

To: Progressive Policy Institute
From: Pete Brodnitz
Re: August Battleground Polling, Part 3
Date: Sep. 28, 2021

How Battleground Voters View Big Tech

PPI recently commissioned a national opinion survey in battleground House districts and states to examine voter views on job creation and innovation, President Biden's agenda, and which party they trust to handle economic issues. In this context, the study also probed public attitudes toward business, competition with China, and proposals before Congress to break up or heavily regulate leading U.S. tech companies.

The poll concentrates on voters in 44 Congressional swing districts and 9 states thought to have competitive Senate races in next year's midterm elections. For this third report on the poll's findings, we also include the results of oversampling voters in California. This report covers the following topics:

- Perceptions of business and U.S. competitiveness, especially with China.
- Which industries Americans look to for innovation and good jobs.
- General attitudes toward large technology companies.
- Concerns about privacy and security, competition and the size of "Big Tech."
- Reactions to Congressional proposals to break up or impose new regulation on tech companies.
- Specific services tech companies provide that voters value highly and don't want to lose.

The poll finds that most Americans in political battleground communities take pride in U.S. technology companies, which they see as providing good jobs, leading the world in innovation and e-commerce, and making major contributions to the nation's dynamism and prosperity. They see the emergence of big tech companies as an indicator of America's strengths in high-tech innovation and entrepreneurship.

At the same time, voters have significant concerns about how big tech firms handle data privacy and security, as well as the extent to which they pay taxes on their profits. Many express lower levels of concern about competition in the technology sector and the sheer size of the largest tech firms, but they are leery of government interventions that could deprive them of services these companies provide. The poll finds relatively low levels of concern that the companies exploit their workers.

In general, the poll finds that more Americans express concern about the way big tech firms operate than support legislative action to address those concerns. Specifically, a 57% majority agree that America's large technology companies "are monopolies that have too much power and too little competition," while 43% feel "there is significant competition and innovation among technology companies." Despite this, when asked about taking steps to increase competition, just under half (49%) say "American technology companies have grown too big and powerful, so Congress needs to break them up or strongly regulate them," while just over half (51%) disagree and believe that they "are highly innovative and competitive, so Congress shouldn't intervene with heavy-handed regulations."

Similarly, when asked if policy makers should focus on “reining in the largest U.S. technology companies” or other priorities, most choose the other priorities. Specifically, 35% say the priority for lawmakers should be to rein in the largest U.S. technology companies, while 65% say it is more important to make sure U.S. companies can compete with Chinese and European technology companies than it is to rein in U.S. companies to promote competition for smaller companies. Even fewer (28%) say the priority should be to rein in the companies when the alternative is “making sure U.S. technology companies provide products that are safe to use and that respect consumers’ privacy” should be a higher priority, which 72% say should be the priority.

The survey also tested various regulatory approaches to see how well support for them holds up when they are countered by an opposing view. This exercise showed that many voters support the general idea of changing technology laws, but there is also a great deal of concern about the impact this might have on the economy and conveniences consumers have grown to love and expect from America’s largest technology companies.

As Congress grapples with the Biden plans, funding the government and avoiding a national default, it’s not clear whether lawmakers will take up bills this fall to breakup and regulate America’s leading tech companies. If and when they do, we hope Democrats will weigh both concerns about how the tech companies operate and voters’ strong desire not to lose the valued services they deliver.

Here are key takeaways:

- When asked which industries provide “good American jobs,” 27% of battleground voters chose manufacturing, followed by 24% who named technology.
- Voters in California, the home of many tech firms, not surprisingly picked technology as the top industry providing good jobs (27%), followed by manufacturing (25%).
- When asked to rank their concerns about big tech companies such as Apple, Facebook, Google, and Amazon, voters put privacy and data security first. Among battleground voters, 42% say they are very worried about their “ability to know how companies use your personal data and if they are protecting your privacy” (85% total worried) and 38% say they are very worried about “the security of your data stored in computers, such as financial transactions” (82% total worried).
- Size matters but is less of a concern. While 63% express some concern about the size of large technology companies, only 24% of voters say they are “very worried.”
- A majority (54%) say they are *not* worried about the amount of competition within the U.S. tech industry (46% total worried, 54% total not worried).
- We see a similar pattern in California. Among voters in California: 42% say they are very worried about “the extent to which they pay corporate tax on their profits” (75% total worried) and 40% are very worried about their “ability to know how companies use your personal data and if they are protecting your privacy” (85% total worried).

