

December 2021

Voters' views on top 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 in:

Arizona



California



Connecticut



Georgia



Minnesota



North Carolina



This included **800 registered voters in each state**, for a total of 4800 interviews.

- Representative of each state's registered voter population in terms of gender, age, region, race, education, and party identification.
- Fieldwork was conducted from November 2nd – November 16th, 2021.



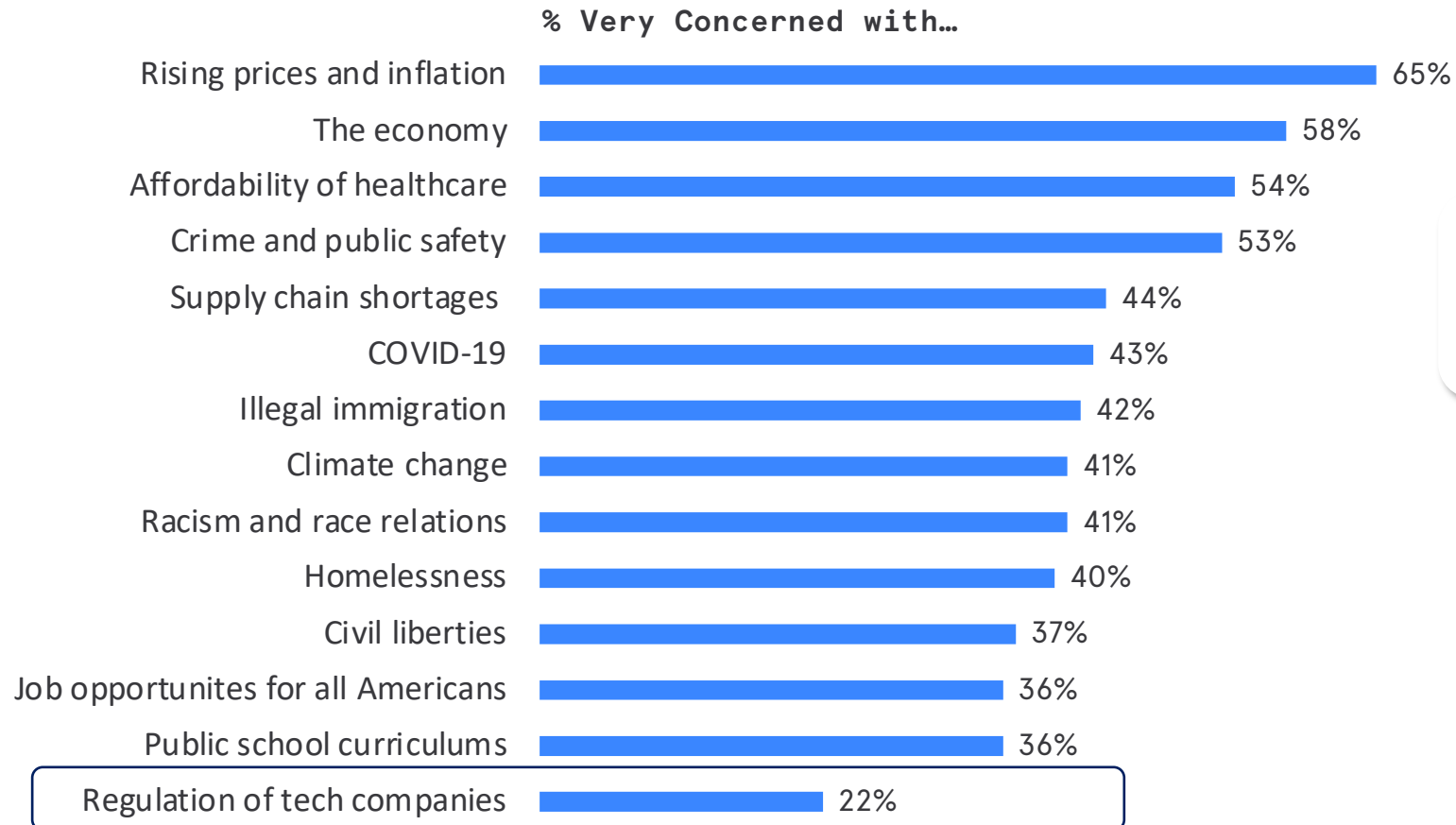


WHAT MATTERS TO VOTERS



Voters are concerned with issues that impact their lives in a tangible way - like rising costs and the economy; the regulation of tech companies is not a priority for 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)

