



**NetChoice — Spring 2022 — Topline**

**N = 9,227, with a base national sample of 2,031 plus representative samples in Alabama (n = 530; MoE ± 5.1), Alaska (n = 260; MoE ± 9.3), Arizona (n = 724; MoE ± 4.4), Arkansas (n = 419; MoE ± 5.7), Florida (n = 957; MoE ± 3.7), Indiana (n = 641; MoE ± 4.5), Kansas (n = 420; MoE ± 5.5), Louisiana (n = 534; MoE ± 5.1), Montana (n = 379; MoE ± 6.2), Mississippi (n = 443; MoE ± 6.0), North Carolina (n = 877; MoE ± 3.9), North Dakota (n = 249; MoE ± 8.1), South Dakota (n = 396; MoE ± 6.5), and Texas (n = 975; MoE ± 3.8)**

**Sampled from web panels**

**Field Dates: June 17-24, 2022**

**Margin of Error: ± 2.1 Percentage Points**

**POLITICAL LANDSCAPE**

1. [QRightDirection] Would you say things in the United States are headed in the right direction, or is the country off on the wrong track? [RANDOMIZE 1-2]
- |                    |     |
|--------------------|-----|
| 1. Right direction | 28% |
| 2. Wrong track     | 65% |
| 3. Unsure          | 7%  |

**IF SAYS WRONG TRACK [QRightDirection=2], ASK:**

2. [QWrongTrack] Who do you hold most responsible for the country heading in the wrong direction? [RANDOMIZE 1-6]
- |                              |          |
|------------------------------|----------|
|                              | (n=6327) |
| 1. President Biden           | 56%      |
| 2. Congressional Republicans | 15%      |
| 3. Congressional Democrats   | 11%      |
| 4. The COVID-19 pandemic     | 7%       |
| 5. The media                 | 3%       |
| 6. The Supreme Court         | 2%       |
| 7. Unsure                    | 6%       |

**ASK ALL:**

3. [QInflationResponsible] Who or what do you hold more responsible for high inflation? [RANDOMIZE 1-2]
- |  |     |
|--|-----|
| 1. The Democrats, led by President Biden             | 59% |
| 2. The Republicans, including former President Trump | 26% |
| 3. Unsure  | 15% |

4. **[QApproval] Do you approve or disapprove of the way Joe Biden is handling his job as President? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	45%
STRONGLY/SOMEWHAT DISAPPROVE	53%
1. Strongly approve	22%
2. Somewhat approve	23%
3. Somewhat disapprove	11%
4. Strongly disapprove	42%
5. Unsure	2%

5. **[QApprovalEconomic] Do you approve or disapprove of the way Joe Biden is handling the U.S. economy? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT APPROVE	42%
STRONGLY/SOMEWHAT DISAPPROVE	56%
1. Strongly approve	19%
2. Somewhat approve	23%
3. Somewhat disapprove	12%
4. Strongly disapprove	44%
5. Unsure	2%

6. **[QGenericCongressional] If the election for U.S. House of Representatives in your district were held today, would you vote for...? [RANDOMIZE SCALE 1-4, 4-1]**

DEFINITELY/PROBABLY THE REPUBLICAN CANDIDATE	46%
DEFINITELY/PROBABLY THE DEMOCRATIC CANDIDATE	45%
1. The Republican candidate, definitely	34%
2. The Republican candidate, probably	12%
3. The Democratic candidate, probably	12%
4. The Democratic candidate, definitely	32%
5. Unsure	9%

7. **[QIssues] If you had to choose, which one or two of the following would you say is the biggest issue facing the country today? [SELECT MULTIPLE, UP TO TWO] [RANDOMIZE 1-14]**

1. The economy and inflation	60%
2. Gun control	22%
3. Immigration	18%
4. Crime and public safety	14%
5. Healthcare	10%
6. COVID-19	9%
7. National security	8%
8. The environment	8%
9. The war between Russia and Ukraine	8%
10. Income inequality	6%
11. Jobs	4%
12. Criminal justice reform	4%
13. Education	4%
14. Regulating the technology industry	1%
15. Something else (Please specify)	5%
16. Unsure	1%

## GENERAL TECH QUESTIONS

8. **[Favorability Battery]** Do you have a favorable or unfavorable view of the following technology companies? **[DISPLAY AS GRID]** **[RANDOMIZE ROWS]** **[RANDOMIZE SCALE 1-5, 5-1]**

