POLLING for the PEOPLE

Center for American Progress Action Fund & Public Citizen
National Technology Poll | July 2021

Methodology

On behalf of the Center for American Progress Action Fund and Public Citizen, Change Research conducted a poll of 1,200 registered voters nationally from June 7-12, 2021. The modeled margin of error for this survey is 3.7%, which uses effective sample sizes that adjust for the design effect of weighting.

Change Research reaches voters via targeted online ads that point people to an online survey instrument. Our Dynamic Online Sampling establishes and continuously rebalances advertising targets across region, age, gender, race, and partisanship to dynamically deliver large samples that accurately reflect the demographics of a population. Post stratification was done on region, gender, age, race/ethnicity, education, and vote choice history.

Use & knowledge of technology & social media

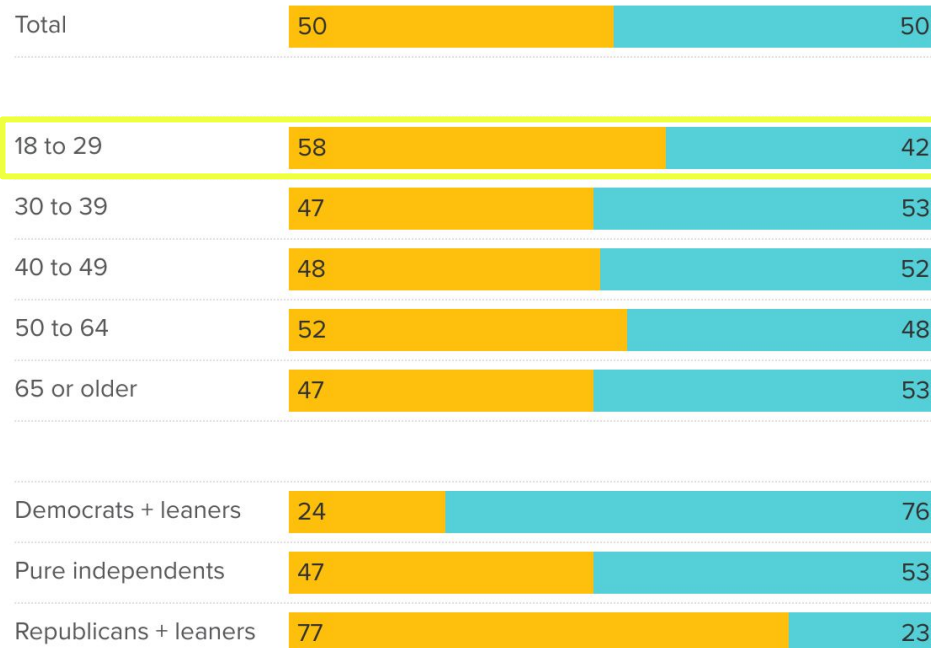|	Average familiarity with tech (0-10)	Average # of hrs online a day	% on social media several times a day
Total	**6.8**	**6.2**	**86**
18 to 34	7.4	7.6	91
35 to 49	7.6	7.8	89
50 to 64	6.8	5.3	82
65+	5.9	4.6	83
White	6.7	6.0	85
People of color	7.3	6.9	87
College Women	6.9	6.5	90
College Men	7.2	6.7	83
Non-College Women	6.4	6.5	87
Non-College Men	7.0	5.2	82
Urban	7.0	6.8	85
Suburban	6.9	5.9	83
Rural	6.7	5.7	89
Democrats+leaners	7.0	7.0	92
Pure independent	6.7	6.7	80
Republicans+leaners	6.7	5.2	81

*several times a day = multiple or a few times each day

Net effect of tech companies on America

Which of the following statements comes closer to your own view, even if neither is exactly right?

🟡 Technology companies are mostly bad for America, and have too much power that hurts local businesses and threatens people's privacy and free speech rights.
🔵 Technology companies are mostly good for America, and provide good jobs and important products and services that consumers need.

