

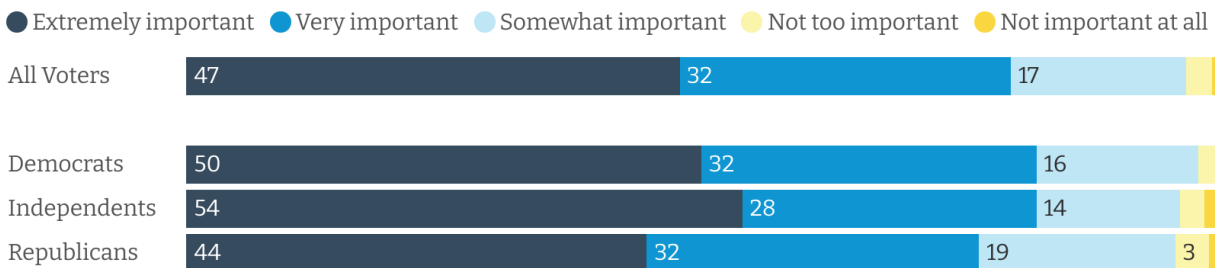
## National Poll Results: Tech and Data Policy

1,333 interviews nationwide, October 10-14, 2024

A recent poll of over 1,000 likely voters nationwide finds a growing consensus around the need for stronger protections for both individuals and businesses in an increasingly digital world. Voters across the political spectrum highly value data privacy, fair trade practices, and tech-forward healthcare access, while expressing skepticism about the government’s role in regulating tech companies and emerging technologies.

### Data Privacy

**Voters display critical concern toward data privacy and overwhelmingly want to see their personal data protected.** Voters overwhelmingly believe that passing a national data privacy law should be a priority for Congress, with nearly 8 in 10 voters considering a comprehensive federal privacy law to be an "extremely" or "very" important priority. In contrast, just 4% of voters say that this is not an important priority. The results were uniform across party lines, with 82% of Democrats, 82% of independents, and 76% of Republicans considering it a “very” or “extremely” important priority.



Q: Here is a list of actions the U.S. Congress could take after the 2024 general election. For each, please indicate how important it is that the U.S. Congress takes that action.

Pass a comprehensive federal privacy law that better protects personal data

### Protecting Small Businesses

**Post-election, voters want Congress and the incoming administration to prioritize policies that support small businesses and American companies.** Voters are overwhelmingly in favor (79%) of the U.S. government working to prevent other countries from imposing unfair trade barriers and discriminatory restrictions or fees on American companies. Additionally, about six in 10 voters (59%) want Congress to reinstate research and development tax deductions for small businesses.

● Strongly support ● Somewhat support ● Not sure ● Somewhat oppose ● Strongly oppose



Q: Here is a list of some of the current government's policies and actions. Do you support or oppose the following?

Preventing other countries from imposing unfair trade barriers and discriminatory restrictions or fees on American companies

● Extremely important ● Very important ● Somewhat important ● Not too important ● Not important at all

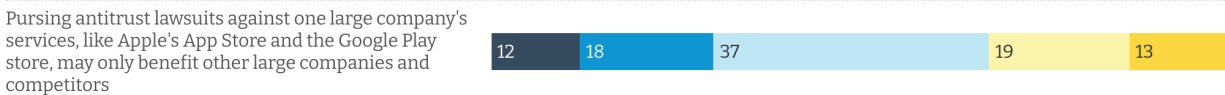
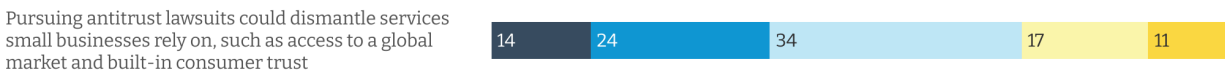


Q: Here is a list of actions the U.S. Congress could take after the 2024 general election. For each, please indicate how important it is that the U.S. Congress takes that action.

Reinstate research and development tax deductions for small businesses

**Voters are particularly wary that antitrust lawsuits will harm small businesses and their access to key services.** A strong majority of voters (72%) say they are at least “somewhat concerned” that the government pursuing antitrust lawsuits could dismantle services small businesses rely on, such as access to a global market and built-in consumer trust. Nearly seven in 10 voters (68%) are concerned that antitrust lawsuits against one large company's services, like Apple's App Store and the Google Play store, may only benefit other large companies and competitors.

● Extremely concerning ● Very concerning ● Somewhat concerning ● Not too concerning ● Not concerning at all

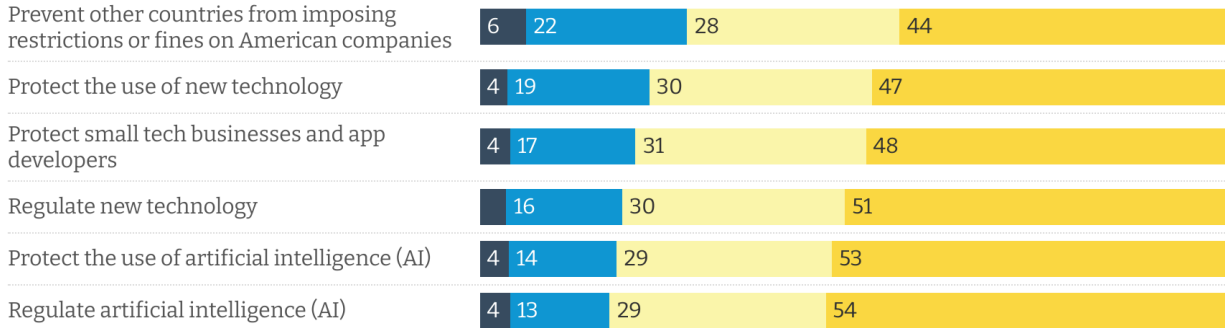


Q: As you may or may not know, the U.S. Government is currently pursuing several antitrust cases against tech companies such as Google, Amazon, and Apple. Below are some concerns that some people have about these cases. For each, please indicate how concerning it is to you.

## Trust in Government

**Voters display high distrust of Congress when it comes to developing, protecting, and regulating tech.** Voters overwhelmingly distrust the government's abilities to either protect (82%) or regulate (83%) the use of artificial intelligence and new technology (81% distrust Congress on regulating new technology, 77% distrust Congress on protecting it). Nearly eight in 10 voters (79%) distrust the government's ability to protect small businesses and app developers.

● Trust a lot ● Trust some ● Trust a little ● Do not trust at all



Q: How much do you trust Congress to do each of the following?

## METHODOLOGY

Embold Research surveyed 1,333 likely voters nationwide from October 10-14, 2024. We used the following sources to recruit respondents:

- targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform (1,041 respondents)
- text messages sent, via the Echo 19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (292 respondents)

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted likely voters in nationwide. Anyone who indicated they were not registered to vote or indicated they were not likely to vote in the 2024 general election was terminated. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by the App Association and conducted online by Embold Research. Post-stratification was performed on age, gender, education, race/ethnicity, region, and the 2020 presidential vote. Weighting parameters were based on the breakdowns of each group, obtained from the voter file; that is, if x% of voters were women, then women would be weighted to x% of the sample. Presidential results were retrieved from the Secretaries of State.

The modeled margin of error\* for this survey is 2.8%, which uses effective sample sizes\*\* that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.

\* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor



*approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.*

*\*\* The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).*

*(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>*

*(2) Kish, Leslie. Survey Sampling, 1965.*

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