

December 2021

California Voters' Views on Top State Priorities and Tech Regulation



FINSBURY
GLOVER
HERING

Commissioned by



RESEARCH OVERVIEW

Finsbury Glover Hering, commissioned by Chamber of Progress, conducted an online survey with registered voters across California. The survey included:



800 registered voters in California aged 18+

- Representative of California registered voter population in terms of gender, age, region, race, education, and party identification
- Fieldwork was conducted from November 2 – November 16, 2021



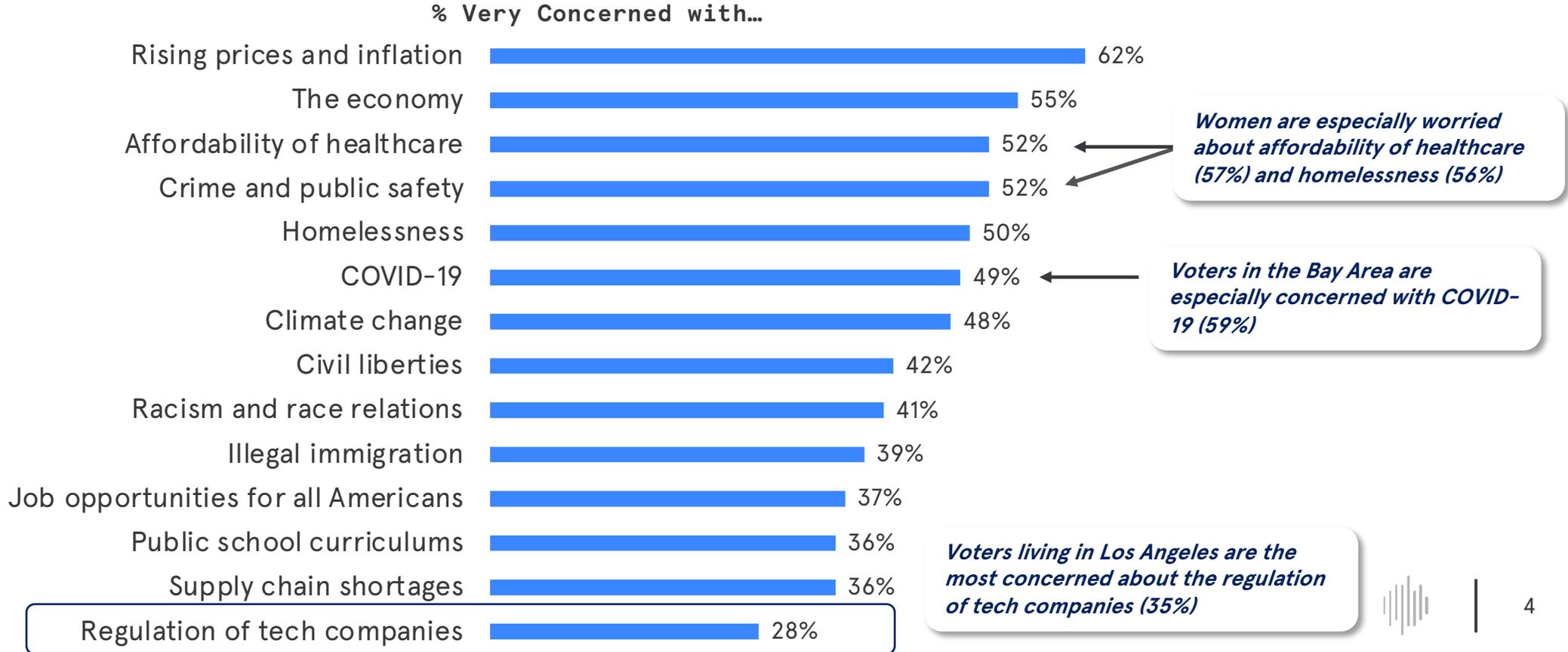


WHAT MATTERS TO CALIFORNIANS?



