

A large smartphone is shown on the left side of the slide, tilted slightly. The screen displays a world map composed of a grid of dots. Overlaid on the map are various white line-art icons representing business, technology, and industry concepts such as a dollar sign, a person with a pencil, a factory, a magnifying glass, a target, and a bar chart. The background is a dark, textured grey.

 MORNING CONSULT®



**CHAMBER
OF PROGRESS**

VIEWS OF ANTITRUST LEGISLATION AND CONTENT MODERATION

Polling Presentation

JULY 2022

METHODOLOGY

This poll was conducted between July 16-17, 2022 among a national sample of 2,005 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

- **Voters think regulating technology companies should be a low priority for Congress;** of the tested issue areas, 46% of voters say technology company regulations should be the *least important priority* to Congress.
 - A majority of Democrat (83%) and Republican (66%) voters think technology company regulations should a low priority for Congress.
- **Voters think online platforms and apps should be able to remove hateful and violent content on their platforms, and more removal needs to be done.**
 - 67% of voters, including a bipartisan majority, think online platforms *should have the ability to remove* hate speech, violence, and other types of content from their platform, rather than being *required to carry all forms of content* (20%).
 - Half of voters *do not* think online platforms and apps are *doing enough to remove* (51%) harmful content that is posted on their platform or app.
- **When asked about the potential impacts of tech antitrust legislation, two-thirds of voters (66%) are more likely to oppose after reading that tech antitrust legislation would restrict Amazon from providing free shipping on Amazon Prime products.**
 - A majority of Democrat and Republican voters say they are more likely to *oppose* tech antitrust legislation after reading about how they would restrict Amazon's services.

|
AGENDA

ONLINE PLATFORM USAGE AND REGULATION

POLICY VIEWS

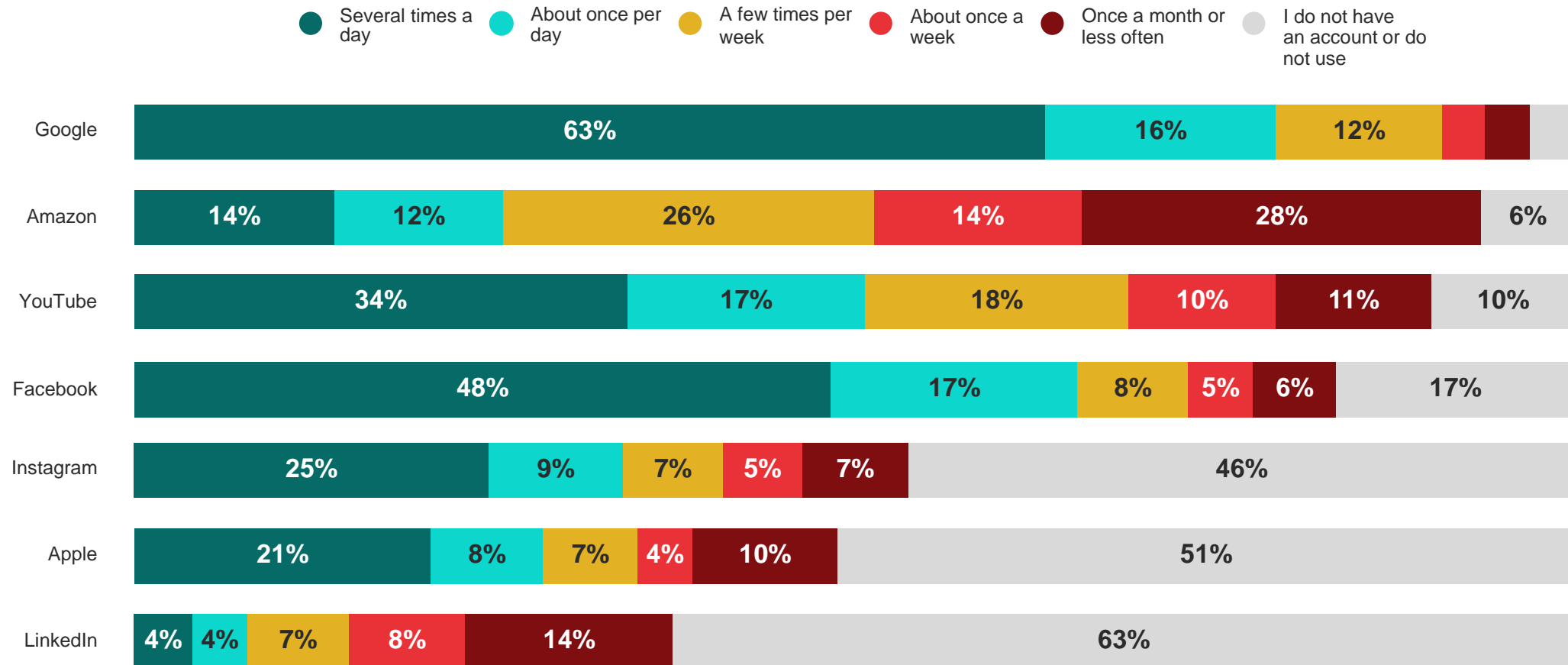
MESSAGE TESTING



ONLINE PLATFORM USAGE AND REGULATION

Across the tested platforms, voters are most likely to frequently use *Google* (79%) and *Facebook* (65%), with over half of voters saying they use *Google* several times a day (63%).

