

C A M P A I G N F O R

ACCOUNTABILITY

GREENBERG QUINLAN ROSNER

STRATEGY + RESEARCH

Campaign for Accountability

Results from a National Poll

June 2018

CAMPAIGNS

CORPORATIONS

ADVOCACY

WORLDWIDE

Methodology

On behalf of Campaign for Accountability, GQR conducted a national live interview phone poll of 1,001 registered voters from June 11 – 19, 2018. Fifty percent of interviews were conducted via cell phone. The sample carries a margin of error of +/- 3.1 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.

Data in this report may not add up to 100 due to rounding. Net differences may be off by 1 percent due to rounding.

Tech companies are thought to have positive impact for consumers, mixed impact on workers and society

Generally speaking would you say big internet and technology companies have a positive or negative impact on...

■ Very negative impact
■ Somewhat negative impact
■ Very positive impact
■ Somewhat positive impact

The economy

26



11

21



58

+32

The prices of
products you usually
buy

25



14

23



54

+29

Workers' wages and
salaries

35



16

11



33

-2

Society

46



13

11

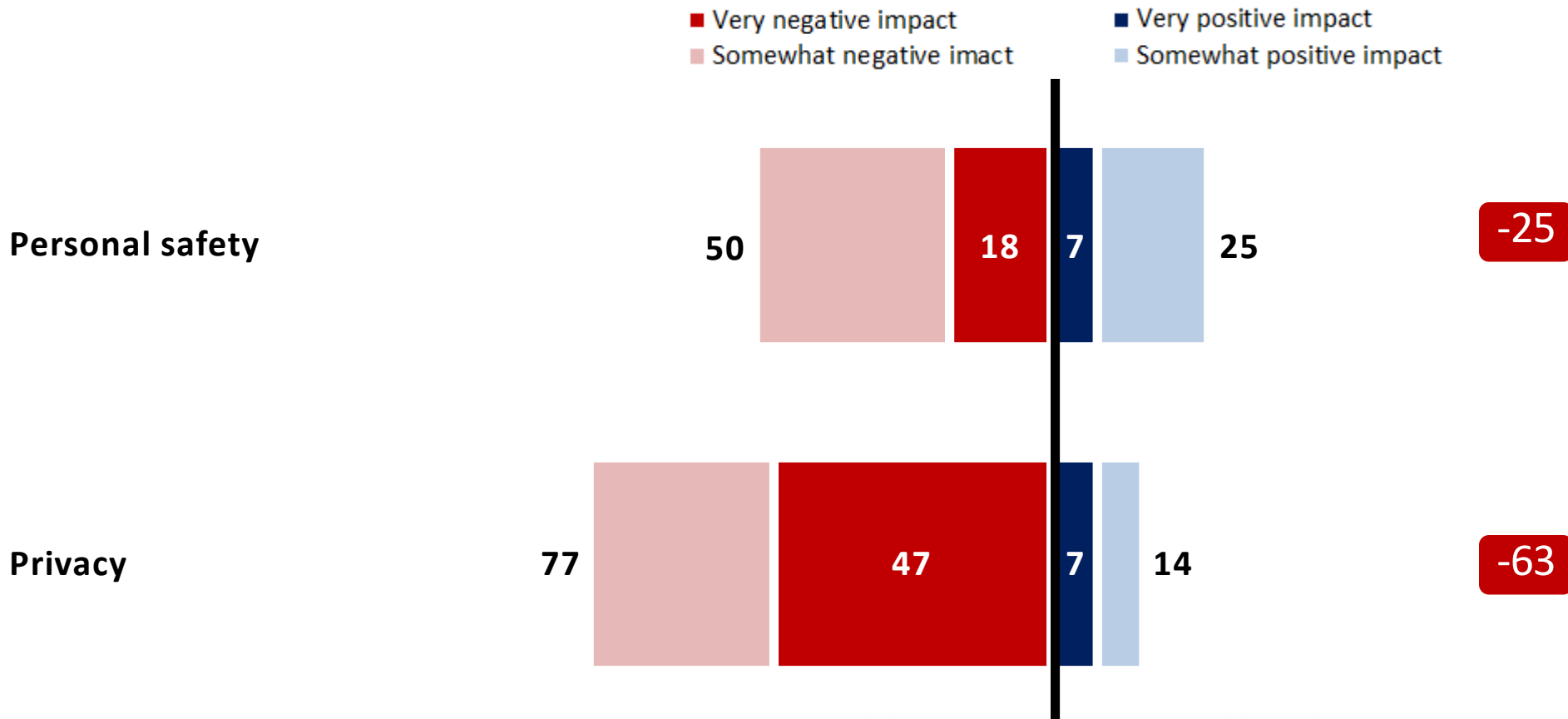


37

-9

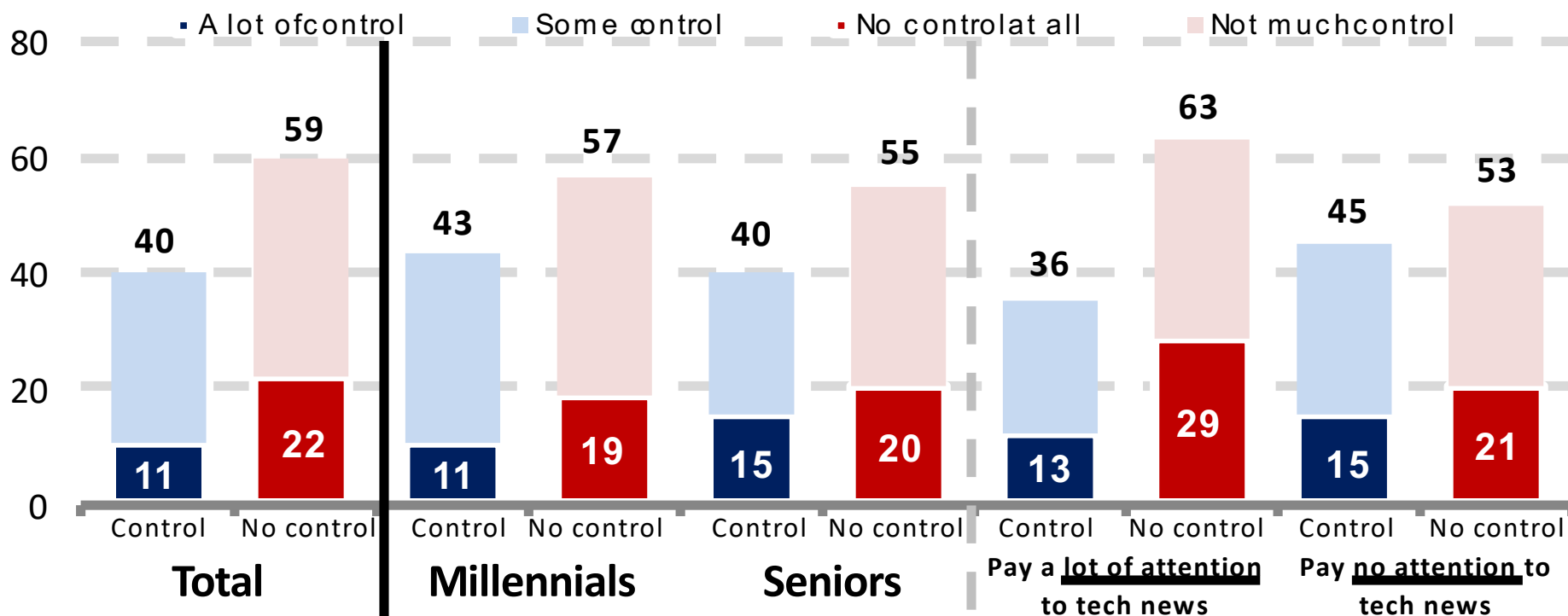
But tech companies are thought to have very negative impacts on personal safety and privacy

Generally speaking would you say big internet and technology companies have a positive or negative impact on...



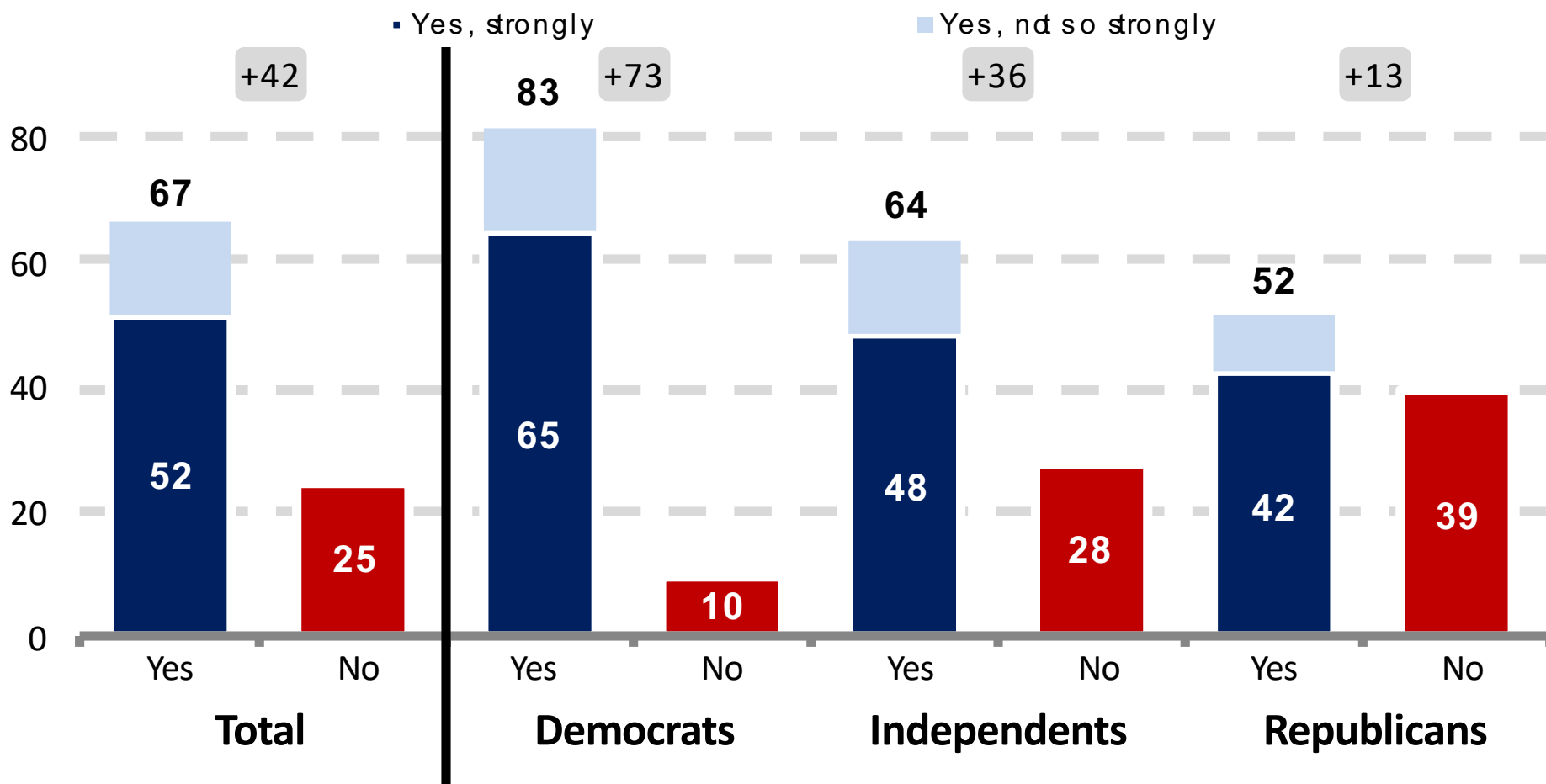
Few people feel they have control over info collected online, especially more tech savvy groups

