# CGO/YouGov Tech Poll (Nov 2020)

For more details and analysis: thecgo.org/tech-poll

Trust

Q. On a scale from 1 to 5 where 1 is completely distrust and 5 is completely trust, please indicate how much you trust each organization or entity below to collect and use your personal information/data.

Google	All	Ger	ider		А	ge		Employm	ent Status		Inco	me			Educa	ation	
		Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	22.5%	28.4%	16.8%	18.0%	22.1%	21.1%	29.8%	20.5%	24.0%	19.6%	18.4%	18.2%	31.6%	17.3%	26.3%	23.6%	27.7%
2	15.9%	19.4%	12.7%	15.6%	15.8%	17.0%	14.7%	17.5%	14.8%	12.4%	15.7%	19.4%	21.4%	9.2%	17.9%	20.0%	27.1%
3	28.3%	23.1%	33.3%	32.2%	25.9%	28.5%	26.9%	30.2%	26.9%	28.5%	30.7%	27.7%	24.6%	32.2%	26.9%	24.8%	24.5%
4	20.3%	16.9%	23.4%	17.7%	20.7%	21.6%	20.2%	19.0%	21.2%	25.2%	20.7%	19.1%	15.9%	22.1%	18.7%	22.2%	15.1%
5 (Completely trust)	10.7%	10.7%	10.7%	14.0%	11.8%	9.3%	8.1%	10.0%	11.2%	11.6%	13.6%	13.9%	6.6%	15.0%	8.9%	7.7%	5.6%
Never heard of /Don't know	2.4%	1.5%	3.2%	2.4%	3.7%	2.5%	0.4%	2.8%	2.0%	2.6%	0.9%	1.7%	0.0%	4.2%	1.3%	1.7%	0.0%
Sample size	999	479	520	173	273	341	212	446	553	246	258	205	152	375	310	203	111
Google (cont'd)	Р	olitical Leanin	gs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
1 (Completely distrust)	15.7%	18.0%	34.7%	12.2%	29.0%	27.8%	29.4%	15.9%	11.1%	16.8%	20.9%	29.4%	19.4%	22.4%	20.7%	23.9%	20.9%
2	16.9%	12.8%	18.6%	12.3%	16.0%	20.7%	20.2%	14.2%	10.6%	5.6%	12.0%	18.8%	18.8%	11.8%	9.1%	17.5%	20.7%
3	30.5%	30.5%	23.3%	33.7%	25.9%	24.2%	23.8%	34.4%	34.2%	34.0%	31.8%	22.6%	27.6%	31.8%	27.0%	28.9%	28.7%
4	23.8%	23.0%	13.5%	26.7%	16.3%	16.7%	16.9%	22.8%	28.5%	25.4%	21.7%	19.7%	18.1%	23.0%	22.6%	19.4%	20.9%
5 (Completely trust)	12.2%	10.2%	9.7%	13.4%	8.4%	9.9%	9.2%	10.8%	14.1%	13.7%	12.7%	6.6%	13.1%	9.0%	17.0%	8.6%	6.9%
Never heard of /Don't know	0.7%	5.5%	0.3%	1.7%	4.4%	0.7%	0.4%	2.0%	1.5%	4.6%	0.9%	2.9%	3.0%	1.9%	3.6%	1.7%	1.8%
Sample size	315	367	316	357	360	282	541	238	112	55	165	210	398	226	266	422	213
Amazon	All	Ger	ıder		A	ge		Employm	ent Status		Inco	me			Educa	ation	
Amazon	All	<b>Ge</b> r Male	<b>nder</b> Female	18-29	<b>A</b> 30-44	<b>ge</b> 45-64	65+	<b>Employ</b> m Working	nent Status Not Working	Under \$30k	Inco \$30K-\$59,999	<b>me</b> \$60K-\$99,999	\$100K+	HS or Less	<b>Educa</b> Some College	ation College Grad	Post Grad
Amazon 1 (Completely distrust)	14.0%	Male 17.7%		18-29 16.5%	30-44 14.9%	45-64 10.8%	15.2%	Working 17.1%	Not Working 11.6%	12.2%		\$60K-\$99,999 12.9%	\$100K+ 14.3%	10.8%	Some College 15.9%	College Grad 16.2%	15.5%
		Male	Female		30-44	45-64		Working	Not Working		\$30K-\$59,999	\$60K-\$99,999			Some College 15.9%	College Grad	15.5% 23.0%
	14.0% 15.1% 28.4%	Male 17.7%	Female 10.4%	16.5%	30-44 14.9% 12.5% 30.1%	45-64 10.8%	15.2%	Working 17.1% 16.4% 27.1%	Not Working 11.6% 14.1% 29.3%	12.2%	\$30K-\$59,999 11.9%	\$60K-\$99,999 12.9% 21.2% 24.4%	14.3%	10.8% 12.7% 22.6%	Some College 15.9% 11.8% 34.3%	College Grad 16.2% 21.0% 24.0%	15.5% 23.0% 38.5%
	14.0% 15.1%	Male 17.7% 18.8%	Female 10.4% 11.6%	16.5% 16.9%	30-44 14.9% 12.5%	45-64 10.8% 17.7%	15.2% 12.2%	Working 17.1% 16.4%	Not Working 11.6% 14.1%	12.2% 10.6%	\$30K-\$59,999 11.9% 13.1%	\$60K-\$99,999 12.9% 21.2%	14.3% 19.9%	10.8% 12.7%	Some College 15.9% 11.8% 34.3%	College Grad 16.2% 21.0%	15.5% 23.0% 38.5% 16.2%
1 (Completely distrust) 2 3 4 5 (Completely trust)	14.0% 15.1% 28.4% 25.9% 14.2%	Male 17.7% 18.8% 24.8% 22.3% 14.6%	Female 10.4% 11.6% 31.8% 29.4% 13.8%	16.5% 16.9% 27.5% 20.4% 15.4%	30-44 14.9% 12.5% 30.1% 25.6% 14.0%	45-64 10.8% 17.7% 26.2% 29.0% 13.8%	15.2% 12.2% 30.6% 27.2% 13.8%	Working 17.1% 16.4% 27.1% 23.9% 13.8%	Not Working 11.6% 14.1% 29.3%	12.2% 10.6% 28.6% 33.1% 14.1%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4%	14.3% 19.9% 35.0% 19.5% 11.4%	10.8% 12.7% 22.6% 27.9% 22.6%	Some College 15.9% 11.8% 34.3% 25.0% 10.5%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2%	15.5% 23.0% 38.5% 16.2% 5.3%
1 (Completely distrust) 2 3	14.0% 15.1% 28.4% 25.9% 14.2% 2.5%	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8%	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1%	16.5% 16.9% 27.5% 20.4% 15.4% 3.4%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2%	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1%	12.2% 10.6% 28.6% 33.1% 14.1% 1.5%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4%
1 (Completely distrust) 2 3 4 5 (Completely trust)	14.0% 15.1% 28.4% 25.9% 14.2%	Male 17.7% 18.8% 24.8% 22.3% 14.6%	Female 10.4% 11.6% 31.8% 29.4% 13.8%	16.5% 16.9% 27.5% 20.4% 15.4%	30-44 14.9% 12.5% 30.1% 25.6% 14.0%	45-64 10.8% 17.7% 26.2% 29.0% 13.8%	15.2% 12.2% 30.6% 27.2% 13.8%	Working 17.1% 16.4% 27.1% 23.9% 13.8%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5%	12.2% 10.6% 28.6% 33.1% 14.1%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4%	14.3% 19.9% 35.0% 19.5% 11.4%	10.8% 12.7% 22.6% 27.9% 22.6%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2%	15.5% 23.0% 38.5% 16.2% 5.3%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8%	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520	16.5% 16.9% 27.5% 20.4% 15.4% 3.4%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2%	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1%	12.2% 10.6% 28.6% 33.1% 14.1% 1.5%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520	16.5% 16.9% 27.5% 20.4% 15.4% 3.4%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2%	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1%	12.2% 10.6% 28.6% 33.1% 14.1% 1.5%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205	14.3% 19.9% 35.0% 19.5% 11.4% 0.0%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203	15.5% 23.0% 38.5% 16.2% 5.3% 1.4%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520	16.5% 16.9% 27.5% 20.4% 15.4% 3.4%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553	12.2% 10.6% 28.6% 33.1% 14.1% 1.5% 246	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1% 257	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205	14.3% 19.9% 35.0% 19.5% 11.4% 0.0%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Amazon (cont'd)	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479 <b>olitical Leanin</b> ,	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520  gs  Conservative	16.5% 16.9% 27.5% 20.4% 15.4% 3.4% 172	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274 Party ID	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446  Political In	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553  Iterest Only now and then	12.2% 10.6% 28.6% 33.1% 14.1% 246	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.11% 257	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205  Region Midwest	14.3% 19.9% 35.0% 19.5% 11.4% 0.0% 152	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310 Urban 14.3%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203  Urban/Rural Suburban	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Amazon (cont'd)	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999 P Liberal 14.3%	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479 olitical Leanin, Moderate*	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520  gs  Conservative 16.0%	16.5% 16.9% 27.5% 20.4% 15.4% 3.4% 172 Democrat 9.8%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274 Party ID Independent** 16.6%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341 Republican 16.2%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212 Most of the time 17.4%	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446  Political In  Some of the time 12.0%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553  Iterest Only now and then 7.6%	12.2% 10.6% 28.6% 33.1% 14.1% 1.5% 246 Hardly at all 10.1%	\$30K-\$59,999 11.9% 13.19% 27.0% 30.0% 16.9% 1.11% 257	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205  Region  Midwest 20.2%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0% 152 South 11.8%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374 West 14.1%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310  Urban 14.3% 12.3%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203  Urban/Rural Suburban 14.9%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Amazon (cont'd)	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999 P Liberal 14.3% 18.9%	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479  olitical Leanin, Moderate* 11.9% 12.4%	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520  gs  Conservative 16.0% 14.4%	16.5% 16.9% 27.5% 20.4% 15.4% 3.4% 172 Democrat 9.8% 13.8%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274 Party ID Independent** 16.6% 17.2%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341 Republican 16.2% 14.1%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212 Most of the time 17.4% 18.2%	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446  Political In  Some of the time 12.0% 14.4%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553   Iterest Only now and then 7.6% 9.7%	12.2% 10.6% 28.6% 33.1% 14.1% 1.5% 246 Hardly at all 10.1% 9.7%	\$30K-\$59,999 11.9% 13.19% 27.0% 30.0% 16.9% 1.11% 257 Northeast 10.8% 9.7%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205  Region  Midwest 20.2% 19.0%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0% 152 South 11.8% 15.5%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374 West 14.1% 15.0%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310  Urban 14.3% 12.3% 23.3%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203  Urban/Rural Suburban 14.9% 16.8%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112 Rural 12.9% 13.9%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Amazon (cont'd)	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999 P Liberal 14.3% 18.9% 27.1%	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479  olitical Leanin, Moderate* 11.9% 12.4% 29.0%	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520  gs  Conservative 16.0% 14.4% 28.7%	16.5% 16.9% 27.5% 20.4% 15.4% 3.4% 172 Democrat 9.8% 13.8% 29.9%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274 Party ID Independent** 16.6% 17.2% 26.8%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341 Republican 16.2% 14.1% 28.3%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212 Most of the time 17.4% 18.2% 28.2%	Working 17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446  Political In  Some of the time 12.0% 14.4% 28.4%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553   Iterest  Only now and then 7.6% 9.7% 34.4%	12.2% 10.6% 28.6% 33.1% 14.1% 246 Hardly at all 10.1% 9.7% 24.0%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1% 257 Northeast 10.8% 9.7% 32.8%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205  Region  Midwest 20.2% 19.0% 28.0%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0% 152 South 11.8% 15.5% 27.0%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374 West 14.1% 15.0% 27.5%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310  Urban 14.3% 12.3% 23.3% 30.8%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203  Urban/Rural Suburban 14.9% 16.8% 27.9%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112 Rural 12.9% 13.9% 34.7%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Amazon (cont'd)  1 (Completely distrust) 2 3 4	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999 P Liberal 14.3% 18.9% 27.1%	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479  olitical Leanin, Moderate* 11.9% 12.4% 29.0% 28.0%	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520  gs  Conservative 16.0% 14.4% 28.7% 26.9%	16.5% 16.9% 27.5% 20.4% 15.4% 3.4% 172 Democrat 9.8% 13.8% 29.9% 26.9%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274 Party ID Independent** 16.6% 17.2% 26.8% 26.0%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341 Republican 16.2% 14.1% 28.3% 24.6%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212 Most of the time 17.4% 18.2% 28.2% 22.4%	Working  17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446  Political In  Some of the time 12.0% 14.4% 28.4% 29.7%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553   Iterest  Only now and then 7.6% 9.7% 34.4% 30.7%	12.2% 10.6% 28.6% 33.1% 14.1% 1.5% 246 Hardly at all 10.1% 9.7% 24.0% 37.0%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1% 257 Northeast 10.8% 9.7% 32.8% 26.6%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205  Region  Midwest 20.2% 19.0% 28.0% 23.6%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0% 152 South 11.8% 15.5% 27.0% 26.2%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374 West 14.1% 15.0% 27.5% 27.2%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310  Urban 14.3% 12.3% 23.3% 30.8% 16.3%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203  Urban/Rural Suburban 14.9% 16.8% 27.9% 25.5%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112  Rural 12.9% 13.9% 34.7% 22.2%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Amazon (cont'd)  1 (Completely distrust) 2 3 4 5 (Completely trust)	14.0% 15.1% 28.4% 25.9% 14.2% 2.5% 999 P Liberal 14.3% 18.9% 27.1% 22.7% 15.6%	Male 17.7% 18.8% 24.8% 22.3% 14.6% 1.8% 479  olitical Leanin, Moderate* 11.9% 12.4% 29.0% 28.0% 15.0%	Female 10.4% 11.6% 31.8% 29.4% 13.8% 3.1% 520  gs  Conservative 16.0% 14.4% 28.7% 26.9% 11.8%	16.5% 16.9% 27.5% 20.4% 15.4% 3.4% 172 Democrat 9.8% 13.8% 29.9% 26.9% 17.8%	30-44 14.9% 12.5% 30.1% 25.6% 14.0% 2.8% 274 Party ID Independent** 16.6% 17.2% 26.8% 26.0% 10.2%	45-64 10.8% 17.7% 26.2% 29.0% 13.8% 2.5% 341 Republican 16.2% 14.1% 28.3% 24.6% 14.4%	15.2% 12.2% 30.6% 27.2% 13.8% 1.2% 212 Most of the time 17.4% 18.2% 28.2% 22.4% 12.5%	Working  17.1% 16.4% 27.1% 23.9% 13.8% 1.6% 446  Political In  Some of the time 12.0% 14.4% 28.4% 29.7% 13.7%	Not Working 11.6% 14.1% 29.3% 27.5% 14.5% 3.1% 553  Iterest Only now and then 7.6% 9.7% 34.4% 30.7% 17.0%	12.2% 10.6% 28.6% 33.1% 14.1% 246 Hardly at all 10.1% 9.7% 24.0% 37.0% 14.2%	\$30K-\$59,999 11.9% 13.1% 27.0% 30.0% 16.9% 1.1% 257 Northeast 10.8% 9.7% 32.8% 26.6% 18.2%	\$60K-\$99,999 12.9% 21.2% 24.4% 21.5% 17.4% 2.6% 205  Region  Midwest 20.2% 19.0% 28.0% 23.6% 8.0%	14.3% 19.9% 35.0% 19.5% 11.4% 0.0% 152 South 11.8% 15.5% 27.0% 26.2% 16.5%	10.8% 12.7% 22.6% 27.9% 22.6% 3.4% 374 West 14.1% 15.0% 27.5% 27.2% 13.0%	Some College 15.9% 11.8% 34.3% 25.0% 10.5% 2.5% 310  Urban 14.3% 12.3% 23.3% 30.8% 16.3% 2.9%	College Grad 16.2% 21.0% 24.0% 29.2% 8.2% 1.3% 203  Urban/Rural Suburban 14.9% 16.8% 27.9% 25.5% 12.3%	15.5% 23.0% 38.5% 16.2% 5.3% 1.4% 112  Rural 12.9% 13.9% 34.7% 22.2% 14.6%

**Trust**Q. On a scale from 1 to 5 where 1 is completely distrust and 5 is completely trust, please indicate how much you trust each organization or entity below to collect and use your personal information/data.