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



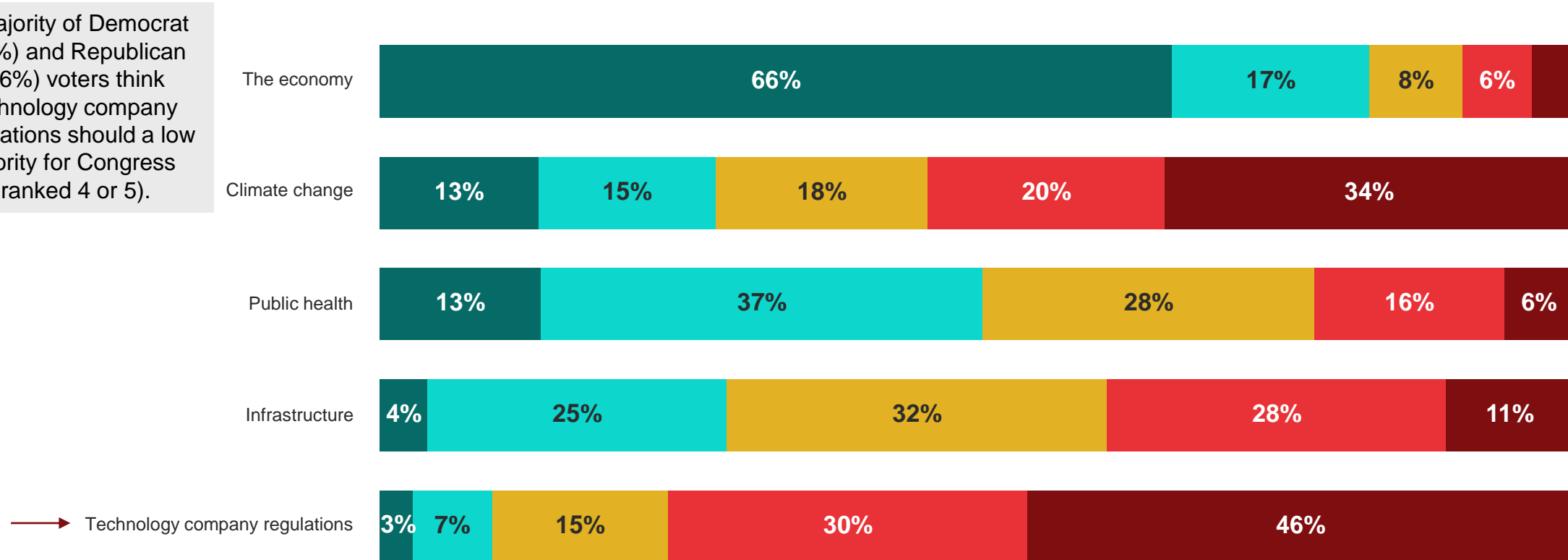
ONLINE PLATFORM USAGE AND REGULATION

Of the tested issue areas, 46% of voters 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.