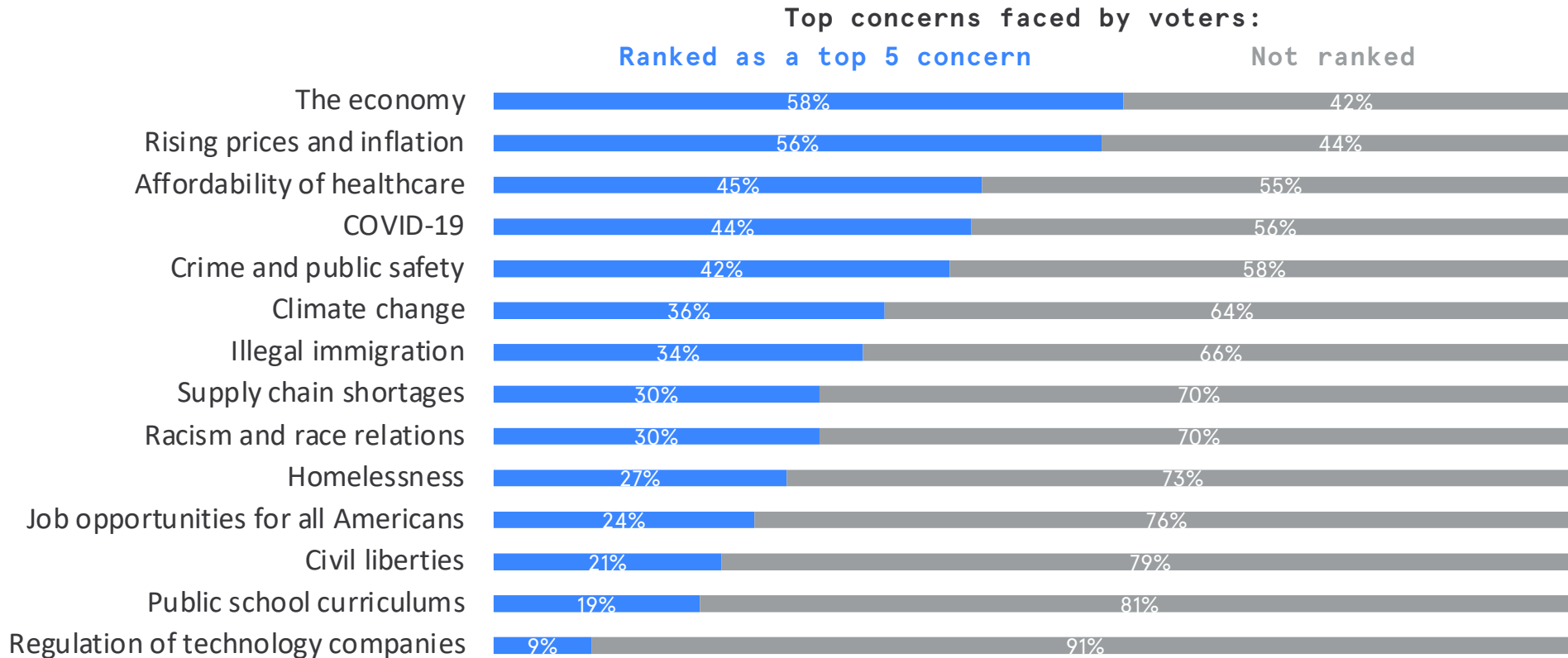


Democrats are especially concerned with the affordability of healthcare (65%), climate change (63%) and COVID-19 (60%)



As such, they want politicians addressing the economy and healthcare system; fewer than 1 in 10 see regulation of tech companies as a pressing policy need

(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.



