



Voters' Sentiment Toward Regulating Amazon

Polling Presentation

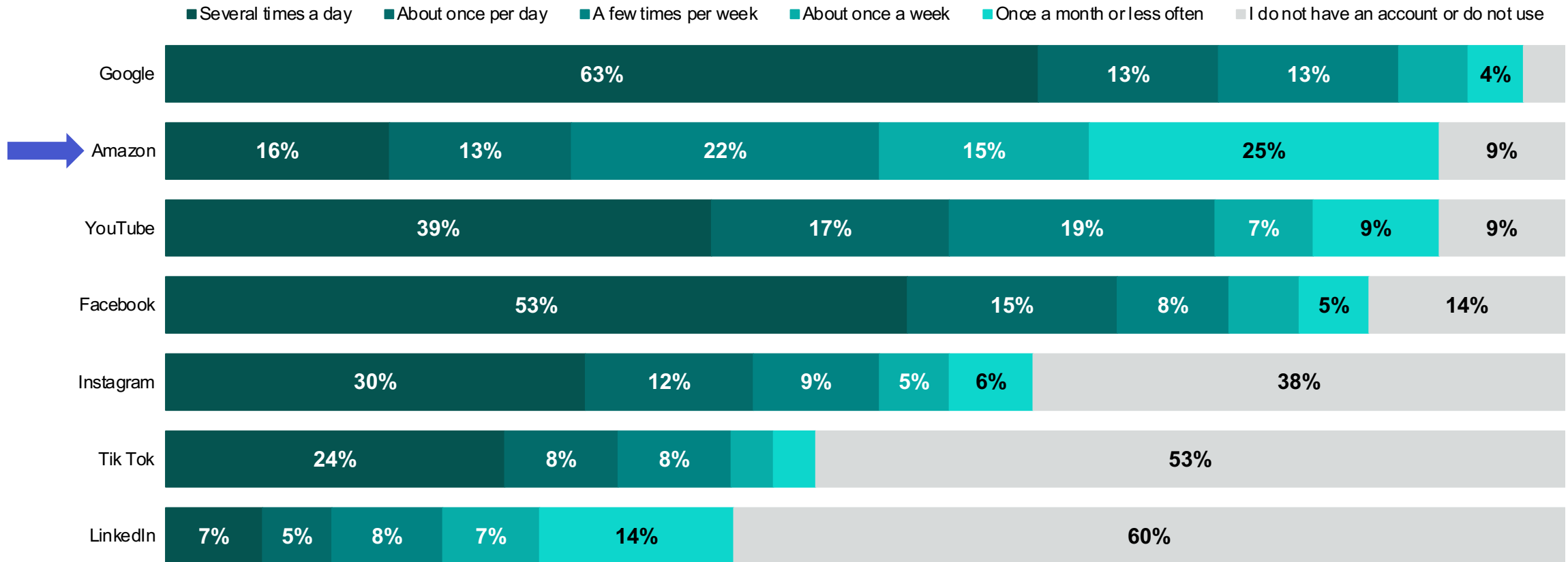
— DECEMBER 2023



AMAZON USAGE

Two-thirds (66%) of voters use Amazon at least once a week or more, including nearly one-third (29%) who use Amazon daily.

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

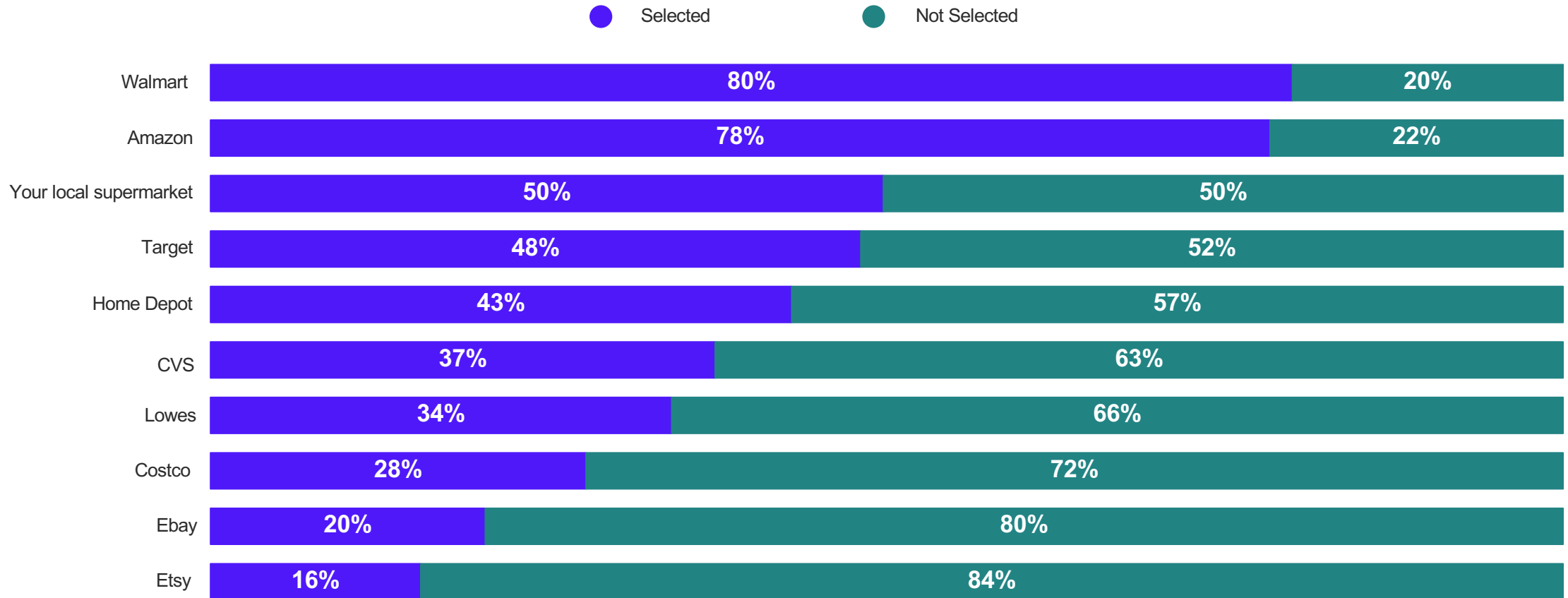


Methodology: This poll was conducted between October 6-8, 2023 among a sample of 1,984 registered voters. The interviews were conducted online and the data were weighted to approximate a target sample of registered voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

AMAZON USAGE

Walmart, Amazon, and local supermarkets are consumers' top shopping choices, with majorities of voters having shopped at Walmart (80%) and/or Amazon (78%) in the past six months.