Microsoft	All	Gen	der		А	ge		Employm	ent Status		Inco	me			Educa	ation	
		Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	15.2%	18.1%	12.4%	13.8%	12.3%	16.7%	17.7%	13.9%	16.1%	16.6%	12.5%	11.0%	17.2%	13.3%	19.3%	13.4%	12.9%
2	16.1%	18.3%	14.1%	19.2%	12.8%	16.8%	15.9%	14.1%	17.7%	14.0%	15.3%	15.3%	21.7%	14.4%	14.4%	20.1%	20.5%
3	33.4%	32.2%	34.4%	31.1%	37.1%	33.7%	30.6%	37.3%	30.3%	30.4%	36.2%	36.4%	33.5%	31.6%	33.4%	32.9%	40.3%
4	19.2%	15.9%	22.3%	13.5%	18.0%	21.2%	23.4%	19.2%	19.2%	23.2%	18.4%	20.8%	19.5%	18.6%	18.8%	20.8%	19.9%
5 (Completely trust)	10.4%	10.8%	10.0%	11.6%	12.5%	7.9%	10.6%	10.2%	10.6%	10.5%	14.4%	13.2%	8.2%	12.5%	10.4%	9.9%	3.9%
Never heard of /Don't know	5.7%	4.7%	6.7%	10.8%	7.3%	3.8%	1.8%	5.3%	6.1%	5.3%	3.3%	3.3%	0.0%	9.7%	3.8%	2.9%	2.4%
Sample size	999	479	520	173	274	341	211	446	553	245	258	205	152	374	310	203	112
Microsoft (cont'd)	Р	olitical Leaning	gs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
1 (Completely distrust)	9.3%	14.7%	21.7%	6.3%	21.2%	19.1%	18.0%	13.8%	11.5%	9.9%	14.3%	19.4%	14.6%	12.8%	14.7%	15.2%	17.2%
2	19.2%	11.8%	18.0%	16.7%	15.0%	16.9%	19.7%	12.3%	11.9%	8.7%	11.7%	21.3%	15.2%	16.2%	11.8%	16.8%	17.1%
3	35.9%	32.5%	31.5%	38.5%	28.4%	32.9%	31.8%	38.8%	34.8%	38.4%	33.4%	30.0%	32.4%	37.8%	31.5%	35.8%	33.0%
4	17.6%	22.9%	16.6%	21.1%	17.9%	18.2%	20.1%	19.9%	18.3%	18.6%	23.4%	18.3%	19.7%	16.2%	19.9%	18.1%	18.8%
5 (Completely trust)	14.0%	8.9%	8.5%	12.3%	8.9%	9.8%	9.5%	8.6%	14.9%	11.3%	11.4%	4.1%	12.2%	12.5%	13.7%	9.2%	9.6%
Never heard of /Don't know	4.0%	9.1%	3.7%	5.1%	8.6%	3.1%	0.9%	6.6%	8.5%	13.1%	5.8%	6.9%	6.0%	4.4%	8.4%	5.0%	4.3%
Sample size	315	368	315	357	361	281	540	238	112	55	165	210	397	227	267	422	212
Apple	All	Gen	der		А	ge		Employm	ent Status		Inco	me			Educa	ation	
Apple	<b>All</b>	<b>Gen</b> Male	<b>Female</b>	18-29	<b>A</b> 30-44	<b>ge</b> 45-64	65+	<b>Employm</b> Working	ent Status  Not Working	Under \$30k	Incor \$30K-\$59,999	me \$60K-\$99,999	\$100K+	HS or Less	Educa Some College	ation College Grad	Post Grad
Apple 1 (Completely distrust)				18-29 18.9%		-	65+ 14.6%	1 7		Under \$30k 17.7%			\$100K+ 17.6%	HS or Less 15.1%			Post Grad 16.9%
	All	Male	Female		30-44	45-64		Working	Not Working		\$30K-\$59,999	\$60K-\$99,999			Some College	College Grad	
	AII 16.9%	Male 19.5%	Female 14.4%	18.9%	30-44 19.0%	45-64 15.4%	14.6%	Working 16.7%	Not Working 17.0%	17.7%	\$30K-\$59,999 16.4%	\$60K-\$99,999 13.0%	17.6%	15.1%	Some College 21.4%	College Grad 12.8%	16.9%
	All 16.9% 17.9%	Male 19.5% 21.4%	Female 14.4% 14.4%	18.9% 18.9%	30-44 19.0% 15.8%	45-64 15.4% 18.6%	14.6% 17.9%	Working 16.7% 18.5%	Not Working 17.0% 17.4%	17.7% 16.2%	\$30K-\$59,999 16.4% 18.5%	\$60K-\$99,999 13.0% 13.5%	17.6% 23.8%	15.1% 15.3%	Some College 21.4% 18.4%	College Grad 12.8% 18.5%	16.9% 24.1%
	All 16.9% 17.9% 27.5%	Male 19.5% 21.4% 24.1%	Female 14.4% 14.4% 30.8%	18.9% 18.9% 24.7%	30-44 19.0% 15.8% 27.8%	45-64 15.4% 18.6% 29.2%	14.6% 17.9% 27.4%	Working 16.7% 18.5% 28.0%	Not Working 17.0% 17.4% 27.2%	17.7% 16.2% 27.8%	\$30K-\$59,999 16.4% 18.5% 28.2%	\$60K-\$99,999 13.0% 13.5% 32.7%	17.6% 23.8% 22.1%	15.1% 15.3% 25.0%	Some College 21.4% 18.4% 29.9%	College Grad 12.8% 18.5% 30.9%	16.9% 24.1% 23.9%
1 (Completely distrust) 2 3	All 16.9% 17.9% 27.5% 19.5%	Male 19.5% 21.4% 24.1% 17.6%	Female 14.4% 14.4% 30.8% 21.3%	18.9% 18.9% 24.7% 15.8%	30-44 19.0% 15.8% 27.8% 19.2%	45-64 15.4% 18.6% 29.2% 22.2%	14.6% 17.9% 27.4% 19.2%	Working 16.7% 18.5% 28.0% 20.5%	Not Working 17.0% 17.4% 27.2% 18.7%	17.7% 16.2% 27.8% 17.6%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9%	17.6% 23.8% 22.1% 23.0%	15.1% 15.3% 25.0% 18.2%	Some College 21.4% 18.4% 29.9% 16.2%	College Grad 12.8% 18.5% 30.9% 23.9%	16.9% 24.1% 23.9% 25.7%
1 (Completely distrust) 2 3 4 5 (Completely trust)	AII 16.9% 17.9% 27.5% 19.5% 11.5%	Male 19.5% 21.4% 24.1% 17.6% 12.5%	Female 14.4% 14.4% 30.8% 21.3% 10.6%	18.9% 18.9% 24.7% 15.8% 15.9%	30-44 19.0% 15.8% 27.8% 19.2% 11.9%	45-64 15.4% 18.6% 29.2% 22.2% 8.8%	14.6% 17.9% 27.4% 19.2% 10.9%	Working 16.7% 18.5% 28.0% 20.5% 12.2%	Not Working 17.0% 17.4% 27.2% 18.7% 11.0%	17.7% 16.2% 27.8% 17.6% 13.4%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4%	17.6% 23.8% 22.1% 23.0% 12.2%	15.1% 15.3% 25.0% 18.2% 15.6%	Some College 21.4% 18.4% 29.9% 16.2% 9.8%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519	18.9% 18.9% 24.7% 15.8% 15.9% 5.8%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2%	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7%	14.6% 17.9% 27.4% 19.2% 10.9%	Working 16.7% 18.5% 28.0% 20.5% 12.2% 4.3%	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5%	17.6% 23.8% 22.1% 23.0% 12.2% 1.3%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519	18.9% 18.9% 24.7% 15.8% 15.9% 5.8%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7%	14.6% 17.9% 27.4% 19.2% 10.9%	Working 16.7% 18.5% 28.0% 20.5% 12.2% 4.3% 446	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205	17.6% 23.8% 22.1% 23.0% 12.2% 1.3%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203	16.9% 24.1% 23.9% 25.7% 6.7% 2.6%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519	18.9% 18.9% 24.7% 15.8% 15.9% 5.8%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212	Working 16.7% 18.5% 28.0% 20.5% 12.2% 4.3% 446	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7% 552	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Apple (cont'd)	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479  olitical Leaning	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519	18.9% 18.9% 24.7% 15.8% 15.9% 5.8% 172	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273 Party ID	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212	Working  16.7%  18.5%  28.0%  20.5%  12.2%  4.3%  446   Political In	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7% 552  terest Only now and then	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205 Region	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203  Urban/Rural Suburban	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Apple (cont'd)	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479  olitical Leaning Moderate* 15.6%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519  gs  Conservative 23.5%	18.9% 18.9% 24.7% 15.8% 15.9% 5.8% 172 Democrat 9.1%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273 Party ID Independent** 19.7%	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341 Republican 23.5%	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212 Most of the time 19.2%	Working  16.7%  18.5%  28.0%  20.5%  12.2%  4.3%  446   Political In  Some of the time  17.0%	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7% 552  terest Only now and then 9.2%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246 Hardly at all 16.3%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257 Northeast 15.2%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205 <b>Region</b> Midwest 21.9%	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152 South 15.4%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374 West 16.0%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310  Urban 15.4%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203  Urban/Rural Suburban 16.8%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111  Rural 20.2% 17.3%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Apple (cont'd)	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998 P Liberal 11.9% 22.0%	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479  olitical Leaning Moderate* 15.6% 12.6%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519  gs  Conservative 23.5% 19.7%	18.9% 18.9% 24.7% 15.8% 15.9% 5.8% 172 Democrat 9.1% 17.0%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273 Party ID Independent** 19.7% 19.5%	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341 Republican 23.5% 16.9%	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212 Most of the time 19.2% 21.0%	Working  16.7%  18.5%  28.0%  20.5%  12.2%  4.3%  446   Political In  Some of the time  17.0%  16.5%	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7% 552  terest Only now and then 9.2% 12.0%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246 Hardly at all 16.3% 18.2%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257 Northeast 15.2% 18.8%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205  Region  Midwest 21.9% 18.9%	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152 South 15.4% 16.0%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374 West 16.0% 19.2%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310  Urban 15.4% 13.9%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203  Urban/Rural Suburban 16.8% 21.7%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111  Rural 20.2% 17.3% 28.4%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Apple (cont'd)	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998  P Liberal 11.9% 22.0% 23.8%	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479  olitical Leaning Moderate* 15.6% 12.6% 30.9%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519  gs  Conservative 23.5% 19.7% 27.2%	18.9% 18.9% 24.7% 15.8% 15.9% 5.8% 172 Democrat 9.1% 17.0% 27.0%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273 Party ID Independent** 19.7% 19.5% 28.6%	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341 Republican 23.5% 16.9% 26.9%	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212 Most of the time 19.2% 21.0% 25.6%	Working  16.7%  18.5%  28.0%  20.5%  12.2%  4.3%  446   Political In  Some of the time  17.0%  16.5%  29.2%	Not Working 17.0% 17.4% 27.2% 18.7% 11.0% 8.7% 552  terest Only now and then 9.2% 12.0% 33.2%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246 Hardly at all 16.3% 18.2% 24.5%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257 Northeast 15.2% 18.8% 27.6%	\$60K-\$99,999 13.0% 13.5% 23.9% 13.4% 3.5% 205  Region  Midwest 21.9% 18.9% 22.5%	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152 South 15.4% 16.0% 30.5%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374 West 16.0% 19.2% 27.3%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310  Urban 15.4% 13.9% 27.0%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203  Urban/Rural Suburban 16.8% 21.7% 25.9%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111  Rural 20.2% 17.3% 28.4% 15.1%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Apple (cont'd)  1 (Completely distrust) 2 3 4	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998  P Liberal 11.9% 22.0% 23.8% 22.0%	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479  olitical Leaning Moderate* 15.6% 12.6% 30.9% 21.0%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519  gs  Conservative 23.5% 19.7% 27.2% 15.2%	18.9% 18.9% 24.7% 15.8% 15.9% 5.8% 172 Democrat 9.1% 17.0% 27.0% 25.0%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273 Party ID Independent** 19.7% 19.5% 28.6% 16.1%	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341 Republican 23.5% 16.9% 26.9%	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212 Most of the time 19.2% 21.0% 25.6% 19.7%	Working  16.7%  18.5%  28.0%  20.5%  12.2%  4.3%  446   Political In  Some of the time  17.0%  16.5%  29.2%  20.3%	Not Working  17.0%  17.4%  27.29  18.7%  11.0%  8.7%  552   terest  Only now and then  9.2%  12.0%  33.2%  24.0%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246 Hardly at all 16.3% 18.2% 24.5% 12.5%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257 Northeast 15.2% 18.8% 27.6% 22.0%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205  Region  Midwest 21.9% 18.9% 22.5% 20.7%	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152  South 15.4% 16.0% 30.5% 20.5%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374 West 16.0% 19.2% 27.3% 15.1%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310  Urban 15.4% 13.9% 27.0% 19.8%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203  Urban/Rural Suburban 16.8% 21.7% 25.9% 21.5%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111  Rural 20.2% 17.3% 28.4% 15.1%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Apple (cont'd)  1 (Completely distrust) 2 3 4 5 (Completely trust)	All 16.9% 17.9% 27.5% 19.5% 11.5% 6.8% 998  P Liberal 11.9% 22.0% 23.8% 22.0% 15.5%	Male 19.5% 21.4% 24.1% 17.6% 12.5% 4.9% 479  olitical Leaning Moderate* 15.6% 12.6% 30.9% 21.0% 10.3%	Female 14.4% 14.4% 30.8% 21.3% 10.6% 8.5% 519  gs  Conservative 23.5% 19.7% 27.2% 15.2% 8.9%	18.9% 18.9% 24.7% 15.8% 15.9% 5.8% 172  Democrat 9.1% 17.0% 27.0% 25.0% 14.4%	30-44 19.0% 15.8% 27.8% 19.2% 11.9% 6.2% 273 Party ID Independent** 19.7% 19.5% 28.6% 16.1% 8.6%	45-64 15.4% 18.6% 29.2% 22.2% 8.8% 5.7% 341 Republican 23.5% 16.9% 26.9% 16.4% 11.4%	14.6% 17.9% 27.4% 19.2% 10.9% 10.1% 212 Most of the time 19.2% 21.0% 25.6% 19.7% 11.6%	Working  16.7%  18.5%  28.0%  20.5%  12.2%  4.3%  446   Political In  Some of the time  17.0%  16.5%  29.2%  20.3%  8.4%	Not Working  17.0%  17.4%  27.2%  18.7%  11.0%  8.7%  552   terest  Only now and then  9.2%  12.0%  33.2%  24.0%  10.9%	17.7% 16.2% 27.8% 17.6% 13.4% 7.3% 246 Hardly at all 16.3% 18.2% 24.5% 12.5% 16.3%	\$30K-\$59,999 16.4% 18.5% 28.2% 20.5% 9.9% 6.5% 257 Northeast 15.2% 18.8% 27.6% 22.0% 11.2%	\$60K-\$99,999 13.0% 13.5% 32.7% 23.9% 13.4% 3.5% 205  Region  Midwest 21.9% 18.9% 22.5% 20.7% 8.7%	17.6% 23.8% 22.1% 23.0% 12.2% 1.3% 152  South 15.4% 16.0% 30.5% 20.5% 9.5%	15.1% 15.3% 25.0% 18.2% 15.6% 10.8% 374 West 16.0% 19.2% 27.3% 15.1% 17.4%	Some College 21.4% 18.4% 29.9% 16.2% 9.8% 4.3% 310  Urban 15.4% 13.9% 27.0% 19.8% 15.5%	College Grad 12.8% 18.5% 30.9% 23.9% 9.0% 4.9% 203  Urban/Rural Suburban 16.8% 21.7% 25.9% 21.5% 8.5%	16.9% 24.1% 23.9% 25.7% 6.7% 2.6% 111  Rural 20.2% 17.3% 28.4% 15.1% 13.1%

Trust

Q. On a scale from 1 to 5 where 1 is completely distrust and 5 is completely trust, please indicate how much you trust each organization or entity below to collect and use your personal information/data.

Facebook	All	Gen	der		A	ge		Employm	ent Status		Inco	me			Educa	ition	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	40.1%	47.8%	32.9%	34.0%	37.1%	42.3%	46.6%	40.2%	40.1%	35.2%	40.1%	36.2%	47.4%	34.1%	43.0%	43.3%	47.5%
2	21.3%	22.5%	20.2%	22.3%	20.9%	20.9%	21.4%	21.8%	20.9%	14.1%	22.7%	23.8%	28.4%	16.3%	23.6%	22.5%	30.2%
3	20.6%	14.6%	26.3%	14.2%	23.4%	22.9%	19.8%	20.9%	20.3%	27.8%	21.9%	22.6%	11.2%	22.0%	21.4%	20.7%	13.1%
4	10.3%	9.1%	11.5%	16.3%	9.7%	7.6%	9.1%	8.9%	11.4%	14.6%	9.0%	10.1%	7.3%	15.3%	7.7%	8.3%	3.8%
5 (Completely trust)	4.7%	4.4%	5.0%	7.6%	6.5%	3.1%	2.2%	5.3%	4.2%	7.0%	4.7%	3.4%	4.7%	7.7%	2.2%	3.5%	3.6%
Never heard of /Don't know	3.0%	1.7%	4.2%	5.7%	2.3%	3.1%	0.8%	2.8%	3.1%	1.2%	1.5%	3.8%	0.9%	4.6%	2.1%	1.7%	1.8%
Sample size	997	479	518	172	273	341	211	446	551	245	257	205	152	373	310	203	111
Facebook (cont'd)	P	olitical Leaning	gs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
1 (Completely distrust)	36.4%	32.5%	53.0%	29.7%	43.5%	49.8%	49.6%	32.5%	26.0%	31.4%	39.3%	45.0%	38.0%	39.9%	36.9%	40.3%	
2	29.2%	20.6%	14.2%	26.9%	18.2%	17.8%	25.2%	21.7%	10.5%	10.8%	17.6%	21.7%	22.2%	22.2%	16.7%	25.2%	
3	17.4%	25.8%	17.5%	24.1%	19.8%	17.0%	13.9%	27.6%	31.2%	28.5%	22.0%	16.9%	22.0%	20.6%	18.8%	20.5%	19.4%
4	10.8%	11.2%	8.7%	12.3%	8.1%	10.4%	6.7%	10.9%	21.7%	17.0%	9.2%	12.7%	11.1%	7.7%	14.1%	10.0%	7.6%
5 (Completely trust)	5.0%	5.0%	4.1%	5.6%	4.4%	3.8%	4.0%	4.2%	5.4%	6.8%	8.4%	1.9%	3.3%	6.6%	9.8%	2.0%	4.2%
Never heard of /Don't know	1.2%	4.9%	2.6%	1.5%	6.0%	1.2%	0.6%	3.1%	5.1%	5.5%	3.6%	1.9%	3.3%	3.0%	3.7%	2.0%	2.5%
Sample size	315	366	315	357	359	281	540	238	112	54	165	210	396	226	266	421	212
Slack	All	Gen				ge			ent Status		Inco				Educa		
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Slack 1 (Completely distrust)	AII 11.5%	Male 12.8%	Female 10.2%	11.8%	30-44 8.7%	45-64 12.6%	12.6%	Working 10.4%	Not Working 12.3%	15.5%	\$30K-\$59,999 7.6%	\$60K-\$99,999 9.7%	11.8%	11.6%	Some College 13.3%	College Grad 11.0%	6.3%
	All 11.5% 6.1%	Male 12.8% 8.5%	Female 10.2% 3.9%	11.8% 5.5%	30-44 8.7% 7.4%	45-64 12.6% 7.1%	12.6% 3.7%	Working 10.4% 7.7%	Not Working 12.3% 4.9%	15.5% 3.1%	\$30K-\$59,999 7.6% 5.6%	\$60K-\$99,999 9.7% 5.1%	11.8% 11.6%	11.6% 4.4%	Some College 13.3% 4.7%	College Grad 11.0% 8.5%	6.3% 11.9%
	All 11.5% 6.1% 10.6%	Male 12.8% 8.5% 11.0%	Female 10.2% 3.9% 10.2%	11.8% 5.5% 15.9%	30-44 8.7% 7.4% 13.5%	45-64 12.6% 7.1% 9.8%	12.6% 3.7% 2.9%	Working 10.4% 7.7% 12.3%	Not Working 12.3% 4.9% 9.3%	15.5% 3.1% 11.1%	\$30K-\$59,999 7.6% 5.6% 7.1%	\$60K-\$99,999 9.7% 5.1% 13.9%	11.8% 11.6% 13.5%	11.6% 4.4% 9.0%	Some College 13.3% 4.7% 11.9%	College Grad 11.0% 8.5% 10.1%	6.3% 11.9% 13.3%
1 (Completely distrust) 2 3	All 11.5% 6.1% 10.6% 5.0%	Male 12.8% 8.5% 11.0% 5.2%	Female 10.2% 3.9% 10.2% 4.8%	11.8% 5.5% 15.9% 9.0%	30-44 8.7% 7.4% 13.5% 8.6%	45-64 12.6% 7.1% 9.8% 2.4%	12.6% 3.7% 2.9% 0.7%	Working 10.4% 7.7% 12.3% 5.9%	Not Working 12.3% 4.9% 9.3% 4.3%	15.5% 3.1% 11.1% 4.0%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3%	11.8% 11.6% 13.5% 4.0%	11.6% 4.4% 9.0% 5.3%	Some College 13.3% 4.7% 11.9% 3.2%	College Grad 11.0% 8.5% 10.1% 6.7%	6.3% 11.9% 13.3% 5.9%
1 (Completely distrust) 2 3 4 5 (Completely trust)	All 11.5% 6.1% 10.6% 5.0% 2.5%	Male 12.8% 8.5% 11.0% 5.2% 3.1%	Female 10.2% 3.9% 10.2% 4.8% 1.8%	11.8% 5.5% 15.9% 9.0% 7.0%	30-44 8.7% 7.4% 13.5% 8.6% 2.8%	45-64 12.6% 7.1% 9.8% 2.4% 0.8%	12.6% 3.7% 2.9% 0.7% 0.0%	Working 10.4% 7.7% 12.3% 5.9% 3.6%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6%	15.5% 3.1% 11.1% 4.0% 2.1%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2%	11.8% 11.6% 13.5% 4.0% 2.2%	11.6% 4.4% 9.0% 5.3% 3.6%	Some College 13.3% 4.7% 11.9% 3.2% 3.4%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0%	6.3% 11.9% 13.3% 5.9% 0.0%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4%	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4%	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2%	11.8% 5.5% 15.9% 9.0% 7.0% 50.8%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0%	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2%	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5%
1 (Completely distrust) 2 3 4 5 (Completely trust)	All 11.5% 6.1% 10.6% 5.0% 2.5%	Male 12.8% 8.5% 11.0% 5.2% 3.1%	Female 10.2% 3.9% 10.2% 4.8% 1.8%	11.8% 5.5% 15.9% 9.0% 7.0%	30-44 8.7% 7.4% 13.5% 8.6% 2.8%	45-64 12.6% 7.1% 9.8% 2.4% 0.8%	12.6% 3.7% 2.9% 0.7% 0.0%	Working 10.4% 7.7% 12.3% 5.9% 3.6%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6%	15.5% 3.1% 11.1% 4.0% 2.1%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2%	11.8% 11.6% 13.5% 4.0% 2.2%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0%	Some College 13.3% 4.7% 11.9% 3.2% 3.4%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4%	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520	11.8% 5.5% 15.9% 9.0% 7.0% 50.8%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0%	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2%	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520	11.8% 5.5% 15.9% 9.0% 7.0% 50.8%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2%	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205	11.8% 11.6% 13.5% 4.0% 2.2% 56.9%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203	6.3% 11.9% 13.3% 5.9% 0.0% 62.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7% 553	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Slack (cont'd)	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479   Dilitical Leaning  Moderate*	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520 gs Conservative	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274 Party ID	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446  Political In	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7% 553  terest Only now and then	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205  Region Midwest	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203  Urban/Rural Suburban	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Slack (cont'd)	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999  Liberal 8.6%	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479   Diltical Leaning Moderate* 12.0%	Female  10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520  gs  Conservative 13.9%	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172 Democrat 7.2%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274 Party ID Independent**	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341 Republican 15.4%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212 Most of the time 13.4%	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446  Political In  Some of the time 8.7%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7% 553  terest Only now and then 9.3%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246 Hardly at all 10.2%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257  Northeast 9.7%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205  Region  Midwest 13.7%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152 South 12.7%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374 West 8.8%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310  Urban 12.4%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203  Urban/Rural Suburban 12.0%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112 Rural 11.0% 4.3%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Slack (cont'd)	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999  Liberal 8.6% 8.1%	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479  Ditical Leaning Moderate* 12.0% 6.8%	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520  gs  Conservative 13.9% 3.3%	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172 Democrat 7.2% 6.8%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274 Party ID Independent** 12.8% 6.2%	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341 Republican 15.4% 5.1%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212 Most of the time 13.4% 7.8%	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446  Political In  Some of the time 8.7% 5.1%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7% 553  terest Only now and then 9.3% 3.3%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246 Hardly at all 10.2% 0.0%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257  Northeast 9.7% 6.7%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205  Region  Midwest 13.7% 5.3%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152 South 12.7% 4.5%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374 West 8.8% 8.9%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310  Urban 12.4% 4.0%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203  Urban/Rural Suburban 12.0% 8.8%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112 Rural 11.0% 4.3% 10.7%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Slack (cont'd)	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999  Liberal 8.6% 8.1% 11.0%	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479  Ditical Leaning Moderate* 12.0% 6.8% 12.4%	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520  gs  Conservative 13.9% 3.3% 7.8%	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172 Democrat 7.2% 6.8% 13.3%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274 Party ID Independent** 12.8% 6.2% 11.4%	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341 Republican 15.4% 5.1% 6.1%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212  Most of the time 13.4% 7.8% 9.3%	Working 10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446  Political In  Some of the time 8.7% 5.1% 12.1%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7% 553  terest Only now and then 9.3% 3.3% 9.3%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246  Hardly at all 10.2% 0.0% 14.4%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257  Northeast 9.7% 6.7% 15.1%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205  Region  Midwest 13.7% 5.3% 7.4%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152 South 12.7% 4.5% 10.9%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374 West 8.8% 8.9% 9.7%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310  Urban 12.4% 4.0% 12.2%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203  Urban/Rural Suburban 12.0% 8.8% 9.5%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112 Rural 11.0% 4.3% 10.7% 3.1%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Slack (cont'd) 1 (Completely distrust) 2 3 4	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999  Liberal 8.6% 8.1% 11.0% 7.3%	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479  Ditical Leaning Moderate* 12.0% 6.8% 12.4% 4.3%	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520  gs  Conservative 13.9% 3.3% 7.8% 3.3%	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172 Democrat 7.2% 6.8% 13.3% 4.8%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274 Party ID Independent** 12.8% 6.2% 11.4% 4.2%	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341  Republican 15.4% 5.1% 6.1% 6.2%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212  Most of the time 13.4% 7.8% 9.3% 3.6%	Working  10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446  Political In  Some of the time 8.7% 5.1% 12.1% 4.8%	Not Working 12.3% 4.9% 9.3% 4.3% 1.6% 67.7% 553  terest Only now and then 9.3% 3.3% 9.3% 11.0%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246  Hardly at all 10.2% 0.0% 14.4% 4.8%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257  Northeast 9.7% 6.7% 15.1% 6.0%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205  Region  Midwest 13.7% 5.3% 7.4% 3.5%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152 South 12.7% 4.5% 10.9% 4.7%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374 West 8.8% 8.9% 9.7% 6.0%	Some College 13.3% 4.7% 11.9% 3.2% 3.4% 63.5% 310  Urban 12.4% 4.0% 12.2% 6.3%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203  Urban/Rural Suburban 12.0% 8.8% 9.5% 4.8%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112 Rural 11.0% 4.3% 10.7% 3.1% 0.7%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Slack (cont'd)  1 (Completely distrust) 2 3 4 5 (Completely trust)	All 11.5% 6.1% 10.6% 5.0% 2.5% 64.4% 999  Pr Liberal 8.6% 8.1% 11.0% 7.3% 3.6%	Male 12.8% 8.5% 11.0% 5.2% 3.1% 59.4% 479  Dilitical Leaning Moderate* 12.0% 6.8% 12.4% 4.3% 1.0%	Female 10.2% 3.9% 10.2% 4.8% 1.8% 69.2% 520  gs  Conservative 13.9% 3.3% 7.8% 3.3% 3.0%	11.8% 5.5% 15.9% 9.0% 7.0% 50.8% 172 Democrat 7.2% 6.8% 13.3% 4.8% 2.8%	30-44 8.7% 7.4% 13.5% 8.6% 2.8% 59.0% 274 Party ID Independent** 12.8% 6.2% 11.4% 4.2% 1.8%	45-64 12.6% 7.1% 9.8% 2.4% 0.8% 67.3% 341 Republican 15.4% 6.1% 6.2% 3.0%	12.6% 3.7% 2.9% 0.7% 0.0% 80.2% 212  Most of the time 13.4% 7.8% 9.3% 3.6% 3.1%	Working  10.4% 7.7% 12.3% 5.9% 3.6% 60.1% 446  Political In  Some of the time 8.7% 5.1% 12.1% 4.8% 1.4%	Not Working 12.3% 4.9% 9.3% 4.38 1.6% 67.7% 553  terest Only now and then 9.3% 9.3% 11.0% 3.0%	15.5% 3.1% 11.1% 4.0% 2.1% 64.1% 246  Hardly at all 10.2% 0.0% 14.4% 4.8% 2.5%	\$30K-\$59,999 7.6% 5.6% 7.1% 6.5% 3.8% 69.4% 257  Northeast 9.7% 6.7% 15.1% 6.0% 4.6%	\$60K-\$99,999 9.7% 5.1% 13.9% 6.3% 3.2% 61.8% 205  Region Midwest 13.7% 5.3% 7.4% 3.5% 1.2%	11.8% 11.6% 13.5% 4.0% 2.2% 56.9% 152 South 12.7% 4.5% 10.9% 4.7%	11.6% 4.4% 9.0% 5.3% 3.6% 66.0% 374  West 8.8% 8.9% 9.7% 6.0% 3.5%	Urban 12.4% 4.0% 12.2% 6.3% 6.0%	College Grad 11.0% 8.5% 10.1% 6.7% 0.0% 63.6% 203  Urban/Rural Suburban 12.0% 8.8% 9.5% 4.8% 1.3%	6.3% 11.9% 13.3% 5.9% 0.0% 62.5% 112 Rural 11.0% 4.3% 10.7% 3.1% 0.7%

