

KEY POINTS

DIGITAL MARKETS ACT

- **Adults prefer to impose regulations on US tech companies domestically rather than accept those from Europe;** two-fifths say the US should *strengthen its own regulations on US tech companies* (44%), *but oppose European regulations*, where a third say they *don't know or have no opinion* (33%).
- **After hearing about potential impacts of the Digital Market Act, adults are most concerned about the potential of jobs for US employees of big tech companies;** nearly two-thirds of adults say they would be *less likely* to support the Digital Markets Act if it led to a loss of jobs for US employees of bit tech companies (63%).
- **If the Digital Markets Act passes, the public would most like to see the US work to reduce the law's impact on US workers and companies;** a third say the US government should *work with European policymakers to reduce the impact of the act on US workers and companies* (33%).
- **Adults are more likely to oppose European regulation of US tech companies after receiving more information throughout the survey;** more adults in the post-test (52%) than in the pre-test (30%) say they oppose European regulation of US tech companies.

DIGITAL MARKETS ACT

GENERAL MEASURES

VIEWS AND OUTCOMES

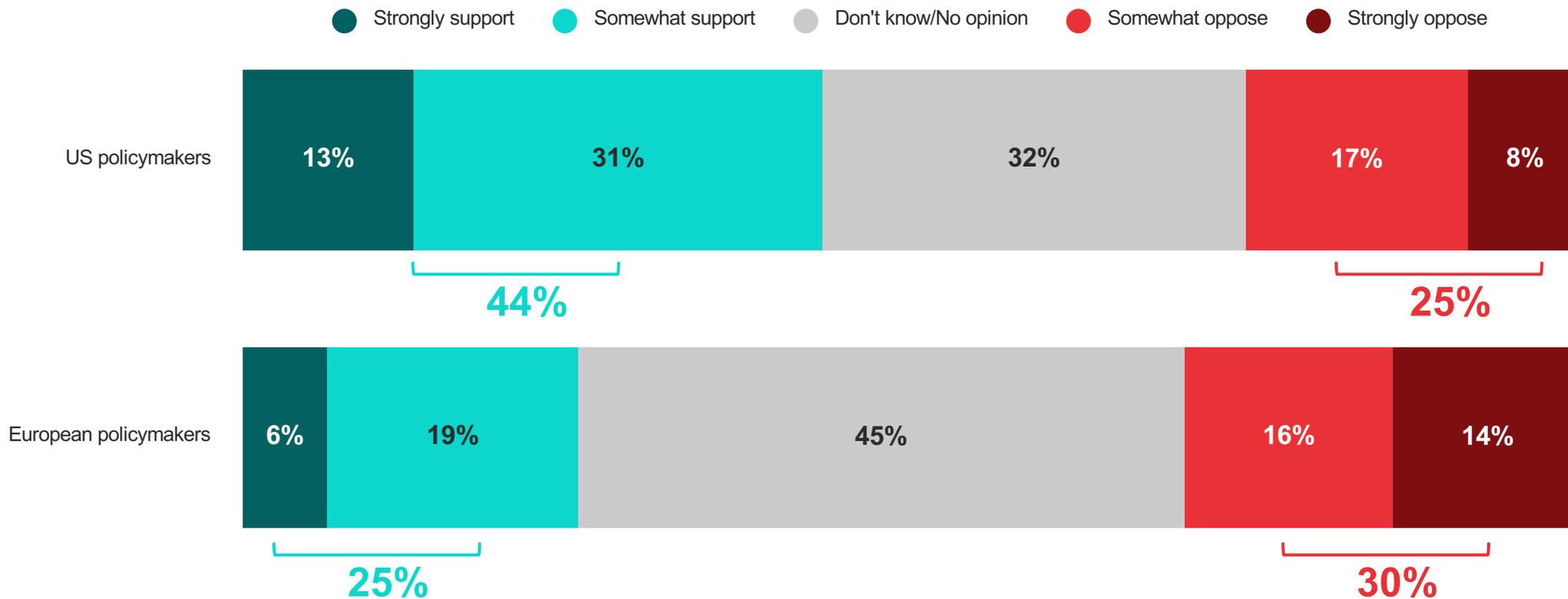


GENERAL MEASURES

In the pre-test measure, about two-fifths of adults *support* (44%) the regulation of US tech companies by *US policymakers*, where a third *don't know or have no opinion* (32%) and a quarter *oppose* it (25%). When it comes to *European policymakers*, 45% of adults *don't know or have no opinion* about the regulation of US tech companies, and 30% *oppose* regulation by EU policymakers.

In general, do you **support** or **oppose** the regulation of US tech companies by the following entities?