Over the past six months have you shopped at the following retailers, either in stores or online? Select all that apply.



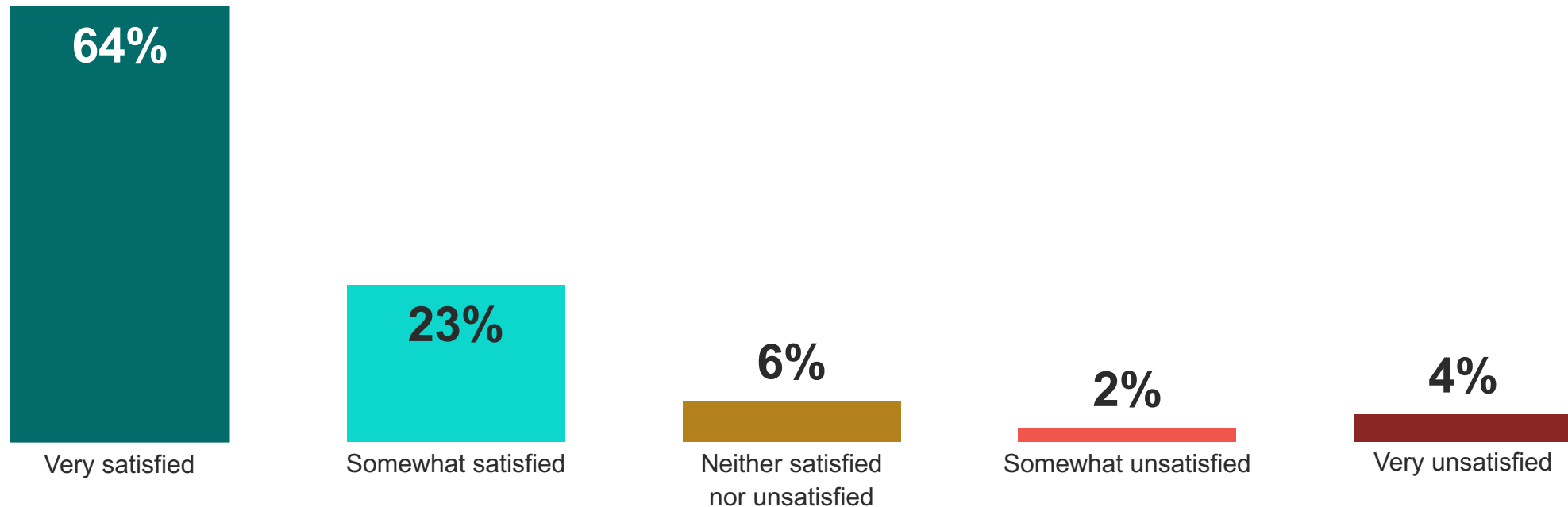
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AMAZON USAGE

A majority (87%) of Amazon users are satisfied with their shopping experience, including two-in-three (64%) who are *very satisfied*.

You mentioned you have recently used Amazon. Generally, how satisfied or unsatisfied are you with your shopping experience with Amazon?

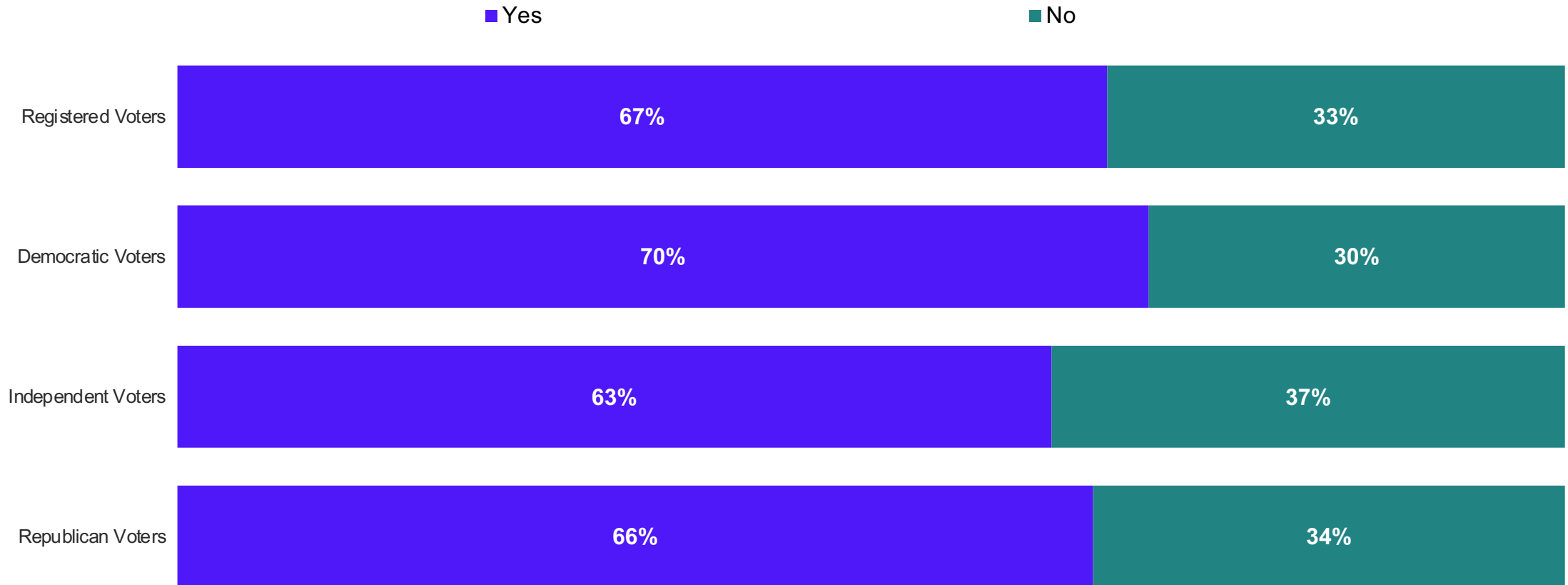
**AMAZON USERS, N = 1,807 | *AMAZON USER = USE AMAZON AT LEAST ONCE A MONTH OR MORE OFTEN*



