



From: Jim Williams, Public Policy Polling

To: Interested Parties

Subject: Large Majority in Senate Battleground States Agree Government Needs to Act Now to Rein in Big Tech Companies; Voters Say They're More Likely to Vote for Senators Who Do So

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A new Public Policy Polling survey finds that a large majority of voters across Senate battleground states agree that big tech companies like Facebook, Google, and Amazon have grown too big and powerful, and the government needs to act now to rein in their power. A total of 84% of voters agree with this sentiment, with 53% strongly agreeing and 31% somewhat agreeing, with 7% who say they somewhat disagree and only 2% strongly disagreeing. 61% of voters say they would be more likely to vote for a Senator who voted to rein in the power of big tech companies, with thirty six percent saying they would be much more likely, and only 11% saying they would be less likely to vote for them.

Majorities of voters also support various specific policy proposals to rein in big technology companies:

- A total of 74% say would support changing the law so tech companies are accountable for the harmful content they profit from, including hate speech and false information about elections
- Another 74% say they think the federal government should have more authority to limit big tech corporations' monopoly power so the government can stop big tech companies from buying up their competitors
- 74% of voters also say they support the federal government breaking up large technology companies to reduce their power and increase competition and innovation

Key findings from the survey include:

- A large majority of voters (81% total) say they are concerned about consolidation among big technology corporations hurting small businesses and consumers
- There is bipartisan agreement on this issue – 78% of Republicans either strongly or somewhat agree that government needs to rein in big tech, while a total of 89% of Democrats agree.

PPP surveyed 701 voters in Arizona, Colorado, Georgia, Iowa, Maine, Michigan, Minnesota, Montana, and North Carolina from October 8-9, 2020. The margin of error is +/- 3.7%. This poll was conducted by telephone calls and text messages to registered voters on behalf of American Family Voices.





National Survey Results

Q1 Do you approve or disapprove of President Donald Trump’s job performance?

Approve 47%
Disapprove 50%
Not sure 3%

Q2 Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: Big tech companies like Facebook, Google, and Amazon have grown too big and powerful. They use their near-monopoly power to collect too much information on ordinary Americans and don’t do enough to prevent their platforms from being used to disseminate misinformation and hate speech. The government needs to act now to rein in their power.

Strongly agree 53%
Somewhat agree 31%
Somewhat disagree 7%
Strongly disagree 2%
Not sure 7%

Q3 Recently, consumer advocates have raised concerns about consolidation among big technology corporations hurting small businesses and consumers. Examples include Google buying YouTube, Facebook buying Instagram, and Amazon buying Zappos. Are you very concerned, somewhat concerned, not too concerned, or not concerned at all about big tech companies buying up their competitors and creating monopolies?

Very concerned 45%
Somewhat concerned 36%
Not too concerned 12%
Not concerned at all 4%
Not sure 2%

Q4 I’m going to read you some potential policy proposals to reduce the power of these big technology companies and, after each one, ask you if you would strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal. Here’s the first one: The law currently prevents tech companies from being held responsible for content posted on their platforms. The law should change, so big tech companies are accountable for the harmful content they profit from, including hate speech and false information about elections. Would you strongly support, somewhat support, somewhat oppose, or strongly oppose this proposal?

Would strongly support it 47%
Would somewhat support it 27%
Would somewhat oppose it 10%
Would strongly oppose it 8%
Not sure 8%

Q5 Here’s the next one: Moving forward, the federal government should have more authority to limit big tech corporations’ monopoly power so the government can stop big tech companies from buying up their competitors.

Would strongly support it 40%
Would somewhat support it 34%
Would somewhat oppose it 14%
Would strongly oppose it 5%
Not sure 6%





Q6 Here's the last one: The federal government should break up large technology companies to reduce their power and increase competition and innovation. For example, separating Facebook and Instagram into different companies.