	Bad	Good
Total	50	50
18 to 29	58	42
30 to 39	47	53
40 to 49	48	52
50 to 64	52	48
65 or older	47	53
Democrats + leaners	24	76
Pure independents	47	53
Republicans + leaners	77	23

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Power & influence of technology companies

Big technology companies and social media companies have:

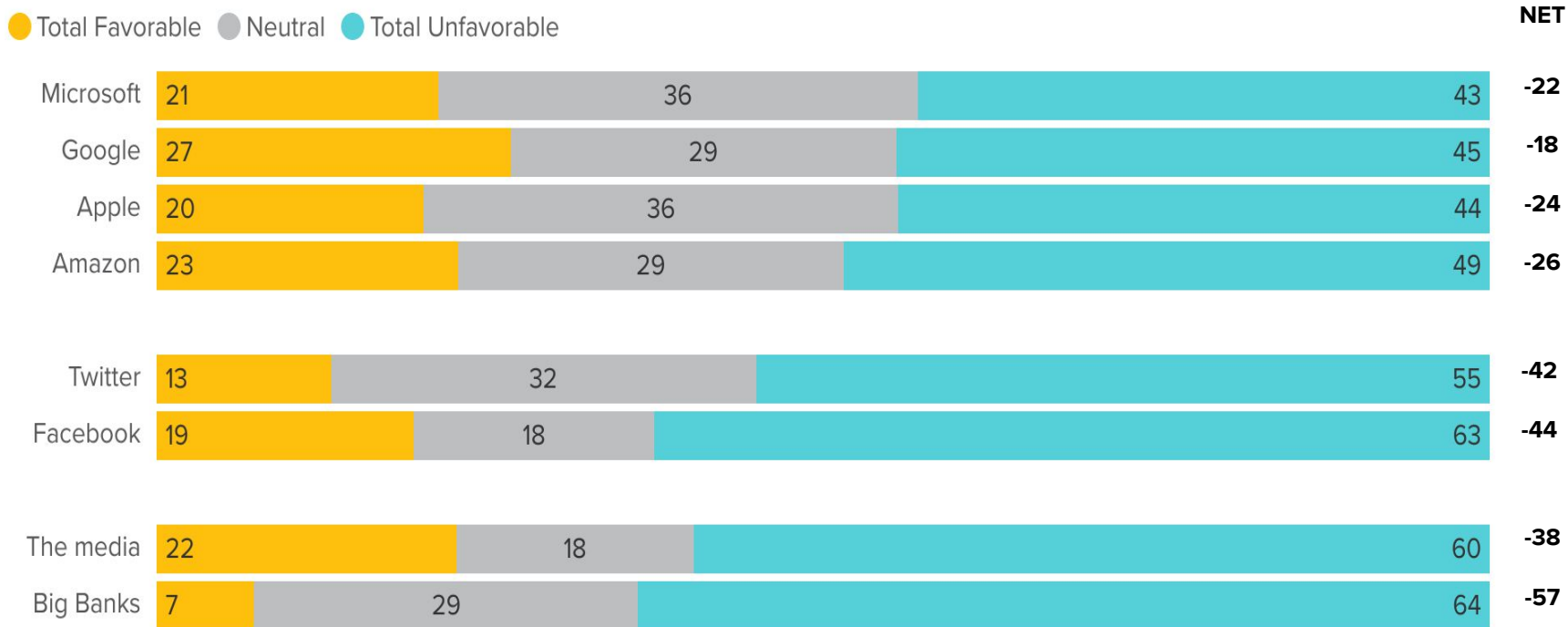- 🟡 Too much power and influence over politics and government.....
- ⚪ About the right amount of power and influence over politics and government.
- 🔵 Not enough power and influence over politics and government.

	Total	Democrats + leaners	Pure independents	Republicans + leaners
Too much	81	66	76	96
About the right amount	18	31	22	4
Not enough	1	2	1	0

Opinions of social media & tech companies

How favorable are your feelings about each of the following people, companies, organizations and groups?

● Total Favorable   ● Neutral   ● Total Unfavorable

NET

Microsoft	21	36	43	**-22**
Google	27	29	45	**-18**
Apple	20	36	44	**-24**
Amazon	23	29	49	**-26**
Twitter	13	32	55	**-42**
Facebook	19	18	63	**-44**
The media	22	18	60	**-38**
Big Banks	7	29	64	**-57**

Opinions of tech companies by party

● Total Favorable ● Neutral ● Total Unfavorable

NET

Microsoft

		NET
Democrats + Leaners	36 / 46 / 18	**+18**
Republicans + Leaners	9 / 25 / 66	**-57**

Google

Democrats + Leaners	47 / 34 / 19	**+28**
Republicans + Leaners	7 / 23 / 70	**-63**

Apple

Democrats + Leaners	34 / 42 / 24	**+10**
Republicans + Leaners	8 / 29 / 63	**-55**

Amazon

Democrats + Leaners	30 / 28 / 42	**-12**
Republicans + Leaners	15 / 29 / 56	**-41**

