

 MORNING CONSULT



# CHAMBER OF PROGRESS

VIEWS OF TECH COMPANIES AND ANTITRUST LEGISLATION

JUNE 2021



## METHODOLOGY

This poll was conducted between June 17-21, 2021 among a national sample of 1,995 registered voters. The interviews were conducted online and the data were weighted to approximate a target sample of voters based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of +/- 2%.



# KEY FINDINGS

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- Majorities of voters **place value across all tested platforms and functions**, including 61% who say *free shipping on certain Amazon Prime products is very valuable*.
- Voters think **regulating technology companies should be a low priority for Congress**; of the tested issue areas, 44% say *technology company regulations* should be the least important priority to Congress.
- In the **initial read of support for the bill**, about half (53%) of voters said they *support* Congress passing the legislation, a quarter (25%) *oppose*, and 23% *don't know or have no opinion*.
  - Democrats (22%) and Republicans (26%) held similar opposition to the bill pre-message test.
- When asked about the possible services and functionalities that could be eliminated if the legislation passed, 59% of voters say they are **more likely to oppose the bill after reading the message about Amazon being restricted from providing free shipping on certain products**, including 42% who are *much more likely to oppose*.
- Learning more about possible impacts **moves voters towards opposing the bill**; after learning more, voters are 20% more likely to *oppose* (45%) the legislation than they were in the pre-test, and 14% less likely to *support* the legislation (39%).
  - Democrats (44%) and Republicans (46%) are both more likely to *oppose* the bill post-message test.

AGENDA

PLATFORM AND SERVICE USAGE

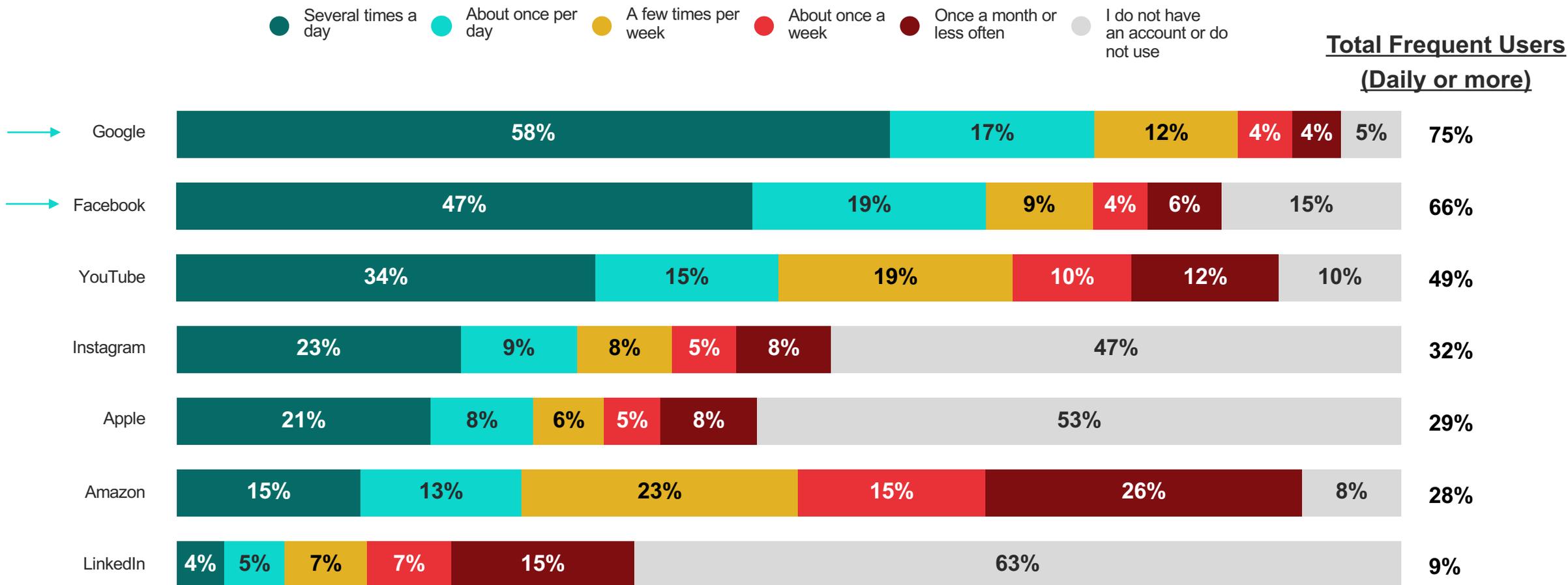
POLICY VIEWS



PLATFORM AND SERVICE USAGE

Across the tested platforms, voters are most likely to frequently use *Google* (75%) and *Facebook* (66%), with over half of voters saying they use *Google several times a day* (58%).

