

To: Coalition for App Fairness
From: OnMessage Public Strategies and Lake Research Partners
Date: June 23, 2022
Subject: Key Findings – A Survey of Eight Key Political States

On behalf of the Coalition for App Fairness, OnMessage Public Strategies and Lake Research Partners recently conducted a survey of 1,600 likely voters across eight key political states: Arizona, Georgia, New Hampshire, Nevada, North Carolina, Ohio, Pennsylvania and Wisconsin. The survey was conducted by live interviewers from June 6-10, 2022 and has a margin of error of +/- 2.5%.

The survey was conducted to test the attitudes of likely voters towards Big Tech companies, including Apple and Google, and two pieces of legislation aimed at regulating certain Big Tech companies – the Open App Markets Act and the American Innovation and Choice Online Act.

The Bottom Line

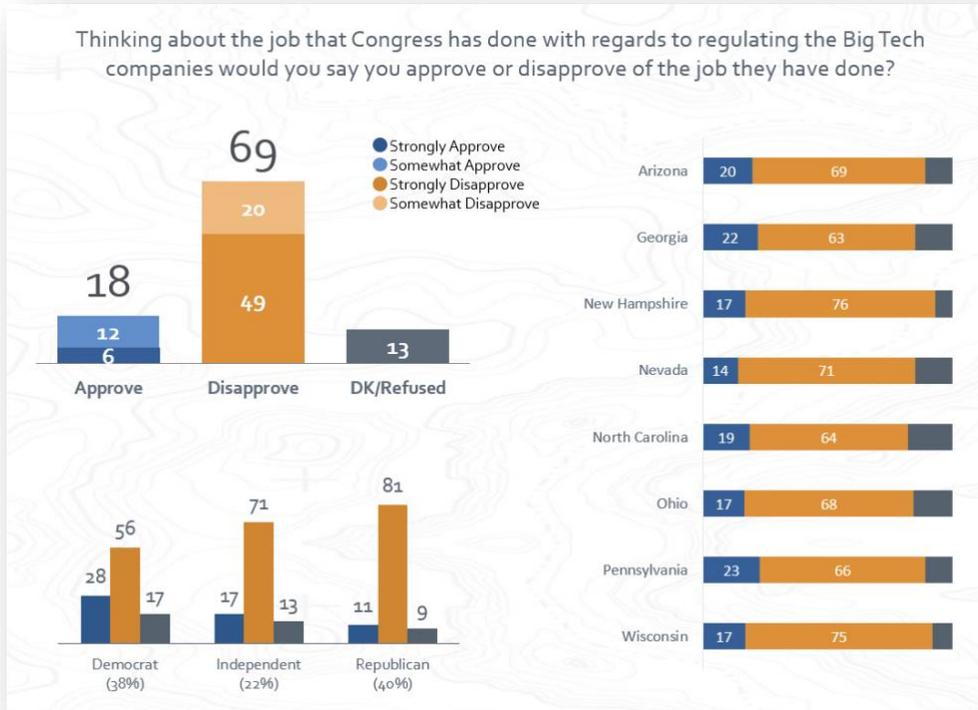
There is clear, overwhelming, and bipartisan support for Congress to pass the Open App Markets Act and other legislative measures. Across all states and key political demographics, likely voters believe Big Tech companies are too powerful and have not been regulated enough. Likely voters in these key political states are rejecting the arguments being made by Big Tech companies and their allies as they attempt to stave off new regulation.

Key Findings

- A solid majority of voters across the political spectrum and each state believe Big Tech has too much power and is under-regulated.
- Fully, 69 percent of likely voters agree that “Big Tech companies, like Apple and Google have too much power over their platforms and have used that power in a harmful way.”
- Two-thirds of likely voters disapprove of the job Congress has done in regulating Big Tech companies.
- The Open App Markets Act is supported by 79 percent of likely voters.
- Further, more than 60 percent of likely voters say they would feel more favorable toward their Representative if they support the Open App Markets Act.
- In a head-to-head comparison of arguments for and against OAMA, the argument in support (“Customers, not Apple or Google, should be able to decide what apps they want to download on their phones.”) has 60% agreement while the argument against has only 21% agreement.

Voters Strongly Disapprove of Congress' Work to Hold Big Tech Accountable

When voters are asked if they approve or disapprove of the job Congress has done to regulate Big Tech companies, 69 percent disapprove.