	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of			
		<b>VERY/SOME. FAV.</b>	<b>VERY/SOME. UNFAV.</b>	1. Very favorable	2. Somewhat favorable	3. Heard of, no opinion	4. Somewhat unfavorable	5. Very unfavorable	6. Never heard of
1. Amazon	<b>77%</b>	<b>13%</b>	40%	36%	10%	7%	6%	*%	
2. Google	<b>75%</b>	<b>15%</b>	41%	35%	9%	8%	7%	1%	
3. Apple	<b>63%</b>	<b>18%</b>	30%	33%	18%	10%	8%	1%	
4. Facebook	<b>52%</b>	<b>38%</b>	22%	31%	9%	20%	19%	1%	
5. Twitter	<b>33%</b>	<b>39%</b>	12%	21%	26%	18%	20%	2%	
6. TikTok	<b>32%</b>	<b>39%</b>	14%	18%	28%	18%	21%	2%	

9. **[Enjoy Battery]** How much, if at all, do you enjoy using each of the following technology services in their current form? **[DISPLAY AS GRID]** **[RANDOMIZE ROWS]** **[RANDOMIZE SCALE 1-4, 4-1]**

	1. Enjoy a lot	2. Enjoy a little	3. Do not enjoy very much	4. Do not enjoy at all	5. I do not use this service	6. Unsure			
			<b>DO NOT ENJOY VERY MUCH/ AT ALL</b>	1. Enjoy a lot	2. Enjoy a little	3. Do not enjoy very much	4. Do not enjoy at all	5. I do not use this service	6. Unsure
1. Google Search	<b>85%</b>	<b>7%</b>	56%	29%	4%	2%	7%	2%	
2. Shopping on Amazon.com	<b>81%</b>	<b>7%</b>	53%	28%	5%	2%	11%	1%	
3. Google Maps	<b>80%</b>	<b>6%</b>	47%	33%	4%	2%	12%	2%	
4. Amazon Prime Membership	<b>62%</b>	<b>6%</b>	45%	17%	4%	2%	30%	2%	
5. Facebook Messenger	<b>62%</b>	<b>10%</b>	32%	31%	6%	4%	26%	2%	
6. Amazon Video	<b>53%</b>	<b>6%</b>	33%	20%	3%	3%	39%	3%	
7. Google Play	<b>47%</b>	<b>7%</b>	25%	21%	4%	3%	42%	4%	
8. Apple App Store	<b>44%</b>	<b>9%</b>	22%	22%	4%	4%	43%	4%	
9. Amazon Music	<b>39%</b>	<b>7%</b>	22%	18%	4%	3%	51%	3%	
10. Apple Music	<b>31%</b>	<b>7%</b>	18%	14%	3%	4%	58%	3%	
11. WhatsApp	<b>23%</b>	<b>9%</b>	11%	12%	4%	4%	64%	4%	

10. **[QAICOA]** Congress is debating a bill that would prohibit companies such as Google, Amazon, Facebook, and Apple from promoting their products and services on the platforms they own. For example, the use of Facebook Ads and Google Maps. The regulation would only apply to these companies because they are above a certain size while their competitors would be exempt from the regulation. Do you think it is fair or unfair for Congress to target companies based on their size versus their conduct? **[RANDOMIZE 1-2]**

1. Fair	26%
2. Unfair	51%
3. Unsure	23%

11. [QTargeted] Which of the following comes closest to your view, even if neither is exactly right?

If Congress were to pass new regulations on technology companies, they should be...

[RANDOMIZE 1-2]

- |   |     |
|---|-----|
| 1. Applied to all companies equally   | 62% |
| 2. Applied only to companies which meet Congress's definition of "Big Tech" | 23% |
| 3. Unsure   | 15% |

12. [QSizeRegulate] Some lawmakers introduced proposals that would regulate businesses offering online tech services above a certain size while their offline (brick and mortar) competitors would not be subjected to the same regulation.

Do you think it is fair or unfair for lawmakers to treat businesses differently solely because of their size? [RANDOMIZE 1-2]

- |           |     |
|-----------|-----|
| 1. Fair   | 28% |
| 2. Unfair | 51% |
| 3. Unsure | 21% |

13. [QRegulateFocus] Some politicians are proposing new regulations for online services like Amazon Prime, Google Search, and the Apple App Store.