- Would strongly support it* 40%
- Would somewhat support it*..... 34%
- Would somewhat oppose it*..... 10%
- Would strongly oppose it*..... 5%
- Not sure* 11%

Q7 Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: The federal government should establish safeguards to ensure giant technology corporations like Amazon, Facebook, and Google provide their customers with security and transparency on the information they gather on them?

- Strongly agree* 77%
- Somewhat agree* 14%
- Somewhat disagree*..... 2%
- Strongly disagree*..... 3%
- Not sure* 4%

Q8 If your Senator voted to rein in the power of big tech companies, would that make you much more likely, somewhat more likely, somewhat less likely, or much less likely to support them for reelection, or would it not make a difference?

- Much more likely*..... 36%
- Somewhat more likely*..... 25%
- Somewhat less likely*..... 8%
- Much less likely*..... 3%
- It wouldn't make a difference*..... 20%
- Not sure* 8%

Q9 In the 2016 election for President, did you vote for Republican Donald Trump, Democrat Hillary Clinton, someone else, or did you not vote in the election?

- Donald Trump*..... 46%
- Hillary Clinton*..... 45%
- Someone else / Did not vote* 9%

Q10 If you are a woman, press 1. If a man, press 2. If gender non-binary, press 3.

- Woman* 52%
- Man*..... 46%
- Gender non-binary*..... 1%

Q11 If you are a Democrat, press 1. If a Republican, press 2. If an independent, press 3.

- Democrat* 41%
- Republican* 34%
- Independent* 25%

Q12 If you are Hispanic or Latino, press 1. If white, press 2. If African-American, press 3. If other, press 4.

- Hispanic or Latino*..... 6%
- White* 76%
- African-American* 11%
- Other*..... 6%

Q13 If you are 18-45 years old, press 1. If 46-65, press 2. If older than 65, press 3.

- 18 to 45*..... 33%
- 46 to 65*..... 39%
- Older than 65* 29%



Q14 What is the highest level of education you have received: high school graduate or less, some college but did not finish, 2-year college degree, 4-year college degree, or post-graduate degree?

<i>High school graduate or less</i>	32%
<i>Some college but did not finish</i>	23%
<i>2-year college degree</i>	10%
<i>4-year college degree</i>	21%
<i>Post-graduate degree</i>	14%

Q15 Mode

<i>Landline</i>	50%
<i>Text</i>	50%



	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Government Needs to Rein In Power of Big Tech Companies Agree / Disagree				
Strongly agree	53%	63%	40%	63%
Somewhat agree	31%	21%	44%	20%
Somewhat disagree	7%	6%	8%	5%
Strongly disagree	2%	4%	1%	1%
Not sure	7%	6%	7%	12%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Big Tech Companies Buying Competitors Level of Concern				
Very concerned	45%	51%	38%	55%
Somewhat concerned	36%	31%	44%	23%
Not too concerned	12%	11%	15%	7%
Not concerned at all	4%	7%	1%	4%
Not sure	2%	1%	2%	11%





	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Holding Tech Companies Responsible for Content Would Support / Oppose				
Would strongly support it	47%	51%	45%	38%
Would somewhat support it	27%	19%	34%	27%
Would somewhat oppose it	10%	8%	11%	17%
Would strongly oppose it	8%	10%	5%	17%
Not sure	8%	12%	5%	2%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Government Can Stop Big Tech Companies From Buying Competitors Would Support / Oppose				
Would strongly support it	40%	40%	39%	46%
Would somewhat support it	34%	31%	37%	38%
Would somewhat oppose it	14%	11%	18%	11%
Would strongly oppose it	5%	9%	2%	4%
Not sure	6%	9%	4%	2%





	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Breaking Up Large Tech Companies Would Support / Oppose				
Would strongly support it	40%	41%	35%	55%
Would somewhat support it	34%	28%	43%	22%
Would somewhat oppose it	10%	12%	9%	13%
Would strongly oppose it	5%	7%	2%	6%
Not sure	11%	12%	11%	4%