Trust

TikTok	All	Gen	der		A	ge		Employm	ent Status		Inco	ne			Educa	ntion	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	40.2%	45.2%	35.4%	30.5%	35.1%	44.3%	49.5%	38.6%	41.4%	37.0%	38.3%	40.7%	45.7%	38.2%	42.6%	39.8%	41.1%
2	18.7%	20.2%	17.3%	26.8%	17.7%	15.2%	17.4%	19.6%	18.0%	18.4%	19.3%	18.0%	21.0%	14.3%	21.9%	20.4%	22.4%
3	15.5%	10.9%	19.8%	14.5%	21.2%	15.7%	9.2%	18.9%	12.8%	19.2%	14.6%	17.8%	13.9%	16.6%	13.4%	17.5%	13.9%
4	5.0%	5.1%	5.0%	7.1%	6.6%	4.5%	1.8%	6.6%	3.8%	6.5%	5.1%	3.3%	6.6%	5.7%	5.1%	5.5%	1.7%
5 (Completely trust)	4.5%	5.2%	3.8%	10.3%	7.5%	0.9%	0.8%	4.1%	4.8%	4.6%	4.7%	6.5%	2.8%	6.8%	2.8%	2.6%	4.5%
Never heard of /Don't know	16.1%	13.4%	18.6%	10.9%	11.8%	19.4%	21.3%	12.2%	19.1%	14.3%	18.0%	13.7%	10.0%	18.5%	14.2%	14.2%	16.3%
Sample size	999	479	520	172	274	341	212	446	553	246	257	205	152	374	310	203	112
TikTok (cont'd)	P	olitical Leaning	ζS		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
1 (Completely distrust)	27.2%	38.6%	55.4%	28.3%	40.0%	56.1%	47.1%	37.2%	27.2%	35.2%	31.0%	43.2%	42.9%	39.9%	35.1%	41.0%	42.3%
2	28.7%	14.5%	13.4%	21.6%	20.1%	13.2%	21.5%	19.0%	16.2%	9.2%	17.0%	23.4%	17.0%	18.4%	15.2%	22.2%	18.0%
3	19.7%	16.2%	10.0%	21.2%	14.7%	8.9%	10.9%	17.3%	25.6%	23.8%	19.9%	12.0%	15.1%	15.9%	19.8%	15.1%	13.5%
4	6.0%	6.3%	2.6%	5.8%	5.3%	3.8%	3.8%	5.1%	7.8%	4.3%	7.4%	2.6%	4.4%	6.4%	7.1%	3.2%	5.5%
5 (Completely trust)	4.4%	4.4%	4.7%	5.4%	3.3%	4.8%	4.3%	2.5%	6.0%	5.3%	7.8%	2.5%	3.8%	4.8%	7.4%	2.7%	2.5%
Never heard of /Don't know	14.1%	19.9%	13.8%	17.7%	16.7%	13.3%	12.5%	18.9%	17.2%	22.2%	16.8%	16.3%	16.6%	14.5%	15.4%	15.7%	18.2%
Sample size	315	367	316	357	360	282	541	238	112	54	165	210	397	227	267	421	213
Zoom	All	Gen	der		А	ge		Employm	ent Status		Inco	me			Educa	ntion	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	15.4%	18.3%	12.7%	16.8%	13.2%	15.8%	16.2%	14.9%	15.8%	18.0%	13.2%	12.9%	15.8%	17.6%	17.4%	9.9%	11.5%
2	14.4%	17.4%	11.5%	14.9%	14.9%	13.8%	14.1%	14.8%	14.1%	15.2%	10.8%	15.9%	19.9%	9.5%	16.6%	16.5%	21.6%
3	30.7%	29.1%	32.1%	30.1%	33.2%	31.9%	26.3%	34.6%	27.7%	25.2%	31.2%	34.9%	36.6%	26.3%	30.6%	32.7%	43.0%
4	17.0%	14.0%	19.8%	14.6%	18.2%	16.1%	19.4%	17.9%	16.3%	15.3%	16.9%	20.0%	22.8%	14.1%	16.7%	22.9%	17.8%
5 (Completely trust)	6.4%	5.8%	7.0%	10.1%	6.5%	5.2%	4.7%	5.6%	7.1%	6.6%	8.8%	7.4%	4.2%	8.4%	6.0%	5.8%	2.2%
Never heard of /Don't know	16.1%	15.3%	16.8%	13.5%	14.0%	17.2%	19.4%	12.2%	19.0%	19.8%	19.0%	8.9%	0.7%	24.1%	12.8%	12.3%	3.8%
Sample size	998	479	519	173	273	341	211	446	552	245	258	205	152	374	310	203	111
Zoom (cont'd)	P	olitical Leaning	gs		Party ID			Political In	terest			Region				Urban/Rural	
Zoom (cont'd)		olitical Leanin	gs Conservative	Democrat	Party ID Independent**	Republican	Most of the time	Political In	terest Only now and then	Hardly at all	Northeast	<b>Region</b> Midwest	South	West	Urban	<b>Urban/Rural</b> Suburban	Rural
<b>Zoom (cont'd)</b> 1 (Completely distrust)				Democrat 10.0%		Republican 21.7%	Most of the time 18.9%			Hardly at all 12.6%	Northeast 12.4%	_	South 15.3%	West 16.3%	Urban 14.4%		Rural 17.8%
	Liberal	Moderate*	Conservative		Independent**			Some of the time	Only now and then	-		Midwest				Suburban	
	Liberal 11.8%	Moderate* 15.3%	Conservative 19.4%	10.0%	Independent**	21.7%	18.9%	Some of the time 11.3%	Only now and then 9.7%	12.6%	12.4%	Midwest 17.2%	15.3%	16.3%	14.4%	Suburban 16.0%	17.8% 14.1% 29.6%
	Liberal 11.8% 17.2%	Moderate* 15.3% 13.7%	Conservative 19.4% 12.4%	10.0% 15.7%	Independent** 16.1% 15.5%	21.7% 11.4%	18.9% 16.4%	Some of the time 11.3% 11.4%	Only now and then 9.7% 13.5%	12.6% 14.5%	12.4% 16.5%	Midwest 17.2% 18.0%	15.3% 11.7%	16.3% 13.9%	14.4% 13.5%	Suburban 16.0% 15.6%	17.8% 14.1% 29.6% 14.2%
	Liberal 11.8% 17.2% 33.9%	Moderate* 15.3% 13.7% 29.9%	Conservative 19.4% 12.4% 28.1%	10.0% 15.7% 35.8%	Independent** 16.1% 15.5% 28.4%	21.7% 11.4% 26.8%	18.9% 16.4% 31.1%	Some of the time 11.3% 11.4% 35.0%	Only now and then 9.7% 13.5% 30.6%	12.6% 14.5% 23.0%	12.4% 16.5% 27.7%	Midwest 17.2% 18.0% 27.6%	15.3% 11.7% 32.4%	16.3% 13.9% 32.7%	14.4% 13.5% 30.2%	Suburban 16.0% 15.6% 30.0%	17.8% 14.1% 29.6%
1 (Completely distrust) 2 3	Liberal 11.8% 17.2% 33.9% 18.7%	Moderate* 15.3% 13.7% 29.9% 17.8%	Conservative 19.4% 12.4% 28.1% 14.3%	10.0% 15.7% 35.8% 18.7%	Independent** 16.1% 15.5% 28.4% 15.4%	21.7% 11.4% 26.8% 16.7%	18.9% 16.4% 31.1% 18.5%	Some of the time 11.3% 11.4% 35.0% 14.9%	Only now and then 9.7% 13.5% 30.6% 19.9%	12.6% 14.5% 23.0% 13.9%	12.4% 16.5% 27.7% 16.4%	Midwest 17.2% 18.0% 27.6% 18.3%	15.3% 11.7% 32.4% 16.8%	16.3% 13.9% 32.7% 16.5%	14.4% 13.5% 30.2% 18.1%	Suburban 16.0% 15.6% 30.0% 18.4%	17.8% 14.1% 29.6% 14.2%
1 (Completely distrust) 2 3 4 5 (Completely trust)	Liberal 11.8% 17.2% 33.9% 18.7% 9.7%	Moderate* 15.3% 13.7% 29.9% 17.8% 4.0%	Conservative 19.4% 12.4% 28.1% 14.3% 6.0%	10.0% 15.7% 35.8% 18.7% 8.9%	Independent**  16.1%  15.5%  28.4%  15.4%  3.5%	21.7% 11.4% 26.8% 16.7% 7.0%	18.9% 16.4% 31.1% 18.5% 6.1%	Some of the time 11.3% 11.4% 35.0% 14.9% 5.2%	Only now and then 9.7% 13.5% 30.6% 19.9% 10.5%	12.6% 14.5% 23.0% 13.9% 8.7%	12.4% 16.5% 27.7% 16.4% 7.6%	Midwest 17.2% 18.0% 27.6% 18.3% 2.5%	15.3% 11.7% 32.4% 16.8% 7.1%	16.3% 13.9% 32.7% 16.5% 8.1%	14.4% 13.5% 30.2% 18.1% 8.1%	Suburban 16.0% 15.6% 30.0% 18.4% 6.6%	17.8% 14.1% 29.6% 14.2% 5.9%

**Trust**Q. On a scale from 1 to 5 where 1 is completely distrust and 5 is completely trust, please indicate how much you trust each organization or entity below to collect and use your personal information/data.

Twitter	All	Gen	der		A	ge		Employm	ent Status		Incor	ne			Educa	ation	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	34.8%	41.0%	28.9%	26.2%	29.0%	38.8%	44.2%	31.2%	37.5%	33.6%	33.4%	32.1%	38.6%	34.7%	37.0%	31.7%	33.8%
2	19.6%	19.3%	19.9%	20.5%	16.6%	18.2%	24.5%	21.9%	17.9%	16.7%	19.4%	19.5%	25.7%	15.3%	19.8%	24.6%	25.8%
3	23.2%	19.9%	26.4%	25.0%	27.8%	22.6%	16.7%	25.7%	21.3%	26.7%	24.1%	25.5%	19.7%	21.7%	26.0%	21.3%	23.7%
4	8.9%	9.0%	8.7%	14.3%	10.9%	8.1%	1.9%	8.8%	8.9%	7.5%	8.8%	10.9%	9.2%	9.2%	7.1%	11.3%	8.6%
5 (Completely trust)	4.9%	5.0%	4.8%	7.0%	7.1%	3.2%	2.9%	5.4%	4.6%	6.7%	5.9%	4.7%	4.1%	7.3%	3.2%	4.6%	2.3%
Never heard of /Don't know	8.6%	5.8%	11.3%	7.0%	8.5%	9.0%	9.8%	7.0%	9.8%	8.9%	8.4%	7.2%	2.8%	11.8%	7.0%	6.5%	5.7%
Sample size	998	479	519	173	273	341	211	446	552	245	258	205	152	374	310	203	111
Twitter (cont'd)	Po	olitical Leaning	gs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
1 (Completely distrust)	18.4%	34.6%	51.9%	19.4%	40.1%	48.4%	39.6%	31.6%	22.7%	35.2%	30.4%	44.6%	34.4%	30.0%	27.2%	36.0%	41.7%
2	25.9%	15.9%	17.5%	22.9%	17.5%	17.8%	23.2%	19.3%	12.8%	8.3%	19.8%	18.2%	19.3%	21.3%	16.2%	21.6%	19.7%
3	29.2%	25.7%	13.9%	30.2%	21.1%	16.6%	20.5%	25.3%	32.5%	32.1%	22.1%	18.7%	24.1%	26.5%	25.7%	24.5%	17.3%
4	14.3%	9.0%	3.2%	13.5%	6.9%	5.1%	6.9%	8.1%	18.6%	6.9%	7.8%	6.8%	10.4%	9.0%	12.3%	8.6%	5.6%
5 (Completely trust)	6.4%	4.2%	4.3%	6.1%	4.2%	4.3%	5.4%	5.9%	2.1%	3.9%	8.8%	3.6%	3.3%	5.8%	10.1%	3.1%	3.4%
Never heard of /Don't know	5.7%	10.6%	9.3%	7.8%	10.1%	7.8%	4.4%	9.9%	11.3%	13.5%	11.2%	8.2%	8.5%	7.3%	8.5%	6.2%	12.4%
Sample size	315	367	315	357	360	281	540	238	112	55	165	210	397	226	266	422	212
U.S. federal government	All	Gen	der		A	ge		Employm	ent Status		Incor	me			Educa	ation	
U.S. federal government	<b>All</b>	<b>Gen</b> Male	<b>der</b> Female	18-29	<b>A</b> 30-44	<b>ge</b> 45-64	65+	<b>Employm</b> Working	ent Status Not Working	Under \$30k	Incor \$30K-\$59,999	<b>ne</b> \$60K-\$99,999	\$100K+	HS or Less	Educa Some College	ation College Grad	Post Grad
U.S. federal government  1 (Completely distrust)				18-29 27.5%		_	65+ 25.5%			Under \$30k 29.7%			\$100K+ 27.1%	HS or Less 26.0%			Post Grad 24.4%
	All	Male	Female		30-44	45-64		Working 26.1% 23.2%	Not Working		\$30K-\$59,999 22.3% 26.2%	\$60K-\$99,999			Some College	College Grad	
	All 26.1%	Male 28.6%	Female 23.7%	27.5%	30-44 21.3%	45-64 29.2%	25.5%	Working 26.1%	Not Working 26.0%	29.7%	\$30K-\$59,999 22.3%	\$60K-\$99,999 26.3%	27.1%	26.0%	Some College 27.7%	College Grad 24.5%	24.4%
	AII 26.1% 23.4%	Male 28.6% 25.7%	Female 23.7% 21.2%	27.5% 21.0%	30-44 21.3% 25.8%	45-64 29.2% 22.0%	25.5% 25.4%	Working 26.1% 23.2%	Not Working 26.0% 23.6%	29.7% 20.0%	\$30K-\$59,999 22.3% 26.2%	\$60K-\$99,999 26.3% 17.9%	27.1% 26.3%	26.0% 21.9%	Some College 27.7% 22.0%	College Grad 24.5% 28.3%	24.4% 24.7% 28.2%
	AII 26.1% 23.4% 28.1%	Male 28.6% 25.7% 23.8%	Female 23.7% 21.2% 32.2%	27.5% 21.0% 25.9%	30-44 21.3% 25.8% 26.6%	45-64 29.2% 22.0% 27.4%	25.5% 25.4% 33.4%	Working 26.1% 23.2% 28.5%	Not Working 26.0% 23.6% 27.8%	29.7% 20.0% 27.4%	\$30K-\$59,999 22.3% 26.2% 27.6%	\$60K-\$99,999 26.3% 17.9% 32.1%	27.1% 26.3% 26.9%	26.0% 21.9% 22.6%	Some College 27.7% 22.0% 33.6%	College Grad 24.5% 28.3% 30.1%	24.4% 24.7% 28.2%
1 (Completely distrust) 2 3	AII 26.1% 23.4% 28.1% 14.4%	Male 28.6% 25.7% 23.8% 15.3%	Female 23.7% 21.2% 32.2% 13.5%	27.5% 21.0% 25.9% 15.6%	30-44 21.3% 25.8% 26.6% 14.2%	45-64 29.2% 22.0% 27.4% 15.4%	25.5% 25.4% 33.4% 11.9%	Working 26.1% 23.2% 28.5% 14.9%	Not Working 26.0% 23.6% 27.8% 14.0%	29.7% 20.0% 27.4% 13.8%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0%	27.1% 26.3% 26.9% 15.9%	26.0% 21.9% 22.6% 17.8%	Some College 27.7% 22.0% 33.6% 9.7%	College Grad 24.5% 28.3% 30.1% 12.4%	24.4% 24.7% 28.2% 19.4%
1 (Completely distrust) 2 3 4 5 (Completely trust)	AII 26.1% 23.4% 28.1% 14.4% 4.6%	Male 28.6% 25.7% 23.8% 15.3% 3.9%	Female 23.7% 21.2% 32.2% 13.5% 5.2%	27.5% 21.0% 25.9% 15.6% 6.2%	30-44 21.3% 25.8% 26.6% 14.2% 6.0%	45-64 29.2% 22.0% 27.4% 15.4% 3.3%	25.5% 25.4% 33.4% 11.9% 3.2%	Working 26.1% 23.2% 28.5% 14.9% 3.8%	Not Working 26.0% 23.6% 27.8% 14.0% 5.2%	29.7% 20.0% 27.4% 13.8% 5.3%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6%	27.1% 26.3% 26.9% 15.9% 3.3%	26.0% 21.9% 22.6% 17.8% 5.4%	Some College 27.7% 22.0% 33.6% 9.7% 5.4%	College Grad 24.5% 28.3% 30.1% 12.4% 3.4%	24.4% 24.7% 28.2% 19.4% 0.8% 2.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know	AII 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996	Male 28.6% 25.7% 23.8% 15.3% 3.9% 2.6%	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518	27.5% 21.0% 25.9% 15.6% 6.2% 3.8%	30-44 21.3% 25.8% 26.6% 14.2% 6.0%	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7%	Working 26.1% 23.2% 28.5% 14.9% 3.8% 3.5%	Not Working 26.0% 23.6% 27.8% 14.0% 5.2% 3.4%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1%	27.1% 26.3% 26.9% 15.9% 3.3% 0.4%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2%	Some College 27.7% 22.0% 33.6% 9.7% 5.4% 1.5%	College Grad 24.5% 28.3% 30.1% 12.4% 3.4% 1.2%	24.4% 24.7% 28.2% 19.4% 0.8% 2.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	AII 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996	Male 28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518	27.5% 21.0% 25.9% 15.6% 6.2% 3.8%	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7%	Working 26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445	Not Working 26.0% 23.6% 27.8% 14.0% 5.2% 3.4%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204	27.1% 26.3% 26.9% 15.9% 3.3% 0.4%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2%	Some College 27.7% 22.0% 33.6% 9.7% 5.4% 1.5%	College Grad 24.5% 28.3% 30.1% 12.4% 3.4% 1.2% 203	24.4% 24.7% 28.2% 19.4% 0.8% 2.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	AII 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996	Male 28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 551	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373	Some College 27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310	College Grad 24.5% 28.3% 30.1% 12.4% 3.4% 1.2% 203	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  U.S. federal government (cont'd)	All 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996	Male 28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478  Diltical Leaning	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518  Conservative	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273 Party ID	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445  Political In	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 551  terest Only now and then	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204 Region	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373	Some College 27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310	College Grad	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  U.S. federal government (cont'd)	All 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996  Liberal 24.7%	Male 28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478  Diltical Leaning Moderate* 24.6%	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518  Conservative 29.0%	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172 Democrat 24.7%	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273  Party ID  Independent** 29.1%	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340 Republican 24.2%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445  Political In  Some of the time 19.8%	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 551  terest  Only now and then 22.3%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245 Hardly at all 20.4%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257 Northeast 28.5%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204  Region  Midwest 29.1%	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152 South 23.9%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373 West 25.0%	27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310	College Grad	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110 Rural 33.6%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  U.S. federal government (cont'd)	All 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996  Liberal 24.7% 26.8%	Male  28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478  Dilitical Leaning Moderate* 24.6% 22.2%	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518  Conservative 29.0% 21.5%	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172 Democrat 24.7% 23.1%	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273  Party ID  Independent** 29.1% 23.3%	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340 Republican 24.2% 24.1%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211 Most of the time 30.4% 25.1%	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445  Political In  Some of the time 19.8% 26.2%	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 551  terest  Only now and then 22.3% 20.5%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245 Hardly at all 20.4% 15.7%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257 Northeast 28.5% 23.9%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204  Region  Midwest 29.1% 23.1%	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152 South 23.9% 23.6%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373 West 25.0% 23.2%	27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310  Urban 20.5% 20.2%	College Grad 24.5% 28.3% 30.1% 12.4% 3.4% 203  Urban/Rural Suburban 25.1% 26.7%	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110 Rural 33.6% 21.6%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  U.S. federal government (cont'd)	All 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996  Liberal 24.7% 26.8% 25.2%	Male  28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478  Ditical Leaning Moderate* 24.6% 22.2% 27.1%	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518  Conservative 29.0% 21.5% 32.3%	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172 Democrat 24.7% 23.1% 26.2%	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273  Party ID  Independent** 29.1% 23.3% 26.8%	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340 Republican 24.2% 24.1% 32.3%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211 Most of the time 30.4% 25.1% 29.8%	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445  Political In  Some of the time 19.8% 26.2% 27.6%	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 5551   terest  Only now and then 22.3% 20.5% 29.0%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245  Hardly at all 20.4% 15.7% 25.1%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257 Northeast 28.5% 23.9% 24.4%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204  Region  Midwest 29.1% 23.1% 30.5%	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152 South 23.9% 28.3%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373 West 25.0% 23.2% 28.4%	27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310  Urban 20.5% 20.2% 28.0%	College Grad 24,5% 28,3% 30,1% 12,4% 3,4% 1,2% 203  Urban/Rural Suburban 25,1% 26,7% 30,0%	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110 Rural 33.6% 21.6% 27.2%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  U.S. federal government (cont'd)  1 (Completely distrust) 2 3 4	All 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996  Liberal 24.7% 26.8% 25.2% 16.2%	Male  28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478  Ditical Leaning Moderate* 24.6% 22.2% 27.1% 16.3%	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518  Conservative 29.0% 21.5% 32.3% 10.4%	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172 Democrat 24.7% 23.1% 26.2% 18.1%	30-44  21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273  Party ID  Independent** 29.1% 23.3% 26.8% 11.6%	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340 Republican 24.2% 24.1% 32.3% 13.1%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211 Most of the time 30.4% 25.1% 29.8% 10.5%	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445  Political In  Some of the time 19.8% 26.2% 27.6% 16.4%	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 5551   terest  Only now and then 22.3% 20.5% 29.0% 22.5%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245  Hardly at all 20.4% 15.7% 25.1% 23.1%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257 Northeast 28.5% 23.9% 24.4% 14.5%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204  Region  Midwest 29.1% 23.1% 30.5% 12.5%	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152 South 23.9% 28.3% 14.4%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373 West 25.0% 23.2% 28.4% 15.9%	27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310  Urban 20.5% 20.2% 28.0% 18.5%	College Grad 24.5% 28.3% 30.1% 12.4% 3.4% 1.29 203  Urban/Rural Suburban 25.1% 26.7% 30.0% 13.2%	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110 Rural 33.6% 21.6% 27.2% 10.5%
1 (Completely distrust) 2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  U.S. federal government (cont'd)  1 (Completely distrust) 2 3 4 5 (Completely trust)	All 26.1% 23.4% 28.1% 14.4% 4.6% 3.4% 996  Liberal 24.7% 26.8% 25.2% 16.2% 5.2%	Male  28.6% 25.7% 23.8% 15.3% 3.9% 2.6% 478   Dilitical Leaning Moderate* 24.6% 22.2% 27.1% 16.3% 3.4%	Female 23.7% 21.2% 32.2% 13.5% 5.2% 4.2% 518  Conservative 29.0% 21.5% 32.3% 10.4% 5.3%	27.5% 21.0% 25.9% 15.6% 6.2% 3.8% 172 Democrat 24.7% 23.1% 26.2% 18.1% 5.5%	30-44 21.3% 25.8% 26.6% 14.2% 6.0% 6.2% 273  Party ID  Independent** 29.1% 23.3% 26.8% 11.6% 3.3%	45-64 29.2% 22.0% 27.4% 15.4% 3.3% 2.7% 340 Republican 24.2% 24.1% 32.3% 13.1% 4.9%	25.5% 25.4% 33.4% 11.9% 3.2% 0.7% 211  Most of the time 30.4% 25.1% 29.8% 10.5% 3.8%	Working  26.1% 23.2% 28.5% 14.9% 3.8% 3.5% 445  Political In  Some of the time 19.8% 26.2% 27.6% 16.4% 6.4%	Not Working  26.0% 23.6% 27.8% 14.0% 5.2% 3.4% 551   terest  Only now and then 22.3% 20.5% 29.0% 22.5% 4.4%	29.7% 20.0% 27.4% 13.8% 5.3% 3.7% 245  Hardly at all 20.4% 15.7% 25.1% 23.1% 7.8%	\$30K-\$59,999 22.3% 26.2% 27.6% 17.5% 6.1% 0.3% 257  Northeast 28.5% 23.9% 24.4% 14.5% 6.1%	\$60K-\$99,999 26.3% 17.9% 32.1% 15.0% 5.6% 3.1% 204  Region  Midwest 29.1% 23.1% 30.5% 12.5% 2.9%	27.1% 26.3% 26.9% 15.9% 3.3% 0.4% 152 South 23.9% 28.3% 14.4% 4.9%	26.0% 21.9% 22.6% 17.8% 5.4% 6.2% 373 West 25.0% 23.2% 28.4% 15.9% 4.3%	27.7% 22.0% 33.6% 9.7% 5.4% 1.5% 310  Urban 20.5% 20.2% 28.0% 18.5% 8.0%	College Grad 24.5% 28.3% 30.1% 12.4% 3.4% 1.29 203  Urban/Rural Suburban 25.1% 26.7% 30.0% 13.2% 3.4%	24.4% 24.7% 28.2% 19.4% 0.8% 2.5% 110 Rural 33.6% 21.6% 27.2% 10.5% 2.4%

**Trust**Q. On a scale from 1 to 5 where 1 is completely distrust and 5 is completely trust, please indicate how much you trust each organization or entity below to collect and use your personal information/data.