● Rank: 1 ● Rank: 2 ● Rank: 3 ● Rank: 4 ● Rank: 5

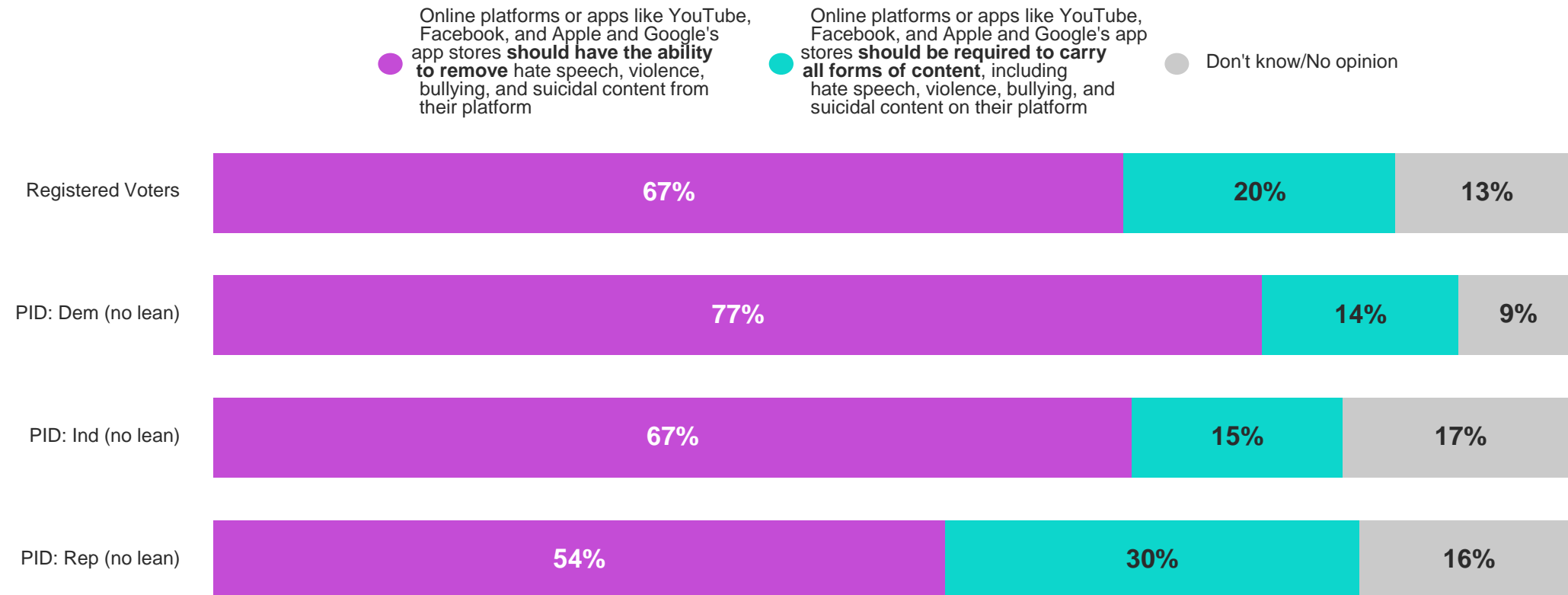
A majority of Democrat (83%) and Republican (66%) voters think technology company regulations should a low priority for Congress (ranked 4 or 5).



ONLINE PLATFORM USAGE AND REGULATION

Thinking about content on online platforms or apps, 67% of voters, including a bipartisan majority, think online platforms *should have the ability to remove* hate speech, violence, and other types of content from their platform, rather than being *required to carry all forms of content* (20%).

Thinking about the content on online platforms or apps, which of the following statements comes closest to your view even if neither is exactly correct?