	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Government Should Establish Safeguards to Protect Consumers Agree / Disagree				
Strongly agree	77%	76%	77%	84%
Somewhat agree	14%	11%	19%	5%
Somewhat disagree	2%	2%	1%	4%
Strongly disagree	3%	4%	1%	4%
Not sure	4%	6%	2%	3%





	Base	2016 Vote		
		Donald Trump	Hillary Clinton	Someone else / Did not vote
Senator Voted to Rein In Power of Big Tech Much / Somewhat More / Less Likely to Support				
Much more likely	36%	39%	32%	46%
Somewhat more likely	25%	20%	32%	19%
Somewhat less likely	8%	10%	6%	7%
Much less likely	3%	4%	3%	1%
It wouldn't make a difference	20%	21%	17%	24%
Not sure	8%	6%	10%	3%

	Base	Gender		
		Woman	Man	Gender non-binary
Government Needs to Rein In Power of Big Tech Companies Agree / Disagree				
Strongly agree	53%	52%	53%	66%
Somewhat agree	31%	30%	32%	28%
Somewhat disagree	7%	6%	8%	-
Strongly disagree	2%	2%	3%	-
Not sure	7%	9%	4%	6%





	Base	Gender		
		Woman	Man	Gender non-binary
Big Tech Companies Buying Competitors Level of Concern				
Very concerned	45%	46%	45%	42%
Somewhat concerned	36%	38%	35%	24%
Not too concerned	12%	12%	12%	26%
Not concerned at all	4%	1%	7%	3%
Not sure	2%	2%	2%	6%

	Base	Gender		
		Woman	Man	Gender non-binary
Holding Tech Companies Responsible for Content Would Support / Oppose				
Would strongly support it	47%	53%	41%	37%
Would somewhat support it	27%	26%	27%	-
Would somewhat oppose it	10%	8%	12%	3%
Would strongly oppose it	8%	3%	13%	30%
Not sure	8%	9%	6%	31%





	Base	Gender		
		Woman	Man	Gender non-binary
Government Can Stop Big Tech Companies From Buying Competitors Would Support / Oppose				
Would strongly support it	40%	38%	42%	37%
Would somewhat support it	34%	36%	33%	4%
Would somewhat oppose it	14%	12%	16%	51%
Would strongly oppose it	5%	6%	5%	-
Not sure	6%	7%	4%	9%

	Base	Gender		
		Woman	Man	Gender non-binary
Breaking Up Large Tech Companies Would Support / Oppose				
Would strongly support it	40%	37%	43%	37%
Would somewhat support it	34%	38%	30%	23%
Would somewhat oppose it	10%	9%	12%	-
Would strongly oppose it	5%	2%	7%	32%
Not sure	11%	13%	9%	9%





	Base	Gender		
		Woman	Man	Gender non-binary
Government Should Establish Safeguards to Protect Consumers Agree / Disagree				
Strongly agree	77%	77%	77%	59%
Somewhat agree	14%	13%	15%	-
Somewhat disagree	2%	2%	2%	-
Strongly disagree	3%	1%	4%	32%
Not sure	4%	6%	2%	9%

	Base	Gender		
		Woman	Man	Gender non-binary
Senator Voted to Rein In Power of Big Tech Much / Somewhat More / Less Likely to Support				
Much more likely	36%	33%	40%	25%
Somewhat more likely	25%	27%	23%	37%
Somewhat less likely	8%	8%	8%	-
Much less likely	3%	2%	4%	-
It wouldn't make a difference	20%	19%	20%	38%
Not sure	8%	10%	5%	-



	Base	Party		
		Democrat	Republican	Independent
Government Needs to Rein In Power of Big Tech Companies Agree / Disagree				
Strongly agree	53%	45%	64%	51%
Somewhat agree	31%	44%	14%	34%
Somewhat disagree	7%	6%	8%	7%
Strongly disagree	2%	1%	5%	1%
Not sure	7%	4%	10%	7%