Rising prices and inflation ranks as a top-5 concern for those 55 and older (62%)

COVID-19 ranks as a top-5 concern for Black Americans (54%) and Democrats (60%)

For Democrats, COVID-19 (60%) is the top concern, followed by climate change (55%)





ATTITUDES TOWARD TECH REGULATION



When it comes to tech regulations, voters place high priority on protecting consumers from potentially harmful actors, followed by first amendment concerns

(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):



Combatting misinformation online is an especially critical priority for Democrats (36%)

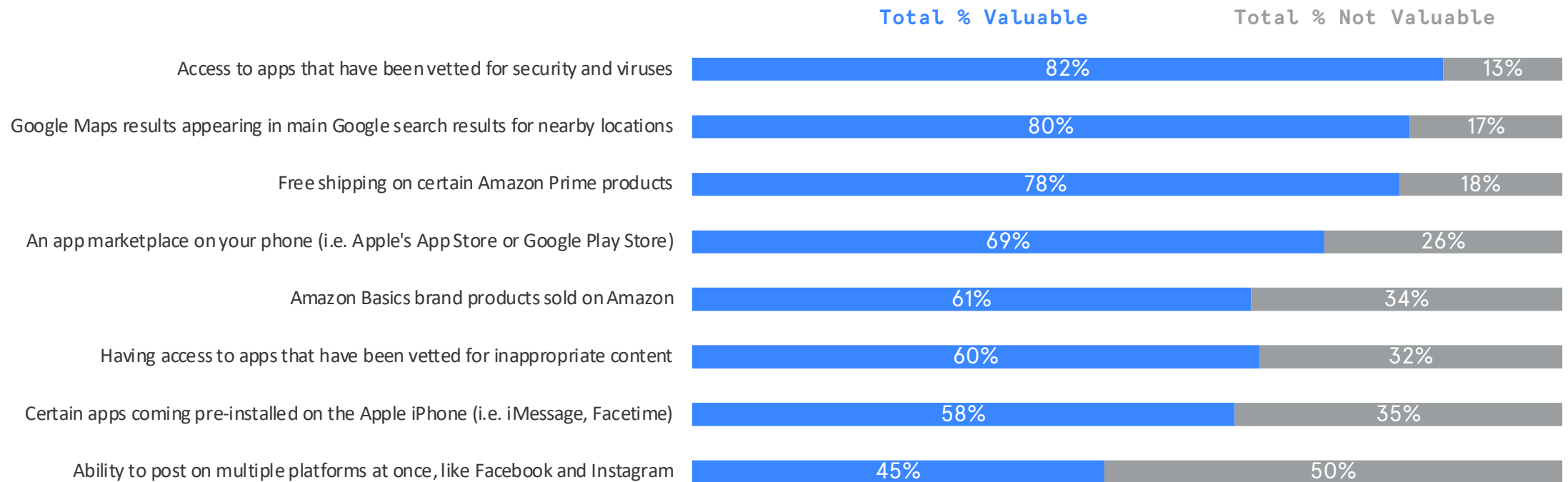
Protecting free speech online is less of a priority for Democrats (10%)



Voters attach most value to features that provide protection and security, as well as convenience for users

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

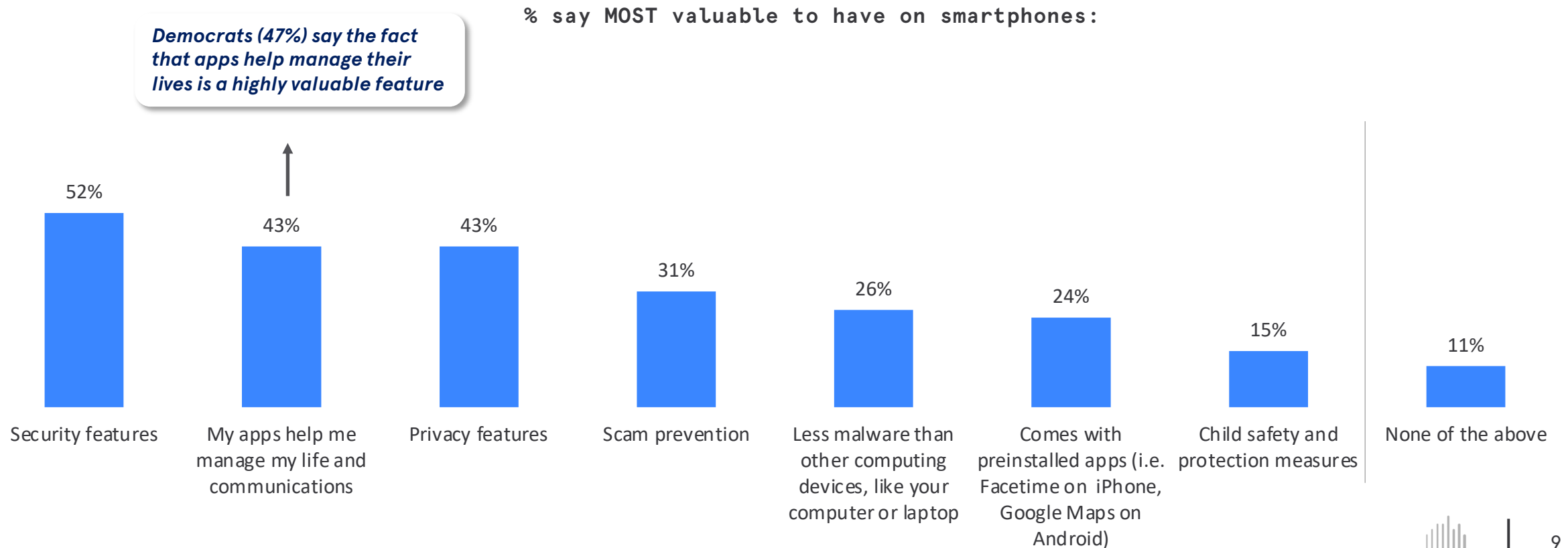
% valuable to have from apps or online platforms in daily life*:



*Some statements have been shortened for formatting purposes

Security, convenience, and privacy are top valued features provided by smartphones

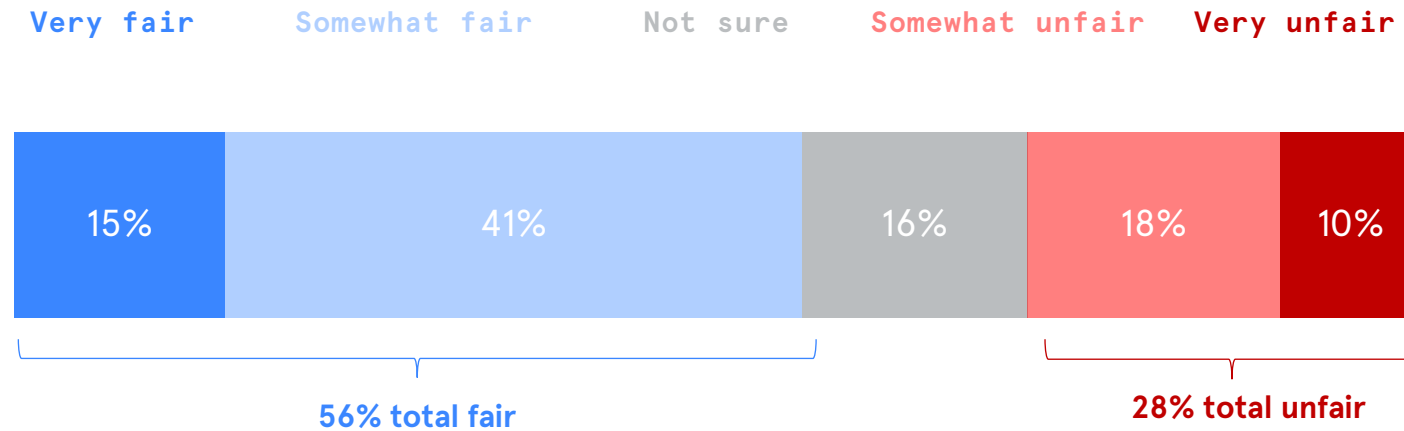
(Q6.) Which of the following would you say you value MOST about you and your family's smartphones? Please select the three you value most.



More voters believe app marketplace commission fees are 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