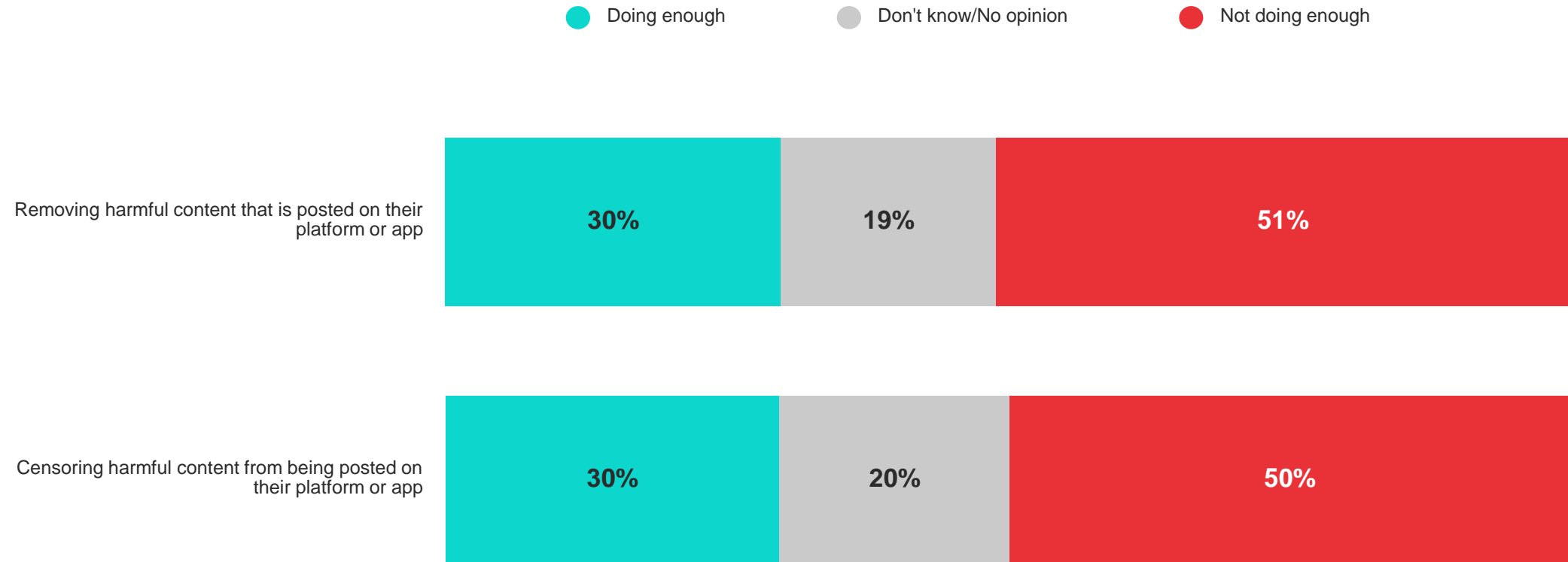


● Online platforms or apps like YouTube, Facebook, and Apple and Google's app stores **should have the ability to remove** hate speech, violence, bullying, and suicidal content from their platform
 ● Online platforms or apps like YouTube, Facebook, and Apple and Google's app stores **should be required to carry all forms of content**, including hate speech, violence, bullying, and suicidal content on their platform
 ● Don't know/No opinion

ONLINE PLATFORM USAGE AND REGULATION

Half of voters *do not* think online platforms and apps are *doing enough to remove* (51%) harmful content that is posted on their platform or app.

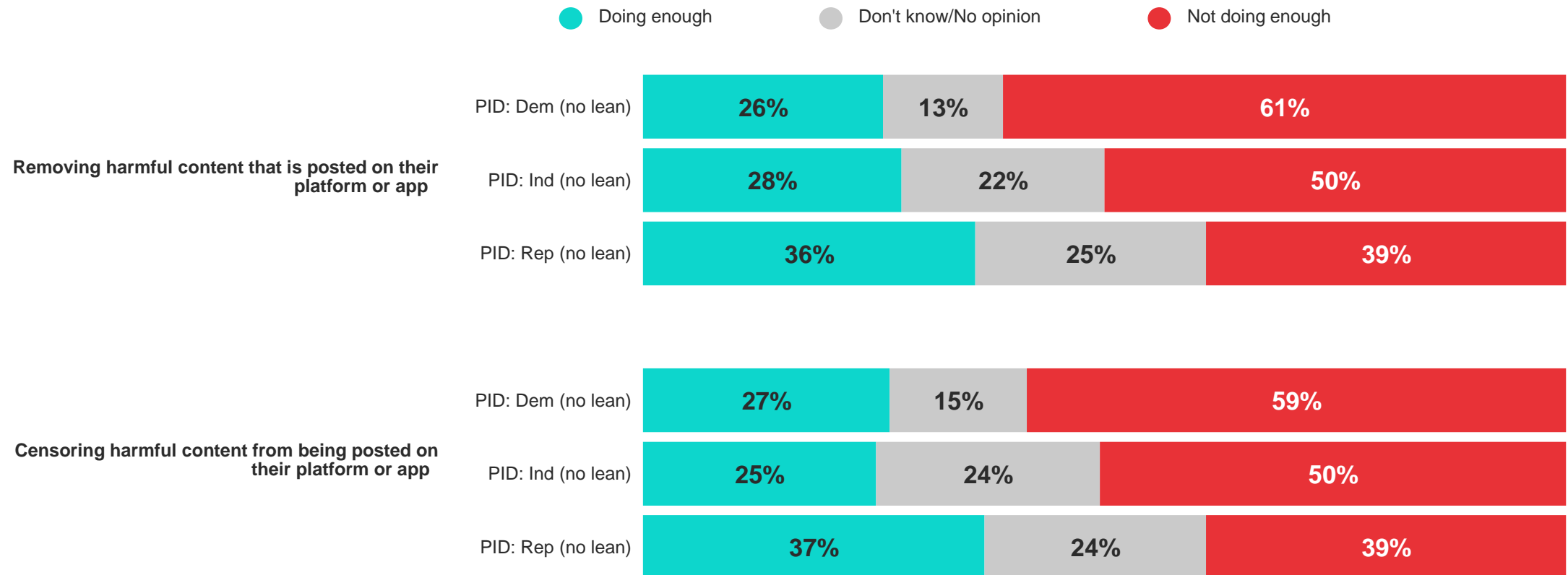
Thinking about censoring on online platforms and apps, do you think online platforms and apps are doing too much or not doing enough of the following?



ONLINE PLATFORM USAGE AND REGULATION

Republicans (36%) are more likely than Democrats (26%) to think online platforms and apps are *doing enough to remove* harmful that is content posted on their platform or app.

Thinking about censoring on online platforms and apps, do you think online platforms and apps are doing too much or not doing enough of the following?



