

Federal Trade Commission Polling

Public Priorities and Perceived Benefits

1112 National Registered Voters
August 2024



FTC actions and responsibilities, voter preferences, and more.

Slingshot Strategies and the Chamber of Progress conducted a nationwide survey of 1112 registered voters August 20th-August 23rd, assessing perceptions and preferences around the Federal Trade Commission's actions and responsibilities.



Top Takeaways



Voters believe that they **stand to benefit the most from FTC areas of responsibility related to scams, privacy, and false advertising**, while publishing reports and suing technology firms are seen as areas of responsibility that benefit consumers the least.

Meanwhile, the **lowest-ranking FTC actions on perceived consumer benefit are related to government intervention in corporate activities** that are removed from the consumer experience—namely mergers, acquisitions, and anti-competitive behavior.

Across all FTC activity types, **voters assign the most benefit to the introduction of new rules, followed by inquiries and investigations**, while assigning dramatically lower benefit to the FTC's legal challenges against business practices.



When asked about which FTC actions would benefit them personally, voters express a strong preference for activities **related to consumer protection regarding data and fraud**, while actions intervening in corporate activities, primarily mergers and acquisitions, were seen as having the lowest personal benefit to voters.

**This truncated list features the highest and lowest ranking FTC actions among voters.*

FTC AGENDA ITEMS–BENEFIT	Do you think this action will benefit you personally?
Requiring that companies properly handle and protect the consumer data they gather from apps, websites, and devices	80%
Requiring companies to notify individuals, the government, and the media about any breach of personally identifiable health data.	80%
Proposing rules to prevent services from hiding mandatory fees from advertised prices as well as misrepresenting the nature and purpose of specific fees.	79%
Proposing “click to cancel” rules requiring sellers make canceling subscriptions as easy as signing up.	77%
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Suing Facebook owner Meta to reverse its previous acquisition of social media and messaging platforms Instagram and WhatsApp.	29%
Suing Facebook owner Meta to stop it from acquiring the virtual reality fitness company Within.	24%
Suing Microsoft to stop it from acquiring video-game developer Activision Blizzard.	19%
Suing mattress manufacturer Tempur Sealy to stop it from acquiring mattress store chain Mattress Firm.	18%



FTC Agenda Items – TOP 10 Perceived Benefit

Do you think this action will benefit you personally?

80%

80%

79%

77%

72%

72%

71%

71%

70%

70%

Requiring that companies properly handle and protect the consumer data they gather from apps, websites, and devices

Requiring companies to notify individuals, the government, and the media about any breach of personally identifiable health data.

Proposing rules to prevent services from hiding mandatory fees from advertised prices, as well as misrepresenting the nature and purpose of specific fees.

Proposing “click to cancel” rules requiring sellers make cancelling subscriptions as easy as signing up.

Taking increased legal action against scammers who impersonate government agencies and businesses

Investigating the practice of companies using data to set different product prices for individual customers

Proposing rules to prohibit the use of fake reviews or the suppression of unfavorable reviews on review websites.

Investigating private-equity firms to understand how their increasing control of the healthcare market may be contributing to declines in patient care

Investigating healthcare group purchasing organizations (GPOs) and drug wholesalers to understand what may be contributing to shortages of generic drugs.

Launching a task force to fight alleged corporate price gouging



FTC Agenda Items – Bottom 10 Perceived Benefit

Do you think this action will benefit you personally?

Asserting the FTC's authority to enforce worker protections against companies that rely on gig workers

50%

Proposing to lower the threshold for when a merger between two companies violates antitrust law.

