

TO: Interested Parties
FROM: Geoff Garin
DATE: May 31, 2022
RE: Battleground State Voters Support the Bipartisan Bills to Address Anti-Competitive Practices of Big Technology Companies

Our recent polling among a representative cross section of voters in Arizona, Georgia, Nevada, and New Hampshire finds that large majorities in these key battleground states favor passage of the two bipartisan bills recently reported out by the Senate Judiciary Committee to address the anti-competitive practices of big technology companies. The support for these bills is rooted in a widely held view that Google, Apple, Facebook, and Amazon abuse their power and influence for their own benefit and to reduce competition. Support for the bills is durable, with large majorities of voters in all four states wanting their senators to vote for these bills after hearing a series of pro and con arguments from both sides.

1. Very large majorities of voters in each of the four states believe that big technology companies like Google, Apple, Facebook, and Amazon have too much power and influence, including 75% of Arizona voters, 80% of Georgia voters, 80% of Nevada voters, and 79% of New Hampshire voters. This view is held by large majorities of Democrats (75%), independents (72%), and Republicans (85%). Moreover, only 12% of voters in these states say the big technology companies use their power and influence responsibly for the benefit of consumers, while 75% say the big tech companies abuse their power and influence for their own benefit and to reduce competition.

2. Large majorities of voters in each of the four states express support for the American Innovation and Choice Online Act, which was described to respondents in the following way:

“This legislation would give federal anti-trust agencies the authority to issue penalties against large technology companies that abuse their market dominance by squeezing out competitors and limiting consumers’ choices, and federal anti-trust agencies would have the power to order companies to stop the abusive practices.”

The bill is supported by 73% of Arizona voters, 79% of Georgia voters, 78% of Nevada voters, and 76% of New Hampshire voters. Support for the bill reaches broadly across party lines, including 86% of Democrats, 69% of independents 72% of Republicans.

Hart Research Associates

3. Large majorities of voters in each of the four states also favor the Open App Markets Act, which was described to respondents as follows:

This bill would increase competition and consumer choice within the app market for mobile devices that is now controlled by Apple and Google. It would prevent Apple and Google from giving unfair advantage to their own apps over competing apps in their app stores and would give consumers the ability to download apps from alternative app sites that are not controlled by Apple or Google.

This legislation gets the backing of 79% of Arizona voters, 84% of Georgia voters, 80% of Nevada voters, and 75% of New Hampshire voters. Republicans (81%) are as likely to express support for the bill as Democrats (82%).

Fully 70% of voters across the four states support both bills, while just 9% oppose both bills.

4. Large majorities of voters agree more with supporters of the bills than with opponents on each of five point-counterpoint arguments – including on exchanges that test the three main criticisms of the bill by the technology industry.¹

- We tested the criticism that bills would have unintended consequences, including “breaking Amazon Prime.” Voters find the response to this criticism more convincing than the criticism itself by 72% to 23%
- We tested the criticism that the app-focused bill would increase the risk of people getting harmful malware on their mobile devices. Voters find the response to this criticism more convincing than the criticism itself by 70% to 24%.
- Finally, we tested the criticism that these bills would threaten national security and reduce the ability of tech companies to counter online risks from Russia and China. Voters find the response to this criticism more convincing than the criticism itself by 60% to 16%.

5. Support for these bills is durable after voters hear what both sides have to say about them, with 72% of Arizona voters, 72% of Georgia voters, 72% of Nevada voters, and 70% of New Hampshire voters saying that they want their senators (mentioned by name in the survey) to vote for the legislation.

The bottom line from this research is that voters across states and across party lines support these bipartisan bills because they:

- **Promote competition**
- **Ensure a level playing field for smaller businesses**
- **Stop big tech companies from taking unfair advantage of their market dominance.**

¹ The full text of these exchanges can be found at <https://techoversight.org/wp-content/uploads/2022/05/FI14304-Tech-Oversight-4-State-ns.pdf>