	Base	Party		
		Democrat	Republican	Independent
Big Tech Companies Buying Competitors Level of Concern				
Very concerned	45%	42%	50%	44%
Somewhat concerned	36%	41%	32%	35%
Not too concerned	12%	13%	13%	9%
Not concerned at all	4%	2%	4%	7%
Not sure	2%	2%	1%	4%



	Base	Party		
		Democrat	Republican	Independent
Holding Tech Companies Responsible for Content Would Support / Oppose				
Would strongly support it	47%	45%	55%	38%
Would somewhat support it	27%	32%	15%	33%
Would somewhat oppose it	10%	9%	8%	15%
Would strongly oppose it	8%	6%	9%	11%
Not sure	8%	7%	12%	3%

	Base	Party		
		Democrat	Republican	Independent
Government Can Stop Big Tech Companies From Buying Competitors Would Support / Oppose				
Would strongly support it	40%	43%	44%	31%
Would somewhat support it	34%	32%	27%	49%
Would somewhat oppose it	14%	19%	10%	12%
Would strongly oppose it	5%	2%	11%	2%
Not sure	6%	4%	8%	6%





	Base	Party		
		Democrat	Republican	Independent
Breaking Up Large Tech Companies Would Support / Oppose				
Would strongly support it	40%	38%	41%	40%
Would somewhat support it	34%	41%	29%	29%
Would somewhat oppose it	10%	8%	11%	14%
Would strongly oppose it	5%	2%	8%	5%
Not sure	11%	10%	11%	13%

	Base	Party		
		Democrat	Republican	Independent
Government Should Establish Safeguards to Protect Consumers Agree / Disagree				
Strongly agree	77%	79%	73%	82%
Somewhat agree	14%	14%	15%	11%
Somewhat disagree	2%	2%	1%	1%
Strongly disagree	3%	2%	4%	2%
Not sure	4%	2%	7%	4%





	Base	Party		
		Democrat	Republican	Independent
Senator Voted to Rein In Power of Big Tech Much / Somewhat More / Less Likely to Support				
Much more likely	36%	37%	40%	30%
Somewhat more likely	25%	29%	17%	31%
Somewhat less likely	8%	6%	14%	2%
Much less likely	3%	3%	4%	2%
It wouldn't make a difference	20%	16%	18%	28%
Not sure	8%	8%	7%	7%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Government Needs to Rein In Power of Big Tech Companies Agree / Disagree					
Strongly agree	53%	48%	55%	38%	51%
Somewhat agree	31%	38%	29%	44%	22%
Somewhat disagree	7%	5%	7%	6%	9%
Strongly disagree	2%	6%	2%	-	4%
Not sure	7%	3%	6%	12%	14%





	Base	Race			
		Hispanic or Latino	White	African-American	Other
Big Tech Companies Buying Competitors Level of Concern					
Very concerned	45%	51%	47%	28%	49%
Somewhat concerned	36%	43%	36%	42%	23%
Not too concerned	12%	-	11%	17%	24%
Not concerned at all	4%	6%	4%	5%	2%
Not sure	2%	-	2%	8%	2%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Holding Tech Companies Responsible for Content Would Support / Oppose					
Would strongly support it	47%	60%	47%	34%	50%
Would somewhat support it	27%	12%	28%	28%	21%
Would somewhat oppose it	10%	28%	8%	14%	5%
Would strongly oppose it	8%	-	8%	16%	17%
Not sure	8%	-	9%	7%	8%