AMAZON USAGE

Two-in-three (67%) voters are Amazon Prime members; and Democrats (70%) are more likely than Republicans (66%) to indicate that they are Amazon Prime members.

Are you currently an Amazon Prime member?

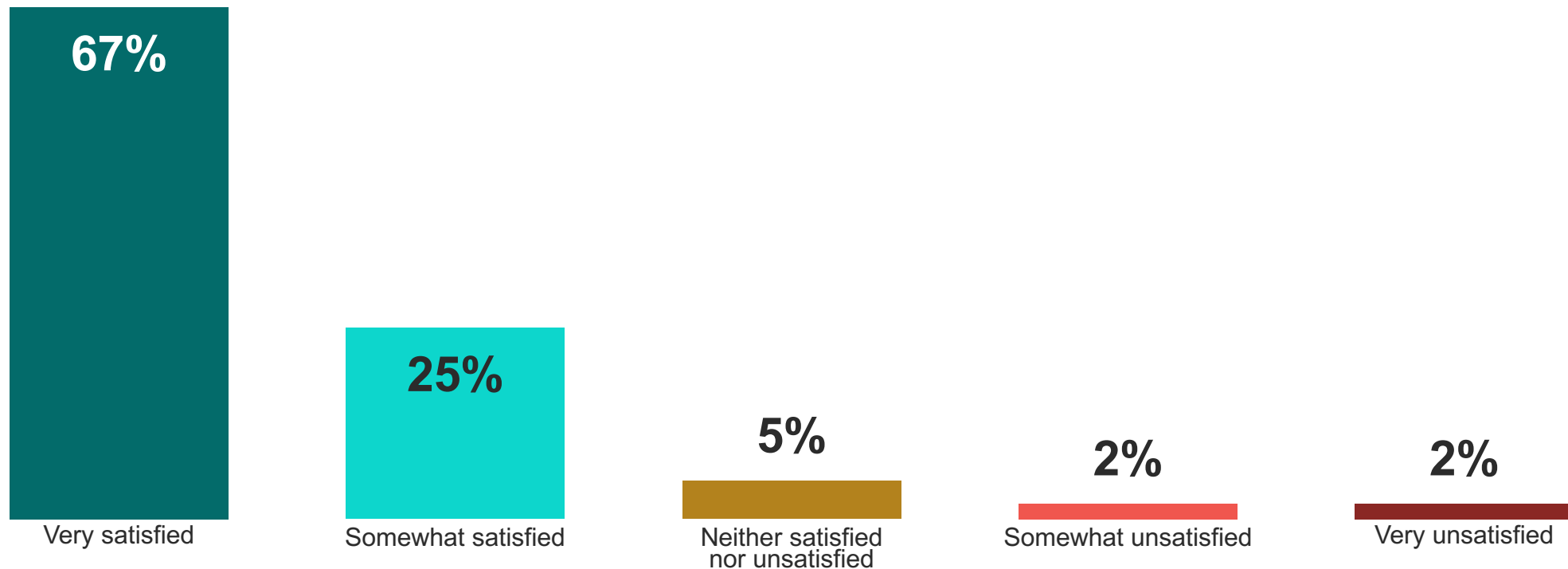


AMAZON USAGE

Nine-in-ten (92%) Amazon Prime members are satisfied with their membership, including two-in-three (67%) who are *very satisfied*.

How satisfied or unsatisfied are you with your Amazon Prime membership?