By comparison, less than a third (31%) of California voters are very worried about “the size of the largest technology companies” (64% total worried) and voters are divided about concerns over the competition in the U.S. tech industry (51% total worried, 49% total not worried).

- Changing the way tech companies do business is a low economic priority for battleground voters. Asked which economic issues worry them most, only 3% choose “the actions of big tech companies.”

Is Big Necessarily Bad?

- Two-thirds (66%) of battleground voters say size of technology companies like Apple, Amazon, Google, and Facebook is a good thing for U.S. workers and the U.S. economy, while 34% say it is a bad thing.
- By 70-30%, California voters agree big technology companies are a good thing for American workers and the U.S. economy.
- When informed that almost one-third of the biggest companies in the world that are in business today were started in the last 50 years and more than half of them were created in the United States, while almost none were created in Europe, 79% of battleground voters say this shows the American economy works since it rewards enterprise, while 21% say the American economy is failing since it allows massive companies to grow.
- Among voters in California, 77% say it is a sign the American economy works, while 23% say it is a sign the American economy is failing.
- By a 52-48 margin, more battleground voters say Americans can be proud that U.S. companies lead the world in digital innovation and e-commerce than say they are worried that U.S. tech companies have become too powerful and need to be reined in by Washington.
- Among voters in California, 57% say Americans can be proud of American tech companies, while 43% are worried they have become too powerful.

Concerns about Tech: Privacy and Security

- When asked which should be a bigger priority for American policy makers — making sure U.S. technology companies provide products that are safe to use and that respect consumers' privacy or reining in the largest U.S. technology companies so smaller American companies can compete — 72% of battleground voters say the focus should be safety and privacy, while 28% say it should be reining them in so more companies can compete.
- Among voters in California, 74% say the focus should be on safety and security, while 26% say the focus should be on reining in large tech companies.

Concerns about Competition

- A majority of battleground voters (57%) say that America's large technology companies are monopolies with too much power and too little competition, while 43% say there is significant competition and innovation among companies.
- A majority of California voters (59%) see America's large technology companies as monopolies, and 41% say there is significant competition and innovation.
- Despite this, voters are split when it comes to whether or not Congress should act: 49% of battleground voters say Congress should break up or heavily regulate large technology companies, while 51% say Congress shouldn't intervene because American companies are innovative and competitive.
- In California, just over half (53%) say Congress should break up tech companies, while 47% say they shouldn't.

- Voters are more interested in making sure technology companies can compete with China and Europe (65% of battleground voters say this should be a bigger priority) than they are in making sure small American companies can compete (35%).
- Two-thirds (66%) of California voters say helping American companies compete with China and Europe should be a bigger priority, and 34% say reining in large companies so smaller companies can compete is more important.

Do Tech Concerns Justify Breaking up Tech Companies? How Concerns about Tech Compare to Views on Changing Laws Related to Tech

- Battleground voters are evenly divided on concerns about breaking up large American technology companies. Half (50%) say they are more concerned that if we do not break up large technology companies, it will be harmful to American consumers and the economy, while an equal number say they are more concerned that if we do break them up, it might cause them to fail, which would harm American workers and consumers.
- Among California voters, 52% say they are more concerned that if we do not break up large technology companies, they will harm American consumers and the economy, while 48% say they are more concerned that if we break large technology companies up, it might cause them to fail, which would harm American workers and the economy.