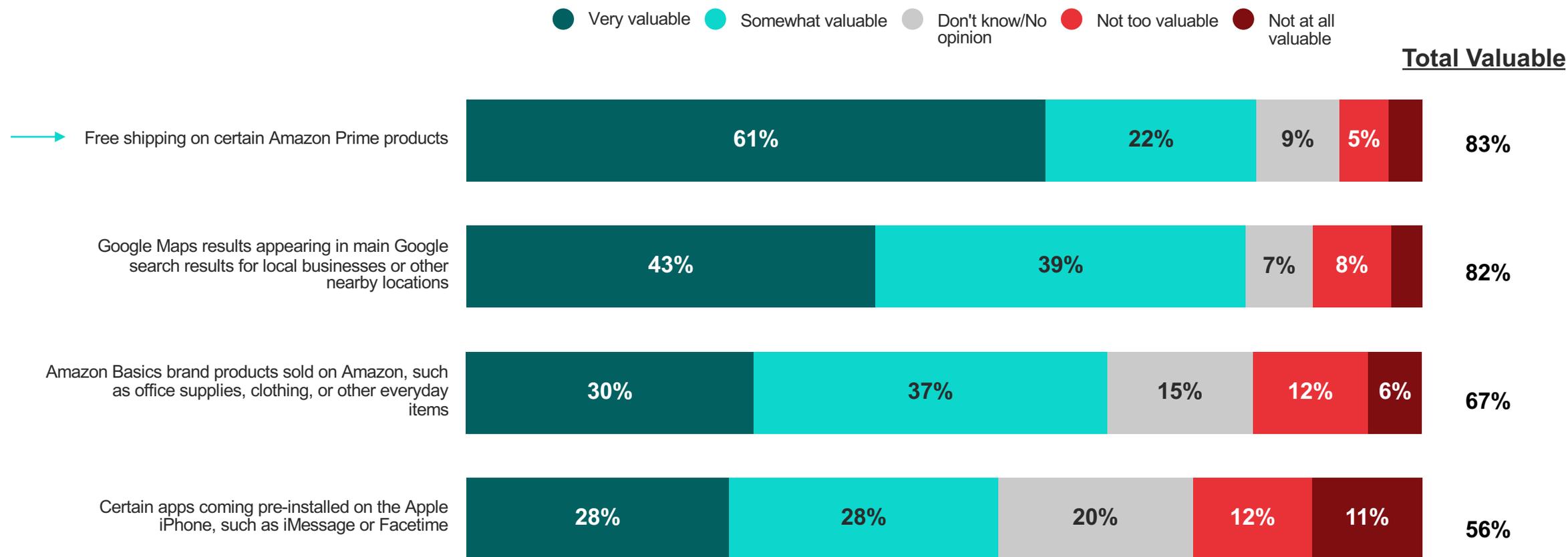
How frequently do you use the following online platforms or apps, if at all?



PLATFORM AND SERVICE USAGE

Majorities of voters place value across all tested offerings, including 61% who say *free shipping on certain Amazon Prime products is very valuable*.

How valuable do you consider the following offerings from apps or online platforms to be in your daily life, if at all?



AGENDA

# PLATFORM AND SERVICE USAGE

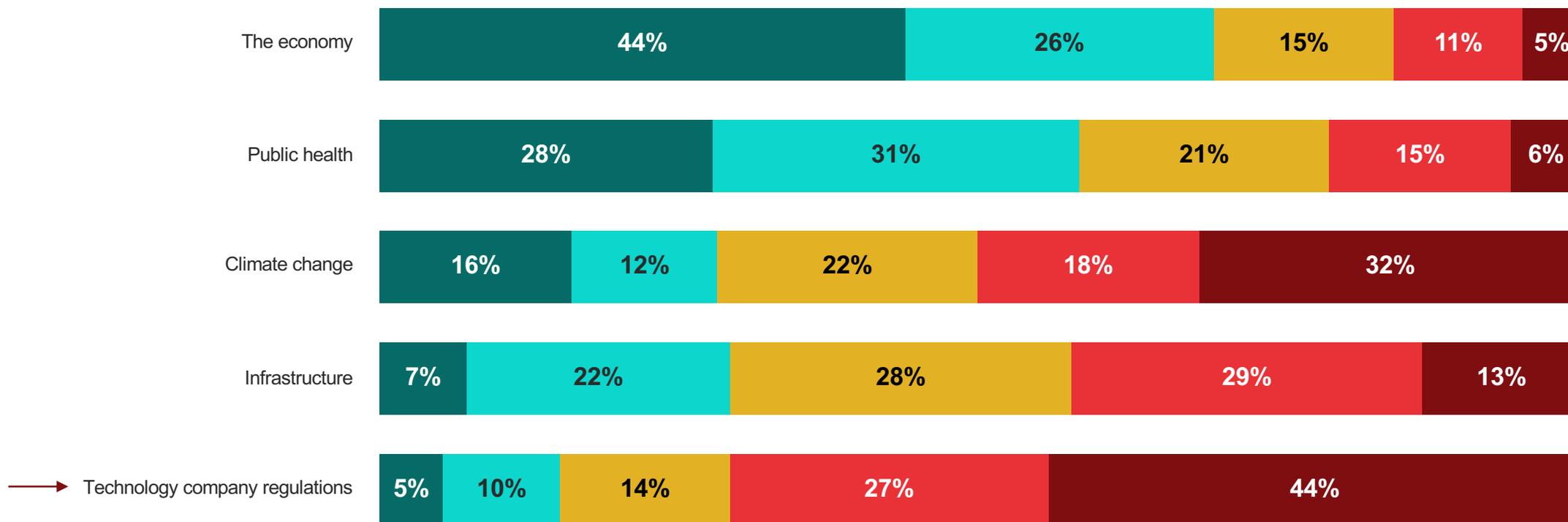
POLICY VIEWS



POLICY VIEWS

Of the tested issue areas, 44% say technology company regulations should be the *least important priority* for Congress.

