NetChoice — National Antitrust Survey — Topline
N=1,006 voters in the Likely Electorate
Online sample matched to L2 Voter File
Field Dates: February 18-20, 2025
Margin of Error: +/- 3.8 Percentage Points

POLITICAL LANDSCAPE

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]**

Right direction	39%
Wrong track	51%
Unsure	10%

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

STRONGLY/SOMEWHAT APPROVE	48%
STRONGLY/SOMEWHAT DISAPPROVE	49%
Strongly approve	31%
Somewhat approve	17%
Somewhat disapprove	10%
Strongly disapprove	39%
Unsure	3%

3. **[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]**

IMPROVING A LOT/LITTLE	35%
GETTING A LOT/LITTLE WORSE	49%
Improving a lot	13%
Improving a little	22%
Staying the same	14%
Getting a little worse	21%
Getting a lot worse	27%
Unsure	3%

4. **[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-17]**

Cost of living	24%
Immigration	15%
Jobs and the economy	11%
Political corruption	11%
The state of democracy	11%
Healthcare	4%
The environment and climate change	3%
National security	3%
Crime	3%
Taxes	2%
Drug abuse	2%
Abortion	2%
Something else (Please specify)	2%
Education	1%
Gun rights	1%
Race relations	1%
Infrastructure	*%
Antitrust and regulating large corporations	*%
Unsure	1%

5. **[QTrumpPriorities] Below are some of the policy goals the Trump administration is currently pursuing. Please indicate what you think the top two priorities for the administration should be. [RANDOMIZE ORDER 1-8] [CHOOSE MULTIPLE, UP TO 2]**

Keeping inflation down	56%
Controlling the border	34%
Cutting spending and government waste	27%
Cutting taxes and regulations	25%
Maximizing American energy production	10%
Setting an America First foreign policy	10%
Renegotiating trade with other countries	10%
Pursuing antitrust lawsuits against technology companies	3%
None of these	8%

6. **[TechFavorability Battery] Do you have a favorable or unfavorable view of the following American tech companies? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]**

1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Haven't heard of

	VERY/ SOME. FAV.	VERY/ SOME. UNFAV.	1. Very favorable	2. Somewhat favorable	3. Somewhat unfavorable	4. Very unfavorable	5. Heard/ No opinion	6. Never heard of
Google	**77%**	**16%**	40%	37%	6%	10%	6%	*%
Amazon	**76%**	**17%**	42%	34%	7%	12%	5%	*%
Apple	**69%**	**18%**	34%	35%	13%	13%	5%	1%
Meta (also known as Facebook)	**50%**	**38%**	21%	29%	12%	22%	16%	1%

[RANDOMIZE ORDER OF QAMAZONUSEFUL, QGOOGLEUSEFUL, QYOUTUBEUSEFUL, QINSTAGRAMUSEFUL]

7. **[QAmazonUseful] How useful do you find Amazon? [RANDOMIZE SCALE 1-5, 5-1]**

EXTREMELY/VERY USEFUL	74%
NOT VERY/NOT USEFUL AT ALL	4%
Extremely useful	41%
Very useful	33%
Somewhat useful	19%
Not very useful	3%
Not useful at all	2%
I do not use Amazon	2%

8. **[QGoogleUseful] How useful do you find Google's services, for example Search, Maps, and Gmail? [RANDOMIZE SCALE 1-5, 5-1]**

EXTREMELY/VERY USEFUL	80%
NOT VERY/NOT USEFUL AT ALL	2%
Extremely useful	47%
Very useful	33%
Somewhat useful	16%
Not very useful	1%
Not useful at all	1%
I do not use Google services	1%

9. **[QYouTubeUseful] How useful do you find YouTube? [RANDOMIZE SCALE 1-5, 5-1]**

EXTREMELY/VERY USEFUL	68%
NOT VERY/NOT USEFUL AT ALL	5%
Extremely useful	39%
Very useful	29%
Somewhat useful	21%
Not very useful	3%
Not useful at all	2%
I do not use Youtube	7%