General Attitudes Towards Regulating Technology Companies

- There is some support for breaking up big technology companies and banning them from buying other businesses, but support is soft (few voters say they strongly support Congress passing these new regulations). A majority (54%) of battleground voters support breaking up big tech companies and banning them from buying other businesses, while 46% say they oppose Congress passing these new regulations. But only 14% of battleground voters say they strongly support Congress passing these new regulations.
- The same number of voters in California say they support breaking up big tech companies and banning them from buying other businesses (54% support/46% oppose), and only slightly more (16%) strongly support these regulations.
- A majority of voters say it is important for Congress to change how all the major technology companies we tested compete, but intensity is low — fewer say this is very important. It is most important to battleground voters for Congress to enact changes to Amazon (35% very important) and Facebook (33% very important). Apple (29%) and Microsoft (24%) are least important for Congress to address.
- In California, the top company they want to see Congress make changes in competition to is Facebook (38% very important), followed by Amazon (33% very important). Apple (29% very important among both battleground and California voters) and Microsoft (24% among battleground and 28% among California voters) are least important for Congress to address. Again, fewest want to see Congress act to rein in Apple (29%) and Microsoft (28%).

Support Levels for Specific Proposals

- When we asked about concrete proposals that Congress or the President could consider regarding large technology companies (proposals that would affect consumers' everyday relationship with such companies), support for change is much lower. Battleground voters oppose ideas like banning Amazon Prime from offering free shipping (63% strongly oppose, 85% total oppose) or requiring Google to shut down YouTube, Google Maps, and other apps it offers (42% strongly oppose, 73% total oppose).

- Opposition to banning Amazon Prime from offering free shipping is also high in California (57% strongly oppose, 84% total oppose), as is stopping Google Maps and Google search results from including real time information like traffic and transit delays, business hours of operation, reviews, or contact information (47% strongly oppose, 78% total oppose).

A Deeper Dive into Battleground Voter Attitudes

General Perceptions and Attitudes Towards Large Tech Companies

Q59-60. Which of the following industries do you believe is the best/next best example of an industry that provides good American jobs?

Ranked by Top Choice.

	Top Choice	Top 2 Comb
Manufacturing	27	48
Technology	24	47
Renewable or green energy	12	22
Oil and gas	11	20
Farming and agriculture	9	19
Automotive	7	16
Retail sales	6	13
E-commerce	4	9
Entertainment such as film or music	2	4
Advertising	1	2

Technology Company Views – Summary

In general, how worried are you about the major technology companies such as Apple, Facebook, Google and Amazon when it comes to each of the following?			
		All	
		Very Worried	Worried/ Not Worried
Q61_1-14; Ranked by Very Worried			
Q61_1	Your ability to know how companies use your personal data and if they are protecting your privacy.	42	85/15
Q61_10	The security of your data stored in computers, such as financial transactions.	38	82/18
Q61_2	Your security when you use their products.	35	80/20
Q61_6	The extent to which they pay corporate tax on their profits.	33	77/23
Q61_7	The need for the U.S. to have successful technology companies so we will not have to rely on technology developed in China.	30	74/26
Q61_11	The ability of U.S. technology companies to stay ahead of China when it comes to technology and innovation.	24	69/31
Q61_14	The size of the largest technology companies.	24	63/37
Q61_4	The extent to which other American companies are able to compete with them.	23	64/36
Q61_9	The ability of small U.S. technology companies to compete with big U.S. technology companies.	23	72/28
Q61_5	How they compensate and treat their employees.	19	53/47
Q61_3	The quality of the products and services they offer.	17	52/48
Q61_8	The ability of big U.S. technology companies to compete against Chinese companies.	17	56/44
Q61_13	That some companies both run a marketplace – like Amazon or the Apple App store – and they also sell their own content in that	16	50/50

	marketplace.		
Q61_12	The amount of competition within the U.S. tech industry.	14	46/54

Q61_1. Your ability to know how companies use your personal data and if they are protecting your privacy.

Very worried	42
Somewhat worried	43
Not very worried	12
Not at all worried	3
Total Worried	85
Total Not Worried	15

Q61_2. Your security when you use their products.