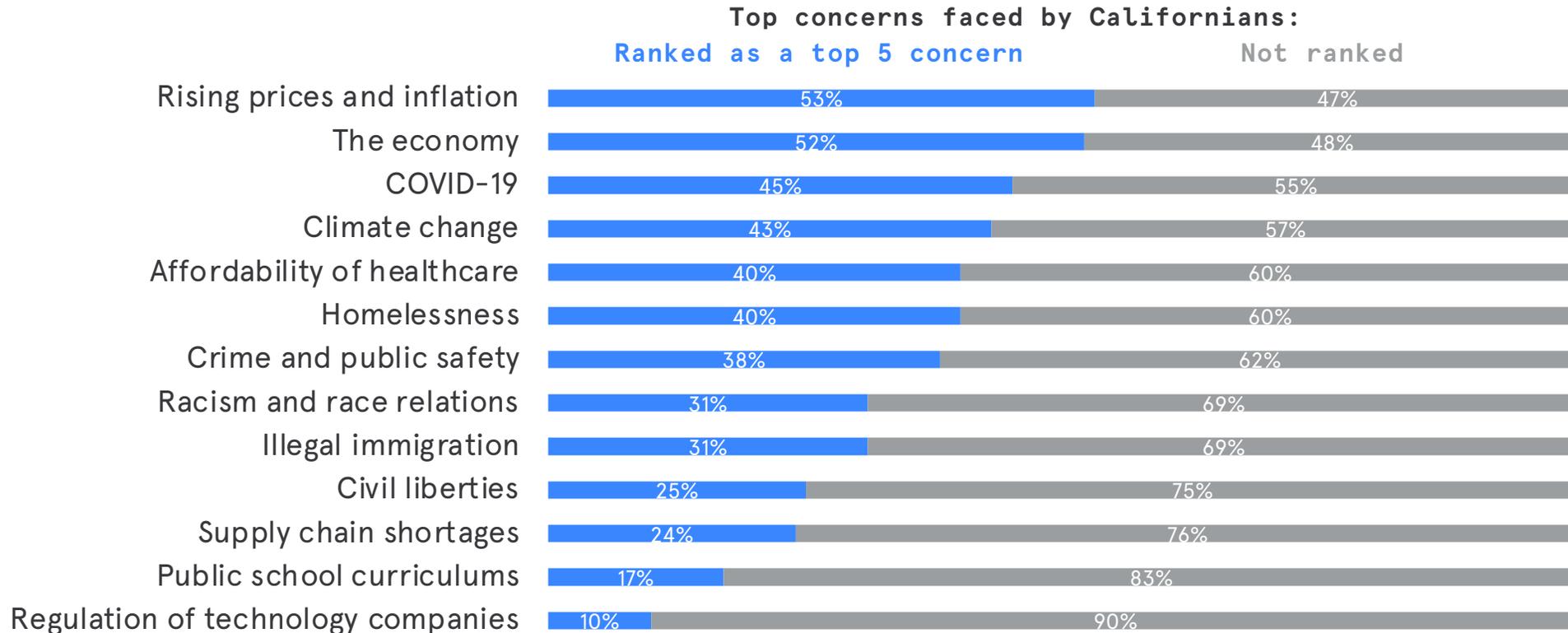
Despite living in the tech capital, Californians are not concerned with the regulation of tech companies - they're more concerned with matters that impact their wallets and wellbeing

(Q1.) The following is a list of issues that some people feel are impacting the country. How concerned would you say you are with each? Answer choices: very concerned, somewhat concerned, not very concerned, not concerned at all



In this climate, voters want politicians addressing their financial concerns - only one in ten see regulation of tech companies as a top concern

(Q2.) Of the following list, which FIVE would you say are the most pressing issues that politicians should be addressing? Within your top five, please rate them in terms of importance to you, with 1 being "most" pressing and 5 being "least" pressing.



62% of Republicans rank rising prices as their top 1-5 ranked concern

60% of Democrats rank COVID-19 and climate change as their top 1-5 ranked concerns





ATTITUDES TOWARD TECH REGULATION



Two in five Californians support tech regulation that protects them from scams and malware... but most don't see the importance of other potential measures

(Q11.) Looking at the following list of potential ways that technology products and services could be regulated, which would you say are the TWO MOST important to you?

