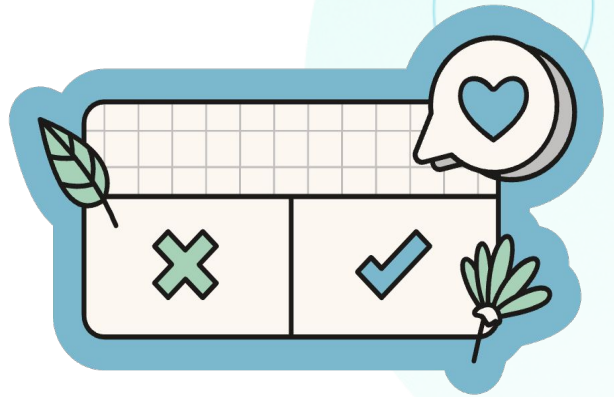


NetChoice

The polling is clear—Americans oppose the *American Innovation and Choice Online Act* and its consequences.

Echelon Insights surveyed 3,893 registered voters across the U.S. about the issues of the day from antitrust to online convenience and privacy. These are their insights:



Americans want our lawmakers to focus on what matters—not on new regulations for the tech industry.

Only 1% of Americans say the biggest issue facing the country today is regulation of the tech industry. They care far more about inflation, COVID-19, and healthcare.



Americans don't want the government to regulate their Prime shopping and two-day delivery.

71% of Americans don't want the government banning their Prime services, including two-day delivery. 57% oppose proposals that risk eliminating Prime services.



Americans worry that laws like the *American Innovation and Choice Online Act* would make them pay more for lesser services.

In fact, 54% of Americans say government regulation of online services will raise prices. 51% of voters say regulation will make these services worse.



Consumers want options and choices, including AmazonBasics, CVS Live Better, and Target Up&Up.

69% of Americans don't want online companies like Amazon to be banned from promoting store brands like AmazonBasics.



Antitrust is not what Americans want their lawmakers to focus on. They care about privacy and security.

76% of Americans believe when it comes to tech companies, the biggest priority is their privacy and data security online. The top three issues Americans are concerned about regarding tech are cyber attacks, protecting kids, and user privacy.



Package deals give Americans great savings on additional services. They don't want to pay more for their services than they have to.

71% of Americans believe the government should allow businesses to provide online package deals like Apple+, Prime, and GSuite.



Americans oppose burdensome regulations that take away online services they use every day.

52% of Americans oppose regulating online services like Amazon Prime, Google Search, and the App Store.