Voters Across the Political Spectrum Say Big Tech, Apple, & Google Have Too Much Power

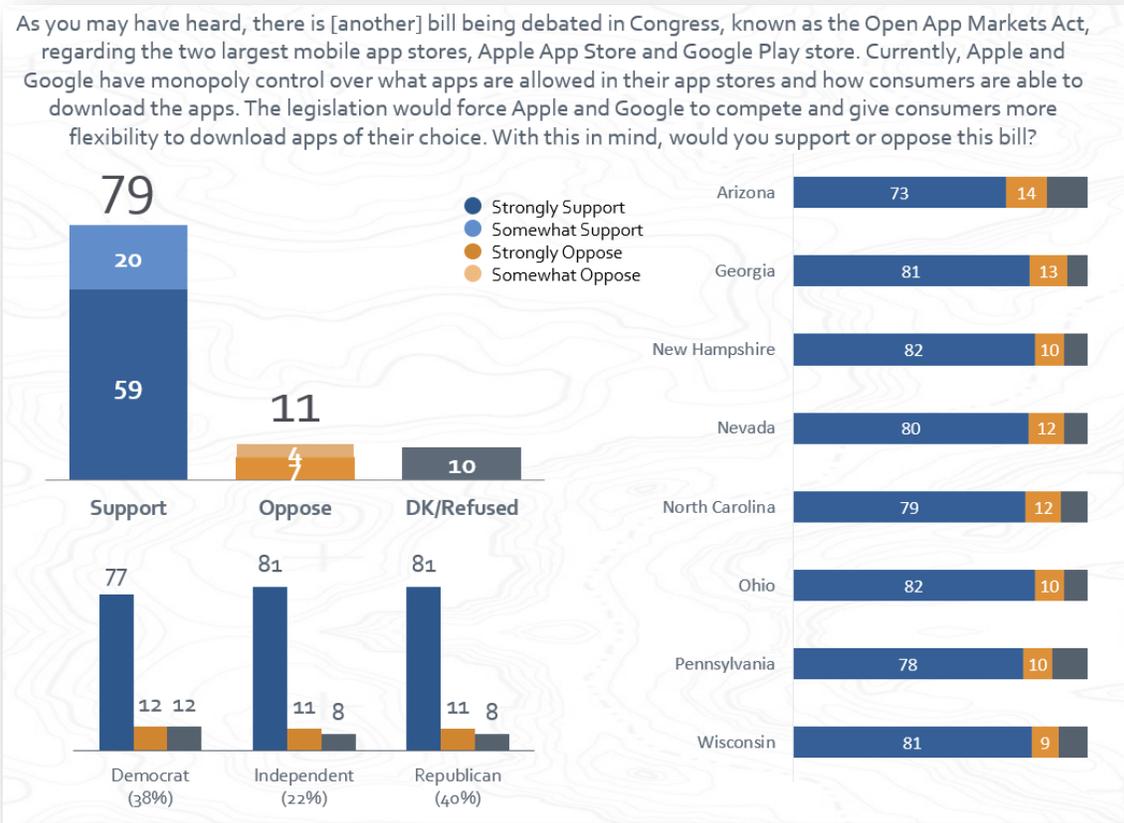
Unease with Big Tech is not just an angst about an industry, it extends to specific named companies. A bipartisan majority of likely voters believe “Big Tech” (68%), “Apple” (59%), and “Google” (67%) have too much power. Moreover, 64% say these entities are not regulated enough.

Furthermore, it’s not just having too much power, as 69% of voters agree these platforms “have used that power in a harmful way.”