Twitter

Democrats + Leaners	25 / 50 / 25	**--**
Republicans + Leaners	3 / 11 / 86	**-83**

Facebook

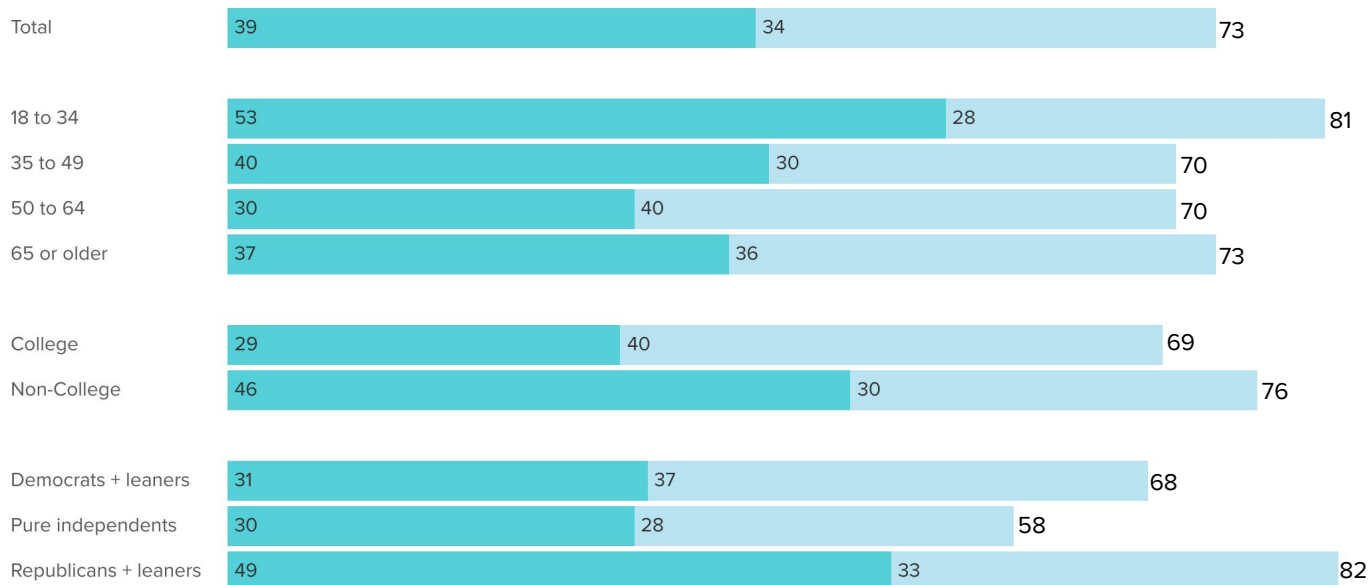|		
Democrats + Leaners	34 / 26 / 40	**-6**
Republicans + Leaners	5 / 8 / 87	**-82**

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Arguments for greater regulation of technology

How convincing is this argument FOR regulation of the technology sector?

Big technology companies, like Amazon, Google, and Apple, are monopolies that should be broken up in order to ensure fair market competition and reduce their power. Government should strongly regulate these technology companies to better protect people's private information and to ensure these companies do not abuse their power over the public conversation.

