



NetChoice AntiTrust Survey Topline

Survey of N=1,000 Registered Voters nationally, with oversamples of ~N=150 AK, AR, FL, IA, ID, IN, KY, LA, ME, MS, NC, NE, PA, SC, SD, TN, TX, UT, WV for a total of N=3,893 Registered Voters

Field Dates: January 14 - 17, 2022

Sampled from online panels

1. **[QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]**

1. Wrong track	59%
2. Right direction	31%
3. Unsure	10%

2. **[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	45%
STRONGLY/SOMEWHAT DISAPPROVE	52%
1. Strongly approve	22%
2. Somewhat approve	23%
3. Somewhat disapprove	14%
4. Strongly disapprove	38%
5. Unsure	3%

3. **[QApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	42%
STRONGLY/SOMEWHAT DISAPPROVE	55%
1. Strongly approve	20%
2. Somewhat approve	22%
3. Somewhat disapprove	16%
4. Strongly disapprove	39%
5. Unsure	3%

4. **[QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]**

DEFINITELY/PROBABLY THE REPUBLICAN CANDIDATE	44%
DEFINITELY/PROBABLY THE DEMOCRATIC CANDIDATE	43%
1. Definitely the Republican candidate	30%
2. Probably the Republican candidate	14%
3. Probably the Democratic candidate	14%
4. Definitely the Democratic candidate	29%
5. Unsure	13%

5. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-12]

1. COVID-19	28%
2. The economy and inflation	26%
3. Healthcare	7%
4. Immigration	6%
5. National security	5%
6. The environment	5%
7. Crime and public safety	5%
8. Jobs	4%
9. Income inequality	4%
10. Education	3%
11. Criminal justice reform	2%
12. Regulating the tech industry	1%
13. Something else (Please specify)	4%
14. Unsure	2%

6. [QIssueVote] Which of the following issues are likely to impact your vote in the 2022 midterms? [RANDOMIZE 1-12] [SELECT MULTIPLE]

1. The economy and inflation	53%
2. COVID-19	44%
3. Healthcare	33%
4. Immigration	27%
5. Crime and public safety	27%
6. Jobs	25%
7. National security	24%
8. The environment	20%
9. Income inequality	19%
10. Education	16%
11. Criminal justice reform	14%
12. Regulating the tech industry	7%
13. Something else (Please specify)	5%
14. None of these	6%

7. [Enjoy Battery] How much, if at all, do you enjoy using each of the following tech services in their current form? [RANDOMIZE] [DISPLAY AS GRID 5 PER PAGE]

1. Enjoy a lot 2. Enjoy a little 3. Do not enjoy very much 4. Do not enjoy at all 5. I do not use this service 6. Unsure

	ENJOY A LOT / LITTLE	DO NOT ENJOY VERY MUCH / AT ALL	1. Enjoy a lot	2. Enjoy a little	3. Do not enjoy very much	4. Do not enjoy at all	5. I do not use this service	6. Unsure
1. Google Search	86%	6%	59%	28%	4%	2%	6%	1%
2. Google Maps	80%	7%	45%	35%	6%	1%	11%	2%
3. Amazon Prime	68%	5%	47%	21%	3%	2%	25%	2%
4. Facebook Messenger	65%	10%	37%	28%	7%	3%	24%	1%
5. Amazon Video	54%	5%	34%	21%	3%	2%	38%	2%
6. Google Play	51%	8%	27%	24%	6%	2%	37%	3%
7. Apple App Store	45%	7%	24%	21%	4%	2%	45%	3%
8. Amazon Music	42%	5%	22%	20%	4%	2%	50%	2%
9. Apple Music	35%	4%	21%	14%	3%	2%	59%	3%
10. WhatsApp	29%	7%	15%	14%	4%	3%	61%	3%

8. **[QUseEasy] Do services offered by Amazon, Apple, Google, and other tech companies generally make your life easier or harder? [RANDOMIZE SCALE 1-5, 5-1]**

MUCH/SOMEWHAT EASIER	73%
MUCH/SOMEWHAT HARDER	7%
1. Much easier	40%
2. Somewhat easier	33%
3. No difference	13%
4. Somewhat harder	4%
5. Much harder	3%
6. I don't use services offered by these companies	6%
7. Unsure	2%

9. **[QPrimeMember] The current Amazon Prime membership includes guaranteed two-day delivery, easy returns, Amazon Music, Prime Video, among other services.**

As a customer, which is the most important aspect of your Amazon Prime membership?