Let's think about a typical day in your life as you spend time at home, outside your home, and getting from place to place. You use your cellphone and maybe landline phones. You may use credit cards. You might go online and buy things, use search engines, watch videos, or check in on social media. As you go through a typical day, how much control do you feel you have over how much information is collected about you and how it is being used - a lot of control, some control, not much control, or no control at all?



Two thirds believe gov't should do more to regulate monopolies, including half of Republicans

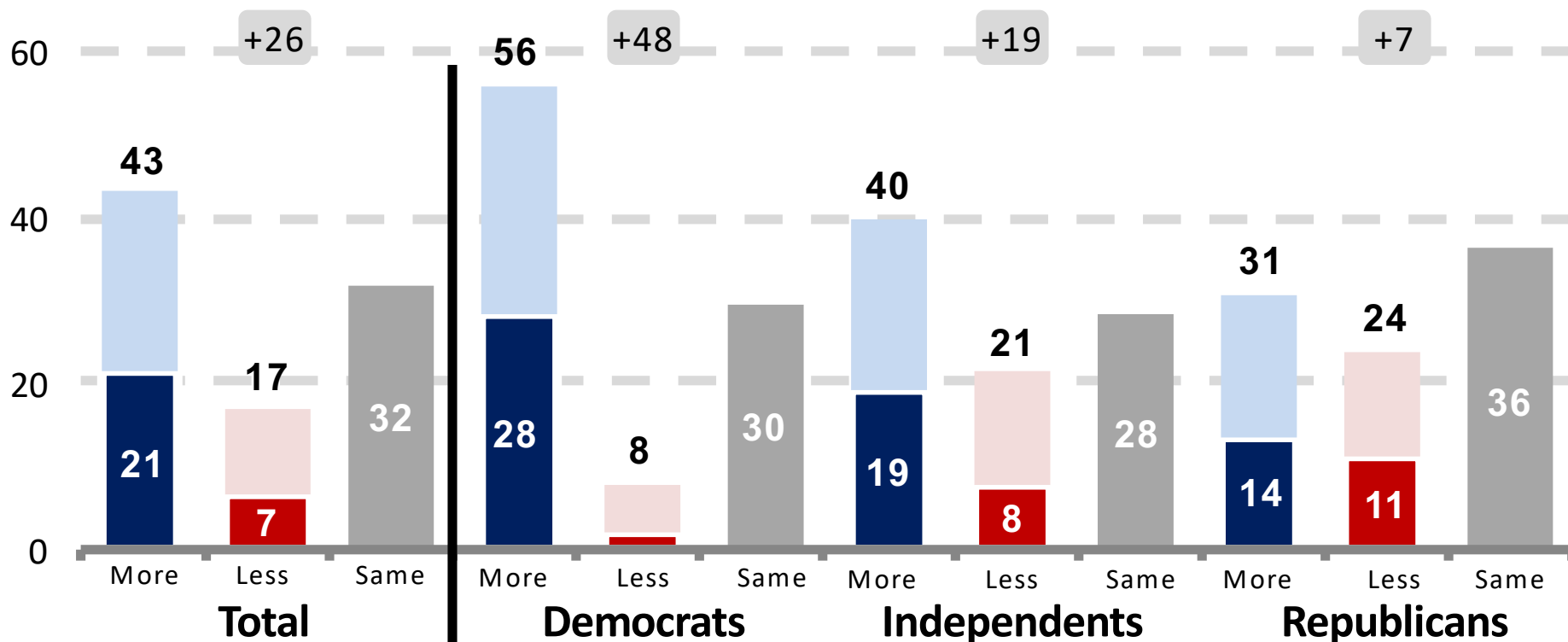
Do you believe the government should do more to regulate and prevent monopolies?