Pre-test measure

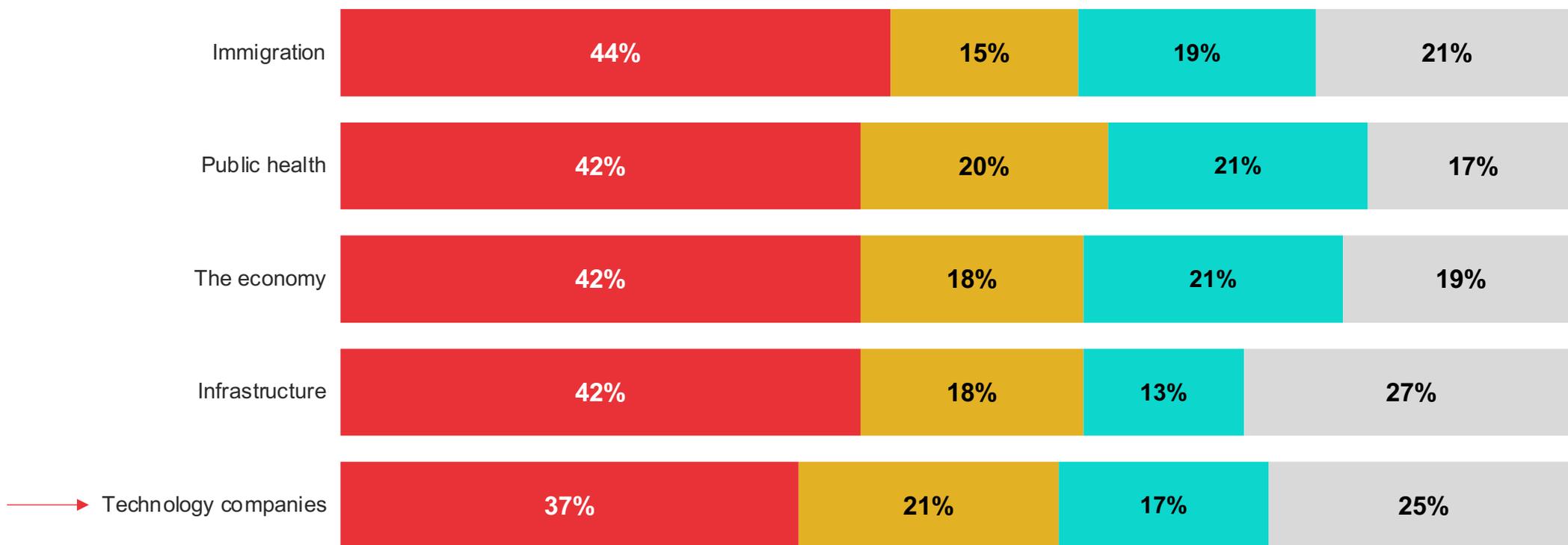


GENERAL MEASURES

About two-fifths of adults say there is *too little* US government regulation across all tested issue areas, including 37% who say there is *too little* regulation over technology companies.

In your opinion, is there currently **too much**, **too little**, or the **right amount** of regulation from the US government in the following issue areas?

● Too little ● Right amount ● Too much ● Don't know/No opinion



DIGITAL MARKETS ACT

GENERAL MEASURES

VIEWS AND OUTCOMES





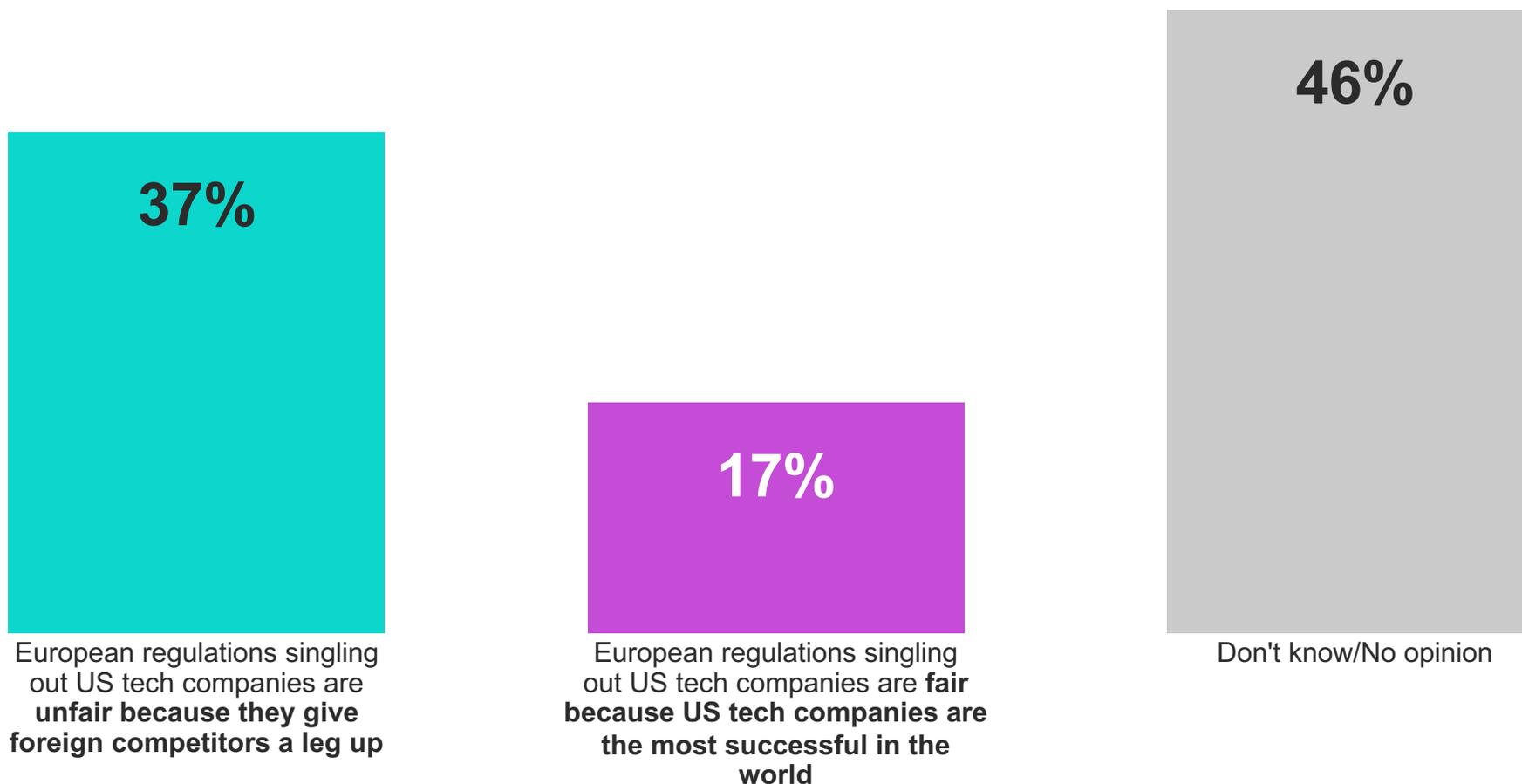
BACKGROUND

European policymakers have proposed a new technology regulation called the Digital Markets Act (DMA). This act only applies to US tech companies, including Amazon, Apple, Google, Meta, and Microsoft, and does not apply to European or Chinese tech companies. The act is intended to promote competition among technology platforms.

VIEWS AND OUTCOMES

Roughly a third say European regulations singling out US tech companies are *unfair* (37%) because they give foreign competitors a leg up.

Which of the following comes **closer to your view**, even if neither are exactly right?