Very worried	35
Somewhat worried	44
Not very worried	17
Not at all worried	3
Total Worried	80
Total Not Worried	20

Q61_3. The quality of the products and services they offer.

Very worried	17
Somewhat worried	36
Not very worried	36
Not at all worried	12
Total Worried	52
Total Not Worried	48

Q61_4. The extent to which other American companies are able to complete with them.

Very worried	23
Somewhat worried	41
Not very worried	30
Not at all worried	6
Total Worried	64
Total Not Worried	36

Q61_5. How they compensate and treat their employees.

Very worried	19
Somewhat worried	34
Not very worried	35
Not at all worried	12
Total Worried	53
Total Not Worried	47

Q61_6. The extent to which they pay corporate tax on their profits.

Very worried	33
Somewhat worried	44
Not very worried	17
Not at all worried	6
Total Worried	77
Total Not Worried	23

Q61_7. The need for the U.S. to have successful technology companies so we will not have to rely on technology developed in China.

Very worried	30
Somewhat worried	44
Not very worried	21
Not at all worried	5
Total Worried	74
Total Not Worried	26

Q61_8. The ability of big U.S. technology companies to compete against Chinese companies.

Very worried	17
Somewhat worried	39
Not very worried	35
Not at all worried	8
Total Worried	56
Total Not Worried	44

Q61_9. The ability of small U.S. technology companies to compete with big U.S. technology companies.

Very worried	23
Somewhat worried	49
Not very worried	23
Not at all worried	5
Total Worried	72
Total Not Worried	28

Q61_10. The security of your data stored in computers, such as financial transactions.

Very worried	38
Somewhat worried	44
Not very worried	14
Not at all worried	3
Total Worried	82
Total Not Worried	18

Q61_11. The ability of U.S. technology companies to stay ahead of China when it comes to technology and innovation.

Very worried	24
Somewhat worried	45
Not very worried	26
Not at all worried	5
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Total Worried	69
Total Not Worried	31

Q61_12. The amount of competition within the U.S. tech industry.

Very worried	14
Somewhat worried	33
Not very worried	44
Not at all worried	9
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Total Worried	46
Total Not Worried	54

Q61_13. That some companies both run a marketplace – like Amazon or the Apple App store – and they also sell their own content in that marketplace.

Very worried	16
Somewhat worried	34
Not very worried	39
Not at all worried	11
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Total Worried	50
Total Not Worried	50

Q61_14. The size of the largest technology companies.

Very worried	24
Somewhat worried	39
Not very worried	28
Not at all worried	9
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Total Worried	63
Total Not Worried	37

Views On The Bigness of “Big Tech”

Q63. Which is closer to how you feel about the big American technology companies such as Apple, Amazon, Google and Facebook?

You feel Americans can be proud that American tech companies lead the world in digital innovation and e-commerce.	52
You are worried that they have become too powerful and need to be reined in by Washington.	48

Q64. Thinking about the big American technology companies such as Apple, Amazon, Google, and Facebook, do you view their success and how large they have become as:

A good thing for American workers and the U.S. economy.	66
A bad thing for American workers and the U.S. economy.	34

Q65. Almost one-third of the biggest companies in the world that are in business today were started in the last 50 years. More than half of them were created in the United States while almost none were created in Europe. Which is closer to how you view this:

As a sign that the American economy works since it rewards enterprise.	79
As a sign that the American economy is failing since it allows massive companies to grow.	21

Concerns About Tech: Privacy and Security

Q69. When you think of the U.S. technology industry, which do you think should be a bigger priority for American policy makers?

Making sure U.S. technology companies provide products that are safe to use and that respect consumers' privacy.	72
Reining in the largest U.S. technology companies so smaller American companies can more successfully compete against them.	28

Concerns: Competition

Q66. Which is closer to your view of America's large technology companies?

They are monopolies that have too much power and too little competition.	57
There is significant competition and innovation among technology companies.	43

Q67. Which is closer to your view?