*AMAZON PRIME MEMBERS, N = 1,331 | *AMAZON PRIME MEMBERS = SELF-REPORTED AMAZON PRIME MEMBER

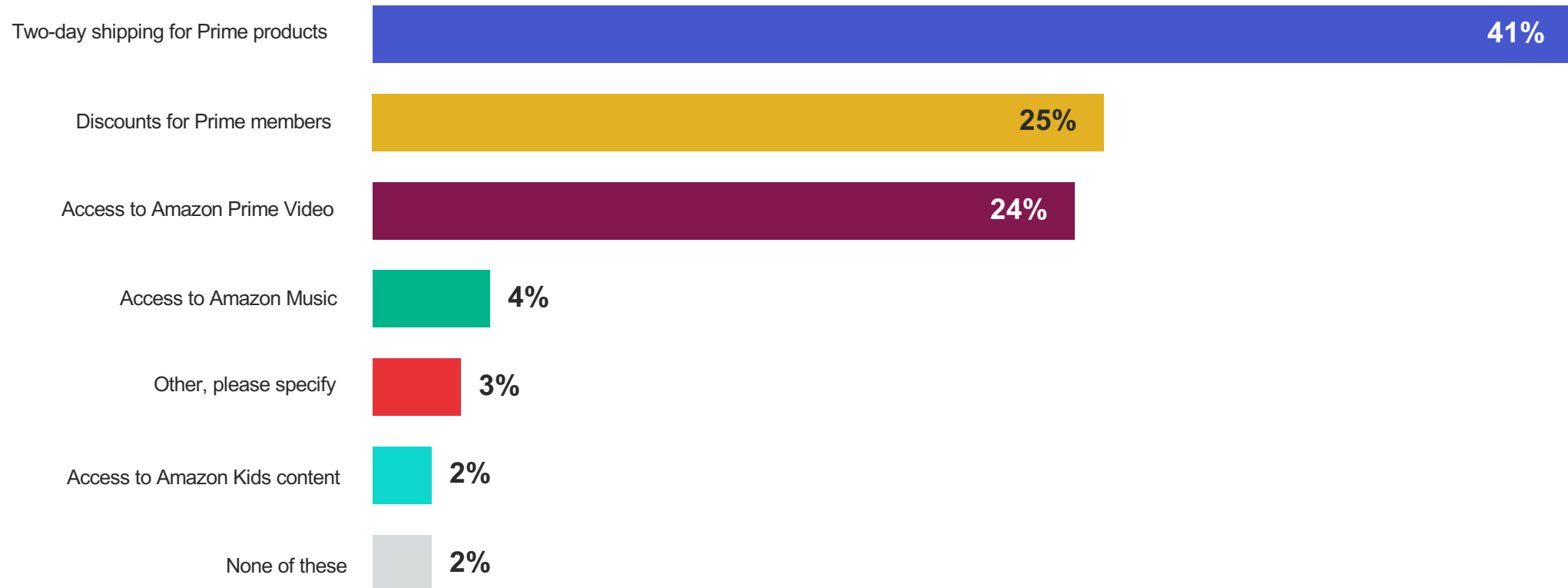


AMAZON PRIME

Two-day shipping for Prime products is the most important reason Amazon Prime members subscribe to Prime, followed by discounts (25%) and access to Prime video (24%).

What is the most important reason you subscribe to Amazon Prime? Please select just one.

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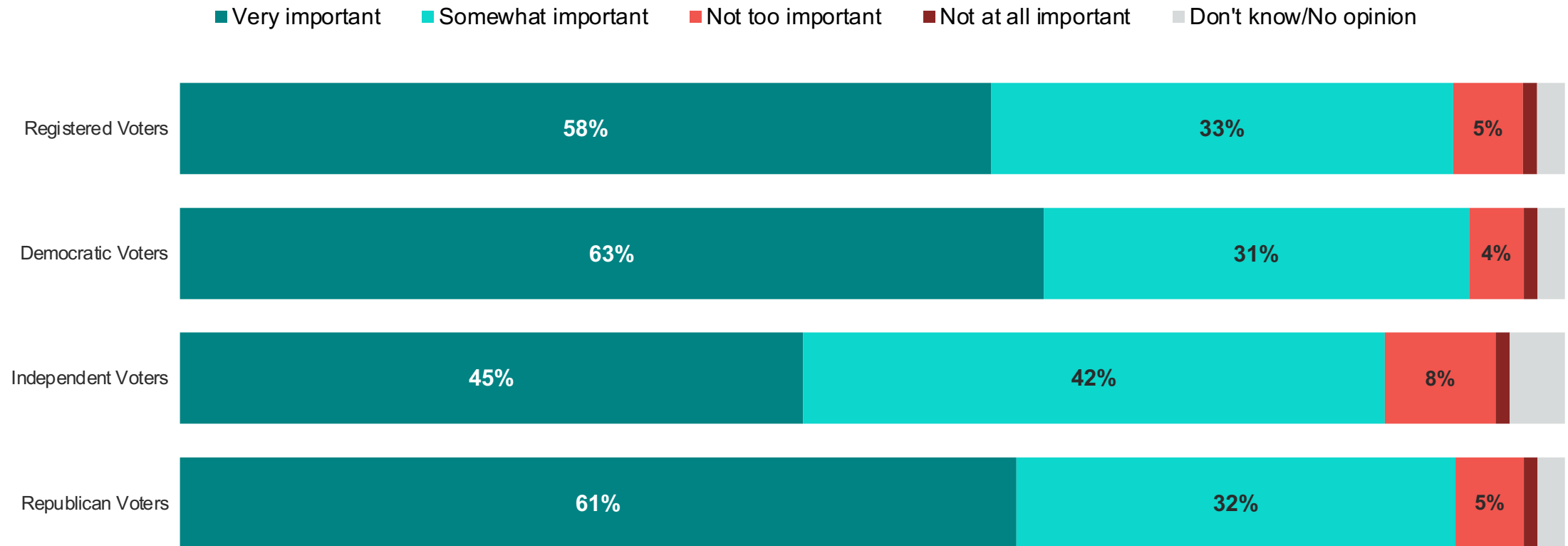
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AMAZON PRIME

Nine-in-ten (91%) Amazon users say it is important to know they are receiving the best deal possible on the Internet when choosing to make a purchase on Amazon.

When choosing whether to make a purchase on Amazon, how important, if at all, is it to know that you are receiving the best deal possible on the internet?