Below are current issue areas Congress is considering. Please rank how important each of the following issue areas should be for Congress to address from 1 to 5, with 1 being the most important and 5 being the least important.





Currently in Congress, legislation is being circulated that would **impose new regulations** on large technology companies, such as Amazon, Apple, Facebook, and Google.

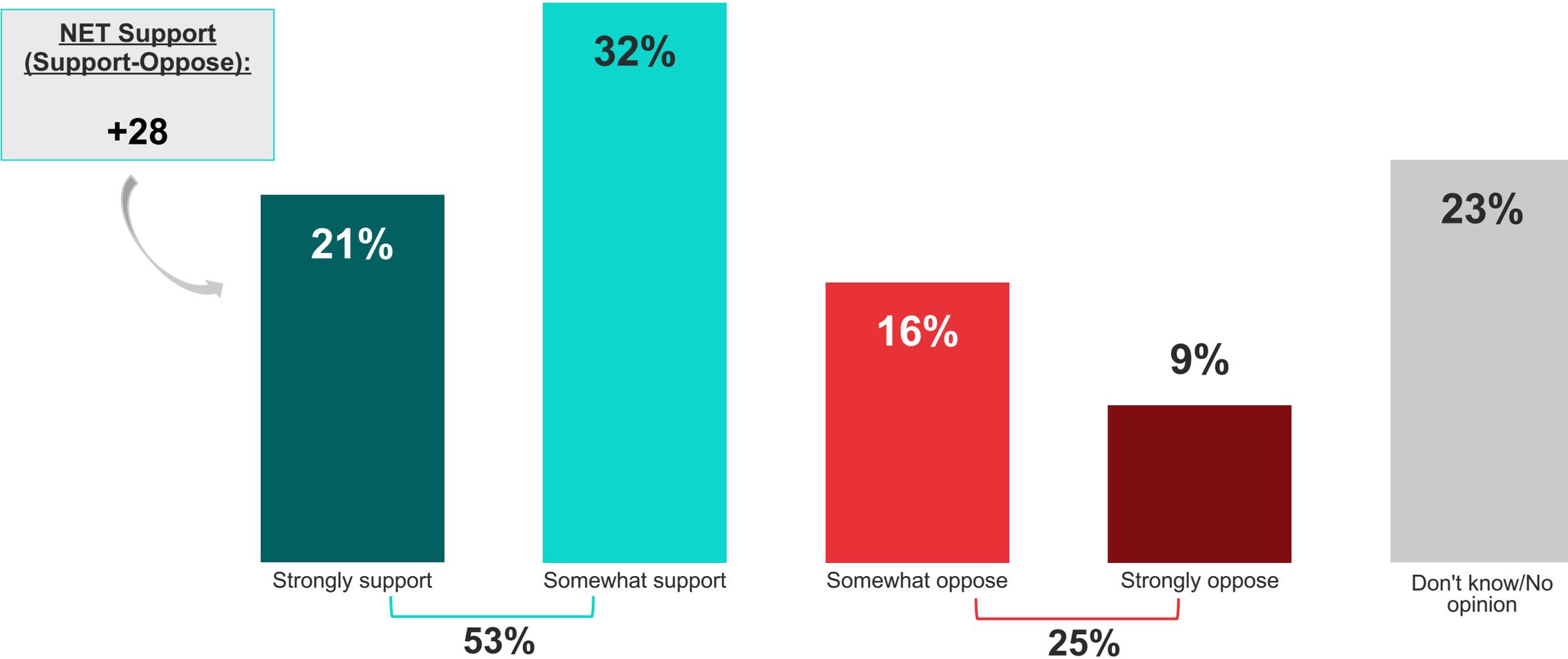
As the legislation currently stands, it may **change or eliminate certain services and functionality** these apps and platforms provide.

Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide?

POLICY VIEWS

In the initial read of support for the bill, about half (53%) of voters said they *support* Congress passing the legislation, a quarter (25%) *oppose*, and 23% *don't know or have no opinion*.