American technology companies have grown too big and powerful, so Congress needs to break them up or strongly regulate them.	49
American technology companies are highly innovative and competitive, so Congress shouldn't intervene with heavy-handed regulation.	51

Q68. When you think of the U.S. technology industry, which do you think should be a bigger priority for American policy makers?

Making sure U.S. technology companies can compete with Chinese and European technology companies.	65
Reining in the largest U.S. technology companies so smaller American companies can more successfully compete against them.	35

How Concerns About Tech Compare to Views Towards Changing Laws Related to Tech

Q74. Some in Congress are calling for breaking up large American technology companies. Which concerns you more?

That if we do not break them up it will be harmful to American consumers and the economy.	50
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That if we do break them up, it might cause them to fail, which would harm American workers and consumers.

General Attitudes Towards Regulating Technology Companies

Change How Tech Companies Compete – Summary

Q62_1-5; Ranked by Very Impt		All	
		Very Impt	Impt/Not Impt
Q62_2	Amazon	35	72/28
Q62_4	Facebook	33	66/34
Q62_3	Google	32	69/31
Q62_1	Apple	29	67/33
Q62_5	Microsoft	24	60/40

Q62_1. Apple

Very important	29
Somewhat important	38
Not very important	25
Not at all important	8
Total Important	67
Total Not Important	33

Q62_2. Amazon

Very important	35
Somewhat important	37
Not very important	21
Not at all important	7
Total Important	72
Total Not Important	28

Q62_3. Google

Very important	32
Somewhat important	37
Not very important	24
Not at all important	7
Total Important	69
Total Not Important	31

Q62_4. Facebook

Very important	33
Somewhat important	33
Not very important	24
Not at all important	10
Total Important	66

Total Not Important	34
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Q62_5. Microsoft

Very important	24
Somewhat important	36
Not very important	29
Not at all important	11
Total Important	60
Total Not Important	40

Q73. Some in Congress are proposing to break up big technology companies and ban them from buying other businesses. Do you support or oppose Congress passing these new regulations?

Strongly support	14
Somewhat support	40
Somewhat oppose	33
Strongly oppose	13
Total Support	54
Total Oppose	46

Support Levels for Specific Proposals

Implications of Tech Proposals – Summary

Here are some policy ideas that Congress or the President could consider regarding big technology companies. Please tell us if you support or oppose each of these proposals.			
		All	
		Strongly Oppose	Support/ Oppose
Q76_1-14; Ranked by Strongly Oppose			
Q76_1	Banning Amazon Prime from offering free shipping.	63	15/85
Q76_2	Requiring Google to sell or shut down YouTube, Google Maps, Waze, Google Photos, Google Drive, Gmail, Play Store, Chrome and Android.	42	27/73
Q76_4	Stopping Google Maps and Google search results from including real time information like traffic and transit delays, business hours of operation, reviews, and contact information.	39	24/76
Q76_6	Requiring Amazon to stop selling its own products through Amazon. For instance, Amazon would not be permitted to sell Amazon Basics products such as Amazon-branded batteries and cables.	32	30/70
Q76_5	Requiring Apple to sell or shut down all the Apple apps that are now available on Apple products such as Safari, Find My Friends, FaceTime, Apple Music, Photos, and Apple TV Plus.	31	28/72
Q76_3	Ending the Apple App Store so customers would instead get apps directly from the app providers.	28	39/61

Q76_1. Banning Amazon Prime from offering free shipping.

Strongly support	4
Somewhat support	11
Somewhat oppose	22
Strongly oppose	63
Total Support	15

Total Oppose	85
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Q76_2. Requiring Google to sell or shut down YouTube, Google Maps, Waze, Google Photos, Google Drive, Gmail, Play Store, Chrome and Android.

Strongly support	8
Somewhat support	19
Somewhat oppose	31
Strongly oppose	42
Total Support	27
Total Oppose	73

Q76_3. Ending the Apple App Store so customers would instead get apps directly from the app providers.

Strongly support	12
Somewhat support	28
Somewhat oppose	32
Strongly oppose	28
Total Support	39
Total Oppose	61

Q76_4. Stopping Google Maps and Google search results from including real time information like traffic and transit delays, business hours of operation, reviews, and contact information.