Do you think this should be a top priority for politicians, or do you think other issues are more important right now? [RANDOMIZE 1-2]

- |  |     |
|--|-----|
| 1. This should be a top priority             | 16% |
| 2. Other issues are more important right now | 75% |
| 3. Unsure                                    | 9%  |

14. [QTopInternetPriority] Which of the following internet or technology issues should be the biggest priority for Congress? Select up to three. [RANDOMIZE 1-10] [SELECT MULTIPLE, UP TO THREE]

- |   |     |
|---|-----|
| 1. Protecting children from predators online                                | 46% |
| 2. Protecting against cyberattacks  | 40% |
| 3. Protecting users' privacy and data from bad actors                       | 31% |
| 4. Fighting misinformation and disinformation online                        | 31% |
| 5. Protecting free speech online and opposing censorship                    | 23% |
| 6. Protecting children from ad targeting online                             | 21% |
| 7. Stopping online bullying and harassment                                  | 20% |
| 8. Limiting sales of user data for advertising                              | 13% |
| 9. Ensuring leading American companies can compete with foreign competitors | 13% |
| 10. Breaking up big technology companies to make them smaller               | 9%  |
| 11. Something else (Please specify)   | 2%  |
| 12. None of these   | 2%  |
| 13. Unsure  | 4%  |

15. [QTechPriority] Which of the following is a greater priority for you when it comes to technology companies and online services? [RANDOMIZE 1-5]

- |  |     |
|--|-----|
| 1. Privacy and data security online  | 40% |
| 2. Limiting the spread of disinformation and hate speech online                | 24% |
| 3. Pressuring tech companies to better respect principles of free speech       | 12% |
| 4. Making U.S. technology companies more competitive against foreign companies | 12% |
| 5. Reforming competition and antitrust laws                                    | 5%  |
| 6. Unsure  | 6%  |

## POLITICIANS AND TECH

[RANDOMIZE ORDER OF QSOLVE, QTRUSTPRIVACY, AND QTRUSTCOMPETE]

**16. [QSolve] Who do you think is best at resolving problems or disputes between different technology companies and digital services? [RANDOMIZE 1-2]**

- |   |     |
|---|-----|
| 1. Consumers and businesses through the free market | 53% |
| 2. The federal government                           | 27% |
| 3. Unsure   | 21% |

**17. [QTrustPrivacy] Who do you trust more to come up with solutions for protecting data privacy online? [RANDOMIZE 1-2]**

- |   |     |
|---|-----|
| 1. Consumers and businesses through the free market | 53% |
| 2. The federal government                           | 29% |
| 3. Unsure   | 18% |

**18. [QTrustCompete] Who do you trust more to increase the level of competition in digital markets? [RANDOMIZE 1-2]**

- |   |     |
|---|-----|
| 1. Consumers and businesses through the free market | 61% |
| 2. The federal government                           | 20% |
| 3. Unsure   | 19% |

[RANDOMIZE ORDER OF QCONGRESSUNDERSTAND AND QCONGRESSREGULATE]

**19. [QCongressUnderstand] Which of the following comes closest to your view, even if neither is exactly right?**

**Members of Congress generally... [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Understand how technology companies work        | 26% |
| 2. Do not understand how technology companies work | 57% |
| 3. Unsure  | 17% |

**20. [QCongressRegulate] Which of the following comes closest to your view, even if neither is exactly right?**

**Members of Congress... [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Understand the technology sector enough to effectively regulate it        | 26% |
| 2. Do not understand the technology sector enough to effectively regulate it | 58% |
| 3. Unsure  | 16% |

**21. [QCongressPreparedness] Would you prefer Congress regulate technology companies even if they don't understand how it works, or should they seek to learn more about technology companies before they regulate it? [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Congress should regulate technology companies regardless of their understanding | 15% |
| 2. Congress should learn more about technology companies before they regulate them | 74% |
| 3. Unsure  | 12% |

## ECONOMIC IMPACT

**22. [QEconPriority] Which of the following is a greater priority for you when it comes to the economy? [RANDOMIZE 1-7]**

1. Inflation	59%
2. Poverty	11%
3. Protecting the environment and tackling climate change	10%
4. Inequality	6%
5. The job market	5%
6. The stock market	4%
7. Changing competition and antitrust laws	2%
8. Unsure	3%