AGENDA

ONLINE PLATFORM USAGE AND REGULATION

POLICY VIEWS

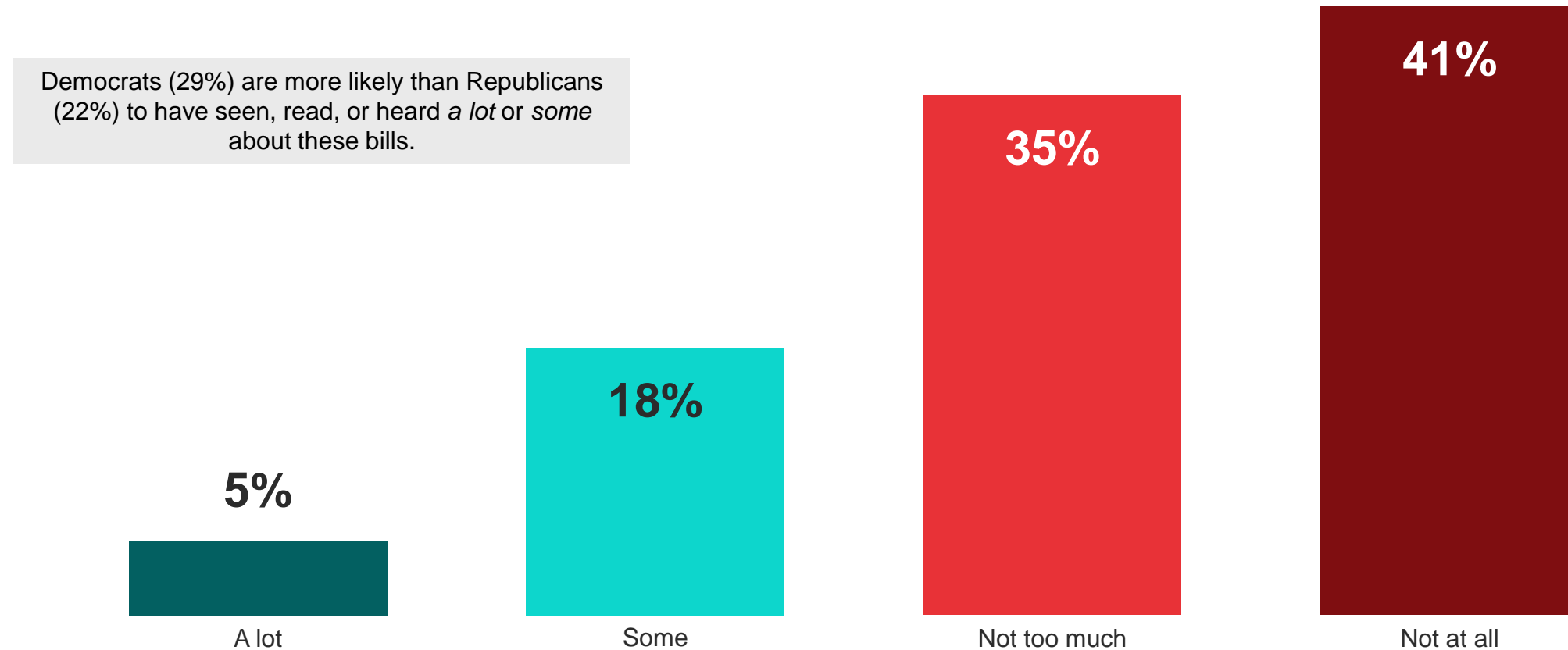
MESSAGE TESTING



POLICY VIEWS

A plurality of voters (41%) have not seen, read, or heard about the American Innovation and Choice Online Act and Open Apps Market Act.

Currently in Congress, there are two bills dealing with tech company regulation, called the American Innovation and Choice Online Act and Open Apps Markets Act, that would prohibit large online platforms or apps such as Amazon, Apple, Google, and Facebook from engaging in certain practices. How much have you seen, read, or heard of these bills?



|
AGENDA

ONLINE PLATFORM USAGE AND REGULATION

POLICY VIEWS

MESSAGE TESTING





Supporters of the *American Innovation and Choice Online Act* and *Open Apps Market Act* argue the bills would increase competition by preventing tech companies from preferencing their own products and services over those of their competitors.