● Very convincing ● Somewhat convincing

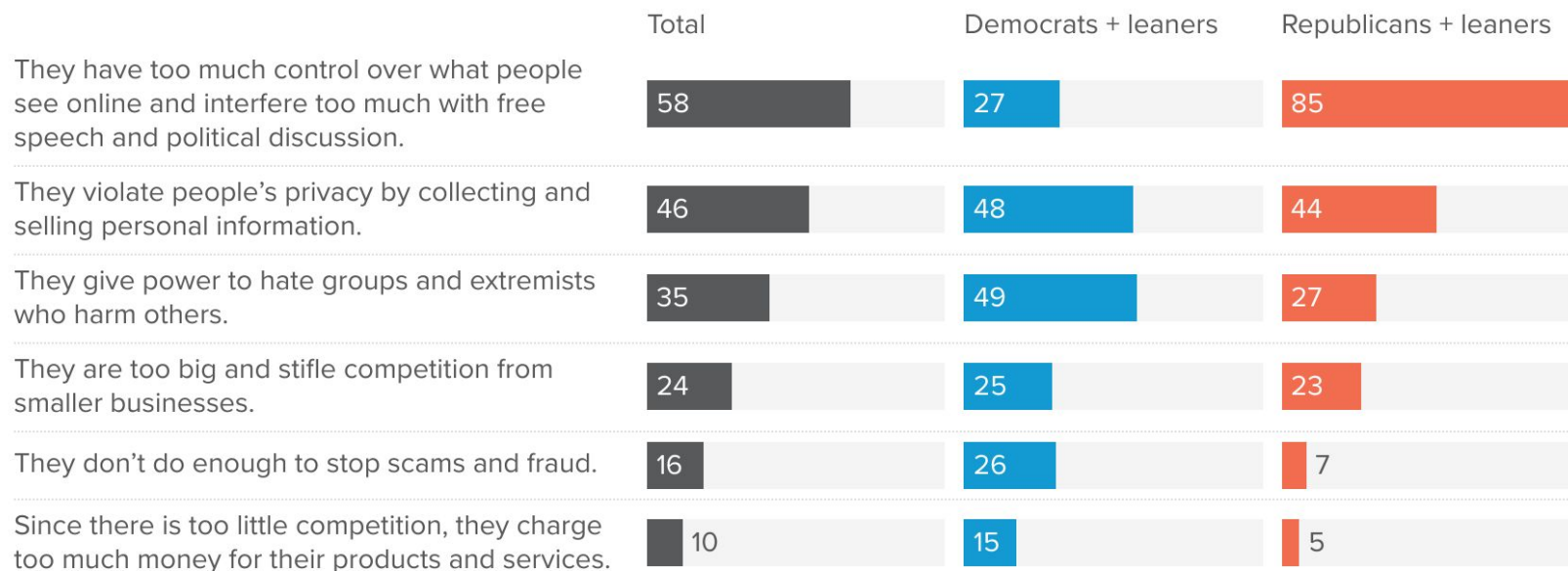|	Very convincing	Somewhat convincing	Total
Total	39	34	73
18 to 34	53	28	81
35 to 49	40	30	70
50 to 64	30	40	70
65 or older	37	36	73
College	29	40	69
Non-College	46	30	76
Democrats + leaners	31	37	68
Pure independents	30	28	58
Republicans + leaners	49	33	82

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Reasons to support greater tech regulation

Which TWO of the following are the primary reasons you would SUPPORT breaking up technology companies and regulating them more stringently?

● Total ● Democrats + leaners ● Republicans + leaners

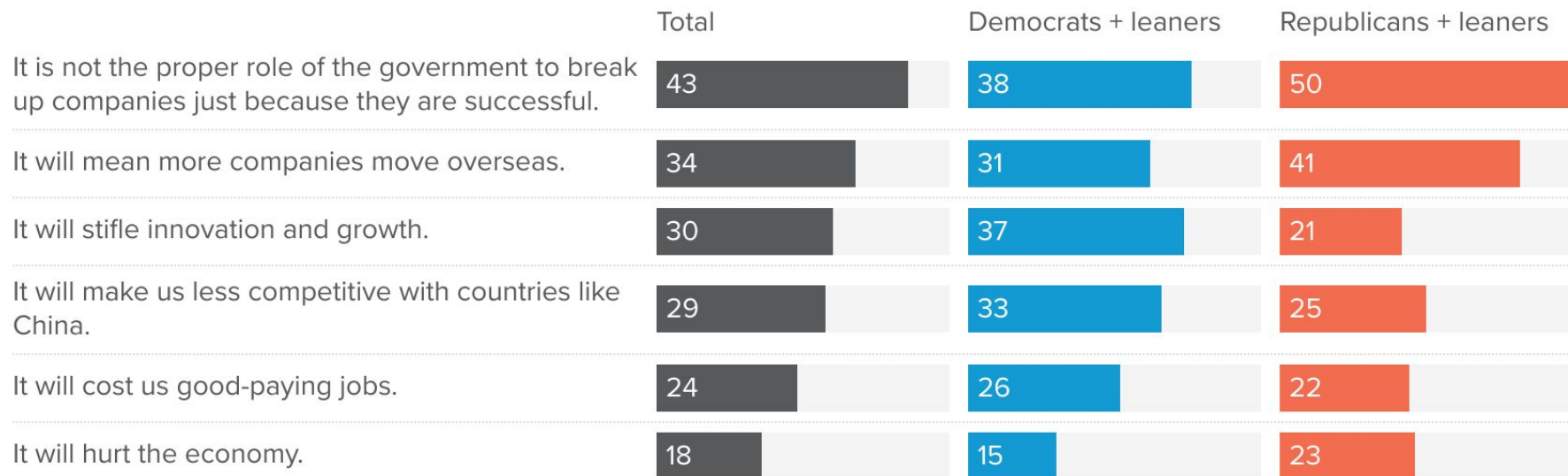|	Total	Democrats + leaners	Republicans + leaners
They have too much control over what people see online and interfere too much with free speech and political discussion.	58	27	85
They violate people's privacy by collecting and selling personal information.	46	48	44
They give power to hate groups and extremists who harm others.	35	49	27
They are too big and stifle competition from smaller businesses.	24	25	23
They don't do enough to stop scams and fraud.	16	26	7
Since there is too little competition, they charge too much money for their products and services.	10	15	5