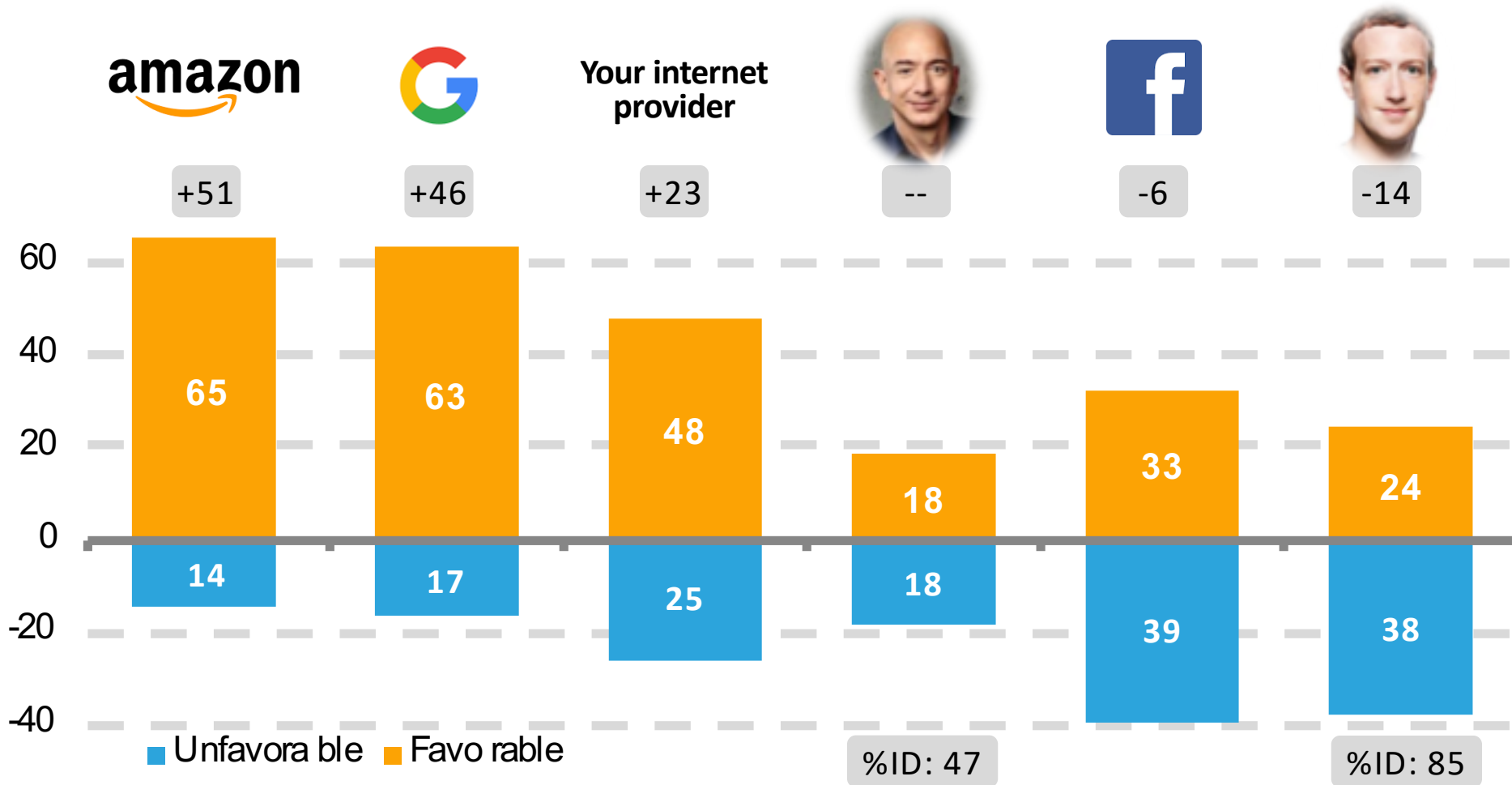
Plurality think there should be more gov't regulation of internet and tech companies

From what you know, do you think there should be more government regulation on large internet and technology companies, less regulation, or should the level of regulation stay the same as it is now?

■ A lot more regulation ■ A little more regulation ■ A lot less regulation ■ A little less regulation

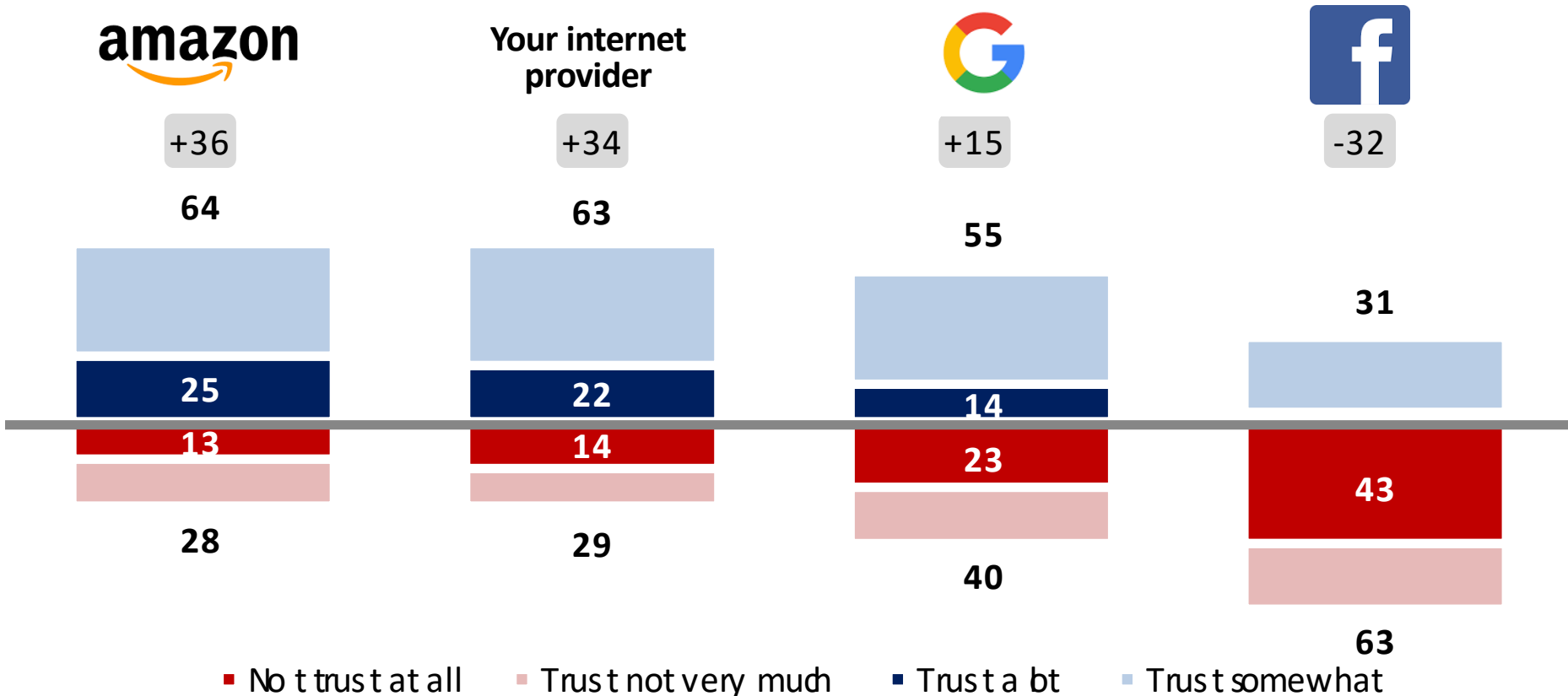


Amazon and Google have strong, positive profiles; Facebook and Zuckerberg are underwater