Your state government	AII	Gen	der		А	ge		Employm	ent Status		Inco	me			Educa	tion	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	17.1%	19.2%	15.2%	20.9%	16.5%	16.0%	15.8%	16.7%	17.5%	20.6%	16.9%	15.0%	15.1%	20.5%	17.4%	14.8%	8.6%
2	16.6%	16.0%	17.2%	14.5%	15.0%	18.3%	18.0%	15.4%	17.6%	13.9%	16.9%	15.9%	16.0%	14.4%	20.5%	15.4%	15.2%
3	30.7%	27.5%	33.8%	28.1%	32.1%	32.1%	29.6%	32.3%	29.5%	30.8%	31.8%	36.5%	27.0%	27.8%	30.7%	31.8%	39.4%
4	22.2%	23.2%	21.2%	17.1%	21.4%	22.4%	28.1%	23.5%	21.2%	20.3%	24.2%	20.0%	32.6%	19.3%	19.4%	26.8%	32.5%
5 (Completely trust)	9.2%	9.9%	8.6%	10.7%	8.7%	9.1%	8.4%	7.5%	10.5%	11.4%	9.1%	8.2%	8.4%	11.5%	9.4%	8.5%	1.8%
Never heard of /Don't know	4.1%	4.2%	4.0%	8.7%	6.3%	2.1%	0.0%	4.6%	3.7%	2.9%	1.1%	4.4%	0.9%	6.5%	2.6%	2.6%	2.5%
Sample size	994	478	516	173	271	339	211	444	550	244	257	205	150	373	309	203	109
Your state government (cont'd)		olitical Leaning			Party ID			Political In				Region				Urban/Rural	
	Liberal		Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
1 (Completely distrust)	12.5%	18.5%	20.1%	9.1%	22.4%	21.1%	17.9%	16.3%	11.6%	20.0%	16.4%	17.7%	17.2%	17.1%	12.4%	19.4%	18.8%
2	15.5%	14.7%	20.0%	15.6%	16.1%	18.6%	18.2%	16.2%	12.7%	16.9%	14.3%	17.8%	16.8%	17.0%	16.1%	16.2%	16.7%
3	30.8%	31.7%	29.7%	34.1%	29.5%	27.9%	27.1%	36.6%	41.9%	31.0%	30.6%	29.0%	30.9%	32.2%	30.1%	31.4%	32.3%
4	25.6%	20.6%	20.6%	24.4%	20.2%	21.7%	26.3%	19.5%	14.8%	19.5%	22.0%	27.4%	22.2%	17.7%	23.6%	22.4%	20.4%
5 (Completely trust)	13.9%	6.2%	7.9%	14.1%	5.6%	7.4%	9.7%	8.0%	11.9%	7.9%	13.3%	4.7%	7.2%	13.2%	11.8%	8.2%	8.7%
Never heard of /Don't know	1.6%	8.4%	1.6%	2.6%	6.2%	3.4%	0.8%	3.3%	7.1%	4.6%	3.4%	3.4%	5.6%	2.8%	5.9%	2.3%	3.2%
Sample size	313	366	314	354	358	282	538	237	112	54	165	210	393	226	262	422	213
Your local government	All	Gen	der		A	ge		Employm	ent Status		Inco	me			Educa	ition	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
1 (Completely distrust)	AII 13.9%	Male 14.4%	Female 13.5%	18-29 17.7%	30-44 13.8%	45-64 13.0%	65+ 11.6%	Working 14.2%	Not Working 13.8%	Under \$30k 18.6%	\$30K-\$59,999 12.2%	\$60K-\$99,999 10.4%	\$100K+ 13.5%	HS or Less 16.2%	Some College 14.3%	College Grad 11.8%	Post Grad 8.5%
1 (Completely distrust)									O O			•			_		
1 (Completely distrust) 2 3	13.9%	14.4%	13.5%	17.7%	13.8%	13.0%	11.6%	14.2%	13.8%	18.6%	12.2%	10.4%	13.5%	16.2%	14.3%	11.8%	8.5%
1 (Completely distrust) 2 3 4	13.9% 14.2%	14.4% 13.6%	13.5% 14.7%	17.7% 17.2%	13.8% 14.0%	13.0% 13.5%	11.6% 12.3%	14.2% 14.3%	13.8% 14.1%	18.6% 15.1%	12.2% 14.4%	10.4% 11.2%	13.5% 14.7%	16.2% 13.3%	14.3% 15.8%	11.8% 13.0%	8.5% 14.4%
1 (Completely distrust) 2 3 4 5 (Completely trust)	13.9% 14.2% 33.6%	14.4% 13.6% 33.1%	13.5% 14.7% 34.1%	17.7% 17.2% 28.3%	13.8% 14.0% 30.5%	13.0% 13.5% 38.2%	11.6% 12.3% 35.4%	14.2% 14.3% 33.5%	13.8% 14.1% 33.7%	18.6% 15.1% 32.5%	12.2% 14.4% 34.3%	10.4% 11.2% 41.4%	13.5% 14.7% 26.6%	16.2% 13.3% 29.3%	14.3% 15.8% 37.6%	11.8% 13.0% 35.5%	8.5% 14.4% 34.3%
2 3 4	13.9% 14.2% 33.6% 26.2%	14.4% 13.6% 33.1% 26.4%	13.5% 14.7% 34.1% 26.1%	17.7% 17.2% 28.3% 18.0%	13.8% 14.0% 30.5% 29.1%	13.0% 13.5% 38.2% 25.9%	11.6% 12.3% 35.4% 32.0%	14.2% 14.3% 33.5% 26.7%	13.8% 14.1% 33.7% 25.9%	18.6% 15.1% 32.5% 23.4%	12.2% 14.4% 34.3% 27.8%	10.4% 11.2% 41.4% 23.9%	13.5% 14.7% 26.6% 36.1%	16.2% 13.3% 29.3% 24.6%	14.3% 15.8% 37.6% 23.1%	11.8% 13.0% 35.5% 28.1%	8.5% 14.4% 34.3% 37.9%
2 3 4 5 (Completely trust)	13.9% 14.2% 33.6% 26.2% 8.4%	14.4% 13.6% 33.1% 26.4% 9.2%	13.5% 14.7% 34.1% 26.1% 7.6%	17.7% 17.2% 28.3% 18.0% 12.8%	13.8% 14.0% 30.5% 29.1% 6.9%	13.0% 13.5% 38.2% 25.9% 7.3%	11.6% 12.3% 35.4% 32.0% 7.4%	14.2% 14.3% 33.5% 26.7% 7.4%	13.8% 14.1% 33.7% 25.9% 9.2%	18.6% 15.1% 32.5% 23.4% 6.8%	12.2% 14.4% 34.3% 27.8% 10.4%	10.4% 11.2% 41.4% 23.9% 10.5%	13.5% 14.7% 26.6% 36.1% 8.1%	16.2% 13.3% 29.3% 24.6% 11.0%	14.3% 15.8% 37.6% 23.1% 6.8%	11.8% 13.0% 35.5% 28.1% 9.1%	8.5% 14.4% 34.3% 37.9% 2.5%
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	13.9% 14.2% 33.6% 26.2% 8.4% 3.7%	14.4% 13.6% 33.1% 26.4% 9.2% 3.3%	13.5% 14.7% 34.1% 26.1% 7.6% 4.0%	17.7% 17.2% 28.3% 18.0% 12.8% 6.1%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3%	14.2% 14.3% 33.5% 26.7% 7.4% 4.0%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4%	18.6% 15.1% 32.5% 23.4% 6.8% 3.6%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9%	10.4% 11.2% 41.4% 23.9% 10.5% 2.6%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5%	11.8% 13.0% 35.5% 28.1% 9.1% 2.6%	8.5% 14.4% 34.3% 37.9% 2.5%
2 3 4 5 (Completely trust) Never heard of /Don't know	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998	14.4% 13.6% 33.1% 26.4% 9.2% 3.3%	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519	17.7% 17.2% 28.3% 18.0% 12.8% 6.1%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3%	14.2% 14.3% 33.5% 26.7% 7.4% 4.0%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552	18.6% 15.1% 32.5% 23.4% 6.8% 3.6%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9%	10.4% 11.2% 41.4% 23.9% 10.5% 2.6%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310	11.8% 13.0% 35.5% 28.1% 9.1% 2.6%	8.5% 14.4% 34.3% 37.9% 2.5%
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998	14.4% 13.6% 33.1% 26.4% 9.2% 3.3% 479	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519	17.7% 17.2% 28.3% 18.0% 12.8% 6.1%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273	13.0% 13.5% 38.2% 25.9% 7.3% 2.0%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3%	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552	18.6% 15.1% 32.5% 23.4% 6.8% 3.6%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9%	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205	13.5% 14.7% 26.6% 36.1% 8.1% 0.9%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203	8.5% 14.4% 34.3% 37.9% 2.5%
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998	14.4% 13.6% 33.1% 26.4% 9.2% 3.3% 479	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519	17.7% 17.2% 28.3% 18.0% 12.8% 6.1%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Your local government (cont'd)	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998	14.4% 13.6% 33.1% 26.4% 9.2% 3.3% 479 Ditical Leaning	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519	17.7% 17.2% 28.3% 18.0% 12.8% 6.1% 173	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273 Party ID	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446 Political Interpretation	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552 <b>erest</b> Only now and then	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205 <b>Region</b> Midwest	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203 <b>Urban/Rural</b> Suburban	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Your local government (cont'd)	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998 Pc Liberal 9.2%	14.4% 13.6% 33.1% 26.4% 9.2% 3.3% 479 <b>Ditical Leaning</b> Moderate*	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519 S Conservative 15.3%	17.7% 17.2% 28.3% 18.0% 12.8% 6.1% 173	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273 Party ID Independent** 19.6%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341 Republican 15.2%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446 Political Into Some of the time 15.2%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552 <b>erest</b> Only now and then 13.4%	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258 Northeast 10.8%	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205 <b>Region</b> Midwest 14.1%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152 South 14.2%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374 West 15.7%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310 Urban	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203 <b>Urban/Rural</b> Suburban 13.2%	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Your local government (cont'd)	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998 Pc Liberal 9.2% 13.5%	14.4% 13.6% 33.1% 26.4% 9.2% 3.3% 479 Ditical Leaning Moderate* 16.9% 13.5%	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519 S Conservative 15.3% 15.4%	17.7% 17.2% 28.3% 18.0% 12.8% 6.1% 173 Democrat 7.6% 13.7%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273  Party ID  Independent** 19.6% 15.1%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341 Republican 15.2% 13.7%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446 Political Int Some of the time 15.2% 12.2%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552 *** Only now and then 13.4% 14.3%	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245 Hardly at all 16.8% 18.0%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258 Northeast 10.8% 15.5%	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205 <b>Region</b> Midwest 14.1% 15.9%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152 South 14.2% 14.0%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374 West 15.7% 11.9%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310 Urban 11.8% 15.4%	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203 <b>Urban/Rural</b> Suburban 13.2% 14.1%	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111 Rural 13.8% 15.4%
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Your local government (cont'd)	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998 PC Liberal 9.2% 13.5% 33.6%	14.4% 13.6% 33.1% 26.4% 9.29 3.3% 479  Ditical Leaning Moderate* 16.9% 13.5% 32.1%	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519 S Conservative 15.3% 15.4% 35.5%	17.7% 17.2% 28.3% 18.0% 12.8% 6.1% 173 Democrat 7.6% 13.7% 34.1%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273  Party ID  Independent** 19.6% 15.1% 33.9%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341 Republican 15.2% 13.7% 32.6%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211 Most of the time 12.8% 14.4% 32.2%	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446 Political Int Some of the time 15.2% 12.2% 38.2%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552 Verest Only now and then 13.4% 40.0%	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245 Hardly at all 16.8% 18.0% 28.3%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258 Northeast 10.8% 15.5% 32.4%	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205 <b>Region</b> Midwest 14.1% 15.9% 35.2%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152 South 14.2% 14.0% 32.0%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374 West 15.7% 11.9% 35.5%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310 Urban 11.8% 15.4% 33.8%	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203  Urban/Rural Suburban 13.2% 14.1% 35.4%	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111 Rural 13.8% 15.4% 31.8%
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Your local government (cont'd)  1 (Completely distrust) 2 3 4	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998 PC Liberal 9.2% 13.5% 33.6% 30.9%	14.4% 13.6% 33.1% 26.4% 9.29 3.3% 479  Ditical Leaning Moderate* 16.9% 13.5% 32.1% 23.9%	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519 S Conservative 15.3% 15.4% 35.5% 24.3%	17.7% 17.2% 28.3% 18.0% 12.8% 6.1% 173 Democrat 7.6% 13.7% 34.1%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273  Party ID  Independent** 19.6% 15.1% 33.9% 21.5%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341 Republican 15.2% 13.7% 32.6% 26.8%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211 Most of the time 12.8% 14.4% 32.2% 30.4%	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446 Political Int Some of the time 15.2% 12.2% 38.2% 24.8%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552 Perest Only now and then 13.4% 40.0% 18.3%	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245 Hardly at all 16.8% 18.0% 28.3% 21.1%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258 Northeast 10.8% 15.5% 32.4% 24.6%	10,4% 11.2% 41.4% 23.9% 10.5% 2.6% 205  Region  Midwest 14.1% 15.9% 35.2% 26.5%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152 South 14.2% 14.0% 32.0% 27.9%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374 West 15.7% 11.9% 35.5% 24.7%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310 Urban 11.8% 15.4% 33.8% 24.0%	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203  Urban/Rural  Suburban 13.2% 14.1% 35.4% 28.4%	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111 Rural 13.8% 15.4% 31.8% 24.8%
2 3 4 5 (Completely trust) Never heard of /Don't know Sample size  Your local government (cont'd)  1 (Completely distrust) 2 3 4 5 (Completely trust)	13.9% 14.2% 33.6% 26.2% 8.4% 3.7% 998 Liberal 9.2% 13.5% 33.6% 30.9% 10.2%	14.4% 13.6% 33.1% 26.4% 9.29 3.3% 479  Ditical Leaning Moderate* 16.9% 13.5% 32.1% 23.9% 7.8%	13.5% 14.7% 34.1% 26.1% 7.6% 4.0% 519 (S Conservative 15.3% 15.4% 35.5% 24.3% 7.3%	17.7% 17.2% 28.3% 18.0% 12.8% 6.1% 173 Democrat 7.6% 13.7% 34.1% 30.3% 10.9%	13.8% 14.0% 30.5% 29.1% 6.9% 5.7% 273  Party ID  Independent** 19.6% 15.1% 33.9% 21.5% 4.8%	13.0% 13.5% 38.2% 25.9% 7.3% 2.0% 341 Republican 15.2% 13.7% 32.6% 26.8% 9.5%	11.6% 12.3% 35.4% 32.0% 7.4% 1.3% 211 Most of the time 12.8% 14.4% 32.2% 30.4% 9.0%	14.2% 14.3% 33.5% 26.7% 7.4% 4.0% 446 Political Int Some of the time 15.2% 12.2% 38.2% 24.8% 6.5%	13.8% 14.1% 33.7% 25.9% 9.2% 3.4% 552  Serest  Only now and then 13.4% 40.0% 18.3% 10.5%	18.6% 15.1% 32.5% 23.4% 6.8% 3.6% 245 Hardly at all 16.8% 18.0% 28.3% 21.1% 9.9%	12.2% 14.4% 34.3% 27.8% 10.4% 0.9% 258 Northeast 10.8% 15.5% 32.4% 24.6% 13.2%	10,4% 11,2% 41,4% 23,9% 10,5% 2,6% 205  Region  Midwest 14,1% 15,9% 35,2% 26,5% 5,8%	13.5% 14.7% 26.6% 36.1% 8.1% 0.9% 152 South 14.2% 14.0% 32.0% 27.9% 7.2%	16.2% 13.3% 29.3% 24.6% 11.0% 5.5% 374  West 15.7% 11.9% 35.5% 24.7% 9.0%	14.3% 15.8% 37.6% 23.1% 6.8% 2.5% 310 Urban 11.8% 15.4% 33.8% 24.0% 9.9%	11.8% 13.0% 35.5% 28.1% 9.1% 2.6% 203  Urban/Rural  Suburban 13.2% 14.1% 35.4% 28.4% 6.5%	8.5% 14.4% 34.3% 37.9% 2.5% 2.5% 111 Rural 13.8% 15.4% 31.8% 24.8% 9.4%

## Support for breaking up tech companies

Q. Below is a list of tech companies. Please indicate whether or not you think your life would be better or worse off if the company were broken up into smaller companies.

Google	All	Ger	nder		А	ge		Employm	ent Status		Incor	ne			Educa	ation	
Better/worse if broken up	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Worse off	11.6%	12.6%	10.7%	14.9%	12.6%	10.0%	9.7%	11.8%	11.5%	11.7%	13.8%	10.9%	12.8%	13.7%	10.4%	9.3%	11.89
Somewhat worse off	14.3%	12.9%	15.7%	12.0%	17.2%	13.5%	14.4%	12.5%	15.7%	13.3%	17.3%	12.4%	14.2%	14.2%	12.4%	17.5%	15.09
Somewhat better off	17.2%	16.6%	17.8%	16.5%	19.3%	18.0%	14.3%	19.4%	15.6%	18.5%	16.3%	19.1%	16.1%	16.0%	18.7%	17.0%	17.59
Better off	29.2%	36.7%	22.0%	23.8%	23.5%	30.2%	39.9%	29.2%	29.2%	27.7%	29.9%	28.1%	36.5%	26.0%	27.7%	32.2%	39.29
Not sure	27.6%	21.1%	33.8%	32.9%	27.3%	28.3%	21.7%	27.1%	28.0%	28.7%	22.7%	29.6%	20.3%	30.1%	30.7%	23.9%	16.59
Sample size	998	479	519	173	273	340	212	446	552	246	257	204	152	373	310	203	11
Google (cont'd)	F	olitical Leanin	ngs		Party ID			Political In	terest			Region				Urban/Rural	
Better/worse if broken up	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Worse off	12.2%	12.5%	10.1%	11.6%	13.4%	9.4%	11.5%	11.5%	10.2%	14.3%	15.0%	8.1%	11.0%	13.2%	14.4%	11.4%	6.39
Somewhat worse off	16.4%	13.5%	12.9%	16.6%	13.3%	12.6%	13.2%	16.8%	20.6%	7.8%	13.0%	14.4%	14.9%	14.3%	15.2%	13.5%	16.19
Somewhat better off	16.7%	19.7%	15.0%	17.6%	15.3%	19.2%	17.7%	19.7%	15.1%	15.3%	17.1%	17.3%	19.2%	14.3%	13.0%	20.8%	17.89
Better off	26.4%	22.3%	40.1%	21.9%	31.7%	35.7%	37.6%	22.3%	15.0%	23.5%	27.8%	35.2%	26.5%	29.1%	33.6%	27.1%	29.09
Not sure	28.3%	32.1%	21.9%	32.3%	26.3%	23.2%	19.9%	29.7%	39.0%	39.1%	27.1%	25.0%	28.4%	29.1%	23.8%	27.2%	30.89
Sample size	315	367	315	356	361	281	540	238	112	54	164	210	398	226	266	422	21
Amazon	All	Gei	nder		A	ge		Employm	ent Status		Incor	ne			Educa	ation	
Better/worse if broken up	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Worse off	13.8%	14.5%	13.2%	12.9%	15.5%	14.3%	11.9%	11.3%	15.7%	16.5%	15.5%	12.3%	12.8%	13.9%	13.4%	15.0%	12.59
Somewhat worse off	15.3%	15.5%	15.0%	17.8%	13.8%	11.7%	20.1%	13.9%	16.3%	13.4%	13.6%	17.0%	18.2%	16.6%	13.9%	11.2%	21.59
Somewhat better off	16.2%	14.7%	17.5%	12.6%	14.0%	19.1%	17.6%	15.2%	16.9%	16.6%	19.4%	13.9%	15.8%	16.2%	17.9%	16.9%	9.89
Better off	28.4%	35.4%	21.7%	30.4%	27.1%	27.0%	30.1%	31.7%	25.9%	25.6%	28.4%	32.7%	31.2%	23.7%	26.8%	33.3%	40.99
Not sure	26.4%	19.8%	32.6%	26.3%	29.7%	27.7%	20.3%	27.9%	25.2%	27.9%	23.2%	24.0%	22.0%	29.5%	28.0%	23.6%	15.39
Sample size	998	478	520	172	274	340	212	445	553	246	257	204	152	373	310	203	11
Amazon (cont'd)	F	olitical Leanin	ngs		Party ID			Political In	terest			Region				Urban/Rural	
		Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
, ,	Liberal	Moderate				17.6%	13.5%	15.7%	14.3%	6.4%	15.8%	11.4%	13.8%	14.5%	13.7%	14.9%	11.09
Better/worse if broken up Worse off	Liberal 10.6%	13.8%	16.9%	11.8%	12.9%	17.0%	151570										
Better/worse if broken up			16.9% 14.9%	11.8% 13.8%	12.9% 17.8%	14.0%	15.0%	14.8%	22.9%	10.6%	14.8%	11.7%	17.0%	16.0%	13.4%	16.7%	14.09
Better/worse if broken up Worse off	10.6%	13.8%						14.8% 15.5%	22.9% 16.6%	10.6% 25.5%	14.8% 16.2%	11.7% 15.6%	17.0% 17.7%	16.0% 14.2%	13.4% 14.0%	16.7% 17.2%	
Better/worse if broken up Worse off Somewhat worse off	10.6% 15.7%	13.8% 15.2%	14.9%	13.8%	17.8%	14.0%	15.0%										16.89
Better/worse if broken up Worse off Somewhat worse off Somewhat better off	10.6% 15.7% 13.4%	13.8% 15.2% 16.6%	14.9% 18.5%	13.8% 15.3%	17.8% 14.3%	14.0% 19.5%	15.0% 16.2%	15.5%	16.6%	25.5%	16.2%	15.6%	17.7%	14.2%	14.0%	17.2%	16.89 29.59
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	10.6% 15.7% 13.4% 36.7%	13.8% 15.2% 16.6% 21.5%	14.9% 18.5% 28.1%	13.8% 15.3% 31.5%	17.8% 14.3% 24.2%	14.0% 19.5% 29.6%	15.0% 16.2% 35.5%	15.5% 25.6%	16.6% 14.8%	25.5% 15.7%	16.2% 30.6%	15.6% 34.9%	17.7% 22.6%	14.2% 30.1%	14.0% 31.5%	17.2% 27.1%	16.89 29.59

## Support for breaking up tech companies

Q. Below is a list of tech companies. Please indicate whether or not you think your life would be better or worse off if the company were broken up into smaller companies.