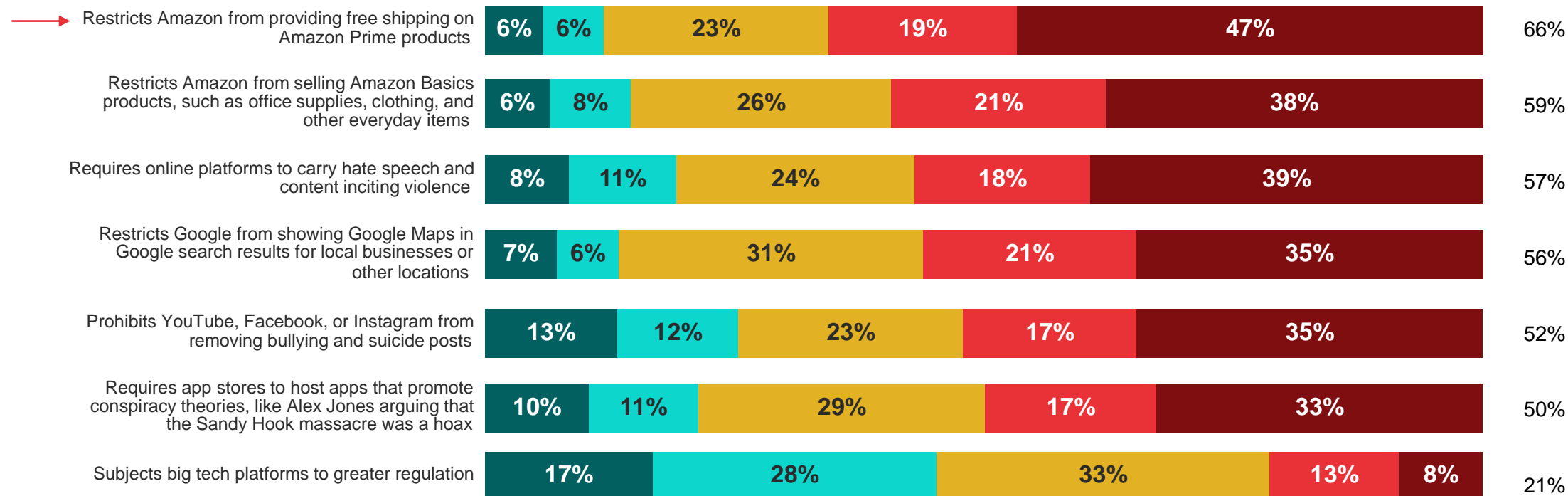
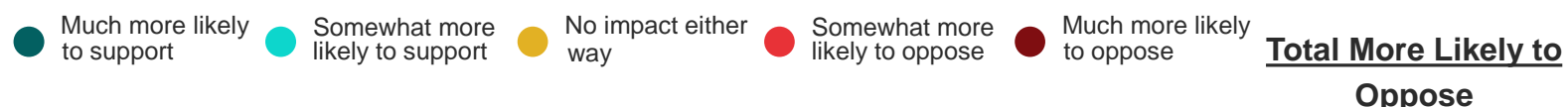
Opponents of the *American Innovation and Choice Online Act* and *Open Apps Market Act* argue the bills would prevent tech companies from taking down harmful content, requiring them to carry hate speech, bullying, suicide content, and violence.

MESSAGE TESTING

When asked about the potential impacts of tech antitrust legislation, two-thirds of voters (66%) are *more likely to oppose* after reading that the legislation would *restrict Amazon from providing free shipping on Amazon Prime products*.

Below are some examples of potential impacts of these bills, described by independent analysts. Would you be more likely to support or oppose these bills given the following possible implications, or would it have no impact either way? These bills would...

All the tested messages **except** the *greater regulation of big tech platforms* moved half or more voters towards opposing the bill.



MESSAGE TESTING

A majority of Democrat and Republican voters say they are *more likely to oppose* tech antitrust legislation after reading about how they would restrict Amazon’s services.

Below are some examples of potential impacts of these bills, described by independent analysts. Would you be more likely to support or oppose these bills given the following possible implications, or would it have no impact either way? These bills would...