10. **[QInstagramUseful] How useful do you find Instagram? [RANDOMIZE SCALE 1-5, 5-1]**

EXTREMELY/VERY USEFUL	28%
NOT VERY/NOT USEFUL AT ALL	22%
Extremely useful	13%
Very useful	15%
Somewhat useful	23%
Not very useful	14%
Not useful at all	8%
I do not use Instagram	28%

GOVERNMENT PRIORITIES

11. **[QTechPolicyPriorities] Which TWO of the following goals do you think should be the most important for the government when it comes to the tech industry? [SELECT UP TO 2, RANDOMIZE 1-6]**

Ensure government intervention doesn't harm goods and services consumers need and want	58%
Empower American tech companies to be the most competitive in the world	41%
Be skeptical of American tech companies and hold them to account	30%
Reduce the role of technology in society	14%
Pass European-style rules and regulations on technology	10%
Break up the American tech industry	7%
Something else, please specify	3%
None of these	10%

12. **[QAwarenessBaseline] How much have you heard about the recent government antitrust cases against companies like Apple, Google, and Amazon? [RANDOMIZE SCALE 1-4, 4-1]**

A LOT/SOME	41%
NOT THAT MUCH/NOTHING AT ALL	54%
A lot	11%
Some	30%
Not that much	33%
Nothing at all	21%
Unsure	5%

13. **[QTrumpAgenda] When it comes to antitrust and competition, which agenda comes closer to what you think the Trump administration should pursue? [RANDOMIZE 1-2]**

The Trump administration should prioritize helping American tech industry and consumers compete in the world with rivals like China.	61%
The Trump administration should prioritize putting new regulations on technology companies even if it makes the country and our tech companies less competitive abroad.	22%
Unsure	17%

14. **[QTrumpAIRace] Several major antitrust lawsuits against companies like Amazon, Apple, and Google were pursued under the Biden Administration. Do you think these lawsuits will make it easier, harder, or have no impact [ROTATE] on the ability of American companies to compete against foreign companies on technology and AI development? [RANDOMIZE 1-2]**

Major government lawsuits will make it easier for US tech companies to compete	14%
Major government lawsuits will make it harder for US tech companies to compete	42%
No impact	16%
Unsure	28%

15. **[QAmericaFirst] Which of the following do you think best embodies an "America First" approach to antitrust regulation? [RANDOMIZE 1-2]**

Allowing American technology companies to be broken up regardless of whether this puts them at a disadvantage against foreign rivals	23%
Not allowing American technology companies to be broken up, allowing them to compete on the same terms they do today	49%
Unsure	27%

16. **[QRegulation] Which of the following approaches do you think is most consistent with Donald Trump's promise to reduce regulation on American businesses? [RANDOMIZE 1-2]**

Continue the Biden administration's antitrust lawsuits	19%
Take a different approach to these cases	61%
Unsure	20%

17. **[QVanceAI] At a recent AI summit, Vice President JD Vance said the U.S. government's goal would be to ensure American dominance in artificial intelligence and criticized past U.S. and global regulations hampering American AI companies from competing with countries like China. Do you agree or disagree [ROTATE] with this goal? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	59%
STRONGLY/SOMEWHAT DISAGREE	26%
Strongly agree	26%
Somewhat agree	33%
Somewhat disagree	13%
Strongly disagree	13%
Unsure	15%

18. **[QDominanceAI] Which of the following approaches do you think is most consistent with the Trump administration's stated goal of American dominance in AI? [RANDOMIZE 1-2]**

Continue the Biden administration's antitrust lawsuits	17%
Take a different approach to these cases	66%
Unsure	17%

STATEMENTS

Next, you will see some statements related to the ongoing antitrust enforcement against American technology companies. Please indicate whether you agree or disagree with each of the following statements:

[RANDOMIZE ORDER QMESSAGE QUESTIONS]

19. **[QMessage_TrumpAdmin] Antitrust lawsuits against leading tech companies like Apple, Google, and Amazon started under the Biden administration make it harder for American companies to compete in the global marketplace. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	58%
STRONGLY/SOMEWHAT DISAGREE	25%
Strongly agree	25%
Somewhat agree	33%
Somewhat disagree	17%
Strongly disagree	9%
Unsure	17%