Strongly support	6
Somewhat support	18
Somewhat oppose	37
Strongly oppose	39
Total Support	24
Total Oppose	76

Q76_5. Requiring Apple to sell or shut down all the Apple apps that are now available on Apple products such as Safari, Find My Friends, FaceTime, Apple Music, Photos, and Apple TV Plus.

Strongly support	8
Somewhat support	21
Somewhat oppose	41
Strongly oppose	31
Total Support	28
Total Oppose	72

Q76_6. Requiring Amazon to stop selling its own products through Amazon. For instance, Amazon would not be permitted to sell Amazon Basics products such as Amazon-branded batteries and cables.

Strongly support	9
Somewhat support	22
Somewhat oppose	38
Strongly oppose	32
Total Support	30
Total Oppose	70

A Deeper Dive into California Voter Attitudes

General Perceptions and Attitudes Towards Large Tech Companies

Q59, Q60. Which of the following industries do you believe is the best/next best example of an industry that provides good American jobs?

Ranked by Top Choice.

	Top Choice	Top 2 Comb
Technology	27	52
Manufacturing	25	42
Renewable or green energy	17	32
Farming and agriculture	6	15
Oil and gas	6	13
Automotive	5	13
Retail sales	5	11
E-commerce	4	13
Entertainment such as film or music	3	7
Advertising	0	2

Technology Company Views – Summary

In general, how worried are you about the major technology companies such as Apple, Facebook, Google and Amazon when it comes to each of the following?			
		Very Worried	Worried/ Not Worried
Q61_1-14; Ranked by Very Worried			
Q61_6	The extent to which they pay corporate tax on their profits.	42	75/25
Q61_1	Your ability to know how companies use your personal data and if they are protecting your privacy.	40	85/15
Q61_10	The security of your data stored in computers, such as financial transactions.	37	80/20
Q61_2	Your security when you use their products.	35	78/22
Q61_7	The need for the U.S. to have successful technology companies so we will not have to rely on technology developed in China.	33	74/26
Q61_14	The size of the largest technology companies.	31	64/36
Q61_9	The ability of small U.S. technology companies to compete with big U.S. technology companies.	28	70/30
Q61_11	The ability of U.S. technology companies to stay ahead of China when it comes to technology and innovation.	26	66/34
Q61_4	The extent to which other American companies are able to compete with them.	25	60/40
Q61_5	How they compensate and treat their employees.	21	57/43
Q61_8	The ability of big U.S. technology companies to compete against Chinese companies.	21	53/47
Q61_3	The quality of the products and services they offer.	20	50/50
Q61_12	The amount of competition within the U.S. tech industry.	20	51/49
Q61_13	That some companies both run a marketplace – like Amazon or the Apple App store – and they also sell their own content in that marketplace.	20	48/52

Q61_1. Your ability to know how companies use your personal data and if they are protecting your privacy.

Very worried	40
Somewhat worried	45
Not very worried	13
Not at all worried	2
Total Worried	85

Total Not Worried	15
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Q61_2. Your security when you use their products.

Very worried	35
Somewhat worried	43
Not very worried	20
Not at all worried	2
Total Worried	78
Total Not Worried	22

Q61_3. The quality of the products and services they offer.

Very worried	20
Somewhat worried	30
Not very worried	41
Not at all worried	9
Total Worried	50
Total Not Worried	50

Q61_4. The extent to which other American companies are able to compete with them.

Very worried	25
Somewhat worried	36
Not very worried	34
Not at all worried	6
Total Worried	60
Total Not Worried	40

Q61_5. How they compensate and treat their employees.

Very worried	21
Somewhat worried	36
Not very worried	31
Not at all worried	12
Total Worried	57
Total Not Worried	43

Q61_6. The extent to which they pay corporate tax on their profits.

Very worried	42
Somewhat worried	33
Not very worried	19
Not at all worried	6
Total Worried	75
Total Not Worried	25

Q61_7. The need for the U.S. to have successful technology companies so we will not have to rely on technology developed in China.