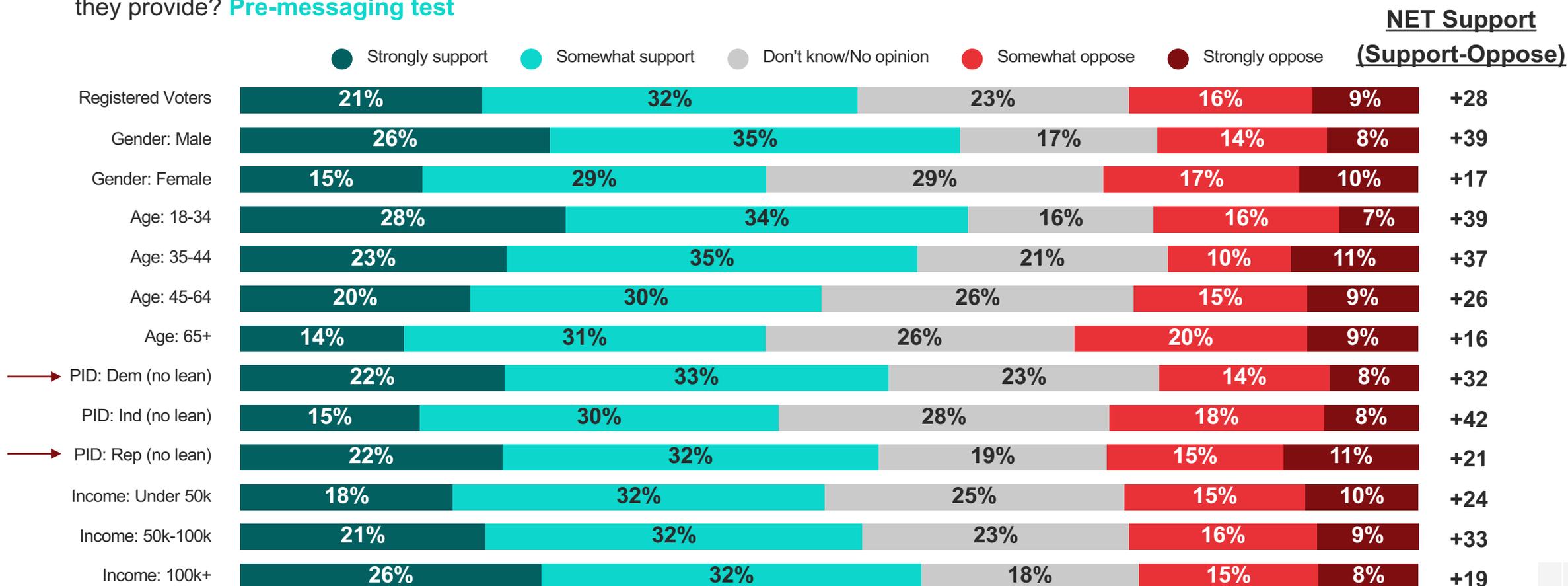
Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide? [Pre-messaging test](#)



POLICY VIEWS

Partisans held similar views on the bill in the pre-messaging test; *Democrats* (22%) were slightly less likely than *Republicans* (26%) to *oppose* the bill, and there was bipartisan *support* for the bill among Democrats (55%) and Republicans (54%).

Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide? **Pre-messaging test**



POLICY VIEWS

When asked about the possible services and functionalities that could be eliminated if the legislation was passed, 59% of voters say they are more likely to *oppose* the bill after reading the message about *Amazon being restricted from providing free shipping on certain products*, including 42% who are *much more likely* to oppose.

Below are examples of current services and functionalities that some large technology companies provide that could be eliminated if the legislation was passed. Would you be **more likely to support or oppose the bill** given the following possible implications, or would it have no impact either way?

All the tested messages **except** the *Apple* message moved half or more voters towards opposing the bill.