42%

Investigating what caused the 2022 infant formula shortage

38%

Suing grocery chain Kroger to stop it from acquiring the grocery chain Albertsons, increasing consolidation in grocery stores

32%

Suing Facebook owner Meta to reverse its previous acquisition of social media and messaging platforms Instagram and WhatsApp

29%

Suing Facebook owner Meta to reverse its previous acquisition of social media and messaging platforms Instagram and WhatsApp

29%

Suing the software company and chip manufacturer Nvidia to stop it from acquiring Arm, a chip designer company

24%

Suing Facebook owner Meta to stop it from acquiring the virtual reality fitness company Within

24%

Suing Microsoft to stop it from acquiring video-game developer Activision Blizzard

19%

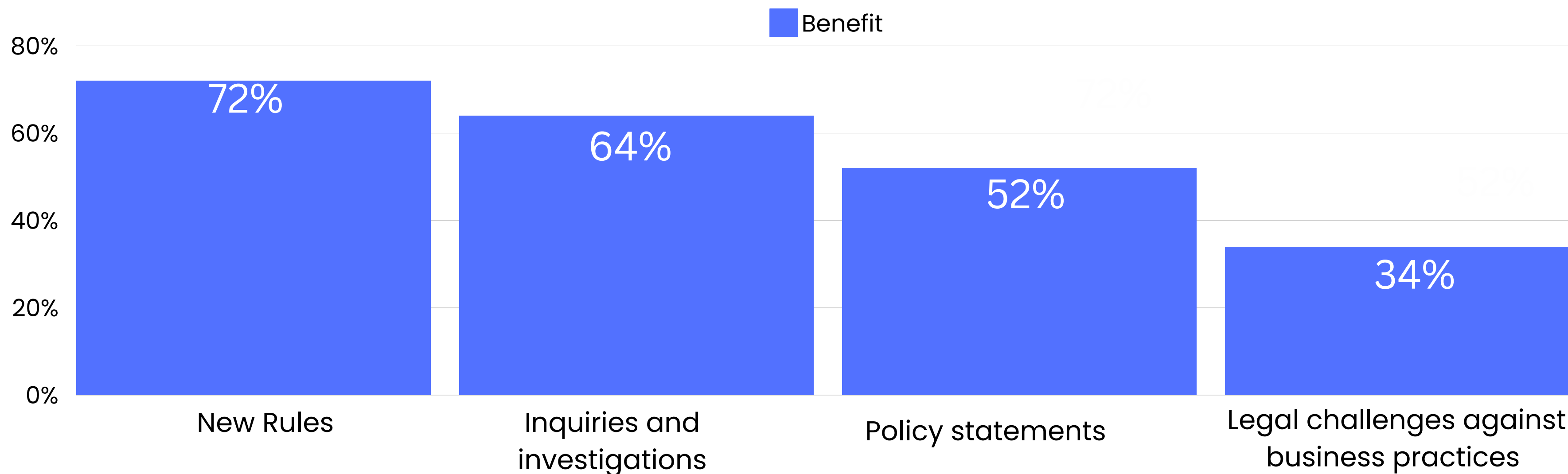
Suing mattress manufacturer Tempur Sealy to stop it from acquiring mattress store chain Mattress Firm

18%



Across all FTC activity types, voters assign the most benefit to the introduction of new rules, followed by inquiries and investigations, while assigning dramatically lower benefit to the FTC's legal challenges against business practices.

FTC Activity Categories: Average Benefit by Type





Voters want the FTC to prioritize its responsibilities related to data privacy, protecting consumers from scammers, and fraudulent business activity.

Agency responsibilities related to corporate activities that are removed from the consumer experience (**mergers, acquisitions, and anti-competitive behavior**) ranked as a much lower priority for voters.

FTC Responsibility–PRIORITY	Top priorities for agency
Protecting consumers from scams and security threats	45%
Protecting consumers' privacy and preventing abuse of personal data.	37%
Investigating false advertising and misleading business claims	21%
Preventing corporate consolidation that increases prices or reduces competition	20%
Combating junk fees and hidden charges	18%
Standardizing rules within industries to ensure a fair marketplace	15%
Preventing large firms from disadvantaging their competitors or suppliers	10%
Publishing reports about businesses, their practices, and their impact on consumers	6%
Suing large technology firms to force changes to their products and services	5%