Very worried	33
Somewhat worried	41
Not very worried	21
Not at all worried	5
Total Worried	74
Total Not Worried	26

Q61_8. The ability of big U.S. technology companies to compete against Chinese companies.

Very worried	21
Somewhat worried	32
Not very worried	32
Not at all worried	15
Total Worried	53
Total Not Worried	47

Q61_9. The ability of small U.S. technology companies to compete with big U.S. technology companies.

Very worried	28
Somewhat worried	42
Not very worried	21
Not at all worried	9
Total Worried	70
Total Not Worried	30

Q61_10. The security of your data stored in computers, such as financial transactions.

Very worried	37
Somewhat worried	43
Not very worried	14
Not at all worried	6
Total Worried	80
Total Not Worried	20

Q61_11. The ability of U.S. technology companies to stay ahead of China when it comes to technology and innovation.

Very worried	26
Somewhat worried	40
Not very worried	24
Not at all worried	10
Total Worried	66
Total Not Worried	34

Q61_12. The amount of competition within the U.S. tech industry.

Very worried	20
Somewhat worried	31
Not very worried	38
Not at all worried	10
Total Worried	51
Total Not Worried	49

Q61_13. That some companies both run a marketplace – like Amazon or the Apple App store – and they also sell their own content in that marketplace.

Very worried	20
Somewhat worried	29
Not very worried	37
Not at all worried	15
Total Worried	48
Total Not Worried	52

Q61_14. The size of the largest technology companies.

Very worried	31
Somewhat worried	34
Not very worried	25
Not at all worried	10
Total Worried	64
Total Not Worried	36

Views on the Bigness of “Big Tech”

Q63. Which is closer to how you feel about the big American technology companies such as Apple, Amazon, Google and Facebook?

You feel Americans can be proud that American tech companies lead the world in digital innovation and e-commerce.	57
You are worried that they have become too powerful and need to be reined in by Washington.	43

Q64. Thinking about the big American technology companies such as Apple, Amazon, Google, and Facebook, do you view their success and how large they have become as:

A good thing for American workers and the U.S. economy.	70
A bad thing for American workers and the U.S. economy.	30

Q65. Almost one-third of the biggest companies in the world that are in business today were started in the last 50 years. More than half of them were created in the United States while almost none were created in Europe. Which is closer to how...

As a sign that the American economy works since it rewards enterprise.	77
As a sign that the American economy is failing since it allows massive companies to grow.	23

Concerns About Tech: Privacy and Security

Q69. When you think of the U.S. technology industry, which do you think should be a bigger priority for American policy makers?

Making sure U.S. technology companies provide products that are safe to use and that respect consumers' privacy.	74
Reining in the largest U.S. technology companies so smaller American companies can more successfully compete against them.	26

Concerns: Competition

Q66. Which is closer to your view of America's large technology companies?

They are monopolies that have too much power and too little competition.	59
There is significant competition and innovation among technology companies.	41

Q67. Which is closer to your view?

American technology companies have grown too big and powerful, so Congress needs to break them up or strongly regulate them.	53
American technology companies are highly innovative and competitive, so Congress shouldn't intervene with heavy-handed regulation.	47

Q68. When you think of the U.S. technology industry, which do you think should be a bigger priority for American policy makers?

Making sure U.S. technology companies can compete with Chinese and European technology companies.	66
Reining in the largest U.S. technology companies so smaller American companies can more successfully compete against them.	34

How Concerns About Tech Compare to Views Towards Changing Laws Related to Tech

Q74. Some in Congress are calling for breaking up large American technology companies. Which concerns you more?