Amazon and Google are trusted to obey personal information laws; Facebook has large deficit of trust

Now I am going to read you a list of companies. After I read each company please tell me how much, if at all, you trust that company to obey laws that protect your personal information.



Amazon's positive profile rooted in convenience, fast shipping, and low prices

Which two are the best things about Amazon as a company?



Amazon is convenient and is a place for one-stop shopping

48

Amazon has fast shipping and is always improving to get products to consumers faster

46

Prices on Amazon are very low for most products

38

Amazon is expanding beyond the internet, including purchasing Whole Foods and building brick and mortar stores

11

Amazon has advanced security systems that protect its users

8

Amazon allows you to control your own privacy settings

5

Jeff Bezos is a responsible CEO

3

Amazon is transparent about the way it uses personal data

3

OPEN END: What comes to mind when you think about Amazon?

Positive impressions:

29% Online shopping/buying from home

18% Convenient

15% Reliable/fast delivery

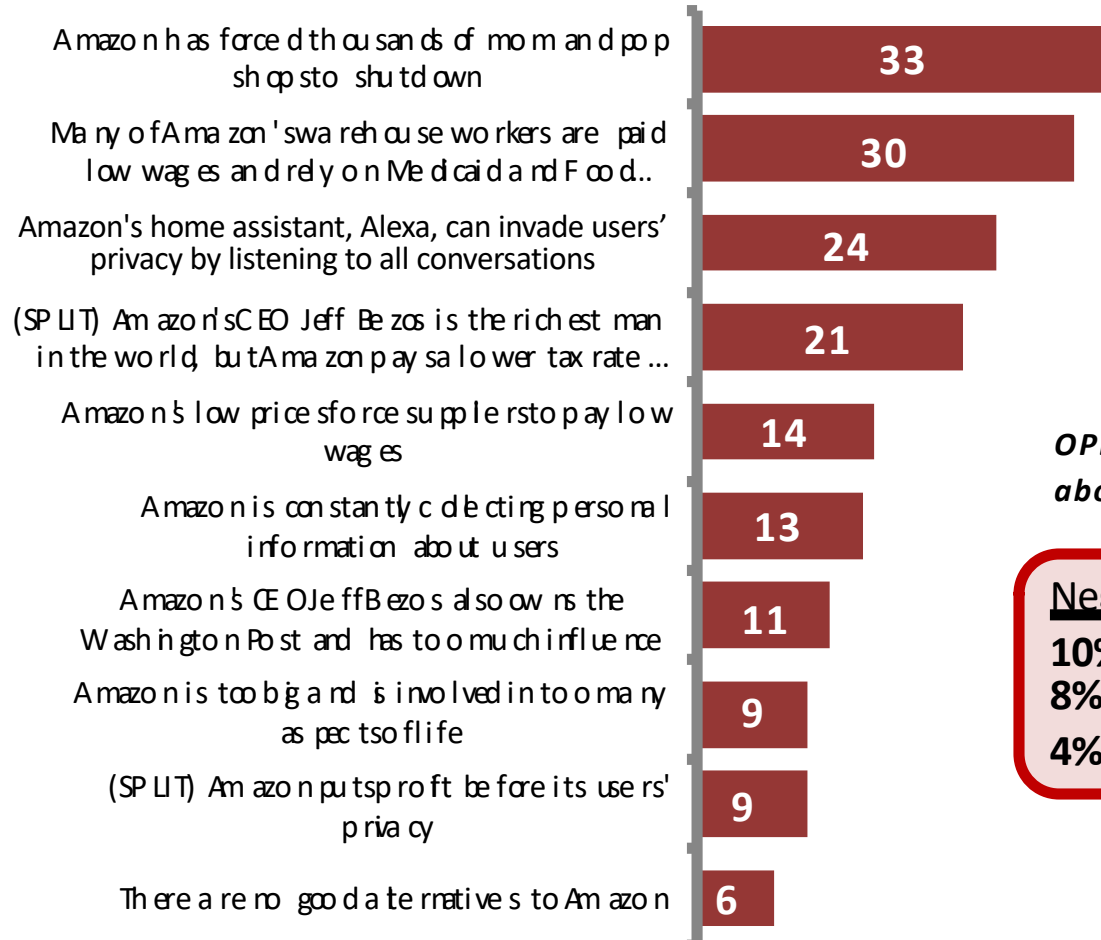
10% Variety of products

8% Good prices

7% Good service

Amazon's negatives seen to be poor business practices and invasions of privacy

Which two are the worst things about Amazon as a company?



OPEN END: What comes to mind when you think about Amazon?

Negative impressions:

- 10% Too big
- 8% Hurting other businesses
- 4% Low employee wages

Google's positive profile built on free products, information access, and investing in tech to better life

Which two are the best things about Google as a company?

Nearly all of Google's products, like search, email and Chrome, are free to use for consumers

55

Google is expanding beyond the internet and investing in new technologies that will better our lives

27

Google allows you to control your own privacy settings

16

Google has good video and ad content

13

Google has advanced security system that protects users

11

Google has advanced security system that protects users

8

Google has a responsible CEO

5



OPEN END: What comes to mind when you think about Google?