[RANDOMIZE 1-4]

1. Guaranteed two-day delivery	35%
2. Prime Video	18%
3. Easy returns	12%
4. Amazon Music	5%
5. I am not a Prime member	27%
6. Unsure	3%

10. **[QRegulateSupport] Would you support or oppose new regulations on online services like Amazon Prime, Google Search, and the Apple App Store? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	47%
STRONGLY/SOMEWHAT OPPOSE	26%
1. Strongly support	22%
2. Somewhat support	24%
3. Somewhat oppose	15%
4. Strongly oppose	11%
5. Unsure	27%

11. **[QRegulateFocus] Some politicians are proposing new regulations for online services like Amazon Prime, Google Search, and the Apple App Store.**

Do you think this should be a top priority for politicians, or do you think other issues are more important right now? [RANDOMIZE 1-2]

1. Other issues are more important right now	72%
2. This should be a top priority	18%
3. Unsure	10%

12. [QTopInternetPriority] Which of the following internet or technology issues should be the biggest priority for Congress? Select up to three. [RANDOMIZE 1-10] [SELECT MULTIPLE, UP TO THREE]

- | | |
|---|-----|
| 1. Protecting against cyberattacks | 41% |
| 2. Protecting children from predators online | 40% |
| 3. Protecting users' privacy and data from bad actors | 32% |
| 4. Fighting misinformation and disinformation online | 29% |
| 5. Protecting free speech online and opposing censorship | 22% |
| 6. Stopping online bullying and harassment | 20% |
| 7. Protecting children from ad targeting online | 19% |
| 8. Limiting sales of user data for advertising | 14% |
| 9. Ensuring leading American companies can compete with foreign competitors | 13% |
| 10. Breaking up big technology companies to make them smaller | 12% |
| 11. Something else (Please specify) | 1% |
| 12. None of these | 2% |
| 13. Unsure | 4% |

13. [QTechPriority] Which of the following is a greater priority for you when it comes to tech companies and online services? [RANDOMIZE 1-2]

- | | |
|---|-----|
| 1. Privacy and data security online | 76% |
| 2. Reforming competition and antitrust laws | 16% |
| 3. Unsure | 8% |

14. [QPrimeSupport] Would you support or oppose a law that could eliminate some of the services offered by Amazon Prime, such as next-day or two-day delivery? [RANDOMIZE SCALE 1-4, 4-1]

- | | |
|---------------------------|-----|
| STRONGLY/SOMEWHAT SUPPORT | 25% |
| STRONGLY/SOMEWHAT OPPOSE | 57% |
| 1. Strongly support | 13% |
| 2. Somewhat support | 13% |
| 3. Somewhat oppose | 18% |
| 4. Strongly oppose | 39% |
| 5. Unsure | 18% |

15. [QPrimeVote] Would you be more or less likely to vote for someone who supports a law that could eliminate some of the services offered by Amazon Prime, such as next-day or two-day delivery? [RANDOMIZE SCALE 1-5, 5-1]

- | | |
|---------------------------------|-----|
| MUCH/SOMEWHAT MORE LIKELY | 20% |
| MUCH/SOMEWHAT LESS LIKELY | 46% |
| 1. Much more likely | 10% |
| 2. Somewhat more likely | 9% |
| 3. Neither more nor less likely | 20% |
| 4. Somewhat less likely | 15% |
| 5. Much less likely | 31% |
| 6. Unsure | 14% |

16. [QServiceRegulate] Politicians are considering a law that would regulate and restrict some popular online services such as Amazon Prime, Google Search, and Apple's App Store. Proponents of these laws say that they will protect competition, while opponents say they will harm services Americans rely on.

Would you support or oppose such a law? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	26%
STRONGLY/SOMEWHAT OPPOSE	52%
1. Strongly support	10%
2. Somewhat support	16%
3. Somewhat oppose	23%
4. Strongly oppose	30%
5. Unsure	22%

17. [QSizeRegulate] Some lawmakers introduced proposals that would regulate businesses offering online tech services above a certain size while their offline (brick and mortar) competitors would not be subjected to the same regulation.

Do you think it is fair or unfair for lawmakers to treat businesses differently solely because of their size? [RANDOMIZE 1-2]

1. Fair	27%
2. Unfair	49%
3. Unsure	25%

18. [QRegulateShare] Do you support or oppose requiring American businesses like Google and Amazon to share user data and access to their networks and infrastructure with foreign companies? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	20%
STRONGLY/SOMEWHAT OPPOSE	66%
1. Strongly support	9%
2. Somewhat support	11%
3. Somewhat oppose	19%
4. Strongly oppose	47%
5. Unsure	14%

19. [QRegulateForeign] Would you support or oppose regulating American tech services if doing so would advantage companies from foreign countries looking to compete with the United States? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	26%
STRONGLY/SOMEWHAT OPPOSE	53%
1. Strongly support	11%
2. Somewhat support	15%
3. Somewhat oppose	20%
4. Strongly oppose	32%
5. Unsure	21%

20. [QRegulateEqual] Which of the following comes closest to your view, even if neither is exactly right?