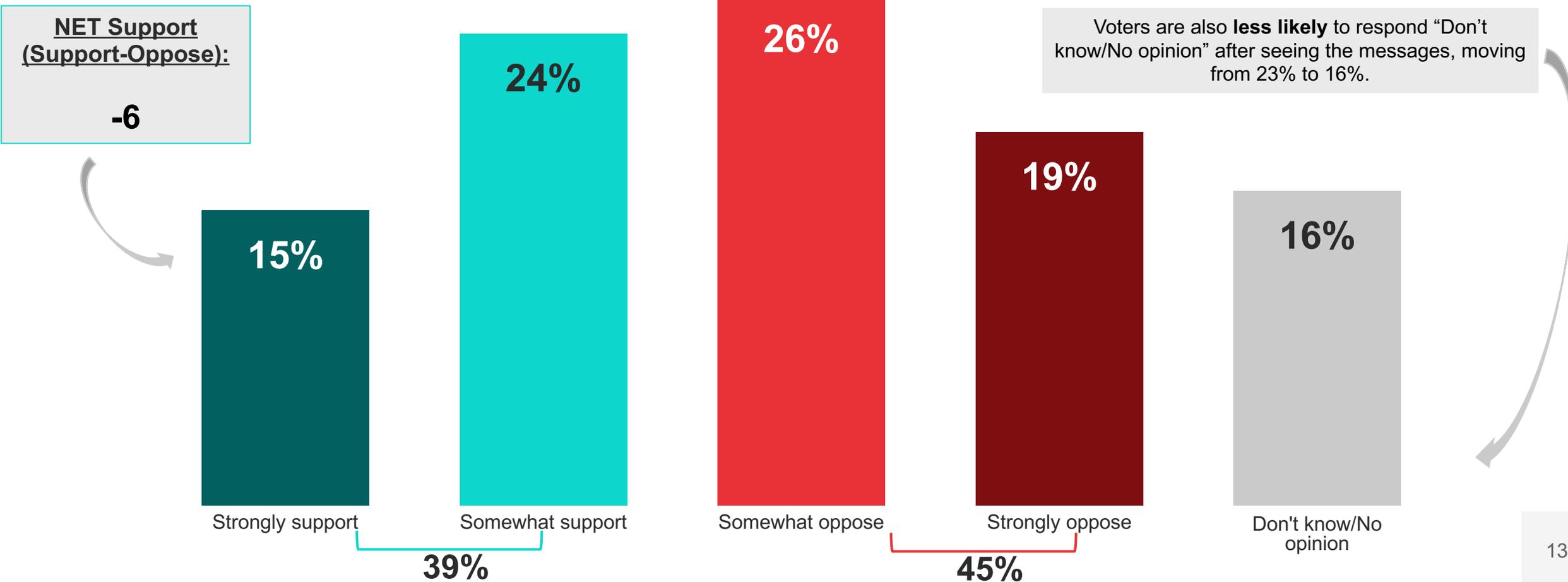
**Total More Likely to Oppose**



POLICY VIEWS

After hearing more about the possible impacts of the bill, voters' views of the bill skew more negative; nearly half of voters (45%) *oppose* the bill after seeing the messages, 39% *support* the bill, and 16% *don't know or have no opinion*.

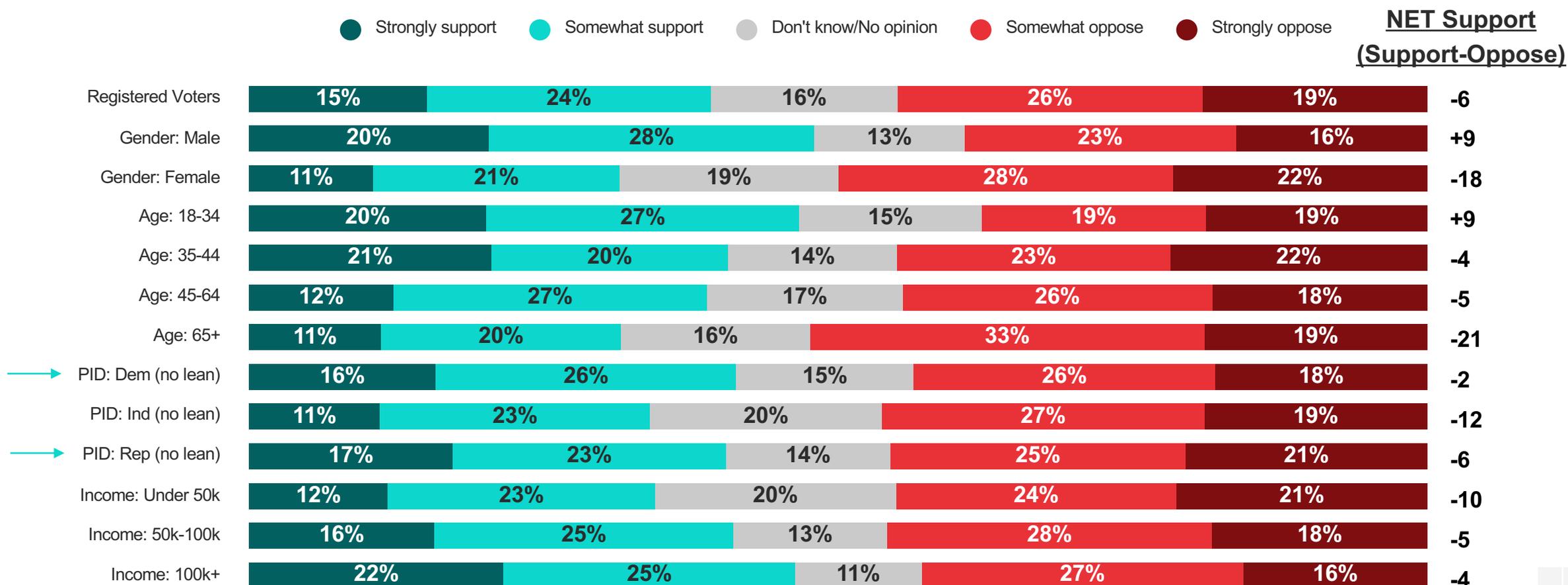
Sometimes in surveys like this people **change their mind**. Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide? **Post-messaging test**



POLICY VIEWS

After hearing more about the possible impacts of the bill, partisan views remain similarly close, but nearly half of both Democrats (44%) and Republicans (46%) now *oppose* the bill.