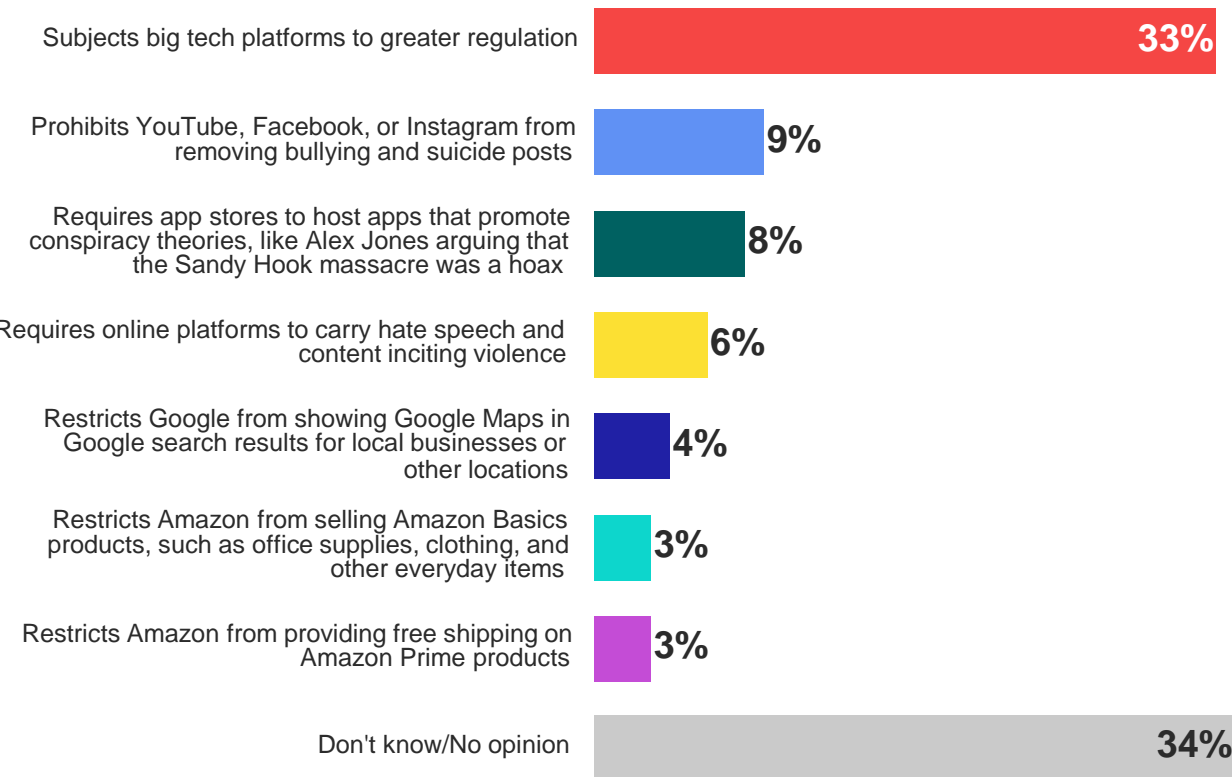
% More Likely To Oppose	Registered Voters	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
Restricts Amazon from providing free shipping on Amazon Prime products	66%	64%	69%	65%
Restricts Amazon from selling Amazon Basics products, such as office supplies, clothing, and other everyday items	59%	58%	62%	58%
Requires online platforms to carry hate speech and content inciting violence	57%	65%	59%	45%
Restricts Google from showing Google Maps in Google search results for local businesses or other locations	56%	56%	56%	56%
Prohibits YouTube, Facebook, or Instagram from removing bullying and suicide posts	52%	60%	52%	43%
Requires app stores to host apps that promote conspiracy theories, like Alex Jones arguing that the Sandy Hook massacre was a hoax	50%	61%	50%	36%
Subjects big tech platforms to greater regulation	21%	20%	21%	23%

MESSAGE TESTING

A plurality of voters (33%) are *more likely to support* tech antitrust legislation after reading that it would subject big tech platforms to greater regulation, however they are divided on which impact makes them *most likely to oppose* this legislation.

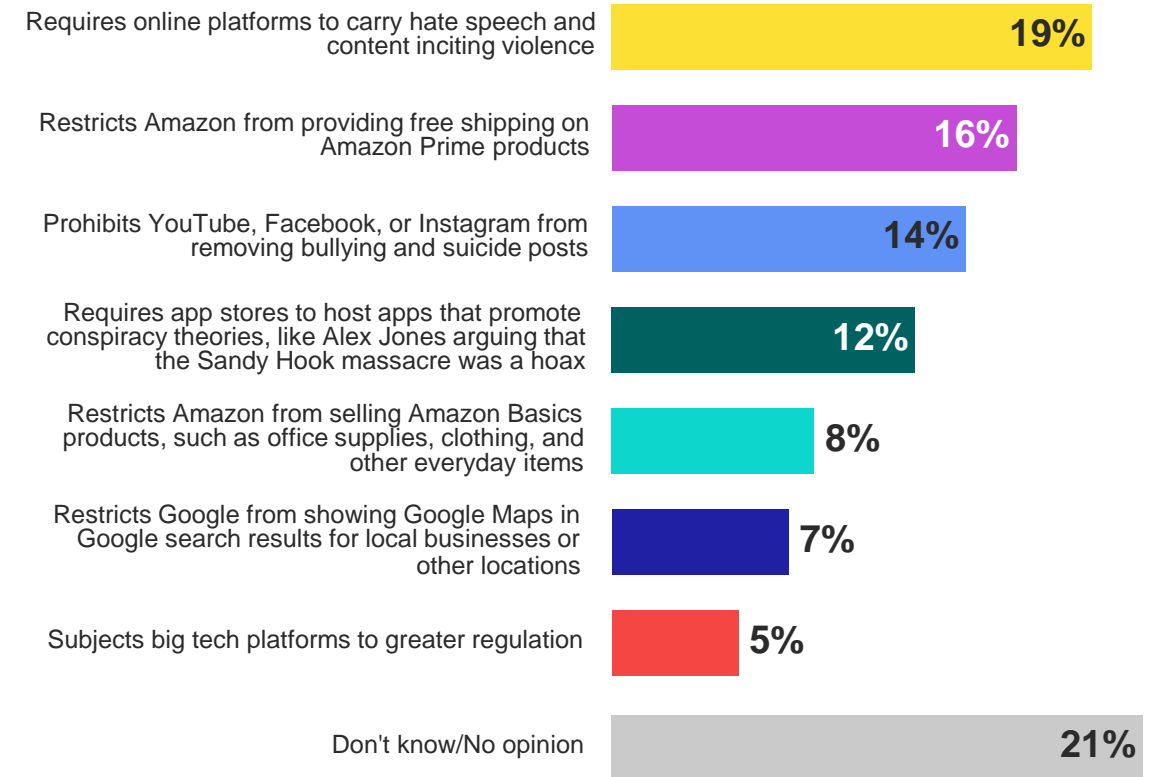
Of the same list of examples of potential impacts of these bills, which of the following impacts would make you most likely to support/oppose these bills?

