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MoE: +/- 4.18

N: 550

Conducted: March 11th to 12th, 2021

Hello, I am calling from a public opinion research firm and I would like to ask you some questions. I am not trying to sell you anything and I won't be asking for a contribution of any kind. Can I please speak with **[READ NAME ON LIST]**?

OBSERVATION:

Q) What is your gender? (Observe by voice, do not ask)

Male	265	48.2%
Female	285	51.8%
Total	550	100.0%

Q) When you think of Big Tech, specifically Apple and Google, what are the first thoughts/images that come to mind? [Open Ended]

Logo (Apple, 'G')	58	10.5%
Apple Phones/Cell Phones	51	9.2%
Search Engine/Information/Internet/Websites/Email/Innovation/Technology	66	12%
Big Corporations/Too Big	30	5.5%
Computers/Mac Book/Electronics/High End Products	30	5.4%
Censorship/Controlling/Corruption/Crooks/Thieves	60	10.9%
Money/Monopolies/Expensive	67	12.2%
Social Media/Facebook/TikTok	6	1.1%
Privacy/Security	12	2.1%
Don't Know/NA/No Opinion	56	10.2%
General Negative	38	7%
General Positive	28	5%
Other	45	8.2%
Ads	1	0.2%
Capitalism	2	0.4%
Total	550	100.0%



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Now, we are going to read various statements about specific Big-Tech companies and policies. We would like for you to note if you agree or disagree for each one.

[Randomize order of the following section]

Q) Big Tech has too much power and influence over our lives.

Agree	443	80.6%
Strongly Agree	344	62.6%
Somewhat Agree	99	18%
Disagree	84	15.3%
Somewhat Disagree	40	7.2%
Strongly Disagree	45	8.2%
I have no opinion	22	4.1%
Refused	0	0%
<hr/>		
Total	550	100.0%

Q) Arizona should regulate the influence that Big Tech has over Arizona-based businesses and consumers.

Agree	351	63.7%
Strongly Agree	228	41.4%
Somewhat Agree	123	22.4%
Disagree	153	27.8%
Somewhat Disagree	72	13.1%
Strongly Disagree	81	14.7%
I have no opinion	45	8.1%
Refused	2	0.3%
<hr/>		
Total	550	100.0%



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Q) Apple and Google are large monopoly companies that put their own interest before the needs of small businesses and individuals like me.

Agree	425	77.4%
Strongly Agree	317	57.7%
Somewhat Agree	108	19.7%
Disagree	85	15.4%
Somewhat Disagree	41	7.5%
Strongly Disagree	44	7.9%
I have no opinion	39	7%
Refused	1	0.2%
<hr/>		
Total	550	100.0%

Q) The Arizona legislature should act immediately to protect Arizona businesses and individuals from the influence of Big Tech and not wait for the US Congress to act.

Agree	355	64.5%
Strongly Agree	227	41.3%
Somewhat Agree	128	23.2%
Disagree	154	28%
Somewhat Disagree	75	13.7%
Strongly Disagree	79	14.3%
I have no opinion	38	6.9%
Refused	4	0.7%
<hr/>		
Total	550	100.0%



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Now I am going to ask you specific questions about issues being discussed in Arizona surrounding Big-Tech.

Q) Apple and Google both run app stores that are on the majority of phones used in the United States. The two companies determine which apps you can access on your phone and in turn control the market. Are you specifically aware, though, that Apple and Google charge a 30% app tax for payments processed through their platforms?

Yes	140	25.4%
No	402	73%
I don't have a smart phone	6	1.1%
Refused	2	0.4%
Total	550	100.0%

Q) Now that you are aware, do you agree that Big Tech has too much power?

Agree	439	79.8%
Strongly Agree	345	62.8%
Somewhat Agree	94	17%
Disagree	73	13.2%
Somewhat Disagree	42	7.7%
Strongly Disagree	30	5.5%
This does not change my thoughts	30	5.4%
Refused	9	1.6%
Total	550	100.0%

Q) Are you familiar with House Bill 2005 currently working its way through the Arizona legislature? For background, this bill would prohibit the app payment monopoly by introducing competition that would allow you to choose how you pay for app purchases? For example, Uber allows you to choose how you pay for your ride versus game and dating apps where the consumer is forced to only use Apple and Google's payment system which also give Apple and Google all the user's data and charge 30%.

