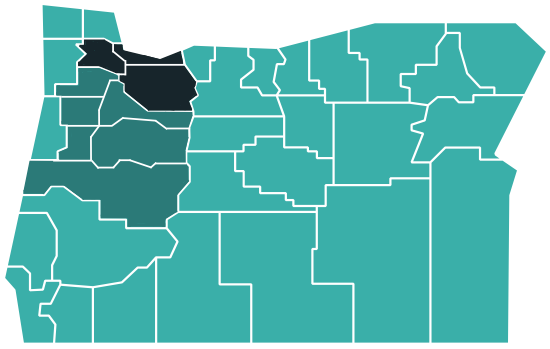
REGION:

In which county do you live?

Tri-County - **43%**
(Clackamas, Multnomah, Washington)

Willamette Valley - **27%**
(Benton, Lane, Linn, Marion, Polk, Yamhill)

Rest of State - **30%**
(Baker, Clatsop, Columbia, Coos, Crook, Curry, Deschutes, Douglas, Gilliam, Grant, Harney, Hood River, Jackson, Jefferson, Josephine, Klamath, Lake, Lincoln, Malheur, Morrow, Sherman, Tillamook, Umatilla, Union, Wallowa, Wasco, Wheeler)



SOURCES:

OVBC. survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+ (representative sample, *N*=1,828)

U.S. Census Bureau. American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, Table S0201, Table S1501, (https://data.census.gov)

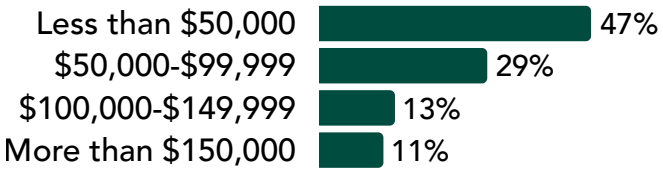
Oregon Secretary of State. 2026. State of Oregon: Elections - Election Statistics (https://sos.oregon.gov/elections/Pages/electionsstatistics).

REMAINING DEMOGRAPHICS

OVBC asks several other demographics to determine which groups are most affected by the questions asked. Below are the breakdowns of the remaining characteristics of our sample.

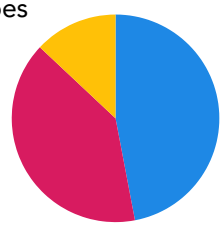
INCOME:

What is your best estimate of what your total household income was in 2025? Remember to include everyone, and your best guess is ok.



HOUSING:

Which of the following best describes your current housing situation?



Own - 47%

Rent - 40%

Some other arrangement - 13%

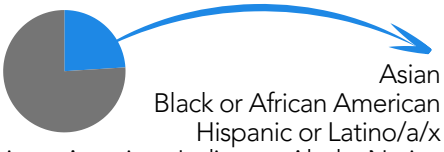
POLITICAL IDEOLOGY:

Which of these comes closest to your political ideology?

RACE/ETHNICITY - BIPOC BREAKDOWN:

Knowing there may not be a perfect fit, which of these descriptions used by the United States Census would you say best describes your race and/or ethnicity? Please select all that apply.

BIPOC - 24%



Asian - 4%
Black or African American - 5%
Hispanic or Latino/a/x - 8%
Native American, American Indian, or Alaska Native - 6%
Native Hawaiian or Other Pacific Islander - 1%
Another race or ethnicity not listed above - 3%

REPONDENTS WHO...

...experience a disability: **31%**

...identify as LGBTQIA+: **15%**

...are raising kids 18 years or younger: **26%**

...live in a rural or rural to sub-urban area: **29%**

SOURCE: OVBC survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+, ***N*=1,828**

Surveillance Pricing

STATEWIDE SURVEY SUMMARY

Oregon law requires businesses to allow residents to opt out of having their personal data collected or sold to third parties [Q25]. We asked Oregonians if they know how to take action and opt out. Only one in ten (11%) Oregonians say they *would know exactly what to do*, while around double that number say they *wouldn't know where to start* (23%). Most Oregonians fall in between and have varied ideas of what to do, but would still like *detailed instructions* (22%), *assistance* (22%), or *a checklist* (21%) to take action.

