

To: Coalition for App Fairness
 From: Lake Research Partners and OnMessage Public Strategies
 Re: Key Findings from a California Statewide Survey
 Date: June 23, 2022

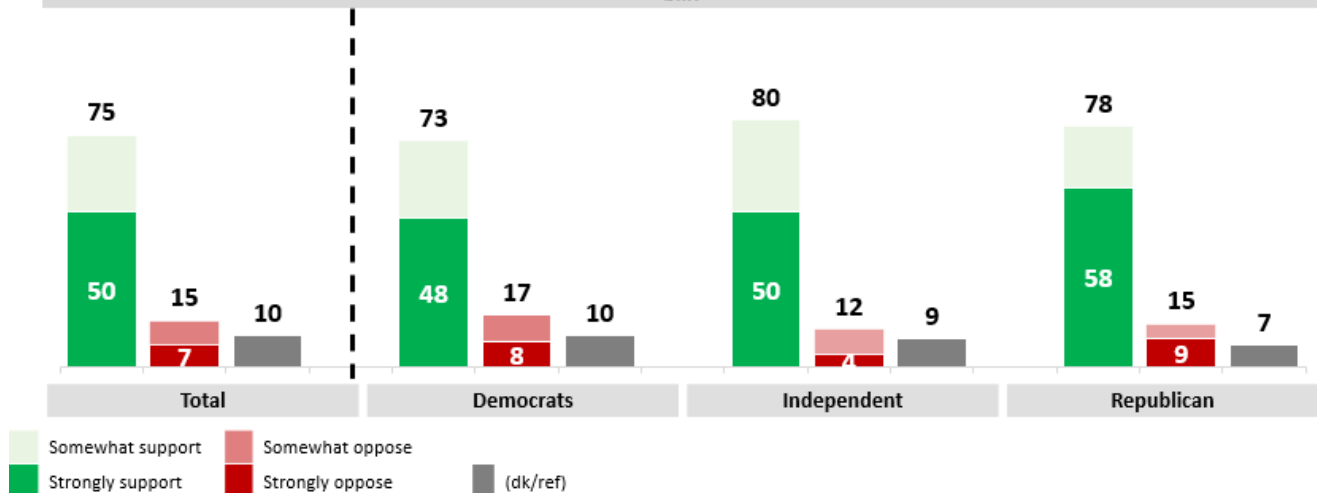
On behalf of the Coalition for App Fairness, Lake Research Partners and OnMessage Public Strategies recently conducted a telephone survey of 800 likely 2022 voters across California. The survey was conducted by live interviewers from June 1-12, 2022 and has a margin of error of +/- 3.5%. The survey was conducted to test the attitudes toward Big Tech companies, including Apple and Google, and two pieces of legislation aimed at regulating Big Tech companies – the Open App Markets Act and the American Innovation and Choice Online Act.

Results show there is clear, bipartisan support for Congress to pass both the Open App Markets Act and the American Innovation and Choice Online Act. California voters believe Big Tech companies are too powerful and have not been regulated enough. California voters also agree that Big Tech companies, like Google and Apple, limit competition and restrict innovation and have too much power over their platforms and have used that power in a harmful way.

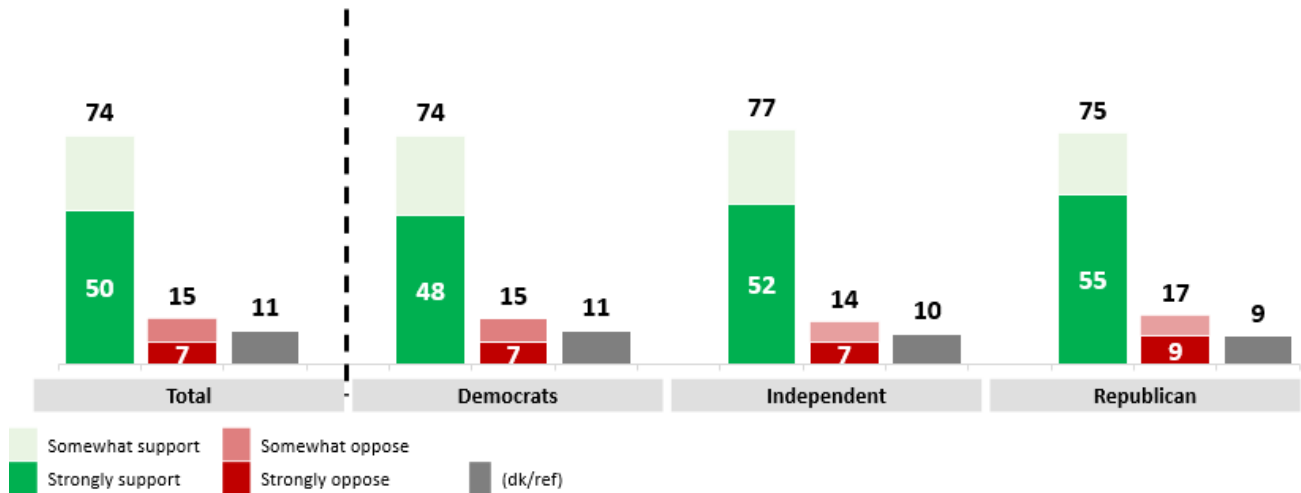
Strong Support for the Open App Markets Act and the American Innovation and Choice Online Act