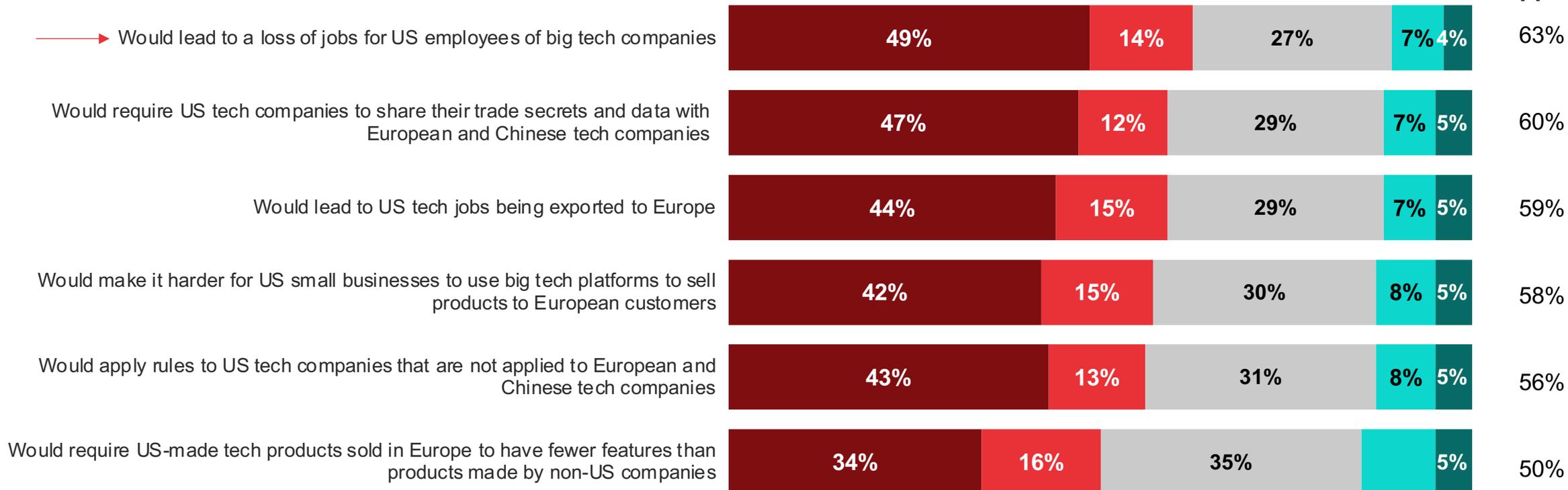
— VIEWS AND OUTCOMES

Respondents are most moved away from supporting the Digital Markets Act by the concern that it would lead to a loss of US tech jobs (63%).

If you learned that Europe's Digital Markets Act was likely to have the following impacts, would it make you **more** or **less likely** to support it?



Total Less Likely to Support

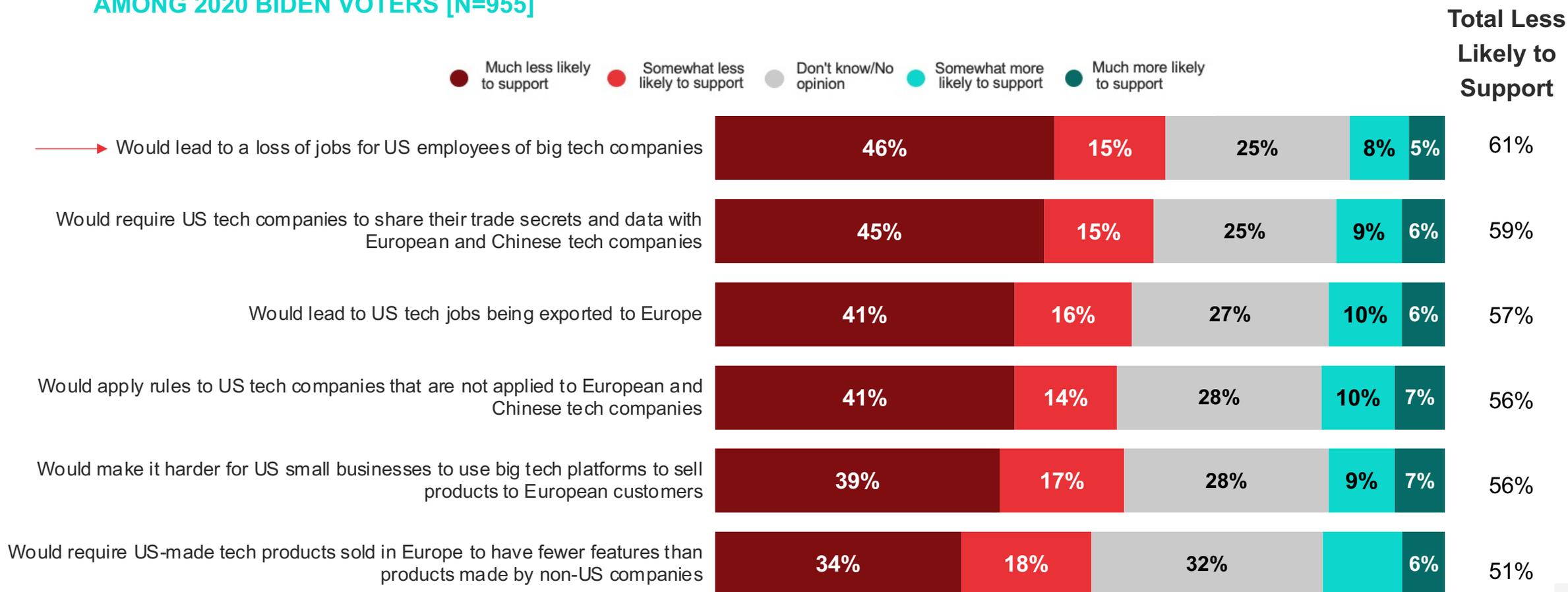


— VIEWS AND OUTCOMES

Biden voters are also most deterred from supporting the Digital Markets Act by the concern that it would lead to a loss of US tech jobs (61%).

If you learned that Europe's Digital Markets Act was likely to have the following impacts, would it make you **more** or **less likely** to support it?