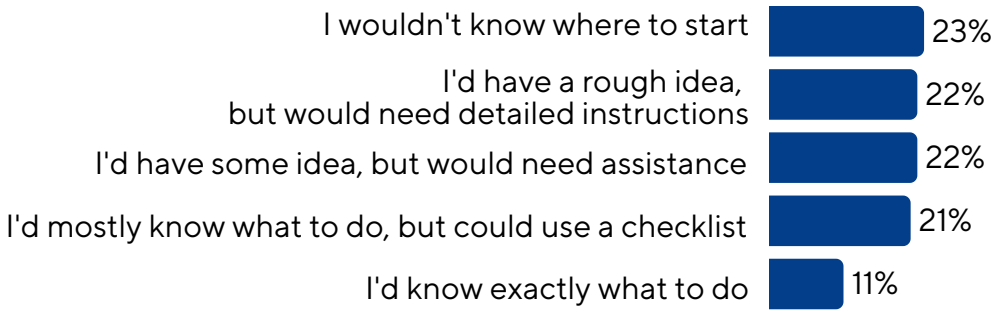
Those more likely to say they *wouldn't know where to start:**

- People with a HSG or less (32%)
- Those who cannot pay a $400 emergency expense (31%)

Young adults (18-29) were more likely to say they *would need detailed instructions* (30%).

Q25 Action on Surveillance Pricing

Oregon law requires businesses to allow you to opt out of having your data collected and sold. How prepared do you feel to take action to opt out of having your data collected and sold?

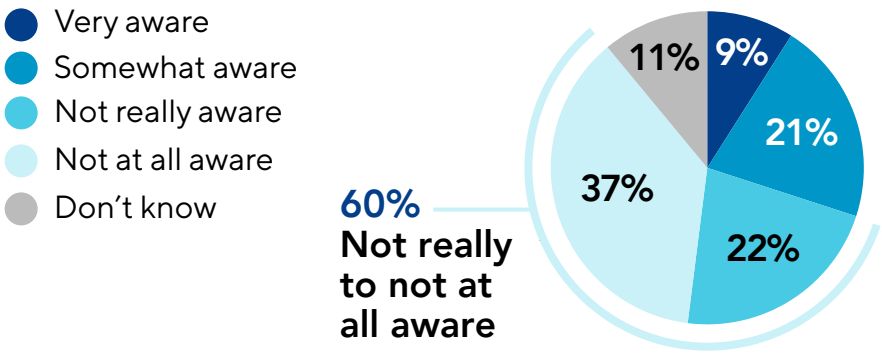


Source: OVBC survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+, Q25, *N*=1,828

Few Oregonians are aware of companies using personal data to set individual prices for them while they shop [Q28]. Three in five Oregonians say they are *not really aware* to *not at all aware*, while another 21% say they are only *somewhat aware*. Only 9% indicate they are *very aware* of this practice while they shop online.

Q28 Few Aware of Surveillance Pricing

Are you aware of a company using your personal data to set an individual price for you when you shop?



Source: OVBC survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+, Q28, *N*=1,828

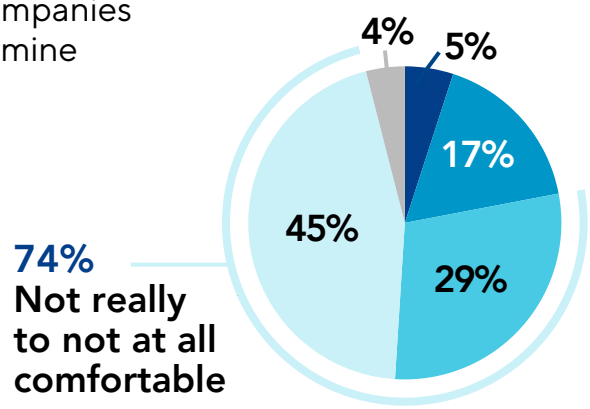
*Each statement summarizing noticeable subgroup differences captures a comparison within an identification category. Ex: If respondents aged 75 and older show higher support for a particular statement, this refers to a comparison with other age groups.

Oregonians are uncomfortable with companies determining prices via surveillance [Q26]. Only 5% say that they are *very comfortable* with the practice, while three out of four say they are *not really comfortable* to *not at all comfortable*.

Q26 Low Comfortability with Surveillance Pricing

How comfortable are you with companies using your personal data to determine prices specifically for you?