MOST important tech regulations
(top 2 most important):



36% of Democrats say combating misinformation is key, while 42% of Republicans say protecting free speech is key

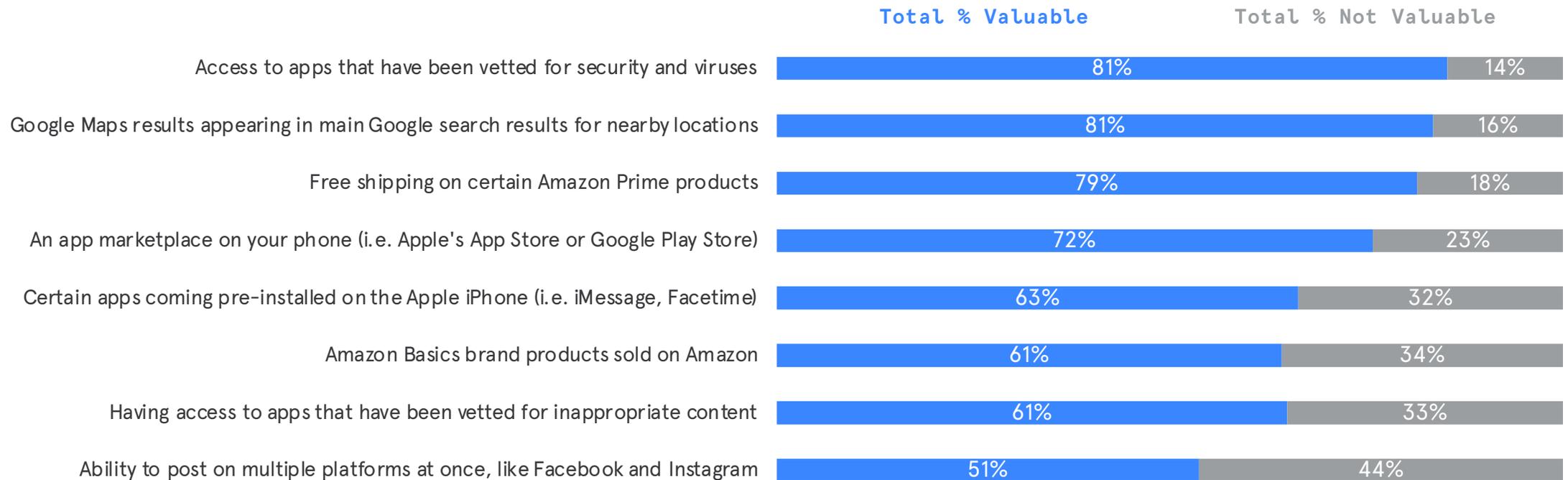
Voters in Sacramento especially see combating misinformation as a potential benefit (33%)



They place value in app and online platform features that vet for security and viruses or provide consumer conveniences

(Q7.) How valuable do you consider the following offerings from apps or online platforms to be in your daily life, if at all?

