



## South Carolina Voter Survey Results – March 15, 2022

### Overview Memo and Topline

#### Issue Priorities for U.S. Senate

There is no consensus when it comes to issues South Carolina voters would most like their U.S. Senator to focus on. Top priorities include stopping skyrocketing inflation (20%), followed by stopping illegal immigration (14%), improving the economy (12%), addressing social justice issues like voting rights and inequality (10%) and protecting Social Security and Medicare (10%). Only 1% of South Carolina voters choose “regulating U.S. technology companies” as their top priority for the Senate to address.

Issue Priorities for U.S. Senator	
Stopping skyrocketing inflation	20%
Stopping illegal immigration	14%
Improving the economy and creating jobs	12%
Addressing social justice issues like voting rights and racial inequality	10%
Protecting Social Security and Medicare	10%
Controlling taxes, government spending and the deficit	8%
Making health care more affordable	8%
Addressing climate change	4%
Addressing education needs	3%
Dealing with COVID	2%
Reducing crime	2%
Regulating U.S. technology companies	1%
Other	6%
Don't know	1%

#### Awareness & Perceptions of Tech Companies & Political Figures

South Carolina voters hold tech companies in high regard in terms of favorable/unfavorable ratings, but that positive sentiment is not extended to social media companies. For example, Amazon, YouTube and Google and Microsoft generate “favorable” ratings from more than six-in-ten voters statewide, and perceptions of Apple are also widely positive. At the same time, the image ratings for Facebook, TikTok and Twitter are all upside down. Perceptions of Tik Tok and Twitter, specifically, are greater than 2:1 negative.

Google’s image is positive among all key subgroups, among Republicans, Democrats and Independents, alike. However, Democrats are the most positive (82% favorable among Democrats, compared to 59% among Republicans and 57% among Independents/others).

Tech Companies	Favorable	Unfavorable	Net favorable	No opinion/ not aware
Amazon	67%	24%	<b>+43%</b>	10%
Google	65%	25%	<b>+40%</b>	10%
YouTube	62%	23%	<b>+39%</b>	15%
Microsoft	62%	22%	<b>+40%</b>	16%
Apple	58%	24%	<b>+34%</b>	17%
Facebook	40%	50%	<b>-10%</b>	10%
Twitter	22%	47%	<b>-25%</b>	31%
TikTok	22%	52%	<b>-30%</b>	27%

In terms of political figures and elected officials, President Biden's image is suffering in the Palmetto State today (36% favorable/61% unfavorable), while former President Trump is viewed favorably by 52% and unfavorably by 44%. Looking at the state's two U.S. Senators, junior Senator Tim Scott's image ratio is 2:1 positive (51% favorable/23% unfavorable) while Sen. Lindsey Graham's image is a net negative (43% favorable/48% unfavorable).

Sen. Scott's rating among GOP voters is 67% favorable/10% unfavorable, and Independent/others are also impressed (53%/14%). Among Democrats, it's 27% favorable/49% unfavorable. Sen. Graham's ratio among Republicans 2:1 positive (60% favorable/33% unfavorable), he's dead even among Independents (45%/45%) and among Democrats, he sits at 19%/71% today.

Political Figures	Favorable	Unfavorable	Net favorable	No opinion/ not aware
Tim Scott	51%	23%	<b>+28%</b>	26%
Donald Trump	52%	44%	<b>+8%</b>	4%
Lindsey Graham	43%	48%	<b>-5%</b>	9%
Joe Biden	36%	61%	<b>-25%</b>	3%

### U.S. Senate Ballot Test

In a head-to-head 2022 U.S. Senate ballot test, incumbent Republican Tim Scott leads Democrat challenger Krystle Matthews, 57% to 25%, with 5% going to Independent candidate Larry Adams, Jr. The remaining 13% are undecided or voting for neither candidate. Scott is getting a solid 87% of the Republican vote today, compared to Matthews who is managing 65% among Democrats and Independents/others are decidedly with Scott at this point in the race (59-12%).

### Attitudes Toward China

China is not popular with South Carolina voters. Today, roughly three in four have an unfavorable opinion of China (71%), including an impressive 49% who have a "very unfavorable" opinion. Just 10% have a favorable opinion and 19% have no opinion at all. Negative sentiment about China persists among all key demographic voter subgroups throughout the state and among all types of partisans.

### Perceptions of the Tech Industry

South Carolinians clearly recognize the importance of the tech industry to both the economy and national security of the United States. In fact, upwards of 90% of voters say our tech industry is "very" or "fairly" important in each of these areas.

