



# Battleground State Survey Results

For External Use

— 2024



# Methodology

These polls were conducted between January 5<sup>th</sup> – 12<sup>th</sup> among a sample of **registered voters in Arizona (N=702), Georgia (N=707), Michigan (N=603), Nevada (N=405), New Hampshire (N=309), North Carolina (N=604), Pennsylvania (N=702), and Wisconsin (N=605).**

The interviews were conducted online, and the data was weighted to approximate a target sample of registered voters in each state based on gender, age, race/ethnicity, marital status, home ownership, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 4 percentage points in Arizona, Georgia, Michigan, North Carolina, Pennsylvania, and Wisconsin, plus or minus 5 percentage points in Nevada, and plus or minus 6 percentage points in New Hampshire.

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AGENDA

# Issue Priorities

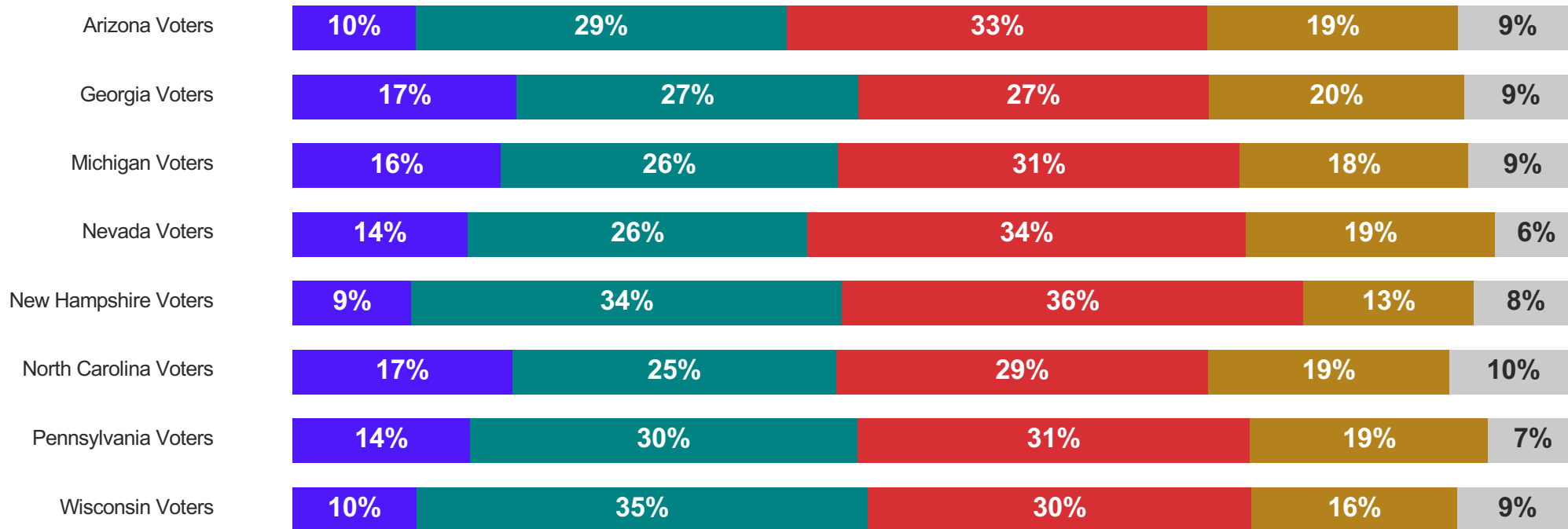
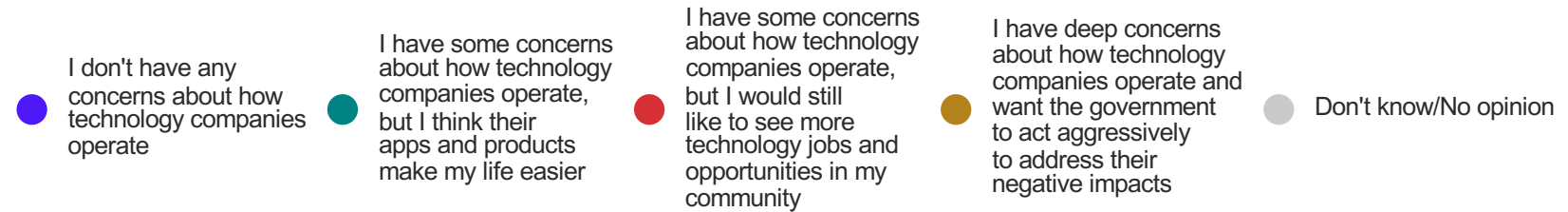
## **Technology Policy Opinions**