Sometimes in surveys like this people **change their mind**. Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide? **Post-messaging test**

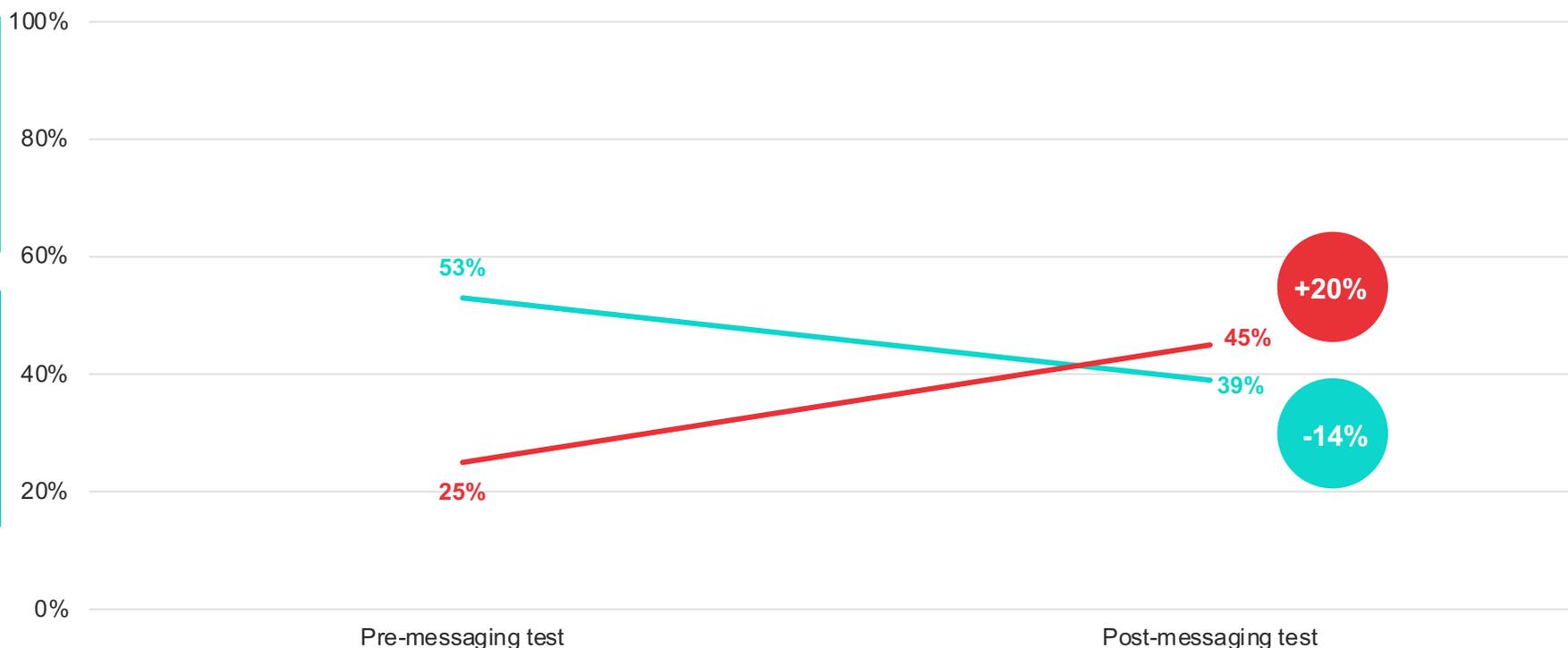


POLICY VIEWS

The messages move voters towards opposing the bill and away from supporting it; after seeing the messages, voters are 20% more likely to *oppose* (45%) the legislation, and 14% less likely to *support* it (39%).

Sometimes in surveys like this people **change their mind**. Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide?

Total support Total oppose



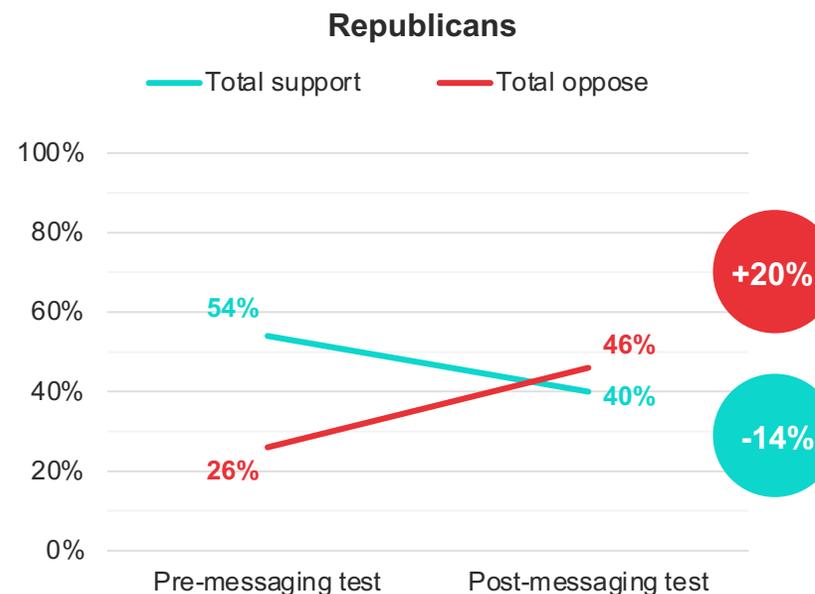
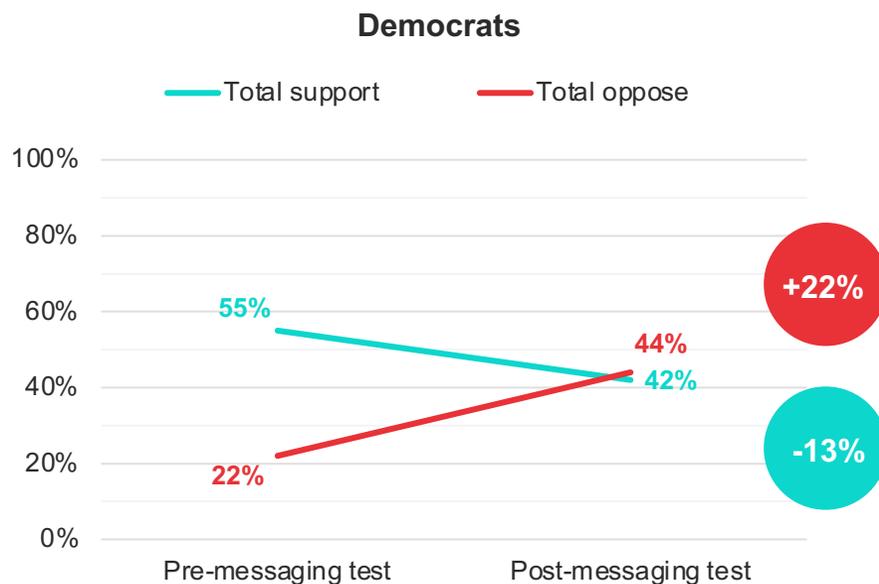
**NET Support Pre-Messaging (Support-Oppose):**  
**+28**

