



Where Strategy Meets Science

Nationwide
Anti-Trust Regulations
AX22060

N=1,219 Likely 2022 Voters
Field date: 7/5-7/10/2022
Margin of Error: ±2.86%

Q01.	In what state are you registered to vote?	
	[DROP DOWN LIST OF STATES]	100%
	1 Not registered to vote (THANK AND TERMINATE)	-
	2 Not eligible to register to vote (THANK AND TERMINATE)	-
Q02.	What is your gender?	
	1 Male	47
	2 Female	52
	3 Self-describe: _____	1
Q03.	What is your age?	
	1 18-24	3
	2 25-34	14
	3 35-44	22
	4 45-54	18
	5 55-64	22
	6 65 and over	21
Q04.	Are you of Hispanic origin or descent, such as Mexican, Puerto Rican, or Cuban?	
	1 Yes	16
	2 No	84
Q05.	(IF NO) With which of the following ethnic groups would you say you most closely identify?	
	1 White / Caucasian	81
	2 Black / African American	16
	3 Asian	1
	4 American Indian	0
	5 Other	1
	COMBINED RACE	
	WHITE	68
	BLACK	14
	ASIAN	1
	AMERICAN INDIAN	0
	HISPANIC	16

Q06.	Thinking about the November election for offices like Governor and the U.S. Senate, how interested you are in the election? A 0 means "not at all interested" and 10 means "extremely interested".	
	1 MEAN	8.68
Q07.	If the November election for the U.S. Senate were being held today, would you vote for... (ROTATE)	
	1 The Republican candidate	40
	/OR/	
	2 The Democratic candidate	46
	3 Undecided	14
Q08.	If the November election for the U.S. House of Representatives were being held today, would you vote for... (READ, ROTATE)	
	1 The Republican candidate	41
	/OR/	
	2 The Democratic candidate	46
	3 Undecided	13
Q09.	Do you approve or disapprove of the job that Joe Biden is doing as President?	
	APPROVE	43
	DISAPPROVE	57
	1 Strongly Approve	18
	2 Somewhat Approve	25
	3 Somewhat Disapprove	17
	4 Strongly Disapprove	40
Q10.	Of the following list, which one issue is the most important for Congress to focus on? (RANDOMIZE)	
	1 The economy	30
	2 Inflation	28
	3 Immigration	5
	4 Climate change	6
	5 Crime	5
	6 Education	3
	7 Taxes	2
	8 Building new roads and bridges	0
	9 Abortion	7
	10 Racism and equality	3
	11 Homelessness	2
	12 Healthcare	6
	13 Regulating technology companies	1
	14 Other: _____	4

- Q11. Thinking just about the technology industry, which one issue is the most important for Congress to focus on for the technology industry? (RANDOMIZE)
- | | | |
|----|----------------------------------------------------------|----|
| 1 | Protecting consumers from scams and malware | 12 |
| 2 | Helping address cyberattacks | 11 |
| 3 | Protecting data privacy | 21 |
| 4 | Combatting misinformation online | 11 |
| 5 | Protecting free speech online | 9 |
| 6 | Creating more high speed internet access | 4 |
| 7 | More training to build a technology workforce | 5 |
| 8 | Increasing security measures to protect children online | 11 |
| 9 | Increasing regulations on big tech | 5 |
| 10 | Breaking up large tech companies into smaller ones | 4 |
| 11 | Limiting large technology companies from growing further | 3 |
| 12 | Other: _____ | 1 |
| 13 | None (ALWAYS LAST) | 3 |
- Q12. In general, do you think more government regulation of companies causes the prices consumers pay to ... (ROTATE FIRST TWO)
- | | | |
|---|-------------------------------------------|----|
| 1 | Increase | 67 |
| 2 | Decrease | 10 |
| 3 | Or have no impact on prices (ALWAYS LAST) | 24 |
- Q13. One issue in the news is a proposal in Congress for new regulations on U.S. technology companies that would limit their ability to feature their own products on their sites or applications. For example, Google would not be allowed to show Google Maps in search results and Amazon would not be able to offer guaranteed fast shipping . Overall, do you support or oppose these new regulations on U.S. technology companies?
- | | | |
|---|------------------|----|
| | SUPPORT | 30 |
| | OPPOSE | 70 |
| 1 | Strongly support | 12 |
| 2 | Somewhat support | 18 |
| 3 | Somewhat oppose | 36 |
| 4 | Strongly oppose | 34 |
- Q14. (IF SUPPORT) What are one or two reasons you support this legislation?
- Q15. (IF OPPOSE) What are one or two reasons you oppose this legislation?

Q16. If a candidate running for office supported new regulations on U.S. technology companies that would limit their ability to feature their own products (like Google Maps in Search or Amazon Prime’s 2-Day Delivery) on their sites or applications would you be more likely to vote for or against that candidate?