## TECHNOLOGY POLICY OPINIONS

**Over half of voters in each battleground state indicate that although they have some concerns about technology companies, they like their apps / products and want to see more technology jobs in their communities.**

Thinking about how technology companies operate, which of the following is closest to your opinion?

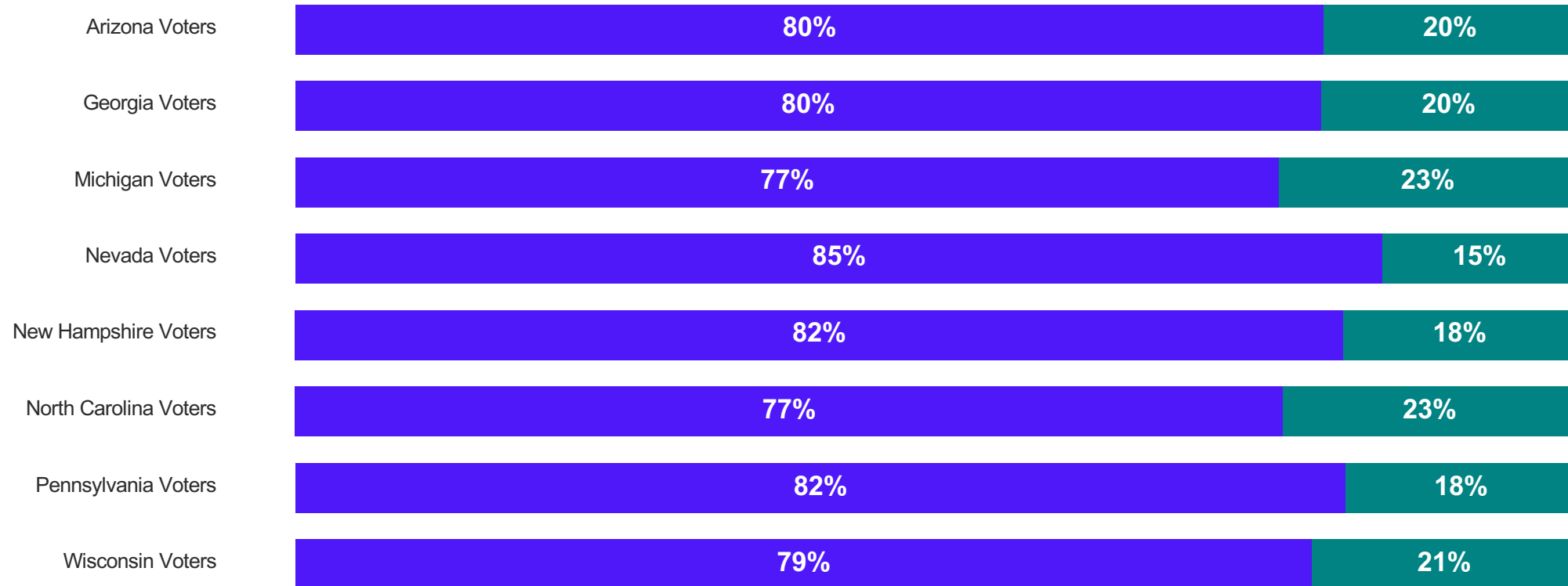


## TECHNOLOGY POLICY OPINIONS

**Overwhelming majorities in all battleground states believe the next president should focus on expanding technology jobs and services over focusing on regulating Amazon, Google, and Apple.**

When it comes to technology issues, which comes closest to your view?

- The next President should focus on expanding technology jobs and services to more Americans
- The next President should focus on regulating services from Amazon, Google, and Apple.