	Important to economy	Important to national security
Very important	69%	78%
Fairly important	23%	15%
<b>Total very/fairly important</b>	<b>92%</b>	<b>93%</b>
<b>Total not very important/not important at all</b>	<b>5%</b>	<b>4%</b>
Not very important	3%	2%
Not important at all	3%	2%
No opinion	3%	2%

## Awareness and Reaction to Anti-Trust Legislation

Today, more than a third (36%) of South Carolina voters say they have seen, read or heard something about proposed legislation in Congress affecting the tech industry in the United States. Those who are aware of the proposal support it, 76-21%. Those who are not aware are also supportive, 69-19%.

There is majority agreement (among 61%) that the anti-trust issue is complex, and that Congress should “take the time to study all sides before voting on it.” At the same time, less than half as many (25%) are of the mind that this is an “urgent problem that needs to be fixed and Congress should hurry up and pass this legislation right away.” There is majority agreement among almost all major subgroups that Congress should take its time and study the issue. Even among voters who support the legislation, 59% would prefer that Congress take their time before rushing to vote on this issue.

After hearing the following description of the proposed anti-trust legislation, initial support is high – 72% support, 19% oppose and 9% are undecided. Further, there is notable intensity on the supporter side, with fully 40% saying they “strongly support” the anti-trust legislation aimed at big tech companies. Support reaches majority levels in every region of the state, among both men and women, voters of all ages, and among Republicans, Democrats and Independents alike.

*“Congress is currently considering legislation that would regulate tech companies in America. The proposed legislation is a result of claims that big tech companies like Google, Amazon, Facebook and Apple are violating so-called antitrust laws by engaging in business practices that discourage competition and result in monopolies. This legislation could make it illegal for major tech platforms to operate multiple lines of business and prohibit tech companies from giving their own products and services preference over those of their competitors. Based on what you know or have heard, do you support or oppose this proposed legislation in Congress to impose new regulations on big tech companies?”*

Strongly support	40%
Somewhat support	31%
<b>Total support</b>	<b>72%</b>
<b>Total oppose</b>	<b>19%</b>
Somewhat oppose	9%
Strongly oppose	10%
Don't know	9%

## Message Testing

We tested a series of nine arguments in opposition to the anti-trust legislation, and two messages in support of the legislation.

Far and away the most compelling reason for voters to oppose legislation regulating tech companies is the threat of personal data being shared with the Chinese and the potential vulnerability to Chinese hackers. In fact, fully 71% of South Carolina voters are “less likely” to support the anti-trust legislation after hearing this (61% much less likely). Similarly, 68% are less likely (46% much less likely) to support the legislation after hearing it would devastate small businesses who sell products on sites like Amazon by making it harder for customers to find businesses online creating less competition and driving up consumer prices. Typically, messages that generate a “much less likely” score of 35% or higher have the greatest potential to be impactful to voters. All but one of the messages tested in opposition to the anti-trust legislation exceeded that 35% effectiveness threshold in South Carolina.

Voter reactions to the two “pro” anti-trust messages tested in the survey show two potentially effective arguments for the other side – both generating a “much more likely” score above 35%. Those arguments are centered around the concept of breaking up big tech “monopolies” and reducing big tech “power” over constituents and leveling the playing field.

<b>Messages in Opposition to the Legislation Ranked by % Total Less Likely</b>	<b>Much less likely</b>	<b>Total less likely</b>	<b>Total more likely</b>	<b>Net less likely</b>
If this legislation passes, American tech companies could be forced to share your personal data with their Chinese competitors, making your online information vulnerable to Chinese hackers. (Q28)	61%	71%	22%	<b>+49%</b>
The legislation would devastate small businesses who sell products on sites like Amazon by making it harder for customers to find businesses online, creating less competition and driving up prices for consumers. (Q21)	46%	68%	21%	<b>+47%</b>
These new regulations would apply only to American tech companies, putting us at a competitive disadvantage with China. That means Chinese tech companies would gain the upper hand in developing new technologies that are vital to America’s economic and national security. (Q23)	45%	63%	29%	<b>+34%</b>
This legislation is being pushed by the Biden Administration and other D.C. liberals like Nancy Pelosi, AOC and The Squad. Passing it gives these radicals what they really want, which is to control American tech companies. (Q29)	47%	62%	27%	<b>+35%</b>
If this legislation passes, we’d have to start paying for things we now get for free. That means free apps like Google Maps, YouTube, Instagram, iMessage and FaceTime could all cost money. Even overnight shipping from Amazon Prime could no longer be free. (Q25)	44%	62%	27%	<b>+35%</b>
This legislation would weaken proven safety and security protocols, making the United States more vulnerable to foreign cyber-attacks that put our national security, economy and infrastructure at risk. (Q27)	45%	61%	28%	<b>+33%</b>
The legislation would make it harder for consumers to access popular online services. It could ban Google from displaying Google Maps, Alexa users from ordering on Amazon, and prohibit Instagram stories on Facebook. (Q26)	40%	60%	27%	<b>+33%</b>
America should be about promoting competition and innovation. But this legislation creates a European-style set of regulations that adds red tape, kills innovation, stops economic growth and punishes American companies for being successful. (Q22)	37%	58%	30%	<b>+28%</b>
With our economy still suffering from the COVID-19 pandemic, this is the absolute worst time for Congress to be imposing new burdensome regulations on American tech companies that support millions of jobs. (Q24)	28%	50%	37%	<b>+13%</b>