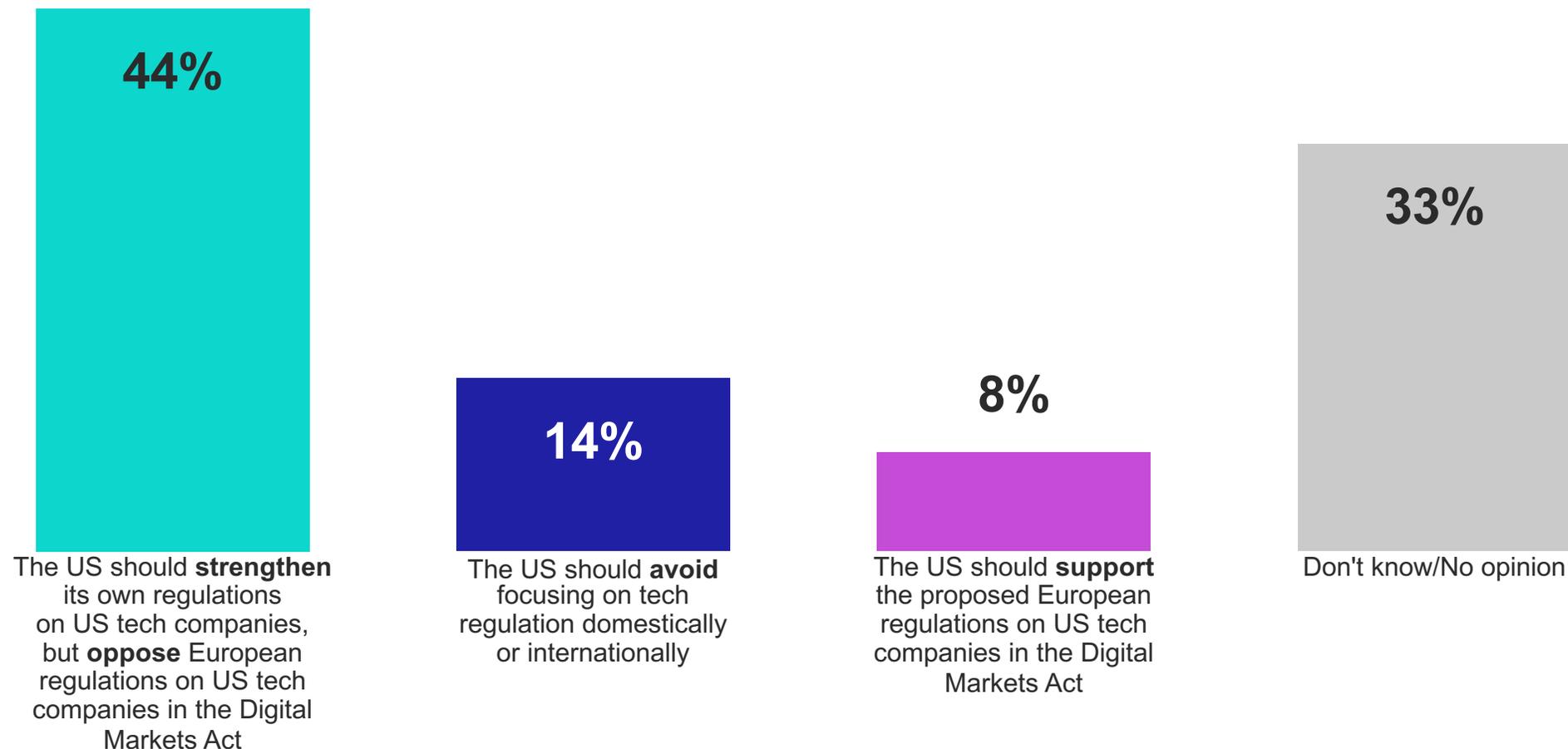
AMONG 2020 BIDEN VOTERS [N=955]



VIEWS AND OUTCOMES

Two-fifths say the US should *strengthen its own regulations on US tech companies* (44%), but *oppose European regulations*, where a third say they *don't know or have no opinion* (33%).

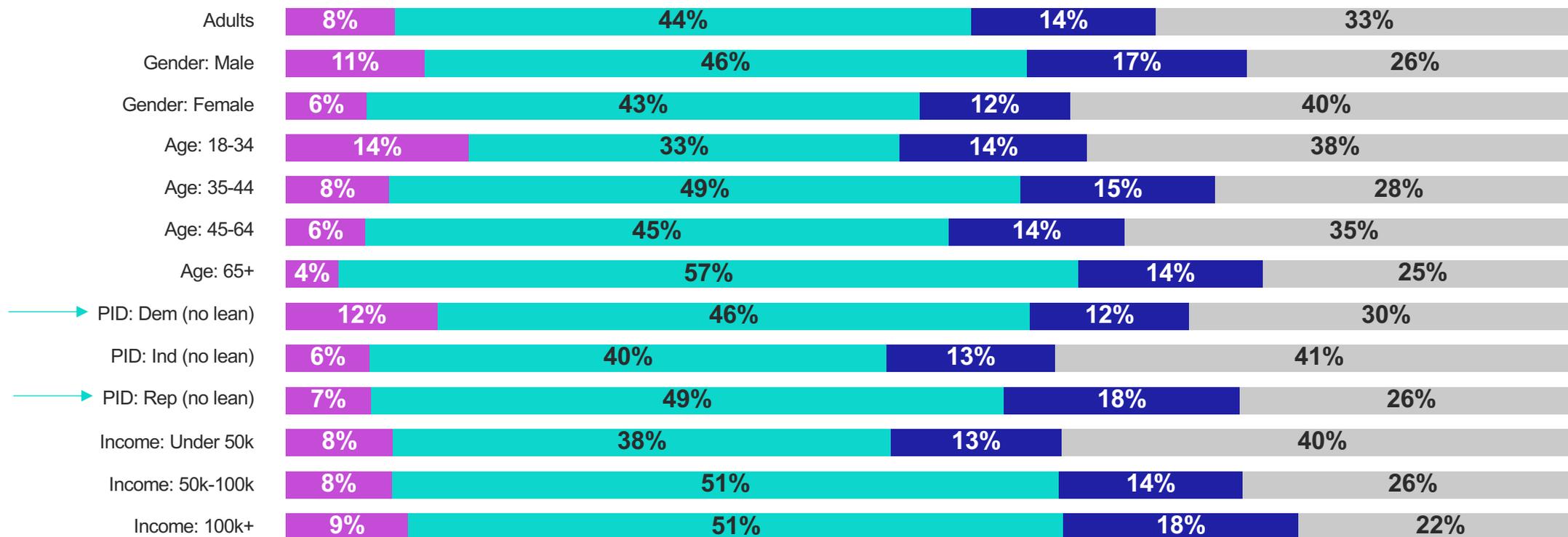
Which **course of action** do you believe the US government should take when it comes to tech regulation?



— VIEWS AND OUTCOMES

About half of both Democrats (46%) and Republicans (49%) say the US should *strengthen its own regulations on US tech companies, but oppose European regulations*.