Not asked of voters who were not at all convinced by an argument for greater regulation.

Reasons to oppose greater tech regulation

Which TWO of the following are the primary reasons you would OPPOSE breaking up technology companies and regulating them more stringently?

⬤ Total 🔵 Democrats + leaners 🔴 Republicans + leaners

	Total	Democrats + leaners	Republicans + leaners
It is not the proper role of the government to break up companies just because they are successful.	43	38	50
It will mean more companies move overseas.	34	31	41
It will stifle innovation and growth.	30	37	21
It will make us less competitive with countries like China.	29	33	25
It will cost us good-paying jobs.	24	26	22
It will hurt the economy.	18	15	23

Not asked of voters who were not at all convinced by an argument against regulation.

Support for proposals to regulate technology

These are some proposals that have been put forth in terms of regulation of technology companies. For each one, please indicate whether you support or oppose that particular proposal for government regulation of technology companies.

● Strongly support ● Somewhat support

Make rules to ensure that all internet companies, regardless of size, don't take advantage of consumers by abusing their data, using deceptive and unfair practices, or violating their civil rights.

| 86 | 12 | 98 |

Ensure that people have the ability to sue a company if their privacy is breached.

| 74 | 21 | 96 |

Create stronger protections to prevent new technologies from discriminating against people based on personal characteristics (race, gender, disability, religion, etc.) online.

| 67 | 24 | 91 |

Make it easier for smaller or newer businesses to compete with Big Technology companies by requiring them to open up their data systems or provide fairer terms for small businesses.

| 52 | 36 | 88 |

Make rules to prevent new technologies, like artificial intelligence or virtual reality, from hurting people before bad things happen, rather than waiting and seeing whether they are scammed, harassed, discriminated against, or otherwise hurt.

| 51 | 33 | 84 |

Allow states to pass privacy laws that are stronger than the federal baseline law.
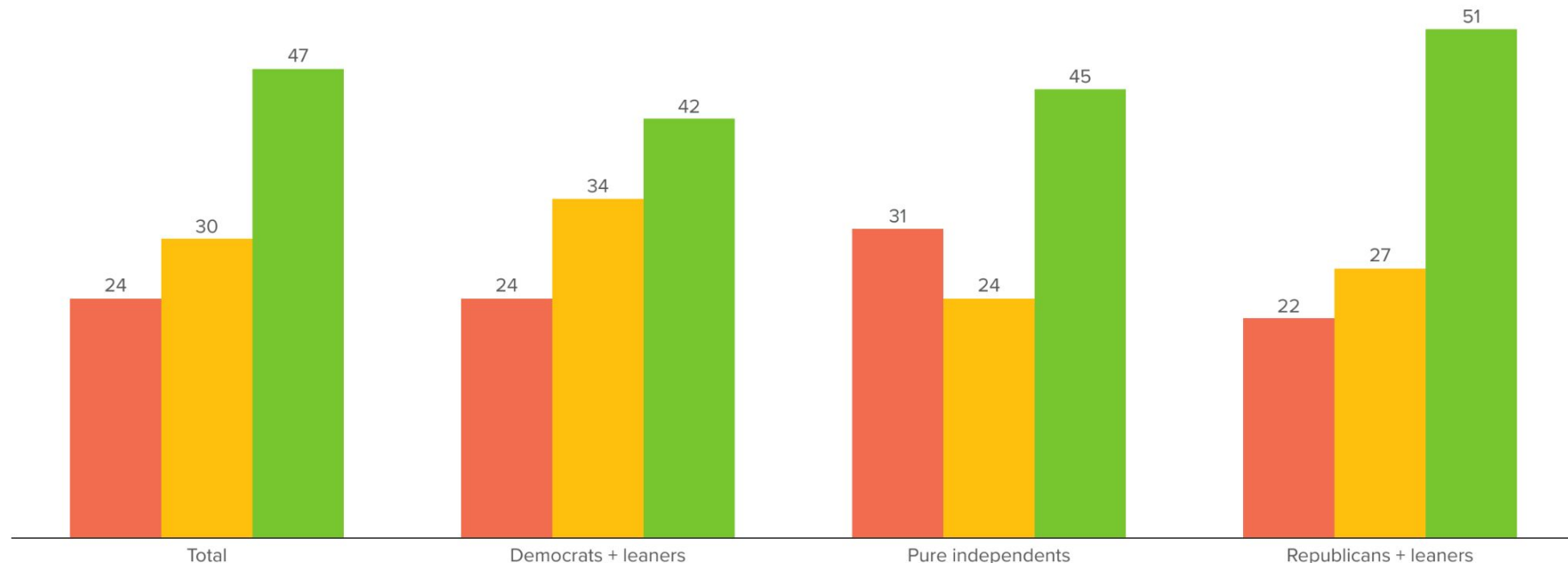
| 52 | 29 | 81 |