Messages in Support of the Legislation Ranked by % Total More Likely to Support	Much more likely	Total more likely	Total less likely	Net more likely
This legislation breaks up the big tech monopolies, providing more choices for consumers, and leveling the playing field through increased competition and innovation. (Q31)	40%	73%	21%	<b>+52%</b>
Big tech companies have monopoly power over their marketplaces, which they abuse by charging us excessive fees, invading our privacy and using our personal data for their corporate profits. Ending their monopoly will fix this. (Q30)	39%	65%	28%	<b>+37%</b>

### Initial vs. Informed Support for Anti-Trust Lawsuit

Support for the anti-trust legislation aimed at big tech drops as a result of our messaging. Overall, we cut the margin of support by a full 43 points, going from +53 net support to just a +10. We gain 21 points in opposition and drop support by 22 points. Support for the proposal drops among all major demographic subgroups.

	Initial ballot (Q20)	Post- messages ballot (Q32)	Shift
Support	72%	50%	<b>-22%</b>
Oppose	19%	40%	<b>+21%</b>
Don't know	9%	10%	<b>+1%</b>
<b>Net Support</b>	<b>+53%</b>	<b>+10</b>	

A candidate for U.S. Senate or U.S. Representative who supports the feds' anti-trust suit against American tech companies finds little support from South Carolina voters – 45% are less likely to vote for a candidate who takes a supportive position on the proposed legislation, while only 38% are more likely and 17% have no opinion. Further, sentiment on this question is lacking in intensity – only 17% say they are “much more likely” to vote for a candidate who supports the legislation, while only 24% are “much less likely.” Among voters who support Tim Scott on the U.S. Senate ballot test, 35% are more likely and 53% less likely to vote for a candidate who supports the feds' lawsuit.

### Potential Ramifications of Anti-Trust Legislation

South Carolina voters' reactions to potential consequences that could occur if the legislation passes reveal a significant disconnect, as it appears that voters do not necessarily believe that these things will happen. We have a believability problem, and if efforts to derail this legislation are to be successful, we'll need to convince voters that many of the tools and conveniences they currently enjoy, may very well disappear.

South Carolina voters are most likely to believe that the proposed anti-trust legislation will hurt our economy by placing burdensome regulations on American companies during a pandemic (51% likely to happen, 42% not likely). This was the only potential outcome to which a majority of South Carolinians believe is likely to come to fruition if the legislation is passed. The second most anticipated outcome would be the potential benefits to China, at the expense of American businesses, workers and consumers (49% likely/44% not likely).

<b>Ranked by % Likely to Happen</b>	<b>Total likely to happen</b>	<b>Total not likely</b>	<b>Net likely</b>
Imposing burdensome regulations on American companies, in the midst of a pandemic, will hurt our economy. (Q36)	51%	42%	<b>+9%</b>
This legislation would benefit China at the expense of American businesses, workers and consumers. (Q35)	49%	44%	<b>+5%</b>
This legislation will make the U.S. vulnerable to cyber-attacks and security breaches that endanger the safety of our economy and infrastructure. (Q33)	47%	43%	<b>+4%</b>
The legislation could make it harder for consumers to access popular online services such as YouTube videos and ordering products on Amazon using your Alexa. (Q39)	47%	45%	<b>+2%</b>
This legislation could weaken proven safety and security protocols that protect our online privacy and personal data. (Q40)	46%	44%	<b>+2%</b>
We may have to start paying for things that are currently free, including apps like Google Maps, YouTube, Instagram, iMessage and FaceTime. (Q37)	45%	47%	<b>-2%</b>
U.S. companies could be forced to share personal consumer data with Chinese companies and even the Chinese Communist Party, making it vulnerable to hackers. (Q34)	43%	49%	<b>-6%</b>
Free overnight shipping from Amazon Prime would no longer be free. (Q38)	41%	49%	<b>-8%</b>

#### Methodology

*This survey was conducted March 8-13, 2022, by Moore Information Group. A total of 500 live interviews were conducted among likely 2022 general election voters statewide in South Carolina. The potential sampling error is plus or minus 4% at the 95% confidence level.*



**South Carolina Voters (N=500; MoE ±4)**

**March 8-13, 2022**

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Can I speak to (FROM LIST)? IF NA: SCHEDULE CALL BACK

PLEASE ONLY SPEAK TO THE LISTED PERSON

Hello, we are conducting a survey among voters regarding issues in your part of the country and would like to include your views in our study. I assure you we are only seeking opinions and there will be no attempt to sell you anything or solicit a donation.

