

Declining Support for Increased Regulation of U.S. Businesses Like Amazon, Apple, and Google

New research finds that support for S.2992, the American Innovation and Choice Online Act, has dropped significantly in Arizona, Georgia, New Hampshire, and Nevada since March, following a CCIA TV ad campaign informing voters of the potential negative consequences of the legislation. Furthermore, regulation of U.S. businesses like Amazon, Apple, and Google continues to be a very low priority for voters in these states, who are far more concerned about pocketbook issues like the rising cost of living.

This research is based on the results of two phone surveys of 2,000 likely voters in Arizona, Georgia, New Hampshire, and Nevada. The first was conducted between March 10-March 20, 2022 – before CCIA’s ads launched on March 28. The second was conducted between April 25-May 3, 2022 – after a 5-week, \$25 million ad buy in these states.

Key Findings

Support for legislation that would increase regulation on major U.S. businesses has dropped significantly over the past six weeks. The number of voters who support S.2992, the American Innovation and Choice Online Act, has dropped 8 points since CCIA’s ads launched (to only 40%), while opposition to the bill has increased by 7 points. Similarly, the number of voters who think there should be more regulation of businesses like Amazon, Apple, and Google more generally has dropped 6 points (to 53%).

Senate candidates increasingly risk paying a political cost for supporting legislation that would regulate large U.S. businesses. Nearly half of voters (48%) now say that they would be less likely to vote for a senate candidate if they supported this bill (a 3-point increase since CCIA’s ads launched), compared to only 24% who say they would be more likely to vote for that candidate (an 8-point decrease). This is likely driven in part by concerns about what will happen if this legislation passes – 84% of voters are concerned that costs for everyday products and services would increase (+4 points since CCIA’s ads launched), 81% are concerned that disruptions to the global supply chain would get worse (+5 points), and 74% are concerned that U.S. economic growth would slow (no change since CCIA’s ads launched).



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WHAT WORKS

Key Findings

Voters are highly attached to services like Amazon Prime, Google Maps, FaceTime, and iMessage, and the idea of losing them is very concerning. Most voters (60%) say that placing more regulation on businesses like Amazon, Apple, and Google will hurt, not help Americans by making it harder to access essential products and services – a 6-point increase since CCIA's ads launched.

Voters continue to be far more concerned about pocketbook issues. Consistent since before CCIA's ads launched, voters in Arizona, Georgia, New Hampshire, and Nevada feel that Congress' top priorities should be addressing the rising cost of living (51% top priority), national security (51%), healthcare (45%), and jobs and the economy (37%), compared to only 17% who say the same about regulating U.S. businesses like Amazon, Apple, and Google. This leads 7-in-10 voters (70%) to say Congress should be focusing on delivering for American families who are struggling to make ends meet, not imposing regulations on businesses like Amazon, Apple, and Google.

About This Survey

The Computer and Communications Industry Association conducted two phone surveys, each of 2,000 likely voters in Arizona, Georgia, New Hampshire, and Nevada. The margin of error for both samples is +/-2.2% and the surveys fielded from March 10-March 20, 2022, and April 25-May 3, 2022. Care has been taken to ensure that the geographic and demographic characteristics of the likely voter population are properly represented. The two ads that aired in these states in March and April can be found [here](#) and [here](#).



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Appendix: Survey Questions

How much of a priority is it for you that Congress addresses each of the following? Is it a top priority, major but not top priority, minor priority, or not a priority?

1. Top priority
2. Major but not top priority
3. Minor priority
4. Not a priority
5. Don't Know/Refused

1. Regulating large U.S. businesses like Amazon, Apple, and Google
2. Breaking up large U.S. businesses like Amazon, Apple, and Google
3. The coronavirus pandemic
4. The rising cost of living for working families
5. Disruptions to the global supply chain
6. Health care
7. Climate change
8. Supporting small businesses
9. Jobs and the economy
10. National security

Should businesses like Amazon, Apple, and Google face much more regulation, somewhat more regulation, somewhat less regulation, much less regulation, or is the current amount of regulation about right?

1. Much more regulation
2. Somewhat more regulation
3. Somewhat less regulation
4. Much less regulation
5. The current amount of regulation is about right
6. Don't Know/Refused

Currently in Congress, legislation is being considered that would impose new regulations on large U.S. businesses, such as Amazon, Apple, and Google. As the legislation currently stands, it may change or eliminate access to online tools and services these companies provide like Amazon Prime, Google Maps, FaceTime, or iMessage.

Do you support or oppose Congress passing this legislation to impose new regulations on large U.S. businesses like Amazon, Apple, and Google?

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. Don't Know/Refused



Would you be more or less likely to vote for a candidate running for Senate if you found out that they supported legislation that would regulate large U.S. businesses in a way that would change or eliminate access to online tools and like Amazon Prime, Google Maps, FaceTime, and iMessage?

1. Much more likely to vote for this candidate
2. Somewhat more likely to vote for this candidate
3. Somewhat less likely to vote for this candidate
4. Much less likely to vote for this candidate
5. Don't Know/Refused

Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. Don't Know/Refused

Congress should be focusing on delivering for American families who are struggling to make ends meet, not imposing regulations on businesses like Amazon, Apple, and Google. Placing more regulation on businesses like Amazon, Apple, and Google will hurt, not help Americans by making it harder to access essential products and services.

I will now read you a list of potential impacts that could happen if Congress were to impose more regulations on large U.S. businesses like Amazon, Apple, and Google. For each please indicate how concerning this potential impact is to you – is it very concerning, somewhat concerning, not that concerning, or not concerning at all?

1. Very concerning
2. Somewhat concerning
3. Not that concerning
4. Not concerning at all
5. Don't Know/Refused

1. Disruptions to the global supply chain, which could limit access to food and other essential goods, could get worse
2. U.S. economic growth could slow
3. Costs for everyday products and services could increase