Microsoft	All	Gei	nder		A	ge		Employm	ent Status		Incor	ne			Educa	ation	
Better/worse if broken up	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Worse off	9.9%	11.0%	8.9%	9.0%	11.4%	11.4%	6.7%	9.8%	10.1%	10.5%	13.2%	7.7%	10.8%	10.3%	9.0%	10.9%	9.5%
Somewhat worse off	15.3%	16.5%	14.2%	13.8%	16.1%	13.8%	18.4%	16.4%	14.5%	13.2%	16.3%	17.5%	19.5%	13.5%	13.5%	20.1%	19.2%
Somewhat better off	18.4%	17.5%	19.2%	18.6%	13.5%	23.4%	16.1%	16.6%	19.8%	21.0%	19.1%	20.4%	11.6%	20.6%	17.2%	16.0%	18.3%
Better off	20.7%	26.4%	15.3%	14.4%	21.2%	19.1%	29.1%	20.7%	20.7%	19.7%	20.9%	16.6%	25.0%	18.3%	20.6%	23.1%	25.6%
Not sure	35.6%	28.6%	42.3%	44.1%	37.9%	32.2%	29.7%	36.5%	34.9%	35.6%	30.5%	37.8%	33.0%	37.4%	39.8%	29.9%	27.4%
Sample size	999	479	520	173	274	340	212	446	553	246	258	204	152	374	310	203	112
Amazon (cont'd)	ı	Political Leanin	igs		Party ID			Political In	terest			Region				Urban/Rural	
Better/worse if broken up	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Worse off	8.9%	9.2%	11.9%	7.5%	10.4%	12.6%	10.2%	11.6%	7.2%	3.7%	14.6%	6.8%	10.0%	9.2%	11.8%	9.3%	8.0%
Somewhat worse off	16.2%	14.3%	15.5%	16.8%	14.3%	14.7%	16.0%	16.6%	17.1%	11.6%	11.9%	15.0%	16.2%	16.8%	13.0%	18.1%	13.6%
Somewhat better off	18.8%	20.4%	15.8%	19.5%	15.3%	20.9%	18.3%	16.7%	23.8%	16.3%	23.7%	17.6%	18.1%	15.9%	17.9%	18.0%	18.8%
Better off	20.7%	14.8%	27.6%	17.0%	20.1%	26.3%	28.2%	16.7%	8.3%	12.7%	19.8%	27.0%	19.6%	17.6%	24.0%	18.2%	23.1%
Not sure	35.5%	41.4%	29.2%	39.3%	39.9%	25.5%	27.3%	38.4%	43.6%	55.7%	30.1%	33.6%	36.2%	40.5%	33.4%	36.4%	36.5%
Sample size	315	368	315	357	361	281	540	238	112	55	164	210	398	227	267	422	212
Apple	All	Ger	nder			ge		Employm	ent Status		Incor	ne			Educa		
Apple Better/worse if broken up	<b>All</b>	<b>Ge</b> l Male	Female	18-29	<b>A</b> 30-44	45-64	65+	Working	ent Status Not Working	Under \$30k	Incor \$30K-\$59,999	<b>ne</b> \$60K-\$99,999	\$100K+	HS or Less	<b>Educa</b> Some College	ation College Grad	Post Grad
• •			Female 7.5%	18-29 8.4%	30-44 8.6%	-	9.7%	Working 9.5%		9.7%		\$60K-\$99,999 9.8%	\$100K+ 12.6%	9.9%	Some College 9.3%	College Grad 8.3%	8.3%
Better/worse if broken up	All	Male	Female		30-44 8.6% 12.3%	45-64	9.7% 16.2%	Working 9.5% 13.6%	Not Working	9.7% 8.8%	\$30K-\$59,999 8.7% 12.4%	\$60K-\$99,999	12.6% 21.7%	9.9% 8.7%	Some College 9.3% 8.7%	College Grad 8.3% 21.0%	8.3% 23.3%
Better/worse if broken up Worse off	All 9.2%	Male 11.0%	Female 7.5%	8.4%	30-44 8.6% 12.3% 20.1%	45-64 10.0% 11.4% 19.7%	9.7%	Working 9.5% 13.6% 18.6%	Not Working 9.0%	9.7% 8.8% 15.5%	\$30K-\$59,999 8.7% 12.4% 24.0%	\$60K-\$99,999 9.8%	12.6%	9.9%	Some College 9.3%	College Grad 8.3% 21.0% 19.7%	8.3% 23.3% 20.3%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	AII 9.2% 12.6% 19.0% 23.0%	Male 11.0% 11.6% 20.6% 27.8%	Female 7.5% 13.5% 17.5% 18.4%	8.4% 11.2% 20.9% 19.2%	30-44 8.6% 12.3% 20.1% 23.4%	45-64 10.0% 11.4% 19.7% 22.9%	9.7% 16.2% 14.5% 26.5%	Working 9.5% 13.6% 18.6% 22.4%	Not Working 9.0% 11.8% 19.3% 23.4%	9.7% 8.8% 15.5% 23.6%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8%	12.6% 21.7% 14.1% 25.9%	9.9% 8.7% 19.0% 23.4%	Some College 9.3% 8.7% 18.1% 21.1%	College Grad 8.3% 21.0% 19.7% 23.3%	8.3% 23.3% 20.3% 26.3%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure	AII 9.2% 12.6% 19.0% 23.0% 36.2%	Male 11.0% 11.6% 20.6% 27.8% 29.0%	Female 7.5% 13.5% 17.5% 18.4% 43.0%	8.4% 11.2% 20.9% 19.2% 40.3%	30-44 8.6% 12.3% 20.1% 23.4% 35.7%	45-64 10.0% 11.4% 19.7% 22.9% 36.0%	9.7% 16.2% 14.5% 26.5% 32.9%	Working 9.5% 13.6% 18.6% 22.4% 35.8%	Not Working 9.0% 11.8% 19.3% 23.4% 36.5%	9.7% 8.8% 15.5% 23.6% 42.4%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9%	12.6% 21.7% 14.1% 25.9% 25.7%	9.9% 8.7% 19.0% 23.4% 39.0%	Some College 9.3% 8.7% 18.1% 21.1% 42.8%	College Grad 8.3% 21.0% 19.7% 23.3% 27.7%	8.3% 23.3% 20.3% 26.3% 21.8%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	AII 9.2% 12.6% 19.0% 23.0%	Male 11.0% 11.6% 20.6% 27.8%	Female 7.5% 13.5% 17.5% 18.4%	8.4% 11.2% 20.9% 19.2%	30-44 8.6% 12.3% 20.1% 23.4%	45-64 10.0% 11.4% 19.7% 22.9%	9.7% 16.2% 14.5% 26.5%	Working 9.5% 13.6% 18.6% 22.4%	Not Working 9.0% 11.8% 19.3% 23.4%	9.7% 8.8% 15.5% 23.6%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8%	12.6% 21.7% 14.1% 25.9%	9.9% 8.7% 19.0% 23.4%	Some College 9.3% 8.7% 18.1% 21.1%	College Grad 8.3% 21.0% 19.7% 23.3%	8.3% 23.3% 20.3% 26.3%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure	All 9.2% 12.6% 19.0% 23.0% 36.2% 999	Male 11.0% 11.6% 20.6% 27.8% 29.0%	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520	8.4% 11.2% 20.9% 19.2% 40.3%	30-44 8.6% 12.3% 20.1% 23.4% 35.7%	45-64 10.0% 11.4% 19.7% 22.9% 36.0%	9.7% 16.2% 14.5% 26.5% 32.9%	Working 9.5% 13.6% 18.6% 22.4% 35.8%	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553	9.7% 8.8% 15.5% 23.6% 42.4%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9%	12.6% 21.7% 14.1% 25.9% 25.7% 152	9.9% 8.7% 19.0% 23.4% 39.0%	9.3% 8.7% 18.1% 21.1% 42.8% 310	College Grad 8.3% 21.0% 19.7% 23.3% 27.7%	8.3% 23.3% 20.3% 26.3% 21.8%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size	All 9.2% 12.6% 19.0% 23.0% 36.2% 999	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520	8.4% 11.2% 20.9% 19.2% 40.3%	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274	45-64 10.0% 11.4% 19.7% 22.9% 36.0%	9.7% 16.2% 14.5% 26.5% 32.9%	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553	9.7% 8.8% 15.5% 23.6% 42.4%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204	12.6% 21.7% 14.1% 25.9% 25.7% 152	9.9% 8.7% 19.0% 23.4% 39.0%	9.3% 8.7% 18.1% 21.1% 42.8% 310	College Grad 8.3% 21.0% 19.7% 23.3% 27.7% 203	8.3% 23.3% 20.3% 26.3% 21.8%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Apple (cont'd)	All 9.2% 12.6% 19.0% 23.0% 36.2% 999	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520	8.4% 11.2% 20.9% 19.2% 40.3% 173	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274	45-64 10.0% 11.4% 19.7% 22.9% 36.0% 340	9.7% 16.2% 14.5% 26.5% 32.9% 212	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553	9.7% 8.8% 15.5% 23.6% 42.4% 246	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3% 258	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204	12.6% 21.7% 14.1% 25.9% 25.7% 152	9.9% 8.7% 19.0% 23.4% 39.0% 374	Some College 9.3% 8.7% 18.1% 21.1% 42.8% 310	College Grad 8.3% 21.0% 19.7% 23.3% 27.7% 203	8.3% 23.3% 20.3% 26.3% 21.8% 112
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Apple (cont'd) Better/worse if broken up	All 9.2% 12.6% 19.0% 23.0% 36.2% 999	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479  Political Leanin Moderate*	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520  Ogs Conservative	8.4% 11.2% 20.9% 19.2% 40.3% 173	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274 Party ID	45-64 10.0% 11.4% 19.7% 22.9% 36.0% 340 Republican	9.7% 16.2% 14.5% 26.5% 32.9% 212	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446  Political In	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553  terest Only now and then	9.7% 8.8% 15.5% 23.6% 42.4% 246	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3% 258	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204  Region  Midwest	12.6% 21.7% 14.1% 25.9% 25.7% 152	9.9% 8.7% 19.0% 23.4% 39.0% 374	9.3% 8.7% 18.1% 21.1% 42.8% 310	College Grad 8.3% 21.0% 19.7% 23.3% 27.7% 203  Urban/Rural Suburban	8.3% 23.3% 20.3% 26.3% 21.8% 112
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Apple (cont'd) Better/worse if broken up Worse off	All 9.2% 12.6% 19.0% 23.0% 36.2% 999	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479  Political Leanin Moderate* 10.7%	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520  One of the control of the	8.4% 11.2% 20.9% 19.2% 40.3% 173 Democrat 7.6%	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274 Party ID Independent** 11.5%	45-64 10.0% 11.4% 19.7% 22.9% 36.0% 340 Republican 8.6%	9.7% 16.2% 14.5% 26.5% 32.9% 212 Most of the time 12.0%	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446  Political In  Some of the time 7.6%	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553  terest Only now and then 6.1%	9.7% 8.8% 15.5% 23.6% 42.4% 246 Hardly at all 3.5%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3% 258 Northeast 11.4%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204 Region Midwest 7.9%	12.6% 21.7% 14.1% 25.9% 25.7% 152 South 8.7%	9.9% 8.7% 19.0% 23.4% 39.0% 374 West 9.7%	9.3% 8.7% 18.1% 21.1% 42.8% 310 Urban 9.3%	College Grad  8.3% 21.0% 19.7% 23.3% 27.7% 203  Urban/Rural Suburban 10.7%	8.3% 23.3% 20.3% 26.3% 21.8% 112 Rural 6.9%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Apple (cont'd) Better/worse if broken up Worse off Somewhat worse off	All 9.2% 12.6% 19.0% 23.0% 36.2% 999 Liberal 8.9% 15.3%	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479  Political Leanin Moderate* 10.7% 11.4%	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520  Res Conservative 7.9% 11.2%	8.4% 11.2% 20.9% 19.2% 40.3% 173 Democrat 7.6% 13.8%	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274 Party ID Independent** 11.5% 12.7%	45-64 10.0% 11.4% 19.7% 22.9% 36.0% 340 Republican 8.6% 10.7%	9.7% 16.2% 14.5% 26.5% 32.9% 212 Most of the time 12.0% 13.5%	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446  Political In  Some of the time 7.6% 11.8%	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553  terest Only now and then 6.1% 14.6%	9.7% 8.8% 15.5% 23.6% 42.4% 246 Hardly at all 3.5% 8.5%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3% 258 Northeast 11.4% 13.0%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204  Region  Midwest 7.9% 10.0%	12.6% 21.7% 14.1% 25.9% 25.7% 152 South 8.7% 14.0%	9.9% 8.7% 19.0% 23.4% 39.0% 374 West 9.7% 12.2%	9.3% 8.7% 18.1% 21.1% 42.8% 310 Urban 9.3% 9.0%	College Grad  8.3% 21.0% 19.7% 23.3% 27.7% 203  Urban/Rural  Suburban 10.7% 16.2%	8.3% 23.3% 20.3% 26.3% 21.8% 112 Rural 6.9% 10.5%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Apple (cont'd) Better/worse if broken up Worse off Somewhat worse off Somewhat better off	All 9.2% 12.6% 19.0% 23.0% 36.2% 999  Liberal 8.9% 15.3% 19.8%	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479  Political Leanin Moderate* 10.7% 11.4% 19.5%	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520  See Section 11.2% 11.2% 17.5%	8.4% 11.2% 20.9% 19.2% 40.3% 173 Democrat 7.6% 13.8% 20.4%	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274 Party ID Independent** 11.5% 12.7% 18.2%	45-64 10.0% 11.4% 19.7% 22.9% 36.0% 340 Republican 8.6% 10.7% 18.1%	9.7% 16.2% 14.5% 26.5% 32.9% 212 Most of the time 12.0% 13.5% 18.1%	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446  Political In  Some of the time 7.6% 11.8% 21.9%	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553  terest Only now and then 6.1% 14.6% 20.1%	9.7% 8.8% 15.5% 23.6% 42.4% 246 Hardly at all 3.5% 8.5% 20.5%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3% 258 Northeast 11.4% 13.0% 18.8%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204  Region  Midwest 7.9% 10.0% 18.4%	12.6% 21.7% 14.1% 25.9% 25.7% 152 South 8.7% 14.0% 19.2%	9.9% 8.7% 19.0% 23.4% 39.0% 374 West 9.7% 12.2% 19.4%	9.3% 8.7% 18.1% 21.1% 42.8% 310 Urban 9.3% 9.0% 20.9%	College Grad  8.3% 21.0% 19.7% 23.3% 27.7% 203  Urban/Rural  Suburban 10.7% 16.2% 18.7%	8.3% 23.3% 20.3% 26.3% 21.8% 112 Rural 6.9% 10.5% 15.1%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Apple (cont'd) Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	All 9.2% 12.6% 19.0% 23.0% 36.2% 999  Liberal 8.9% 15.3% 19.8% 21.7%	Male 11.0% 11.6% 20.6% 27.8% 29.0% 479  Political Leanin Moderate* 10.7% 11.4% 19.5% 16.9%	Female 7.5% 13.5% 17.5% 18.4% 43.0% 520  Septimized Truly Tr	8.4% 11.2% 20.9% 19.2% 40.3% 173 Democrat 7.6% 13.8% 20.4%	30-44 8.6% 12.3% 20.1% 23.4% 35.7% 274 Party ID Independent** 11.5% 12.7% 18.2% 19.1%	45-64 10.0% 11.4% 19.7% 22.9% 36.0% 340 Republican 8.6% 10.7% 18.1% 31.3%	9.7% 16.2% 14.5% 26.5% 32.9% 212  Most of the time 12.0% 13.5% 18.1% 29.0%	Working 9.5% 13.6% 18.6% 22.4% 35.8% 446  Political In  Some of the time 7.6% 11.8% 21.9% 17.5%	Not Working 9.0% 11.8% 19.3% 23.4% 36.5% 553  terest Only now and then 6.1% 14.6% 20.1% 15.2%	9.7% 8.8% 15.5% 23.6% 42.4% 246 Hardly at all 3.5% 8.5% 20.5% 14.9%	\$30K-\$59,999 8.7% 12.4% 24.0% 20.6% 34.3% 258 Northeast 11.4% 13.0% 18.8% 23.7%	\$60K-\$99,999 9.8% 13.5% 22.0% 20.8% 33.9% 204  Region  Midwest 7.9% 10.0% 18.4% 29.0%	12.6% 21.7% 14.1% 25.9% 25.7% 152 South 8.7% 14.0% 19.2%	9.9% 8.7% 19.0% 23.4% 39.0% 374 West 9.7% 12.2% 19.4% 22.0%	9.3% 8.7% 18.1% 21.1% 42.8% 310  Urban 9.3% 9.0% 20.9% 24.8%	College Grad  8.3% 21.0% 19.7% 23.3% 27.7% 203  Urban/Rural  Suburban 10.7% 16.2% 18.7% 21.3%	8.3% 23.3% 20.3% 26.3% 21.8% 112 Rural 6.9% 10.5% 15.1% 23.6%

Support for breaking up tech companies

Q. Below is a list of tech companies. Please indicate whether or not you think your life would be better or worse off if the company were broken up into smaller companies.