S1. First thinking ahead now to 2022, how likely are you to vote in the November 2022 general election for U.S Senate, Congress and other statewide races? (READ 1-4)

Very likely	95%
Fairly likely	5%

1. Next, which one of the following issues is the single most important for your next U.S. Senator to be working on? (RANDOMIZE 1-12)

Stopping skyrocketing inflation	20%
Stopping illegal immigration	14%
Improving the economy and creating jobs	12%
Addressing social justice issues like voting rights and racial inequality	10%
Protecting Social Security and Medicare	10%
Making health care more affordable	8%
Controlling taxes, government spending and the deficit	8%
Addressing climate change	4%
Addressing education needs	3%
Reducing crime	2%
Dealing with COVID	2%
Regulating U.S. technology companies	1%
Other	6%
Don't know	1%

## INTRO Q2-13

Now here are the names of some people and organizations you may have heard about. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of each. If you have no opinion or have never heard of the person or organization, just say so.

### Scale

1. Very favorable
2. Somewhat favorable
3. Somewhat unfavorable
4. Very unfavorable
5. No opinion
6. Never heard of

## ROTATE Q2-13

### 2. Google

Very favorable	29%
Somewhat favorable	37%
<b>Total favorable</b>	<b>65%</b>
<b>Total unfavorable</b>	<b>25%</b>
Somewhat unfavorable	11%
Very unfavorable	14%
No opinion	8%
Never heard of	1%

### 3. Facebook

Very favorable	12%
Somewhat favorable	28%
<b>Total favorable</b>	<b>40%</b>
<b>Total unfavorable</b>	<b>50%</b>
Somewhat unfavorable	18%
Very unfavorable	32%
No opinion	9%
Never heard of	1%

### 4. Amazon

Very favorable	33%
Somewhat favorable	33%
<b>Total favorable</b>	<b>67%</b>
<b>Total unfavorable</b>	<b>24%</b>
Somewhat unfavorable	15%
Very unfavorable	9%
No opinion	9%
Never heard of	1%

5.	Apple	
	Very favorable	24%
	Somewhat favorable	34%
	<b>Total favorable</b>	<b>58%</b>
	<b>Total unfavorable</b>	<b>24%</b>
	Somewhat unfavorable	12%
	Very unfavorable	12%
	No opinion	15%
	Never heard of	2%
6.	Microsoft	
	Very favorable	22%
	Somewhat favorable	40%
	<b>Total favorable</b>	<b>62%</b>
	<b>Total unfavorable</b>	<b>22%</b>
	Somewhat unfavorable	12%
	Very unfavorable	11%
	No opinion	14%
	Never heard of	2%
7.	Twitter	
	Very favorable	6%
	Somewhat favorable	16%
	<b>Total favorable</b>	<b>22%</b>
	<b>Total unfavorable</b>	<b>47%</b>
	Somewhat unfavorable	16%
	Very unfavorable	31%
	No opinion	24%
	Never heard of	7%
8.	YouTube	
	Very favorable	24%
	Somewhat favorable	39%
	<b>Total favorable</b>	<b>62%</b>
	<b>Total unfavorable</b>	<b>23%</b>
	Somewhat unfavorable	11%
	Very unfavorable	12%
	No opinion	13%
	Never heard of	2%

9.	TikTok	
	Very favorable	7%
	Somewhat favorable	15%
	<b>Total favorable</b>	<b>22%</b>
	<b>Total unfavorable</b>	<b>52%</b>
	Somewhat unfavorable	19%
	Very unfavorable	32%
	No opinion	24%
	Never heard of	3%
10.	Joe Biden	
	Very favorable	20%
	Somewhat favorable	15%
	<b>Total favorable</b>	<b>36%</b>
	<b>Total unfavorable</b>	<b>61%</b>
	Somewhat unfavorable	9%
	Very unfavorable	52%
	No opinion	3%
	Never heard of	--
11.	Donald Trump	
	Very favorable	36%
	Somewhat favorable	17%
	<b>Total favorable</b>	<b>52%</b>
	<b>Total unfavorable</b>	<b>44%</b>
	Somewhat unfavorable	7%
	Very unfavorable	37%
	No opinion	3%
	Never heard of	*
12.	Lindsey Graham	
	Very favorable	17%
	Somewhat favorable	26%
	<b>Total favorable</b>	<b>43%</b>
	<b>Total unfavorable</b>	<b>48%</b>
	Somewhat unfavorable	17%
	Very unfavorable	31%
	No opinion	5%
	Never heard of	3%