New regulations on companies within the same industry should... [RANDOMIZE 1-2]

1. Be applied to all companies within that industry equally	62%
2. Only be applied to that industry's largest companies	20%
3. Unsure	18%

21. [QRegulatePrice] Do you think more government regulation of digital services like Google Search, Amazon Prime, and Apple's App Store would increase or decrease the price of goods and services online? [RANDOMIZE 1-2]
- | | |
|-------------------------------------|-----|
| 1. Regulation would increase prices | 54% |
| 2. Regulation would decrease prices | 19% |
| 3. Unsure | 27% |
22. [QRegulateChain] Do you think more government regulation of digital services like Amazon Prime and Google Shopping would make supply chain issues better or worse? [RANDOMIZE 1-2]
- | | |
|-----------|-----|
| 1. Better | 25% |
| 2. Worse | 42% |
| 3. Unsure | 32% |
23. [QRegulateEUAsia] Do you think more government regulation of American companies like Google and Amazon will make America more or less competitive against foreign companies in Asia and Europe? [RANDOMIZE 1-2]
- | | |
|---------------------|-----|
| 1. More competitive | 33% |
| 2. Less competitive | 37% |
| 3. Unsure | 30% |
24. [QUseValue] Which of the following comes closest to your view, even if neither is exactly right?
- Breaking up tech companies like Google, Apple, and Amazon would... [RANDOMIZE 1-2]
- | | |
|--|-----|
| 1. Make the internet easier to use and more valuable to me | 28% |
| 2. Make the internet harder to use and less valuable to me | 46% |
| 3. Unsure | 26% |
25. [QServiceImpact] Do you think laws proposed by politicians to regulate online services like Amazon Prime, Google Search, and the Apple App Store will make these services better or worse? [RANDOMIZE SCALE 1-4, 4-1]
- | | |
|----------------------|-----|
| MUCH/SOMEWHAT BETTER | 29% |
| MUCH/SOMEWHAT WORSE | 51% |
| 1. Much better | 11% |
| 2. Somewhat better | 17% |
| 3. Somewhat worse | 31% |
| 4. Much worse | 20% |
| 5. Unsure | 20% |
26. [QRegulateImprove] When it comes to digital services like Amazon Prime, Google Search, and the Apple App Store, do you trust Congress to regulate these services in a way that overall improves these services? [RANDOMIZE 1-2]
- | | |
|-----------|-----|
| 1. Yes | 24% |
| 2. No | 56% |
| 3. Unsure | 20% |

[RANDOMIZE ORDER OF QTRADE QUESTIONS]

27. [QTradePackage] Some tech companies, like Amazon and Apple, offer customers a package of services rather than having customers sign up for each individual service separately. For example, a subscriber of Amazon Prime has access to a package of services including two-day shipping, music, and video.

Do you think these tech companies should or should not be allowed to package their services? [RANDOMIZE 1-2]

- | | |
|---|-----|
| 1. Tech companies should be allowed to package their services | 71% |
| 2. Tech companies should not be allowed to package their services | 14% |
| 3. Unsure | 15% |

28. [QTradeNonTech] Some tech companies, like Amazon and Apple, package some services to offer customers a lower price. Some politicians are trying to pass legislation to ban this practice. Companies across many industries offer similar packages, for example, restaurants and retailers often offer discounts if customers purchase multiple items, and cable companies often discount internet, cable, and telephone services when purchased together. These new regulations would ban tech companies but not non-tech companies from packaging their products and services together.

Which of the following comes closest to your view, even if neither is exactly right? [RANDOMIZE 1-2]

- | | |
|--|-----|
| 1. Tech companies should be held to the same regulatory standard as non-tech companies when it comes to bundling their services | 59% |
| 2. Tech companies should be held to a different regulatory standard as non-tech companies when it comes to bundling their services | 22% |
| 3. Unsure | 18% |

29. [QTradeTwoDay] Amazon Prime's two-day delivery guarantee applies to all Prime products, whether they are sold by Amazon or small- and medium-sized businesses selling their products through Amazon. Some politicians are trying to pass legislation to ban Amazon from offering this Prime benefit to third-party sellers.

