

To: NetChoice
From: Echelon Insights
Re: Polling Memorandum - FTC/Amazon Lawsuit
Date: October 17, 2023

A survey of 1,033 voters in the Likely Electorate nationwide was conducted from October 4 to 5, 2023, found that the FTC's lawsuit against Amazon appears to be widely unpopular on both sides of the aisle. **Almost three in five voters (65%) oppose the FTC lawsuit against Amazon.** Majorities of Democrats (59%), independents (56%), and Republicans (74%) hold this view, as do women (65%), suburban women (64%), and Amazon Prime members (68%).

Q. The Federal Trade Commission or the FTC is suing Amazon with the aim of breaking up its logistics service, potentially leading to the end of Amazon's same-day and two-day free delivery service. Some experts believe that if the FTC wins the lawsuit, Amazon could be forced to allow businesses to use slower and less reliable delivery services, potentially causing multiple logistical delays.

Knowing this, would you support or oppose such a lawsuit and its outcome?

STRONGLY/SOMEWHAT SUPPORT	22%
STRONGLY/SOMEWHAT OPPOSE	65%
UNSURE	14%

Voters prize the low prices and convenience of Amazon and are wary of the FTC's actions

- **The FTC gets poor marks on its job performance and ability to regulate antitrust issues fairly:** 36% rate its performance excellent/good vs. 49% fair/poor.
- 78% of voters in the likely electorate believe that **selling on Amazon has a positive impact on small businesses**, while just 7% say the impact is negative.
- **Low prices and convenience are seen as critical factors in choosing online retailers.** 72% say price is extremely/very important vs. just 2% calling it not too/not at all important. Similarly, 65% say convenience is extremely/very important compared to 5% rating it as not too/not at all important.

- **The ability of retailers to keep their promises on low prices and delivery speed is crucial.** 62% say finding a lower price elsewhere would decrease their trust in a retailer, while 83% say delivery expectations not being met would decrease their trust. The FTC lawsuit directly targets Amazon’s ability to promote products with the lowest price and 2-day Amazon fulfillment by Prime marketplace sellers.
- Among those familiar with recent FTC lawsuits, **by a 50-38 margin voters support the Biden Administration doing more to rein in the FTC**, while by a 66-24 margin, voters support added Congressional oversight of the FTC.
- **85% have at least some doubts about the FTC protecting consumers if they break up Amazon and/or force it to show higher prices** and 84% say the same any impact that would slow delivery speed.
- **Voters see how recent FTC actions could threaten their Prime benefits.** 74% are very concerned about the litigation harming Prime shipping including 80% of Prime members. (64% of voters in the likely electorate are Prime members.)

The FTC’s lawsuit appears to have widespread opposition among key demographic groups

65% of voters believe the FTC is duplicating resources with the DOJ on antitrust activities such as the Amazon lawsuit. **Majorities of Democrats (54%), independents (63%), and Republicans (76%) hold this view**, as do women (61%), suburban women (57%). **Meanwhile, 64% think that a move to restrict Amazon-branded products is “government overreach”**, compared with just 20% who say it’s a necessary step to help consumers.

Q. Retailers often promote their store-branded products at the end of an aisle in their stores, or at the top of their own website’s search results. You probably see this when you shop for products made by Amazon Essentials, Walmart’s Great Value, Target’s Up&Up, and Costco’s Kirkland Brand. Some federal agencies and politicians want to prohibit Amazon and only Amazon from promoting their products in this way.

Do you think this would be a case of government overreach, or a necessary step to protect consumers?

This is big government overreach and more likely to harm consumer interests	64%
This is a necessary step to protect consumers	20%
Unsure	16%

Trump Republicans are even more skeptical of the FTC than other Republicans

Trump-first Republicans stand out in their strong skepticism of the FTC. **A little over one-third Trump-first Republicans initially have confidence in the FTC, as compared to 43% of Republicans who support the party first, before Donald Trump.** After hearing about potential implications of the Amazon lawsuit, this drops to 25% among Trump-first Republicans and 24% among Party-first Republicans.

Voters want change at the FTC

There is strong support for reforms to make the FTC more transparent and accountable in its decision-making. **86% want more transparency in how decisions are made, while 83% support a comprehensive review of FTC policies/procedures. Over 80% also want more public hearings/forums and public input related to cases.**

	Overall	Suburbs	Suburban Women	Ind.	GOP	Trump-first GOP
More transparency	86-7	87-6	87-5	86-8	85-8	85-8
Comprehensive review of policies	83-8	84-8	83-7	80-12	85-8	81-10
Hold public hearings	82-10	82-12	80-13	79-11	83-11	80-13

Note: above represents % agree-disagree

Elected officials will likely face pressure if the FTC lawsuit impacts voters' user experience

57% say they'd be less likely to vote for a member of Congress who supported any regulation or legislation leading to slower online deliveries. Majorities across party lines hold the same view, including 52% of Democrats, 49% of Independents, and 66% of Republicans. Same as 55% of suburban voters (57% of suburban women), and close to three in five current prime members of Amazon Prime members.

Along every dimension, voters oppose the FTC's lawsuit against Amazon. In voters' view, nothing about shopping on Amazon is broken — from the impact on small business, to prices, to delivery speed. Voters think that the FTC's actions call their credibility into question, and support reforms to make it more transparent and accountable.

Methodology:

N = 1,033 voters in the Likely Electorate nationwide were surveyed from October 4 to 5, 2023, using non-probability sampling. The sample was weighted to population benchmarks for registered voters and the 2024 Likely Electorate on gender, age, race/ethnicity, education, region, party, past primary participation, and 2020 presidential vote adjusted for 2024 turnout probability. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.7 percentage points.