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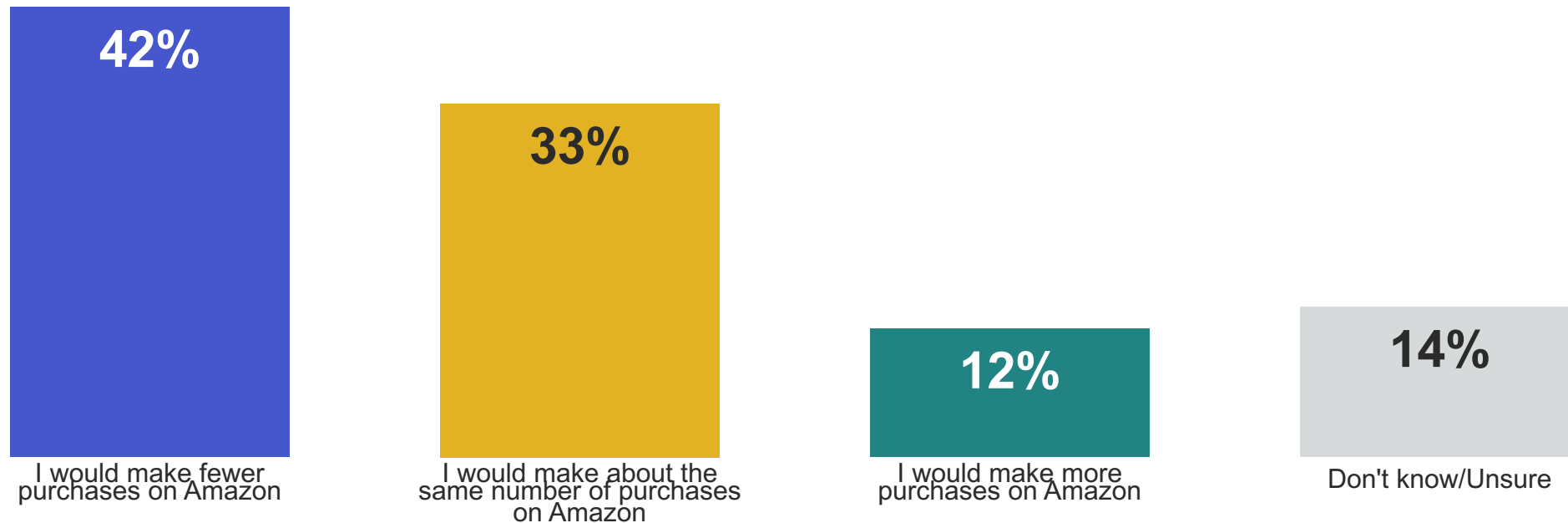
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AMAZON PRIME

Two-in-five (42%) Amazon users say they would make *fewer purchases* on Amazon if they learned products they purchased from Amazon were being sold somewhere else on the Internet for less, while one-third (33%) say it would *not impact* the number of purchases they make on Amazon.

If you learned that products you purchased on Amazon were being sold somewhere else on the Internet for less, how would you respond?

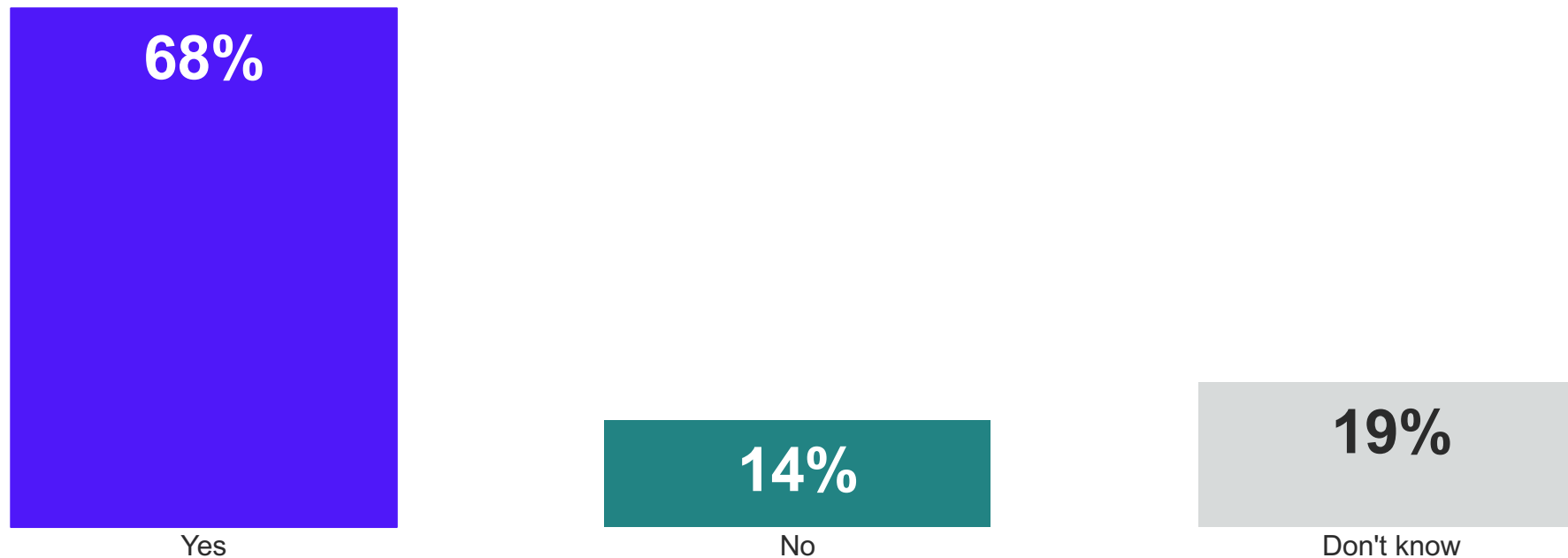
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AMAZON PRIME

Two-in-three (68%) voters think Amazon should be allowed to feature the lowest price possible in its search results even if that means all sellers are not promoted equally, with majorities of both Democrats (70%) and Republicans (68%) agreeing with this as well.