FOR	23
AGAINST	51
1 Much more likely to vote FOR	11
2 Somewhat more likely to vote FOR	12
3 Somewhat more likely to vote AGAINST	25
4 Much more likely to vote AGAINST	26
5 Wouldn’t matter to my vote	25

Q17. (SPLIT A) Between the following, which candidate are you more likely to support? (ROTATE)

1 A candidate focused on getting inflation and the cost of living under control	89
2 A candidate that supports new regulations on tech companies	6
3 Neither (ALWAYS LAST)	4

Q18. (SPLIT B) Between the following, which candidate are you more likely to support? (ROTATE)

1 A candidate focused on safeguarding our national security and international competitiveness	80
2 A candidate that supports new regulations on tech companies	13
3 Neither (ALWAYS LAST)	7

For each of the following, please rate how valuable that app or platform is in your daily life. (RANDOMIZE)

	VALUABLE	NOT VALUABLE	Very Valuable	Somewhat Valuable	Not Very Valuable	Not At All Valuable	Not Familiar / Don’t use
Q19. Google Maps appearing in your search results for nearby locations.	85	13	45	40	9	4	2
Q20. Free shipping on Amazon Prime	82	14	59	23	10	4	4
Q21. The app store/marketplace on your phone (Apple’s App Store or Google’s Play Store)	74	21	33	41	15	6	5
Q22. Amazon Basics brand products	69	24	30	39	18	6	6
Q23. Having apps pre-installed on your phone (i.e., FaceTime or iMessage)	57	39	25	32	23	16	4
Q24. Social media apps (i.e, Facebook, Snapchat, TikTok)	65	30	30	35	18	12	5
Q25. Knowing apps have been vetted for inappropriate content	77	20	43	34	13	6	4
Q26. Knowing apps have been vetted for security and viruses	88	8	61	28	6	2	3

For each statement below, please mark if you agree or disagree with that statement. (RANDOMIZE)

	AGREE	DISAGREE	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
Q27. While the US economy is currently experiencing inflation, I feel good about where the economy is headed in the next year.	31	64	11	20	24	40	5
Q28. Consumers benefit most when the government creates an environment where companies can freely compete.	80	16	40	39	10	5	4
Q29. Government regulators should play a larger role in determining which products and services are allowed to compete in the marketplace.	32	63	12	20	27	35	6
Q30. (SPLIT A) Competition in the market means consumers get to select the best products and services that are offered at the best prices.	88	9	47	40	6	3	3
Q31. (SPLIT B) Competition among companies in an open marketplace gives consumers the benefits of lower prices, higher quality products and services, more choices, and greater innovation.	90	8	49	41	6	2	2
Q32. Market competition, not government regulation, is the fuel of American innovation.	81	14	43	38	10	3	5
Q33. When government regulators think about competition in the market, which of the following should they be most concerned with? (RANDOMIZE)							
1 Lowering prices for consumers							50
2 Spurring innovation							10
3 What happens to competing companies							8
4 Creating more choices for consumers							23
5 Other / None of the above							9
Q34. When it comes to regulating companies, should the government prioritize... (ROTATE)							
1 Lowering prices for consumers							54
2 More choices for consumers							30
3 Keeping businesses from getting too big							16

Q35.	When it comes to consumer protection, data privacy, and regulating competition in the marketplace, should the government... (ROTATE)	
	1 Have one set of regulations for all businesses	57
	2 Have different rules and regulations depending on the size of the business	43
Q36.	Which of the following income groups includes your TOTAL FAMILY INCOME last year, before taxes?	
	1 Under \$15,000	6
	2 \$15,000-\$24,999	8
	3 \$25,000-\$34,999	12
	4 \$35,000-\$49,999	15
	5 \$50,000-\$74,999	23
	6 \$75,000-\$99,999	15
	7 \$100,000-\$124,999	6
	8 \$125,000-\$149,999	5
	9 \$150,000-\$174,999	3
	10 \$175,000-\$199,999	2
	11 \$200,000-\$249,999	3
	12 \$250,000 or more	1
Q37.	What is the highest level of education that you've had the opportunity to complete?	
	1 Some grade school (grades 1-8)	0
	2 Some high school (grades 9-11)	1
	3 Graduated high school (grade 12)	14
	4 Technical / vocational school	6
	5 Some college	27
	6 Graduated college	34
	7 Post-graduate	18
Q38.	Are you registered to vote as a... (RANDOMIZE)	
	1 A Republican	36
	2 A Democrat	38
	3 An Independent	23
	4 A Libertarian	1
	5 The Green Party	0
	6 Something else (ALWAYS LAST)	2
Q39.	Generally speaking, do you consider yourself on most issues to be... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)	
	CONSERVATIVE	39
	MODERATE	33
	LIBERAL	28
	1 Very Conservative	19
	2 Somewhat Conservative	20
	3 Moderate	33
	4 Somewhat Liberal	17
	5 Very Liberal	11

Q40. Are you currently...		
1 Married		48
2 Single and never been married		29
3 Divorced		16
4 Widowed		5
5 Separated		2
Q41. Are there any children in the household under the age of 18 or not?		
1 Yes		31
2 No		69
Q42. Finally, which of the following best describes where you live, would you say you live in... (ROTATE TOP TO BOTTOM / BOTTOM TO TOP)		
1 A rural area		15
2 A small town		10
3 A suburban area		44
4 An urban area or city		31