**23. [QRegulateCost] If new regulations were to raise prices for online services like Amazon Prime, Google Search, and the Apple App Store, would you support or oppose new regulations on online services? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	27%
STRONGLY/SOMEWHAT OPPOSE	57%
1. Strongly support	9%
2. Somewhat support	18%
3. Somewhat oppose	22%
4. Strongly oppose	35%
5. Unsure	16%

**24. [QUseCost] Currently, digital services like Google Search, the Apple App Store, Twitter, and Facebook are free to use. If these services were to cost a monthly fee like Apple Music or a yearly fee like Amazon Prime, would you be more likely or less likely to use them? [RANDOMIZE 1-5, 5-1]**

MUCH/SOMEWHAT MORE LIKELY	12%
MUCH/SOMEWHAT LESS LIKELY	66%
1. Much more likely	6%
2. Somewhat more likely	6%
3. Neither more nor less likely	15%
4. Somewhat less likely	18%
5. Much less likely	48%
6. Unsure	6%

**25. [Concern Battery] How concerned are you, if at all, that new regulations on the digital economy could...? [DISPLAY AS GRID] [RANDOMIZE SCALE 1-5, 5-1] [RANDOMIZE ROWS]**

	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure		
	EXTREMELY/VERY CONCERNED	NOT VERY/NOT AT ALL CONCERNED	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned	6. Unsure
1. Increase prices	63%	10%	38%	26%	21%	7%	3%	6%
2. Allow politicians to politically influence tech companies	61%	9%	36%	25%	22%	6%	3%	8%
3. Make online services harder to use	53%	14%	28%	25%	26%	9%	4%	7%
4. Reduce the United States' ability to compete with other countries	52%	15%	27%	26%	23%	10%	5%	9%

## ATTITUDES TOWARDS REGULATION

26. [QRegulationImpact] If a proposal designed to address perceived competition concerns in the tech industry were to negatively impact data privacy and security of user data online, would you support or oppose that proposal? [RANDOMIZE SCALE 1-4, 4-1]

STRONGLY/SOMEWHAT SUPPORT	20%
STRONGLY/SOMEWHAT OPPOSE	64%
1. Strongly support	8%
2. Somewhat support	13%
3. Somewhat oppose	22%
4. Strongly oppose	42%
5. Unsure	16%

27. [QContentModeration] Do you think that technology companies should be allowed to moderate the content that appears on their platforms if they think that content contains harassment, hate speech, and false information? [RANDOMIZE 1-2]

1. They should be allowed to moderate content on their platforms	58%
2. They should not be allowed to moderate content on their platforms	29%
3. Unsure	14%

28. [QContentModerationLevel] In general, do you think tech platforms, such as Instagram, Amazon, Etsy, and YouTube, should remove more content from their sites, or should they keep more content up? [RANDOMIZE 1-2]

1. Sites should remove more content	29%
2. Sites should leave up more content	25%
3. There should be no change	26%
4. Unsure	20%

29. [QPrices] Which of the following comes closest to your view, even if neither is exactly right? [RANDOMIZE 1-2]

1. Keeping costs of digital services low should be a priority when considering whether or not to impose new regulations on big technology companies	65%
2. Imposing new regulations on big technology companies should be a priority, even if it results in increased consumer costs for digital services	20%
3. Unsure	15%

30. [QInnovation] Which of the following comes closest to your view, even if neither is exactly right?

**Breaking up big technology companies to make them smaller would make the U.S. technology industry... [RANDOMIZE 1-2]**

1. More competitive against foreign technology companies	33%
2. Less competitive against foreign technology companies	39%
3. Unsure	28%

31. [QPause] Before regulating big technology companies, do you think Congress should pause to consider whether regulation would make American companies more competitive or less competitive on the global stage? [RANDOMIZE 1-2]

1. Yes	70%
2. No	12%
3. Unsure	18%

**32. [QRegulatePrivacy] Some lawmakers have introduced proposals mandating that technology companies allow businesses operating on their platforms — like app developers or merchants on Amazon — more access to users’ private data so they can market their products to users outside of those platforms.**

**Do you think that... [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Congress should require technology companies to share this user data with other companies | 16% |
| 2. Congress should allow technology companies to keep this user data private                 | 68% |
| 3. Unsure  | 15% |