20. **[QMessage_AmericasLeadership] America's major technology companies are driving cutting edge innovation and are key to America's leadership in the world. [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	79%
STRONGLY/SOMEWHAT DISAGREE	12%
Strongly agree	36%
Somewhat agree	42%
Somewhat disagree	9%
Strongly disagree	3%
Unsure	10%

21. **[QMessage_Innovation] Aggressive antitrust lawsuits threaten to stifle innovation. By constantly threatening companies with breakups and burdensome regulations, they could discourage business investments, raise prices for American consumers and make US tech less competitive. [RANDOMIZE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	59%
STRONGLY/SOMEWHAT DISAGREE	24%
Strongly agree	24%
Somewhat agree	35%
Somewhat disagree	15%
Strongly disagree	8%
Unsure	17%

22. **[QMessage_Sputnik] With the rise of Chinese AI tools like DeepSeek — what some have called AI's "Sputnik moment" — now is not the time to hamper American technology companies in the race for AI dominance by continuing a misguided approach to regulating AI and tech. [RANDOMIZE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	58%
STRONGLY/SOMEWHAT DISAGREE	22%
Strongly agree	27%
Somewhat agree	31%
Somewhat disagree	15%
Strongly disagree	7%
Unsure	20%

23. **[QMessage_Priorities] From securing the border to controlling inflation, there are many more important priorities for the Trump administration to focus on than continuing antitrust lawsuits to break up American companies like Apple, Google, and Amazon. [RANDOMIZE 1-4, 4-1]**

STRONGLY/SOMEWHAT AGREE	70%
STRONGLY/SOMEWHAT DISAGREE	18%
Strongly agree	36%
Somewhat agree	34%
Somewhat disagree	12%
Strongly disagree	6%

24. **[QInterestPost] Knowing all this, do you think that pursuing a more aggressive antitrust policy and enforcement is in America's best interest? [RANDOMIZE SCALE 1-4, 4-1]**

YES, DEFINITELY/PROBABLY	37%
NO, DEFINITELY/PROBABLY	44%
Yes, definitely	12%
Yes, probably	25%
No, probably not	30%
No, definitely not	14%
Unsure	19%

25. **[QDominanceAIPost] Having completed most of this survey and considered many aspects of this issue, do you think that the Trump administration should continue the Biden administration's antitrust lawsuits against companies like Apple, Google, and Amazon, or take a different approach? [RANDOMIZE 1-2]**

Continue the Biden administration's antitrust lawsuits	24%
Take a different approach to these cases	62%
Unsure	14%

26. **[QProductQuality] Some people say antitrust actions against companies like Google, Amazon, and Meta could negatively impact the quality of products and services people rely on. Others say it won't make a difference or even improve them. Which comes closer to your view? [RANDOMIZE SCALE 1-3, 3-1]**

Government antitrust lawsuits will make products and services worse	28%
Government antitrust lawsuits won't change the quality of products	27%
Government antitrust lawsuits will make products and services better	21%
Unsure	24%

27. **[QCandidateVote] Would you be more or less likely to vote for a candidate for an elected position in government, such as a Senator or Representative, who prioritizes promoting American innovation and technological leadership? [RANDOMIZE SCALE 1-5, 5-1]**

MUCH/SOMEWHAT MORE LIKELY	60%
MUCH/SOMEWHAT LESS LIKELY	8%
Much more likely	31%
Somewhat more likely	29%
It would not make any difference	23%
Somewhat less likely	6%
Much less likely	2%
Unsure	9%

Now, a few final questions for statistical purposes...