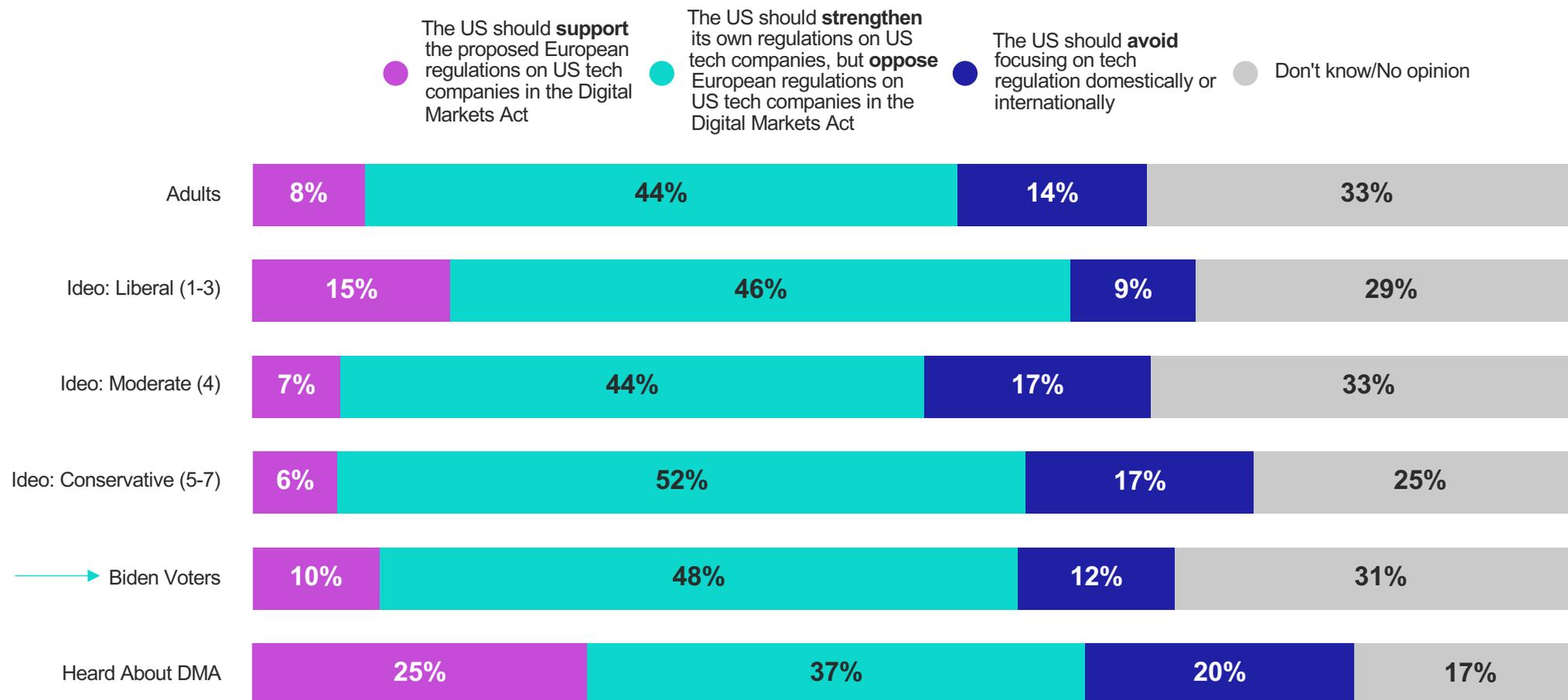
Which **course of action** do you believe the US government should take when it comes to tech regulation?



— VIEWS AND OUTCOMES

About half of adults who voted for Joe Biden in the 2020 presidential election say the US should *strengthen its own regulations on US tech companies, but oppose European regulations*.

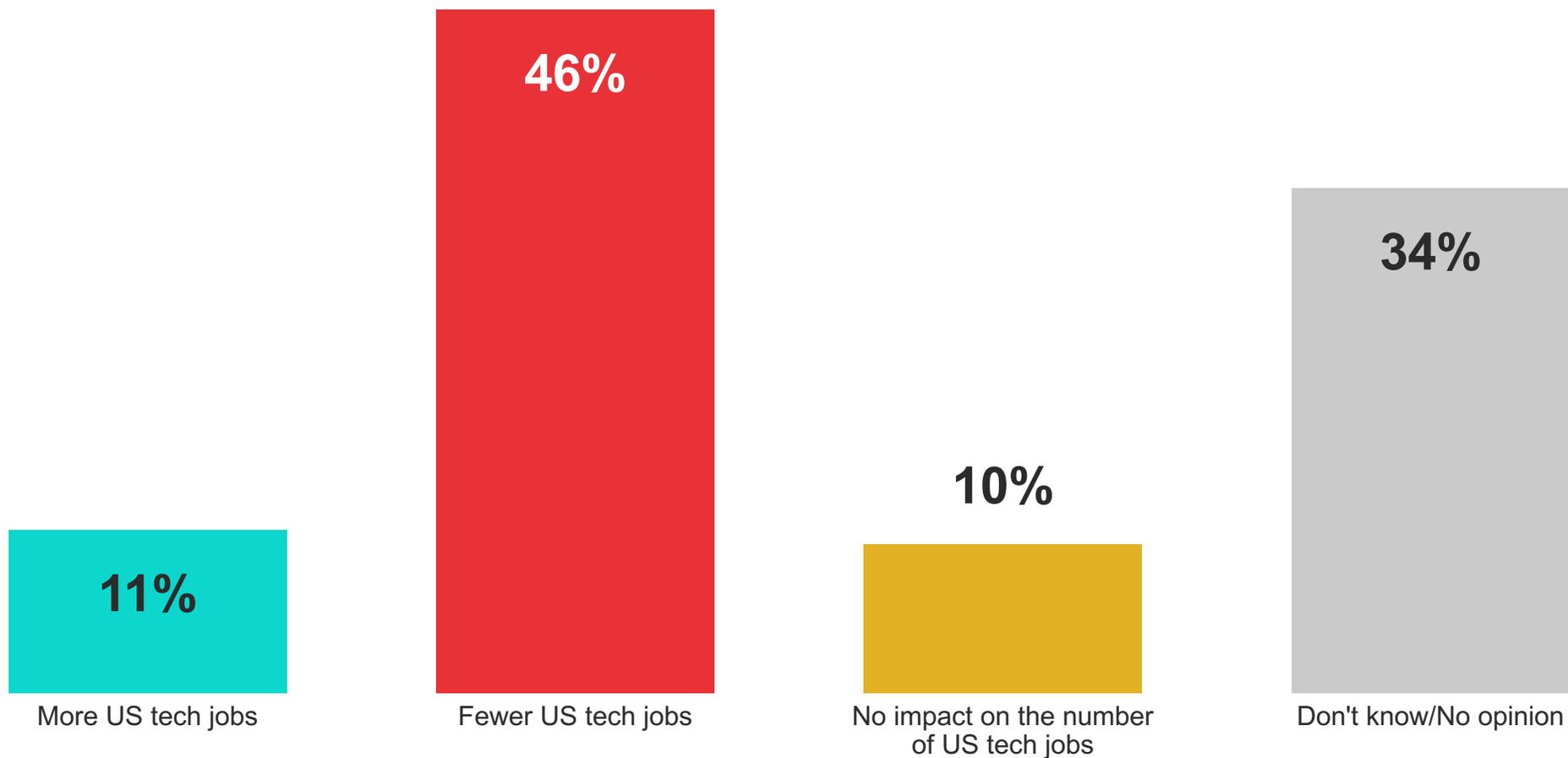
Which **course of action** do you believe the US government should take when it comes to tech regulation?