## TECHNOLOGY POLICY OPINIONS

**When it comes to technology policy, voters want to see presidential candidates focus on promoting safety and combating misinformation online. Regulating services like Amazon Prime or Google search results ranked last in voters' priorities for technology policy.**

Thinking about different technology policy issues, which ONE goal would you most like to see candidates for president support?

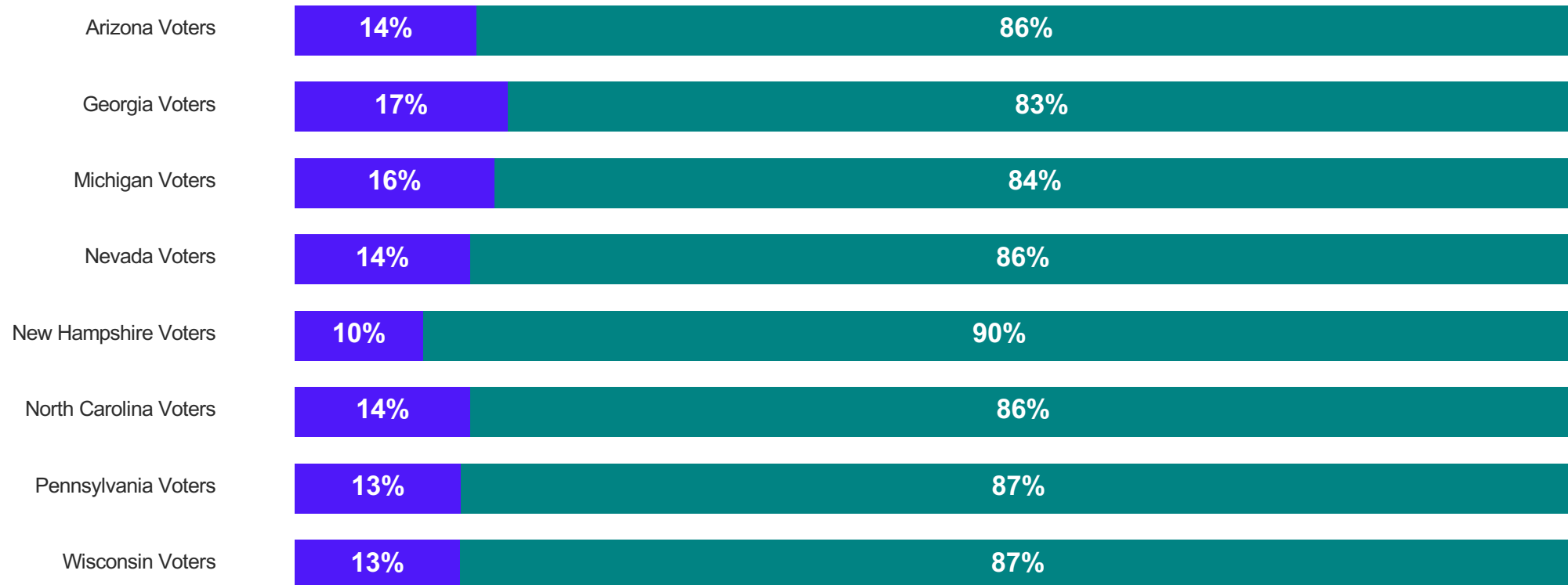
Policy Issues	Arizona Voters	Georgia Voters	Michigan Voters	Nevada Voters	New Hampshire Voters	North Carolina Voters	Pennsylvania Voters	Wisconsin Voters
Protecting consumers from scams and malware	19%	17%	13%	18%	19%	13%	17%	17%
Combating misinformation online	14%	11%	12%	11%	13%	11%	12%	14%
Keeping kids and teens safe online	12%	16%	17%	13%	18%	19%	14%	14%
Training people for the jobs of the future	11%	8%	10%	8%	8%	11%	5%	7%
Increasing American production of technology equipment	8%	11%	10%	10%	13%	10%	9%	8%
Protecting free speech online	7%	8%	10%	11%	9%	7%	11%	8%
Enacting consumer privacy protections	6%	5%	5%	7%	3%	4%	5%	9%
Expanding broadband access to help more people get connected	6%	7%	5%	4%	4%	8%	5%	6%
Creating more high-tech jobs	5%	3%	4%	6%	5%	4%	7%	3%
Helping businesses deal with cyber-attacks	3%	5%	5%	8%	4%	4%	7%	5%
Regulating services like Amazon Prime or Google search results	3%	2%	3%	1%	3%	2%	2%	2%
Other, please specify	2%	2%	2%	3%	2%	2%	3%	2%
None of the above	3%	4%	4%	2%	0%	4%	3%	4%