13. Tim Scott
- |                          |            |
|--------------------------|------------|
| Very favorable           | 33%        |
| Somewhat favorable       | 18%        |
| <b>Total favorable</b>   | <b>51%</b> |
| <b>Total unfavorable</b> | <b>23%</b> |
| Somewhat unfavorable     | 11%        |
| Very unfavorable         | 11%        |
| No opinion               | 14%        |
| Never heard of           | 12%        |
14. Looking ahead to 2022, if the election for United States Senate were held today and the candidates were (RANDOMIZE 1-3), for whom would you vote?
- |                               |     |
|-------------------------------|-----|
| Tim Scott, Republican         | 57% |
| Krystle Matthews, Democrat    | 25% |
| Larry Adams, Jr., Independent | 5%  |
| None                          | 2%  |
| Don't know                    | 11% |
15. Next, what about the country of China, is your opinion of China very favorable, somewhat favorable, somewhat unfavorable or very unfavorable? If you have no opinion about China, just say so.
- |                          |            |
|--------------------------|------------|
| Very favorable           | 3%         |
| Somewhat favorable       | 8%         |
| <b>Total favorable</b>   | <b>10%</b> |
| <b>Total unfavorable</b> | <b>71%</b> |
| Somewhat unfavorable     | 23%        |
| Very unfavorable         | 49%        |
| No opinion               | 19%        |
- ROTATE Q16-17  
Now switching gears,
16. In your opinion, how important is the tech industry to the U.S. economy, is it (READ 1-4, 4-1)
- |  |            |
|--|------------|
| Very important                                       | 69%        |
| Fairly important                                     | 23%        |
| <b>Total very/fairly important</b>                   | <b>92%</b> |
| <b>Total not very important/not important at all</b> | <b>5%</b>  |
| Not very important                                   | 3%         |
| Not important at all                                 | 3%         |
| No opinion   | 3%         |

17. And, in your opinion, how important is the tech industry to our national security, is it (READ 1-4, 4-1)
- |  |            |
|--|------------|
| Very important                                       | 78%        |
| Fairly important                                     | 15%        |
| <b>Total very/fairly important</b>                   | <b>93%</b> |
| <b>Total not very important/not important at all</b> | <b>4%</b>  |
| Not very important                                   | 2%         |
| Not important at all                                 | 2%         |
| No opinion   | 2%         |
18. Have you seen, read or heard anything recently about proposed legislation in Congress affecting the tech industry in the United States?
- |               |     |
|---------------|-----|
| Yes           | 36% |
| No/don't know | 64% |
19. Now, which one of the following views about proposed legislation affecting the tech industry comes closest to your own? (ROTATE STATEMENTS)
- This is an urgent problem that needs to be fixed and Congress should hurry up and pass this legislation right away.
- This is a complex issue and Congress should take the time to study all sides before voting on it.
- IF URGENT/TAKE TIME: Do you feel strongly about that?
- |                                      |            |
|--------------------------------------|------------|
| Strongly urgent problem              | 20%        |
| Urgent problem                       | 5%         |
| <b>Total urgent problem</b>          | <b>25%</b> |
| <b>Total complex issue/take time</b> | <b>61%</b> |
| Complex issue/take time              | 23%        |
| Strongly complex issue/take time     | 38%        |
| Don't know                           | 14%        |

20. In fact, Congress is currently considering legislation that would regulate tech companies in America. The proposed legislation is a result of claims that big tech companies like Google, Amazon, Facebook and Apple are violating so-called antitrust laws by engaging in business practices that discourage competition and result in monopolies. This legislation could make it illegal for major tech platforms to operate multiple lines of business and prohibit tech companies from giving their own products and services preference over those of their competitors.

Based on what you know or have heard, do you support or oppose this proposed legislation in Congress to impose new regulations on big tech companies? IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose?

Strongly support	40%
Somewhat support	31%
<b>Total support</b>	<b>72%</b>
<b>Total oppose</b>	<b>19%</b>
Somewhat oppose	9%
Strongly oppose	10%
Don't know	9%

#### ROTATE BLOCKS Q21-29 AND Q30-31

##### INTRO Q21-29

Now here are some hypothetical statements about the antitrust legislation targeting big tech companies. After hearing each, please tell me if that statement makes you more likely to support legislation imposing new regulations on big tech companies, or less likely to support new regulations on big tech companies. IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely?