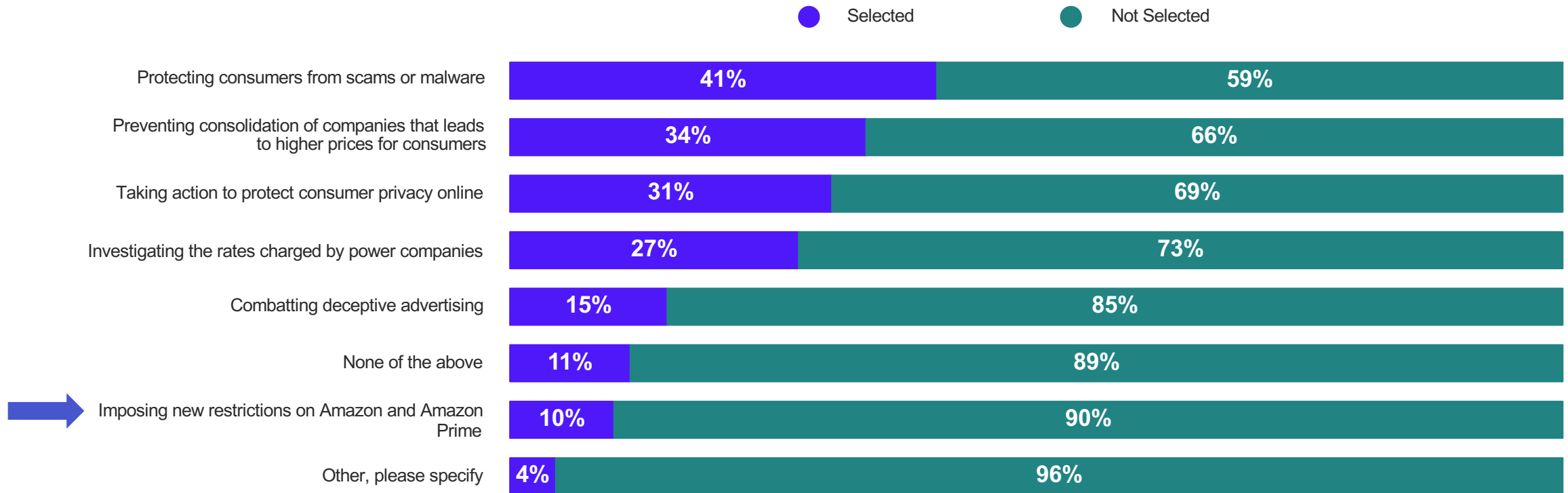
Some say the Federal Trade Commission should prevent Amazon from promoting certain sellers over others, regardless of which seller has the lowest price. Others say Amazon should be allowed to feature the lowest prices for each product, which may mean promoting certain sellers over others. In your opinion, should Amazon be allowed to feature the lowest price possible in its search results even if that means all sellers are not promoted equally?



CONSUMER PROTECTION PRIORITIES

When it comes to tech policy, voters would most like the Biden administration to focus on protecting consumers from scams or malware (41%) in 2023. Only one-in-ten voters would want the administration to focus on imposing new restrictions on Amazon and Amazon Prime.

Thinking about consumer protection priorities, which TWO issues would you like to see the Biden administration focus on in 2023? You may select up to two options.



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CONSUMER PROTECTION PRIORITIES

Across the political spectrum, voters are more likely to want the Biden administration to focus on consumer protections for privacy, malware, and preventing company consolidations rather than new restrictions on Amazon and Amazon Prime.

Thinking about consumer protection priorities, which TWO issues would you like to see the Biden administration focus on in 2023? You may select up to two options.

Priorities	Registered Voters	Democrat	Independent	Republican
Taking action to protect consumer privacy online	31%	32%	32%	28%
Protecting consumers from scams or malware	41%	39%	43%	41%
Preventing consolidation of companies that leads to higher prices for consumers	34%	38%	33%	30%
Investigating the rates charged by power companies	27%	31%	23%	26%
Combatting deceptive advertising	15%	14%	17%	14%
Imposing new restrictions on Amazon and Amazon Prime	10%	14%	6%	7%
Other, please specify	4%	2%	4%	7%
None of the above	11%	7%	14%	15%

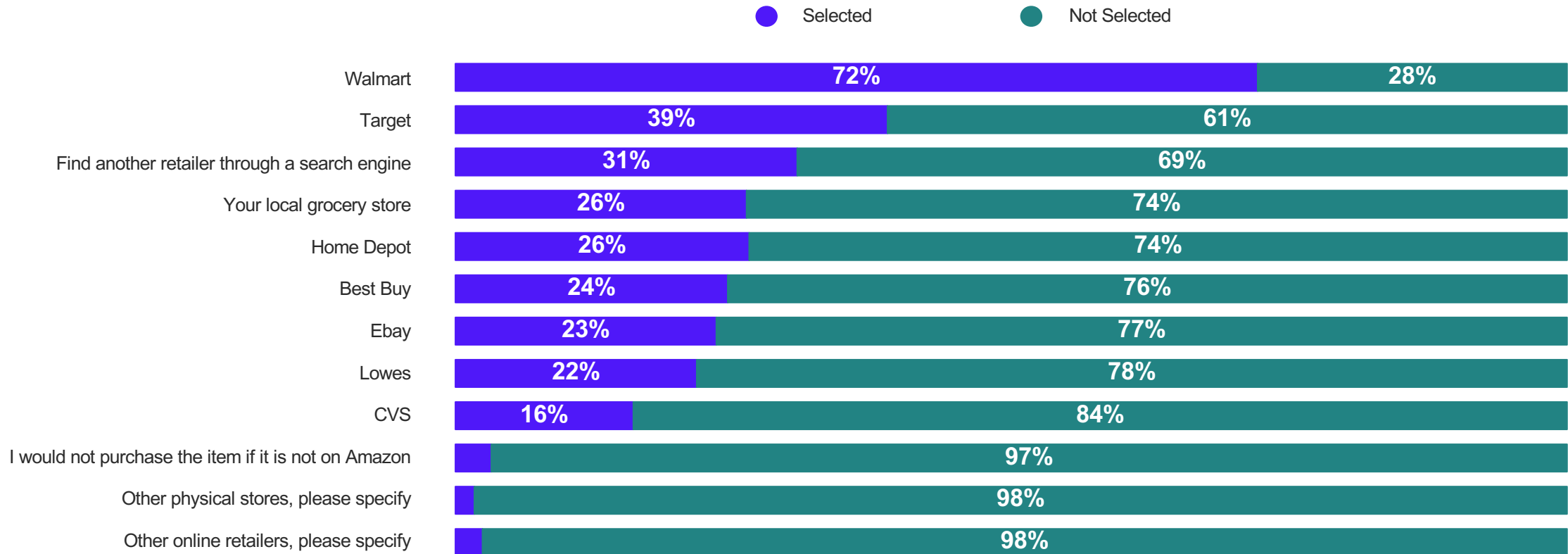


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AMAZON COMPETITORS

When a product isn't available or priced too high on Amazon, three-in-four (72%) voters say they would look for Walmart to find that product instead – this is true for Amazon users as well, in which 72% of Amazon users would look for a product at Walmart if it weren't available on Amazon.