[RANDOMIZE QREGULATEPRIVACYBIOMETRIC AND QREGULATEPRIVACYFOREIGN]

**33. [QRegulatePrivacyBiometric] Users’ private data that could be shared with companies operating on their platforms could include credit card numbers or biometric data.**

**Knowing this, do you think that... [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Congress should require technology platforms to share this user data with other companies | 14% |
| 2. Congress should allow technology platforms to keep this user data private                 | 75% |
| 3. Unsure  | 11% |

**34. [QRegulatePrivacyForeign] Some critics point out that the companies that technology platforms would be required to share data with could have ties to foreign adversaries, like Russia or China.**

**Knowing this, do you think that... [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Congress should require technology platforms to share this user data with other companies | 14% |
| 2. Congress should allow technology platforms to keep this user data private                 | 73% |
| 3. Unsure  | 13% |

**35. [QRegulateDisinfo] Some lawmakers have introduced proposals that would prohibit technology platforms from treating any one company using their platform differently than any other. Supporters say it’s bad for big companies to differentiate between users on their service. Critics say that this would deter technology platforms from enforcing common-sense rules against bad actors, like scammers trying to peddle fraudulent products or Russian state media publishing false information about the war in Ukraine.**

**Do you think that... [RANDOMIZE 1-2]**

- |   |     |
|---|-----|
| 1. Tech platforms should be allowed to differentiate between companies that use their service     | 43% |
| 2. Tech platforms should not be allowed to differentiate between companies that use their service | 30% |
| 3. Unsure   | 27% |



## NATIONAL SECURITY MESSAGING

**36. [QNatSecInvolvedPre] In general, do you think that the government breaking up large technology companies like Apple, Google, or Amazon will have...? [RANDOMIZE 1-2]**

- |  |     |
|--|-----|
| 1. Positive national security implications | 26% |
| 2. Negative national security implications | 41% |
| 3. No impact on national security          | 32% |

**37. [National Security Battery] If you knew each of the following statements were true, would it make you more supportive or less supportive of increased government regulations on big technology companies? [DISPLAY AS GRID] [RANDOMIZE ROWS] [RANDOMIZE SCALE 1-5, 5-1]**

	1. Much more supportive	2. Somewhat more supportive	3. Neither more nor less supportive	4. Somewhat less supportive	5. Much less supportive	6. Unsure				
	MUCH/ SMWHT MORE SUPPORT.	MUCH/ SMWHT LESS SUPPORT.	1. Much more support.	2. Smwht more support.	3. Neither more nor less support.	4. Smwht less support.	5. Much less support.	6. Unsure		
1. Regulations that force American companies to share private user data with other companies in the name of interoperability creates an open door for companies tied to the People's Republic of China to spy on Americans' private data.	<b>23%</b>	<b>45%</b>	11%	12%	19%	13%	33%	13%		
2. Breaking up large technology companies to make them smaller will leave American companies with fewer resources to combat cyberattacks and develop new cybersecurity methods.	<b>24%</b>	<b>39%</b>	10%	13%	24%	15%	24%	14%		
3. Regulations that prevent American tech companies from moderating content on their platforms gives free rein to authoritarian regimes like Russia and China to spread disinformation and propaganda on these platforms, using our own technology against us.	<b>26%</b>	<b>37%</b>	13%	13%	22%	12%	25%	15%		
4. The American technology industry is the envy of the world. Breaking up these companies to make them smaller makes this key American industry less competitive at a time when cyberwarfare and disinformation attacks are at their highest.	<b>25%</b>	<b>36%</b>	11%	14%	25%	14%	22%	14%		
5. Arbitrary rules that prevent American companies from merging with other companies leave our companies more vulnerable to competition from China and other countries, who will do whatever it takes to dominate the U.S. market.	<b>26%</b>	<b>33%</b>	10%	16%	25%	11%	22%	16%		

38. [QNatSecInvolvedPost] Knowing what you now know, do you think that the government breaking up large technology companies like Apple, Google, or Amazon will have...?

[RANDOMIZE 1-2]

- |  |     |
|--|-----|
| 1. Positive national security implications | 23% |
| 2. Negative national security implications | 52% |
| 3. No impact on national security          | 25% |

## DEMOGRAPHICS

39. [Q2020Ballot] For which candidate did you vote in the 2020 presidential election?