Do you think the government should or should not ban Amazon from offering Prime two-day delivery to products sold by third-party sellers? [RANDOMIZE 1-2]

- | | |
|--|-----|
| 1. The government should ban Amazon from offering Prime two-day delivery to products sold by third-party sellers | 15% |
| 2. The government should not ban Amazon from offering Prime two-day delivery to products sold by third-party sellers | 71% |
| 3. Unsure | 14% |

30. [QTradeSearch] Some search engines, like Google, provide answers to search queries alongside results to other sources. Other search engines prefer to offer results from other sources.

Do you think the government should or should not ban search engines, like Google, from offering answers to search inquiries alongside additional sources? [RANDOMIZE 1-2]

- | | |
|--|-----|
| 1. The government should ban search engines, like Google, from offering answers to search inquiries alongside additional sources | 16% |
| 2. The government should not ban search engines, like Google, from offering answers to search inquiries alongside additional sources | 64% |
| 3. Unsure | 20% |

31. [QTradeApp] Some app stores, like Apple's, review app submissions from developers to ensure their users aren't scammed or otherwise harmed by a bad app. Critics of this model argue that it's unfair for these app stores to prevent certain developers and apps from being available on their app stores.

Do you think the tech companies that run app stores should or should not be allowed to refuse to host apps they deem unsafe for their customers? [RANDOMIZE 1-2]

- | | |
|---|-----|
| 1. Tech companies that run app stores should be allowed to refuse to host apps they deem unsafe for their customers | 65% |
| 2. Tech companies that run app stores should not be allowed to refuse to host apps they deem unsafe for their customers | 19% |
| 3. Unsure | 16% |

32. [QTradeSafety] In recent years, large tech companies have invested billions of dollars in safety efforts to root out bad actors online, targeting bullying, harassment, and sexual predators who prey on minors. Supporters of proposed regulations on technology companies say that they need to be broken up into smaller companies to hold them accountable for content issues, while opponents say that their size is what makes it possible to invest in efforts to protect users and remove harmful content, something that would be harder for smaller companies.

Do you think that breaking up tech companies to make them smaller would make the internet safer, less safe, or would it make no difference? [RANDOMIZE 1-2]

- | | |
|------------------|-----|
| 1. Safer | 23% |
| 2. Less safe | 24% |
| 3. No difference | 36% |
| 4. Unsure | 18% |

33. [QTradeBrand] Retailers often promote their store-branded products such as Walmart's Great Value, Target's Room Essential, and CVS's Live Better at the end of an aisle in a store or on the first page of search results on the company's website. Some politicians want to prohibit only Amazon from promoting their branded products in a similar way.

Do you think the government should or should not ban Amazon from promoting its store-branded products? [RANDOMIZE 1-2]

- | | |
|---|-----|
| 1. The government should ban Amazon from promoting its store-branded products | 15% |
| 2. The government should not ban Amazon from promoting its store-branded products | 69% |
| 3. Unsure | 16% |

34. [QTradeData] Do you think Congress should or should not pass legislation that would force select tech companies like Apple and Google to give other companies, including foreign actors, access to their users' data? [RANDOMIZE 1-2]

- | | |
|--|-----|
| 1. Congress should pass this legislation | 20% |
| 2. Congress should not pass this legislation | 62% |
| 3. Unsure | 18% |

35. [QTradePrivacy] When considering proposals to regulate the tech industry, how important is it to you that Congress does not pass laws that make it harder for companies to protect your privacy and data? [RANDOMIZE SCALE 1-4, 4-1]

VERY/SOMEWHAT IMPORTANT	76%
NOT VERY IMPORTANT OT IMPORTANT AT ALL	11%
1. Very important	53%
2. Somewhat important	23%
3. Not very important	8%
4. Not important at all	3%
5. Unsure	13%

36. [QReasonsAgainst] Regardless of whether you agree or disagree with new laws to break up big technology companies, which one or two of these reasons would you consider to be the best reasons NOT to pass such laws? Select up to two. [RANDOMIZE 1-7] [SELECT MULTIPLE, UP TO TWO]

1. The government has far more important things to do	35%
2. They would threaten services that I rely on, like Amazon Prime and Google Maps	22%
3. They would make the online services I use more expensive	21%
4. They would make American technology companies less competitive against foreign companies	20%
5. They would endanger my privacy	19%
6. They would unfairly regulate certain practices by technology companies, but not regulate the same practices used by brick-and-mortar retailers	18%
7. They would make the internet less safe	13%
8. None of these	6%
9. Unsure	11%

37. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election? [RANDOMIZE 1-2]

1. Donald Trump	45%
2. Joe Biden	49%
3. Jo Jorgensen	1%
4. Howie Hawkins	*%
5. Kanye West	*%
6. Someone else	*%
7. I did not vote	4%
8. Unsure	1%

38. [QParty] Regardless of how you typically vote, would you say you consider yourself a ... ? [RANDOMIZE SCALE 1-5, 5-1]

STRONG OT VERY STRONG REPUBLICAN	35%
STRONG OT VERY STRONG DEMOCRAT	38%
1. Strong Republican	24%
2. Not very strong Republican	11%
3. Independent	24%
4. Not very strong Democrat	10%
5. Strong Democrat	28%
6. A member of another party	1%
7. Unsure	2%

[ONLY SHOW TO QPARTY = 3. INDEPENDENT OR 7. UNSURE]

**39. [QPartyLean] Which of the following statements would you say best describes you?
[RANDOMIZE SCALE 1-4, 4-1]**

	(n=1,189)
TOTAL VOTES FOR REPUBLICANS	28%
TOTAL VOTES FOR DEMOCRATS	28%
1. I almost always vote for Republican candidates	9%
2. I vote for Republicans more often than I vote for Democrats	19%
3. I vote for Democrats more often than I vote for Republicans	19%
4. I almost always vote for Democratic candidates	9%
5. I vote equally for Democrats and Republicans	25%
6. Unsure	19%

[QPartyConsolidated] QParty+QPartyLean

1. Total Republican+Republican-leaning Independents	42%
2. Total Democratic+Democratic-leaning Independents	46%
3. Total Independent	6%
4. Total Member of Another Party	1%
5. Unsure	5%

40. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMEWHAT CONSERVATIVE	39%
VERY/SOMEWHAT LIBERAL	26%
1. Very conservative	18%
2. Somewhat conservative	21%
3. Moderate	32%
4. Somewhat liberal	13%
5. Very liberal	13%
6. Unsure	4%

**41. [QSocial] Which social media platforms or apps do you use? [SELECT MULTIPLE]
[RANDOMIZE 1-10]**

1. Facebook	74%
2. YouTube	67%
3. Instagram	41%
4. TikTok	28%
5. Twitter	27%
6. Pinterest	25%
7. Snapchat	22%
8. LinkedIn	20%
9. WhatsApp	18%
10. Reddit	13%
11. Something else (Please specify)	1%
12. None of these	9%

42. [QIncome] Which range includes your annual household income?

1. Less than \$30,000 per year	24%
2. \$30,000 to \$49,999 per year	20%
3. \$50,000 to \$74,999 per year	18%
4. \$75,000 to \$125,000 per year	19%
5. More than \$125,000 per year	15%
6. Prefer not to say	4%

43. [QUrbanRural] How would you describe the area in which you live?	
1. City	34%
2. Suburb near a city	39%
3. Small town not near a city	11%
4. Rural or country area	16%
44. [QMarital] What is your current marital status?	
1. Single, never married	30%
2. Married	49%
3. Separated	2%
4. Divorced	12%
5. Widowed	6%
6. Prefer not to say	1%
45. [QKids] Do you currently have children under the age of 18 in your home?	
1. Yes	31%
2. No	68%
3. Prefer not to say	1%
46. [QRegVote] Are you at least 18 years old and registered to vote?	
1. Yes	100%
2. No	-
3. Unsure	-
47. [QState] In what state do you live?	
1. States in the Northeast	18%
2. States in the Midwest	23%
3. States in the South	37%
4. States in the West	22%
48. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]	
1. Technology	5%
2. Sales	6%
3. Healthcare or the pharmaceutical industry	9%
4. Journalism or the media	-
5. Food service or the restaurant industry	7%
6. Market research	-
7. Public relations	-
8. None of these	77%
49. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]	
1. Man	47%
2. Woman	53%
3. In some other way	*%
50. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]	
1. White	73%
2. Black or African American	14%
3. Hispanic or Latino	11%
4. Asian	5%
5. Native American or Alaska Native	3%
6. Native Hawaiian or Other Pacific Islander	1%
7. Something else	1%

51. [QEducation] What is the highest level of education you have completed?

1. High school or less	26%
2. Some college	25%
3. Associate's degree	13%
4. Bachelor's degree	21%
5. Graduate degree	15%
6. Prefer not to say	*%

52. [QAge] What is your age?

1. 18-29	16%
2. 30-39	15%
3. 40-49	16%
4. 50-64	28%
5. 65+	25%