## TECHNOLOGY POLICY OPINIONS

### Overwhelming majorities in every battleground state say Amazon should design its product search results to benefit consumers, even if that disadvantages sellers.

When it comes to product search results on Amazon.com, which of the following is closest to your view, even if neither is exactly right?

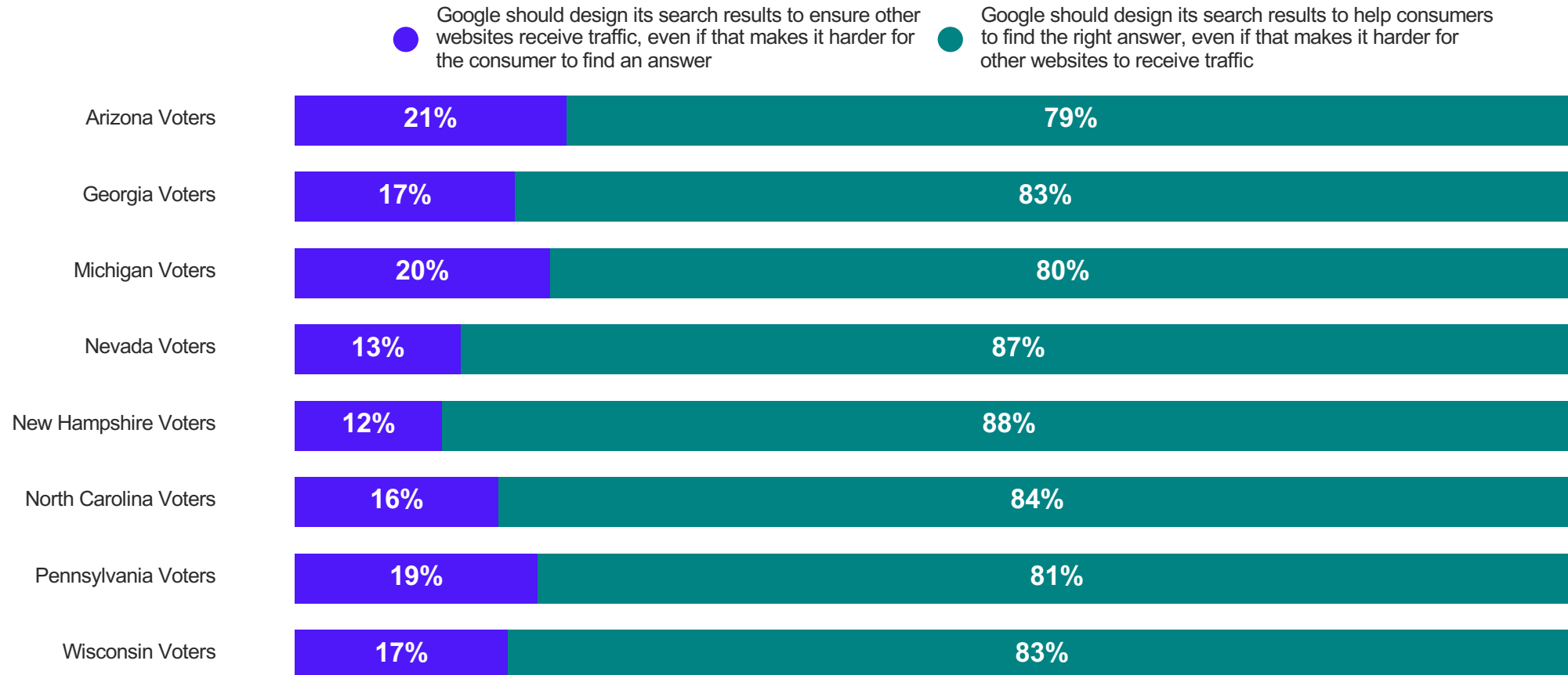
- Amazon should design its product search results to benefit sellers, even if that sometimes disadvantages consumers.
- Amazon should design its product search results to benefit consumers, even if that sometimes disadvantages sellers.