	Base	Race			
		Hispanic or Latino	White	African-American	Other
Government Can Stop Big Tech Companies From Buying Competitors Would Support / Oppose					
Would strongly support it	40%	32%	39%	51%	43%
Would somewhat support it	34%	15%	37%	31%	20%
Would somewhat oppose it	14%	47%	11%	12%	17%
Would strongly oppose it	5%	6%	6%	4%	2%
Not sure	6%	-	6%	2%	17%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Breaking Up Large Tech Companies Would Support / Oppose					
Would strongly support it	40%	53%	39%	33%	43%
Would somewhat support it	34%	38%	34%	44%	18%
Would somewhat oppose it	10%	4%	11%	10%	12%
Would strongly oppose it	5%	6%	5%	2%	8%
Not sure	11%	-	12%	11%	19%





	Base	Race			
		Hispanic or Latino	White	African-American	Other
Government Should Establish Safeguards to Protect Consumers Agree / Disagree					
Strongly agree	77%	67%	77%	86%	85%
Somewhat agree	14%	24%	14%	10%	4%
Somewhat disagree	2%	-	2%	3%	0%
Strongly disagree	3%	9%	2%	-	8%
Not sure	4%	-	5%	2%	3%

	Base	Race			
		Hispanic or Latino	White	African-American	Other
Senator Voted to Rein In Power of Big Tech Much / Somewhat More / Less Likely to Support					
Much more likely	36%	49%	36%	18%	52%
Somewhat more likely	25%	32%	26%	23%	8%
Somewhat less likely	8%	4%	8%	11%	6%
Much less likely	3%	6%	3%	1%	1%
It wouldn't make a difference	20%	8%	20%	30%	8%
Not sure	8%	-	6%	17%	25%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Government Needs to Rein In Power of Big Tech Companies Agree / Disagree				
Strongly agree	53%	48%	52%	59%
Somewhat agree	31%	36%	34%	22%
Somewhat disagree	7%	4%	7%	10%
Strongly disagree	2%	2%	2%	3%
Not sure	7%	9%	5%	7%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Big Tech Companies Buying Competitors Level of Concern				
Very concerned	45%	42%	44%	51%
Somewhat concerned	36%	38%	39%	30%
Not too concerned	12%	10%	12%	14%
Not concerned at all	4%	6%	3%	2%
Not sure	2%	4%	1%	2%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Holding Tech Companies Responsible for Content Would Support / Oppose				
Would strongly support it	47%	38%	50%	53%
Would somewhat support it	27%	33%	26%	20%
Would somewhat oppose it	10%	9%	10%	11%
Would strongly oppose it	8%	14%	6%	5%
Not sure	8%	6%	7%	10%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Government Can Stop Big Tech Companies From Buying Competitors Would Support / Oppose				
Would strongly support it	40%	39%	41%	41%
Would somewhat support it	34%	37%	35%	30%
Would somewhat oppose it	14%	13%	13%	17%
Would strongly oppose it	5%	8%	3%	6%
Not sure	6%	4%	8%	6%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Breaking Up Large Tech Companies Would Support / Oppose				
Would strongly support it	40%	37%	39%	43%
Would somewhat support it	34%	41%	33%	28%
Would somewhat oppose it	10%	5%	11%	16%
Would strongly oppose it	5%	4%	5%	5%
Not sure	11%	13%	13%	7%

	Base	Age		
		18 to 45	46 to 65	Older than 65
Government Should Establish Safeguards to Protect Consumers Agree / Disagree				
Strongly agree	77%	83%	78%	70%
Somewhat agree	14%	10%	16%	15%
Somewhat disagree	2%	-	1%	4%
Strongly disagree	3%	4%	-	5%
Not sure	4%	4%	5%	5%





	Base	Age		
		18 to 45	46 to 65	Older than 65
Senator Voted to Rein In Power of Big Tech Much / Somewhat More / Less Likely to Support				
Much more likely	36%	33%	33%	45%
Somewhat more likely	25%	30%	27%	18%
Somewhat less likely	8%	5%	7%	12%
Much less likely	3%	3%	2%	5%
It wouldn't make a difference	20%	17%	25%	15%
Not sure	8%	11%	6%	5%