VIEWS AND OUTCOMES

About half of adults say the Digital Markets Act would lead to *fewer US tech jobs* (46%), where a third say they *don't know or have no opinion* (34%).

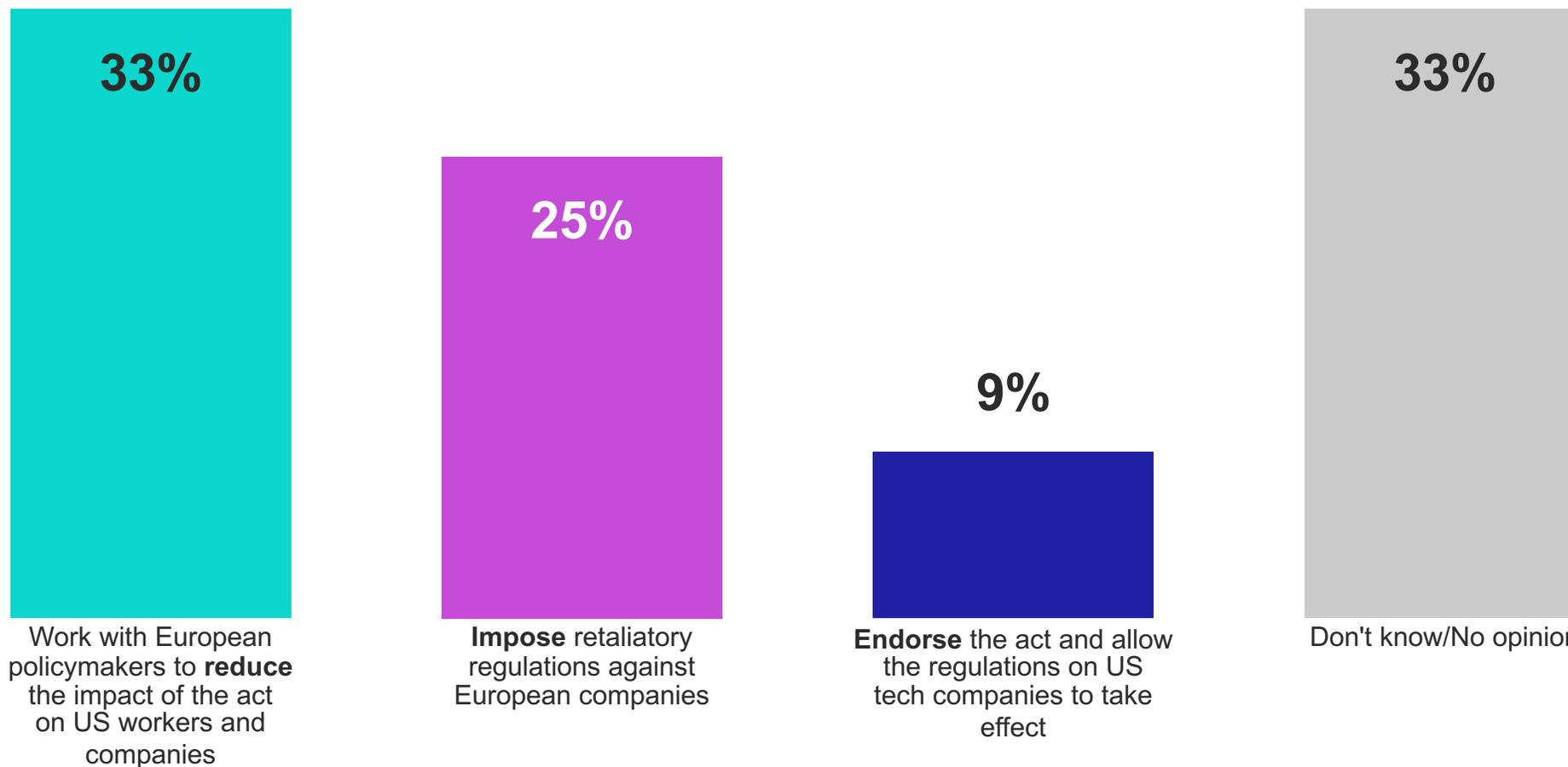
If Europe passes the Digital Markets Act, what **impact** do you think it will have on US tech jobs? It would lead to...



VIEWS AND OUTCOMES

A third say if Europe passes the Digital Markets Act, the US government should *work with European policymakers to reduce the impact of the act on US workers and companies* (33%), where another third *don't know or have no opinion* (33%).