## TECHNOLOGY POLICY OPINIONS

**Voters feel similarly about Google when it comes to search results, at least four-in-five voters want Google search results to help consumers, even if that makes it harder for other website to receive traffic.**

When it comes to Google search results, which of the following is closest to your view, even if neither is exactly right?



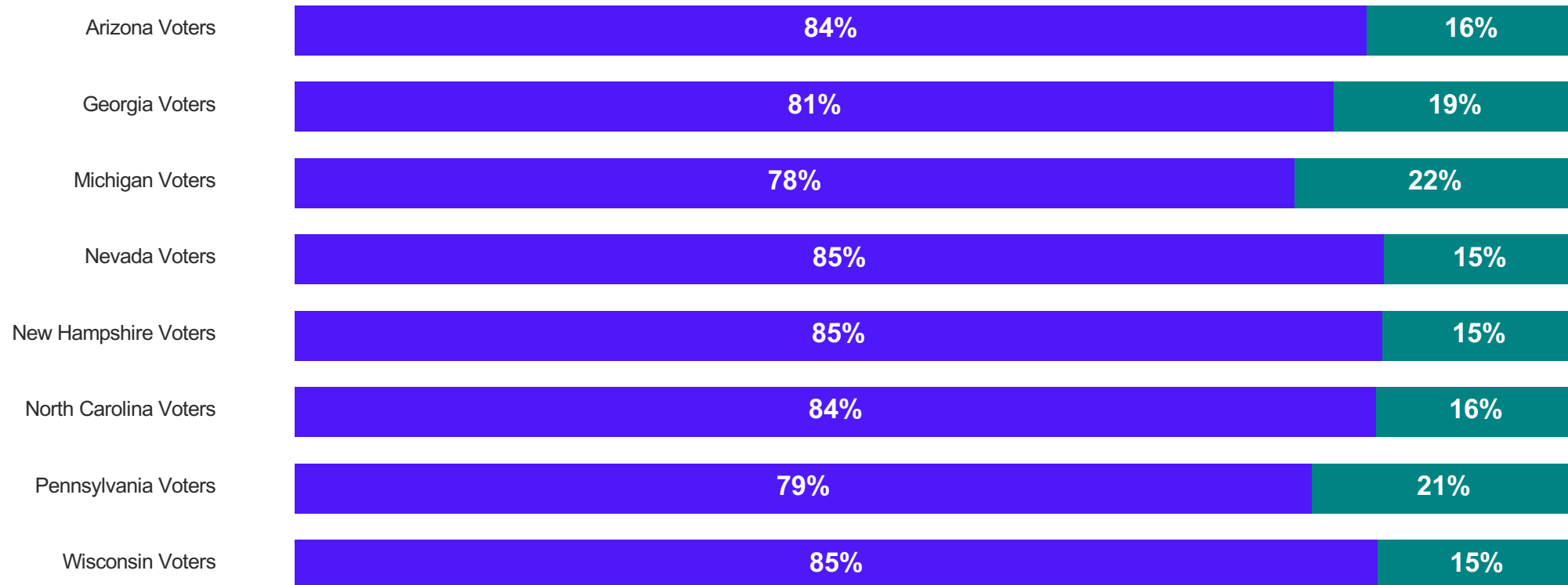


## TECHNOLOGY POLICY OPINIONS

### Eight-in-ten voters in nearly all battleground states support Apple and Google reviewing apps for security risks and limiting the apps they allow on their devices.

When it comes to the apps available in the Apple App Store or Google Play, which of the following is closest to your view, even if neither is exactly right?