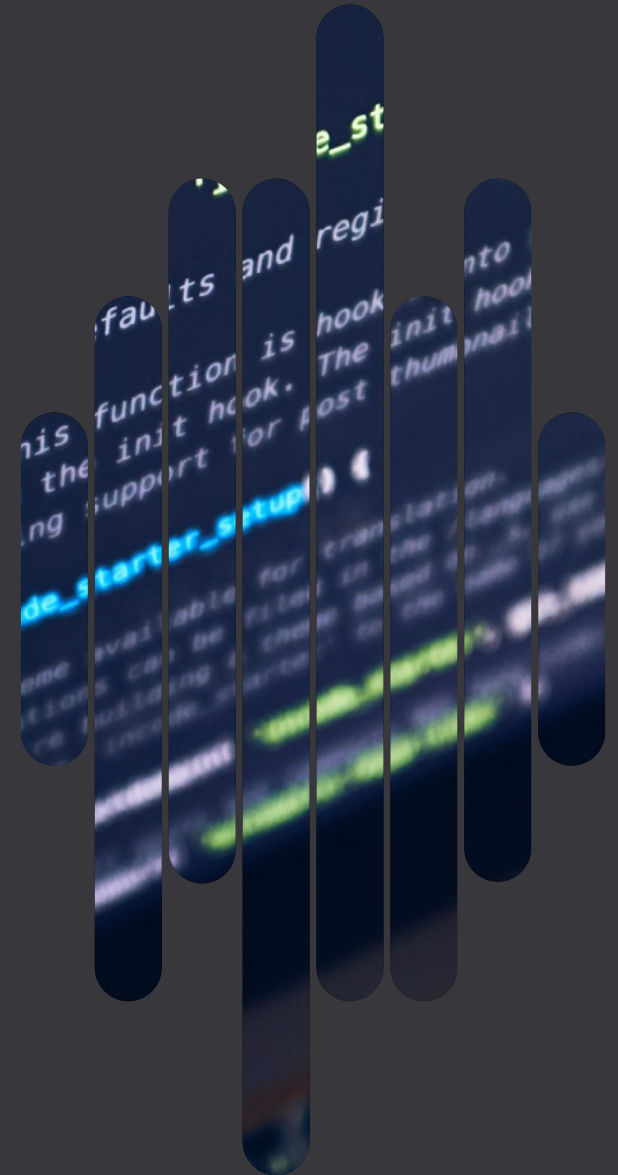


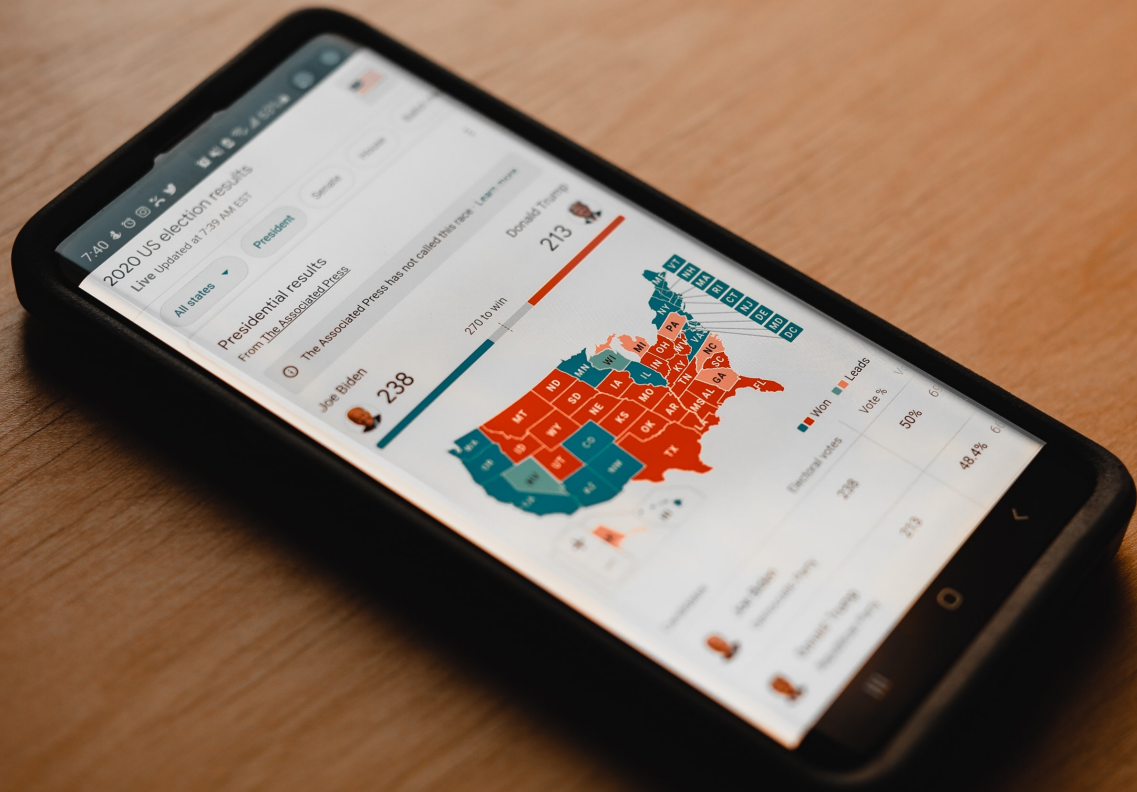
More likely to say it's fair:

- Gen-Z (68%) and Millennials (66%)
- Men (62%)
- Democrats (59%)



THANK YOU



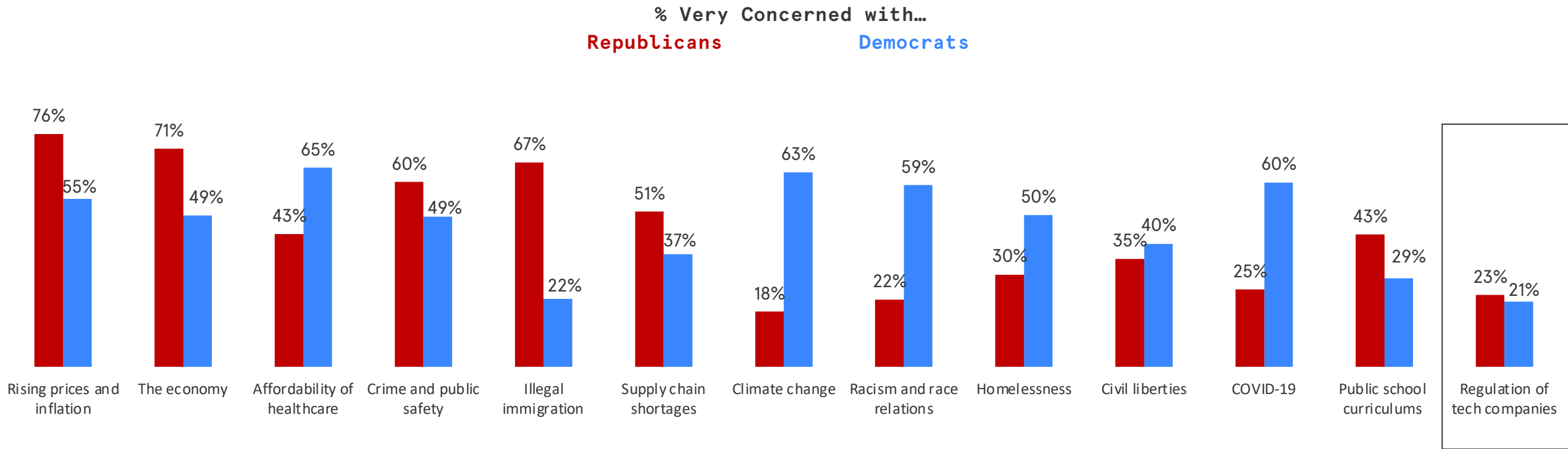


RESULTS BY PARTY IDENTIFICATION



Republicans and Democrats have starkly different priorities, but 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 Arizonians:

Republicans	Ranked 1-5	Not Ranked
Rising prices and inflation	69%	31%
The economy	68%	30%
Illegal immigration	58%	42%
Crime and public safety	52%	48%
Supply chain shortages	40%	60%
Affordability of healthcare	35%	65%
COVID-19	27%	73%
Public school curriculums	26%	74%
Civil liberties	23%	77%
Homelessness	19%	81%
Climate change	17%	83%
Racism and race relations	13%	87%
Regulation of tech companies	9%	91%

Democrats	Ranked 1-5	Not Ranked
COVID-19	60%	40%
Affordability of healthcare	54%	46%
Climate change	55%	45%
The economy	49%	51%
Racism and race relations	47%	53%
Rising prices and inflation	45%	55%
Crime and public safety	33%	67%
Homelessness	32%	68%
Civil liberties	21%	79%
Supply chain shortages	21%	79%
Illegal immigration	14%	86%
Public school curriculums	13%	87%
Regulation of tech companies	9%	91%



When it comes to tech regulations, voters place high priority on protecting consumers from potentially harmful actors, followed by first amendment concerns

(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?