**NET Support Post-Messaging (Support-Oppose):**  
**-6**

POLICY VIEWS

The messages move sentiment in both parties; Democrats (44%) and Republicans (46%) both are about 20% more likely to *oppose* the bill after seeing the messages.

Sometimes in surveys like this people **change their mind**. Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide?

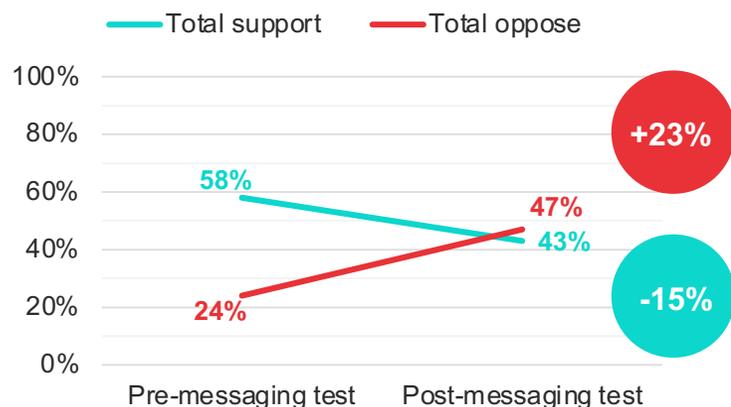


POLICY VIEWS

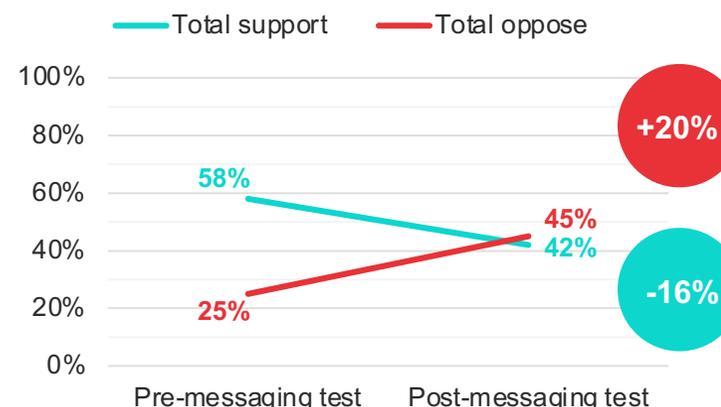
Among frequent users of the platforms mentioned in the messages, *Facebook* users increased most (+24%) in *opposing* the bill (50%). *Apple* users saw the greatest decrease (-16%) in *support* for the bill (42%).

Sometimes in surveys like this people **change their mind**. Based on what you know, do you **support or oppose** Congress passing legislation that would impose new regulations on large technology companies, like Amazon, Apple, Facebook, and Google, and may change or eliminate certain services and functionality they provide?