That if we do not break them up it will be harmful to American consumers and the economy.	52
That if we do break them up, it might cause them to fail, which would harm American workers and consumers.	48

General Attitudes Towards Regulating Technology Companies

Company Competition Change Importance – Summary

How important is it that Congress act to change how the following companies compete against other American companies?			
Q62_1-5; Ranked by Very Impt		Very Important	Important / Not Important
Q62_4	Facebook	38	68/32
Q62_2	Amazon	33	72/28
Q62_3	Google	30	68/32
Q62_1	Apple	29	65/35
Q62_5	Microsoft	28	67/33

Q62_1. Apple

Very important	29
Somewhat important	36
Not very important	24
Not at all important	10
Total Important	65
Total Not Important	35

Q62_2. Amazon

Very important	33
Somewhat important	39
Not very important	20
Not at all important	8
Total Important	72
Total Not Important	28

Q62_3. Google

Very important	30
Somewhat important	38
Not very important	24
Not at all important	8
Total Important	68
Total Not Important	32

Q62_4. Facebook

Very important	38
Somewhat important	30
Not very important	21
Not at all important	11
Total Important	68
Total Not Important	32

Q62_5. Microsoft

Very important	28
Somewhat important	39
Not very important	24
Not at all important	10
Total Important	67
Total Not Important	33

Q73. Some in Congress are proposing to break up big technology companies and ban them from buying other businesses. Do you support or oppose Congress passing these new regulations?

Strongly support	16
Somewhat support	39
Somewhat oppose	33
Strongly oppose	13
Total Support	54
Total Oppose	46

Support Levels for Specific Proposals

Implications of Tech Proposals – Summary

Here are some policy ideas that Congress or the President could consider regarding big technology companies. Please tell us if you support or oppose each of these proposals.

		Strongly Oppose	Support/ Oppose
Q76_1-14; Ranked by Strongly Oppose			
Q76_1	Banning Amazon Prime from offering free shipping.	57	16/84
Q76_4	Stopping Google Maps and Google search results from including real time information like traffic and transit delays, business hours of operation, reviews, and contact information.	47	22/78
Q76_2	Requiring Google to sell or shut down YouTube, Google Maps, Waze, Google Photos, Google Drive, Gmail, Play Store, Chrome and Android.	38	29/71
Q76_6	Requiring Amazon to stop selling its own products through Amazon. For instance, Amazon would not be permitted to sell Amazon Basics products such as Amazon-branded batteries and cables.	37	28/72
Q76_5	Requiring Apple to sell or shut down all the Apple apps that are now available on Apple products such as Safari, Find My Friends, FaceTime, Apple Music, Photos, and Apple TV Plus.	35	31/69
Q76_3	Ending the Apple App Store so customers would instead get apps directly from the app providers.	26	40/60

Q76_1. Banning Amazon Prime from offering free shipping.

Strongly support	5
Somewhat support	11
Somewhat oppose	26
Strongly oppose	57
Total Support	16
Total Oppose	84

Q76_2. Requiring Google to sell or shut down YouTube, Google Maps, Waze, Google Photos, Google Drive, Gmail, Play Store, Chrome and Android.

Strongly support	12
Somewhat support	17
Somewhat oppose	33
Strongly oppose	38
Total Support	29
Total Oppose	71

Q76_3. Ending the Apple App Store so customers would instead get apps directly from the app providers.

Strongly support	12
Somewhat support	29
Somewhat oppose	34
Strongly oppose	26
Total Support	40
Total Oppose	60

Q76_4. Stopping Google Maps and Google search results from including real time information like traffic and transit delays, business hours of operation, reviews, and contact information.

Strongly support	6
Somewhat support	16
Somewhat oppose	31
Strongly oppose	47
Total Support	22
Total Oppose	78

Q76_5. Requiring Apple to sell or shut down all the Apple apps that are now available on Apple products such as Safari, Find My Friends, FaceTime, Apple Music, Photos, and Apple TV Plus.

Strongly support	8
Somewhat support	23
Somewhat oppose	34
Strongly oppose	35
Total Support	31
Total Oppose	69

Q76_6. Requiring Amazon to stop selling its own products through Amazon. For instance, Amazon would not be permitted to sell Amazon Basics products such as Amazon-branded batteries and cables.

Strongly support	7
Somewhat support	21
Somewhat oppose	35
Strongly oppose	37
Total Support	28
Total Oppose	72