Facebook	All	C	nder					F							Educa	. 4.1	
				40.20		ge 45.64	65.		ent Status	11	Inco		¢100K+	LIC L	Educa		Do at Card
Better/worse if broken up	AII 7.6%	Male	Female	18-29	30-44	45-64	65+ 5.7%	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+ 7.7%	HS or Less	Some College	College Grad	Post Grad
Worse off		7.2%	8.0%	8.0%	11.2%	5.8%		7.3%	7.8%	11.4%	7.1%	4.9%		6.7%	7.5%	8.7%	9.2%
Somewhat worse off	9.4%	9.4%	9.5%	11.2%	9.2%	9.5%	7.7%	7.7%	10.7%	8.3%	14.7%	7.9%	8.0%	13.4%	6.9%	7.8%	5.6%
Somewhat better off	16.2%	16.3%	16.2%	17.6%	17.1%	15.5%	14.8%	15.0%	17.2%	18.4%	16.0%	20.4%	8.8%	18.6%	15.4%	15.5%	11.6%
Better off	38.5%	46.7%	30.8%	32.7%	30.4%	41.5%	49.7%	39.2%	38.0%	30.9%	39.6%	38.1%	52.1%	32.4%	41.3%	40.5%	48.7%
Not sure	28.2%	20.4%	35.6%	30.6%	32.1%	27.6%	22.0%	30.7%	26.3%	31.1%	22.6%	28.7%	23.4%	28.9%	28.9%	27.5%	24.9%
Sample size	999	479	520	173	274	340	212	446	553	246	258	204	152	374	310	203	112
Facebook (cont'd)	ı	Political Leanin	gs		Party ID			Political In	terest			Region				Urban/Rural	
Better/worse if broken up	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Worse off	7.2%	6.8%	9.0%	6.7%	9.4%	6.4%	7.8%	6.9%	5.2%	5.9%	5.9%	4.1%	8.3%	10.7%	10.3%	5.6%	8.5%
Somewhat worse off	8.8%	11.3%	7.9%	9.8%	8.6%	10.0%	7.4%	11.1%	18.4%	3.9%	13.2%	5.9%	9.6%	9.5%	11.6%	9.4%	8.2%
Somewhat better off	17.3%	16.1%	15.3%	18.0%	13.4%	17.5%	15.6%	16.9%	19.7%	15.5%	13.2%	15.5%	16.6%	18.4%	14.0%	17.7%	13.5%
Better off	41.3%	30.3%	45.5%	33.7%	37.7%	46.0%	51.4%	29.3%	22.9%	25.9%	39.1%	47.2%	35.5%	35.3%	36.7%	38.6%	42.6%
Not sure	25.4%	35.5%	22.3%	31.7%	31.0%	20.0%	17.8%	35.8%	33.8%	48.8%	28.6%	27.3%	29.9%	26.1%	27.4%	28.7%	27.2%
Sample size	315	368	315	357	361	281	540	238	112	55	164	210	398	227	267	422	212
Slack	All	Ger	nder			ge		Employm	ent Status		Inco	me			Educa		
Better/worse if broken up	All	Male	Female	18-29	<b>A</b> 30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Better/worse if broken up Worse off	AII 3.7%	Male 5.3%	Female 2.3%	6.4%	30-44 3.1%	45-64 2.5%	3.7%	Working 3.5%	Not Working 3.9%	4.6%	\$30K-\$59,999 3.2%	\$60K-\$99,999 4.1%	2.9%	5.7%	Some College 2.7%	College Grad 2.1%	2.4%
Better/worse if broken up Worse off Somewhat worse off	AII 3.7% 4.8%	Male 5.3% 6.4%	Female 2.3% 3.3%	6.4% 7.0%	30-44 3.1% 6.7%	45-64 2.5% 3.5%	3.7% 2.4%	Working 3.5% 4.5%	Not Working 3.9% 5.1%	4.6% 3.5%	\$30K-\$59,999 3.2% 4.2%	\$60K-\$99,999 4.1% 8.0%	2.9% 4.9%	5.7% 5.4%	Some College 2.7% 2.7%	College Grad 2.1% 6.3%	2.4% 6.5%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off	AII 3.7% 4.8% 6.9%	Male 5.3% 6.4% 8.6%	Female 2.3% 3.3% 5.3%	6.4% 7.0% 8.5%	30-44 3.1% 6.7% 13.1%	45-64 2.5% 3.5% 4.3%	3.7% 2.4% 2.1%	Working 3.5% 4.5% 8.8%	Not Working 3.9% 5.1% 5.5%	4.6% 3.5% 6.7%	\$30K-\$59,999 3.2% 4.2% 9.4%	\$60K-\$99,999 4.1% 8.0% 8.3%	2.9% 4.9% 6.2%	5.7% 5.4% 7.4%	Some College 2.7% 2.7% 5.9%	College Grad 2.1% 6.3% 6.3%	2.4% 6.5% 9.3%
Better/worse if broken up Worse off Somewhat worse off	AII 3.7% 4.8% 6.9% 8.3%	Male 5.3% 6.4% 8.6% 11.4%	Female 2.3% 3.3% 5.3% 5.4%	6.4% 7.0% 8.5% 9.0%	30-44 3.1% 6.7% 13.1% 6.6%	45-64 2.5% 3.5% 4.3% 7.9%	3.7% 2.4% 2.1% 10.3%	Working 3.5% 4.5% 8.8% 8.3%	Not Working 3.9% 5.1% 5.5% 8.4%	4.6% 3.5% 6.7% 8.3%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3%	2.9% 4.9% 6.2% 9.2%	5.7% 5.4% 7.4% 8.3%	Some College 2.7% 2.7% 5.9% 9.5%	College Grad 2.1% 6.3% 6.3% 8.5%	2.4% 6.5% 9.3% 4.7%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure	AII 3.7% 4.8% 6.9% 8.3% 76.2%	Male 5.3% 6.4% 8.6% 11.4% 68.2%	Female 2.3% 3.3% 5.3% 5.4% 83.7%	6.4% 7.0% 8.5% 9.0% 69.1%	30-44 3.1% 6.7% 13.1% 6.6% 70.4%	45-64 2.5% 3.5% 4.3% 7.9% 81.7%	3.7% 2.4% 2.1% 10.3% 81.5%	Working 3.5% 4.5% 8.8% 8.3% 75.0%	Not Working 3.9% 5.1% 5.5% 8.4% 77.1%	4.6% 3.5% 6.7% 8.3% 76.9%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4%	2.9% 4.9% 6.2% 9.2% 76.9%	5.7% 5.4% 7.4% 8.3% 73.2%	Some College 2.7% 2.7% 5.9% 9.5% 79.1%	College Grad 2.1% 6.3% 6.3% 8.5% 76.8%	2.4% 6.5% 9.3% 4.7% 77.1%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	AII 3.7% 4.8% 6.9% 8.3%	Male 5.3% 6.4% 8.6% 11.4%	Female 2.3% 3.3% 5.3% 5.4%	6.4% 7.0% 8.5% 9.0%	30-44 3.1% 6.7% 13.1% 6.6%	45-64 2.5% 3.5% 4.3% 7.9%	3.7% 2.4% 2.1% 10.3%	Working 3.5% 4.5% 8.8% 8.3%	Not Working 3.9% 5.1% 5.5% 8.4%	4.6% 3.5% 6.7% 8.3%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3%	2.9% 4.9% 6.2% 9.2%	5.7% 5.4% 7.4% 8.3%	Some College 2.7% 2.7% 5.9% 9.5%	College Grad 2.1% 6.3% 6.3% 8.5%	2.4% 6.5% 9.3% 4.7%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure	All 3.7% 4.8% 6.9% 8.3% 76.2% 998	Male 5.3% 6.4% 8.6% 11.4% 68.2%	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519	6.4% 7.0% 8.5% 9.0% 69.1%	30-44 3.1% 6.7% 13.1% 6.6% 70.4%	45-64 2.5% 3.5% 4.3% 7.9% 81.7%	3.7% 2.4% 2.1% 10.3% 81.5%	Working 3.5% 4.5% 8.8% 8.3% 75.0%	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552	4.6% 3.5% 6.7% 8.3% 76.9%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4%	2.9% 4.9% 6.2% 9.2% 76.9%	5.7% 5.4% 7.4% 8.3% 73.2%	Some College 2.7% 2.7% 5.9% 9.5% 79.1% 309	College Grad 2.1% 6.3% 6.3% 8.5% 76.8%	2.4% 6.5% 9.3% 4.7% 77.1%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size	All 3.7% 4.8% 6.9% 8.3% 76.2% 998	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519	6.4% 7.0% 8.5% 9.0% 69.1%	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274	45-64 2.5% 3.5% 4.3% 7.9% 81.7%	3.7% 2.4% 2.1% 10.3% 81.5%	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552	4.6% 3.5% 6.7% 8.3% 76.9%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203	2.9% 4.9% 6.2% 9.2% 76.9%	5.7% 5.4% 7.4% 8.3% 73.2%	Some College 2.7% 2.7% 5.9% 9.5% 79.1% 309	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203	2.4% 6.5% 9.3% 4.7% 77.1%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Slack (cont'd)	AII 3.7% 4.8% 6.9% 8.3% 76.2% 998	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519	6.4% 7.0% 8.5% 9.0% 69.1% 173	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274	45-64 2.5% 3.5% 4.3% 7.9% 81.7% 339	3.7% 2.4% 2.1% 10.3% 81.5% 212	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552	4.6% 3.5% 6.7% 8.3% 76.9% 246	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0% 258	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203	2.9% 4.9% 6.2% 9.2% 76.9% 152	5.7% 5.4% 7.4% 8.3% 73.2% 374	Some College 2.7% 2.7% 5.9% 9.5% 79.1% 309	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203	2.4% 6.5% 9.3% 4.7% 77.1% 112
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Slack (cont'd) Better/worse if broken up	All 3.7% 4.8% 6.9% 8.3% 76.2% 998	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479  Political Leanin Moderate*	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519	6.4% 7.0% 8.5% 9.0% 69.1% 173	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274 Party ID	45-64 2.5% 3.5% 4.3% 7.9% 81.7% 339	3.7% 2.4% 2.1% 10.3% 81.5% 212	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446  Political In	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552  terest Only now and then	4.6% 3.5% 6.7% 8.3% 76.9% 246	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0% 258	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203  Region Midwest	2.9% 4.9% 6.2% 9.2% 76.9% 152	5.7% 5.4% 7.4% 8.3% 73.2% 374	Some College 2.7% 2.7% 5.9% 9.5% 79.1% 309	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203  Urban/Rural Suburban	2.4% 6.5% 9.3% 4.7% 77.1% 112
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Slack (cont'd) Better/worse if broken up Worse off	All 3.7% 4.8% 6.9% 8.3% 76.2% 998 Liberal	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479  Political Leanin Moderate* 3.8%	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519  Conservative 4.0%	6.4% 7.0% 8.5% 9.0% 69.1% 173 Democrat 3.6%	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274 Party ID Independent** 4.6%	45-64 2.5% 3.5% 4.3% 7.9% 81.7% 339 Republican 2.8%	3.7% 2.4% 2.1% 10.3% 81.5% 212 Most of the time 4.0%	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446  Political In Some of the time 4.7%	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552  terest Only now and then 2.1%	4.6% 3.5% 6.7% 8.3% 76.9% 246 Hardly at all 0.9%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0% 258 Northeast 9.1%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203  Region  Midwest 2.5%	2.9% 4.9% 6.2% 9.2% 76.9% 152 South 3.7%	5.7% 5.4% 7.4% 8.3% 73.2% 374 West 1.0%	Some College 2.7% 2.7% 5.9% 9.5% 79.1% 309  Urban 4.8%	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203  Urban/Rural Suburban 3.1%	2.4% 6.5% 9.3% 4.7% 77.1% 112 Rural 3.6%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Slack (cont'd) Better/worse if broken up Worse off Somewhat worse off	All 3.7% 4.8% 6.9% 8.3% 76.2% 998 Liberal 3.4% 5.0%	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479  Political Leanin Moderate* 3.8% 4.3%	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519  September 2.3% 83.7% 519  September 2.3% 83.7% 519	6.4% 7.0% 8.5% 9.0% 69.1% 173 Democrat 3.6% 4.5%	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274  Party ID  Independent** 4.6% 4.1%	45-64 2.5% 3.5% 4.3% 7.9% 81.7% 339 Republican 2.8% 6.2%	3.7% 2.4% 2.1% 10.3% 81.5% 212 Most of the time 4.0% 5.5%	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446  Political In  Some of the time 4.7% 3.5%	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552  terest Only now and then 2.1% 7.5%	4.6% 3.5% 6.7% 8.3% 76.9% 246 Hardly at all 0.9% 0.0%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0% 258 Northeast 9.1% 3.7%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203  Region  Midwest 2.5% 3.8%	2.9% 4.9% 6.2% 9.2% 76.9% 152 South 3.7% 5.7%	5.7% 5.4% 7.4% 8.3% 73.2% 374 West 1.0% 5.1%	Some College 2.7% 2.7% 5.9% 9.5% 79.1% 309  Urban 4.8% 5.1%	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203  Urban/Rural Suburban 3.1% 4.6%	2.4% 6.5% 9.3% 4.7% 77.1% 112 Rural 3.6% 3.0%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Slack (cont'd) Better/worse if broken up Worse off Somewhat worse off Somewhat better off	All 3.7% 4.8% 6.9% 8.3% 76.2% 998  Liberal 3.4% 5.0% 9.9%	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479  Political Leanin Moderate* 3.8% 4.3% 6.9%	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519  September 2.3% 83.7% 4.0%	6.4% 7.0% 8.5% 9.0% 69.1% 173 Democrat 3.6% 4.5% 8.0%	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274 Party ID Independent** 4.6% 4.1% 5.5%	45-64 2.5% 3.5% 4.3% 7.9% 81.7% 339 Republican 2.8% 6.2% 7.4%	3.7% 2.4% 2.1% 10.3% 81.5% 212  Most of the time 4.0% 5.5% 6.2%	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446  Political In Some of the time 4.7% 3.5% 7.3%	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552  terest Only now and then 2.1% 7.5% 5.8%	4.6% 3.5% 6.7% 8.3% 76.9% 246 Hardly at all 0.9% 0.0% 15.1%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0% 258  Northeast 9.1% 3.7% 7.3%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203  Region  Midwest 2.5% 3.8% 6.2%	2.9% 4.9% 6.2% 9.2% 76.9% 152 South 3.7% 5.5%	5.7% 5.4% 7.4% 8.3% 73.2% 374 West 1.0% 5.1% 9.6%	2.7% 2.7% 5.9% 9.5% 79.1% 309 Urban 4.8% 5.1%	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203  Urban/Rural Suburban 3.1% 4.6% 6.6%	2.4% 6.5% 9.3% 4.7% 77.1% 112 Rural 3.6% 3.0% 5.9%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Slack (cont'd) Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	All 3.7% 4.8% 6.9% 8.3% 76.2% 998  Liberal 3.4% 5.0% 9.9% 6.3%	Male 5.3% 6.4% 8.6% 11.4% 68.2% 479  Political Leanin Moderate* 3.8% 4.3% 6.9% 7.4%	Female 2.3% 3.3% 5.3% 5.4% 83.7% 519  September 19  Septem	6.4% 7.0% 8.5% 9.0% 69.1% 173 Democrat 3.6% 4.5% 8.0% 6.0%	30-44 3.1% 6.7% 13.1% 6.6% 70.4% 274 Party ID Independent** 4.6% 4.1% 5.5% 6.3%	45-64 2.5% 3.5% 4.3% 7.9% 81.7% 339  Republican 2.8% 6.2% 7.4% 14.0%	3.7% 2.4% 2.1% 10.3% 81.5% 212  Most of the time 4.0% 5.5% 6.2% 10.0%	Working 3.5% 4.5% 8.8% 8.3% 75.0% 446  Political In  Some of the time 4.7% 3.5% 7.3% 6.9%	Not Working 3.9% 5.1% 5.5% 8.4% 77.1% 552  terest Only now and then 2.1% 7.5% 5.8% 6.7%	4.6% 3.5% 6.7% 8.3% 76.9% 246 Hardly at all 0.9% 0.0% 15.1% 9.7%	\$30K-\$59,999 3.2% 4.2% 9.4% 5.2% 78.0% 258  Northeast 9.1% 3.7% 7.3% 7.2%	\$60K-\$99,999 4.1% 8.0% 8.3% 8.3% 71.4% 203  Region  Midwest 2.5% 3.8% 6.2% 11.4%	2.9% 4.9% 6.2% 9.2% 76.9% 152 South 3.7% 5.5% 7.4%	5.7% 5.4% 7.4% 8.3% 73.2% 374 West 1.0% 5.1% 9.6% 8.0%	2.7% 2.7% 5.9% 9.5% 79.1% 309  Urban 4.8% 5.1% 9.3% 10.8%	College Grad 2.1% 6.3% 6.3% 8.5% 76.8% 203  Urban/Rural Suburban 3.1% 4.6% 6.6% 8.1%	2.4% 6.5% 9.3% 4.7% 77.1% 112 Rural 3.6% 3.0% 5.9% 6.9%

Support for breaking up tech companies

Q. Below is a list of tech companies. Please indicate whether or not you think your life would be better or worse off if the company were broken up into smaller companies.

Zoom	All	Gen	nder		А	lge		Employm	ent Status		Inco	me			Educa	ation	
Better/worse if broken up	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Worse off	8.1%	8.3%	7.9%	12.5%	8.3%	6.1%	6.5%	7.8%	8.4%	9.8%	7.4%	5.1%	11.7%	8.8%	6.6%	9.7%	7.3%
Somewhat worse off	10.0%	8.5%	11.4%	8.3%	12.1%	8.6%	11.5%	10.3%	9.8%	7.0%	9.9%	14.1%	9.5%	8.9%	5.7%	16.1%	15.8%
Somewhat better off	11.6%	12.2%	11.0%	14.4%	12.7%	11.2%	8.0%	10.9%	12.1%	12.5%	13.2%	11.8%	9.9%	11.8%	10.9%	11.9%	12.4%
Better off	14.7%	19.8%	9.8%	12.9%	14.3%	14.5%	17.4%	17.2%	12.8%	13.1%	14.6%	18.3%	16.0%	14.6%	15.8%	13.4%	14.1%
Not sure	55.6%	51.1%	59.9%	52.0%	52.6%	59.7%	56.6%	53.9%	57.0%	57.6%	54.8%	50.7%	52.9%	55.9%	61.1%	48.8%	50.5%
Sample size	999	479	520	173	274	340	212	446	553	246	258	204	152	374	310	203	112
Zoom (cont'd)	P	Political Leaning	gs		Party ID			Political In	terest			Region				Urban/Rural	
Better/worse if broken up	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Worse off	7.8%	8.5%	7.9%	8.3%	8.1%	7.8%	9.8%	5.4%	6.9%	3.6%	11.8%	4.2%	9.0%	7.5%	8.6%	8.8%	6.1%
Somewhat worse off	12.1%	8.7%	9.1%	11.5%	8.9%	9.4%	12.0%	7.9%	11.9%	3.8%	10.4%	9.3%	10.7%	9.3%	10.5%	9.3%	11.1%
Somewhat better off	13.3%	12.5%	8.8%	12.4%	9.6%	13.0%	11.0%	10.1%	14.1%	18.8%	12.2%	9.5%	11.6%	12.9%	13.0%	10.7%	9.2%
Better off	12.7%	12.1%	19.8%	11.8%	11.9%	22.0%	17.7%	12.9%	8.7%	15.8%	17.9%	18.1%	13.0%	12.2%	18.2%	12.0%	15.6%
Not sure	54.2%	58.1%	54.4%	56.0%	61.5%	47.8%	49.4%	63.8%	58.4%	58.0%	47.7%	58.9%	55.8%	58.2%	49.6%	59.0%	58.0%
Sample size	315	368	315	357	361	281	540	238	112	55	164	210	398	227	267	422	212
Twitter	All	Gen	nder		A	\ge		Employm	ent Status		Inco	me			Educa	ation	
Twitter Better/worse if broken up	<b>All</b>	<b>Gen</b> Male	<b>nder</b> Female	18-29	<b>A</b> 30-44	<b>Age</b> 45-64	65+	<b>Employm</b> Working	ent Status Not Working	Under \$30k	Inco: \$30K-\$59,999	me \$60K-\$99,999	\$100K+	HS or Less	Educa Some College	ation College Grad	Post Grad
				18-29 8.0%		_	65+ 6.9%			Under \$30k 8.6%			\$100K+ 9.5%	HS or Less 6.3%			Post Grad 7.5%
Better/worse if broken up	All	Male	Female		30-44	45-64		Working	Not Working		\$30K-\$59,999	\$60K-\$99,999			Some College	College Grad	
Better/worse if broken up Worse off	AII 6.7%	Male 7.4%	Female 6.1%	8.0%	30-44 8.0%	45-64 4.8%	6.9%	Working 5.6%	Not Working 7.6%	8.6%	\$30K-\$59,999 6.4%	\$60K-\$99,999 4.0%	9.5%	6.3%	Some College 7.2%	College Grad 6.5%	7.5%
Better/worse if broken up Worse off Somewhat worse off	All 6.7% 9.7% 14.6% 28.9%	Male 7.4% 10.3%	Female 6.1% 9.2%	8.0% 13.7%	30-44 8.0% 12.1%	45-64 4.8% 8.2%	6.9% 5.3%	Working 5.6% 10.0%	Not Working 7.6% 9.6%	8.6% 8.3%	\$30K-\$59,999 6.4% 11.7%	\$60K-\$99,999 4.0% 10.5%	9.5% 11.2%	6.3% 11.2%	Some College 7.2% 6.5% 16.6% 27.7%	College Grad 6.5% 11.3% 15.4% 29.8%	7.5% 11.5% 11.8% 33.2%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off	AII 6.7% 9.7% 14.6%	Male 7.4% 10.3% 15.7%	Female 6.1% 9.2% 13.6%	8.0% 13.7% 18.2%	30-44 8.0% 12.1% 14.6%	45-64 4.8% 8.2% 13.6%	6.9% 5.3% 12.6%	Working 5.6% 10.0% 15.2%	Not Working 7.6% 9.6% 14.2%	8.6% 8.3% 12.3%	\$30K-\$59,999 6.4% 11.7% 14.8%	\$60K-\$99,999 4.0% 10.5% 19.7%	9.5% 11.2% 11.5%	6.3% 11.2% 13.4%	Some College 7.2% 6.5% 16.6%	College Grad 6.5% 11.3% 15.4%	7.5% 11.5% 11.8%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	All 6.7% 9.7% 14.6% 28.9%	Male 7.4% 10.3% 15.7% 36.4%	Female 6.1% 9.2% 13.6% 21.9%	8.0% 13.7% 18.2% 18.0%	30-44 8.0% 12.1% 14.6% 21.8%	45-64 4.8% 8.2% 13.6% 31.3%	6.9% 5.3% 12.6% 45.2%	Working 5.6% 10.0% 15.2% 27.9%	Not Working 7.6% 9.6% 14.2% 29.7%	8.6% 8.3% 12.3% 29.3%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1%	9.5% 11.2% 11.5% 35.5%	6.3% 11.2% 13.4% 28.3%	Some College 7.2% 6.5% 16.6% 27.7%	College Grad 6.5% 11.3% 15.4% 29.8%	7.5% 11.5% 11.8% 33.2%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure	AII 6.7% 9.7% 14.6% 28.9% 40.0% 999	Male 7.4% 10.3% 15.7% 36.4% 30.1%	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520	8.0% 13.7% 18.2% 18.0% 42.0%	30-44 8.0% 12.1% 14.6% 21.8% 43.6%	45-64 4.8% 8.2% 13.6% 31.3% 42.1%	6.9% 5.3% 12.6% 45.2% 30.0%	Working 5.6% 10.0% 15.2% 27.9% 41.4%	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553	8.6% 8.3% 12.3% 29.3% 41.4%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7%	9.5% 11.2% 11.5% 35.5% 32.3% 152	6.3% 11.2% 13.4% 28.3% 40.8%	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310	College Grad 6.5% 11.3% 15.4% 29.8% 37.0%	7.5% 11.5% 11.8% 33.2% 36.0%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size	AII 6.7% 9.7% 14.6% 28.9% 40.0% 999	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520	8.0% 13.7% 18.2% 18.0% 42.0%	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274	45-64 4.8% 8.2% 13.6% 31.3% 42.1%	6.9% 5.3% 12.6% 45.2% 30.0%	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553	8.6% 8.3% 12.3% 29.3% 41.4%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204	9.5% 11.2% 11.5% 35.5% 32.3% 152	6.3% 11.2% 13.4% 28.3% 40.8%	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203	7.5% 11.5% 11.8% 33.2% 36.0%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Twitter (cont'd)	AII 6.7% 9.7% 14.6% 28.9% 40.0% 999	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520	8.0% 13.7% 18.2% 18.0% 42.0% 173	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274	45-64 4.8% 8.2% 13.6% 31.3% 42.1% 340	6.9% 5.3% 12.6% 45.2% 30.0% 212	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553	8.6% 8.3% 12.3% 29.3% 41.4% 246	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8% 258	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204	9.5% 11.2% 11.5% 35.5% 32.3% 152	6.3% 11.2% 13.4% 28.3% 40.8% 374	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203	7.5% 11.5% 11.8% 33.2% 36.0% 112
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Twitter (cont'd) Better/worse if broken up	All 6.7% 9.7% 14.6% 28.9% 40.0% 999	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479  Political Leaning Moderate*	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520  gs  Conservative	8.0% 13.7% 18.2% 18.0% 42.0% 173	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274 Party ID Independent**	45-64 4.8% 8.2% 13.6% 31.3% 42.1% 340 Republican	6.9% 5.3% 12.6% 45.2% 30.0% 212	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446 Political In	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553  terest Only now and then	8.6% 8.3% 12.3% 29.3% 41.4% 246	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8% 258	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204  Region  Midwest	9.5% 11.2% 11.5% 35.5% 32.3% 152	6.3% 11.2% 13.4% 28.3% 40.8% 374	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203  Urban/Rural Suburban	7.5% 11.5% 11.8% 33.2% 36.0% 112
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Twitter (cont'd) Better/worse if broken up Worse off	All 6.7% 9.7% 14.6% 28.9% 40.0% 999 PLiberal 7.2%	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479  Political Leaning Moderate* 6.2%	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520  gs  Conservative 6.9%	8.0% 13.7% 18.2% 18.0% 42.0% 173 Democrat 7.2%	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274 Party ID Independent** 7.1%	45-64 4.8% 8.2% 13.6% 31.3% 42.1% 340 Republican 5.7%	6.9% 5.3% 12.6% 45.2% 30.0% 212 Most of the time 8.5%	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446 Political In Some of the time 4.8%	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553  terest Only now and then 6.0%	8.6% 8.3% 12.3% 29.3% 41.4% 246 Hardly at all 2.5%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8% 258 Northeast 10.1%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204  Region  Midwest 5.1%	9.5% 11.2% 11.5% 35.5% 32.3% 152 South 7.5%	6.3% 11.2% 13.4% 28.3% 40.8% 374 West 4.5%	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310  Urban 7.6%	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203  Urban/Rural Suburban 6.6%	7.5% 11.5% 11.8% 33.2% 36.0% 112 Rural 6.8%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Twitter (cont'd) Better/worse if broken up Worse off Somewhat worse off	All 6.7% 9.7% 14.6% 28.9% 40.0% 999 PLiberal 7.2% 13.7%	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479  Political Leaning Moderate* 6.2% 8.3%	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520  gs  Conservative 6.9% 7.4%	8.0% 13.7% 18.2% 18.0% 42.0% 173 Democrat 7.2% 13.7%	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274 Party ID Independent** 7.1% 7.6%	45-64 4.8% 8.2% 13.6% 31.3% 42.1% 340 Republican 5.7% 7.3%	6.9% 5.3% 12.6% 45.2% 30.0% 212 Most of the time 8.5% 9.9%	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446 Political In Some of the time 4.8% 11.7%	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553  terest Only now and then 6.0% 9.3%	8.6% 8.3% 12.3% 29.3% 41.4% 246 Hardly at all 2.5% 4.5%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8% 258 Northeast 10.1% 14.9%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204  Region  Midwest 5.1% 6.2%	9.5% 11.2% 11.5% 35.5% 32.3% 152 South 7.5% 9.6%	6.3% 11.2% 13.4% 28.3% 40.8% 374 West 4.5% 9.4%	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310  Urban 7.6% 15.5%	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203  Urban/Rural Suburban 6.6% 8.9%	7.5% 11.5% 11.8% 33.2% 36.0% 112 Rural 6.8% 6.3%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Twitter (cont'd) Better/worse if broken up Worse off Somewhat worse off Somewhat better off	All 6.7% 9.7% 14.6% 28.9% 40.0% 999  P Liberal 7.2% 13.7% 13.2%	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479  Political Leaning Moderate* 6.2% 8.3% 19.2%	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520  gs  Conservative 6.9% 7.4% 10.7%	8.0% 13.7% 18.2% 18.0% 42.0% 173 Democrat 7.2% 13.7% 14.0%	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274 Party ID Independent** 7.1% 7.6% 13.1%	45-64 4.8% 8.2% 13.6% 31.3% 42.1% 340 Republican 5.7% 7.3% 17.3%	6.9% 5.3% 12.6% 45.2% 30.0% 212 Most of the time 8.5% 9.9% 15.2%	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446 Political In Some of the time 4.8% 11.7% 15.0%	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553  terest Only now and then 6.0% 9.3% 15.2%	8.6% 8.3% 12.3% 29.3% 41.4% 246 Hardly at all 2.5% 4.5% 15.6%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8% 258 Northeast 10.1% 14.9% 8.1%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204  Region  Midwest 5.1% 6.2% 14.3%	9.5% 11.2% 11.5% 35.5% 32.3% 152 South 7.5% 9.6% 13.7%	6.3% 11.2% 13.4% 28.3% 40.8% 374 West 4.5% 9.4% 20.9%	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310  Urban 7.6% 15.5% 11.6%	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203  Urban/Rural  Suburban 6.6% 8.9% 16.6%	7.5% 11.5% 11.8% 33.2% 36.0% 112 Rural 6.8% 6.3% 11.5%
Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off Not sure Sample size  Twitter (cont'd) Better/worse if broken up Worse off Somewhat worse off Somewhat better off Better off	All 6.7% 9.7% 14.6% 28.9% 40.0% 999  P Liberal 7.2% 13.7% 13.2% 23.9%	Male 7.4% 10.3% 15.7% 36.4% 30.1% 479  Political Leaning Moderate* 6.2% 8.3% 19.2% 20.4%	Female 6.1% 9.2% 13.6% 21.9% 49.3% 520  gs  Conservative 6.9% 7.4% 10.7% 44.2%	8.0% 13.7% 18.2% 18.0% 42.0% 173 Democrat 7.2% 13.7% 14.0% 19.2%	30-44 8.0% 12.1% 14.6% 21.8% 43.6% 274 Party ID Independent** 7.1% 7.6% 13.1% 29.8%	45-64 4.8% 8.2% 13.6% 31.3% 42.1% 340 Republican 5.7% 7.3% 40.8%	6.9% 5.3% 12.6% 45.2% 30.0% 212 Most of the time 8.5% 9.9% 15.2% 38.3%	Working 5.6% 10.0% 15.2% 27.9% 41.4% 446 Political In Some of the time 4.8% 11.7% 15.0% 22.1%	Not Working 7.6% 9.6% 14.2% 29.7% 38.9% 553  terest Only now and then 6.0% 9.3% 15.2% 16.5%	8.6% 8.3% 12.3% 29.3% 41.4% 246 Hardly at all 2.5% 4.5% 15.6% 17.3%	\$30K-\$59,999 6.4% 11.7% 14.8% 28.2% 38.8% 258 Northeast 10.1% 14.9% 8.1% 28.3%	\$60K-\$99,999 4.0% 10.5% 19.7% 25.1% 40.7% 204  Region  Midwest 5.1% 6.2% 14.3% 38.5%	9.5% 11.2% 11.5% 35.5% 32.3% 152 South 7.5% 9.6% 13.7% 28.1%	6.3% 11.2% 13.4% 28.3% 40.8% 374 West 4.5% 9.4% 20.9% 22.5%	Some College 7.2% 6.5% 16.6% 27.7% 42.0% 310  Urban 7.6% 15.5% 11.6% 30.4%	College Grad 6.5% 11.3% 15.4% 29.8% 37.0% 203  Urban/Rural Suburban 6.6% 8.9% 16.6% 27.6%	7.5% 11.5% 11.8% 33.2% 36.0% 112  Rural 6.8% 6.3% 11.5% 30.9%