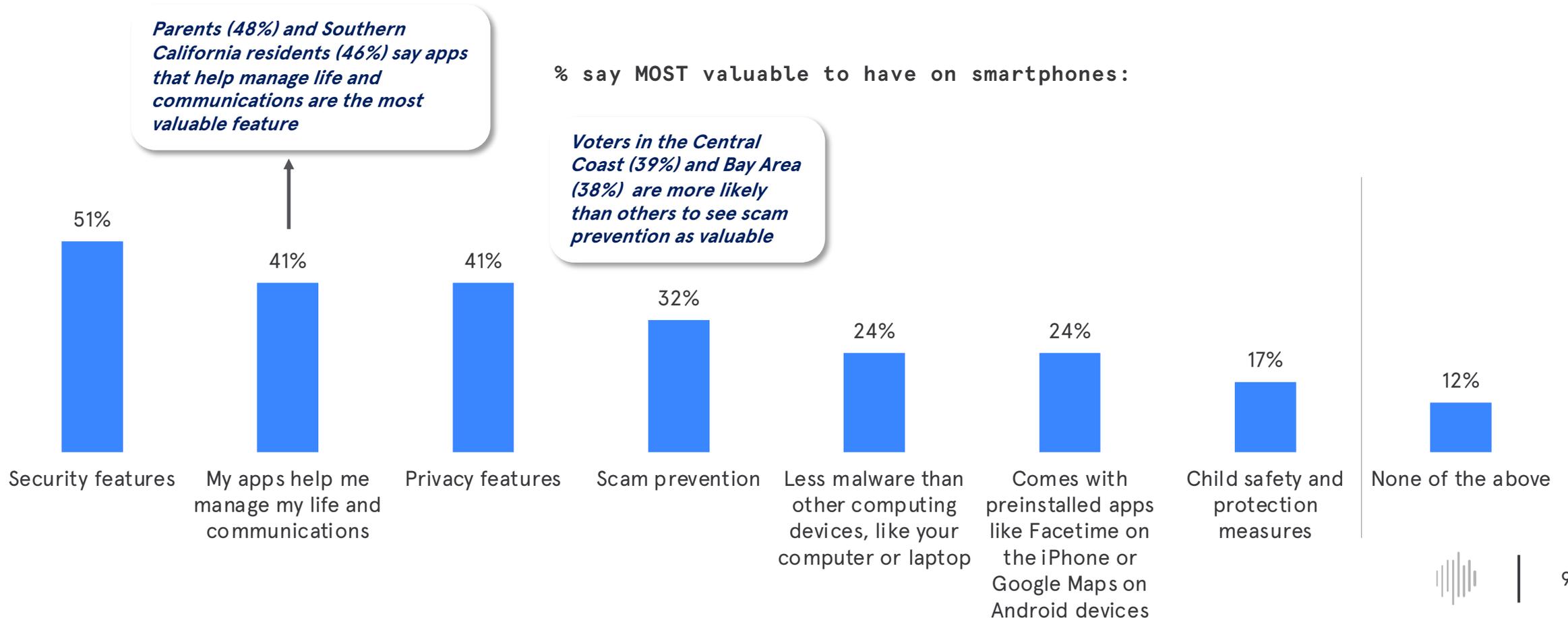
% valuable to have from apps or online platforms in daily life*:



*Some statements have been shortened for formatting purposes

Similarly, security, convenience, and privacy are features of their smartphones they find most valuable

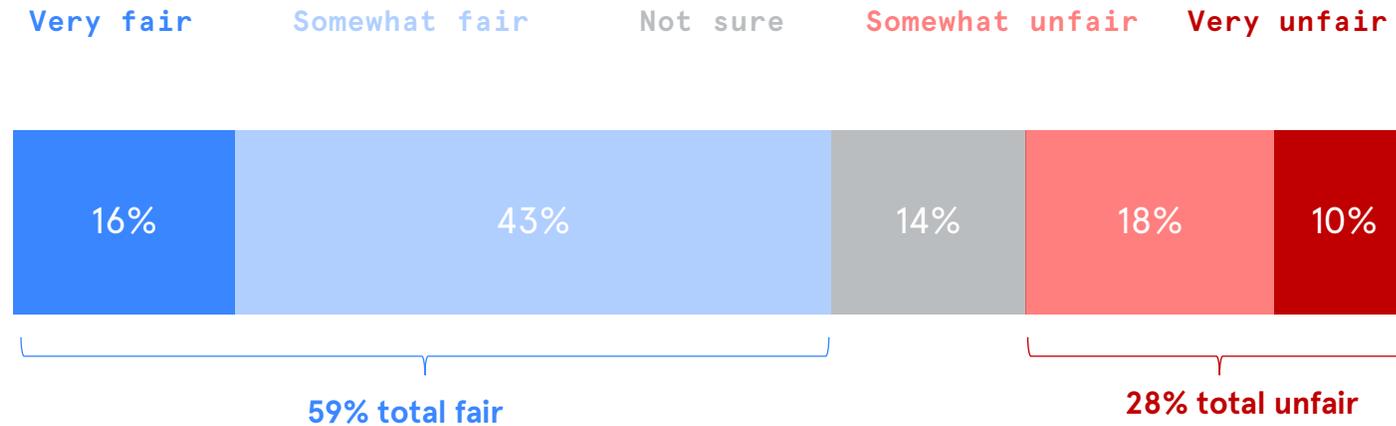
(Q6.) Which of the following would you say you value MOST about you and your family's smartphones? Please select the three you value most.



Most Californians see app marketplace commission fees as fair

(Q8.) How fair do you believe it is that companies like Google and Apple, that provide App Stores to users, charge a commission fee to developers on the sale of digital goods in those stores?