Yes	78	14.2%
No	471	85.6%
Refused	1	0.2%
Total	550	100.0%



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Q) Based on the information that has been shared, would you support House Bill 2005?

Yes	380	69%
No	104	18.9%
Undecided	65	11.8%
Refused	1	0.2%
Total	550	100.0%



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DEMOGRAPHICS:

The following questions are for statistical purposes only.

Q) Which of the following age categories do you fall into?

18 to 34	151	27.4%
35 to 44	81	14.8%
45 to 54	80	14.6%
55 to 64	91	16.6%
65 and over	146	26.5%
Total	550	100.0%

Q) How would you classify yourself in terms of race or ethnicity – White, Hispanic, African American, Asian American, Middle Eastern, Native American or something else?

White	380	69%
Hispanic	115	21%
African American	25	4.5%
Asian American	17	3%
Something Else/Other	14	2.5%
Refused	0	0%
Total	550	100.0%

Q) Are you registered as a Republican, Democrat or Independent/Unaffiliated?

Republican	194	35.2%
Democrat	177	32.2%
Independent/Unaffiliated	179	32.6%
Other	0	0%
Refused	0	0%
Total	550	100.0%



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Q) What is your highest level of education completed?

Less than a high school diploma	10	1.8%
High school degree or equivalent	87	15.9%
Some college, no degree	195	35.4%
Bachelor's degree	154	27.9%
Graduate degree or higher	99	17.9%
Refused	6	1.1%
Total	550	100.0%

Q) In general, do you consider yourself to be conservative, progressive, or something in between?

Conservative	190	34.6%
Strong Conservative	125	22.7%
Somewhat Conservative	66	11.9%
Moderate	245	44.6%
Progressive	85	15.5%
Somewhat Progressive	49	8.9%
Strong Progressive	36	6.6%
Undecided	22	3.9%
Refused	8	1.4%
Total	550	100.0%



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Thank you for your participation, this completes our survey. Have a pleasant evening.

Last 4 General Elections:

0 of 4	149	27%
1 of 4	71	13%
2 of 4	77	14%
3 of 4	88	16%
4 of 4	165	30%
Total	550	100.0%

Region:

North	70	12.8%
Maricopa	333	60.6%
Pima	82	14.9%
South	64	11.7%
Total	550	100.0%

Phone Type:

Cell	232	42.2%
Land	318	57.8%
Total	550	100.0%

Congressional District:

1	62	11.3%
2	61	11.1%
3	51	9.3%
4	65	11.9%
5	72	13.1%
6	67	12.2%
7	43	7.9%
8	68	12.4%
9	59	10.8%
Total	550	100.0%



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Methodology and Transparency

Sponsor

Coalition for App Fairness

Target Population

Registered Voters in Arizona, Statewide.

Sampling Frame & Methodology

Frame:

The sample frame includes registered voters with landline and cell phone telephones.

Methodology:

Live survey; 60% landline telephone and 40% cellphone telephone.

Contacted voters were selected randomly from a list of registered voters in the State of Arizona purchased by Data Orbital Consulting, LLC from i360. Of the voters surveyed, 60% have voted in between two and four of the last four general elections, 13% have voted in one of the last four general elections, and 27% have voted in none of the last four general elections. Voters without a valid landline or cellular telephone number were not contacted.

Selected voters were contacted from March 11th to 12th, using an all Live survey presented in English.



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Weighting

The sample was weighted for gender, age, race, party affiliation, education attainment and geographic region to mirror the registered voter population in Arizona. Election data was sourced from i360 and the Arizona Secretary of State.

Total Number of Respondents

550

Margin of Error

± 4.18% (95% confidence interval)
Margin of error does not take into consideration design effect.