##### Scale

1. Much more likely to support
2. Somewhat more likely to support
3. Somewhat less likely to support
4. Much less likely to support
5. (DON'T READ) No opinion

##### ROTATE Q21-29

21. The legislation would devastate small businesses who sell products on sites like Amazon by making it harder for customers to find businesses online, creating less competition and driving up prices for consumers.

Much more likely to support	11%
Somewhat more likely to support	11%
<b>Total more likely to support</b>	<b>21%</b>
<b>Total less likely to support</b>	<b>68%</b>
Somewhat less likely to support	22%
Much less likely to support	46%
No opinion	11%

22. America should be about promoting competition and innovation. But this legislation creates a European-style set of regulations that adds red tape, kills innovation, stops economic growth and punishes American companies for being successful.

Much more likely to support	13%
Somewhat more likely to support	16%
<b>Total more likely to support</b>	<b>30%</b>
<b>Total less likely to support</b>	<b>58%</b>
Somewhat less likely to support	21%
Much less likely to support	37%
No opinion	12%

23. These new regulations would apply only to American tech companies, putting us at a competitive disadvantage with China. That means Chinese tech companies would gain the upper hand in developing new technologies that are vital to America's economic and national security.

Much more likely to support	18%
Somewhat more likely to support	11%
<b>Total more likely to support</b>	<b>29%</b>
<b>Total less likely to support</b>	<b>63%</b>
Somewhat less likely to support	18%
Much less likely to support	45%
No opinion	9%

24. With our economy still suffering from the COVID-19 pandemic, this is the absolute worst time for Congress to be imposing new burdensome regulations on American tech companies that support millions of jobs.

Much more likely to support	20%
Somewhat more likely to support	17%
<b>Total more likely to support</b>	<b>37%</b>
<b>Total less likely to support</b>	<b>50%</b>
Somewhat less likely to support	22%
Much less likely to support	28%
No opinion	13%

25. If this legislation passes, we'd have to start paying for things we now get for free. That means free apps like Google Maps, YouTube, Instagram, iMessage and FaceTime could all cost money. Even overnight shipping from Amazon Prime could no longer be free.
- |                                     |            |
|-------------------------------------|------------|
| Much more likely to support         | 15%        |
| Somewhat more likely to support     | 13%        |
| <b>Total more likely to support</b> | <b>27%</b> |
| <b>Total less likely to support</b> | <b>62%</b> |
| Somewhat less likely to support     | 18%        |
| Much less likely to support         | 44%        |
| No opinion                          | 11%        |
26. The legislation would make it harder for consumers to access popular online services. It could ban Google from displaying Google Maps, Alexa users from ordering on Amazon, and prohibit Instagram stories on Facebook.
- |                                     |            |
|-------------------------------------|------------|
| Much more likely to support         | 14%        |
| Somewhat more likely to support     | 13%        |
| <b>Total more likely to support</b> | <b>27%</b> |
| <b>Total less likely to support</b> | <b>60%</b> |
| Somewhat less likely to support     | 20%        |
| Much less likely to support         | 40%        |
| No opinion                          | 13%        |
27. This legislation would weaken proven safety and security protocols, making the United States more vulnerable to foreign cyber-attacks that put our national security, economy and infrastructure at risk.
- |                                     |            |
|-------------------------------------|------------|
| Much more likely to support         | 18%        |
| Somewhat more likely to support     | 10%        |
| <b>Total more likely to support</b> | <b>28%</b> |
| <b>Total less likely to support</b> | <b>61%</b> |
| Somewhat less likely to support     | 16%        |
| Much less likely to support         | 45%        |
| No opinion                          | 11%        |
28. If this legislation passes, American tech companies could be forced to share your personal data with their Chinese competitors, making your online information vulnerable to Chinese hackers.
- |                                     |            |
|-------------------------------------|------------|
| Much more likely to support         | 16%        |
| Somewhat more likely to support     | 6%         |
| <b>Total more likely to support</b> | <b>22%</b> |
| <b>Total less likely to support</b> | <b>71%</b> |
| Somewhat less likely to support     | 10%        |
| Much less likely to support         | 61%        |
| No opinion                          | 8%         |

29. This legislation is being pushed by the Biden Administration and other D.C. liberals like Nancy Pelosi, AOC and The Squad. Passing it gives these radicals what they really want, which is to control American tech companies.