Fairness of companies like Google and Apple, which provide App Stores, charging commission fee to developers on sale of digital goods:



- More likely to say it's fair:**
- Gen Z + Millennials (70%)
 - Parents (70%)
 - Bay Area, Central Valley voters (65%)
 - Men (64%)



THANK YOU



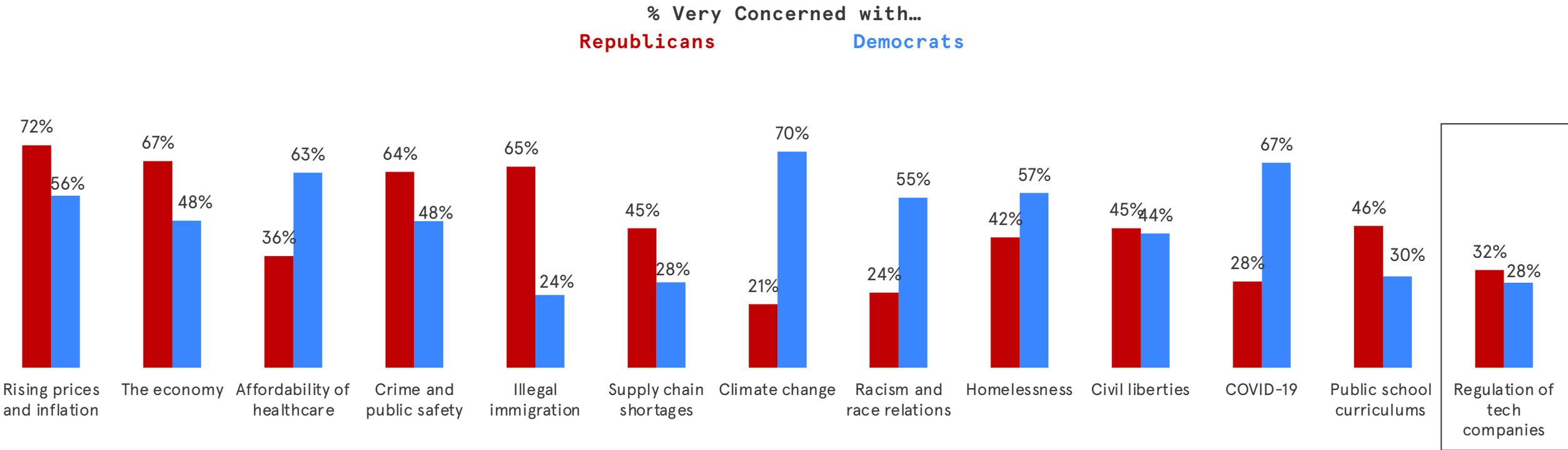


RESULTS BY PARTY IDENTIFICATION



Republicans and Democrats don't have the same key concerns, but do agree that the regulation of tech companies isn't one of them

(Q1.) The following is a list of issues that some people feel are impacting the country. How concerned would you say you are with each? Answer choices: very concerned, somewhat concerned, not very concerned, not concerned at all



These differing priorities lead their expectations for policymakers - regulation of tech companies is not something either party especially desires to see on the 2022 agenda

(Q2.) Of the following list, which FIVE would you say are the most pressing issues that politicians should be addressing? Within your top five, please rate them in terms of importance to you, with 1 being "most" pressing and 5 being "least" pressing.

Top concerns faced by Californians:

Republicans	Ranked 1-5	Not Ranked	Democrats	Ranked 1-5	Not Ranked
Rising prices and inflation	62%	38%	Climate change	60%	40%
The economy	61%	39%	COVID-19	60%	40%
Illegal immigration	55%	45%	Affordability of healthcare	50%	50%
Crime and public safety	51%	49%	Rising prices and inflation	47%	53%
Supply chain shortages	37%	63%	The economy	46%	54%
Civil liberties	33%	67%	Homelessness	45%	55%
COVID-19	32%	68%	Racism and race relations	43%	57%
Homelessness	30%	70%	Crime and public safety	30%	60%
Climate change	24%	76%	Civil liberties	23%	77%
Public school curriculums	25%	75%	Supply chain shortages	17%	83%
Affordability of healthcare	23%	77%	Illegal immigration	16%	84%
Racism and race relations	12%	88%	Public school curriculums	12%	88%
Regulation of tech companies	12%	88%	Regulation of tech companies	9%	91%