[RANDOMIZE 1-2]

- |                   |     |
|-------------------|-----|
| 1. Donald Trump   | 46% |
| 2. Joe Biden      | 48% |
| 3. Jo Jorgensen   | 1%  |
| 4. Howie Hawkins  | *%  |
| 5. Kanye West     | *%  |
| 6. Someone else   | *%  |
| 7. I did not vote | 4%  |
| 8. Unsure         | 1%  |

40. [QParty] Regardless of how you typically vote, would you say you consider yourself a...?

[RANDOMIZE SCALE 1-5, 5-1]

- |                                   |     |
|-----------------------------------|-----|
| STRONG/NOT VERY STRONG REPUBLICAN | 38% |
| STRONG/NOT VERY STRONG DEMOCRAT   | 40% |
| 1. Strong Republican              | 27% |
| 2. Not very strong Republican     | 11% |
| 3. Independent                    | 20% |
| 4. Not very strong Democrat       | 11% |
| 5. Strong Democrat                | 28% |
| 6. A member of another party      | 1%  |
| 7. Unsure                         | 2%  |

IF INDEPENDENT OR UNSURE [QParty=3 OR 7], ASK:

41. [QPartyLean] Which of the following statements would you say best describes you?

[RANDOMIZE SCALE 1-4, 4-1]

- |  |          |
|--|----------|
|  | (n=2518) |
| 1. I almost always vote for Republican candidates              | 8%       |
| 2. I vote for Republicans more often than I vote for Democrats | 23%      |
| 3. I vote for Democrats more often than I vote for Republicans | 20%      |
| 4. I almost always vote for Democratic candidates              | 9%       |
| 5. I vote equally for Democrats and Republicans                | 28%      |
| 6. Unsure  | 12%      |

[QPartyConsolidated] QParty + QPartyLean

- |                            |     |
|----------------------------|-----|
| 1. Republican              | 46% |
| 2. Democrat                | 44% |
| 3. Independent             | 6%  |
| 4. Member of Another Party | 1%  |
| 5. Unsure                  | 3%  |

**IF IDENTIFIES AS REPUBLICAN OR VOTES FOR REPUBLICANS MORE OFTEN THAN DEMOCRATS [QParty=1-2 OR QPartyLean=1-2], ASK:**

**42. [QTrumpGOP] Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [RANDOMIZE 1-2]**

	<b>(n=4321)</b>
1. Supporter of Donald Trump	44%
2. Supporter of the Republican Party	49%
3. I don't support either one	6%
4. Unsure	1%

**ASK ALL:**

**43. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]**

VERY/SOMEWHAT CONSERVATIVE	38%
VERY/SOMEWHAT LIBERAL	27%
1. Very conservative	19%
2. Somewhat conservative	19%
3. Moderate	32%
4. Somewhat liberal	15%
5. Very liberal	12%
6. Unsure	3%

**44. [QSocial] Which social media platforms or apps do you use? [SELECT MULTIPLE] [RANDOMIZE 1-10]**

1. Facebook	76%
2. YouTube	65%
3. Instagram	40%
4. Pinterest	29%
5. Twitter	28%
6. TikTok	27%
7. LinkedIn	21%
8. Snapchat	20%
9. WhatsApp	15%
10. Reddit	12%
11. Something else (Please specify)	1%
12. None of these	8%

**45. [QIncome] Which range includes your annual household income?**

1. Less than \$30,000 per year	27%
2. \$30,000 to \$49,999 per year	21%
3. \$50,000 to \$74,999 per year	21%
4. \$75,000 to \$125,000 per year	17%
5. More than \$125,000 per year	10%
6. Prefer not to say	3%

**46. [QUrbanRural] How would you describe the area in which you live?**

1. City	30%
2. Suburb near a city	43%
3. Small town not near a city	10%
4. Rural or country area	18%

- 47. [QMarital] What is your current marital status?**
- |                          |     |
|--------------------------|-----|
| 1. Single, never married | 26% |
| 2. Married               | 46% |
| 3. Separated             | 3%  |
| 4. Divorced              | 15% |
| 5. Widowed               | 9%  |
| 6. Prefer not to say     | 1%  |
- 48. [QKids] Do you currently have children under the age of 18 in your home?**
- |                      |     |
|----------------------|-----|
| 1. Yes               | 25% |
| 2. No                | 74% |
| 3. Prefer not to say | 1%  |