% Most likely to support



Subjecting big tech platforms to greater regulation is the message most likely to make Democrats (35%) and Republicans (28%) more likely to support these bills.

% More likely to oppose

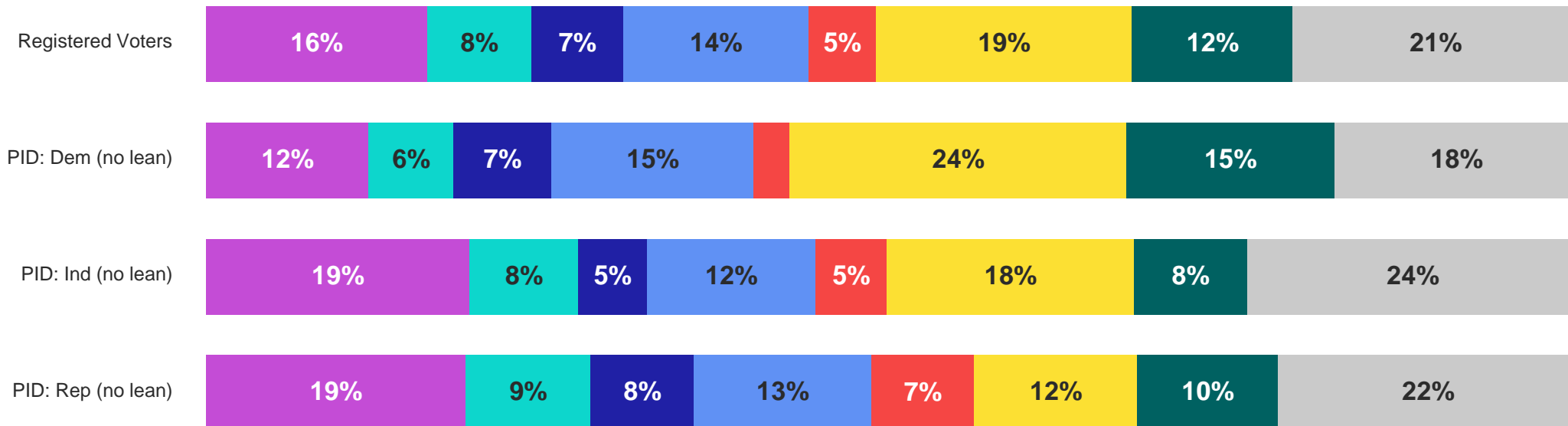


MESSAGE TESTING

The impact most likely to cause Democrats to oppose the legislation is *requiring online platforms to carry hate speech and content inciting violence*, while *restricting Amazon from providing free shipping* is the impact most likely to move Republicans to oppose the legislation.

Of the same list of examples of potential impacts of these bills, which of the following impacts would make **you most likely to oppose** these bills?

- Restricts Amazon from providing free shipping on Amazon Prime products
- Restricts Amazon from selling Amazon Basics products, such as office supplies, clothing, and other everyday items
- Restricts Google from showing Google Maps in Google search results for local businesses or other locations
- Prohibits YouTube, Facebook, or Instagram from removing bullying and suicide posts
- Subjects big tech platforms to greater regulation
- Requires online platforms to carry hate speech and content inciting violence
- Requires app stores to host apps that promote conspiracy theories, like Alex Jones arguing that the Sandy Hook massacre was a hoax
- Don't know/No opinion





MORNING CONSULT[®]