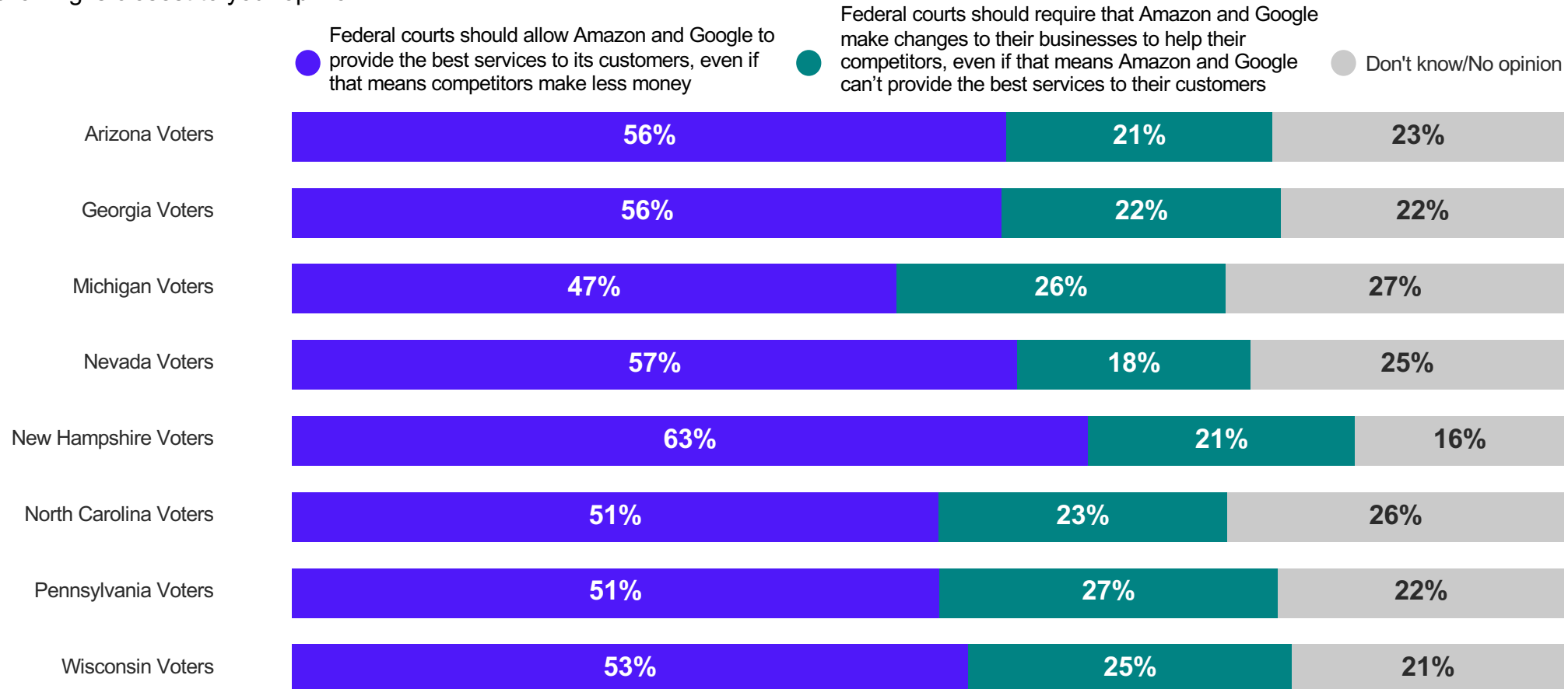
- Apple and Google should review the apps it allows on their devices for security reasons, even if that sometimes means certain apps might be unavailable
- Apple and Google should make all apps available on their devices, even if that means unsecure apps or apps that contain harmful or racist content might be installed



## TECHNOLOGY POLICY OPINIONS

**In light of recent lawsuits against Amazon and Google, most voters in battleground states do not believe that federal courts should require Amazon and Google make changes to their business to help their competitors, preferring they be allowed to provide the best service to their customers.**