Reaction to facial recognition technology

Some federal, state, and local law enforcement agencies in the United States use facial recognition technology to analyze public security camera footage and try to identify potential criminal suspects. Based on what you know or might have heard about facial recognition technology, which of the following comes closest to your opinion about what the U.S. should do?

● Ban the use of facial recognition technology in the country.   ● Pause the use of facial recognition technology.   ● Continue the use of facial recognition technology.

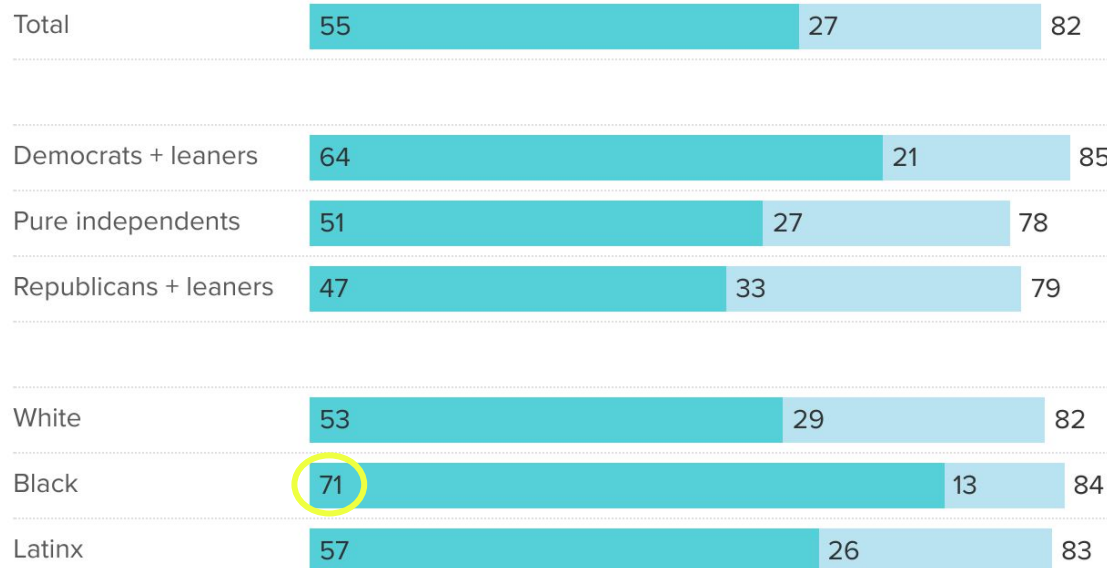|	Total	Democrats + leaners	Pure independents	Republicans + leaners
Ban	24	24	31	22
Pause	30	34	24	27
Continue	47	42	45	51

Support for pausing facial recognition technology

In the last year, faulty facial recognition technology led to the false arrest of several innocent Americans and has been found to be inaccurate in 98% of cases. Furthermore, facial recognition technologies are up to 100 times more likely to misidentify Black and Asian people, women, the elderly, and children. Do you support or oppose pausing the government use of facial recognition technologies until these problems with inaccuracies and discrimination against certain groups can be improved?

● Strongly support ◯ Somewhat support

	Strongly support	Somewhat support	Total
Total	55	27	82
Democrats + leaners	64	21	85
Pure independents	51	27	78
Republicans + leaners	47	33	79
White	53	29	82
Black	71	13	84
Latinx	57	26	83