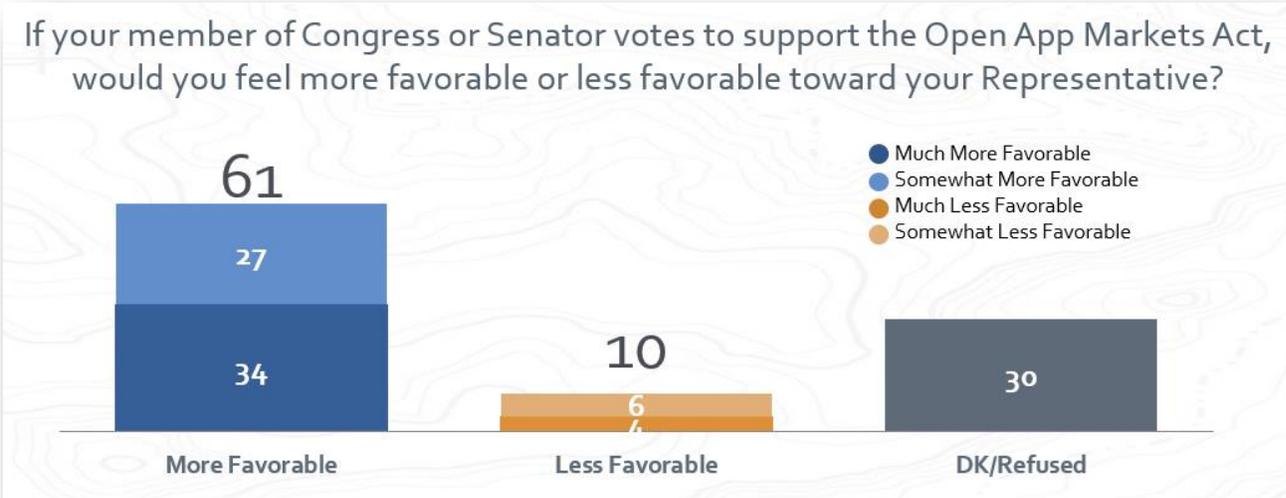
The Open App Markets Act Enjoys Strong Bipartisan Support Across All Key States

Fully, 79% of voters support the Open App Markets Act. There is little to no distinction by party as 77 percent of Democrats, 81 percent of Republicans and 81 percent of Independents support OAMA.



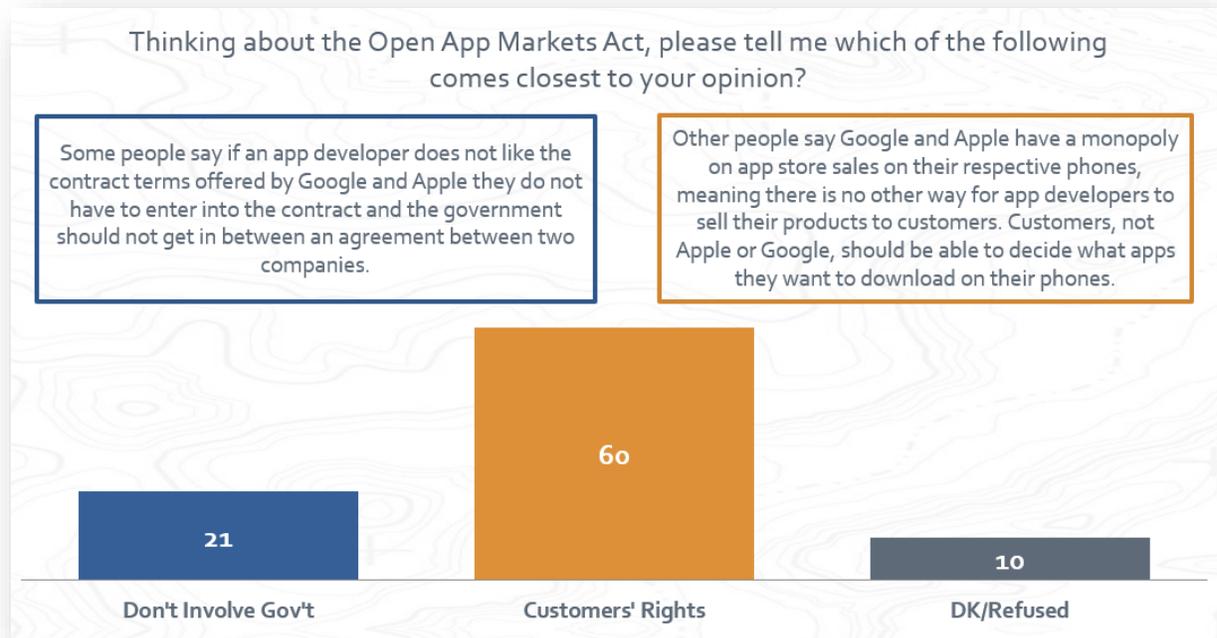
Support for OAMA Means More Favorability for Members of Congress

More than half of likely voters surveyed (61 percent) say they would feel more favorable toward their Representative or Senator should they support the Open App Markets App.



Voters Reject Big Tech Arguments Against OAMA

In a head-to-head comparison of arguments for and against OAMA, the argument in support has 60% agreement while the argument against has only 21% agreement.



The American Innovation and Choice Online Act Has Strong Support

Nearly three-quarters (72 percent) of likely voters support the American Innovation and Choice Online Act, and that support is strong across all key demographics.