Much more likely to support	17%
Somewhat more likely to support	10%
<b>Total more likely to support</b>	<b>27%</b>
<b>Total less likely to support</b>	<b>62%</b>
Somewhat less likely to support	15%
Much less likely to support	47%
No opinion	11%

#### INTRO Q30-31

Now here are some more hypothetical statements about the antitrust legislation targeting big tech companies. After hearing each, please tell me if that statement makes you more likely to support legislation imposing new regulations on big tech companies, or less likely to support new regulations on big tech companies. IF MORE/LESS LIKELY: Is that much more/less likely or somewhat more/less likely?

#### Scale

1. Much more likely to support
2. Somewhat more likely to support
3. Somewhat less likely to support
4. Much less likely to support
5. (DON'T READ) No opinion

#### ROTATE Q30-31

30. Big tech companies have monopoly power over their marketplaces, which they abuse by charging us excessive fees, invading our privacy and using our personal data for their corporate profits. Ending their monopoly will fix this.

Much more likely to support	39%
Somewhat more likely to support	26%
<b>Total more likely</b>	<b>65%</b>
<b>Total less likely</b>	<b>28%</b>
Somewhat less likely to support	12%
Much less likely to support	16%
No opinion	7%

31. This legislation breaks up the big tech monopolies, providing more choices for consumers, and leveling the playing field through increased competition and innovation.

Much more likely to support	40%
Somewhat more likely to support	33%
<b>Total more likely</b>	<b>73%</b>
<b>Total less likely</b>	<b>21%</b>
Somewhat less likely to support	10%
Much less likely to support	11%
No opinion	6%

32. Now, after everything you have just heard, do you support or oppose the proposed legislation in Congress to impose new regulations on big tech companies? IF SUPPORT/OPPOSE: Is that strongly support/oppose or somewhat support/oppose?

Strongly support	26%
Somewhat support	24%
<b>Total support</b>	<b>50%</b>
Don't know	10%
<b>Total oppose</b>	<b>40%</b>
Somewhat oppose	14%
Strongly oppose	26%

#### INTRO Q33-39

I just read you a list of possible consequences of the proposed legislation affecting big tech companies. Please tell me how likely you think it is that each of those would actually happen if Congress passed these laws, (READ 1-4, 4-1)?

#### Scale

1. Very likely to happen
2. Fairly likely to happen
3. Not very likely to happen
4. Not likely to happen at all
5. (DON'T READ) Don't know

#### ROTATE Q33-39

33. This legislation will make the U.S. vulnerable to cyber-attacks and security breaches that endanger the safety of our economy and infrastructure.

Very likely to happen	29%
Fairly likely to happen	18%
<b>Total likely</b>	<b>47%</b>
<b>Total not likely</b>	<b>43%</b>
Not very likely to happen	19%
Not likely to happen at all	25%
Don't know	10%

34. U.S. companies could be forced to share personal consumer data with Chinese companies and even the Chinese Communist Party, making it vulnerable to hackers.

Very likely to happen	27%
Fairly likely to happen	16%
<b>Total likely</b>	<b>43%</b>
<b>Total not likely</b>	<b>49%</b>
Not very likely to happen	18%
Not likely to happen at all	30%
Don't know	8%

35. This legislation would benefit China at the expense of American businesses, workers and consumers.
- |                             |            |
|-----------------------------|------------|
| Very likely to happen       | 32%        |
| Fairly likely to happen     | 16%        |
| <b>Total likely</b>         | <b>49%</b> |
| <b>Total not likely</b>     | <b>44%</b> |
| Not very likely to happen   | 17%        |
| Not likely to happen at all | 26%        |
| Don't know                  | 8%         |
36. Imposing burdensome regulations on American companies, in the midst of a pandemic, will hurt our economy.
- |                             |            |
|-----------------------------|------------|
| Very likely to happen       | 27%        |
| Fairly likely to happen     | 23%        |
| <b>Total likely</b>         | <b>51%</b> |
| <b>Total not likely</b>     | <b>42%</b> |
| Not very likely to happen   | 18%        |
| Not likely to happen at all | 24%        |
| Don't know                  | 7%         |
37. We may have to start paying for things that are currently free, including apps like Google Maps, YouTube, Instagram, iMessage and FaceTime.
- |                             |            |
|-----------------------------|------------|
| Very likely to happen       | 20%        |
| Fairly likely to happen     | 25%        |
| <b>Total likely</b>         | <b>45%</b> |
| <b>Total not likely</b>     | <b>47%</b> |
| Not very likely to happen   | 23%        |
| Not likely to happen at all | 23%        |
| Don't know                  | 8%         |
38. Free overnight shipping from Amazon Prime would no longer be free.
- |                             |            |
|-----------------------------|------------|
| Very likely to happen       | 23%        |
| Fairly likely to happen     | 18%        |
| <b>Total likely</b>         | <b>41%</b> |
| <b>Total not likely</b>     | <b>49%</b> |
| Not very likely to happen   | 21%        |
| Not likely to happen at all | 28%        |
| Don't know                  | 10%        |