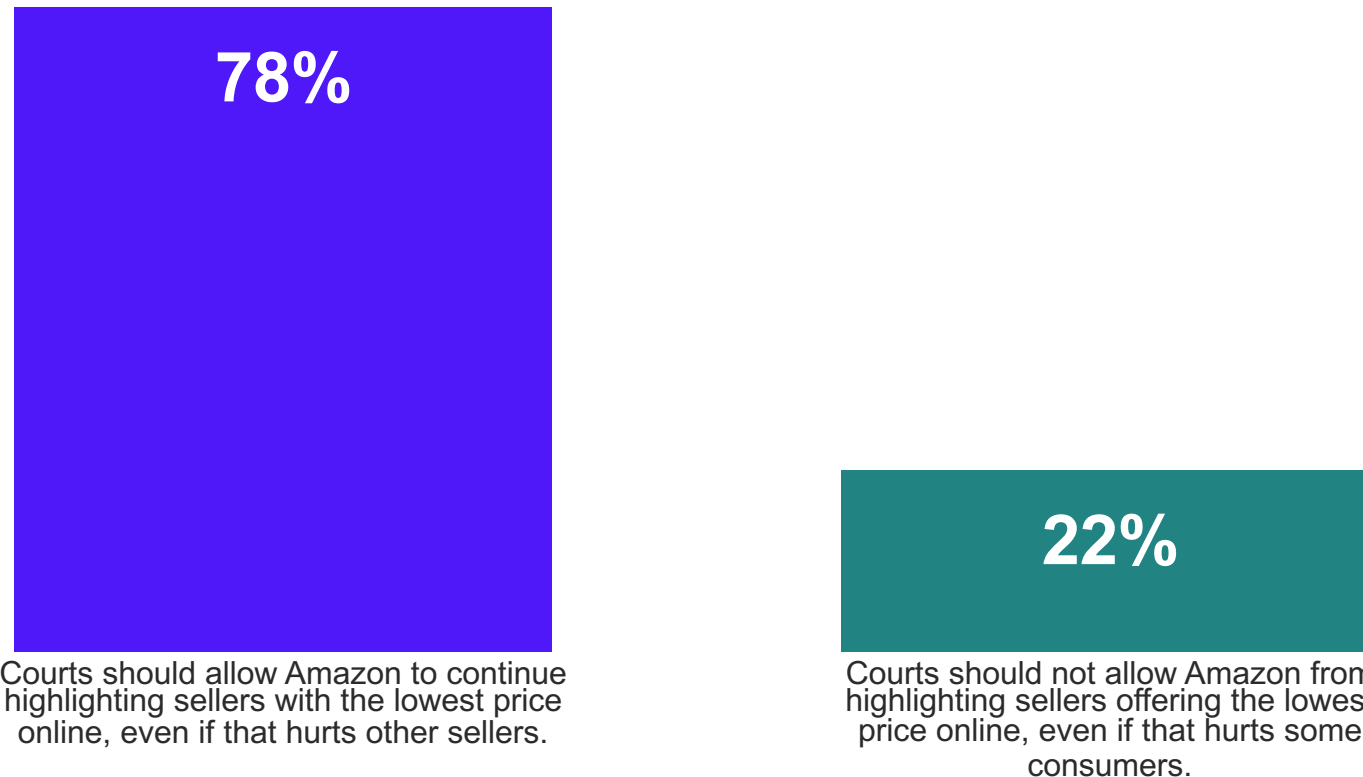
If a product you are looking for isn't available or is priced too high on Amazon, what other retailers would you look for to find that product instead? Please select all that apply.



FTC LAWSUIT

Four-in-five (78%) voters say courts should allow Amazon to continue highlighting sellers with the lowest price online, even if that hurts other sellers.

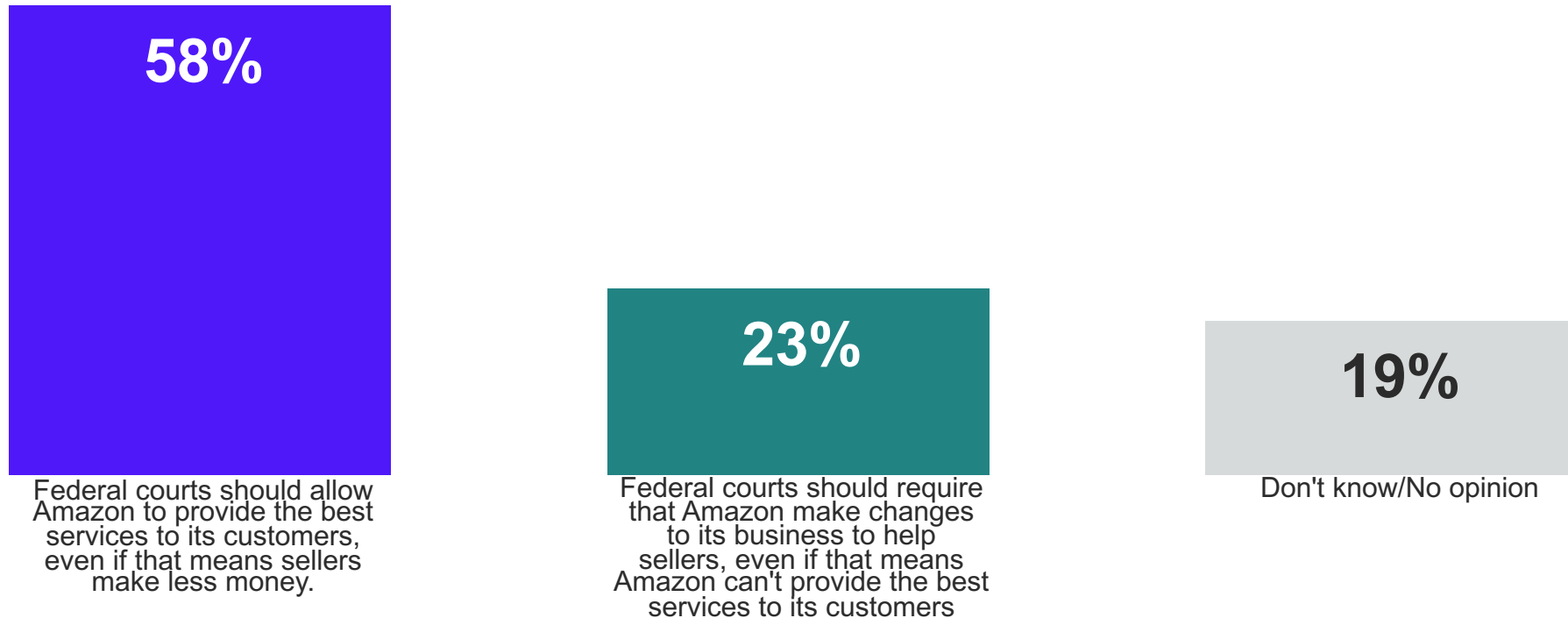
As you may know, The Federal Trade Commission (FTC) is suing Amazon over claims their pricing rules are anti-competitive. Which comes closest to your view?