California voters solidly support both the Open App Markets Act and the American Innovation and Choice Online Act. Three-quarters support the Open Apps Market Act and nearly three-quarters support the American Innovation and Choice Act. Fifty (50) percent strongly support both Acts.

As you may have heard, there is a (another) bill being debated in Congress, known as the **Open App Markets Act**, regarding the two largest mobile app stores, Apple App Store and Google Play store. Currently, Apple and Google have monopoly control over what apps are allowed in their app stores and how consumers are able to download the apps. The legislation would force Apple and Google to compete and give consumers more flexibility to download apps of their choice. With this in mind would you support or oppose this bill?



As you may have heard, there is a (another) bill being debated in congress known as **The American Innovation and Choice Online Act** regarding Big Tech platforms, like Google. This bill would prevent big tech companies from using their monopoly power to keep small competitors out of the market. With this in mind, would you support or oppose this bill?



California voters would be more favorable toward their congressperson or senator if they voted in support of the Open Apps Market Act – 51% would be more favorable, including 28% who say they would be much more favorable toward their representative in Congress. Across partisan lines, 52% of Democrats, 50% of Independents, and 52% of Republicans say they would be more favorable toward their representative if they voted for this Act.

Voters’ Views of Big Tech

A solid majority of California voters (69%) say Big Tech companies are not regulated enough. Across partisan lines, 74% of Democrats, 61% of Independents, and 65% of Republicans in the state say Big Tech is not regulated enough.

	Big Tech companies are...		
	% Not Regulated Enough	% Regulated About Right Amount	% Regulated Too Much
Total Voters	69%	16%	6%
Democrats	74%	13%	6%
Independents	61%	19%	10%
Republicans	65%	18%	5%

Majorities say Big Tech, Google, and Apple have too much power. Sixty-nine (69) percent of voters say Big Tech has too much power, 67% say Google has too much power, and 61% say Apple has too much power. These views are consistent across partisan lines.

	% Too Much Power	% Right Amount of Power	% Too Little Power
Big Tech	69%	15%	3%
Google	67%	22%	3%
Apple	61%	27%	3%

Few approve of the job Congress has done regulating Big Tech companies – 22% approve versus 62% who disapprove, including 39% who disapprove strongly. This is true across partisan lines, with 56% of Democrats, 58% of Independents, and 73% of Republicans statewide disapproving of the job Congress has done, including 57% of Republicans who strongly disapprove.

California voters agree that Big Tech companies limit competition and restrict innovation and have too much power over their platforms and have used that power in a harmful way.

- *Big Tech companies, like Google and Apple, limit competition and restrict innovation from independent app developers* – 43% strongly agree, 73% agree overall
- *Big Tech companies, like Apple and Google have too much power over their platforms and have used that power in a harmful way* – 41% strongly agree, 67% agree overall

In a head-to-head comparison of arguments for and against the Open Apps Market Act, half of California voters (50%) side with the argument that *Google and Apple have a monopoly on app store sales on their respective phones, meaning there is no other way for app developers to sell their product to customers. Customers, not Apple or Google, should be able to decide what apps they want to download on their phones.* Only one-in-five (21%) side with the anti-government argument that says *if an app developer does not like the contract terms offered by Google and Apple they do not have to enter into the contract and the government should not get in between an agreement between two companies.*