- Very comfortable
- Somewhat comfortable
- Not really comfortable
- Not at all comfortable
- Don't know

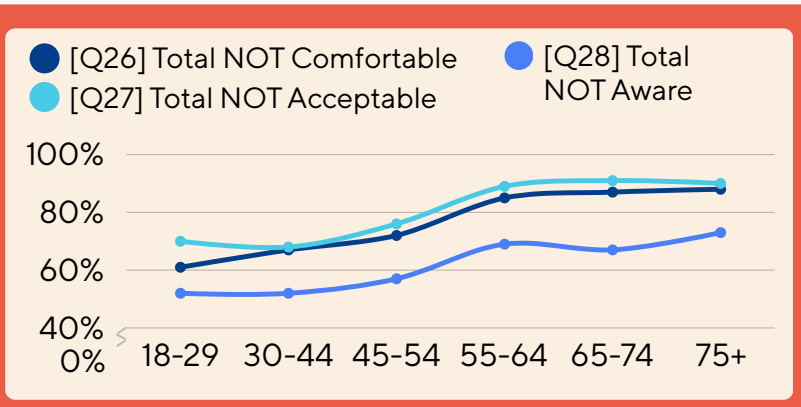


Source:
OVBC survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+, Q26, *N*=1,828

INSIGHT: Age & Surveillance Pricing

Over half of every age group say they feel uncomfortable about [Q26], are unaware of [Q28], and are unaccepting of surveillance pricing [Q27]. Respondents aged 55+ were more likely to hold these beliefs.

Source: OVBC survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+, Q26-28, *N*=1,828

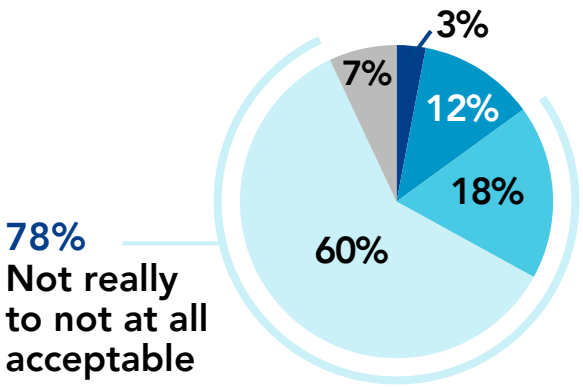


Continuing the trend, 78% of Oregonians say companies determining prices via surveillance is *not really acceptable* to *not at all acceptable* [Q27]. Another 12% say it's *somewhat acceptable*, while a mere 3% say this practice is *very acceptable*.

Q27 Minimal Acceptance of Surveillance Pricing

Do you think it is acceptable for the price of the same product or service to vary from person to person based on their personal data?

- Very acceptable
- Somewhat acceptable
- Not really acceptable
- Not at all acceptable
- Don't know



Source: OVBC survey conducted June 18th - July 30th, 2026, Oregon residents ages 18+, Q27, *N*=1,828

*Each statement summarizing noticeable subgroup differences captures a comparison within an identification category. Ex: If respondents aged 75 and older show higher support for a particular statement, this refers to a comparison with other age groups.

RESEARCH METHODOLOGY

This statewide survey was conducted from June 18th - July 30th , 2026. The survey included 1,828 Oregon residents aged 18+ and took approximately 10-15 minutes to complete. This is a sufficient sample size to assess Oregonians' opinions generally and to review findings by multiple subgroups.

Respondents were contacted using professionally maintained online panels. Various quality-control measures were employed to ensure response quality, including questionnaire pre-testing, validation, and real-time monitoring. To ensure a representative sample, demographic quotas were set, and the raw data was weighted by area of the state, gender, age, race/ethnicity, political party registration, and education.

OVBC surveys currently use aggregated data to analyze the opinions of BIPOC (Black, Indigenous, and People of Color) residents in comparison to the opinions of residents who identify as White and not another race. BIPOC residents are not a homogeneous population; instead, they represent a wide diversity of races and ethnicities. The findings included in this memo should not be construed as implying that all people of color are believed to share the same opinions. Disaggregated race data will be provided when sample sizes permit reliability.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. This survey's estimated margin of error for the full sample is ±2.29%

ACKNOWLEDGEMENTS

OVBC
Oregon Values and Beliefs Center

This research was completed by the Oregon Values and Beliefs Center as a community service.

OVBC is an independent and non-partisan organization and an Oregon charitable nonprofit corporation. Representative OVBC projects include a series of in-depth business interviews for the Columbia County Economic Team, as well as an extensive opinion research study about Oregonian's values and beliefs, in partnership with over 20 organizations (Learn more about the 2023 Typology Study at: https://oregonvbc.org/political-typology-study/).

OCJ
Oregon Consumer Justice

Oregon Consumer Justice (OCJ) is committed to advancing consumer justice, shaping an equitable and inclusive marketplace, and improving Oregonians' rights as consumers through advocacy, legal support, community engagement, and consumer outreach.