FTC LAWSUIT

Three-in-five (58%) voters think federal courts should allow Amazon to provide the best services to its customers, even if it means sellers make less money.

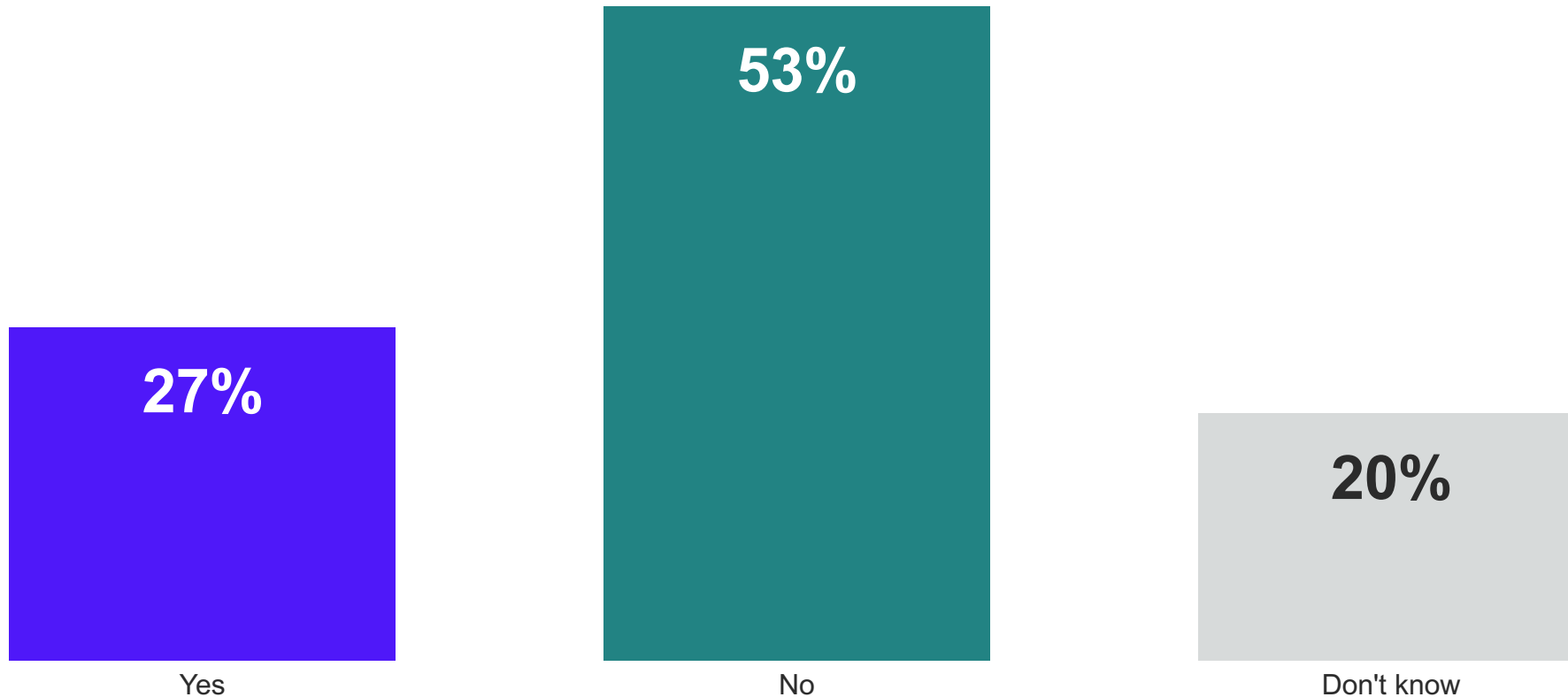
The Federal Trade Commission (FTC) is suing Amazon over allegations the online retailer stifles competition. Thinking about the potential outcomes of the lawsuit, which of the following is closest to your opinion?



FTC LAWSUIT

Half (53%) of voters do not think the federal courts should break up Amazon to benefit its competitors, while one-in-four (27%) think they should.

Some say consumers should be allowed to choose where they shop, even if that means consumers choose Amazon over other competitors. Others say consumers choose to shop at Amazon because of unfair advantages that harm competitors. In your view, should the federal courts break up Amazon to benefit its competitors?



Methodology: This poll was conducted between October 6-October 8, 2023 among a sample of 1984 Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of Registered Voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

*The order in which these statements appeared was rotated.