Positive impressions:

30% Access to information/get answers

11% Convenient/fast

8% Helpful

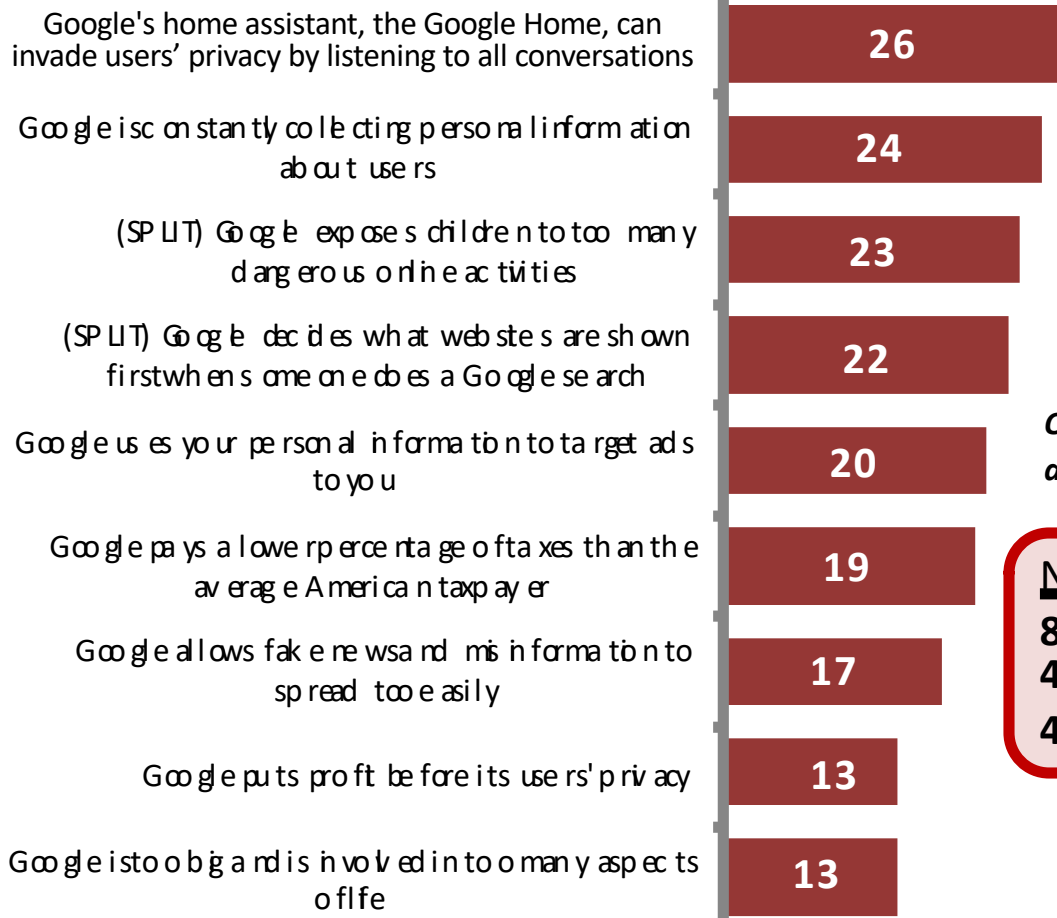
Other impressions:

29% Search engine

4% Google products (Email/Maps)

Google's negatives are collecting too much personal information and how it uses the data

Which two are the worst things about Google as a company?



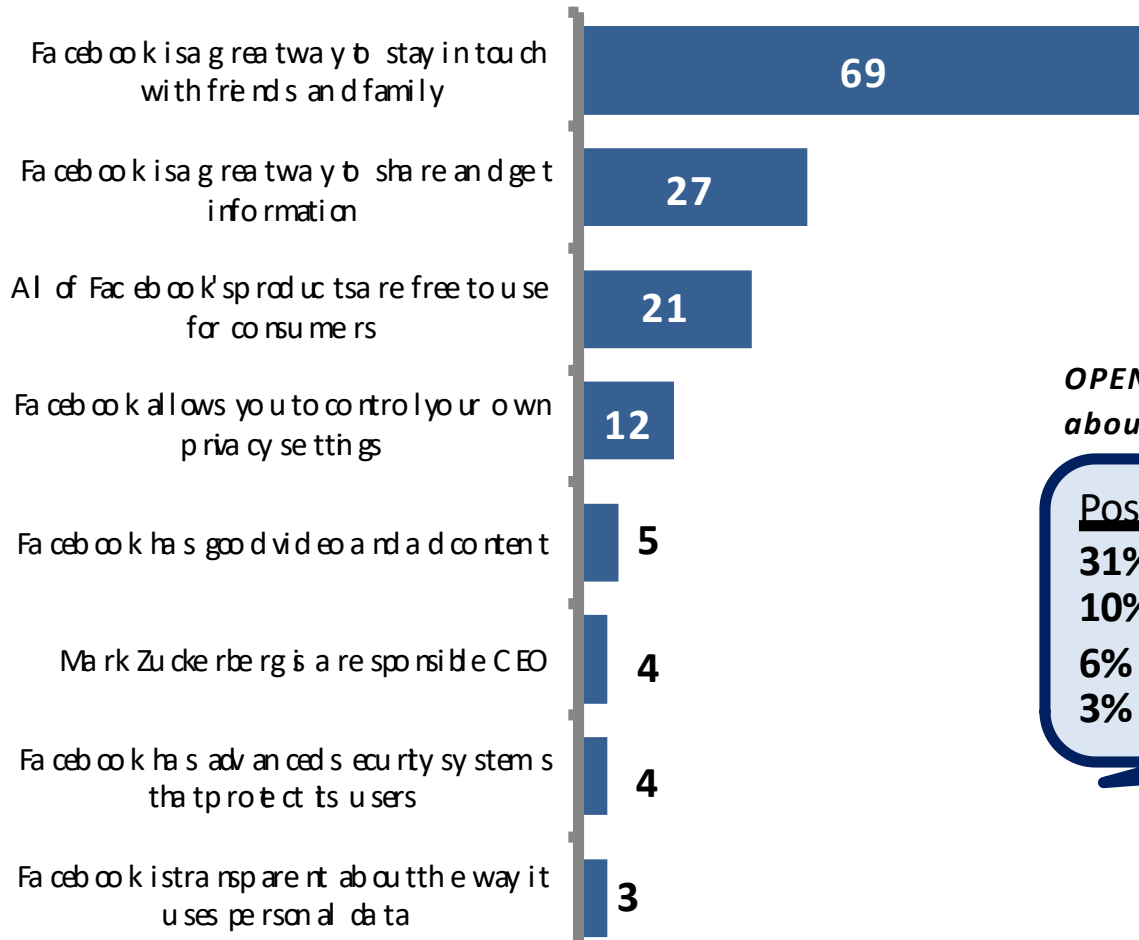
OPEN END: What comes to mind when you think about Google?