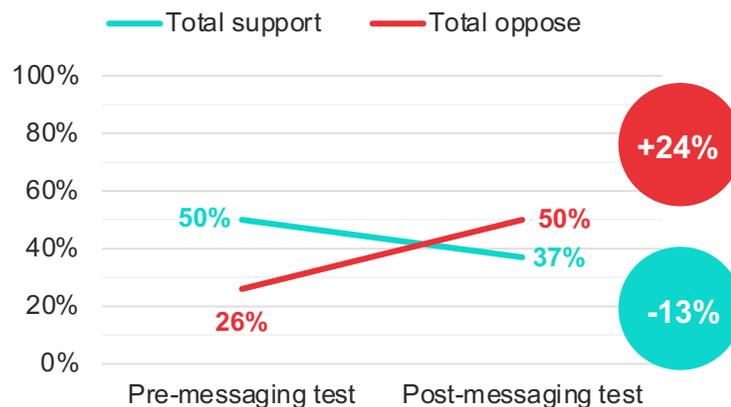
Amazon Frequent Users (Daily+) [N = 562]



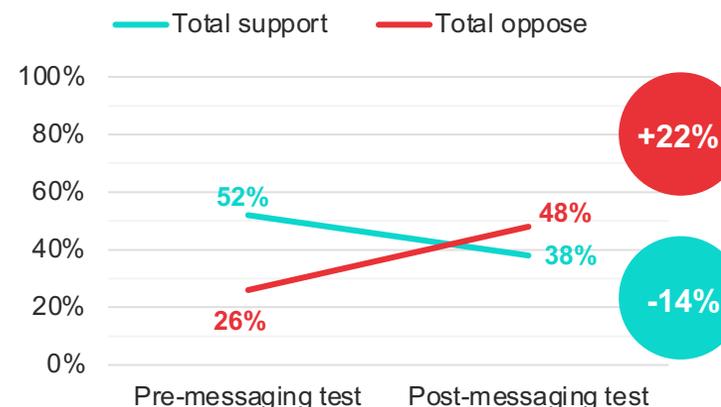
Apple Frequent Users (Daily+) [N = 581]



Facebook Frequent Users (Daily+) [N = 1,318]



Google Frequent Users (Daily+) [N = 1,495]



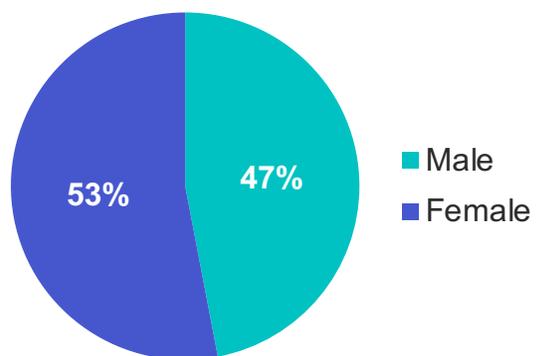


# RESPONDENT PROFILE

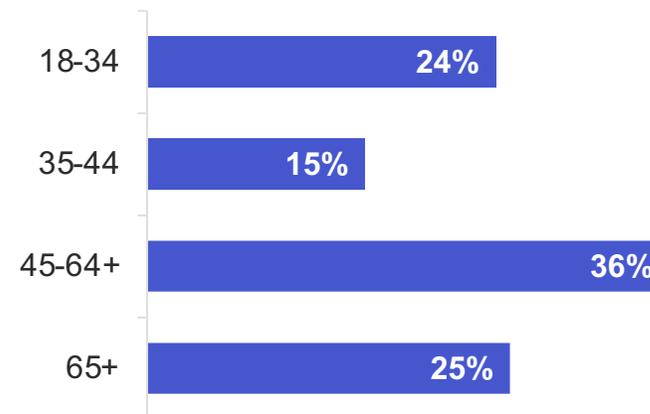
RESPONDENT PROFILE

Demographic Information

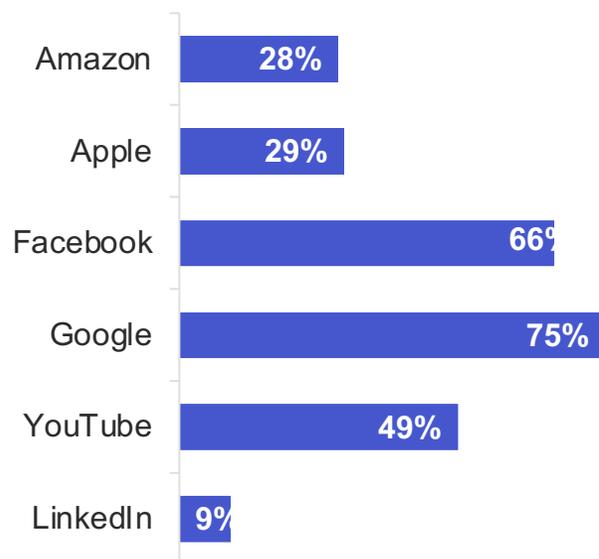
Gender



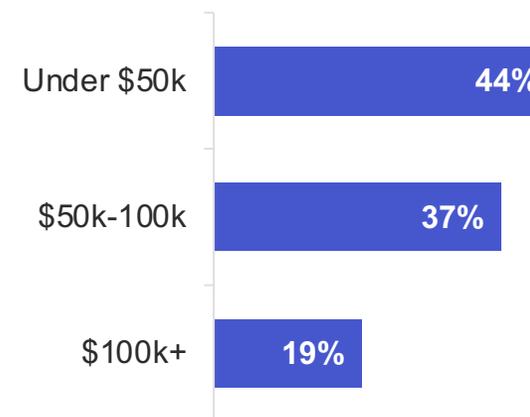
Age



Frequent (Daily or more) Platform Users



Income





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