28. **[QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]**

Republican	39%
Democrat	36%
Independent	23%
Member of another party	1%
Unsure	1%

[IF REPUBLICAN (QPartyID=1), ASK]

29. [QPartyGOP] Would you say you are…? [RANDOMIZE 1-2]

	(n=402)
Firmly a Republican	79%
Not firmly a Republican	21%

[IF DEMOCRAT (QPartyID=2), ASK]

30. [QPartyDem] Would you say you are…? [RANDOMIZE 1-2]

	(n=358)
Firmly a Democrat	76%
Not firmly a Democrat	24%

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty=3-5), ASK]

31. [QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]

	(n=246)
Republicans	32%
Democrats	30%
Both equally often	28%
Unsure	10%

32. [QPartyConsolidated] QPartyID and QPartyLeanView

Total Republican+Republican-leaning Independents	47%
Total Democratic+Democratic-leaning Independents	44%
Total Independent	10%

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

VERY/SOMEWHAT CONSERVATIVE	37%
VERY/SOMEWHAT LIBERAL	28%
Very conservative	19%
Somewhat conservative	18%
Moderate	33%
Somewhat liberal	16%
Very liberal	12%
Unsure	2%

34. [Q2024Vote] Did you vote in the November 2024 presidential election? [RANDOMIZE 1-2]

Yes, I voted	92%
No, I did not vote	8%
Unsure	*%

[IF VOTED IN 2024 PRESIDENTIAL ELECTION (Q2024Vote=1), ASK]

35. **[Q2024Ballot] For which candidate did you vote in the <u>2024 presidential election</u>? [RANDOMIZE 1-2]**

	(n=925)
Donald Trump	50%
Kamala Harris	48%
Someone else	2%

36. **[QUrbanRural] How would you describe the area in which you live? [RANDOMIZE SCALE 1-4, 4-1]**

City	30%
Suburb near a city	46%
Small town not near a city	7%
Rural or country area	18%

37. **[QMarital] What is your current marital status?**

Single, never married	32%
Married	48%
Separated	2%
Divorced	12%
Widowed	6%
Prefer not to say	*%

SCREENERS (ASKED AT THE BEGINNING OF THE SURVEY)

38. **[QRegVote] Are you at least 18 years old and registered to vote?**

Yes		100%
No	TERMINATE	-
Unsure	TERMINATE	-

39. **[QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]**

Technology		5%
Sales		6%
Healthcare or the pharmaceutical industry		8%
Journalism or the media	TERMINATE	-
Food service or the restaurant industry		4%
Market research	TERMINATE	-
Public relations	TERMINATE	-
None of these		79%

40. **[QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**

Man	46%
Woman	53%
In some other way	*%

41. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]

White	71%
Black or African American	13%
Hispanic or Latino	12%
Asian	5%
Native American or Alaska Native	2%
Native Hawaiian or Other Pacific Islander	*%
Other race or ethnicity	1%

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

High school or less	29%
Some college	21%
Associate degree	9%
Bachelor's degree	25%
Graduate degree	15%
Prefer not to say	*%

43. [QAge] What is your age?

18-34	20%
35-49	23%
50-64	28%
65+	29%

44. [QState] In what state do you live?

States in the Northeast	17%
States in the Midwest	22%
States in the South	39%

45. [QIncome] Which range includes your total annual household income from all sources, before taxes?

Less than $30,000 per year	22%
$30,000 to $49,999 per year	17%
$50,000 to $74,999 per year	16%
$75,000 to $99,999 per year	9%
$100,000 to $124,999 per year	6%
$125,000 to $149,999 per year	12%
$150,000 to $199,999 per year	11%
$200,000 to $249,999 per year	4%
$250,000 or more per year	4%

46. [QParent] Are you the parent or guardian of one or more children under the age of 18? [RANDOMIZE 1-2]

Yes	31%
No	69%
Prefer not to say	-

METHODOLOGY

Echelon Insights conducted a survey on behalf of NetChoice to understand voter perceptions around antitrust regulations. The survey was fielded online from February 18th to February 20th in English among a sample of 1,006 voters in the likely electorate nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange based on demographic quota targets for voters in the likely electorate nationwide, and matched to the L2 voter file to verify respondents' voter registration status.

The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2024 likely electorate based on a probabilistic model derived from the L2 voter file and the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement. Weighting dimensions included gender, age, race/ethnicity, education, region, party, and voting history.

Data quality measures included the use of trap questions to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.8 percentage points.