Negative impressions:

- 8% Invades privacy
- 4% Monopoly/too big
- 4% General dislike of Google

Facebook's positive attribute is connecting you to friends and family

Which two are the best things about Facebook as a company?



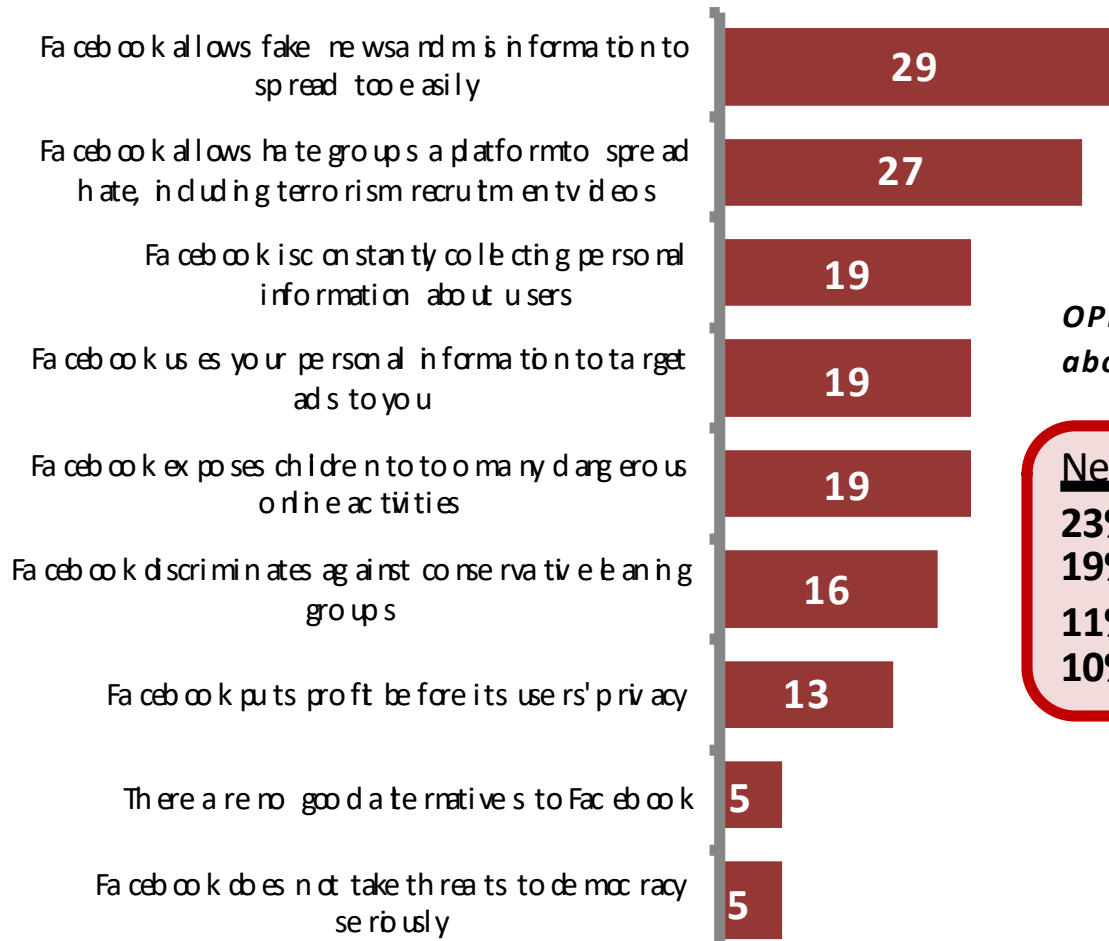
OPEN END: What comes to mind when you think about Facebook?

Positive impressions:

- 31%** Connect with friends and family
- 10%** Social network
- 6%** Communication/messaging
- 3%** General like of Facebook

Facebook is seen as a place for misinformation, allowing hate to spread, and collecting too much data

Which two are the worst things about Facebook as a company?



OPEN END: What comes to mind when you think about Facebook?

Negative impressions:

- 23%** Time consuming/too much gossip
- 19%** Invasion of privacy/too many ads
- 11%** General dislike of Facebook
- 10%** Fake news/too political

Strong messages in favor of greater regulation

Now I am going to read you some statements supporting increases in regulation of large internet and technology companies like Facebook, Amazon and Google. After I read each statement please tell me if that is a very convincing reason to support increasing regulations, somewhat convincing, a little convincing or not at all convincing.