Q. For each statement below, please indicate how much you agree or disagree with each statement.

### "Most news coverage is good for American society."

	All	Ger	nder		А	ige		Employm	ent Status		Incor	ne			Educa	ition	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	22.3%	27.2%	17.7%	12.5%	18.8%	25.1%	32.2%	19.6%	24.4%	20.0%	19.9%	22.7%	28.5%	17.9%	23.7%	27.9%	24.5%
Somewhat disagree	20.7%	19.6%	21.8%	21.6%	19.1%	21.0%	21.4%	21.8%	20.0%	18.4%	25.7%	19.9%	24.5%	17.5%	23.6%	19.0%	26.8%
Somewhat agree	28.9%	28.2%	29.5%	28.8%	25.8%	32.0%	27.8%	30.9%	27.4%	29.7%	24.2%	33.6%	30.2%	28.9%	27.9%	31.3%	27.9%
Completely agree	16.2%	15.6%	16.7%	22.1%	15.4%	14.1%	14.4%	15.7%	16.5%	18.6%	17.7%	16.1%	13.0%	19.7%	13.6%	14.9%	13.5%
Not sure	11.9%	9.4%	14.2%	15.0%	20.9%	7.8%	4.2%	12.0%	11.7%	13.3%	12.4%	7.6%	3.9%	16.0%	11.3%	6.9%	7.3%
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112
	P	olitical Leanin	gs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	7.5%	14.7%	46.1%	4.8%	25.9%	40.9%	29.5%	16.8%	15.0%	16.3%	15.2%	29.2%	25.3%	16.9%	15.0%	22.1%	30.6%
Somewhat disagree	23.3%	18.6%	20.6%	20.2%	21.2%	20.8%	20.4%	23.8%	21.6%	22.2%	22.0%	25.7%	19.0%	18.2%	17.5%	23.2%	20.9%
Somewhat agree	35.8%	33.6%	16.4%	40.9%	25.0%	18.0%	28.4%	34.6%	30.5%	25.3%	28.0%	26.6%	27.3%	33.9%	32.1%	32.1%	20.1%
Completely agree	22.4%	18.1%	7.7%	22.1%	12.8%	12.7%	17.9%	12.6%	17.6%	16.6%	21.7%	11.0%	16.4%	16.5%	21.6%	12.6%	13.5%
Not sure	11.1%	14.9%	9.1%	12.0%	15.2%	7.6%	3.9%	12.2%	15.3%	19.7%	13.2%	7.5%	12.0%	14.5%	13.9%	10.1%	15.0%
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	213

\*includes "not sure"

\*\*includes "not sure" and "other"

"Free speech is necessary for p	promoting eq	uality and s	ocial change."															
	All	Ge	ender		A	Age		Employn	nent Status		Inco	me			Educ	ation		
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad	
Completely disagree	1.9%	2.5%	1.4%	2.0%	1.9%	2.2%	1.4%	0.9%	2.7%	3.7%	1.0%	0.9%	2.8%	1.8%	2.8%	1.5%	0.7%	
Somewhat disagree	3.4%	3.8%	3.0%	5.0%	5.8%	2.7%	0.0%	5.2%	2.0%	4.4%	3.5%	4.0%	2.3%	3.5%	2.4%	4.0%	5.2%	
Somewhat agree	26.7%	23.6%	29.7%	29.0%	29.0%	26.3%	22.4%	27.0%	26.5%	26.9%	28.2%	29.5%	23.9%	28.3%	26.7%	26.7%	21.6%	
Completely agree	58.4%	63.2%	53.7%	52.2%	48.2%	61.3%	72.4%	57.8%	58.8%	53.1%	60.2%	59.4%	68.1%	52.8%	59.1%	63.0%	68.1%	
Not sure	9.6%	6.8%	12.2%	11.8%	15.0%	7.5%	3.8%	9.0%	10.0%	12.0%	7.1%	6.3%	3.0%	13.7%	9.0%	4.9%	4.4%	
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112	
		Political Leani	ngs		Party ID			Political Ir	nterest			Region	ı			Urban/Rural		
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural	
Completely disagree	1.7%	1.1%	3.1%	1.4%	3.1%	1.2%	2.4%	0.5%	4.4%	1.1%	2.0%	2.6%	2.3%	0.6%	1.7%	2.3%	1.4%	
Somewhat disagree	5.2%	4.1%	0.9%	4.9%	2.7%	2.4%	2.0%	4.2%	6.3%	7.7%	3.5%	5.7%	1.7%	4.1%	6.5%	2.4%	2.2%	
Somewhat agree	28.8%	28.4%	22.8%	30.2%	22.9%	27.0%	22.2%	33.4%	40.7%	23.5%	32.1%	25.1%	25.5%	26.1%	27.8%	29.2%	23.9%	
Completely agree	60.3%	50.9%	65.0%	55.4%	59.6%	60.7%	69.6%	55.7%	36.3%	46.3%	54.6%	58.5%	60.2%	58.0%	55.3%	58.0%	58.1%	
Not sure	4.0%	15.6%	8.3%	8.1%	11.7%	8.7%	3.8%	6.2%	12.3%	21.4%	7.8%	8.0%	10.2%	11.2%	8.6%	8.1%	14.4%	
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	213	

Q. For each statement below, please indicate how much you agree or disagree with each statement.

"News companies and media outlets should be fined for reporting biased or inaccurate information."

\*includes "not sure"

"News companies and medi				iased or inact	curate informat	1011.											
	All	Gen				ge			nent Status		Inco				Educa		
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	9.3%	11.7%	7.0%	9.2%	11.5%	7.2%	9.9%	9.6%	9.1%	12.7%	8.3%	8.9%	11.4%	9.2%	7.9%	11.8%	9.3%
Somewhat disagree	9.3%	10.2%	8.4%	13.9%	6.0%	8.3%	9.9%	9.1%	9.3%	5.8%	11.2%	9.4%	9.0%	9.0%	7.8%	9.4%	14.0%
Somewhat agree	25.4% 44.1%	26.5% 42.4%	24.4% 45.8%	32.7% 29.5%	26.2% 39.2%	25.4% 50.3%	17.0% 55.2%	25.9% 44.0%	25.1%	27.6% 41.6%	24.0% 44.7%	24.5%	24.8% 48.2%	24.2% 41.7%	27.3% 46.6%	27.3%	21.4%
Completely agree	11.9%	9.2%	45.8% 14.4%	29.5% 14.7%	39.2% 17.1%	8.7%	7.9%	11.4%	44.2% 12.3%	12.4%	11.7%	48.7% 8.4%	48.2%	16.0%	10.3%	43.1% 8.4%	47.2% 8.2%
Not sure Sample size	1000	479	521	173	274	341	7.9%	446	12.5%	246	258		152	375	310	203	0.2m
Sample Size	1000	475	321	1/3	2/4	341	212	440	334	240	236	203	132	3/3	310	203	112
	P	olitical Leaning	ţs		Party ID			Political Ir	iterest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	10.4%	7.3%	10.2%	8.1%	10.4%	9.4%	12.5%	6.8%	4.4%	6.6%	13.2%	9.4%	7.8%	8.6%	11.7%	8.9%	8.99
Somewhat disagree	13.1%	9.7%	4.9%	14.1%	6.1%	6.8%	9.5%	9.7%	10.5%	9.0%	10.6%	6.8%	9.2%	10.5%	8.7%	11.3%	6.09
Somewhat agree	32.1%	26.2%	17.8%	29.2%	25.9%	20.0%	22.9%	27.4%	35.7%	29.8%	27.7%		22.6%	30.9%	27.6%	26.8%	21.19
Completely agree	37.3%	38.2%	58.2%	37.3%	40.9%	57.2%	48.8%	46.2%	38.7%	32.9%	37.8%	45.0%	49.7%	39.2%	40.3%	42.2%	49.79
Not sure	7.1%	18.7%	8.9%	11.4%	16.7%	6.6%	6.3%	9.8%	10.8%	21.6%	10.7%		10.7%	10.8%	11.8%	10.8%	14.39
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	21
"Social media sites should b	an hata grauns f	rom using t	hoir wohsito	s "													
Social illeula Sites Siloulu b	All	Gen		5.				Forelesso	nent Status		Inco				Educa	· 4:	
	All	Male	Female	18-29	30-44	ge 45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	me \$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	13.1%	18.7%	7.7%	8.3%	14.0%	13.1%	16.8%	14.1%	12.3%	13.1%	9.7%	12.3%	21.9%	10.7%	12.7%	16.2%	17.09
Somewhat disagree	8.2%	9.6%	6.8%	12.7%	7.5%	6.5%	6.9%	8.6%	7.8%	5.7%	9.7%		6.4%	9.0%	7.3%	5.5%	12.19
Somewhat agree	18.7%	19.1%	18.4%	26.9%	18.7%	17.5%	12.3%	18.1%	19.2%	17.4%	19.3%		19.3%	18.5%	21.1%	17.8%	14.19
Completely agree	48.2%	41.8%	54.3%	40.4%	43.9%	51.1%	57.0%	47.9%	48.5%	50.5%	50.2%		47.6%	47.3%	46.5%	52.3%	49.79
Not sure	11.8%	10.8%	12.8%	11.8%	15.9%	11.8%	6.9%	11.3%	12.2%	13.4%	11.1%	8.8%	4.8%	14.4%	12.4%	8.1%	7.29
Sample size	1000	479	521	173	274	341	212	446	554	246	258		152	375	310	203	11
	P	olitical Leaning	şs		Party ID			Political Ir	nterest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	3.7%	10.8%	25.3%	4.7%	14.7%	22.1%	17.8%	10.5%	3.8%	7.8%	10.0%	19.1%	12.1%	11.6%	12.0%	13.8%	14.09
Somewhat disagree	5.1%	7.5%	12.1%	6.3%	8.3%	10.5%	6.7%	10.9%	11.8%	10.0%	10.5%	8.5%	7.5%	7.3%	5.8%	10.3%	7.19
Somewhat agree	18.5%	19.3%	18.3%	16.5%	18.8%	21.6%	15.7%	22.5%	30.2%	15.6%	15.9%	14.9%	19.8%	22.3%	19.8%	15.0%	19.09
Completely agree	68.0%	44.1%	33.1%	65.9%	41.2%	33.9%	52.5%	46.0%	44.7%	50.2%	54.8%	48.7%	47.6%	44.2%	49.7%	50.0%	46.09
Not sure	4.7%	18.4%	11.1%	6.7%	17.1%	11.9%	7.3%	10.2%	9.5%	16.3%	8.9%	8.8%	13.0%	14.6%	12.7%	10.9%	14.09
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	21
"Social media companies sh	ould be held res	onsible for	offensive co	ntent nested	on their platfo	rme by usars	"										
Social illeula companies sin	All	Gen		ntent posted		ge		Fmnlovn	nent Status		Inco	me			Educa	ation	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	16.5%	21.7%	11.6%	16.4%	17.9%	16.6%	14.7%	18.7%	14.8%	15.4%	16.3%		18.7%	15.6%	17.1%	18.2%	15.69
Somewhat disagree	18.0%	20.1%	16.1%	22.2%	14.7%	16.4%	20.4%	17.3%	18.6%	14.0%	20.1%		23.6%	12.6%	20.3%	23.6%	21.39
Somewhat agree	21.7%	16.6%	26.5%	21.5%	25.2%	23.1%	15.3%	22.2%	21.2%	22.2%	17.9%		25.9%	19.9%	20.8%	24.5%	25.5%
Completely agree	32.0%	30.5%	33.4%	27.5%	23.4%	35.7%	41.4%	28.2%	35.0%	37.3%	32.4%		24.8%	36.4%	30.9%	23.9%	33.49
Not sure	11.8%	11.1%	12.4%	12.4%	18.9%	8.2%	8.2%	13.6%	10.4%	11.2%	13.3%		6.9%	15.6%	10.9%	9.8%	4.39
Sample size	999	478	521	173	274	341	211	446	553	246	258		151	375	310	203	11
	P	olitical Leaning	gs		Party ID			Political Ir	nterest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	8.5%	12.9%	29.0%	7.9%	18.0%	26.0%	19.8%	15.0%	13.9%	12.6%	16.0%	21.9%	16.4%	12.5%	15.8%	15.8%	19.59
		16.6%	17.7%	13.7%	23.3%	17.2%	20.5%	20.3%	11.1%	16.5%	17.2%	17.2%	17.0%	21.0%	12.4%	23.9%	14.09
Somewhat disagree	19.8%	10.070	17.770														
Somewhat disagree Somewhat agree	19.8%	20.1%	14.8%	29.8%	18.0%	15.5%	20.2%	21.8%	29.7%	22.5%	29.8%	16.9%	21.9%	19.6%	24.5%	19.5%	22.9%
_				29.8% 40.3%	18.0% 24.2%	15.5% 30.9%	20.2% 34.1%	21.8% 32.5%	29.7% 27.5%	22.5% 29.8%	29.8% 27.4%		21.9% 32.7%	19.6% 33.7%	24.5% 33.6%	19.5% 31.3%	
Somewhat agree Completely agree Not sure	30.2% 35.3% 6.3%	20.1% 32.6% 17.9%	14.8% 28.2% 10.3%	40.3% 8.2%	24.2% 16.6%	30.9% 10.4%	34.1% 5.3%	32.5% 10.4%	27.5% 17.8%	29.8% 18.6%	27.4% 9.6%	32.5% 11.5%	32.7% 12.0%	33.7% 13.2%	33.6% 13.7%	31.3% 9.5%	30.1% 13.6%
Somewhat agree Completely agree	30.2% 35.3%	20.1% 32.6%	14.8% 28.2%	40.3%	24.2%	30.9%	34.1%	32.5%	27.5%	29.8%	27.4%	32.5% 11.5%	32.7%	33.7%	33.6%	31.3%	30.19

\*\*includes "not sure" and "other"

Q. For each statement below, please indicate how much you agree or disagree with each statement.

"Social media companies should be held responsible for false or inaccurate content posted on their platforms."