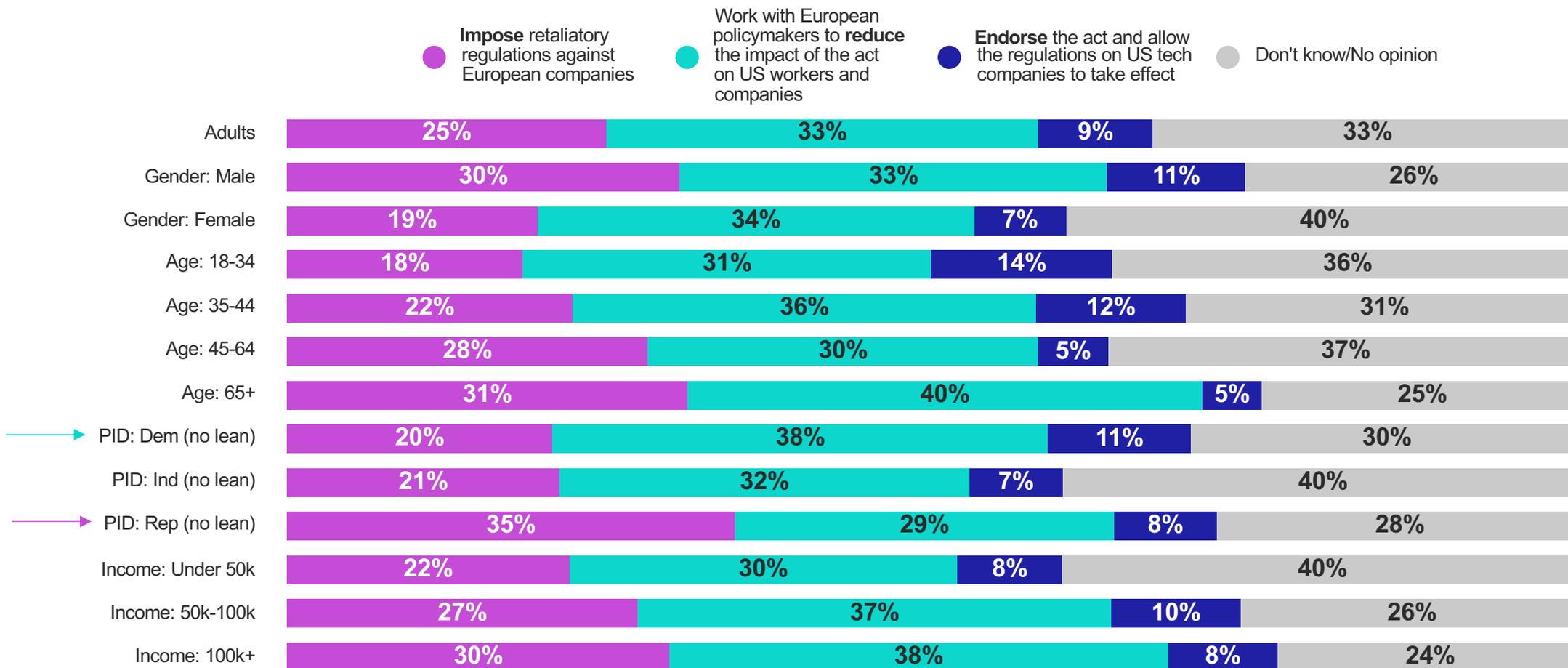
If Europe passes the Digital Markets Act, how do you think the US government should **react**?



— VIEWS AND OUTCOMES

Democrats are most likely to say if Europe passes the DMA, the US should *work with European policymakers to reduce the act's impact on US workers and companies* (38%), where Republicans are more likely to say the US should *impose retaliatory regulations against European companies* (35%).

If Europe passes the Digital Markets Act, how do you think the US government should **react**?



— VIEWS AND OUTCOMES

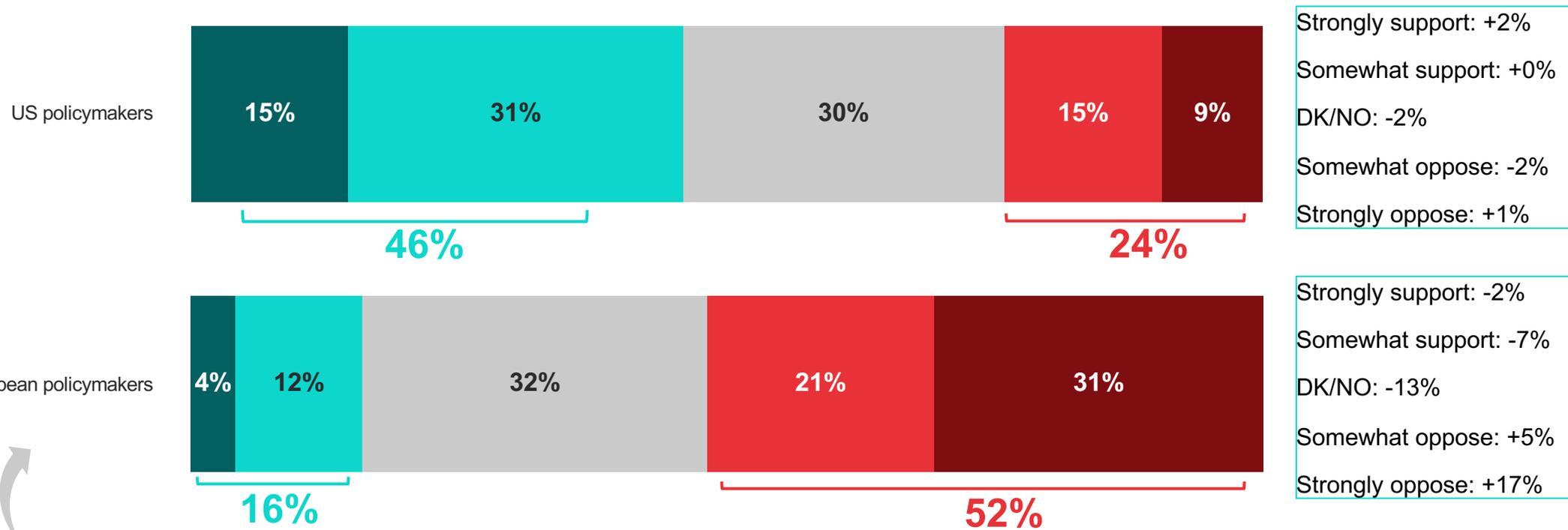
In the post-test measure, half of adults *oppose* (52%) regulation of US tech companies by European policymakers – a 22% increase from the pre-test. Adults’ views on US policymakers’ regulation of US tech companies are consistent between the pre- and post-tests.

After everything you've heard, do you **support** or **oppose** the regulation of US tech companies by the following entities?

Post-test measure

● Strongly support ● Somewhat support ● Don't know/No opinion ● Somewhat oppose ● Strongly oppose

% Change From Pre-Test



Adults are more likely to *oppose* European regulation than in the pre-test and are less likely to *support* or *have no opinion* on it, showing persuasive influence from the survey information.