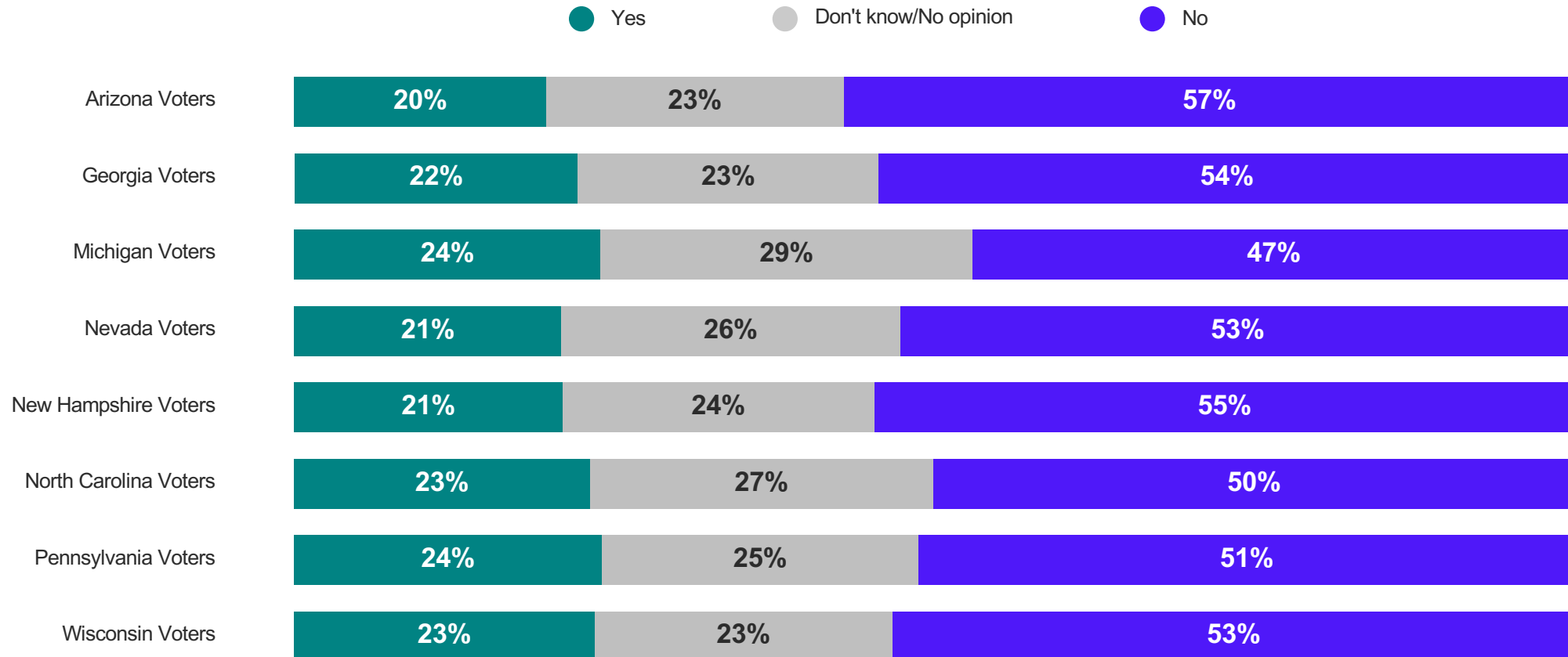
Federal agencies are suing Amazon and Google over allegations the companies stifle competition. Thinking about the potential outcomes of the lawsuits, which of the following is closest to your opinion?



## TECHNOLOGY POLICY OPINIONS

### At least half of voters in each battleground state say that, no, the federal courts should not break up Amazon to benefit its competitors.

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?



## TECHNOLOGY POLICY OPINIONS

### Voters feel similarly about Google and Amazon when it comes breaking them up to benefit competitors, in that over half of voters say that, no, the federal courts should not break up Google to benefit its competitors.

Some say consumers should be allowed to choose which online search engine to use, even if that means consumers choose Google over other competitors. Others say consumers choose to use Google because of unfair advantages that harm competitors. In your view, should the federal courts break up Google to benefit its competitors?

● Yes      ● Don't know/No opinion      ● No