### SCREENERS (ASKED AT BEGINNING OF SURVEY)

- 49. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]**
- |  |     |
|--|-----|
| 1. Technology                                | 3%  |
| 2. Sales                                     | 4%  |
| 3. Healthcare or the pharmaceutical industry | 9%  |
| 4. Journalism or the media                   | -   |
| 5. Food service or the restaurant industry   | 5%  |
| 6. Market research                           | -   |
| 7. Public relations                          | -   |
| 8. None of these                             | 82% |
| 9. Unchecked                                 | 97% |
| 10. Checked                                  | 3%  |
- 50. [QRegVote] Are you at least 18 years old and registered to vote?**
- |           |      |
|-----------|------|
| 1. Yes    | 100% |
| 2. No     | -    |
| 3. Unsure | -    |
- 51. [QTurnout] How likely are you to vote in the November 2022 general election? Will you definitely vote, probably vote, probably NOT vote, or definitely NOT vote?**
- |                              |     |
|------------------------------|-----|
| DEFINITELY/PROBABLY VOTE     | 97% |
| DEFINITELY/PROBABLY NOT VOTE | 3%  |
| 1. Definitely vote           | 81% |
| 2. Probably vote             | 16% |
| 3. Probably NOT vote         | 3%  |
| 4. Definitely NOT vote       | -   |
| 5. Unsure                    | -   |
- 52. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**
- |                      |     |
|----------------------|-----|
| 1. Man               | 47% |
| 2. Woman             | 53% |
| 3. In some other way | *%  |

**53. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**

1. White	77%
2. Black or African American	12%
3. Hispanic or Latino	9%
4. Asian	4%
5. Native American or Alaska Native	2%
6. Native Hawaiian or Other Pacific Islander	*%
7. Something else (Please specify)	1%
8. Prefer not to say	*%

**54. [QEducation] What is the highest level of education you have completed?**

1. High school or less	22%
2. Some college	24%
3. Associate's degree	14%
4. Bachelor's degree	28%
5. Graduate degree	12%
6. Prefer not to say	1%

**55. [QAge] What is your age? [VALIDATED TEXT BOX] [TERMINATE IF UNDER 18]**

1. 18-29	10%
2. 30-39	13%
3. 40-49	15%
4. 50-64	29%
5. 65+	34%

**56. [QState] In which state do you live? [50 STATE DROPDOWN]**

1. Other	72%
2. FL	7%
3. TX	7%
4. NC	3%
5. AL	2%
6. AZ	2%
7. IN	2%
8. AR	1%
9. KS	1%
10. LA	1%
11. MS	1%
12. AK	*%
13. MT	*%
14. ND	*%
15. SD	*%

## METHODOLOGY

**N = 9,227 Registered Voters were surveyed from June 17-24, 2022. N = 2,031 were surveyed nationally, with the remaining from the following states: Alabama (n = 530), Alaska (n = 260), Arizona (n = 724), Arkansas (n = 419), Florida (n = 957), Indiana (n = 641), Kansas (n = 420), Louisiana (n = 534), Montana (n = 379), Mississippi (n = 443), North Carolina (n = 877), North Dakota (n = 249), South Dakota (n = 395), and Texas (n = 975). Respondents were sampled via web panels.**

**The full sample was weighted to population benchmarks for 2022 Likely Electorate nationally and statewide on gender, age, race/ethnicity, education, and 2020 vote. State samples were also weighted on DMA. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party, were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.**

**Data quality measures included measures to prevent and remove duplicate responses based on IP address and voter file matches.**

**The margin of error is calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting is  $\pm 2.1$  percentage points, nationally. Statewide margins of error are as follows: Alabama  $\pm 5.1$ , Alaska  $\pm 9.3$ , Arizona  $\pm 4.4$ , Arkansas  $\pm 5.7$ , Florida  $\pm 3.7$ , Indiana  $\pm 4.5$ , Kansas  $\pm 5.5$ , Louisiana  $\pm 5.1$ , Montana  $\pm 6.2$ , Mississippi  $\pm 6.0$ , North Carolina  $\pm 3.9$ , North Dakota  $\pm 8.1$ , South Dakota  $\pm 6.5$ , and Texas  $\pm 3.8$ .**