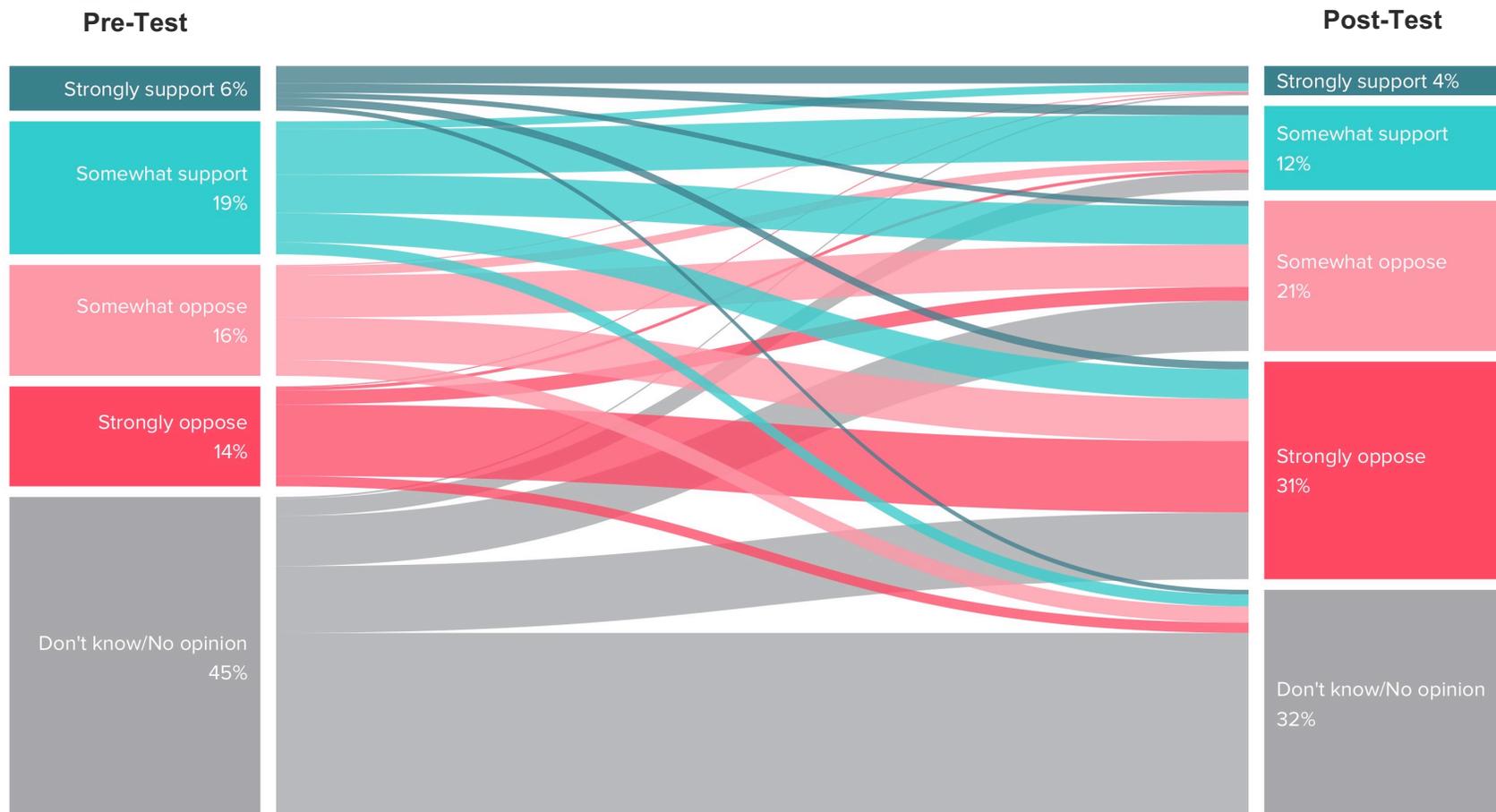
— VIEWS AND OUTCOMES

Adults are less likely to say they *support* (16%) (-9%) or *don't know* (32%) (-13%) their stance on European regulation of US tech companies in the post-test, and significantly more *oppose* (52%) (+22%) the regulations.

After everything you've heard, do you **support** or **oppose** the regulation of US tech companies by the following entities?

Post-test measure

European policymakers



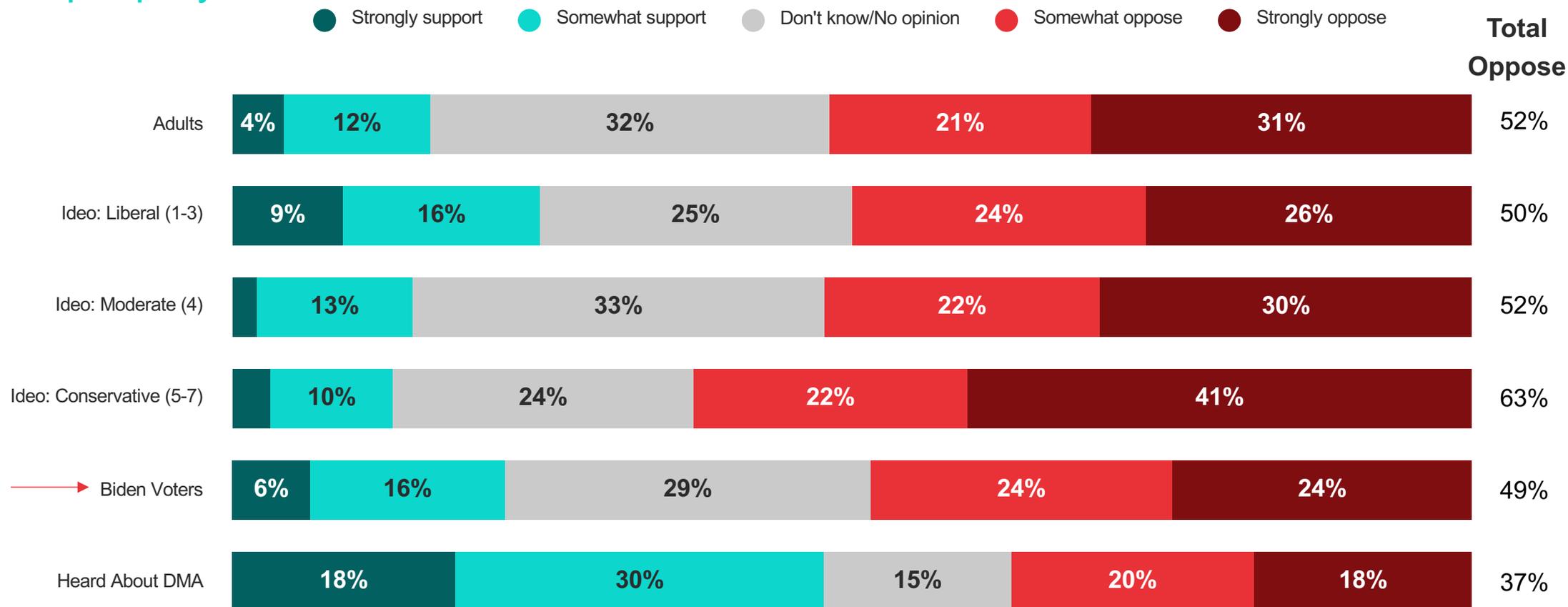
— VIEWS AND OUTCOMES

In the post-test measure, half of those who voted for Joe Biden in the 2020 election *oppose* (49%) the regulation of US tech companies by European policymakers.

After everything you've heard, do you **support** or **oppose** the regulation of US tech companies by the following entities?

Post-test measure

European policymakers





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