■ Very Convincing ■ Somewhat convincing

(FAKE NEWS) Fake news can spread like wild fire online. Yet, there are no requirements for online ads to disclose who is sponsoring the ad like there are for TV and radio commercials. Foreign governments or people looking to spread false information can buy ads online with no consequences. If people do that on TV or radio they can be sued for false advertising. We need to change the law to make sure fake news online is considered false advertising just like it is on TV and radio.



(DATA IS PROFIT) Facebook and Google only offer their services for free to consumers because they sell our personal data on the backend. Facebook and Google makes millions by selling personal data to advertisers who target ads based on our search history, gender, age, and income. There need to be regulations on what personal information companies like Facebook and Google are allowed to sell.



(PRIVACY TRUST) After the data privacy scandals from Facebook and Cambridge Analytica that saw the personal data of 87 million people used without consent, we cannot trust these companies to keep our data safe. If internet and technology companies like Facebook and Google are not willing to take the necessary steps to protect our data, then we need government to regulate them to keep our personal information safe and private.



(SPLIT) (CONTROLLING GOV) Companies like Amazon, Google and Facebook spend millions of dollars on lobbyists to try to control the government. In return these companies receive billions in tax breaks. Amazon's CEO Jeff Bezos is the richest man in the world, but Amazon pays less than half the tax rate of the average American taxpayer. To avoid a tax increase in Seattle, Amazon stopped construction on a multi-million dollar skyscraper to force the city to change tax plans or lose the new skyscraper. We need to regulate these monopolies and return control of our lives back to workers, families, and communities.



(SPLIT E) (MONOPOLY) A company has a monopoly when it controls the supply of a good or service. Google controls 75 percent of all online searches, Facebook has nearly 1 billion more active users than any other social media platform in the world, and Amazon does six times more in online sales than 8 of its biggest competitors combined. These large companies are monopolies and need to be regulated.

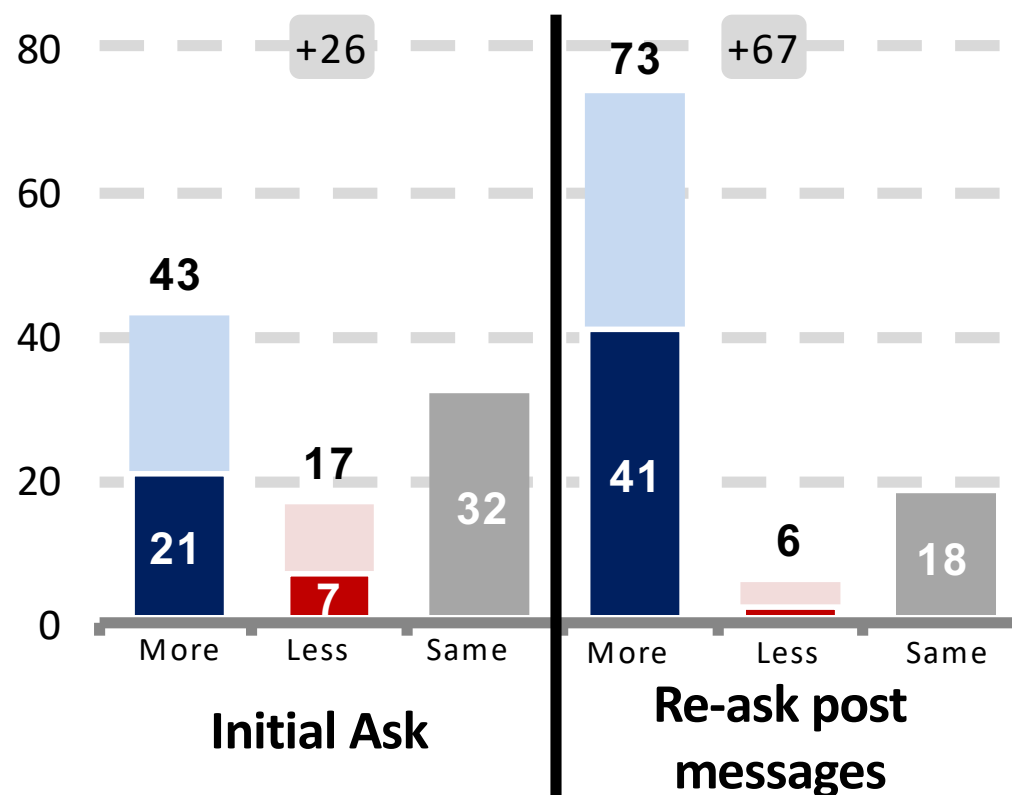


After messaging, large majority of people want more regulation on tech companies

Now that you have heard more information, do you think there should be more government regulation on large internet and technology companies, less regulation, or should the level of regulation stay the same as it is now?

• A bit more regulation
• A bit less regulation

• A little more regulation
• A little less regulation



(Net More – Less regulation shown)	Initial Ask	Re-ask post messages
Total	+26	+67
Democrat	+48	+85
Independent	+19	+56
Republican	+7	+57

CONTACT US



WORLD HEADQUARTERS

Greenberg Quinlan Rosner
1101 15th Street NW.
Suite 900
Washington, DC 20002

Phone: +1 202 478 8300
Fax: +1 202 478 8301

EUROPEAN HEADQUARTERS

Greenberg Quinlan Rosner
2 Eastbourne
London, UK W2 6LG

T: +44 (0)20 3740 9029

CANADIAN HEADQUARTERS

Greenberg Quinlan Rosner
350-1 First Canadian Place
Toronto Board of Trade Tower
Toronto, ON M5K 1C1

Phone: +1 647 526 6754