

**From:** Zogby Analytics

**To:** Interested Parties

**Date:** Sept 12, 2018

**Subject:** Americans supportive of ad-funded tech platforms; believe US regulatory focus should be elsewhere

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From August 6-8, Zogby Analytics conducted an interactive survey of 1,222 adults focused on consumer attitudes toward Internet platforms and government attempts at regulation. The survey, commissioned by NetChoice, has a margin of error of +/- 2.8%.

## **Key Findings**

### **Americans believe that Internet platforms enable small businesses to expand their reach and to better target consumers.**

- Over half (58%) of consumers and nearly 3 in 4 (73%) of those aged 18-24 have discovered small businesses they had not previously known using social media.
- 77% say digital ads are valuable for small businesses and 70% say digital advertising platforms are valuable to the national economy
- 72% say that apps like Google and Facebook enable them to be in better touch with their community.

### **Americans like their Internet platforms for free and favor an advertising-supported experience.**

- 42% of consumers polled prefer ad-supported Internet platforms that deliver ads based on preferences and less than one in three (29%) prefer ad-supported Internet platforms that deliver the same ads to all
- Only 16% of adults polled said they would prefer to pay for to use an internet platform

### **Americans see little value in government intervention in technology competition matters and believe that consumers still wield the power to determine winners and losers.**

### **Americans also believe that anti-competitive focus and enforcement should focus on industries outside of tech.**

- Nearly half of consumers (48%) say government regulations on the Internet are bad for consumers and only 10% think the government should prevent successful online businesses from acquiring other companies
- In the face of calls to break up large tech companies, nearly 40% of consumers say these breakups would reward traditional industries competing with tech the most. Nearly 30% say they would most benefit anti-business groups.

- Less than 5% say the government should focus anti-competitive enforcement on tech. Instead, 30% of consumers say that the focus of anti-competitive regulation should be on pharmaceutical companies and nearly 11% say it should be on electricity and gas.
- Over 2 in 3 consumers (67%) say that they trust tech platforms either somewhat or a great deal, whereas less than half (45%) say they trust pharmaceutical companies.

**Americans don't feel locked into their social media platforms and are willing to explore other options.**

- 43% of adults polled say that they have stopped using a social media platform at some point. Of those who have stopped using a social media platform, over half (53%) say they simply didn't need to use it anymore and 28% said another platform came along that was better.
- Nearly half (44%) of consumers believe services like Apple, Google, Facebook and Amazon can be replaced if a better competitor comes along.

For full survey results, please visit: [www.netchoice.org/techlashpoll](http://www.netchoice.org/techlashpoll)