Part		All	Ger	nder		A	lge		Employn	ient Status		Inco	me			Educ	ation	
Mathematic angle   150   15		All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Product of the part	Completely disagree	11.8%	15.6%	8.1%	13.1%	12.3%	9.8%	12.7%	12.4%	11.3%	12.9%	10.7%	12.5%	15.6%	10.2%	13.6%	15.2%	6.0%
Product of the part	Somewhat disagree	13.6%	15.0%	12.2%	13.8%	13.9%	13.6%	12.9%	14.5%	12.9%	13.4%	14.2%	13.8%	16.6%	12.5%	10.9%	18.9%	16.2%
Control   Con	_							18.8%		23.4%		24.9%	23.6%					
Part		40.1%	38.3%	41.7%	31.8%	33.7%	44.5%	49.3%	36.9%	42.5%	38.9%	42.4%	41.7%	36.7%	42.0%		33.4%	
Part		10.4%	9.8%	10.9%	14.3%	13.3%	8.1%	6.4%	10.8%	10.1%	11.5%	7.7%	8.4%	5.0%	12.5%	10.5%	8.9%	5.3%
Part																		
Part																		
Company state   Company stat		P	olitical Leanin	gs		Party ID			Political Ir	terest			Region				Urban/Rural	
Semination of the content of the c		Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Sementian designer   17,0   17,0   15,0   15,0   15,0   17,0   15,0	Completely disagree	7.5%	8.0%	20.5%	4.6%	14.0%	18.3%	15.4%	8.1%	9.2%	9.0%	12.2%	15.5%	11.2%	9.1%	10.9%	12.0%	13.1%
Companis game   1,50   1,50   1,51   1,50																		
Compliety agene         448   35 th 10																		
Mary	_																	
Fig. 1							101170											
"Google is the most reliable septimal property of the most reliable septimal property of the most reliable septimal property of the property																		
Part	Sumple Size	313	300	510	337	301	202	341	230	112	33	103	210	330	227	207	722	213
Part	-																	
Part	"Google is the most reliable sear	rch engine."																
Complesity disagree			C	ada					Formularion			lane				Educa	- 41	
Completely designee   11.0%   16.0%   6.7%   4.9%   12.0%   16.0%   16.0%   17.0%   12.0%   11.0%   12.0%   11.0%   12.0%					19.20		-	GE I			Under #20k			\$100K I	LIC or Loss			Doct Crad
Commonite   11	Consoletely discours								_	_		,					_	
Somewhat dagme   25   8   25   25																		
Compless   17   18   18   18   18   18   18   18	<u> </u>																	
Part	9																	
Part																		
Party   Part																		
Completely disagree	Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112
Completely disagrage		Р	olitical Leanin	gs		Party ID			Political Ir	terest			Region				Urban/Rural	
Completely disagrage				-	Democrat		Republican	Most of the time			Hardly at all	Northeast	_	South	West	Urban		Rural
Somewhat disagree   10.48   7.78   16.98   8.59   12.08   12	Completely disagree		9.006	27 104						*	11 704			12 506				
Some Name																		
Completely agree   35,76   32,76   14,76   14,276   24,676   22,576   20,076   24,076   34,076   21,376   31,076   31,																		
Not sure 12_2% 21_0% 18_1% 14_2% 19_4% 18_6% 12_4% 18_1% 16_0% 21_3% 14_2% 16_0% 21_3% 14_2% 16_0% 17_6% 19_9% 15_7% 15_4% 22_1% 21_3% 21	-																	
Sample size   315   368   316   357   361   282   254   238   312   255   365   210   398   227   267   422   213																		
**************************************																		
Part	Sample size	315	368	316	35/	361	282	541	238	112	55	165	210	398	227	267	422	213
Part	•																	
All   Male   Female   18-29   30-44   45-64   65+   Working   Not Working   Under \$30k   \$30k-\$59,999   \$60k-\$99,999   \$100k-   HS or Less   Some College Grad   Post Grad   Completely disagree   16-9%   16-2%   16-2%   17-6%   28-4%   18-7%   12-3%   10-4%   16-6%   17-2%   14-5%   18-5%   18-2%   12-2%   13-6%   12-2%   13-6%   1	"If I cannot find what I am looki	ing for on Go	ogle, I try a	nother searc	h engine."													
Completely disagree		All	Ger	nder		A	lge		Employn	ent Status		Inco	me			Educ	ation	
Somewhat disagree   16.3%   13.6%   18.9%   20.4%   17.9%   15.0%   12.3%   19.9%   13.6%   12.2%   14.7%   19.5%   22.2%   13.3%   19.8%   18.6%   13.4%   5.4%   5.4%   5.4%   20.0%   29.4%   31.6%   31.4%   29.9%   29.4%   29.		All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Somewhat agree         27.0%         29.3%         24.8%         24.6%         22.0%         29.4%         31.9%         22.0%         31.9%         22.0%         31.9%         22.0%         31.9%         22.0%         32.9%         29.4%         24.2%         30.1%         21.6%         28.1%         29.9%           Not sure         10.3%         9.2%         11.4%         12.8%         14.2%         7.4%         7.7%         10.3%         10.2%         11.1%         5.6%         5.7%         13.4%         9.9%         6.5%           Sample size         1000         479         521         173         274         341         212         446         554         246         258         258         152         375         31.9%         20.9%         12.2%         26.9%         28.1%         9.9%         30.9%         28.0%         36.4%         30.0%         27.0%         30.9%         28.6%         36.4%         30.0%         27.0%         30.9%         28.1%         30.9%         28.1%         29.8%         25.8%         25.8%         25.7%         30.9%         20.9%         12.2%         25.8%         25.9%         25.9%         25.9%         25.9%         25.9%         25.9%	Completely disagree	16.9%	16.2%	17.6%	28.4%	18.7%	12.3%	10.4%	16.6%	17.2%	14.5%	18.2%	17.3%	17.8%	16.2%	17.9%	18.7%	13.9%
Completely agree   29.4%   31.6%   27.3%   13.9%   27.2%   36.0%   37.7%   27.3%   31.1%   32.3%   27.9%   28.1%   30.0%   27.0%   30.8%   28.0%   36.4%   Not sure   10.3%   9.2%   11.4%   12.8%   14.2%   7.4%   7.7%   10.3%   10.2%   11.7%   11.1%   5.6%   5.7%   13.4%   9.9%   6.7%   6.5%   5.5%   5.5%   13.4%   9.9%   6.7%   6.5%   5.5%	Somewhat disagree	16.3%	13.6%	18.9%	20.4%	17.9%	15.0%	12.3%	19.9%	13.6%	12.2%	14.7%	19.5%	22.2%	13.3%	19.8%	18.6%	13.4%
Completely agree   29.4%   31.6%   27.3%   13.9%   27.2%   36.0%   37.7%   27.3%   31.1%   32.3%   27.9%   28.1%   30.0%   27.0%   30.8%   28.0%   36.4%   Not sure   10.3%   9.2%   11.4%   12.8%   14.2%   7.4%   7.7%   10.3%   10.2%   11.7%   11.1%   5.6%   5.7%   13.4%   9.9%   6.7%   6.5%   5.5%   5.5%   13.4%   9.9%   6.7%   6.5%   5.5%																		
Not sure 10.3% 9.2% 11.4% 12.8% 14.2% 7.4% 7.5% 10.3% 10.3% 10.2% 11.7% 11.1% 5.6% 5.7% 13.4% 9.9% 6.7% 6.5% 5.5% 5.5% 5.5% 5.5% 5.5% 5.5% 5.5	_																	
Sample size   1000   479   521   173   274   341   212   446   554   246   258   2																		
Party   Part																		
Liberal         Moderate*         Conservative         Democrat         Independent**         Republican         Most of the time         Only now and then         Hardly at all         Northeast         Midwest         South         West         Urban         Suburban         Rural           Completely disagree         24.7%         14.7%         11.7%         20.5%         14.3%         15.5%         17.9%         16.0%         16.5%         21.7%         20.2%         12.2%         17.9%         17.1%         16.3%         17.0%         16.4%           Somewhat agree         18.4%         17.8%         12.5%         18.4%         16.5%         21.9%         24.8%         12.5%         18.3%         17.0%         16.4%         13.0%         19.4%         15.1%           Somewhat agree         26.9%         28.1%         26.0%         23.4%         24.4%         27.2%         27.7%         32.5%         28.5%         25.7%         26.2%         25.5%         26.9%         28.5%         25.7%         26.2%         28.5%         25.2%         28.5%         29.2%         28.5%         25.7%         26.2%         28.5%         28.5%         28.5%         28.5%         28.5%         28.5%         28.5%         28.5%         28.																		
Completely disagree 24.7% 14.7% 11.7% 20.5% 14.3% 15.5% 17.9% 16.0% 16.5% 21.7% 20.2% 12.2% 17.9% 17.1% 16.3% 17.0% 16.4% Somewhat disagree 18.4% 17.8% 12.5% 18.1% 16.0% 14.4% 13.5% 21.9% 24.8% 12.5% 18.3% 17.0% 16.4% 14.1% 13.0% 19.4% 15.1% Somewhat agree 26.9% 28.1% 26.0% 28.3% 24.6% 28.4% 27.2% 27.7% 32.5% 29.8% 28.5% 25.7% 26.2% 28.5% 31.8% 25.2% 25.2% Completely agree 22.5% 25.6% 40.8% 23.4% 23.2% 33.3% 36.0% 26.5% 17.0% 17.2% 25.7% 32.5% 28.5% 18.3% 10.9% 12.7% 10.5% 25.7% 26.2% 25		P	olitical Leanin	gs		Party ID			Political Ir	terest			Region				Urban/Rural	
Somewhat disagree 18.4% 17.8% 12.5% 18.1% 16.0% 14.4% 13.5% 21.9% 24.8% 12.5% 18.3% 17.0% 16.4% 14.1% 13.0% 19.4% 15.1% 50mewhat agree 26.9% 28.1% 26.0% 28.3% 24.6% 28.4% 27.2% 27.7% 32.5% 29.8% 28.5% 25.7% 26.2% 28.5% 31.8% 25.2% 25.2% Completely agree 22.5% 25.6% 40.8% 23.4% 23.2% 33.3% 36.0% 26.5% 17.0% 17.2% 25.7% 36.4% 28.5% 27.5% 28.4% 29.8% 29.8% 28.5% 27.5% 28.4% 29.8% 29.8% 28.5% 27.5% 28.2% 29.8				Conservative	Democrat	Independent**				Only now and then	Hardly at all	Northeast						
Somewhat agree         26.9%         28.1%         26.0%         28.3%         24.6%         28.4%         27.2%         27.7%         32.5%         29.8%         28.5%         25.7%         26.2%         28.5%         31.8%         25.2%         25.2%           Completely agree         22.5%         25.6%         40.8%         23.4%         32.7%         33.3%         36.0%         26.5%         17.0%         17.2%         25.7%         36.4%         28.5%         27.5%         28.4%         30.0%         29.2%           Not sure         7.5%         13.8%         9.0%         9.7%         12.4%         8.4%         5.4%         7.8%         9.3%         18.9%         7.3%         8.8%         10.9%         12.7%         10.5%         8.5%         14.1%           Sample size         315         368         316         357         361         282         541         238         112         55         165         210         398         227         267         422         213																		
Completely agree 22.5% 25.6% 40.8% 23.4% 32.7% 33.3% 36.0% 26.5% 17.0% 17.2% 25.7% 36.4% 28.5% 27.5% 28.4% 30.0% 29.2% Not sure 7.5% 13.8% 9.0% 9.7% 12.4% 8.4% 5.4% 7.8% 9.3% 18.9% 7.3% 8.8% 10.9% 12.7% 10.5% 8.5% 14.1% Sample size 315 368 316 357 361 282 541 238 112 55 165 210 398 227 267 422 213	Somewhat disagree													16.4%				
Not sure 7.5% 13.8% 9.0% 9.7% 12.4% 8.4% 5.4% 7.8% 9.3% 18.9% 7.3% 8.8% 10.9% 12.7% 10.5% 8.5% 14.1% Sample size 315 368 316 357 361 282 541 238 112 55 165 210 398 227 267 422 213	Somewhat agree	26.9%	28.1%	26.0%	28.3%		28.4%	27.2%			29.8%	28.5%	25.7%	26.2%	28.5%	31.8%		
Sample size 315 368 316 357 361 282 541 238 112 55 165 210 398 227 267 422 213						22.70/	22.20%	36.0%	26 5%	17.0%	17.2%	25.7%	36.4%	28.5%	27.5%	28.4%	30.0%	29.2%
	Completely agree	22.5%	25.6%	40.8%	23.4%	32.7%	33.370	30.070	20.570	171070								
"includes "not sure" **includes "not sure" and "other"													8.8%		12.7%	10.5%	8.5%	14.1%
	Not sure	7.5% 315	13.8% 368	9.0% 316	9.7% 357	12.4% 361	8.4% 282	5.4%	7.8%	9.3%	18.9%	7.3%		10.9%				

Q. For each statement below, please indicate how much you agree or disagree with each statement.

### "I know how to change the default apps (such as my email and internet browser) on my phone."

	All	Gei	nder		А	ge		Employm	ent Status		Incor	me			Educa	ation	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	10.9%	9.9%	11.8%	9.9%	5.9%	8.2%	22.1%	7.4%	13.5%	11.3%	12.5%	12.4%	7.1%	12.9%	11.6%	5.1%	11.2%
Somewhat disagree	11.2%	11.0%	11.5%	8.4%	8.0%	13.7%	14.1%	8.3%	13.5%	11.8%	11.6%	11.8%	7.6%	11.2%	11.4%	11.8%	9.9%
Somewhat agree	27.8%	26.9%	28.6%	28.6%	29.1%	28.5%	24.2%	28.5%	27.3%	27.6%	27.6%	29.1%	29.1%	22.6%	30.4%	28.4%	37.5%
Completely agree	33.9%	36.6%	31.3%	43.3%	39.5%	33.3%	18.1%	43.7%	26.4%	27.0%	33.7%	36.6%	48.5%	30.1%	33.0%	45.0%	31.0%
Not sure	16.2%	15.5%	16.9%	9.6%	17.4%	16.2%	21.4%	12.1%	19.4%	22.2%	14.6%	10.1%	7.7%	23.2%	13.5%	9.7%	10.4%
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112
	F	Political Leanin	gs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	8.4%	9.7%	14.8%	9.7%	8.1%	15.9%	11.7%	11.4%	11.6%	7.2%	10.6%	11.3%	12.7%	7.8%	10.4%	9.5%	10.0%
Somewhat disagree	11.7%	9.2%	13.1%	13.2%	9.0%	11.5%	10.3%	14.8%	15.5%	5.0%	12.6%	11.8%	10.0%	11.7%	9.6%	10.7%	12.4%
Somewhat agree	30.3%	28.9%	24.0%	30.8%	27.5%	24.3%	27.3%	29.2%	28.5%	35.3%	31.5%	28.5%	23.6%	31.1%	28.3%	28.0%	26.6%
Completely agree	40.4%	31.7%	29.5%	32.0%	38.0%	31.2%	38.4%	32.0%	25.2%	34.3%	30.7%	30.6%	36.7%	34.6%	35.7%	37.1%	29.6%
Not sure	9.1%	20.5%	18.5%	14.3%	17.5%	17.1%	12.3%	12.6%	19.3%	18.2%	14.5%	17.8%	17.0%	14.8%	16.0%	14.7%	21.4%
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	213

#### "Changing the default apps (such as my email and internet browser) on my phone is easy."

	All	Ge	nder		А	ge		Employn	nent Status		Inco	me			Educa	ation	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	8.1%	7.9%	8.3%	3.8%	5.8%	7.9%	15.8%	4.8%	10.6%	8.9%	7.5%	7.4%	8.4%	8.6%	7.8%	6.1%	10.7
Somewhat disagree	16.9%	18.1%	15.8%	13.2%	12.4%	20.9%	19.8%	17.1%	16.8%	16.3%	16.9%	19.2%	16.9%	13.0%	17.1%	19.5%	25.9
Somewhat agree	29.3%	30.1%	28.6%	33.5%	30.9%	32.1%	18.8%	34.0%	25.8%	26.5%	31.2%	32.7%	31.4%	26.3%	30.5%	32.2%	31.8
Completely agree	25.2%	24.8%	25.6%	34.1%	30.4%	20.6%	17.1%	28.1%	23.0%	23.3%	25.7%	25.3%	32.1%	25.5%	24.0%	30.3%	19.3
Not sure	20.4%	19.1%	21.6%	15.4%	20.5%	18.5%	28.5%	16.0%	23.7%	25.1%	18.7%	15.2%	11.2%	26.6%	20.6%	11.9%	12.3
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	3 1
		Political Leanir	ngs		Party ID			Political Ir	nterest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	6.4%	6.5%	11.8%	7.9%	6.4%	10.5%	10.1%	6.0%	8.1%	2.6%	8.6%	10.3%	7.5%	6.9%	8.2%	7.0%	7.6
Somewhat disagree	20.9%	15.2%	14.9%	20.4%	15.5%	14.2%	18.0%	19.1%	15.5%	10.5%	16.9%	18.6%	15.8%	17.3%	16.6%	17.3%	14.9
Somewhat agree	30.1%	30.7%	26.7%	32.7%	28.0%	26.6%	28.7%	33.0%	30.7%	32.6%	32.7%	27.6%	26.4%	33.0%	29.8%	31.1%	29.2
Completely agree	30.2%	24.0%	21.7%	23.6%	27.2%	24.9%	27.3%	22.8%	23.9%	33.8%	24.3%	20.6%	27.0%	27.1%	26.6%	27.4%	21.5
Not sure	12.4%	23.6%	24.9%	15.3%	22.9%	23.9%	15.9%	19.2%	21.8%	20.4%	17.5%	22.9%	23.4%	15.6%	18.9%	17.2%	26.8
ample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	2 2

Q. For each statement below, please indicate how much you agree or disagree with each statement.

### "Tech companies are too big."

	All				А	ge		Employm	ent Status		Inco	me			Educa	ation	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	4.1%	4.2%	4.1%	5.8%	3.9%	3.6%	3.4%	4.3%	4.0%	3.7%	6.3%	3.2%	4.4%	3.9%	4.3%	4.4%	4.1%
Somewhat disagree	10.9%	10.3%	11.5%	14.5%	14.8%	9.6%	4.4%	12.5%	9.7%	12.7%	8.2%	15.1%	13.1%	8.5%	13.6%	13.3%	7.6%
Somewhat agree	29.5%	31.7%	27.4%	25.9%	27.6%	30.9%	33.3%	29.6%	29.4%	26.7%	27.3%	35.1%	33.7%	28.2%	28.9%	30.4%	34.2%
Completely agree	37.7%	41.3%	34.3%	33.4%	30.0%	39.2%	49.0%	35.4%	39.5%	36.1%	38.3%	32.9%	43.7%	35.8%	37.1%	38.3%	45.1%
Not sure	17.8%	12.5%	22.8%	20.4%	23.6%	16.6%	9.8%	18.2%	17.5%	20.8%	19.8%	13.8%	5.0%	23.7%	16.1%	13.6%	8.9%
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112
	P	olitical Leanin	gs		Party ID			Political In	terest			Region				Urban/Rural	
	P Liberal	olitical Leanin Moderate*	gs Conservative	Democrat	Party ID Independent**	Republican	Most of the time	Political In	terest Only now and then	Hardly at all	Northeast	Region Midwest	South	West	Urban	Urban/Rural Suburban	Rural
Completely disagree				Democrat 4.8%	-	Republican 5.2%	Most of the time 4.0%			Hardly at all	Northeast 6.6%		South 4.5%	West 3.6%			Rural 3.2%
Completely disagree Somewhat disagree	Liberal	Moderate*	Conservative		Independent**			Some of the time	Only now and then	,		Midwest			Urban	Suburban	
	Liberal 4.8%	Moderate*	Conservative 4.1%	4.8%	Independent** 2.6%	5.2%	4.0%	Some of the time 3.5%	Only now and then 5.4%	5.8%	6.6%	Midwest 1.9%	4.5%	3.6%	Urban 7.0%	Suburban 2.8%	3.2%
Somewhat disagree	Liberal 4.8% 12.7%	Moderate* 3.6% 9.9%	Conservative 4.1% 9.9%	4.8% 12.6%	Independent** 2.6% 8.7%	5.2% 11.3%	4.0% 11.2%	Some of the time 3.5% 11.3%	Only now and then 5.4% 13.4%	5.8% 7.9%	6.6% 14.4%	Midwest 1.9% 8.3%	4.5% 10.0%	3.6% 12.0%	Urban 7.0% 10.5%	Suburban 2.8% 12.0%	3.2% 8.4%
Somewhat disagree Somewhat agree	Liberal 4.8% 12.7% 33.5%	Moderate* 3.6% 9.9% 28.8%	Conservative 4.1% 9.9% 26.3%	4.8% 12.6% 34.0%	Independent**  2.6%  8.7%  28.4%	5.2% 11.3% 24.8%	4.0% 11.2% 28.9%	Some of the time 3.5% 11.3% 34.5%	Only now and then 5.4% 13.4% 36.4%	5.8% 7.9% 23.6%	6.6% 14.4% 33.8%	Midwest 1.9% 8.3% 27.8%	4.5% 10.0% 30.6%	3.6% 12.0% 26.2%	Urban 7.0% 10.5% 25.7%	Suburban 2.8% 12.0% 32.8%	3.2% 8.4% 25.7%
Somewhat disagree Somewhat agree Completely agree	Liberal 4.8% 12.7% 33.5% 35.3%	Moderate*  3.6%  9.9%  28.8%  32.9%	Conservative 4.1% 9.9% 26.3% 45.8%	4.8% 12.6% 34.0% 28.4%	Independent**  2.6%  8.7%  28.4%  40.8%	5.2% 11.3% 24.8% 46.1%	4.0% 11.2% 28.9% 48.7%	Some of the time  3.5%  11.3%  34.5%  29.4%	Only now and then 5.4% 13.4% 36.4% 19.0%	5.8% 7.9% 23.6% 28.5%	6.6% 14.4% 33.8% 28.3% 17.0%	Midwest 1.9% 8.3% 27.8% 46.9%	4.5% 10.0% 30.6% 35.7%	3.6% 12.0% 26.2% 39.5%	Urban 7.0% 10.5% 25.7% 36.7%	Suburban 2.8% 12.0% 32.8% 37.2%	3.2% 8.4% 25.7% 41.2%

#### "The government should break up big tech companies into smaller companies."

The government should break	up big tecii	companies	ilito silialiei c	ompanies.													
	All	Ge	ender		Α	ge		Employm	ent Status		Inco	me			Educa	ation	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	9.9%	9.4%	10.4%	12.6%	8.2%	7.6%	12.7%	9.1%	10.5%	9.0%	14.2%	10.1%	7.7%	9.4%	11.0%	9.6%	8.7%
Somewhat disagree	17.0%	17.0%	16.9%	21.8%	15.9%	17.8%	12.1%	18.5%	15.9%	15.6%	14.6%	18.5%	23.1%	13.5%	19.6%	19.7%	17.3%
Somewhat agree	25.9%	27.9%	24.1%	23.6%	22.5%	27.2%	30.5%	24.6%	27.0%	28.1%	25.6%	26.0%	28.8%	25.6%	24.4%	28.0%	28.1%
Completely agree	22.8%	28.3%	17.6%	18.5%	21.6%	22.7%	29.0%	23.1%	22.6%	21.2%	22.0%	22.1%	28.4%	20.7%	22.3%	21.9%	33.2%
Not sure	24.4%	17.4%	31.0%	23.5%	31.8%	24.8%	15.6%	24.7%	24.1%	26.1%	23.7%	23.3%	12.0%	30.8%	22.7%	20.7%	12.7%
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112
		Political Leani	ngs		Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	10.4%	6.5%	13.1%	12.0%	7.1%	10.5%	11.6%	10.1%	8.3%	3.5%	11.7%	5.6%	11.5%	9.8%	11.8%	7.1%	11.7%
Somewhat disagree	19.6%	17.8%	13.4%	19.6%	16.1%	14.7%	17.1%	15.7%	25.3%	15.0%	18.9%	18.0%	13.9%	19.6%	14.5%	20.7%	13.8%
Somewhat agree	27.9%	23.9%	26.4%	24.8%	25.3%	28.3%	26.9%	30.5%	24.2%	23.1%	28.9%	29.0%	24.7%	23.1%	22.0%	25.9%	29.8%
Completely agree	21.0%	19.9%	28.1%	18.8%	23.0%	27.9%	30.0%	17.3%	9.8%	14.2%	21.1%	26.2%	21.9%	22.6%	25.8%	23.6%	19.3%
Not sure	21.0%	31.9%	19.0%	24.7%	28.6%	18.5%	14.4%	26.3%	32.5%	44.2%	19.5%	21.2%	27.9%	25.0%	26.0%	22.7%	25.5%
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	213
		*includes "not sur			**includes "not sure" and												

Q. For each statement below, please indicate how much you agree or disagree with each statement.

"Government should be more involved in regulating social media companies."

	All	Gen	der		Ago	e		Employme	nt Status		Inco	me			Educa	ition	
	All	Male	Female	18-29	30-44	45-64	65+	Working	Not Working	Under \$30k	\$30K-\$59,999	\$60K-\$99,999	\$100K+	HS or Less	Some College	College Grad	Post Grad
Completely disagree	13.1%	12.6%	13.5%	14.0%	12.9%	13.2%	12.2%	12.8%	13.3%	16.4%	13.2%	12.5%	9.5%	14.0%	12.1%	12.5%	13.4%
Somewhat disagree	16.2%	12.7%	19.6%	21.5%	15.0%	14.8%	14.6%	14.9%	17.3%	14.9%	16.0%	22.1%	12.8%	12.9%	18.9%	18.1%	17.2%
Somewhat agree	28.4%	30.6%	26.3%	22.3%	29.6%	29.4%	31.6%	27.9%	28.8%	29.1%	25.7%	30.8%	38.8%	26.0%	28.2%	30.6%	33.5%
Completely agree	24.9%	29.4%	20.7%	18.0%	21.4%	28.2%	31.1%	25.2%	24.7%	22.3%	26.3%	24.7%	32.0%	25.0%	25.2%	22.9%	27.4%
Not sure	17.4%	14.7%	19.9%	24.1%	21.2%	14.5%	10.4%	19.2%	16.0%	17.3%	18.8%	9.9%	6.9%	22.1%	15.6%	15.9%	8.6%
Sample size	1000	479	521	173	274	341	212	446	554	246	258	205	152	375	310	203	112

		Political Leanings			Party ID			Political In	terest			Region				Urban/Rural	
	Liberal	Moderate*	Conservative	Democrat	Independent**	Republican	Most of the time	Some of the time	Only now and then	Hardly at all	Northeast	Midwest	South	West	Urban	Suburban	Rural
Completely disagree	13.2%	9.3%	17.1%	11.8%	10.4%	18.2%	13.4%	13.6%	10.4%	13.1%	11.3%	11.4%	13.7%	15.0%	14.1%	11.9%	14.2%
Somewhat disagree	16.7%	16.7%	15.2%	16.7%	17.7%	13.7%	14.6%	18.3%	18.1%	26.8%	18.6%	19.0%	16.3%	12.0%	14.6%	16.1%	17.8%
Somewhat agree	28.5%	27.9%	28.9%	27.6%	29.7%	27.8%	31.7%	28.4%	29.1%	13.8%	29.6%	29.3%	28.9%	25.9%	22.7%	30.3%	29.3%
Completely agree	26.0%	23.7%	25.2%	25.0%	23.0%	27.2%	31.2%	20.1%	13.7%	17.9%	26.1%	22.8%	24.9%	25.9%	29.1%	24.9%	21.5%
Not sure	15.6%	22.3%	13.5%	18.9%	19.2%	13.0%	9.1%	19.6%	28.6%	28.5%	14.4%	17.4%	16.3%	21.2%	19.5%	16.8%	17.3%
Sample size	315	368	316	357	361	282	541	238	112	55	165	210	398	227	267	422	213

For more details and analysis: thecgo.org/tech-poll