39. The legislation could make it harder for consumers to access popular online services such as YouTube videos and ordering products on Amazon using your Alexa.
- |                             |            |
|-----------------------------|------------|
| Very likely to happen       | 21%        |
| Fairly likely to happen     | 26%        |
| <b>Total likely</b>         | <b>47%</b> |
| <b>Total not likely</b>     | <b>45%</b> |
| Not very likely to happen   | 20%        |
| Not likely to happen at all | 25%        |
| Don't know                  | 8%         |
40. This legislation could weaken proven safety and security protocols that protect our online privacy and personal data.
- |                             |            |
|-----------------------------|------------|
| Very likely to happen       | 26%        |
| Fairly likely to happen     | 20%        |
| <b>Total likely</b>         | <b>46%</b> |
| <b>Total not likely</b>     | <b>44%</b> |
| Not very likely to happen   | 18%        |
| Not likely to happen at all | 26%        |
| Don't know                  | 9%         |
41. Next, would you be more likely or less likely to vote for your U.S. Senator or Member of Congress if you knew they supported this legislation regulating U.S. tech companies? IF MORE/LESS LIKELY: Is that much more/less or somewhat more/less likely?
- |                          |            |
|--------------------------|------------|
| Much more                | 17%        |
| Somewhat more            | 22%        |
| <b>Total more likely</b> | <b>38%</b> |
| <b>Total less likely</b> | <b>45%</b> |
| Somewhat less            | 21%        |
| Much less                | 24%        |
| Don't know               | 17%        |

42. Next, when considering new laws focused on technology companies, which one of the following policy goals should be the main focus for Congress? (RANDOMIZE 1-8)

Protecting my online privacy and personal data from hackers	30%
Making sure my personal data isn't misused or sold without my permission	21%
Reducing political bias on social media	11%
Fighting misinformation on social media platforms	8%
Breaking up large U.S. technology companies into smaller ones	8%
Requiring tech companies to disclose what personal information they use to create algorithms	5%
Limiting the ability of tech companies to grow larger	4%
Encouraging tech companies to serve as a moderator of what can and cannot be posted on social media	4%
Other	3%
Don't know	4%

Now a few questions for statistical purposes.

43. How often do you use the Internet? (READ 1-5)

More than 4 hours per day	44%
Less than 4 hours per day	33%
About once a day	9%
Several times a week	7%
Less often	6%
Don't know/NA	1%

44. Other than American, what is your main racial or ethnic heritage? Is it, (READ 1-5, 5-1)

White or Caucasian	64%
African American or black	22%
Hispanic or Latino	2%
Native American or American Indian	4%
Asian	1%
Other	3%
Don't know	3%

45. When it comes to politics and elections do you consider yourself a Democrat, a Republican, an Independent or something else? IF  
DEMOCRAT/REPUBLICAN: Do you consider yourself a strong or not so strong Democrat/Republican?

Strong Democrat	21%
Not so strong Democrat	9%
<b>Total Democrat</b>	<b>30%</b>
<b>Total Republican</b>	<b>41%</b>
Strong Republican	30%
Not so strong Republican	11%
Independent	23%
Something else	6%
Don't know/NA/refused	0%

46. Which one of the following best describes how you usually vote? (READ 1-2, 4-5, 5-4, 2-1)

Mostly or only for Republicans	40%
A few more Republicans than Democrats	11%
<b>Total Republicans</b>	<b>51%</b>
The person/Independent	12%
<b>Total Democrats</b>	<b>34%</b>
A few more Democrats than Republicans	10%
Mostly or only for Democrats	24%
Don't know	3%

47. What is the last grade of education you completed? (READ 1-4)

0-12 years (high school or less)	17%
13-15 years (some college/trade/vocational school)	28%
16 years (college graduate)	31%
17+ years (post-graduate education)	24%
NA	*

48. Next, which of the following categories includes your annual household income? (READ 1-5)

Less than \$25,000	5%
\$25,000 - \$49,999	12%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	16%
\$100,000 or more	34%
NA	11%

49.	Age (FROM LIST)	
	18-34	19%
	35-44	14%
	45-54	16%
	55-59	10%
	60-64	9%
	65+	32%
50.	Gender (BY OBSERVATION)	
	Male	45%
	Female	55%
51.	County (FROM LIST)	
52.	Vote History (FROM LIST)	
53.	DMA (FROM LIST)	
54.	State (FROM LIST)	